

Dear Nicola,

Re: New Premises Licence Application for: 477 Bethnal Green Road, London E2 9QH

This is to acknowledge the receipt of your representation dated 29 November 2023, regarding the premises licence application for the above-named premises.

Your objection is based on the following:

- Prevention of Public Nuisance
- Premises in Bethnal Green Cumulative Impact Zone
- Proposed Non-Standard Timings till 02:30 Hours

Prevention of Public Nuisance:

Since the operational hours proposed during the week is less than the Council's framework hours; your concern is directed at Fridays and Saturdays when regulated entertainment is proposed until 12:30 Hours. Recorded Music will only be played during occasional bookings like Birthdays, and will be kept at appreciable level. The Premises is a small size seating a maximum of 45 people. The following additional measures are hereby proposed:

- i) Doors and windows to be closed during regulated entertainment to prevent noise breakouts.
- ii) Patrons to be reminded to respect the neighbours and leave quietly, when leaving the premises.
- iii) Taxi / Cab Contact details to be displayed for patrons to pre-book.
- iv) Patrons will only exit the premises on the arrival of pre-booked Taxis
- v) Not more than 5 people to be allowed to smoke in smoking designated area at any time.

Premises in Bethnal Green Cumulative Impact Zone:

We are aware and appreciate the fact that, the premises lies within the Cumulative Impact Zone of Bethnal Green area.

However, granting this application will not negatively add to the cumulative effect on the Licensing Objectives for the following reasons:

- The Premises is located in the beginning of Bethnal Green close to the bridge sharing proximity with the underground station. Residential apartments are not concentrated in this area. The premises itself, is shared with another commercial premises upstairs.
- It is a small premises having a seating capacity less than 50 people.
- The Premises is operating as a grocery store and a restaurant. The restaurant's operation is *not* alcohol driven, and consumption of alcohol will be an ancillary to the meals by waiter service.
- The Application is for lesser hours than the Council's framework hours during the week (Monday – Thursday).
- There will not be vertical drinking on the premises.
- Egress/ Exit to the premises (Restaurant Section), shall be by the side door and not on the main Bethnal Green Road.
- It is also to be noted that, children do not congregate in this area.
- The premises is prepared to join any local crime reduction initiatives if the application is granted.

Proposed Non – Standard Timings till 02:30 hours:

We wish to remove this from the application.

I hope the above, if included in the operating schedule will help to mitigate the negative impact on the Licensing Objectives of Prevention of Crime and Disorder, and Prevention of Public Nuisance.

Thanking you in anticipation.
Kind regards,

Olu Olusola
Licensing Consultant
For: Princelyn Gardens