

**fast &
fresh**

Jaldi Jaldi *Muntaz*
on the
move

the future of
britain's curry

Licensing Hearing
Merrion Centre, Woodhouse Lane, Leeds, LE2 8LX
Leeds City Council
7th November 2011

ProLicensing
the licensing professionals

Background

Jaldi Jaldi – mumtaz on the move, is part of Mumtaz Group famous for their fine Asian food established 39 years ago in Bradford. The first Jaldi Jaldi store was opened in Bradford by former Dragon's Den Star James Caan in October 2009 and now there are ten stores across Yorkshire and Lancashire in prominent sites employing more than a hundred staff. There are plans to open 5 more stores within the next six months.

Mumtaz has become famous across the globe for its Kashmiri cuisine. From its humble beginnings as a restaurant in Bradford 39 years ago; Mumtaz has expanded to become an Asian food empire with a £3m food production facility that supplies multiple chains and retailers across the UK. With a specialist baby food brand, Mumtaz also offers a food emporium with an online shopping facility for their cooking sauces, home dining, outside catering as well as the new Jaldi Jaldi (which means quickly, quickly) takeaways for people in a hurry.

The Jaldi Jaldi concept with its own unique branding and style will revolutionise the way people see and enjoy a take-away Indian meal. It is strategically positioned to become a high street brand and it's a perfect place for anyone who wants a fast, good quality meal at an affordable price. The food served in the takeaway outlets are centrally cooked in the factory and delivered fresh every day. There is no alcohol served in any of their outlets or the restaurants.

Merrion Centre outlet



The Merrion Centre outlet was opened in January 2011 and employs eight people. It is currently open for business between 11.00am till 10.00pm.

This application and the measures we propose to uphold the licensing objectives

Prior to submission of the application, ProLicensing engaged in consultation with West Yorkshire Police on behalf of Jaldi Jaldi. The measures contained in the application are a result of that consultation.

The application was submitted alongside applications for Jaldi Jaldi outlets at Neville Street and Leeds University. The consultation period ran from the 15/09/11 to 13/10/11. Blue notices were placed in the window of the premises and a public notice was placed in the Yorkshire Post and on www.leadstoday.net on 29/09/2011.

The application is for a licence to sell Late Night Refreshment every night between the hours of 11pm and 5am. Whilst this will technically allow for 24 hour opening, it is not currently envisaged that the premises will be open 24 hours a day 7 days a week. The application was made for these hours to allow flexibility in opening hours as determined by the business case and periodic risk assessments.

As you will see, the following measures have been identified as part of the operating schedule:

- There will be a register on the premises recording any incidents.
- Staff will receive training on their responsibilities under the Licensing Act 2003.
- Management and staff will remain vigilant of all activities on the premises.
- The premises will operate CCTV whilst trading, images from which will be retained for a minimum of 31 days.
- In accordance with risk assessments and Police advice (to be reviewed periodically) the premises will participate in the local Street Marshall scheme and participate in the local BACIL radio scheme.
- Management will ensure at least 2 staff (one of which will be male) will be on duty when the store trades between the hours of 10pm and 5am.
- Management and staff will ensure any emergency exits remain maintained and free of obstruction.
- Management and staff will encourage customers to leave the premises in an orderly manner.
- Staff will be tasked with regularly clearing the immediate outside areas of any litter from the premises.

Given the hours concerned, risk assessments haven't currently identified any specific risks to children during licensable hours. This will be kept under periodic review and where needed further measures may be implemented.

In addition, to the measures proposed, Jaldi Jaldi have instructed ProLicensing to carry out periodic compliance auditing in order to ensure that if, for any reason, standards fall below where we would expect them to be, we can identify the failure and put it right before it has an impact on the Licensing Objectives and our Business.

As part of this application, and in order to demonstrate that we can trade without undermining the licensing objectives, we have held a number of Temporary Events over weekends leading up to this hearing. We are not aware of any problems that have arisen in relation to these Temporary Events and as of 26th October 2011, the police report that no problems have been experienced as a result of these Temporary Events. As there are still TENs to run at the writing of this note, more information will be available during our oral submission at the hearing.

Jaldi Jaldi are committed to rolling their brand out across the country. A key part of this rollout is ensuring that we are seen as a responsible and healthy brand. A key part of that responsibility is ensuring that our outlets have a positive impact on the night time economy of the communities we are moving in to.

Whilst we recognise the very real problems which have led to the adoption of this policy, we would respectively submit that Jaldi Jaldi can be granted a licence for the sale of Late Night Refreshment without adding to the problems which exist or undermining the licensing objectives.