

Hearing Representation

Licensing Act 2003 – Review of Premises Licence Dolce Pecado, 263 High Road, Tottenham, London N15 4RR Premises Licence No: LN/000003019**

Representation on Behalf of the Premises Licence Holder

Introduction

This representation is submitted on behalf of the Premises Licence Holder, **Dulce Pecado UK Ltd**, in response to the review application made under section 51 of the Licensing Act 2003.

The Licence Holder fully recognises the importance of the licensing objectives and wishes to begin by expressing **sincere regret** for the incidents that occurred on **27 and 28 June 2026**. We acknowledge the concerns raised by residents and the Licensing Authority and apologise unreservedly for any inconvenience or disturbance caused.

For over **15 years**, the premises has operated in Haringey as a venue serving the Latin American community, maintaining positive relationships with customers, residents and responsible authorities. Until the recent events, the premises had not experienced significant issues relating to its operation.

The Licence Holder remains committed to promoting:

- The prevention of crime and disorder
- Public safety
- The prevention of public nuisance
- The protection of children from harm

and continues to take seriously any concerns raised by residents or the Licensing Authority.

Existing Licence Conditions

The premises operates under a comprehensive licence including:

- Alcohol sales authorised from 10:00 until 03:00 daily
- Recorded music authorised until 03:00 daily
- Opening hours until 04:00 daily
- Two SIA door supervisors from 22:00 until close
- Digital CCTV throughout trading hours
- Signage requesting patrons to leave quietly
- Controls on external activities

- A condition prohibiting licensable activities in the external area after 23:00

The Licence Holder continues to comply with these conditions and recognises the importance of effective customer management and dispersal.

Clarification Regarding Licensed Hours

A significant part of the review application is based on the assertion that the premises routinely trades beyond its permitted hours.

This is **factually incorrect**.

The premises licence authorises **opening until 04:00 daily**. Licensable activities cease at 03:00, but customers may remain on the premises until 04:00.

Accordingly, the presence of customers after 03:00 does not, in itself, establish a breach of the licence. Allegations of operating beyond licensed hours should therefore be treated with caution unless supported by evidence showing licensable activities continuing after 03:00.

Noise Nuisance Allegations

The review application relies heavily on allegations of noise from music, patrons arriving and leaving, and customers congregating nearby.

The Licence Holder accepts that any late-night venue can generate some disturbance. However, there is **no independent evidence** before the Committee demonstrating that the premises is responsible for noise at a level amounting to a public nuisance. There is:

- No acoustic report
- No Environmental Health evidence
- No statutory nuisance finding
- No documented enforcement history demonstrating persistent failure

The Licence Holder respectfully submits that licensing decisions should be **evidence-led and proportionate**.

Alleged Crime and Disorder

The application refers to alleged arguments, fights and anti-social behaviour outside the premises.

The premises already employs licensed SIA door supervisors and maintains CCTV in accordance with licence conditions. Importantly:

- No Police review has been submitted
- No evidence has been produced showing crime levels attributable to the premises

The Licence Holder remains willing to work closely with the Metropolitan Police should any specific concerns arise.

Events of 27–28 June 2026

The Licence Holder acknowledges the concerns raised by the Licensing Authority regarding activities that allegedly took place outside the premises during the Tottenham Hotspur Stadium event weekend.

The Authority's warning letter referred to:

- Alleged sale of alcohol from the public highway
- Alleged street trading activity
- A DJ booth and sound equipment outside the premises
- Potential obstruction and public nuisance

The Licence Holder accepts responsibility for the mistakes made during those two days and apologises sincerely. These incidents arose due to the **inexperience of a newly appointed management team**, who mistakenly believed that allowing a small promotional stand and external DJs was acceptable, particularly as other businesses were also engaging in event-related activity.

We fully accept that these decisions should not have been made.

Following the warning, the Licence Holder immediately reviewed operating procedures and ensured that such circumstances will **not be repeated**.

Corrective Measures Implemented

Since the events of 27–28 June, the Licence Holder has implemented additional controls, including:

- No external stalls or trading outside the premises
- No external DJs or music outside the premises
- Clear management procedures to ensure full compliance with licence conditions
- Additional supervision by management during major local events
- Continued use of SIA-licensed security staff
- Enhanced dispersal procedures
- CCTV footage submitted demonstrating responsible customer management
- Engagement with local residents to maintain positive relationships

These measures demonstrate a proactive and responsible approach.

Additional Relevant Circumstances

On **27 July**, the Council sign outside the premises was deliberately damaged by an unknown individual. This incident was captured on CCTV and submitted as part of our evidence. While we do not suggest this incident excuses any earlier mistakes, we believe it is important that the Committee is aware of all relevant circumstances.

Proportionality

The Licensing Act 2003 requires any action taken by the Sub-Committee to be **appropriate and proportionate**.

The Licence Holder respectfully submits that:

- The incidents on 27–28 June were **isolated**, caused by management inexperience, and have been fully addressed
- The premises has a **15-year history** of responsible trading
- No responsible authority has produced evidence of serious or persistent crime and disorder
- No independent evidence demonstrates operation beyond licensed hours
- The Licence Holder has accepted responsibility, apologised, and implemented corrective measures
- Further voluntary actions have been offered

In these circumstances, punitive action such as reducing hours, suspending the licence or revoking the licence would be disproportionate.

Conclusion

The Licence Holder respectfully invites the Licensing Sub-Committee to:

- Dismiss the review application, or
- Conclude that the existing operating measures, together with the corrective actions already implemented, are sufficient to promote the licensing objectives.

Dulce Pecado UK Ltd remains fully committed to working constructively with residents, the Licensing Authority and responsible authorities to ensure the premises continues to operate in a safe, compliant and responsible manner.

Signed 

For and on behalf of

Dulce Pecado UK Ltd

Date: 8 August 2026

