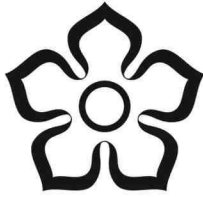


**From:** Crm-feedback <[crm.feedback@leicester.gov.uk](mailto:crm.feedback@leicester.gov.uk)>  
**Sent:** 31 May 2023 13:27  
**To:** Licensing <[Licensing@leicester.gov.uk](mailto:Licensing@leicester.gov.uk)>  
**Subject:** Street trade licence. Case reference: ST520317426



Leicester  
City Council

## Street trade licence

Case raised by: [REDACTED] 2023-05-31 13:26:48

Product:  
Self

**What type of trading consent are you applying for:** Fixed site

**I have read the policy and code of practice and wish to continue my application for street trading consent :** I have read the policy and code of practice and wish to continue my application for street trading consent

**Your details:**

Title	First name	Surname	Phone number	Mobile number	Email address
Mr.	Naveen	Mamidi	[REDACTED]	[REDACTED]	[REDACTED]

**Your address:**

Flat	House number	Street	Town	County	Postcode
[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]	[REDACTED]

**Please give the details of any food business that you have operated in the last 12 months:** N/A



**Business name:** HOUSE OF HYDERABAD

**Business type:** FOOD COMPANY

**What goods do you intend to sell?:** We are planning to sell South Indian Food and Soft Drinks(TEA,COFFEE)etc.

**Is the business address the same as your contact address? :** No

**Business address:**

Enter the postcode or street name	Please select the address	The address is not listed
		

**Please explain how your business may impact on public nuisance::** -We have installed soundproofing to minimize noise levels and prevent disturbance to our neighbours.  
- We have parking areas for customers to prevent traffic congestion in the surrounding area.  
- We have implemented strict policies to ensure that our patrons behave respectfully and do not disturb the peace.  
- We have scheduled our deliveries and pickups to minimize disruption to the community.  
- We have taken steps to ensure that our business does not generate excessive waste or pollution that could harm the environment or public health.  
- We have consulted with local authorities and community members to address any concerns they may have about our business and have taken their feedback into account in our planning and operations.  
- We have posted signs and provided information to our customers to encourage them to be mindful of the impact of their behaviour on the community and to respect local laws and regulations.

**Please explain how your business may impact on crime and disorder::** -We have installed security cameras and lighting to deter criminal activity and help identify perpetrators.  
- We have trained our staff to be vigilant and report any suspicious behavior to the authorities.  
- We have implemented strict policies to prevent underage drinking and to ensure that our patrons do not become unruly or engage in criminal behavior.  
- We have developed partnerships with local law enforcement agencies to share information and coordinate efforts to prevent crime in the area.  
- We have provided resources and support to help our employees and customers stay safe and avoid becoming victims of crime.  
- We have taken steps to ensure that our business is not a target for theft or vandalism, such as by securing our inventory and equipment and installing alarms and other security measures.  
- We have consulted with local authorities and community members to identify potential risks and develop strategies to prevent crime and disorder in the area.

**Please explain how your business may impact on road safety: :** We have designated parking areas and provided clear signage to help direct traffic and prevent congestion in the surrounding area.  
- We have implemented traffic calming measures, such as speed bumps or roundabouts, to help reduce the risk of accidents and encourage safe driving.  
- We have provided safe and convenient access for pedestrians and cyclists, such as by installing crosswalks, bike lanes, or sidewalks.  
- We have developed partnerships with public transit agencies to encourage the use of sustainable transportation and reduce the number of cars on the road.  
- We have taken steps to ensure that our vehicles and machinery are operated safely and do not create hazards for other road users.  
- We have consulted with local authorities and community members to identify potential risks and develop strategies to promote road safety in the area.  
- We have provided resources and support to help our employees and customers stay safe on the road, such as by offering training on defensive driving or providing information about safe routes and transportation options.

**Please explain how your business may impact on the health and safety at schools and for their pupils::**

- We have implemented traffic calming measures, such as speed bumps or crosswalks, to help reduce the risk of accidents and promote safe walking and biking to school.
- We have provided resources and support to help schools and families educate students about road safety and the importance of safe and sustainable transportation.
- We have taken steps to ensure that our products and services are safe and healthy for students, such as by offering nutritious food options or promoting physical activity.
- We have developed partnerships with local schools and community organizations to support health and wellness initiatives, such as by sponsoring sports teams or offering educational resources on healthy living.
- We have consulted with local authorities and community members to identify potential risks and develop strategies to promote health and safety for schools and their pupils.
- We have provided resources and support to help schools and families prevent and respond to emergencies, such as by offering first aid training or providing information about emergency services.
- We have taken steps to ensure that our business does not create hazards for schools and their pupils, such as by complying with safety regulations and providing safe and secure facilities.

**Please explain the likely demand for the goods that you intend to sell::** We have conducted market research and identified a strong demand for our products among our target customers, based on their preferences and purchasing habits.

- We have analyzed industry data and identified a growing market for our products, based on trends and forecasts for our industry.
- We have received positive feedback from potential customers about our products, which indicates a strong interest and potential demand for our goods.
- We have priced our products competitively and strategically, which we believe will help us attract and retain customers and generate demand for our goods.
- We have invested in branding and marketing efforts to increase awareness and interest in our products, which we believe will help us generate demand and build a loyal customer base.
- We have identified unique features or benefits of our products that differentiate us from competitors and meet the needs of our target customers, which we believe will help us generate demand and establish a strong market presence.
- We have identified opportunities to expand our product line or enter new markets, which we believe will help us generate demand and grow our business over time.

**Are the goods that you intend to sell already available in other fixed premises nearby? If so, please give details:**

- We have identified several competitors in the market that offer similar products or services, but we believe that our unique features and benefits will help us differentiate ourselves and capture a share of the market.
- We have conducted market research to assess the strengths and weaknesses of our competitors and identify opportunities to offer better value or meet unmet needs in the market.
- We have developed a strategic pricing strategy that takes into account the pricing of our competitors and positions us competitively in the market.
- We have invested in branding and marketing efforts to establish a strong market presence and build brand awareness, which we believe will help us compete effectively with other businesses in the market.
- We have identified opportunities to collaborate with other businesses or form strategic partnerships to enhance our offerings and reach new customers.
- We have taken steps to ensure that our products and services meet or exceed industry standards and regulations, which we believe will help us build trust and credibility with our customers and compete effectively with other businesses in the market.
- We have identified opportunities to expand our product line or enter new markets, which we believe will help us diversify our offerings and compete effectively with other businesses in the market.

**Please give reasons why your application should be granted as an exception to the council's general policy on street trading: :-**

Our business proposal aligns with the council's goals of promoting cultural diversity and economic growth in the city. By offering unique products or services that reflect the city's diverse population and cultural heritage, we believe that we can attract new customers and contribute to the vibrancy of the local economy.

- Our business proposal is consistent with the council's values of promoting innovation and entrepreneurship. By offering a new and innovative approach to street trading, we believe that we can contribute to the growth and development of the local business community and help to establish Leicester as a hub for innovation and creativity.

- Our business proposal has been designed with the safety and well-being of the community in mind. We have taken steps to ensure that our operations will not pose a risk to public health or safety, and we have developed a plan to address any concerns or issues that may arise.

- Our business proposal has been developed in consultation with local residents, community groups, and other stakeholders. We have sought feedback and input from these groups throughout the planning process, and we believe that our proposal has been designed to meet their needs and preferences.

- Our business proposal has the potential to create jobs and generate economic benefits for the community. By hiring local residents and sourcing materials and supplies from local businesses, we believe that we can contribute to the growth and development of the local economy and help to address issues of unemployment and economic inequality in the city.

**How many months of trading consent do you wish to apply for? :** 12 months street trading consent

**What date(s) do you wish to trade?:** 30/06/2023

**I understand and agree to the declaration:** I understand and agree to the declaration

**Date::** 31 05 23

After speaking to the applicant, he's changed his hours to 8am - 11pm.

He would like to trade on Victoria Park Road, opposite No 36

**Sent:** 02 June 2023 13:55

**To:** Amy Day <Amy.Day@leicester.gov.uk>

**Subject:** Re: Street trading applications

Hello Amy Day,

I can confirm that we are planning to sell South India Breakfast & Curry's.  
here is our menu of items:

### **MAIN MENU**

Plain Dosa  
Onion Dosa  
Masala Dosa  
Ghee Dosa  
Loaded Ghee Dosa  
Podi Dosa  
Onion Podi Dosa  
Panner Dosa  
Special Dosa  
idly  
Sambar Idly  
Ghee Idly  
Uttapam  
Guntha Ponganalu

### **KID'S SPECIAL**

Sweet Dosa  
Cheese Dosa

### **BIRYANI'S&RICE**

Fry Piece Chicken Biryani  
Mutton Biryani  
Chicken Palau

### **ROTI'S & CURRY'S**

Chicken  
Butter chicken  
Paneer butter masala  
Roti

### **HOUSE OF HYDERABAD SPECIAL'S**

Karak Chai  
Pani Puri

And please find the attachments of trailer photos.  
Thank you  
Naveen Mamidi.



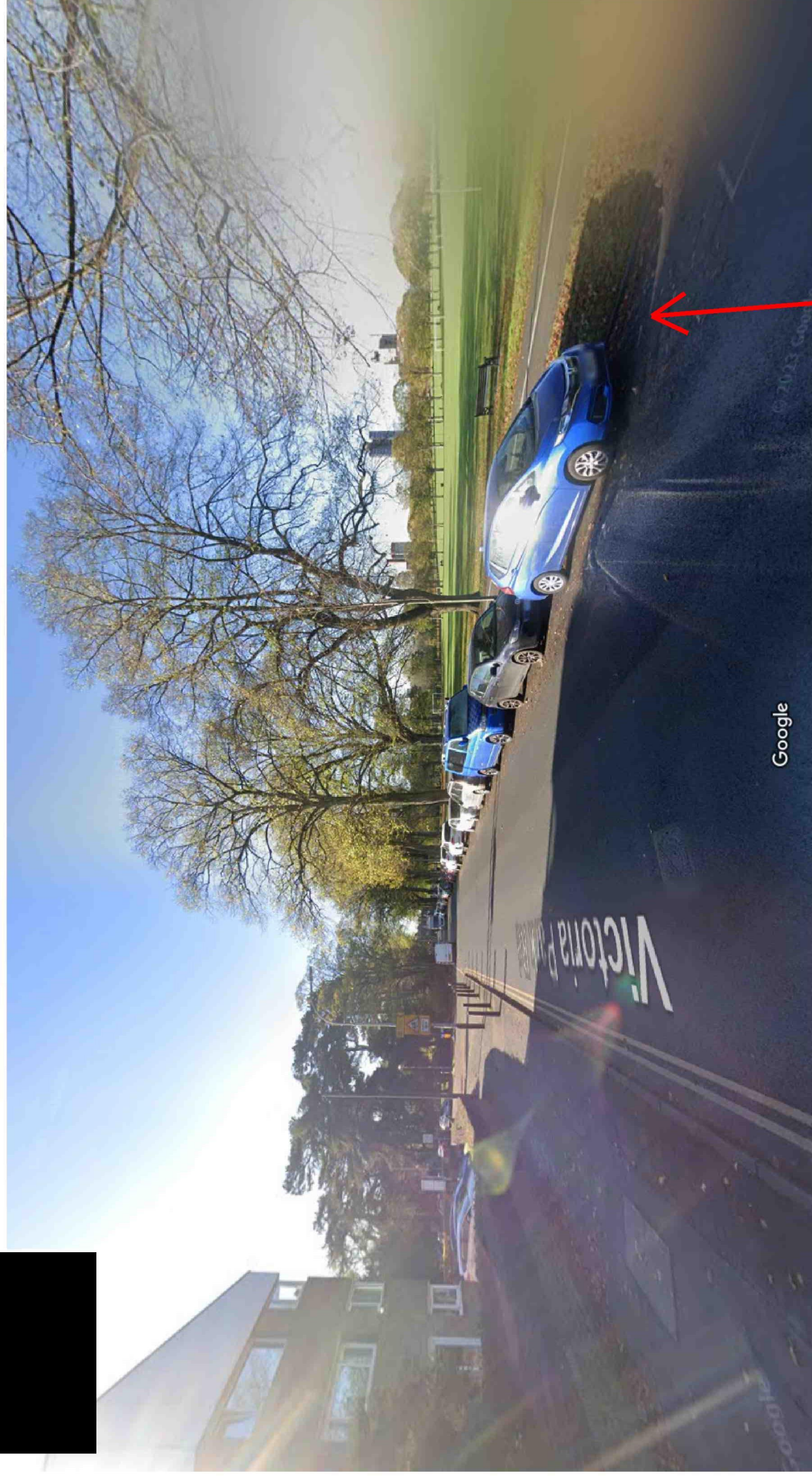
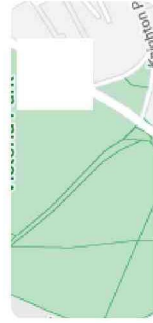


Image capture: Nov 2022 © 2023 Google

Trading around this area, dependant on space available at the kerbside







GNOSALL

**KEBAB BURGERS WRAPS**









1BAA21



