27 January 2011

Daliah Barrett Licensing London Borough of Haringey Environment, Techno Park Ashley Road, Tottenham London N17 9LN

CE/HEC/P36280-7 Doc Ref: 2143830746

c.eames@popall.co.uk

0207 936 5875

Sent via post and email

Dear Daliah

<u>Kassaba, 1 New River Avenue, Hornsey, London</u> <u>Variation of Premises Licence</u>

Please find attached our evidence in support of the above application listed for hearing next Tuesday 1st February.

I will send a hard copy in this post this evening and please note that there are a few documents to follow which I will issue by tomorrow.

Yours sincerley

Clare Eames

Poppleston Allen

Applicant: Roseflame Limited

Premises: Kassaba, 1 New River Avenue, London N8 7QD

Matter: Variation of Premises Licence

Hearing before the Licensing Sub Committee of the London Borough of Haringey 1st February 2011, 7pm

Evidence Bundle: INDEX

TAB

- 1. Dispersal Policy
- 2. Residents' Letter to follow
- 3. Photographs
- 4. Food menus drink menus to follow
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- 6. Curriculum Vitaes for Ifti Khan and Asad Riaz
- 7. Old Photographs of the Premises



KASSABA DISPERSAL POLICY

The Dispersal Procedure (around the terminal hour) is dedicated to make the maximum contribution by exercising pro-active measures towards and at the end of trading to move customers away from the venue and its immediate area in such a way as to cause minimum disturbance or nuisance to neighbours, both residential and business, and to make the minimum impact upon the neighbourhood in relation to potential nuisance, antisocial behaviour and crime.

The Dispersal Procedure will be discussed with the licensing officers of the local council and police.

The Dispersal Procedure is subject to review and will address problems and concerns if they are identified in order to establish a permanent reduction or elimination of the problems and concerns.

Liaison with Neighbours

Should there be a need, a committee which comprises of representatives of the venue and residential neighbours, along with other persons as appropriate, will be established

Where requested, local residents will be provided with contact details for the premises and its management and a copy of this dispersal policy.

1. End of Evening Operational Policies:

The venue will use volume levels, type of music played and variation of lighting levels to encourage the gradual dispersal of patrons during the last part of trading and during the drink-up period.

Announcements will be used to both encourage a gradual dispersal and to remind customers of consideration for neighbours.

The door supervisors intelligently encourage patrons to leave in smaller batches to discourage a mass exodus. This also ensures that the outside area is more manageable.

Exit from the front doors have now been restricted in an attempt to discourage congregation out on the main road and once again enables the door supervisors to oversee the activity of the patrons as they leave in a more controlled and focused environment.

2. Notices at Exit

Highly visible notices are placed in the foyer requesting exiting customers to leave quietly and to respect neighbours and their property.

Additional signage has been put up in the car park

3. Door Supervisors

The venue has developed practices which:

- encourage customers to drink-up and progress to the exit throughout the latter park of drinking-up time;
- draw the attention of exiting customers to the notices in the foyer and ask them to be considerate;
- ensure the removal of all bottles and glasses from any customer who attempts to leave the venue carrying one;
- actively encourage customers not to assemble outside the venue;
- direct customers to wait inside the premises if waiting for a taxi;
- ask cars or taxis waiting not to sound horns or have car stereos on so that they can be heard outside the car;
- have been asked to talk to the cab drivers immediately to assist them in finding the patrons that summoned them so as to further alleviate the possibility of requiring to sound their horn

Door supervisors will wear high visibility jackets when standing outside the premises

When on duty, a door supervisor will be stationed at the side exit and car park to monitor and control customers using the car park.

4. Private Hire Cars Arrangement

The venue will have a direct relationship with a local company so customers can book a Private hire car. Door Supervisors will assist in helping the right customer to the right car. Customers will be able to wait inside the premises while they wait for a taxi. A contact number for the company will be displayed in the premises.

A free phone to the taxi firm is being organised so as to encourage patrons to use our preferred firm as we are confident in their services and conduct.

Litter Patrol

Door supervisors will pick up bottles and food wrappings on the frontage of the premises at the end of the night. (These are likely to be from sources other than the premises – but will be collected and disposed of.)

If on rare occasions this patrol may be faced with the result of antisocial behaviour such as vomiting and urination. This will be cleared with a mop and bucket containing a disinfectant solution.

6. Music Noise

The management ensure that all doors and windows are closed and that the appropriate extraction and ventilation is active.

The bands are briefed on the conditions of our license and briefed on the functionality and importance of our sound limiter. They are made to sign that they have been briefed on these conditions.

The management assist in the sound checks to ensure that the appropriate sound levels are set.

In approximate hourly intervals, the management carry out sound assessments by patrolling the closest boundary of any neighboring property along the entire perimeter of the premises.

The bands are required to plug into a centrally controlled PA system that enables the management to have ultimate control over any amplified apparatus.

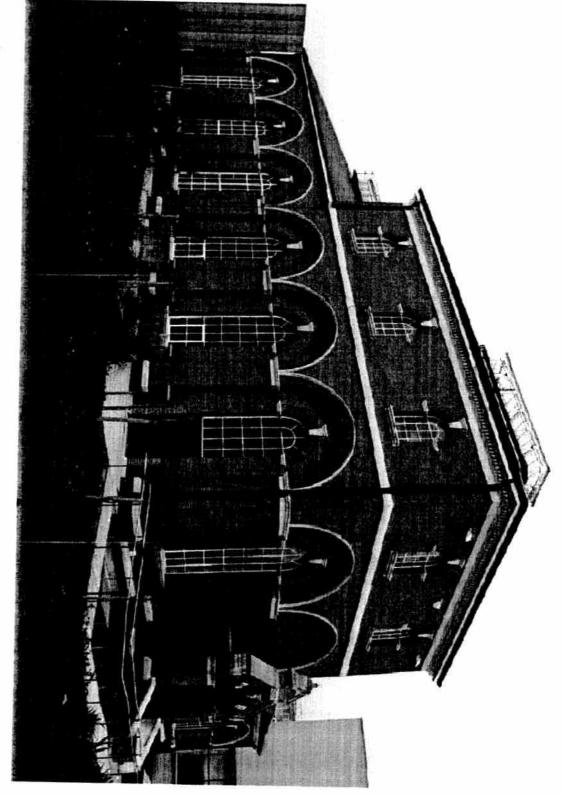
7. Car Park

The car park has active CCTV recording 24hours a day.

The door supervisors actively monitor the car park when they are on duty and their duties extend to managing the appropriate use of the car park.

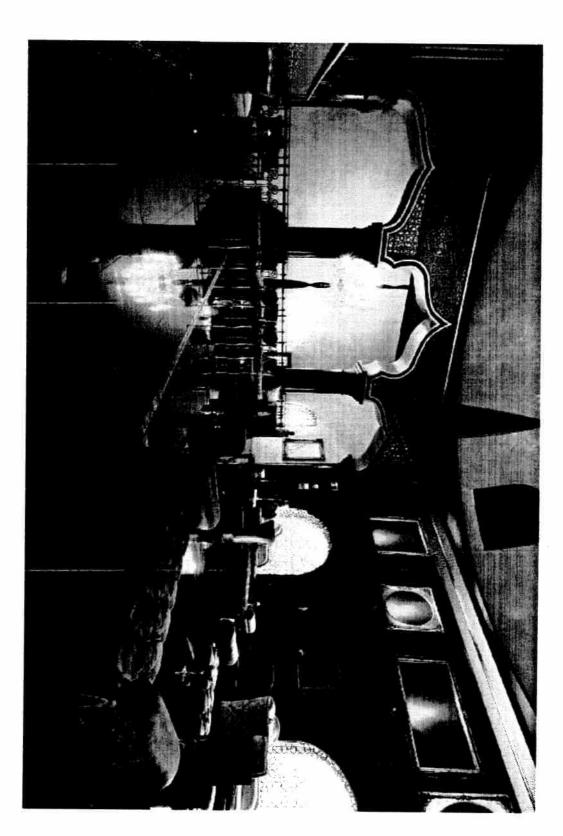
At the end of the night the staff, management or door supervisors close the car park with a lock and chain.



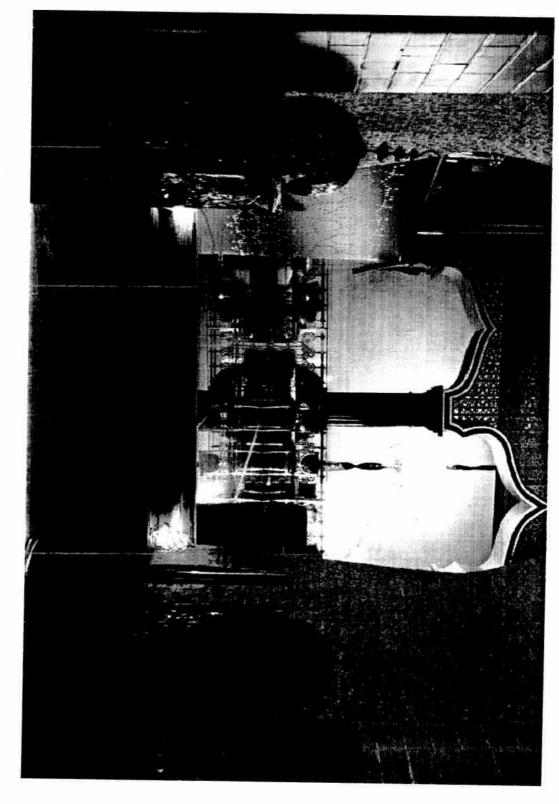




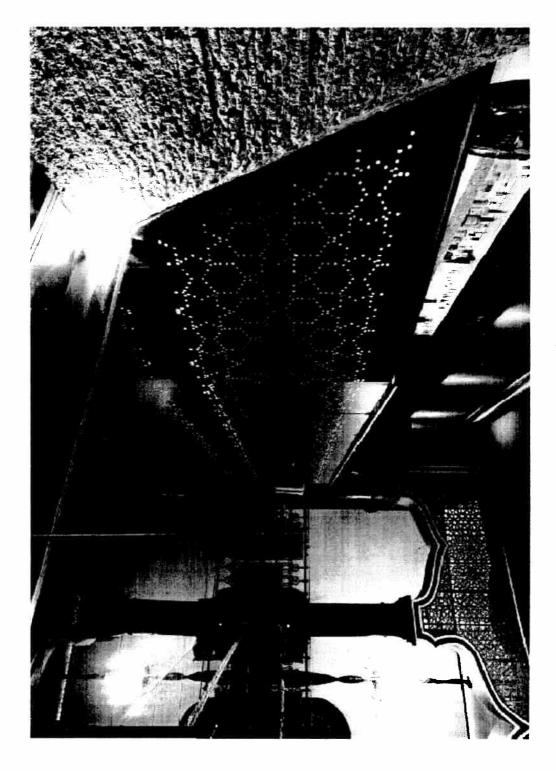




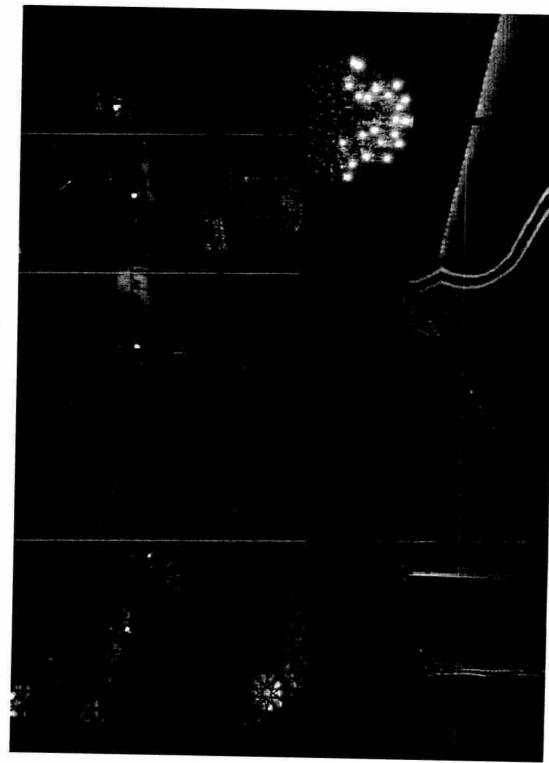
















Restaurant

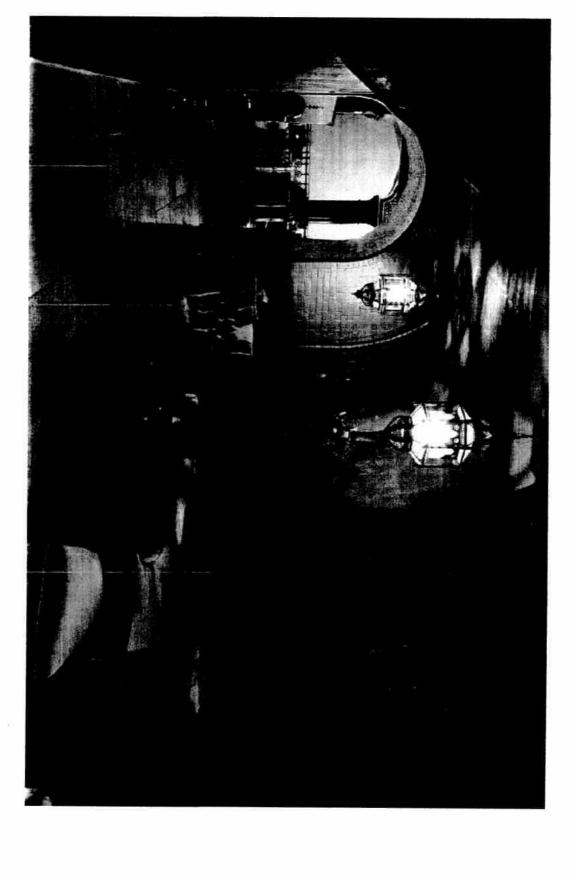


Restaurant



VIP Lounge

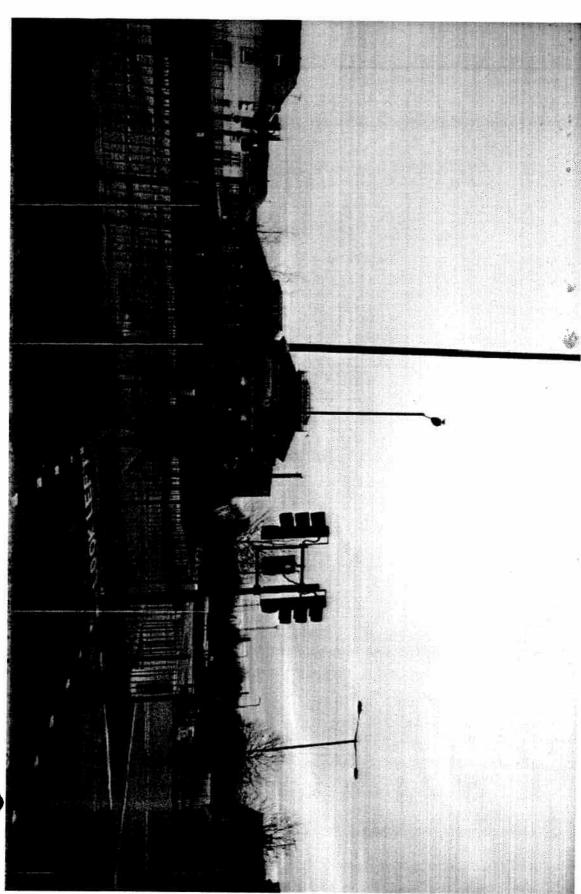




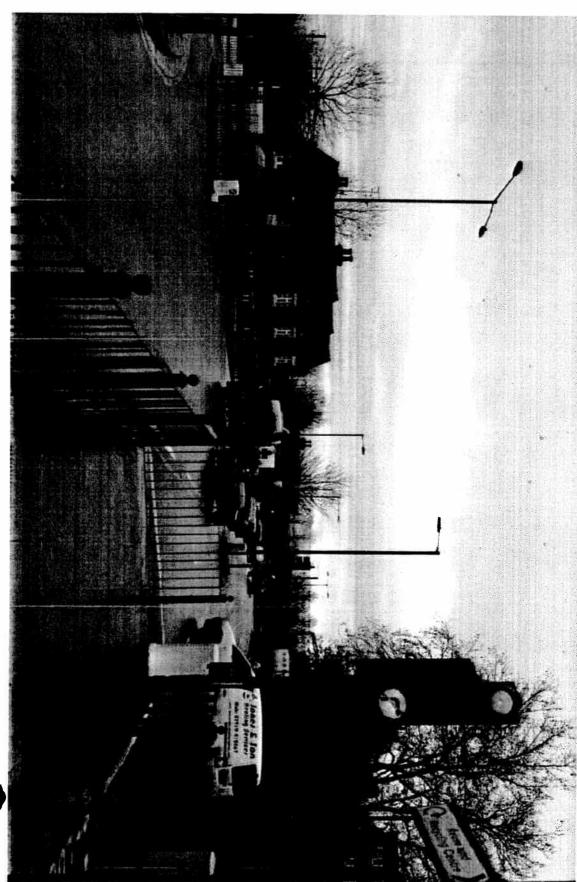






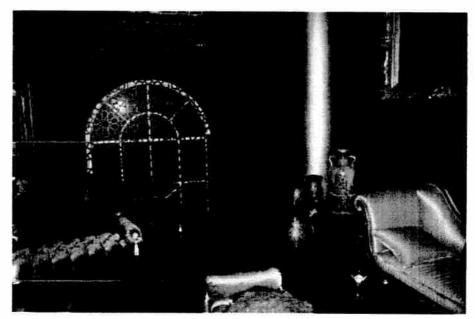




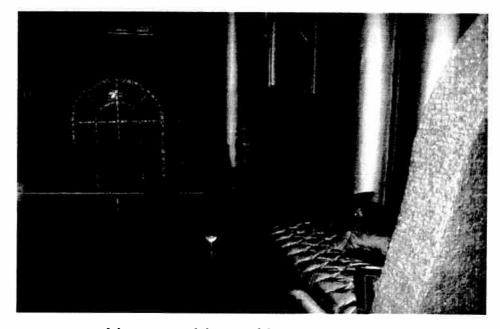








Previous position of bass speakers



New position of bass speakers

The bass speakers have been moved away from the outer wall and window to a more central position in order to contain the escape of bass noise to the outside.

Pizza's

Margarita £7.95

Tomato sauce, mozzarella, tresh basil.

Fiorentina £8.95

Iomaro sauce mozzarella, spinach and egg-

Vegeteriana £8.95

lomato sauce, mozzarella, aubergines, courgette, peppers, olives.

Salads

Salad e-Sikander £3.50

Mixed leaf and herb salad dressed in extra virgin olive oil dressing with pickled vegetables garnished with freshly chopped parsley.

Beet, Blood Orange, Walnut & Rocket Salad £3.50

Fresh heetmot with Seville blood orange segments, dressed weker salad and roasted walnuts in olive oil

Kids Menu

Margarita Pizza £3.95

Grilled Chicken strips with Chips £3.95 Spaghetti in Tomato sauce £3.95

Desserts

Tiramisu £3.95

Italian sponge base cream, chocolate and coffee flavoured cake dusted with dark chocolate shavings and whipping cream.

Baklava £3.50

Turlish file party with pinachio and flawoured tweet syrup. Layer upon layer of file and nuts condensed and cooled to form a sweet and sticky dessert cut into hite size pieces. Sprinkled with crushed pistachios.

Kadaif £2.95

Vermitelli moodles cooked in buttet till gelden brown chilled in a flavoutred sweet syrup as traditional methods. Sprinkled with pistachio and walnur shavings

Gulab Jamun £3.95

The finetr Indian Gulah Jam, vanilla ice cream dusted with crushed pistachio and toasted almond flakes.

Chocolate Fudge Cake £3.95

Rich searm and stricky chocolate cake with vanilla cream kernels.

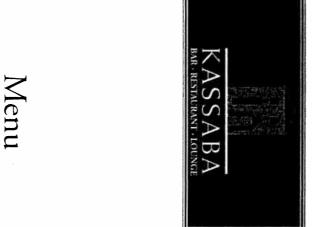
Mango Kulfi or Pistachio Kulfi £3.50

Considered by many as the king of ice creams, full dairy and fruit or nut flavoured smooth Indian ice cream.

Adjunctionary 10% ganters will be added to wise total hell. The written of the dishes cooked in Kasada to as such that we carried quantumer the adjunct.

of trace elements of ants.

In any specific dietary requirements please consult your serves



1 New River Avenue, Hornsey, London N8 7QD 020 8340 0400 - info@kassaba.co.uk - www.kassaba.cn.uk

Starters

te Mezze portion

Marinated Mediterranean Olives & Bread £3.50

White Bait £3.95

Maneraced in butter with tarmaric, deep fired with a bini of chill.

Tzatziki £3.95

Mediteiranean dip, also lanown as Tzatziki. Refreshing wighiri and cream dip with cucumber and garlic.

Humus £3.95

Chickpea and sesame seed dip

Caziny chickpeas, tahini, lenian juice, olive oil garlic & fresh parskey served with bread

Taramosalata £3.95

Mediterranean fish me, olive oil and herb dip
Mashed proato, lettnot poice, vinegat and olive oil mixed with fish me to
create this classic dip.

Zucchini Fritti £3.95

Medirerranean fried enorgette frosers

Georgerie cubes with freshly chapped and ground highs with a rouch of leaning time cooked crosp-tender to obve oil.

Halloumi Cheese £3.95

Medirerrapean grilled sheep nilk cheese

Char-gelled Halloumi cheese presented on a bed of dressed mixed leaf salad with sliced vine beef formato, cucumber and mixed marinated plives.

Calamari Fritti £4.50

Mediterranean battered squid rings.

Light and crispe hanceed, deep fried squid rings served with homemade tartar sauce and salad garnish

Prawns Encroute £4.95

Mediterranean garlic prawns

Prawn, sanéed with garlic and herbs verved on homemade croutons, mixed herbs salad and a piquam tomato salsa.

Börek - Kiymali £4.25

Ottoman pastries

Minced famh with a rouch of spice.

Served with yoghurt and salad garnish

Murgh Tikka Massala £12.50

Satin encosth tomato and chicken stock grave with cream and joghunt slowly summered with bite sire pieces of chicken rikka and screed with thatfly suffrom hasmaterice.

Avadhi Murgh Korma £12.50

Tandoor baked chicken in saffron creams almond and cocenur sauce served with creamed white basmari rice

Gosht Jhalfry £12.50

Hor: Lamb fillers marinated in herbs and spices, baked in the l'Andoor and uir fried with bell pepper julienites, onions and iomatoes, served with garlic naan bread

Iskender Kebab £9.95

Ortoman spicy tamb mince with spicy tomato sauce.

Medium Hor: Lamb mince cooked on a skewer, presented on pitta

bread with spicy passata sauce with aromatic heebs and spices.

Pan Fried Chicken & Portobello Mushrooms £10.95

Mediterranean chicken with cream, white wine and inushroom sauce.

Breast of chicken filler pan fried and cowhed with cream, served with a
cream and butter mash.

Linguini Gamberi £9.95

Mediterranean Tiger prawns with Lingurni pasta.

Parsley, garlic and olive oil, in the shell tossed with long flat strip pasta

and whetry tomatoes

Macedonian Kleftiko £14.50

Mediterranean Shank of lamb on the bone, slowly braised with seasonal vegetables, red wine and berbs. Served with mash potatoes.

Salmon Fillet £9.95

Mediterranean whole sea bream filler parcel with leeths. Farmed Scottish Salmon filler, baked in a honey and mustard sauce, served with roase vegetables and salad garnish.

Lobster Thermidor £59.95

Lobster baked in oven with shallors, egg yolk and brands, stuffed into a lobster shell with a hint of mustard.

Charcoal Grill

Sea bass char-grilled £11.95

Mediterranean vehole sea bass on the bone

Whole sea hass martuated with herby and olive oil, char-grilled and served in a bed of green valid, fresh tomain, trid onion rings.

Bistecca alla Fiorentina £16.95

Char grilled 1-Bone steak in Olive oil and seasoning. Accompanied by grilled beef romatot and Portohello mushroom

Filleto alla Griglia £14.50

Sirlam steak char grilled to vour liking, served with creamy mash
potano, with gorgonzola asparagus statice.

Mix Grilled Platter £19.95

Spice mixed meats and seafood platter: serves 2.
Char grilled baby poussin, tiger prawns, battered squid rings,
lamb chops and lamb week gilafi, Served in a large Tagine on a bed
of caramelised onions accompanied by sauces.

Half Bedouin Roast Poussin £7.50

Whole Bedouin Roast Poussin £8.95

Spay or berb diesing

Spit reast haby checken mannated for a minimum of twenty four bours on the home and grilled on the charcoal grill for that authentic home cooked tatte. Served with a salad garnish on a bed of caramelised onlows accompanied by sances.

Moorish Split Chicken Wings £7.95

Chicken wings baked in a rraditional clay oven, finished on the grill for that unique flavour of the charcoal flame grill.

served on a bed of rice.

Lamb Chops £8.95

Marinated spicy lamb chops baked in the l'andoor oven and finished on the charcoal grill.

Served with mash potators and creator sauce.

Crayfish £19.95

Char-grilled with light dill, garlie burrer and salad.

Rice Dishes

Shirin Polo £9.95

Person cheken and rice with orange and almond flavours.

An Iranian delicious rice dish made from hasmati rice. Saffran,
orange -peel, pistachius, almonds and a special orange peel, strup
inised with succuleiu chicken urips.

Vegetable Biryani £8.50

hastern vegetables and saffron rice bake.

Mediant Hor: Seasonal segerables show with saffron rice and herband egerable stock lawered, coverned with a short crust pastry and baked in the oven. Served with a raita.

Lamb or Chicken Biriyani £9.95

Eastern spicy lamb and suffron rice bake.
Medium Hor Lamb pieces sauréed in eastern spices and bethlacted with suffron rice and spicy sauce and served with tuits.

Plain Boiled Rice or Saffron Rice £3.25

Breads

Chilli & Coriander Naan £2.15

Nam bread topped with chilli and coriander.

Hor: A spice and aromatic rub of fresh green chillies and coriander sprinkled with sesame seeds and baked in the Tandoor oven

Naan Bread £1.95

With or without butter

Assorted Bread £2.10

Side Dishes

Rosemary Roast Potatoes £3.25

Ruast penalocs with tokemary, whale garlie in olive oil.

Mixed Vegetable Sauté £3.50

Mangerour, broceoli florers, carreis and baby potatoes

Cream & Butter Mash Potatoes £3.25

Steak Chips £1.95

13/01/2010

Dear Councillors

I am a New River Village resident and want to write a letter to express my thoughts on Kassaba, which has recently opened and is basically situated at the top of New River Village. I live about 300 yards away from Kassaba and have never been bothered by any noise, rowdiness, or been disturbed even over the Christmas and New Year period. Kassaba has added to the NRV community and not detracted from it. The management have always been very polite and approachable and really seem like they care about how to integrate themselves into the community. I enjoy going to Kassaba and have never had any problems having them as a neighbour.

Thanks

Chloe Tickner

re Tickher

5 Fyfe Building

New River Village

London

For the purposes of the Haringey Council hearing on 18/01/11

As the manager of the Great Northern Railway Tavern, I have not had any problems with the noise levels from Kassaba and to my knowledge, neither have my customers. Great Northern Railway Tavern is situated directly adjacent to Kassaba.

Regards,

Manager

Great Northern Railway Tavern

Hornsey High Street

Hornsey

London

N8 7QB

13/01/2011

Sophie Openshaw Fyfe Building, Chadwell Lane New River Village London N8

To Haringey Council,

I live in New River Village in Fyfe building, which is in the same vicinity as Kassaba. As such we are basically neighbours. I'm writing to support them at the hearing today as I can't make it in person, but I've never had a problem with noise and on the occasions I've walked past Kassaba late at night to go home, I always see staff or security keeping the doors shut and asking customers to keep to particular areas. There's probably more of a nuisance noise coming from the sound of buses, sirens and traffic!

It's great that Kassaba offers a restaurant, bar and after hours lounge locally. It has been a welcome addition to the area since the pumphouse stopped trading.

Thanks

Sphore Checken

10th January 2011

Re: Kassaba Restaurant-Bar-Lounge

To Whom It May Concern

I have offered to write a short letter to show my support for Kassaba and laud their provision of a quality, community based restaurant and lounge establishment. I also know that Kassaba management has taken into serious consideration the environmental impact that this has on the residential community.

I should qualify this by saying that I understand 'environmental impact' to include the extra noise, rubbish and human traffic that a business such as this invariably increases on any community block such as New River Village. As I am a resident to the New River Village complex, I am directly "in the line of fire" of such factors.

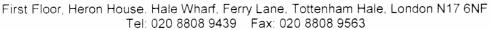
Since Kassaba started trading in the winter of last year, the area has been well maintained and I have not seen or suffered any adverse consequences of their business practice affecting where I live. This includes loud or disturbing noises, broken bottles, rubbish, fights or drunken patrons entering or leaving the establishment. It is a very community oriented and well managed business.

Kassaba has taken over the property that was previously known as the very reputable Pump House restaurant with the same consideration and care to the surrounding residents. For that I am grateful and have no hesitation in offering this letter of support.

Faithfully

Adam Farina

Emerson Building Resident, New River Village



Email: info@peacealliance.org.uk Website: www.peacealliance.org.uk



20th January 2010

Mr Asad Riaz Kassaba Restaurant I New River Avenue, Hornsey, London, N8 7QD

Dear Asad.

No words can sufficiently express my gratitude and that of all the members of Freedoms Ark and the Peace Alliance for the hospitality given to us last month by your very professional staff.

Our end of year Christmas dinner was an experience never to be forgotten. The food was excellent and the service was first class. The restaurant is certainly an icon for Haringey in particular and London in general. The event was enjoyed by all guests but Baroness Berridge who you met on the evening was very impressed with the evening and indicated how much she loved the ambience the Kassaba provided.

I must thank you again for your kindness along with the accommodation and tolerance demonstrated on the night with the varying needs that emerged at the last minute.

I wish the Kassaba well in the days ahead and look forward to keeping updated with its progress.

All the best.

Rev Nims Obunge MBE DL

Chief Executive





---- Forwarded Message ----- From: mrussell@nspcc.org.uk

To: info@kassaba.co.uk

Sent: Monday, 17 January, 2011 1:31:19 PM

Subject: RE: Working in partnership with the NSPCC

Hi Omar

Thank you for your call, it was lovely to speak to you earlier. Thank you so much for kindly donating 3 'VIP Meals for Two' for the 'Style me Happy Fashion Show' on the 29th January. We are delighted that you are able to support us, it's so kind of you.

As mentioned, I would be most grateful if you would send me 3 vouchers (detailing the prize) to present to the winning bidders. If you could send them to me this week, that would be fantastic. My address is:

Margherita Russell NSPCC 45 Folgate Street London E1 6GL

If you would like us to include your literature in the good bags, please send me 200 fliers or business cards, along with the vouchers. Likewise if you would like your logo in our programme, please email it to me by Wednesday 19th January.

Thank you so much for helping us to raise money for vulnerable children. We really appreciate your support and will be in touch after the event with a thank you letter and certificate. I will also keep your wonderful restaurant in mind for future fundraising events, as it would be lovely to work with you.

Once again, thank you so much, you have truly made a difference to children.

Best wishes, Margherita

Margherita Russell Community Events Manager North London and East of England

DL: 020 7650 3337 / M: 07810 853312

Curriculum Vitae

Iftikhar Khan 93 Longwood Gardens, Clayhall, Essex, IG5 OEE Contact: 07912 899 377

Skills and Abilities

Honest and extremely hard working
Great leadership qualities
Motivating others to share my passion for work
Ability to communicate well at all levels

Achievements

Opened my first fast food outlet in 1987, due to its huge success / reputation went on to create a chain of some 85 outlets / restaurants by the name of K.O The Thrill of the Grill, throughout UK and Europe, some of these restaurants have seating in excess of 500 covers, some are licensed.

K.O is currently the biggest Asian food chain in the world and is run as a franchise.

Languages

English

Urdu

Education & Qualification

1977 | left Brampton Manor School with 8 GCSE (O Levels)

1978 – 1980 Went to East Ham Collage of Technology, achieved 3 A Levels

1980 – 1981 Carried out a diploma course in Computer Operating and Data Processing, coupled with work experience in main frame computers at Thompson Holiday Group.

From there on decided to pursue a career in business.

Business Experience

1983 – 1986 Worked in property development sector, developing, modernizing some 9 properties throughout London.

1987 Opened my first food outlet in Shepherds Bush, London

1993 Had 6 restaurant / takeaway outlets in London

1996 - 2010 Due to its success, decided to Franchise the K.O brand.

Currently have some 85 stores across every major city in UK and Europe (Copenhagen Denmark, Oslo Norway, and Dublin Ireland).

All above stores / restaurants were created using our professional teams of builders, architects, engineers and project managed by myself, working in conjunction with local authorities in each city across UK, Scotland and Europe.

All K.O franchisees are provided with rigorous training, skills / know-how in order to successfully run their restaurants.

Furthermore together with my in-house team I have been involved in creating and reviewing operational manuals and company's policies with regards to all aspects of food business including environmental health, late night refreshment licenses etc.

I have also set up a food production plant, and this currently supplies all K.O outlets with food materials.

2010 Opened Kassaba, a new business venture centered around "fusion of cultures", foods and music.

This venue is targeted towards 25 year + professionals.

Currently we are employing some 25 full / part time staff.

ASAD RIAZ

97 Edenbridge Road, Enfield, Middlesex EN1 2HS asad@kassaba.co.uk • 020 8340 0400

MANAGING DIRECTOR - LOCATION LOCATION ESTATE AGENTS & BEACONWALK LTD DIRECTOR - KASSABA RESTAURANT & BAR

Performance-driven, insightful Entrepreneur with a proven ability to achieve and exceed all business-development and revenue-generation goals in high-pressure environments.

- > Ten years proven management and directorship skills. With an ability to build company profits and strive for optimum outcomes in a results-oriented environment without compromising quality of service or standards.
- > Comprehensive knowledge of and experience in marketing, business management, property development and construction.
- Proven leadership and team-building skills, coupled with the ability to direct strong teams in managing customer relationships.

PROFESSIONAL EXPERIENCE AND SIGNIFICANT ACHIEVEMENTS

ROSEFLAME LTD T/A KASSABA RESTAURANT AND LOUNGE. 2010 to Present

Designated Premises Supervisor and Director of Roseflame who hold the premises licence.

As the Designated Premises Supervisor, I am involved in overseeing the day to day management and operation of the establishment, together with the management team. My responsibilities also include devising and implementing marketing and customer retention strategies.

LOCATION LOCATION ESTATE AGENTS, STOKE NEWINGTON, LONDON N16

Managing Director

2004 Present

Co-founder of estate agency business originally based in Winehmore Hill, moved to Stoke Newington in 2006.

Key Accomplishments:

- Surpassed customer service and business development goals by becoming the market leader in Stoke Newington within 18 months.
- Currently developing business model to role out the brand as a franchise London and nationwide.

Beaconwalk Ltd Development Director

2001 present

Built the business to become a successful property developer in the Stoke Newington and Hackney area by using cutting edge building techniques. Developed a reputation as a specialist in combining modern design and Victorian original features in flat conversions.

Key Accomplishments:

· Consistently exceeded development and revenue generation goals.

L.A. Homes Ltd

Development Director

1998 - 2001

Built the business from a team of two to a team of 18 full time tradesmen within two years. Developed the business to become the leading property refurbishment and conversion company in Stoke Newington.

London Borough of Hackney Principal School's Finance Officer

2002 - 2008

Started with LBH as Accountancy Assistant, was appointed Principal Officer in 2006. Area of responsibility included helping head teachers set budget for schools expenditure.

EDUCATION AND CREDENTIALS

Bachelor of Science in Business Administration (1992)

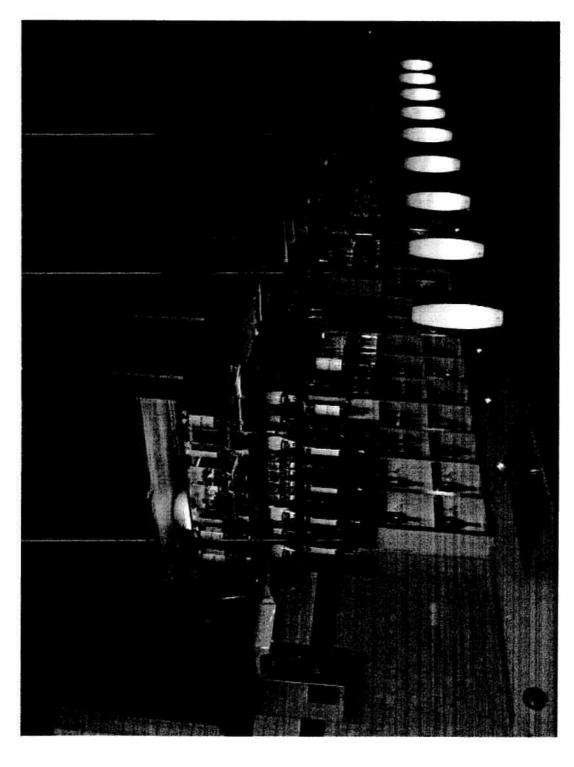
University of London

Professional Training:

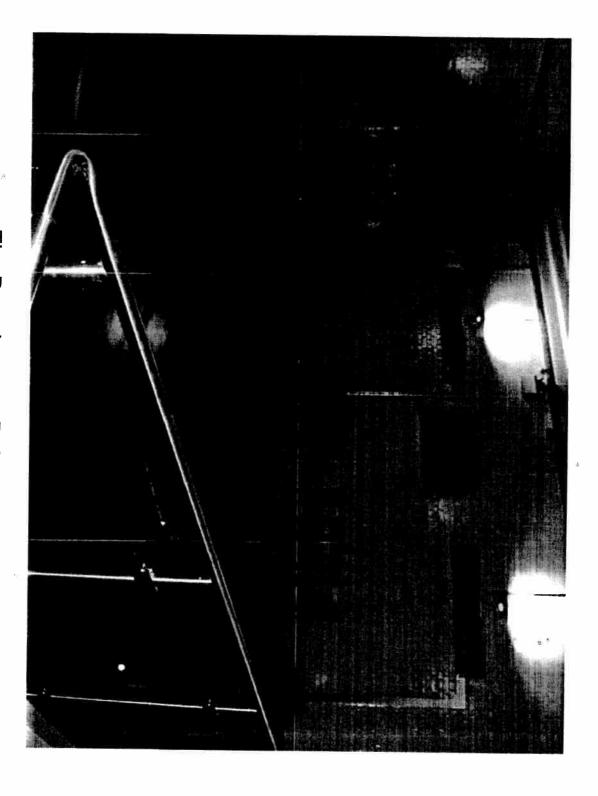
Franklyn Covey Leadership Training

Association of Accounting Technicians Level 3

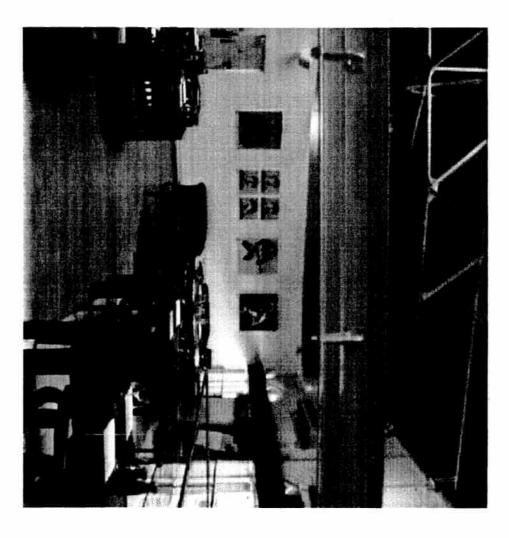
National Association of Estate Agents Technical Award



The Pumphouse – Before Kassaba



The Pumphouse – Before Kassaba



The Pumphouse – Before Kassaba