



HILLINGDON

LONDON

Sharon Garner, Licensing Officer
Regulatory Services
Civic Centre

Reference: Lic/15/

Your Reference:

Date: 12th May 2015

Dear Sharon Garner,

The White Bear, Ickenham Road, Ruislip

With reference to the application for a Premises Licence at the above premise by the White Brasserie Company Limited, I am writing to you in my capacity as the duly authorised officer to make representations on behalf of the Licensing Authority.

I have had the opportunity to assess the application and the documentation supplied to support it.

I have also spoken with the Councils Licensing Officers to gather further information regarding the history of the premises.

It is evident from the officers' information that the building has been a Public House for many years and is currently still licensed as such. The premise has had a number of operators in recent years, with many of these being keen to have music for entertainment as a main element of the late evening operation. This has resulted in a level of complaints from local residents.

I note that the new application comes from a pub food chain which is successfully running other outlets.

I also note that there is no application for any live or recorded music and that the applicant's business practice is mainly food led dining. Given that the noise issues in the past have been related to the live and recorded music elements there is likely to be less impact on the public nuisance licensing objective than with previous business models at this premises.



In addition, the hours for the sale of alcohol have been requested for midnight and the hours for late night refreshment and closing have been requested for 01:00. This affords a period for drinking up and allows patrons to leave the premises gradually thereby managing the noise levels.

It is therefore the view of the Licensing Authority that the applicant is intending to promote the measures proposed and they are considered appropriate for the type of operation.

However, the Licensing Authority does have one area of concern relating to the rear garden area. The drawing no 1569:11 in the application identifies two dining terraces at the rear of the premises and a pub garden at the front.

Given the history of the premises, in particular the previous issues of noise from the rear garden, the application time of midnight for drinking in this particular area, may in the opinion of the Licensing Authority, cause some local noise nuisance. A maximum end time of 23:00 hours for the use of the rear dining area would therefore be more suitable in order to uphold the public nuisance licensing objective.

Yours sincerely,



Claire Freeman
Regulatory Services Manager

