

From: Serdouk, Mohammed
Sent: 25 August 2023 13:52
To: dehmei
Cc: Legister, Linda
Business Licence <business.licence@brent.gov.uk>
Subject: RE: DEMI'S NIGERIAN RESTAURANT 89 Cricklewood Broadway NW2 3JG Application No: 28744

Hi Mr Demi

Thank you for your call and your subsequent email. Firstly, I did not tear the license rather I removed it from your wall as it is not your property and is still in our possession and I asked you to apply for a new license if no transfer was possible from previous owner and instructed you to remove all alcohol on display.

As you have mentioned, I visited your premises for inspection, there was no valid license, no DPS and alcohol being sold. Upon my second compliance visit, staff were present and alcohol was still on display.

As I mentioned in the telephone conversation that in the likelihood of your restaurant having an event in the future or during Christmas period, you can apply for a Temporary Event Notice (TEN).

In addition, I also informed you that upon satisfaction of no complaints received you can apply for a variation to the closing times.

As for your comment of ; **The previous owner actually sold us the lease with the licence saying it's paid for**

- We have received communication from the previous owner stating otherwise.

Mr Demi Ore, unfortunately I am declining your request for the time being as per my previous email.

Regards
Mohammed Serdouk

From: dehmei
Sent: 25 August 2023 13:12
To: Serdouk, Mohammed
Cc: Legister, Linda
Subject: Re: DEMI'S NIGERIAN RESTAURANT 89 Cricklewood Broadway NW2 3JG Application No: 28744

Good afternoon sir.

Thank you for your email.

Please like I mentioned to you the very first day you came to the restaurant I didn't know we needed to re-register. **The previous owner actually sold us the lease with the licence saying it's paid for** so I was shocked when you visited that day and said otherwise. I did offer to pay immediately which you declined and torn off our alcohol licence before explaining how it works. The registration was made within 24hours as promised.

The next time you came into the restaurant I video called you to let you know as my staff told you I was around the area to do shopping quickly.

Our weekends are our only chance of making the business work and would like you to reconsider your decisions. We are a restaurant and bar.

Please let me know how we can move forward.

Thanks
Demi

On Fri, 25 Aug 2023, 12:48 Serdouk, Mohammed, <Mohammed.Serdouk@brent.gov.uk> wrote:

Hi Mr Demi ore

Thank you for your email related to your request to extend the closing time on Friday and Saturdays from 1 am to 2 am. The 4 licensing objectives are:

- A. the prevention of crime and disorder.
 - B. public safety.
 - C. the prevention of public nuisance.
 - D. the protection of children from harm
-
- 1. Demi's Nigerian Restaurant is located in a residential area and one of the council licensing objective is the Prevention of Public nuisance.
 - 2. The application and representation are based on such objectives.

I feel that the premises being a Restaurant the closing time of 1 am is adequate to the area the premises are located at. Bearing in mind that Mr Demi Ore, you have been operating without a valid and current license for a long time without any notification to the council.

Myself having visited the premises on a routine inspection and found out that there was no DPS(Designated Premises Supervisor) and have removed the previous owner license from your premises wall and have informed you of the licensing act and the breaches committed.

I thank you for acting upon my advice to legalise your premises to sell alcohol and your operating hours, however, I must decline your request for the time being. I will gladly reconsider an application to vary the closing times in the future as long as no complaints are received.

Regards

Mohammed Serdouk

Licensing Enforcement Officer.

From: dehmei
Sent: 24 July 2023 16:38
To: Serdouk, Mohammed
Cc: Business Licence Esther, Chan <
>; Legister, Linda
Subject: Re: DEMI'S NIGERIAN RESTAURANT 89 Cricklewood Broadway NW2 3JG Application No: 28744

Good afternoon Sir/Madam

How are you doing?

Thank you for your email and support. I'll like to let you know we are on the same page with all your requirements and making sure we play our part as a business to support our local council and the police.

I am very passionate about supporting my local council. When I started my restaurant I only had one vision- To be the best Nigerian Restaurant in the World and make a positive impact in my local area. We already run a paid apprenticeship for the locals to help young people gain skills that can help them navigate the real world (communication skills, task prioritization and more). We have two people as I speak that started since May and we hope as we grow to increase that number to play our part in the local area.

I have spoken in length with the licensing officers (Metropolitan Police and Council) to help understand your perspectives better and table mine. I was informed there's room for negotiations hence this email.

I'll appeal for you to reconsider your decision on our closing times on Fridays and Saturdays from 1.00 to 2.00 (am).

Our customer base is 90% older customers (55yrs upwards) that want to eat good authentic Nigerian food and be in a social place on Fridays and Saturdays. I don't intend to run a club and won't as it doesn't align with my business model. Our whole restaurant is a see through so nothing of that nature will ever take place. Our mantra for DEMI'S NIGERIAN RESTAURANT AND BAR is a Taste of Home. The Nigerian culture is heavily dependent on people eating and chilling late at night hence why I applied for a late closing time for those two days.

There are many shops, lounges and restaurants that close late on Cricklewood Broadway (KFC, Elementree bar and restaurant, 84 West restaurant and more). Please give us the competitive edge we need to survive as a business in a year that's been very challenging already due to inflation and change in general spending behaviour.

We already have everything you mentioned in place but I am very open to many more if that would assure you on helping our business have its doors open in the future.

Thank you always.

Demi

On Wed, 19 Jul 2023, 10:09 Serdouk, Mohammed, <> wrote:

Dear Sir,

After careful consideration of the application related to above named subject I wish to make a representation that the likely effect of the grant of the application is detrimental to the Licensing Objectives for the reasons indicated below.

The Licensing Authority representations are primarily concerned with the four licensing objectives;

- the prevention of crime and disorder.
- public safety.
- the prevention of public nuisance.
- the protection of children from harm.

In order for the Licensing Authority to withdraw this representation, it will be necessary for you to confirm that you accept the above conditions in writing.

Regards

Mohammed Serdouk

Licensing Enforcement Officer

Regulatory Services