

# **Submission to Licensing Committee – Spoon & Rice, 16 High Road, Willesden NW10 2QG**

Date: 5 November 2025

Applicant: John Belmonte, Spoon & Rice, 16 High Road, Willesden NW10 2QG

## **Introduction**

We thank the licensing committee for the opportunity to make this written submission in support of our premises licence application for Spoon & Rice, located at 16 High Road, Willesden NW10 2QG.

We fully acknowledge and respect the licensing process and the importance of safeguarding the four licensing objectives under the Licensing Act 2003. From the outset, we have engaged openly and constructively with Brent Council's Licensing Team, responsible authorities, and local residents.

This submission outlines:

- The comprehensive measures we have taken to meet and exceed licensing standards,
- The steps we have implemented to address the concerns raised by an objector, and
- The reasons why granting this licence would be consistent with the Licensing Act objectives and beneficial to the local area.

## **Full Acceptance of Licensing Conditions**

We have reviewed all proposed conditions set by Brent Council and fully accept and will comply with each one.

Our agreed conditions include, but are not limited to:

- CCTV installation in line with Home Office standards, ensuring 31-day retention and immediate access for Police or authorised officers.
- Challenge 25 policy for age verification, with full signage and refusal logs.
- Staff training programme, renewed annually, covering alcohol law, responsible service, incident reporting, and CCTV operation.
- Comprehensive incident and refusal logs maintained and available for inspection at all times.
- Restricted alcohol service — waiter/waitress only, always with a substantial meal, and no vertical drinking.
- No beers, lagers, or ciders above 6% ABV, and no spirits in open bottles accessible to the public.
- Strict delivery controls — ID verification for all alcohol orders, no deliveries to public spaces, and noise-minimising conduct for drivers.
- Operating hours strictly within 11:00–21:30 (with 30 minutes drinking-up time), Monday–Friday only.

We believe these robust measures directly support all four licensing objectives and demonstrate a responsible and precautionary approach to alcohol sales.

## **Type of Alcohol Sale and Delivery Management**

### **1. Type of Alcohol Sale**

The sale of alcohol at Spoon & Rice will be for consumption on the premises only.

All alcohol will be served by trained staff, exclusively to seated customers enjoying a substantial meal. No off-sales or takeaway alcohol will be permitted.

## 2. Food Delivery and Alcohol

While Spoon & Rice offers food deliveries through recognised online platforms, we do not intend to sell or deliver alcohol via these services.

All alcohol sales will take place on-site only, ensuring full control and compliance with licensing conditions.

## 3. Complaint Regarding Delivery Drivers

We take seriously the concerns raised about delivery drivers obstructing the public highway. Although such incidents are rare, we have taken decisive action to prevent any recurrence. We have implemented the following measures:

- Instructions to all delivery drivers not to block or obstruct the public highway when collecting orders.
- Drivers are required to park responsibly and safely off the road at all times.
- Signage has been installed at the premises reminding drivers of these obligations.
- Ongoing monitoring by management to ensure compliance and immediate corrective action if any issue arises.

These proactive steps demonstrate our commitment to being considerate neighbours and ensuring our operations do not cause any nuisance or inconvenience to the public.

## **Actions Taken to Address and Ease Public Concerns**

We have taken several proactive steps to address and ease the concerns raised by a member of the public:

### 1. Immediate Compliance

- The temporary shed referenced in the objection was immediately removed upon instruction from the Council.
- We acted promptly and cooperatively, ensuring the premises are fully compliant with all regulations.

### 2. Visual and Structural Compliance

- The small decorative flower divider mentioned in the objection is purely aesthetic and non-structural. It serves to enhance the dining area's appearance and create a welcoming environment for customers.
- We have also secured and renewed a valid Pavement Licence from Brent Council, which explicitly permits the placement of our outdoor furniture and decorative divider within the authorised boundary.
- This demonstrates our ongoing commitment to obtaining the necessary permissions and maintaining full transparency with the Council.

### 3. Noise and Nuisance Prevention

- We have implemented a “Leave Quietly” policy, with clear signage and staff reminders for departing customers.
- We use low-volume indoor music only, well below ambient street noise levels.
- We have installed sound-absorbing interior materials to further prevent external noise.

#### 4. Neighbour Relations

- We have made efforts to engage respectfully with neighbours and nearby traders.
- We remain open to direct dialogue with any residents who may have concerns in the future.

#### 5. Operational Control

- We have never used or intended to use the rear parking area or any space beyond our approved boundary for licensable activity.
- Seating and tables remain strictly within our permitted trading footprint.

These measures have been implemented not only in response to the objection but as part of our long-term commitment to responsible business practice.

### **Why the Licence Should Be Granted**

We respectfully submit that granting this licence will support the licensing objectives and provide clear community and economic benefits:

#### a. Prevention of Crime and Disorder

- CCTV and trained staff ensure a safe, secure, and well-monitored environment.
- Alcohol is only served with meals via table service — eliminating the risk of street drinking or disorderly behaviour.

#### b. Prevention of Public Nuisance

- Controlled hours (closing at 22:00) and no vertical drinking prevent late-night noise or gatherings.
- We operate a calm, family-oriented dining venue, not a bar or late-night venue.
- Clear signage and staff supervision ensure customers leave quietly and respectfully.

#### c. Public Safety

- The premises are equipped with an intruder alarm and panic button.
- We have clear fire exits, safety signage, and trained staff who understand emergency procedures.

#### d. Protection of Children from Harm

- Challenge 25 ensures no underage sales.
- Children are only permitted when accompanied by a responsible adult, in a safe and supervised dining setting.

#### e. Community and Economic Contribution

- Spoon & Rice is a locally owned, independent business, providing jobs, training, and economic activity in Willesden High Road.
- Our customers are primarily families and local professionals — reinforcing a positive and community-minded environment.
- Granting this licence will help sustain a vibrant, well-managed local business that contributes to the regeneration and vitality of the town centre.

We believe the risk of harm is negligible, while the community benefits are tangible and significant.

#### **Conclusion**

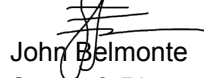
Spoon & Rice has demonstrated consistent compliance, responsibility, and a proactive approach to addressing any concerns. We have engaged positively with the Council, accepted all conditions in full, secured the necessary pavement licence, and implemented clear measures to ensure responsible trading and community harmony.

We respectfully submit that the granting of this premises licence will uphold all four licensing objectives and provide a safe, well-managed, and valued community venue in Willesden.

We remain fully committed to maintaining high standards, operating transparently, and cooperating with Brent Council and the local community at all times.

We thank the committee for their time and consideration.

Yours faithfully,



John Belmonte

Spoon & Rice

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