

Application for a premises licence to be granted under the Licensing Act 2003

Case number 2023/00346/LAPR

Payment transaction
reference



Amount paid £190

Date submitted 02/03/2023

Are you the applicant or their agent?
Applicant

PREMISES DETAILS

Premises address

811 Fulham Road, London SW6 5HG

If the premises could not be found please enter the address here, or if the premises has no address give a detailed description (including the Ordnance Survey references)

Trading name (if any) Bridge Baker

Telephone number at the premises (if any)

Are the premises in the course of construction?

Yes

Non-domestic rateable value 27000
if the premises

Will the premises be exclusively or primarily used for the supply of alcohol for consumption on the premises?

Yes

APPLICANT DETAILS

I am applying as a person other than an individual

Please confirm if you are applying as a limited company/ limited liability partnership

Applicant name Bread & Beyond Limited

Address The Station Masters House
168 Thornbury Road
ISLEWORTH
TW7 4QE

Registered company number 11204870

Telephone number

Email address gauri@bridgebaker.co.uk

I confirm that: I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities

Alternative details for correspondence

Contact name (if different from premises user) Miss Gauri NAFREY

Business name Bridge Baker (Bakery & Pizzeria)

Please state any seasonal variations

British summer and winter time

Non standard timings. Where you intend to use the premises at different times to those listed above, please list

Dhuli week until 02:00 , Ramadan month (sunset till Dawn)

LATE NIGHT

REFRESHMENT

Please give further details

here

Will the provision of late night refreshment take place indoors outdoors or both?

Both

Standard days

Mondays

Start 23 00

Finish 00 00

Tuesdays

Start 23 00

Finish 00 00

Wednesdays

Start 23 00

Finish 00 00

Thursdays

Start 23 00

Finish 00 00

Fridays

Start 23 00

Finish 00 00

Saturdays

Start 23 00

Finish 00 00

Sundays

Start

Finish

Please state any seasonal variations

British summer and winter time

Non standard timings Where you intend to use the premises for late night refreshment at different times to those listed above, please list.

Dhuli week until 02:00 , Ramadan month (sunset till Dawn)

SUPPLY OF ALCOHOL

Please give further details

here

Will the supply of alcohol be for consumption on the premises off the premises or both?

Both

Standard days

Mondays

Start 11:00

Finish 00:00

Tuesdays

Start 11:00

Finish 00:00

Wednesdays

Start 11:00

Finish 00:00

Thursdays

Start 11:00

Finish 00:00

Fridays

Start 11:00

Finish 00:00

Saturdays

Start 11:00

Finish 00:00

Sundays

Start 11:00

Finish 23:00

Please state any seasonal variations

British Summer time and winter time

Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed above, please list.

Dhuli week until 02:00 , Ramadan month (sunset till Dawn)

Details of the individual whom you wish to specify on the licence as the designated premises supervisor

Full name Miss GAURI NAFREY

Date of birth [REDACTED]

Home address of prospective designated premises supervisor [REDACTED]

Personal licence number (if known) 2019-00528-LAPER

Issuing authority (if known) Hammersmith And Fulham Council

Please highlight any adult entertainment or services activities other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

None

Describe the steps you intend to take to promote the licensing objectives

a) General- all four licensing objectives (b,c,d and e)

See attached

b) The prevention of crime and disorder

See attached

c) Public safety

See attached

d) The prevention of public nuisance

See attached

e) The protection of children from harm

See attached

DECLARATIONS

I have enclosed a plan of the premises

Yes

I have enclosed the consent form completed by the individual I wish to be designated premises supervisor

Yes

I understand I must now advertise my application

Yes

I understand, under section 158 of the Licensing Act 2003, to make a false statement in connection with his application. Those who make a false statement may be liable on summary conviction to a fine of any amount.

I understand under section 24b of the Immigration Act 1971 for a person to work when they know, or have reasonable cause to believe, that they are disqualified from doing so by reason of their immigration status. Those who employ an adult who leave or who subject to conditions as to employment will be liable to a civil penalty under section 15 of the Immigration, Asylum and Nationality Act 2006 and pursuant to section 21 of the same act, will be committing an offence where they do so in the knowledge, or with reasonable cause to believe, that the employee is disqualified.

The DPS named in his application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, or have conducted an on-site work check using the Home Office on-site work checking service which confirmed the right to work.

I have the consent of any individual who has provided the personal details and I am authorised to submit his application on behalf of the applicant.

I have read the privacy policy and agree for my details to be used by the council in connection with his application and any changes to his service that may affect me.

I agree to the above

Yes I agree to the above declaration

Full name

GAURI NAFREY

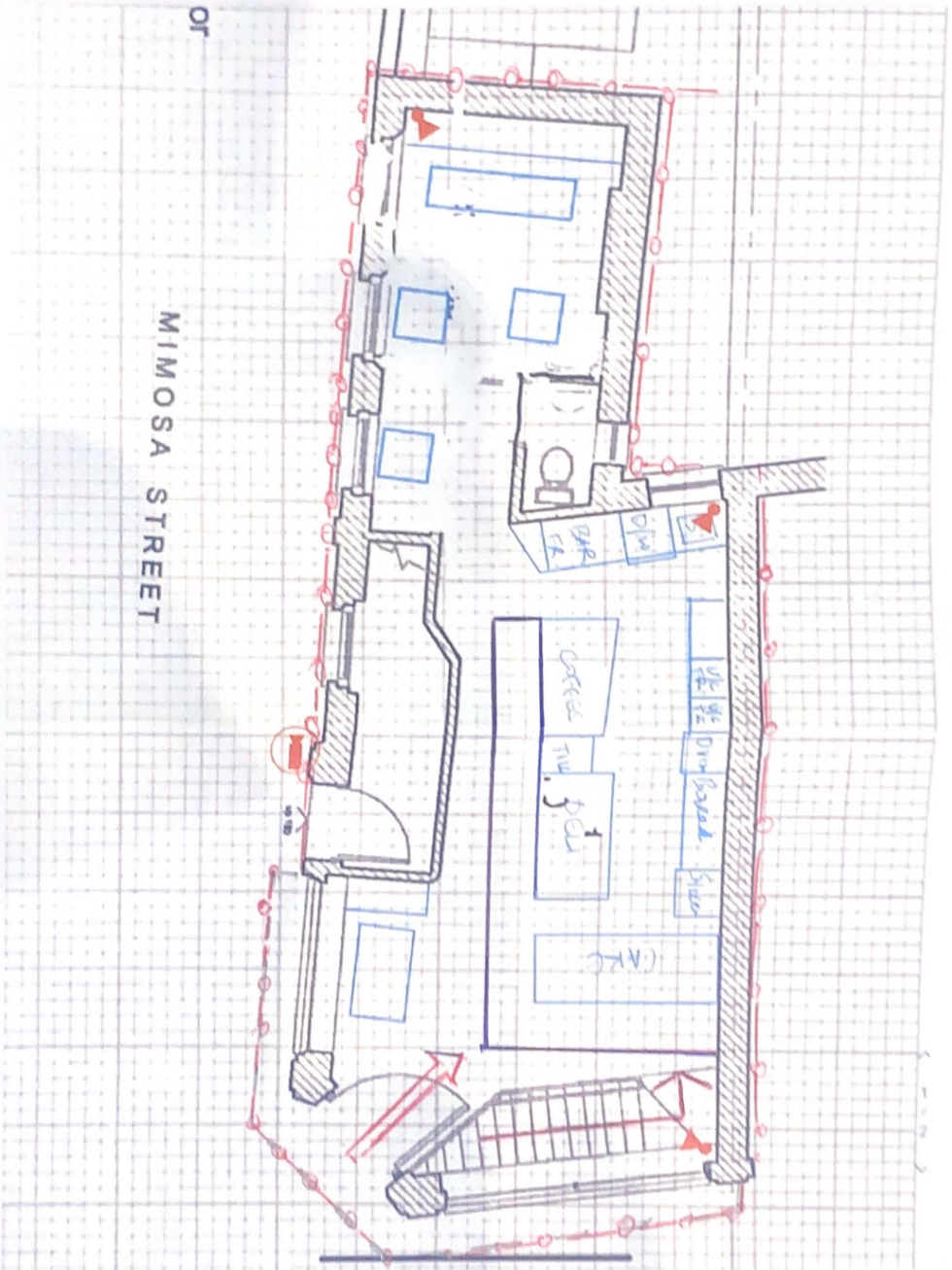
Capacity

gauri nafrey

Date

02/03/2023

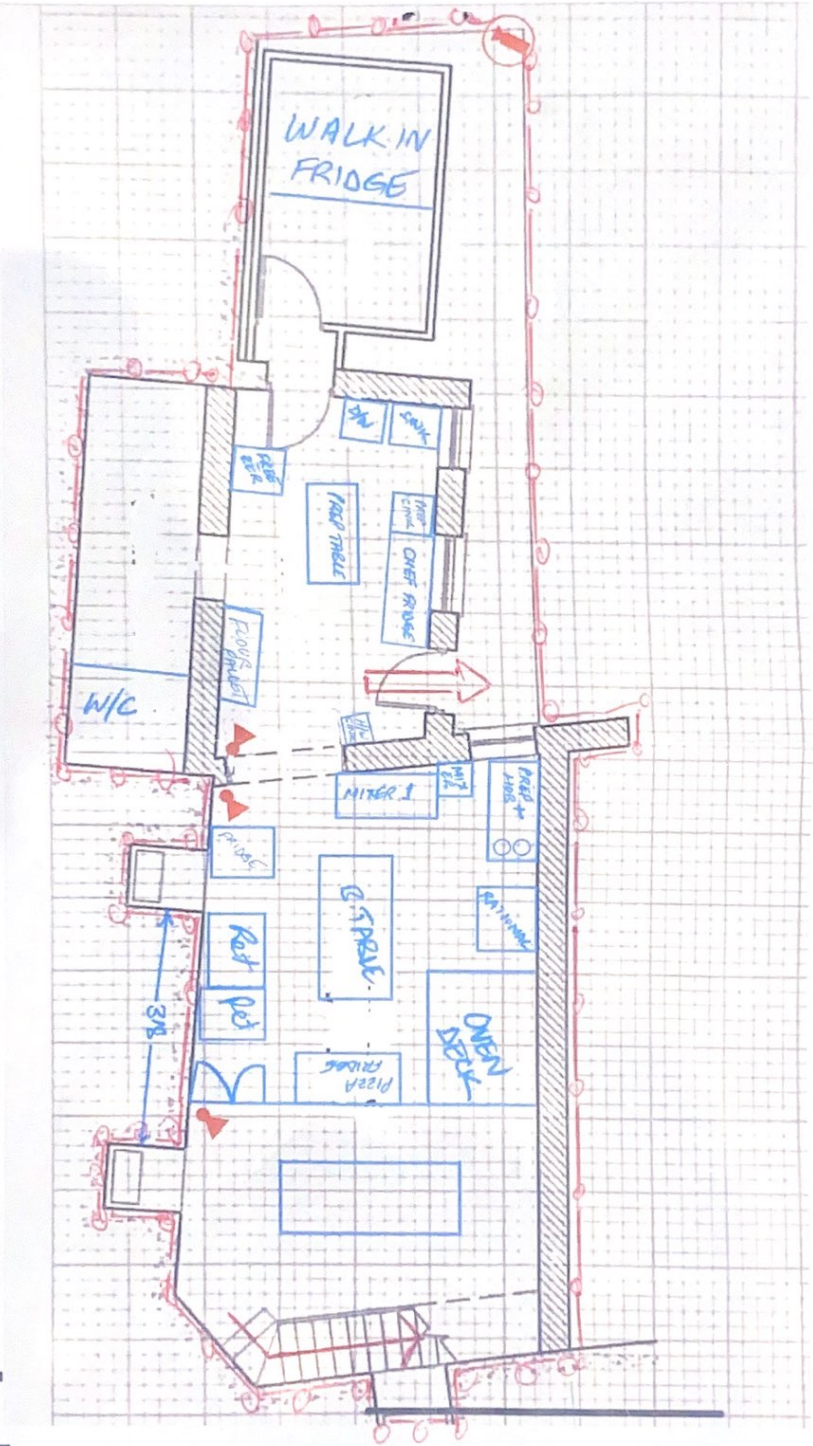
Fulham Ground Floor



MIMOSA STREET

811 Fulham Road London SW6 5JG.
Licenceable Area
cc-TV
Front Entrance
Tables

Fulham Basement



Bridge Baker Management, Dispersal Policy & Noise Management Policy

Noise Control

Delivery:

All collection of wholesale / Retail stock will be done using electric vehicle especially after 19:00.

Delivery service providers will only use bike cycles and electric bikes.

Refused collection:

A council approved refused collection will be appointed and times recommend times from authorities will be adhere too.

Extractor fan:

Specialist extraction fans with noise reduction measure are been ordered.

The general policy is to play background music only.

Window and Doors to be closed, when premises entertainment is open to the public.

The smoking area is the front area, limited 2-seater table will be place outside and no alcoholic drinks allowed outside after 22:00 and smokers limited to a reasonable number.

Staff and Management to ensure & remind customers leave in a quite manner as not to disturb residents.

Management will engage with local resident to ensure undue disturbance to local residents.

- Front door to be monitored at all time to keep it closed when deem necessary.

Controlling Entry to the Premises

Controlling the people in and out of the establishment raises a variety of potential risk.

These have been identified the necessary measures have been adopted and implemented

Problems Issues.

Disorganised Queuing and gathering of customers outside premises

Risk

Noise nuisance, disagreements, frustrations, arguments between the customers which may lead to further disorder when their leave premises

Measures Taken

Management & staff to manage the external risk, to be proactive as possible, anyone transgressing in the vicinity of the venue will no longer be allowed inside.

Ensuring entry or exit is controlled from the front door by Cctv, supervisor , staff at all times while the premises are open for business especially during the busy period's.

Experience staff on duty can manage this responsibility as management and staff have 20 years of experience.

We Provide a area for delivery service to collect and park, their electric bike or cycle.

Risk

Overcrowding, public safety at risk, public disorder
Leading to crime, disorder and public nuisance. Public safety is also a risk.

Measures Taken

Ensure entry and exit is controlled from the front door

Problems issues

No policy procedures established or communications and how entry and exit is control is to be managed

Risk

Leading to crime, disorder and public nuisance. Public safety is also at risk

Measures Taken

Documented policy does exist for the controlling entry, eviction and the right to refuse permission in certain circumstances, all staff are inducted to ensure they follow guidelines set by management

Problems issues

Right to refusal Admission

Risk

Attracting the wrong type of customers that would cause customers public disorder or threaten the safety of staff and other customers inside the premises

Measures Taken

The policy to implement which person are to be refused admission is now in place

based on the current and past experience of the management the commitment to also refuse admission to persons or persons:

- Challenge 25 notice and training of staff

Supporting Measures

External CCTV cameras covering the entire front of the premises including the front area which is used for smoking. These images are captured and stored as

required by CCTV guidelines and data protection act. Any problems outside will be reviewed and incident book which will record will comply and will be completed by the management and/or staff. If required appropriate action will be taken the following day or review with staff so that similar incidents will not take place.

In special cases the incident book will be sent to the relevant licensing authorities in support of further investigation prosecution.

THE Queuing for waiting customers is safe and effective management using appropriate designated area

staff will advise customers waiting to go to a collection area, avoid minor disagreements with those already waiting in the queue.

Where appropriate they will also be informed and remind customers in the queue of the entry requirement respectful behaviour, estimated queuing time will be given to customers.

Signage will be displayed for the right to refuse entry, right to evict, reminding customers to respect and leave quietly and the privacy of residents when leaving and control on the outside area where customers are smoking does advisable monitor and control the entry and also controlled outside area, where customers were allowed to be to smoke only, no drinks to be taken outside after 22:00 hours.

Management & Staff will monitor smoking and ensure customers are outside for a limited period of time

Fire Risk assessment carried out by the qualified fire officer.

The type of patron incidents that requires attended by the manager or the DPS has been decided and communications already put people in advance & management available to attend these incidents at all times especially

Lighting conditions on entry and outsider adequate to allow the CCTV recording to be adequate quality especially for further investigation required information of incidents will be passed to the responsible like to thought required to do so

Controlling Crowds inside the Restaurant

Controlling the crowd inside very much down to ensure that the customers are having a good time and enjoying themselves without any fear for their well-being.

If the trouble is kept outside prior to entry then inside becomes all that much easier. The main task then is to manage customers from either getting drunk, becoming annoying nuisance or getting involved in criminal activities i.e., dealing or drug taking.

Management to ensure that any disorder inside the premises will not be tolerated... it is also acknowledged that while the premises are managed with a

number policies aimed to Promoter licensing objectives, there will be occasions when incidents occur that is totally outside the control management, DPS, license holders or staff.

The overriding principle will be that “staff will not necessarily engage in behaviour that is like percent an increased risk of injury to themselves or other customers.

They will always adopt a principal safety first, particularly if the incident is outside the scope of their training or role of responsibility.

Other supporting measures

CCTV cameras through the premises and stored in key locations to monitor customer’s activities are all times.

Used strategic positioning video cameras that are capable of catching high-quality images.

The duty manager has access & monitors cameras while the premises are open to the public.

Recorded images are kept for 30 days in case further examination

Management knowledge its duty to create a safe and comfortable environment for all customers enjoy and staff to carry out their duties safely.

All staff are trained in respect to how to deal with disorder related issue. Management and staffs are collective responsibility minimise the risk of disorder and assaults cause by overcrowding.

Management and staff will always maintain a high standard of good housekeeping.

Dealing with potential aggressive and violent behaviour

The focus is on dealing with situations that can arise within the premises related to aggressive, abusive of violent and drunken behaviour. This does put staff and other customers at risk. Our staff and management main objective will always be to calm the situation before physical eventually becomes inevitable.

Supporting measures

Managers and supervisors will receive training how to defuse potentially violent situations and deal with troublesome customers about the need of political intervention

Management has to communicate skills to effectively deal with customers who may be violent or abusive.

Responsible serving of alcohol will be will be actively managed by bar staff at all times (Challenge 25, asked Angela)

Designated area will be available where potential violence situations can be confused and this would always be well away from the main customer area for privacy.

Incident recording system and policy guidelines are in place or record prior to incident. In special cases incident records will be submitted to relevant licensing authority. Incident register will always be available.

Document guidelines on what type of incidents and how to record information on the logbook is available. All staff will be aware of how to record relevant information

Dealing with crowds' disposal after the premises is closed
Consideration is given on how we wish to operate and manage our establishment,
how we are part of the community, resident and other businesses and how we wish to protect their interests.

We have identified the best ways to mitigate potential issues
We have:

Consideration to how to manage the extended hours of opening

Supporting Measure for Controlled Exit and Dispersal
we will display a list of local taxi and mini cab operators and assist those customers who wish to order the transport facility to get them home safely. Taxi and or mini cab operators will be reminded to keep their level of noise down
collecting customers from outside the premises (eg- Discourage them from sounding horns).
we will display a Notice of our crowd dispersal policy that reminds customers to respect the privacy of our neighbours. Notice will be displayed in and around the smoking area to remind customers to keep the noise level down and not to wait too long outside after smoking other than necessary, a limited number of smokers and of course, no drinks to be taken outside. This will be monitored by staff at all times and door supervisors' especially after 22:00 until closing time.

We will enforce strict final entry and closer of licensable activities well before our actual closing times. This will help our staff to prepare for closing, giving our existing customers time to finish their meal and drinks and then to vacate the premises in a controlled fashion and disperse from the premises and surrounding area as quickly and quietly as possible.

Action taken

- Updated dispersal policy with parking
- management to work together to move alone customers
- Reminding orally as customers level to respect the local neighbourhood

Opening time: 00:00-00:00 (24 hours)

Opening time for public 07:00- 00:30 weekends, Sunday 23:30 week days