

Response to Public Rep 1

While it is true that I am still the same person, running this venture, the very nature of the business has changed dramatically. Saharah Lounge was a Shisha lounge and a club. Due to the area being residential, we had a lot of issues. We listened to the feedback and in 2017 changed the entire business.

In 2017, we launched Hiddo Restaurant. We serve traditional Somali food. Since then, we have yet to have a single complaint against the restaurant. And the council can testify to this. There have been no noise complaints from our neighbours. And we put this largely to the fact that our customers have changed. The average age of Saharah Lounge's clients was in the 20s and 30s, mostly young people. Hiddo targets families that wish to experience authentic Somali food. The average customer is a couple with two or more children.

We're applying to extend our hours not because we want to launch a club, but because we want to serve food longer. We want to be given the same opportunity as other local restaurants that are allowed to serve late.

Response to Public Reps 2 & 3

Hope you are well.

I am sorry to hear that.

There's misunderstanding here I did not apply alcohol licence. I don't want anything to do with alcohol against my religion. I don't want my old hours.

All I am asking 1 hour and half extras in weekdays and 2 hours and half weekends.

About the parking my customers are using Red car park. We tell all our customers to park there. And there's signs in front door too.

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I still have a few concerns with her reply. If Hiddo restaurant is targeting a family only clientele then I don't see why it needs to stay open until the early hours of the morning. The fact we have had no complaints since Hiddo restaurant launched is because it doesn't close late so the customers going there will leave there and then continue their night in another establishment elsewhere. If Hiddo restaurants extends her hours then this is where the customers will end their night and after much alcohol & drugs I assume this is where our problems start.

I understand alcohol is against the religion of her target audience. However, I also believe that drugs & laughing gas are also against their religion but it was quite obvious they didn't follow their religion on a Friday & Saturday night when we would wake up to hundreds of canisters outside our doorsteps. I also strongly believe that the customers were all still drinking alcohol whether it was on premises or not as I refuse to accept people act that way with such disrespect to others when they are completely sober & aware.

The target audience and the extended opening hours are not really matching up to me, I really don't see why you would be so desperate for longer opening hours for a family audience.

Please review this again

I understand your concerns but our clientele has changed and the littering of any canisters is no longer an issue. This is evident over the past two years as I have been holding events through temporary events notices and there have not been any issues. The connection between family and my business is that a lot of mothers, and parents, come out at night after they have put their children to sleep. I am losing a lot of business because I am not able to provide extended hours to my clients.

Regards,

Hamida Moalin