

ESI LICENCE®

84 Hayes Lane
Bromley, Kent
BR2 9EE
Company No: 05633130

To whom it may concern,

RE: Lara Grill, 24 Charcot Road, Colindale, NW9 5ZD.

We are writing this in response to the objections we have received for the proposed restaurant, Lara Grill, located at the above address.

The application is for a new premises licence at the above address, seeking permission to supply alcohol between the hours of 12:00-23:00, 7 days a week.

Firstly, we would like to thank you for your letters in expressing your concerns. We would like to address these below.

Many of the representations are based on another facility/premises in the vicinity. The actions of other premises should not determine your perception of our business and management. Additionally, we want to emphasise that our management team is experienced in the sector, as we also operate other licenced premises with no concerns.

We have based our business on providing high-quality dishes and drinks, therefore, we do not have any intentions on providing a Shisha service. One of our aims is to provide local residents a fine dining experience and choice. Our customers will dine and leave the premises in a suitable manner. Our target audience is clear and will not cause a disturbance. We will have signs displayed clearly strictly asking the customer to enter and leave the premises quietly.

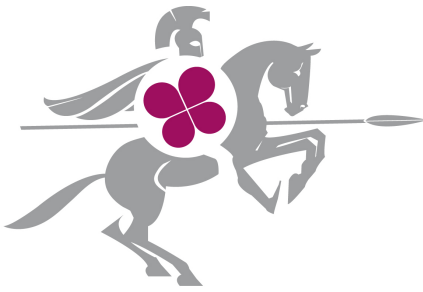
We would like to also address the concerns imposed in regard to the fire risk in the representations. Please rest assured that we will be carrying out a fire risk assessment and a report will be provided with the service.

Our premises are not solely based on serving alcohol. We want our customers to be able to have a drink or two with their meal. Therefore, we do not want any antisocial behaviour in the vicinity or drunken patrons causing disturbance. We are more than happy to help eliminate any problems that have previously or is occurring in the vicinity. This includes raising awareness and refusing sale to any drunk patrons.

There will be a CCTV system covering the entrances, internal areas and external areas of the premises, which will deter any possible problems and disturbances. The footage will be stored and provided on request.

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A well-run, CCTV-protected premises will not only enhance the area, it will discourage people from lingering and drinking on the street. The CCTV will be in operation constantly, therefore discouraging anti-social behaviour. Alcohol will not be sold if the CCTV is inoperative for any reason.

An incident book, a refusal register and an in-house accident book will be kept and maintained at the premises. Also, there will be a first aid kit kept at the premises. All staff will be trained accordingly and strictly required to follow these rules and regulations.

There will be designated staff to ensure customers enter and leave the premises quietly for consideration of any neighbouring residential properties. Should there be any disturbance from anyone, our staff will handle this in a professional manner.

All staff will be trained every 6 months regarding alcohol sales. Furthermore, staff will be trained to be alert at all times to any potential danger to customers and react accordingly.

In regard to the background music, to ensure that local residents are not disturbed, the noise level will be monitored.

We expect that our customers will mainly be the local residents, therefore, we do not expect a car parking issue or any damage to property.

There have been some comments in the representations concerning about cooking and smoke smells, oil residue and grime. These will be prevented by our professional and effective ventilation systems to ensure there is no impact on the residents and flats above.

In conclusion, Lara Grill will be operating to high standards. Our aim is to provide a clean and friendly environment. We welcome families with children that can have a good time and a meal with their families. Furthermore, we are more than happy to work with the council and the local community to maintain the vicinity safe for everyone.

We hope that we covered all the representations and concerns regarding this application, however, if there is anything furthermore, then we are ready to answer.

Kind regards,

ESI Licensing and Legal Consultancy

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