

Dear All,

RE: TEN Application / Masti - Monday 2nd April 2018

Further to the representations put forward by the police, we would respectfully request the following to be taken into consideration in respect of the aforementioned application.

- The proposed Easter Party is for the same group that has used our premises for similar events on 27.03.16, 26.12.16 & 16.04.17 for which TEN applications were submitted and approved previously. Additionally and more importantly we did not have any issues or incidents for the 3 listed events. It is worth noting that this event is ticketed and attended by middle aged persons in their 40's and we will also submit a 696 for vetting purposes.
- As with the previous events, we will impose a strict no entry for intoxicated persons, full search of everyone upon entry and a no re-entry policy throughout the duration of this event.
- Any event bookings we undertake are not only viewed from a business viewpoint but we intrinsically consider the licensing objectives and carry out a due diligence analysis accordingly.
- Given that we are situated in the basement and located on a High Street the noise from within the club has never been an issue however we are mindful of the residents in the local vicinity and customarily adhere to DJ PA announcements and change in music to assist with a calm dispersal of patrons.

Incidents within the last 6 months:

- The incidents on 08.10.17 and 05.11.17 took place outside the club with third parties who were not Masti patrons.
- With reference to the 11.12.17 incident the couple were part of a larger group but non of the bar persons recall them as being intoxicated otherwise a refusal would have been conducted and logged as per our policy.
- 07.01.18 - the altercation was not attributable to drunkenness.
- 14.01.17 - female customer was inadvertently pushed to the ground by a male customer who was trying to stop an argument between her and another female.

Please note that we have recently changed our security company from 'All Events Security' to 'Smart Security' who we believe will provide a stronger presence and an improved level of professionalism and control which will result in better management of the licensing objectives in general. Furthermore, they have been instructed to carry out regular half hourly patrols externally in order to circumvent any trouble occurring outside the premises. Notwithstanding the aforementioned, we have recently employed a consultant who is an experienced licence holder to assist with the training and implantation of the licensing objectives.

Action Plans - procedural changes implemented:

- All Masti staff now undergo training pertinent to the Licensing Act 2003.
- Embraced a strict refusal and logging policy to anyone who appears to be drunk.
- Improved monitoring - all staff members and security have been asked to point out anyone who appears to be drunk.
- We have never allowed re-entry and this practice is continually re-iterated to all concerned.
- Changed our security company that provide us with SIA door supervisors.
- all door supervisors and duty manager have a radio for effective communication.
- A debriefing between DPS and SIA held at the end of each shift.
- The Wembley High Road radio scheme has now been approved by companies directors.
- Continued enforcement of the entry / no re-entry / dispersal policy.
- Use of ID scanners upon entry is in force.

We as a company continually strive to mitigate and control incidents that may contravene in upholding the licensing objectives and would therefore request all parties to re-consider granting the TEN application in respect of 2nd April 2018.

Yours sincerely,

Jignesh Brahmhatt

MASTI

BAR, RESTAURANT & CLUB

576-582 HIGH ROAD

WEMBLEY

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