



Peter Conisbee

PcLicensing
4 Beacon Close
Huntingdon
Cambridgeshire
PE29 6GB

Tuesday 6th December 2022

Members of the Committee,

I write as representative to the applicant Mr Mohammed Al-Ali of Burger Bitez Ltd. We are set for a committee hearing this coming Thursday the 8th of December and though it may be useful to give you further insight to the business.

As you are aware, Burger Bitez are seeking licensable hours to permit Late Night Refreshment 2300-2345 Sunday to Thursday and 2300-0145 Fridays and Saturdays.

As the application states, Burger Bitez is a burger bar with a difference. Independently owned, the burgers are all home-made and 'smashed' on the premises. The vast majority of their dishes and a number of the sauces are also home-made. In terms of food produce, this is what sets them apart from standard 'fast food' premises.

Added to the quality of the food on order is the high specification of the premises. The attention to detail when the premises was designed earlier this year was to present a venue set apart from other similar establishments. A venue that had the look of a restaurant not of a standard fast food premises. If you are not familiar with Burger Bitez, the photos below provide an insight, a menu is also attached.

Application

The application was submitted at the end of September with a final date for representations the 27th of October 2022. As a result of an issue with the printers, the legal notice was not published within the stipulated ten working days. I informed the authority of this matter, which was out of our hands, and offered to withdraw and re-submit the application. Thankfully the authority stated that there was no necessity to do so and extended the consultation period to the 13th of November 2022. During the entire period, which was

over 6 weeks my client kept the blue notice on display in the window of the premises.

Mr Al-Ali always planned on submitting an application for late night refreshment, but this came earlier than he anticipated due to calls from the public. This is no surprise given that his main focus is on customer service, the quality of food, the ambience of the premises and his high standards are clearly evidenced amongst the online reviews I have pasted below.

These high standards also came across the first time I met Mr Al-Ali, he informed and showed me that he had already purchased an electric bike to assist with deliveries. He was conscious of the environmental impact and that on the noise of vehicles informing me that he would only use electric vehicles for deliveries. Whilst discussing this we agreed to implement what I term as 'silent delivery' during the hours of darkness. Bicycles or electric vehicles to transport the deliveries, with the agent contacting the customer just before delivery to save any loud knocking on doors.

During consultation discussion was had with the police and the licensing authority. Some additional conditions were added, but most were amendments of those already offered. At the end of consultation, none of the responsible authorities had objected. Neither had any members of the public. The only representation was that of councillor Mistry.

This is an extremely important point. As stated, the notice was on the premises for an extended time some 6 weeks plus. Therefore, the public had sight and knowledge of the application for over two weeks longer than one would normally. No objections. Furthermore, it was the general public and customers of my client that actually asked for this service to be extended. Finally, on hearing that my client had received the one objection a number of signatures of support were gathered, as per the attached sheet.

I appreciate that there is an opportunity during the consultation process for anyone to submit a representation in favour of an application but, I have never experienced such. We are all very quick to try and stop something that we do not agree with, but if we agree with it we often say and do nothing. This is exactly what has happened here with these residents and businesses that wholeheartedly support this application. Not necessarily because they want to dine at the premises. But, because unlike you and I, they know the applicant extremely well, they trust him and his ethos and they want to put their heads above the parapet and state as the very people the councillor represents, that they actually want this to happen.

With regard to other premises in the area we cannot comment as we are only dealing with the merits of my client. But given that the public and the experts in the responsible authorities offered no objection one could reasonably assume that there are no issues or complaints in the area and as such we are firm in our belief that if granted, this application would have no negative affect on the night-time economy

We wholeheartedly respect and understand the councillors concerns for their constituents, but the neighbours and nearby residents have had several weeks to object if they wished to, and they have not. Unfortunately, we have not had a reply to our letter to the councillor so have not had the opportunity to discuss the matter with them as we did the responsible authorities.

We look forward to discussing the matter further at committee for which my client will be present and happy to assist you in making a decision.

Kind Regards

Peter

Peter Conisbee Q.Inst.Pa
Licensing Consultant and Independent Commercial Energy Broker
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Recent Reviews

- *Burger Bitez has the best burgers in town! I had the Sticky Bird chicken burger and it is the best burger I've ever had in my life. Will definitely be coming back here! The restaurant was clean, staff were so friendly. The customer service was outstanding and the food was out of this world! Come and give Burger Bitez a try, I promise it'll be worth it :)*
- *I'm assuming this place has newly opened. It is really place I recommend. The prices and portions are extremely reasonable. I got the dynamite chicken burger meal as a meal which was really good, i would just recommend grilling the tomatoes personally. The dynamite shrimp were also great, lush and very delicious. That totalled £14. The wings were good too, a good little bite. The onion rings had good crunch and consistency. Also, the service here is top notch, it may be a burger place but they are super attentive and helpful. I would recommend this place and I hope it succeeds*
- *The food is absolutely amazing, best food I've ever had, service is great and the staff are phenomenal. Definitely worth coming all the time, second time here and I always get the best service and I don't have to wait long for the food. Best burger place I've ever been to and only place I'll be coming to.*
- *Impeccable burgers matched with superb service! Ordered spicy cheese which came with two juicy but well cooked patties sandwiched in just right brioche buns. Others ordered peri peri chicken burgers and they were equally impressed. Feels casual but high end. Highly recommended!!*
- *Friendly staff, lovely food, great decor. Had the classic burger and it was really nice - two smashed patties, fresh salad and the buns were nice and fluffy. About time Kingsbury got a good burger joint!! And this is an upgrade from the old Wimpy! Recommend if you are in the area!*
- *Excellent food & customer service - honestly can't fault a thing! The burgers were flavoursome & everything was great quality at a great price. A needed addition to the area, definitely going back!*
- *A friend and I stopped by for lunch. I had spicy chicken strips and my friend had a burger with fries. The burger and the strips were delicious!
Freshly made sauces were served with the burger: chipotle and dynamite. I strongly recommend these sauces. They were so tasty and differentiated.
The customer service was great too. Friendly and helpful people.
Wish them all the best on their business!!*
- *Randomly came across this restaurant whilst driving around to find somewhere to eat and we are so glad we did! Amazing quality food, burgers were so so fresh. Amazing customer service (10/10), and VERY good prices. We will definitely be returning, thanks guys!*
- *So where do I start. A group of us went for dinner today. All of us ordered different burgers. The burgers were absolutely amazing. The size, the flavour and the juiciness was just perfect. It that wasnt enough the homemade sauces added simply a new dimension in the flavours. To finish it off we had the deserts which I believe are all homemade and they were a fitting compliment to one of the best burgers I have had in ages. Well done to the owners. This is one place I will be visiting regularly without a doubt.*

Finally, the price of the meals is very reasonable compared to the other burger places and with the quality and portion size of the meal it is very good bargain.

- *With great customer service and amazing food, was absolutely chuffed and happy with my experience at this restaurant. Super friendly and welcoming and helped in any moment needed. Definitely visit with friends, the environment is so beautiful 😊.*
- *The staff were extremely helpful when we asked what our daughter could eat taking into account her allergies. The meat was halal and not stunned. They were friendly and patient. The food didn't take long to arrive and was excellent- not just a regular burger but delicious real food. Will definitely go there again. The atmosphere was fine , clean and pleasant as we're the toilets.
Kid-friendliness: Very welcoming and patient
Dietary restrictions: Happy to help with allergy advice*







SPECIAL BITEZ		
Lamb Chops 4pcs  £14.50	Messy Fries £5.99	
Served with chips or rice and salad	French fries, fried chicken or beef, cheese sauce, jalapeno, fried onion.	
	<i>Swap to waffle fries for £1</i>	
SALADS		
Mix Salad  £3.99		
Mix leaf, cucumber, cherry tomato and house dressing		
Caesar Salad £4.99		
Cos lettuce, croutons, caesar dressing and slice of parmesan cheese add 3 strips of chicken for £3.99		
Bitez The Cob £7.49		
Shredded iceberg lettuce, slice of egg, turkey slice, slice of blue cheese, chopped chicken and slice of avocado and house dressing		
EXTRA	Turkey Rashes £1 Fried Egg £1 Onion Ring £1 Crispy Onion £1 Caramelised Onion £1 Avocado Slice £1 Cheese Slice £1 Jalapeno 50p Mushroom £1.99 Pickles 50p	
MILKSHAKES £4.90	MOJITOS <small>Non Alcoholic</small> £4.90	
Oreo	Mint & Lemon	
Snickers	Strawberry	
Kinder Bueno	Passion Fruit 	
Maltesers		
Chocolate	HOT DRINKS 	
Strawberry	Cappuccino £2.50	
Reese's	Latte £2.50	
Ferrero Rocher	Mocha £2.50	
	Macchiato £2.50	
DESSERTS £4.49	Americano £2.50	
Chocolate Brownie	Espresso Single £1.50	
Served with scoop of ice cream and chocolate sauce	Espresso Double £2.00	
Cheesecake		
Served with honey blueberry sauce		
Classic Crumble	SOFT DRINKS £1.50	
Mix fruit crumble served with custard 		

VEGGIE BURGERS

Meals are served with fries and a soft drink.
Upgrade to a milkshake for £2.49

	Meal	On Its Own
Veg Patty	£6.49	£4.49
Lettuce, mayo, slice of beef tomato, slice of gherkin, slice of red onion, slice of cheddar cheese		
Falafel Patty	£7.49	£5.49
Garlic mayo, lettuce, slice of gherkin, slice of halloumi cheese		
Veg Burger	£7.49	£4.49
Garlic mayo, portobello mushroom, fried red pepper, slice of gherkin, lettuce, slice of beef tomato, red onion and slice of halloumi cheese		

PERI-PERI CHICKEN

CHOOSE YOUR FLAVOUR

LEMON & HERB | BBQ | MEDIUM | HOT | HONEY ROSEMARY SPICE | EXTRA HOT

Whole Chicken	£12.50	Strips 4pcs	£3.90
Half Chicken	£6.50	Joint Wings 5pcs	£5.99
Quarter Chicken	£4.00		

QUICK BITEZ

Macaroni Cheese	£4.49
Cheesy Fries	£2.90
Nachos	£5.99
Fried Wings 5pcs	£4.99
Fried Strips 4pcs	£4.99
Dynamite Prawns	£5.49
Macaroni Balls 4pcs	£3.99
Tortilla Bitez	£2.99

SIDES

French Fries	£1.99
Sweet Potato Fries	£3.20
Potato Wedges	£3.20
Halloumi Sticks 4pcs	£3.20
Waffle Fries	£3.99
Spicy Rice	£2.99
Coleslaw	£2.49
Corn On The Cob	£2.99
Onion Ring 5pcs	£2.90

DIPS

80p or 3 for £2

BBQ | Honey Rosemary Spice
Chipotle | Creamy Mustard
Dynamite | Bitez Sauce
Garlic Mayo

BEEF BURGERS

Meals are served with fries and a soft drink.
Upgrade to a milkshake for £2.49

	Meal	On Its Own
The Mustard Bitez	£8.49	£6.99
2x 3oz beef patties, creamy mustard, lettuce, sliced gherkin, caramelised onion, slice of cheddar cheese		
Classic Cheese	£8.49	£6.99
2x 3oz beef patties, mayo, lettuce, mature cheddar cheese slice of beef tomato, sliced red onion, gherkin		
Chilli Cheese	£9.49	£7.49
2x 3oz beef patties, chipotle mayo, lettuce, gherkin, jalapeno, American cheese, crispy onion		
Blue Burger	£9.49	£7.49
2x 3oz beef patties, onion, mayo, lettuce, slice of blue cheese		
Hawaiian	£9.49	£7.49
2x 3oz beef patties, BBQ sauce, lettuce, jalapeno, caramelised pineapple, slice of avocado, mature cheddar cheese		
The Burger Bitez	£10.49	£8.49
2x 3oz beef patties, bitez sauce, lettuce, sliced gherkin, slice of emmental cheese, crunchy onion ring, turkey rashers, fried egg		

CHICKEN BURGERS

Meals are served with fries and a soft drink.
Upgrade to a milkshake for £2.49

Sticky Bird	£7.99	£5.99
Chicken fillet, BBQ sauce, lettuce, slice of gherkin and slice of cheddar cheese		
Dynamite	£7.99	£5.99
Chicken fillet, dynamite sauce, lettuce, slice of beef tomato, slice of red onion and slice of gherkin		
Classic Bird	£7.99	£5.99
Chicken fillet, mayo, lettuce, slice of beef tomato, slice of red onion, slice of gherkin and slice of cheddar cheese		
Fire Cracker Bird	£7.99	£5.99
Chicken fillet, chipotle, lettuce, slice of gherkin and American cheese		

KIDS MENU

£3.99 with fries and fruit shoot

Mini Classic Burger	Mini Chicken Burger	Mini Cheese Burger
Mayo, ketchup, lettuce, single patty	Two grilled strips, lettuce, ketchup	Cheese, mayo, ketchup, lettuce, single patty
Chicken Nuggets 4pcs		

Upgrade to a milkshake for £2.49

Burger Bitez

455 Kingsbury Road
London
NW9 9DY

We have submitted an application to the local authority for this premises to remain open until midnight Sunday to Thursday and till 2am on Friday and Saturday nights

If this is something you would like to happen please fill in your details below, and thank you for your support

Name Address Postcode

[Redacted]	HA3 9SG
[Redacted]	NW9 0AR
[Redacted]	HA3 9TF
[Redacted]	NW10 4BH
[Redacted]	HA9 0RF
[Redacted]	HA3 8QJ
[Redacted]	NW9 9HN
[Redacted]	NW19 9EA
[Redacted]	HA3 9TF
[Redacted]	NW9 9DT
[Redacted]	NW9 9PT
[Redacted]	NW9 9PT
[Redacted]	UB3 1SB
[Redacted]	HA3 9PR
[Redacted]	HA3 9RR



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HAB 8DS

NW9 6BP

HAB 0AY

NW10 5AA

HAY 8LJ

NW9 0DU

NW9 0BB

NW9 0BG

NW9 0DL

NW9 0DH

NW9 0DH

HAY 8FW

NW9 0DL

NW9 0TY

WDS 0HD

HAB 9TR

HAB 8SZ

HAB 9SD

HAB 2AR

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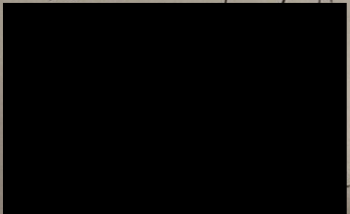
HAB 9SM

HAB 5SN

NW9 9HD

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