



# APPLICATION FOR A REVIEW OF A PREMISES LICENCE OR CLUB PREMISES CERTIFICATE

**Application for the review of a premises licence or club premises certificate under the Licensing Act 2003**

## PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form.  
If you are completing this form by hand please write legibly in **block capitals**. In all cases ensure that your answers are inside the boxes and written in **black ink**. Use additional sheets if necessary.  
You may wish to keep a copy of the completed form for your records.

I Licensing Inspector Esther Chan on behalf of the Licensing Authority, Brent Council

.....  
**apply for the review of a premises licence under section 51 / apply for the review of a club premises certificate under section 87 of the Licensing Act 2003 for the premises described in Part 1 below (delete as applicable).**

### Part 1 – Premises or club premises details

<b>Name and postal address of premises or, if none, ordnance survey map reference or description</b> Amira Lounge (Formally known as Heather Park Hotel) Heather Park Drive	
<b>Post Town</b> Wembley	<b>Post Code (if known)</b> HA0 1SN
<b>Name of premises licence holder or club holding club premises certificate (if known)</b> Heather Catering Ltd	
<b>Number of premises licence or club premises certificate (if known)</b> 14285	

## Part 2 - Applicant details

- I am
- Please tick ✓ Yes**
- 1) An individual, body or business which is not a responsible authority  
(Please read guidance note 1 and complete (A) or (B) below)
- 2) a responsible authority (please complete (C) below)
- 3) a member of the club to which this application relates (please complete (A) below)

### (A) DETAILS OF INDIVIDUAL APPLICANT (fill in as applicable)

**Please tick**

Mr

Mrs

Miss

Ms

Other title   
(for example, Rev)

**Surname**

**First names**

**Please tick ✓ Yes**

**I am 18 years old or over**

**Current postal address if different from premises address**

**Post Town**

**Postcode**

**Daytime contact telephone number**

**E-mail address (optional)**

### (B) DETAILS OF OTHER APPLICANT

Name and address
Telephone number (if any)
E-mail address (optional)

### (C) DETAILS OF RESPONSIBLE AUTHORITY APPLICANT

Name and address Licensing Authority Brent Council Brent Civic Centre Engineers Way HA9 0FJ
Telephone number (if any) 0208 937 5303
E-mail address (optional) esther.chan@brent.gov.uk

### This application to review relates to the following licensing objective(s)

Please tick one or more boxes

- |   |                                     |
|---|-------------------------------------|
| 1) the prevention of crime and disorder | <input checked="" type="checkbox"/> |
| 2) public safety                        | <input checked="" type="checkbox"/> |
| 3) the prevention of public nuisance    | <input checked="" type="checkbox"/> |
| 4) the protection of children from harm | <input type="checkbox"/>            |

### Please state the ground(s) for review (please read guidance note 2)

Amira Lounge is a restaurant and bar which is open to the public on:

Sunday to Thursday – 08:00hrs to 23:30hrs

Friday to Saturday – 08:00hrs to 01:00hrs

Licensable activities include regulated entertainment, supply of alcohol and late night refreshments, which must cease 30 minutes before closing time.

Mr Yusuf Aljarrah is the director of Heather Catering Ltd. The application for a new premise licence was granted on 12<sup>th</sup> February 2019 following a sub-committee hearing on 6<sup>th</sup> February 2019.

The premise cannot supply alcohol as there is no valid designated premise supervisor (DPS) at present. As a result, the premise licence cannot be produced until the applicant supplies the DPS details, see draft copy of premise licence (EC/1).

The premise is located in a densely packed residential area, which has attracted complaints since December 2018. The premise was formerly a pub/bar trading as 'Ask Lounge' which closed down for a number of years.

Prior to the submission of the application for a new premise licence in January 2019, part of the building was trading as 'Khalifa Lounge' which has attracted numerous noise nuisance complaints in the form of music emanating from the premise.

When Mr Aljarrah took over the business, he was aware of the issues and confirmed that 'Kalifa Lounge' had nothing to do with him when a consultation meeting took place with Licensing Inspector Susana Figueiredo on Wednesday 23<sup>rd</sup> January 2019. He assured Ms Figueiredo that he would be investing money into the business and would manage the business differently in light of the complaints.

Since the grant of the premise licence, the premise has continued to attract complaints. The Licensing Authority are extremely concerned that the licensee is not upholding the three licensing objectives.

Mr Aljarrah indicated that he would meet me at the premise on Thursday 13<sup>th</sup> June 2019 to discuss the ongoing complaints with his security team, however he failed to attend the meeting despite saying that he was ten minutes away from premise when a call was made to him at 11:48hrs. Ms Figueiredo and I attended the premise at 11:30hrs but could not gain entry until 11:50hrs.

We were eventually attended by a male known to be Mr Nawaf Alaredhi who told us he was Mr Aljarrah's brother and the licence holder. Later on, Mr Alaredhi confirmed he was only a distant cousin to Mr Aljarrah.

Whilst I was questioning Mr Alaredhi's involvement in the business, Ms Figueiredo inspected the premise and took photo images of her observations.

Mr Alaredhi was advised that he is not the licence holder named on the premise licence. He confirmed he has been managing the premise and is one that brings in the customers. Mr Aljarrah visits the premises every few days but had not visited the premises for past three weeks. The minimum charge at the premise is £20 which includes drinks, starter and cheese rolls/fruit platters.

In terms of the complaints related to nuisance and allegations that the premise is opening beyond the permitted hours, Mr Alaredhi denied this and reported that the issues were not connected to the premises as the premise is closed on weekdays and Sundays but operates until .1:00 hours on Friday and Saturdays.

He told me that he has witnessed a group of Somalian youths parking their vehicles outside the premise and had personally moved them away. He also said they park near residential dwellings and take laughing gas canisters (Nitrous Oxide). This has not been logged in the incident book.

It was evident a number of conditions embedded on the premise licence were breached. Mr Alaredhi was not able to demonstrate he had any licensing knowledge and could not provide evidence that the conditions embedded on the premise licence were fully satisfied. He was not able to operate the CCTV and present an incident log.

Following Ms Figueiredo's observations around premises, she alerted me of her findings including:

- a bedroom in the basement floor
- substantial amount of alcohol stored in one of the basement rooms.
- storage of shisha pipes
- unhygienic and filthy kitchen

It transpired that unauthorised supply of alcohol had taken place without a valid DPS although Mr Alaredhi stated the alcohol located in one of the basement room was for his friends. He said he held a 'private party' on Thursday 6<sup>th</sup> June 2019 (Eid Day) for 20 people from the afternoon until 23:00hrs with no payment.

Ms Figueiredo continued the conversation with Mr Alaredhi to express her concerns, whilst I looked around the premises. As I was unsure of what photographs Ms Figueiredo had taken, therefore took further photographs using my camera phone. [Exhibits EC/2, EC/3, EC/4, EC/5, EC/6, EC/7, EC/8, EC/9.](#)

Ms Figueiredo questioned if shisha smoking was provided in the premise to which Mr Alaredhi denied any knowledge of and was unaware that shisha equipment and associated ingredients were stored on the premise until it was pointed out by Ms Figueiredo.

According to social media namely Twitter and Instagram, shisha, entertainment and drinks (cocktails) are advertised. [Exhibit EC/10 & Exhibit EC/11.](#)

It is apparent both Mr Aljarrah and Mr Alaredhi have not been transparent and appears to be dishonest. Moreover, Mr Aljarrah has failed to engage with the licensing Authority as has not responded to most of my emails and has demonstrated poor management.

It is evident that Mr Aljarrah has left Mr Alaredhi to manage the business who clearly lacks responsibility of a licensee. The information provided by Mr Alaredhi does not appear to be truthful based on the advertisements on social media and observations carried out at time of my visit. Mr Alaredhi mentioned that he will stay at the premise for a couple more months and intends to leave.

**Please provide as much information as possible to support the application** (please read guidance note 3)

Please see below history of complaints

#### Complaint 1

On 1st March 2019, the Council received a complaint from a resident (1) alleging that the premise had breached the licensing conditions and had been causing public nuisance for the last two weeks.

(1) This business is not supposed to carry out any activities in garden/ open backyard. They have been using garden to serve their guests till midnight in weekdays and beyond 1.30am weekends.

(2) They are meant to cease licensable activities by 11pm in weekdays and by 12.30pm over weekends. They have been continuing their activities of serving food/ alcohol and playing loud music - till almost mid-night in weekdays and till almost 2:00am at weekends.

(3) Noise nuisance continues. They had promised not to use garden space, and to keep doors & windows closed to prevent music noise getting out of their premise. But loud music is being played everyday, backdoor to garden is kept open at all times and no consideration shown for neighbours.

(4) Guests sitting in the garden area open-space talk very loudly and we can hear all their conversations at late night hours. Again, no noise prevention to ensure neighbours are not disturbed.

On Wednesday 13th March 2019, Mr Aljarrah was invited to attend a meeting at Brent Civic Centre to discuss the issues with Licensing Police Officer PC Nicola McDonald and I.

Mr Aljarrah stated that the previous occupiers of 'Khalifa Lounge' were trespassing on the property without his knowledge when the premise was closed. He was only made aware of the matter when a resident sent him a message via 'Whats App' to notify him of the issue. The landlord was advised of the issue and a notice of re-entry has been displayed on the premise to prevent unauthorised access to the building.

#### Complaint 2

On Sunday 10th March 2019, the Council received a complaint from a resident (2) stating that they noticed people entering the premise after midnight. The resident was woken up at 04:35 hrs by people shouting, slamming car doors and sounding car horn. This was second time in week that this has happened. Many cars were parked on double yellow lines.

#### Complaint 3

On Friday 15<sup>th</sup> March 2019, the Council received a complaint from a resident (2) related to noise and breach of licencing regulations. Amira Lounge was still open at 03.00am with customers entering the bar after 11.30pm last night and leaving noisily at 3.15am with car doors slamming, shouting and car horn noise.

An email was sent to Mr Aljarrah on Friday 15<sup>th</sup> March 2019 to advise him of the reported issues and was requested to contact me.

On Tuesday 19<sup>th</sup> March 2019, Mr Aljarrah sent an email in response to my email stating that he had checked which does not appear from his premise as he has a big space for parking. He assumed it was not his customers. Furthermore, he had hired extra staff for valet Parking. **Exhibit EC/12**

A letter of warning also sent to Mr Aljarrah related the reported incident reported on 10<sup>th</sup> March 2019. **Exhibit EC/13**

#### Complaint 4

On Saturday 24<sup>th</sup> March 2019, the Council received a complaint from a resident (2) alleging that they had been woken up morning (Sunday 25<sup>th</sup> March 2019) at 03.10am. The resident was woken by car horns sounding outside Amira Bar followed by shouting from customers leaving the premises. People had been arriving in cars just before midnight and entering the bar. At about 11.30pm there were three police vehicles outside the bar – no confirmed reason. The noise after 03.00am was completely unacceptable and in breach of their licence.

#### Complaint 5

On Sunday 31<sup>st</sup> March 2019, the Council received a complaint from resident (2) stating there were problems again in the morning (Sunday). 'Last night about midnight resident noticed a number of cars arriving at Amira Lounge and observed a number of people entering the premises at a time when it should be closing'. The resident states 'This morning at about 04.40am BST I was woken by a woman and a man shouting outside the pub and later by car doors slamming. Most of the cars from midnight were still parked outside the pub'.

Subsequent to the complaints, an email was sent to Mr Aljarrah on 4<sup>th</sup> April 2019 requesting him to meet at Almira Lounge to discuss the catalogue of complaints and view the CCTV.

Mr Aljarrah responded to my email on Wednesday 10<sup>th</sup> April 2019 to state he would not be able to meet me as he had purchased tickets for the kids due to Easter Holidays and prefer to have a meeting on his return. **Exhibit EC/14**

On Thursday 11<sup>th</sup> April 2019, a further email was sent to Mr Aljarrah requesting for the name of the person who would be managing the premise in his absence. Mr Aljarrah did not respond to the email

#### Complaint 5

On Sunday 14<sup>th</sup> April 2019, the Council received a complaint from resident (2) that they were disturbed at 02.35am by noise outside the Amira bar with shouting and car doors slamming. The noise continued for an hour with car horns sounding too. The resident noticed earlier that three cars arrived after midnight and people entering the bar which is after the permitted hours.

On Tuesday 16<sup>th</sup> April 2019, an email was sent to Mr Aljarrah to remind he cannot supply alcohol as there is no valid DPS on the premise licence. Again he did not respond to my email. **Exhibit EC/15**

#### Complaint 6

On Sunday 5<sup>th</sup> May 2019, resident (2) made a complaint regarding nuisance from the premise to the Brent's Neighbourhood manager, Tony Martin.

On Sunday 12<sup>th</sup> May 2019 at 1:30am, Ms Figueiredo and I visited the premises. The premises was closed upon arrival.

#### Complaint 7

On Sunday 19<sup>th</sup> May 2019, resident (2) reported disturbance at 1.20am. The bar was open with its car park full.

On Monday 20<sup>th</sup> May 2019, Mr Aljarrah was notified of reported issue via email and informed that a visit to premise would be made on Thursday 23<sup>rd</sup> May 2019. Mr Aljarrah responded to my email to advise me that he would not be available due to Ramadan and does not open during the holy month. The premise was closed for refurbishment, only friends were invited last weekend for 'training purposes'.

On Tuesday 21<sup>st</sup> May 2019, I sent Mr Aljarrah an email requesting him to clarify what he meant by 'We only invited some of our friends last weekend for training purposes'?

It was explained to him that whilst the premise was not open to the public, I would still like to meet him to discuss the number of complaints received by the Council. Mr Aljarrah ignored my email. **Exhibit EC/16**

#### Complaint 8

On Thursday 6<sup>th</sup> June 2019, resident (2) reported disturbance at 1.45am by 'human' and vehicle noise from the premise which went on for some time. At 04.15am there was a lot of noise from shouting, noisy revving engines and horns before they roared off.

This complaint was flagged up with Mr Aljarrah and an urgent meeting was requested to meet at the premises on Thursday 13<sup>th</sup> June 2019.

#### Complaint 9

On Sunday 9<sup>th</sup> June 2019, resident (2) was woken at around 3am due to shouting outside the pub followed by whistling, slamming of car doors and a car alarm sounding off.

On Monday 10<sup>th</sup> June 2019, Mr Aljarrah was made aware the complaint. He confirmed in writing that he was happy to see me on Thursday 13<sup>th</sup> June 2019 along with the site manager and security staff. **Exhibit EC/17**

Despite the fact that Mr Aljarrah was aware of my visit, he has made no attempts to ensure the premises was in a presentable state and did not even attend the meeting. To date, he has not contacted the Licensing Authority.

The witness statement and exhibits provided by Licensing Inspector Susana Figueiredo supports the fact that Mr Aljarrah has demonstrated that he has little or no interest in upholding the licensing objectives.

The Licensing Authority request the premise licence to be revoked as Mr Aljarrah is not deemed a 'fit and proper' licensee. Of most concern is that he has continually served alcohol without a valid DPS. He has been reminded on several occasions regarding the DPS by the Licensing Manager, Yogini Patel and had promised that it was in

hand. The lack of responsibility shown by him in upholding the licensing objectives leaves the Licensing Authority with no option but to revoke the licence.

The Licensing Authority reserves the right to submit further evidence on any further incidents that comes to light between the service of this application and the hearing and/or during the time allowed for any appeal proceedings.

Please tick ✓ **Yes**

Have you made an application for review relating to this premises before?

If yes, please state the date of that application

Day

Month

Year

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**If you have made representations relating to this premises before, please state what they were and when you made them**

N/A



**Checklist**


**Please tick ✓ Yes**

- I have sent copies of this form and enclosures to the responsible authorities and the premises licence holder or club holding the club premises certificate, as appropriate x
- I understand that if I do not comply with the above requirements my application will be rejected x

**IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.**

**Part 3 – Signatures** (please read guidance note 4)

**Signature of applicant or applicant’s solicitor or other duly authorised agent** (see guidance note 5). **If signing on behalf of the applicant please state in what capacity.**

Signature .....  .....

Date .....21/06/19.....

Capacity .....Licensing Inspector.....

<b>Contact name (where not previously given) and postal address for correspondence associated with this application</b> (please read guidance note 6)	
<b>Post town</b>	<b>Post code</b>
<b>Telephone number</b>	
<b>If you would prefer us to correspond with you by e-mail your e-mail address (optional)</b>	

**Data Protection:** The London Borough of Brent will use this information for the purposes of The Licensing Act 2003 and related purposes. Any member of the public may examine the application form on request. Further information can be found at [www.brent.gov.uk/privacy](http://www.brent.gov.uk/privacy)

You are providing your information to Brent Council, contact details [business.licence@brent.gov.uk](mailto:business.licence@brent.gov.uk). The Council's Data Protection Officer can be contacted via [dpo@brent.gov.uk](mailto:dpo@brent.gov.uk), or 020 8937 1402. Your information is collected for the purpose of processing your licence application as required to fulfil the council's duties under the following legislation, statutory or contractual requirement or obligation.

The information may be shared with the Metropolitan Police, London Fire Brigade and teams within Brent Council, as statutory consultees, the Home Office to ascertain the right to work and HM Revenue and Customs, at their request, to identify potential fraud. The information shall be retained until the licence is surrendered and shall be processed in adherence to your legal rights, including but not limited to the right to withdraw consent, right to copies of your information and right to be forgotten. You have a right to lodge a complaint with the Information Commissioner's Office ([www.ico.org.uk](http://www.ico.org.uk))

### Notes for Guidance

1. A responsible authority includes the local police, fire and rescue authority and other statutory bodies which exercise specific functions in the local area.
2. The ground(s) for review must be based on one of the licensing objectives.
3. Please list any additional information or details for example dates of problems which are included in the grounds for review if available.
4. The application form must be signed.
5. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
6. This is the address which we shall use to correspond with you about this application.

**Please return the completed form and any accompanying documents to the following address with a copy to the premises licence holder / Club that the application relates to:-**

Licensing Department  
Brent Council  
Brent Civic Centre  
Engineers Way  
Wembley  
HA9 0FJ

☎ 020 8937 5359

Email: [business.licence@brent.gov.uk](mailto:business.licence@brent.gov.uk)

Cheques should be crossed and made payable to London Borough of Brent.

**Please follow the instructions in the checklist to submit the relevant copies to the responsible authorities. Contact details shown below:**

Chief Officer of Police  
Brent Licensing Department  
Fifth Floor  
Brent Civic Centre  
Engineers Way  
Wembley  
HA9 0FJ

Tel: 020 8733 3206

North West Area 1  
London Fire Brigade  
169 Union Street  
London  
SE1 0LL

Tel: 020 8555 1200 x38778

Trading Standards  
Fifth Floor  
Brent Civic Centre  
Engineers Way  
Wembley  
HA9 0FJ

Tel: 020 8937 5555

Environmental Health  
Fifth Floor  
Brent Civic Centre  
Engineers Way  
Wembley  
HA9 0FJ

Tel: 020 8937 5252

Children's Services  
Brent Civic Centre  
Engineers Way  
Wembley  
HA9 0FJ

Licensing Authority  
Fifth Floor  
Brent Civic Centre  
Engineers Way  
Wembley  
HA9 0FJ  
Tel: 020 8937 5359

Area Planning Service  
Brent Civic Centre  
Engineers Way  
Wembley  
HA9 0FJ

Tel: 020 8937 5210

Public Safety Team  
Fifth Floor  
Brent Civic Centre  
Engineers Way  
Wembley  
HA9 0FJ

Tel: 020 8937 5359

DAAT  
Public Health Directorate  
Wembley Centre for Health and Care  
116 Chaplin Road  
Wembley  
HA0 4UZ

Home Office Immigration Enforcement  
Alcohol Licensing Team  
Lunar House  
40 Wellesley Road  
Croydon  
CR9 2BY