

From: hi issa

Sent: 22 May 2019 22:07

To: Figueiredo, Susana

Subject: Re: CONSULT: Variation - Hiddo Restaurant, 5-7 Wembley Hill Road, HA9 8AF - 15914

Dear Susana,

In the attached letter, you've outlined two things that you'd like to know more about. The following email attempt to address that.

Documenting how the premises will be run differently

1. The premises have been run differently. It was a late night lounge attracting mostly young people. We're now a traditional Somali restaurant and our client base is completely different. The business strategy has changed dramatically. We've successfully managed to go after families as our primary clients. We have found that on average they spend more, and are more likely to be repeat customers. The change in our clients, we believe, is the reason why we have had no complaints against us.
2. The only reason we're applying for the extension in hours, is to facilitate being open for business longer. Traditionally, Somalis are night-owls and like to eat later in the evenings. At the moment, we're having to turn them back. And that's money that a small struggling business could do with.
3. We're asking for an extra 1 hour and 30 minutes on the week days, and 2 and 30 minutes extra on the weekends. We're not asking for the old hours back. We're not even asking for the hours we asked for in October. We simply wish to be competitive and to stay in business.
4. We have done everything above board for the past two years, and we hope that we have won the council's trust back.

Evidence current business practice which demonstrated how changes have been made since review application

1. We have CCTV cameras that record 24hours a day.
2. We have signs outside the restaurant and inside the restaurant informing them of two things:
 - a. **Where to park**. In the past neighbours have complained that our customers were parking on eccelstone place. We listened to the feedback, and now recommend exclusively that our customers park on X
 - b. **To leave the premises quietly**. Please find both of these signs attached in the email.
3. As the council is aware, some of our customers have had their birthday and welcome parties at our establishments, and we've had live music, and no one has complained against us. The noise team can testify to the fact that no one has complained against us with regards to noise, or customers loitering outside.
4. We've trained all of our staff to disperse customers, and to continuously remind them to move away from the area as soon as they leave.
5. We have noise insulation. Furthermore, we're now in the process of changing the backdoor and changing it to a metal one, making noise escaping even less likely.
6. We've introduced a new policy where a customer wanting to hold a private event is required to provide proof of identification. We take a photo copy of their ID and proof of address. The policy advised us to introduce this policy and it has worked like a charm. We have had no problems.

Regards,

Hamida