

Hiddo Restaurant
5-7 Wembley Hill Road
Wembley
HA9 8AF

3 June 2019

Our Ref 15914

Licensing Representation to the Variation Application for the Premises License for Hiddo, 5-7 Wembley Hill Road, Wembley, HA9 8AF

I certify that I have considered the application shown above and I wish to make a representation that the likely effect of the grant of the application is detrimental to the Licensing Objectives for the reasons indicated below.

Officer: Susana Figueiredo – Licensing Inspector

An officer of the Licensing Authority, in whose area the premises are situated, who is authorised for the purposes of exercising its statutory function as a 'Responsible Authority' under the Licensing Act 2003.

The application has been made to vary the premises licence under section 34 of the Act.

Variation Application

On 21st May 2019, a request was made for further information relating to the application as part of the representation. The following information was provided by you, the applicant to show how the business will be run differently.

Further Information Provided by Applicant

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.

Summary

The information above mentions that there has been birthday and welcome parties undertaken at the premises. As a result, I have checked our system and can in fact see that the premises has held TEN's until 04.00hrs and no complaints have been received as a result of this.

As a result, I am satisfied that there have been sufficient changes to the businesses practices to allow for the requested hours.

The following are the conditions that will remain on the Premises Licence.

Conditions to remian on the Premises Licence

1. CCTV shall be installed to Home Office Guidance standards and maintained in a good working condition and recordings shall be kept for 31 days and shall be made available to police and authorised Officers from Brent Council.
2. A CCTV camera shall be installed to cover the entrance of the premises
3. A suitable number of door supervisors of a suitable gender mix, shall be employed from 2100 hours on any day when the premises are open to the public past midnight.
4. A register/log containing the names, badge number, dates & times of duty of security staff and any incidents that occur shall be kept and made available to the Police and Licensing Authority.
5. Door supervisors shall wear clothing that can be clearly and easily identified on CCTV.
6. Customers shall not be permitted to take open drink containers outside the premises as defined on the plan submitted to and approved by the Licensing Authority.
7. Customers carrying open or sealed bottles or glasses shall not be admitted to the premises

8. The maximum number of persons within the premises shall not exceed 100 including staff. The upstairs section of the premises, if used, shall not exceed 30.
9. Notices clearly explaining the licensee's policy on admission and searching shall be placed at each entrance.
10. A clear and unobstructed view into the premises shall be maintained at all times.
11. An incident log shall be kept at the premises, and made available for inspection on request to an authorised officer of Brent Council or the Police, which will record the following:
 - (a) all crimes reported to the venue
 - (b) all ejections of patrons
 - (c) any complaints received
 - (d) any incidents of disorder
 - (e) all seizures of drugs or offensive weapons
 - (f) any faults in the CCTV system or searching equipment or scanning equipment
 - (g) any visit by a relevant authority or emergency service.
12. A copy of the premises licence summary including the hours which licensable activities are permitted shall be visible from the outside of each entrance to the premises.
13. No entry or re-entry shall be permitted after 0000 hours.
14. On major event days at Wembley Stadium the following shall apply:
 - Customers shall not be allowed to congregate outside the premises.
 - No drinks shall be served in glass containers.
 - The DPS or deputy shall work in partnership with the Police and if necessary comply with any direction given by a senior Police Officer on duty at the event.
15. The Licensee shall undertake a risk assessment agreed by the Police and Licensing Authority of any significant promotion or event, using the Metropolitan Police Service Promotion/Event Risk Assessment Form (Form 696) or an equivalent and provide a copy to the Metropolitan Police and Brent Council's Licensing Unit not less than 14 days before the event is due to take place.
16. All furniture and soft furnishings shall comply with relevant fire safety standards
17. Notices asking customers to leave quietly shall be conspicuously displayed at all exits
18. The level of music shall be arranged so as not to cause a nuisance to local residents.
19. Nudity, striptease and other entertainment of an adult nature shall not be permitted on the premises
20. No children shall be permitted on the premises after 22:00 hours
21. The locks and/or flush latches on the exit doors shall be unlocked and kept free from fastenings other than push bars whilst the public are on the premises.
22. Any socket outlets (or other power supplies used for DJ equipment, band equipment and other portable equipment) that are accessible to performers, staff or the public shall be suitably protected by a residual current device (RCD having a rated residual operating current not exceeding 30 milliamps).
23. The playing of live or recorded music shall not be permitted in or for the benefit of any garden/shisha or external area of the building.

24. The televisions in the shisha smoking room or in any external area shall be kept on mute when in operation or turned off completely
25. The external areas of the building shall be used for smoking only. Premises supervisors shall actively monitor the noise levels and take appropriate measures to ensure any noise does not cause disturbance to local residents.
26. No noise or vibration arising from the live or recorded music played indoors, shall be detectable at any neighbouring noise sensitive premises.
27. When patrons leave the premises, door supervisors and/or stewards shall ensure that patrons behave in an acceptable manner and do not cause a disturbance to the local residents.
28. Patrons shall be discouraged from congregating in large numbers outside the premises for extended periods and should either be ushered back inside the premises or asked to move on in order to prevent congestion, noise and anti-social behaviour.

For the purpose of proportionality and consistency, the Licensing Authority would ask that the aforementioned conditions be applied to the entire licence and not just the varied elements

In order for the Licensing Authority to withdraw this representation, it will be necessary for you to confirm that you accept the above.

I look forward to hearing from you soon

Yours faithfully,



Susana Figueiredo
Licensing Inspector
Planning, Transportation & Licensing