From: Maldoom, Edwin
Sent: 22 October 2026 10:14
To: Rossi Laorenza; Michael.J.Sullivan@met.police.uk
Cc: mpslicensingsector1@met.police.uk; Business Licence; Legister, Linda
Subject: RE: Rossi's Bar, 189 Edgware Road NW9 6LP – Police Representation to Premises Licence Variation

Good morning Rossi,

Thank you for your prompt response.

As such, given the agreed conditions and amendment to the operating schedule, I can confirm that the Licensing Authority withdraws its representation against the application to vary the premises licence.

Many thanks,

Edwin Maldoom

Licensing Enforcement Officer

From: Rossi Laorenza
Sent: 22 October 2026 10:08
To: Michael.J.Sullivan@met.police.uk; Maldoom, Edwin
Cc: mpslicensingsector1@met.police.uk; Business Licence ; Legister, Linda
Subject: Re: Rossi's Bar, 189 Edgware Road NW9 6LP – Police Representation to Premises Licence Variation

Dear Edwin,

Thank you for your email and for the time and consideration that both you and Mike have given to our application and subsequent proposals.

Having reviewed the attached conditions and finalised permitted hours, I can confirm that I accept them in full, including the proposed hours and the conditions set out within the document.

I'd like to thank both yourself and Mike for taking the time to work through this application with us. We appreciate the constructive approach taken throughout the process and are pleased that we have been able to reach an agreement that works for all parties and allows the representations to be withdrawn.

Thank you again for your assistance and guidance. Please let me know if you need anything else from me and what the next steps would be.

Best wishes

Rossi.

On Wednesday, 21 October 2026 at 18:16:14 BST, Maldoom, Edwin wrote:

Good afternoon Rossi,

No worries, I've reattached it as a PDF. Hopefully, you can open it this time.

If you don't have any luck, please let me know and I'll copy and paste it in the body of the email.

Best regards,

Edwin Maldoom

Licensing Enforcement Officer

From: Rossi Laorenza
Sent: 21 October 2026 17:15
To: Michael.J.Sullivan@met.police.uk; Maldoom, Edwin
Cc: mpslicensingsector1@met.police.uk; Business Licence; Legister, Linda
Subject: Re: Rossi's Bar, 189 Edgware Road NW9 6LP – Police Representation to Premises Licence Variation

Good Afternoon,

Thank you for your response. Can I just check if there was suppose to be a attachment to the email with a outline of the proposed conditions and hours as I do not seem to be able to see any attachment so am unable to see the proposal.

Best wishes

Rossi.

On Wednesday, 21 October 2026 at 15:53:29 BST, Maldoom, Edwin wrote:

Good afternoon Rossi,

Following your response, Mike and I have given consideration to the proposed measures set out in your email below and the proposed reduction in the terminal hour for licensable activities.

Consequently, we are in agreement that, should the attached conditions and finalised permitted hours be agreed, both the Licensing Authority and the Metropolitan Police Service would be in a position to withdraw their representations against the application to vary the premises licence.

As you will see, the only aspect I have not agreed to is the proposed increase to the permitted hours on Sundays, which I have left unchanged from what is currently authorised by the premises licence.

In relation to the conditions, whilst some reflect measures put forward by yourself, I have also included several additional conditions for your consideration with a view to promoting the licensing objectives.

Please let me know your thoughts and, should you have any questions, do not hesitate to contact me.

Many thanks,

Edwin Maldoom

Licensing Enforcement Officer

From: Maldoom, Edwin
Sent: 19 October 2026 10:31
To: Rossi Laorenza; Michael.J.Sullivan@met.police.uk
Cc: mpslicensingsector1@met.police.uk; Business Licence

Subject: RE: Rossi's Bar, 189 Edgware Road NW9 6LP – Police Representation to Premises Licence Variation

Good morning Rossi,

Thank you for this. I was on annual leave on Thursday and Friday last week, only returning to work today. I'll digest the below and provide you with a comprehensive response this week.

Many thanks,

Edwin Maldoom

Licensing Enforcement Officer

From: Rossi Laorenza
Sent: 15 October 2026 16:42
To: Maldoom, Edwin Michael.J.Sullivan@met.police.uk
Cc: mpslicensingsector1@met.police.uk; Business Licence
Subject: Re: Rossi's Bar, 189 Edgware Road NW9 6LP – Police Representation to Premises Licence Variation

Good Afternoon,

Following our teams call earlier in the week, I have carefully considered the concerns raised and would like to offer the following additional measures to ensure the licensing objectives continue to be promoted and upheld.

My intention is to operate a safe, well-managed venue whilst working positively and collaboratively with both Responsible Authorities and local residents.

Proposed Hours

Friday and Saturday

- Supply of Alcohol: Until 02:00
- Opening Hours: Until 02:00

Sunday

I am content for Sunday hours to remain as originally proposed:

- Supply of Alcohol: Until 01:00
- Opening Hours: Until 01:00
- Live and Recorded Music: To cease at 00:30

Any extension beyond 01:00 would therefore apply only to Fridays and Saturdays.

Live and Recorded Music

To minimise the potential for noise nuisance and disturbance to nearby residents:

- All live and recorded music shall cease at 01:30 on Fridays and Saturdays.
- The final 30 minutes of trading will operate as a managed wind-down period.
- House lights will be raised following the cessation of music to encourage a gradual and orderly dispersal of customers.
- On Sundays, all live and recorded music shall cease at 00:30.

SIA Door Supervision

On Fridays and Saturdays when operating until 02:00:

- A minimum of three SIA registered door supervisors will be employed from 21:00 until the premises have been cleared of customers.
- Two SIA door supervisors will be positioned on the entrance and immediate external area of the premises.
- One SIA door supervisor will patrol within the premises throughout the evening.
- The roaming SIA supervisor will monitor customer behaviour, undertake regular checks of the toilets to ensure they are being used appropriately, monitor customer welfare, and assist with management of the smoking area, entrance and dispersal of customers where required.
- Door supervisors will remain on duty until customers have dispersed from the immediate vicinity of the premises.

Search Policy

To support the prevention of crime and disorder:

- Bag searches and pat-down searches will be conducted from 21:00 onwards on Fridays and Saturdays.
- Any customer refusing a search will be refused entry.
- Any customer who appears excessively intoxicated will be refused entry.
- Signage advising customers of the venue's search policy will be displayed at the entrance.
- Any refusals, incidents or confiscated items will be recorded within the venue's incident log.

Last Entry Policy

To discourage customers moving between venues late at night and to help maintain a controlled environment:

- Last entry will be one hour prior to the permitted closing time.
- No new customers will be admitted during the final hour of trading.

This would mean:

- Friday and Saturday: Last Entry 01:00
- Sunday: Last Entry 00:00

Dispersal Policy

A formal dispersal policy will be implemented and maintained.

This will include:

- SIA staff actively managing customer departures.
- Encouraging customers to leave the area quietly and respectfully.
- Preventing loitering immediately outside the premises.
- Assisting customers with onward travel arrangements where appropriate.
- Displaying notices requesting customers respect local residents and leave the area quietly.
- SIA staff remaining on duty until customers have dispersed from the immediate vicinity of the premises.

Smoking Area Management

The existing condition limiting the smoking area to five persons at any one time will remain in place.

In addition:

- The smoking area will be closely monitored by SIA staff at all times.
- The smoking area will be strictly for customers who are actively smoking.
- Any person lingering within the smoking area who is not actively smoking will be asked to return inside the premises.
- Customers will not be permitted to use the smoking area as a congregating space.
- Customers using the smoking area will be reminded to keep noise to an absolute minimum.
- SIA staff will actively manage the area to reduce noise, prevent congregation and minimise any potential disturbance to local residents.

Staffing and Management

When operating extended hours:

- The Manager will be present at the premises and actively involved in supervising the operation of the venue.
- A minimum of two members of staff will be positioned behind the bar throughout the extended trading period.
- Adequate staffing levels will be maintained at all times to ensure customers can be served efficiently and safely.
- Managers role will primarily be one of supervision, ensuring licence conditions, policies and operating procedures are being followed throughout the evening.
- Manager will work closely with the SIA team to ensure the venue remains safe, well-managed and compliant with all licensing requirements.

Commitment to Responsible Operation

I am committed to promoting all four licensing objectives and continuing to operate Rossi's Bar as a safe, responsible and well-managed venue.

I have carefully considered the concerns raised by both the Licensing Authority and Metropolitan Police and hope the measures outlined above demonstrate my willingness to work collaboratively, address those concerns and ensure that any extended hours operate responsibly with minimal impact on local residents and businesses.

I believe these measures provide a robust operating framework whilst allowing Rossi's Bar to continue developing as a well-managed and sustainable local business.

Thank you again for the teams meeting and for looking over the above proposal. Please let me know if you need any additional information.

Best wishes

Rossi Laorenza.

On Thursday, 8 October 2026 at 19:17:11 BST, Rossi Laorenza wrote:

Dear Edwin and Mike,

Thank you both for your responses and for the opportunity to discuss this further.

Tuesday afternoon works well for me, and I can be flexible with timings, so please let me know what works best for you both.

I look forward to the Teams call and appreciate the opportunity to have a conversation about the application.

Thank you again.

Kind regards,
Rossi Laorenza

On Thursday, 8 October 2026 at 16:01:04 BST, Michael.J.Sullivan@met.police.uk <michael.j.sullivan@met.police.uk> wrote:

Both

Thank you for your email

I am grateful for the time and consideration you have given to reviewing both representations and for providing such a comprehensive response. I have found your comments helpful and appreciate the constructive approach you have taken.

I am also grateful for your proposal and feel that there is scope for a compromise to be reached. I would welcome the opportunity to discuss the matter further.

Tuesday afternoon works well for me, and I would be happy to join a Teams call to explore the issues in more detail.

Thank you again for your assistance, and I look forward to speaking with you on Tuesday.

Kind regards,

Mike Sullivan

Police Sergeant

From: Maldoom, Edwin
Sent: 08 October 2026 15:55
To: Rossi Laorenza; Sullivan Michael - Frontline Policing <Michael.J.Sullivan@met.police.uk>
Cc: Esther, Chan; Vagarwal, Rhea; Licensing Mailbox - Sector 1 <MPSLicensingSector1@met.police.uk>; Business Licence

Subject: RE: Rossi's Bar, 189 Edgware Road NW9 6LP – Police Representation to Premises Licence Variation

Good afternoon Mr Laorenza,

Thank you for your email. I gratefully acknowledge the time you have taken to read both representations, digest the information, and provide Mike and me with a comprehensive response.

From my perspective, I think it's beneficial to hear your thoughts, and I'm happy to discuss this further via a Teams call with Mike and me (subject to his availability), possibly on Tuesday afternoon if that works for you. If so, please let me know.

Unfortunately, I'm on-site visits tomorrow and Monday, so Tuesday would be my next available opportunity.

Best regards,

Edwin Maldoom

Licensing Enforcement Officer
Regulatory Services

From: Rossi Laorenza
Sent: 07 October 2026 23:15
To: buisness.license@brent.gov.uk; michael.j.sullivan@met.police.uk
Cc: Esther, Chan; Vagarwal, Rhea; Maldoom, Edwin mpslicensingsector1@met.police.uk
Subject: Re: Rossi's Bar, 189 Edgware Road NW9 6LP – Police Representation to Premises Licence Variation

Dear Michael and Edwin,

Thank you both for taking the time to consider my application and for setting out your concerns regarding the proposed variation to the premises licence.

I have read both representations carefully and wanted to respond to you jointly. Rather than simply allowing the application to proceed to a hearing, I would really welcome the opportunity to speak with you both and see whether we can reach a reasonable compromise that addresses your concerns while also giving me the opportunity to demonstrate how I intend to operate Rossi's Bar going forward.

Firstly, I completely understand the concerns that have been raised around crime and disorder, public nuisance and, particularly, the potential impact that later opening hours could have on residents living above and around the premises.

I also understand that the previous history of the premises has to be taken into consideration. However, I would respectfully ask that some distinction is made between the problems associated with the premises when it was previously operating as Erin's Hope and the way I am now running Rossi's Bar.

I am very aware of the serious incidents that previously took place at the premises. At the same time, the Licensing Authority's representation acknowledges that the serious incidents in 2024 occurred before I became the premises licence holder.

Since taking over, I have drawn heavily on my previous experience as a bar manager and on more than 15 years working within a pub in Colindale. This experience has given me a strong understanding of the responsibilities that come with being a premises licence holder, from managing customers and staff to recognising potential issues before they escalate. Equally, my time at Erin's Hope, including being present during a period when serious incidents occurred, has been an important learning curve for me. Those experiences have strengthened, rather than diminished, my ability to operate Rossi's responsibly, as I have seen first-hand where problems can arise and the consequences when the right preventative measures are not in place. I believe this puts me in a much stronger position today to identify risks early, implement appropriate safeguards and ensure that every reasonable step is taken to prevent incidents of this magnitude from happening again.

I am not suggesting that everything has been perfect since I took over, and I do not want to dismiss the more recent concerns that have been raised. I acknowledge the issues referred to regarding customers drinking outside, as well as the complaint concerning noise and disorder. I have taken these matters seriously, and they have helped me identify areas where I need to be stricter and put stronger procedures in place.

Noise and the impact on residents

I completely appreciate the concerns regarding the residential properties above and around the premises, particularly in relation to music, customers smoking outside and people leaving the venue later at night.

If later hours were agreed, I would be more than willing to put additional measures in place to address these concerns. This could include a clear dispersal procedure, active supervision of customers outside, tighter controls around smoking outside, regular external noise monitoring, and clear management responsibility for ensuring customers leave the area quietly and respectfully.

I am also very willing to discuss any additional reasonable conditions that either of you feel would provide further reassurance.

Crime, disorder and security

I also recognise the Police concerns around the potential for later alcohol sales to increase the risk of disorder and the issues associated with customers arriving at, remaining at and dispersing from the premises during later hours.

This is something I take seriously.

My aim is not simply to extend the hours of the premises. I want to demonstrate that I can operate those hours properly and responsibly.

I am therefore willing to work with both the Police and Licensing Authority on appropriate conditions covering areas such as security, CCTV, incident recording, staff training, door supervision and the management of customers both inside and immediately outside the premises.

A compromise I would like you to consider

Having carefully considered both of your representations, I understand that moving immediately to a 03:00 terminal hour may be seen as too significant a step.

With that in mind, I would genuinely like to try to find some middle ground.

Rather than pursuing a 03:00 close at this stage, I would like to propose a 02:00 terminal hour as a negotiated position.

My suggestion would be to operate to 02:00 with stronger conditions and safeguards in place and use the following 6 to 8 months to demonstrate that I can manage the premises responsibly at the later hour.

If, after that period, the premises has operated successfully and without causing unacceptable problems for residents or the Responsible Authorities, I could then

consider whether it would be appropriate to make a separate application for a 03:00 terminal hour.

I completely understand that any future application would need to be assessed separately on its own merits. I am not asking for any guarantee of 03:00 in the future. What I am asking for is the opportunity to prove myself and the way I am now operating the business.

I feel that allowing me to demonstrate this through the actual operation of the premises is more meaningful than simply giving assurances in an email.

I hope 02:00 could therefore be considered as a reasonable compromise between what I originally applied for and the 01:00 position currently being proposed.

At present, licensable activities are permitted until 00:30 on Friday and Saturday, meaning the proposed 01:00 position would effectively provide only an additional 30 minutes on those nights. While I appreciate the reasons behind this position, from a business point of view it is a very limited extension and does not give me much opportunity to demonstrate that the premises can successfully operate later.

I have invested a great deal of time, effort and commitment into changing the direction of Rossi's Bar. I genuinely want it to be a well-run and responsible venue, and I also want to establish a positive relationship with both the Police and Brent Licensing going forward.

I am not trying to disregard the concerns that have been raised. Quite the opposite. I want to show that I understand those concerns and that I am prepared to work with you to address them properly.

I would therefore really appreciate the opportunity to arrange a meeting with you both, or a Teams call if that is easier, to discuss whether there is a negotiated position we could agree.

I would be more than happy to go through the proposed conditions with you, listen to any further concerns you may have and discuss what additional safeguards might give you the reassurance needed to consider a 02:00 terminal hour.

I hope we can find a solution that protects local residents and supports the licensing objectives, while also giving me a fair opportunity to demonstrate how differently I intend to operate Rossi's Bar moving forward.

Thank you both again for your time and consideration. I genuinely appreciate your willingness to engage with me and I hope we can work together to find a sensible way forward.

Kind regards,

Rossi Laorenza
Premises Licence Holder
Rossi’s Bar
189 Edgware Road
London NW9 6LP

On Friday, 2 October 2026 at 14:16:34 BST, <michael.j.sullivan@met.police.uk> wrote:

Dear Licensing Team,

Please find attached the Metropolitan Police Service representation in respect of the application to vary the premises licence for Rossi's Bar, 189 Edgware Road, NW9 6LP.

Having carefully considered the application, Police have concerns that the proposed extension of licensable activities until 03:00 hours would undermine the licensing objectives, particularly the prevention of crime and disorder and the prevention of public nuisance.

The attached representation sets out Police concerns in full and details the hours that Police would be prepared to support as a proportionate alternative, subject to the agreement of appropriate conditions and operating measures.

Should the applicant be willing to amend the application in line with the hours proposed within the representation, Police would be prepared to review the matter further with a view to seeking an agreed resolution.

Please acknowledge receipt of this representation and ensure it is placed before the Licensing Sub-Committee should the matter proceed to a hearing.

Kind regards,

Michael Sullivan
Police Sergeant PS239CO
Central Licensing Team Metropolitan Police Service