

From: Gauri Nafrey
Sent: 07 April 2023 00:00
To: Licensing HF: H&F
Subject: Re: 811 Fulham Road SW6 5HG

Dear Karen (& William)

Thank you for your email. I have reviewed all the representations, and honestly believe that we ended up in this mess because the original application was made incorrectly by our licencing consultant. Unfortunately, even though we finally fixed the issue (with a lot of help from William!), it seems that the neighbours haven't really understood what our business is about.

If we can summarise, these are the main categories:

1. Noise: potential noise and disturbance that may be caused by the pizzeria and wine bar. The objection raises concern over loud music from cars and late-night revellers.
2. Late night alcohol sales: concern that this will result in more littering and vomiting on the streets
3. Amenity of local residents: Residents are worried that the wine bar will harm the peace and amenity of the residential neighbourhood, particularly since the area is home to elderly people and families with young children.
4. Refuse collection: Objections mention refuse collection and deliveries.

I have summarised the concerns and responded to them in the attached file. If you feel that we have missed something, please let me know.

I sincerely hope we can get this resolved quickly. As I have said before, we are an award-winning local business and our current site speaks for itself. We have had a premises licence from the day we opened and have an unblemished track record.

I look forward to hearing from you.
Regards

Dear Sir/Madam,

Thank you for taking the time to express your concerns regarding our application for a premises license at 811 Fulham Road, SW6 5HG. We would like to take this opportunity to address the issues you have raised.

Firstly, we would like to apologise for any confusion caused by the original application made in error by our consultant. We have since fired the consultant and amended application ourselves. As you know, we amended the application to limit permitted hours from 11am to 10:30pm seven days a week.

Bridge Baker is an award-winning local business and our current site on Wandsworth Bridge Road, speaks for itself. We have had a premises licence from the day we opened and have an unblemished track record.

1. We would like to emphasise that our business is principally a bakery and pizzeria, exactly along the lines of our original Bakery & Pizzeria at 124 Wandsworth Bridge Road, SW6 2UL. The alcohol on offer is mainly wine and

beer, as outlined in our drinks list on our website (<https://bridgebaker.co.uk/#menu>). In our experience, we are not used by latenight drinkers and most of our alcohol sales happen alongside a meal. For late night revellers, as our neighbours have pointed out, there are plenty of other more potent and cheaper options which we have no intention of competing with.

2. We would also like to clarify that the outside seating, when the weather permits, is going to be extremely limited – to a total of two tables and four chairs. In addition, we have already applied to the council to request commercial waste collection as per their policy.

3. We would like to stress that we are not a wine bar. Our business is familyfriendly and intends to serve local residents with fresh bread, cakes, pastries, and brunch and pizzas. Most of our alcohol sales tend to be of wine & beer to accompany a meal/pizza. From our experience at our current site, alcohol sales make up just a small fraction of our sales.

4. We encourage our neighbours to visit our current location to experience the ambience for themselves. The business owner & employees are also local residents and fully empathise with the concerns of the community. We intend to be good neighbours and work with the community to address any issues or concerns they may have.

5. Covid seems a long time ago, but we would take this opportunity of reminding our neighbours that we were the only business open on Wandsworth Bridge Road during the entire pandemic and provided an extremely valuable service to the neighbourhood. The council knows fully well how critical this was when so many had to isolate and shops had to shut. Further, even in those restricted times when pubs were shut, although we were one of the few businesses permitted to sell alcohol, we had zero issues with this, and alcohol was never seen as our primary purpose, nor did our neighbours think of it as such.

Once again, we appreciate your feedback and are committed to addressing any concerns you may have. If you have any further questions or would like to discuss this matter further, please do not hesitate to contact us.

Best regards
Gauri Nafrey
Director

From: Gauri Nafrey
Sent: 20 April 2023 00:03

To: Licensing HF:

Subject: Re: 811 Fulham Road SW6 5HG

Dear Lorna

Please see attached our letter in relation to the comments raised by the neighbours. There are certain objections that I must admit, I don't fully understand. For e.g., regarding deliveries as I am not sure how they are connected with the licensing, but perhaps I am missing something.

I sincerely hope we can have the committee meeting soon, so that we can resolve this and move forwards.

Thank you

Regards

Gauri

Gauri Nafrey

Director

Dear Sir/Madam

Thank you for your email. It is good to hear that we have managed to allay the concerns of some of our neighbours who have withdrawn their objections. After all, we hope all our neighbours will also be our regular customers.

Reading through the additional responses, a few points stand out.

1. As we had mentioned earlier, our licensing consultant had incorrectly applied for long hours and this seems to have been replicated in the Management Policy document. This is an error. The amended Management Policy document is attached. As we have submitted in our amended application, the hours we propose as per our application are:

Mon-Sunday

Opening Hours: 7am to 11pm

Licensed activities Hours: 11am to 10:30pm

2. Further, it appears there is a misunderstanding of the way the Management Policy has been written, which identifies a series of possible risks and a management plan to address each of them. Just because a risk is identified doesn't mean it will happen. However, the business has to have a plan for all eventualities that can be anticipated and that is what the policy attempts. We can see a few respondents have picked on 'drugs' and have become very concerned. Of all the risks that our business faces, this is one of the least likely. There is a similar discussion about 'queueing', again what is outlined is a plan to handle if it arises. Realistically we don't expect any, and certainly in the 4 years we have operated at our current site, we have had zero issues in any of these respects.

3. There is also a reference to the shorter hours at our main site at 124 Wandsworth Bridge Road. We would like to point out that our licensing conditions for 124 Wandsworth Bridge Road allow us to serve till 10:30pm, but we close earlier at 9pm / 10pm as our bakers commence their shift and they need the kitchen free. From our experience, the 10pm closing is often an issue and is considered too early for adults who dine out. Just today, we had a cancellation at our main site when customers learnt our closing hours were 10pm. Most of the restaurants in the neighbourhood close at 10:30-11pm so our plans are very much in line with the norm.

Regarding waste collection, we now have an update from the council who have advised us that there will be a bag collection service between 6 and 10pm. We intend to use this service at these hours. There is not much more we can add about the music apart from the fact that we will only have background music, and there are no speakers outside so we don't anticipate background music to be heard above the ambient noise on Fulham Road. To be clear - we are not operating a disco or a night club here.

We sincerely hope we have been able to allay the concerns raised.

Best

Gauri Nafrey

Director

From: Gauri Nafrey

Sent: 26 April 2023 11:19

To: Licensing HF:

Subject: Re: 811 Fulham Road SW6 5HG

Hi Lorna

Thank you for the hearing date confirmation. Please can you share my response with the 2 objectors.

Best

Dear Sir/Madam

Thank you for your email and pleased to see that more objections have been withdrawn. From the final responses, the main issues appear to be:

1. Background music- The background is meant to be exactly that – it should enable the customers dining in to be able to converse comfortably, so the volume has to be low enough to enable that. We are not a bar or club where we are expecting our customers to have to talk 'over' the music. As I have said before, we have a current site, 10 minutes away, and the objectors are welcome to visit us to check the volume at which we play the music to allay any fears on this front. I am not sure what else we can say to dispel their concerns.

2. Rubbish collection - All rubbish WILL be collected from the main road – Fulham Road. The council's collection hours are 6pm-10pm so that's when the rubbish will be out. We are obviously not going to put out rubbish after the collection and leave it there for 24 hours.

3. Licensing hours – We have asked for standard hours (not late night) and other restaurants on the road have the same, so we don't see why we should be closing earlier. From our experience, the 10pm closing is often an issue and is considered too early for adults who dine out. Just today, we had a cancellation at our main site when customers learnt our closing hours were 10pm. Most of the restaurants on Fulham Road close at 10:30-11pm so our plans are very much in line with the norm.

We sincerely hope we have been able to allay the last few concerns that have been raised.

Best

Gauri Nafrey

Director