

From: dehmei
Sent: 29 August 2023 12:13
To: Phil.S.Graves
Cc: Business Licence
Subject: Re: New Premises - Demi's Nigerian Restaurant, 89 Cricklewood Broadway, NW2 3JG - 28744 - Police Reps

Thank you for your response.

I understand and respect your decision however your perspective would have been more understandable if we were the only shop closing late on Cricklewood Broadway. All shops although might not be under your council close late on the same road so I struggle to understand your concerns about night economy.

I'll would like to maintain my stand as I am also part of the community you look after and you're doing a great job however your concerns would mean to tell the shop around to close 1am. We have to do everything possible without impacting our community negatively as a business which is the case here. As I have said before we are a restaurant and bar. It's vital we have the option to open till late in this case all we are asking is an hour of operation time. It's will keep our business open. I have appealed and urged you to reconsider your decision many times.

Please let me know how we can proceed to a hearing and the process.

I have called you several times but no response.

On Tue, 29 Aug 2023, 11:44 , <Phil.S.Graves@met.police.uk> wrote:

Good morning Demi,

Unfortunately I stand by my original comments that I don't feel that a restaurant in a residential area should be open as late as you are asking for. I have a duty of care for the residents of Brent as well as the business' and feel I would be failing them if I allow Brent to turn into a night time economy.

Sorry I cannot assist further,

Phil

From: dehmei
Sent: 24 August 2023 17:37
To: Graves Phil S - NW-CU
Cc: Business Licence <
Subject: Re: New Premises - Demi's Nigerian Restaurant, 89 Cricklewood Broadway, NW2 3JG - 28744 - Police Reps

Good afternoon Sir.

How are you doing?

Apologies sir. I responded since the 24th of July but did not realise that the trail was a new one and you weren't copied on the email.

Please below is my response on the 24th of July. Please let me know how best we can move forward. The following were copied on the email (Mohammed.Serdouk, Esther.Chans and Linda.Legister).

RESPONSE

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 it doors open in the future.

Thank you always.

Demi

On Fri, 14 Jul 2023, 13:52 , <Phil.S.Graves@met.police.uk> wrote:

Good afternoon Oreoluwa,

Thank you for your time earlier in the week and for explaining your plans for the restaurant. As we discussed I have my concerns over the late hours that you have requested and I don't feel it is appropriate for a restaurant to be open until 03.00 hrs in such a residential area. My attached reps explain this along with a list of conditions to go onto your premises license. If you are in a position to agree to my hours and conditions then the police will have no objections with the council providing you with the license. If we can't agree we may need to arrange a hearing.

It may be worth you speaking to a licensing agent and waiting to see what conditions & hours Brent council submit before making a decision.

Thanks,

Phil

CC Brent Council