

### LICENSING SUB COMMITTEE

Tuesday, 19 August 2014 at 6.30 p.m.

The Council Chamber, Town Hall, Mulberry Place, 5 Clove Crescent, London, E14 2BG

### **SUPPLEMENTAL AGENDA**

This meeting is open to the public to attend.

### **Contact for further enquiries:**

Antonella Burgio, Democratic Services

1st Floor, Town Hall, Mulberry Place, 5 Clove Crescent, E14 2BG

Tel: 020 7364 4120

E-mail: simmi.yesmin@towerhamlets.gov.uk Web:http://www.towerhamlets.gov.uk/committee Scan this code for the electronic agenda:



4 .3	Application for a New Premises Licence for (Pilpel Spitalfields), 38 Brushfields Street, London E1 6NG	PAGE NUMBER(S) 1 - 14	WARD(S) AFFECTED Spitalfields & Banglatown
	Supplementary Information enclosed		
4 .4	Application for a Temporary Event Notice for Autumn Street Studios, Unit 3, 39 Autumn Street, London, E3 2TT	15 - 16	Bow East
	Supplementary information enclosed		

### Pilpel - New Premises Licence

### **Statement of Case**

This statement is made in support of an application for a new premises licence at 38 Brushfield Street, E1 6NG (the "Premises") with the intention of outlining the applicant's case and seeking to address the concerns of the parties that have made representations.

### **The Application**

The application is for a premises licence for the supply of alcohol with a table meal with off sales in sealed containers. If granted, sales of alcohol will be limited to organic bottled beer which will be stored in a locked fridge.

### **Background & Style of Operation**

Opened in May 2005, the Premises operates as a casual, high quality, fast food, falafel Middle Eastern restaurant. With ten covers it predominantly operates as a takeaway business. Please see attached at appendix 1 pictures of the Premises and a sample menu.

The Premises has three sister restaurants in and around the City. The restaurant in Paternoster Square currently has the benefit of a premises licence and a nearby restaurant called Badolina (which is a similar offer, albeit with meat dishes, owned by the same directors of the applicant) has recently had an application for a premises licence granted. Please see attached at appendix 2 copies of recent Tripadvisor reports for a number of Pilpel sites.

### The Representations

The applicant is pleased that representations have not been received from any local residents or the Environmental Health. However, it is noted that representations have been received from the Licensing Authority acting as a responsible authority and the Metropolitan Police which relate to the Council's saturation policy.

Before lodging the application careful consideration was given to Tower Hamlet's licensing policy. It was noted that the Premises is located in the Brick Lane Cumulative Impact Zone and hence, if the policy is followed (which is not a legal requirement) there would be a rebuttable presumption that 'the applicant would be expected to show through the operating schedule and where appropriate with supporting evidence that the operation of the premises will not add to the cumulative impact already being experienced'.

It is the applicant's belief that, if a premises licence is granted, the Premises will not add to cumulative impact for the following reasons:

- The premises are extremely small with modest hours applied for. Whilst the applicant notes
  that a small capacity is not a specific exemption (as with some other London boroughs) the
  number of patrons attending the premises is considerably lower than most licensed
  premises located in the vicinity.
- The application is for a restaurant, not a bar, as a condition has been proffered which states –

'The supply of alcohol at the premises shall only be to a person taking a meal there and for consumption by such a person as ancillary to their meal.'

Therefore the operation of the Premises is not set to change save for, if desired, patrons can swap their usual soft drink for an organic bottle of beer. The 'fast food' nature of the cuisine also does not lend itself to 'dwell time' and therefore it is unusual for patrons to order more than one beverage. With the sale of alcohol only expecting to account for 3% of total sales, if the application is granted the net effect of having a premises licence will be negligible.

- A condition has been proffered that off sales are only to be in sealed containers so that patrons can take beer away to consume with their food either at home or at their desks. The applicant does not consider that this will cause more littering. If people wish to consume quantities of alcohol outside there are numerous off-licences nearby which sell a far greater range of alcoholic drinks considerably cheaper than the anticipated price point of £3 to £4. Given that the Premises will sell 'high end' organic beer if a littering problem does arise it can be quickly traced back to the Premises and, if not quickly addressed, the premises licence can be reviewed.
- The applicant has already shown itself to be a responsible operator with other licensing authorities satisfied that the grant of a premises licence would uphold the licensing objectives.
- The applicant is happy to accept the condition proposed by the Metropolitan Police concerning the use of CCTV.

### **Conclusion**

The applicant was and is acutely conscious of the need to uphold the licensing objectives. This has resulted in the number of representations being relatively low and the concerns being focused on cumulative impact as opposed to specific current issues with the applicant in question. The Premises is run to the highest possible standards with it and its sister operations having a blemish free record. Therefore the Licensing Sub-Committee is urged to give the Premises a chance to sell a limited amount of alcohol and to grant the application as sought. Whilst off sales are a key aspect of the proposed operation, the applicant would happily consider any appropriate further conditions above and beyond those in the operating schedule.

Joelson Wilson LLP Solicitors

# the pillpel story

Pilpel falafels are freshly made on the premises every day, from a family recipe created by my grandfather more than 60 years ago...

At 84 years old he still tirelessly loved to make his falafels, even when his family told him to relax and enjoy life.

Delipel means 'chili pepper' and is the nickname my G grandfather bestowed on me as a kid because he thought I had fire in my spirit. Everyone at Pilpel the only thing that will give gramps peace of mind, is that I keep the falafel coming... Pilpel was born. At the age of 29 years old I had a vision, maybe

So with us serving you fresh healthy food and helping to keep my grandfather's legacy alive. you enjoying the Pilpel experience we are all

has the 'Pilpel Factor'. It's in our hearts, it's in

the air and most importantly it's in our food.

This is his legend, we are his legacy

05.05.1927 - 16.07.2010

Visit Pilpel at:

Falafel & Houmous Bar

Spitalfields

Tel: 020 7247 0146 38 Brushfield Street

Unit E, Pavilion Building Spitalfields Market El

St Paul's

Unit 5, Queens Head Passage Tel: 020 7248 9281 Paternoster Square EC4M 702

www.pilpel.co.uk

Fresh Healthy Food for the people : ]

### falafel

## how do you want your falafel?

- 1 in a pita (reg or wholemeal)
- 2 in a container with pita (reg or wholemeal)

### 25.65 pilpel falafel £4.65

falafels served with houmous & fresh salad

### +£0.60 each choose your topping

aubergine, guacamole, feta, hard boiled egg

Shoose your salad Grots, chickpeas, green salad, jalapenos,

exions, tabouteh, pickled cucumbers,

red & white cabbage

## why not try... o

### £6.25 falafel & guacamole £5.25

houmous, guacamole, fresh salad & tahini sauce

mediterranean falafel £5.25

houmous, aubergine, extra virgin olive oil, lemon juice, parsley

greek falafel

£5.25 £6.25 houmous, feta, extra virgin olive oil, parsley, za atar herb mix



## houmous

## pilpel houmous

served in a container with 1 pita (reg or wholemeal)

choose your topping + £0.60 each

aubergine, guacamole, feta, hard boiled egg

4 falafels

choose your salad

carrots, chickpeas, green salad, jalapenos, onions, tabouleh, pickled cucumbers, red & white cabbage

### why not try...

houmous & aubergine

aubergine, extra virgin olive oil, lemon juice, parsley

houmous & feta

£4.59

feta, extra virgin olive oil and parsley

houmous & guacamole

guacamole, fresh salad & tahini sauce

£4.59

houmous & falafel

£4.99

with 4 falafels, extra virgin olive oil & lemon juice



### Saabich

maybe you can't pronounce it but you've got to try it!

chickpeas, pickled cucumbers, tabouleh noumous, aubergine & hard boiled egg served in a pita with green salad,



### Order Lunch Online Now you can

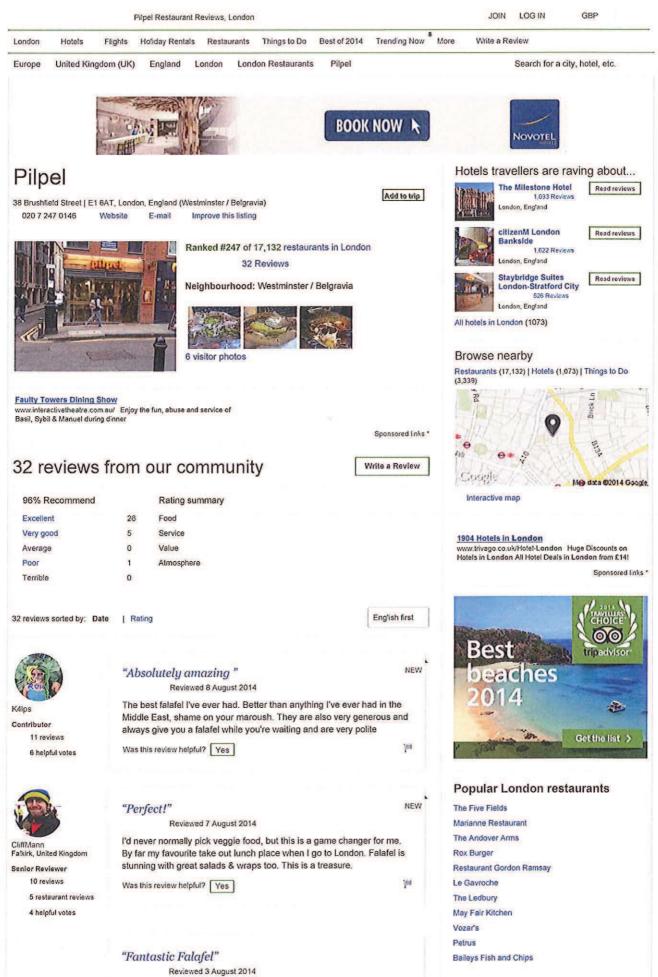
Orders must be received before 11:30am and collected by 12 pm

www.pilpel.co.uk

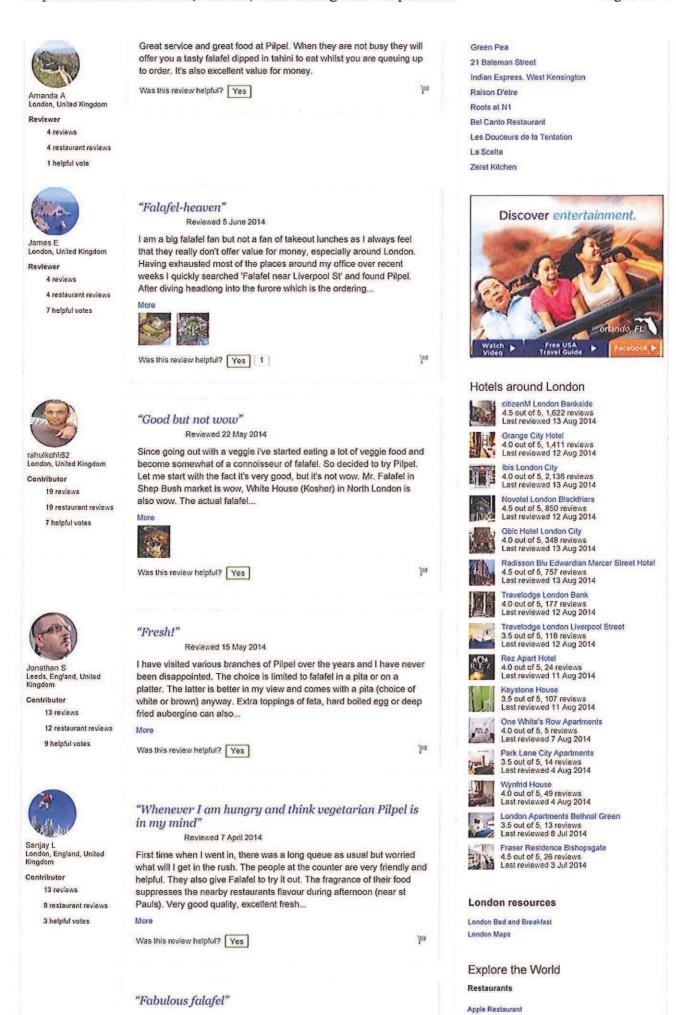


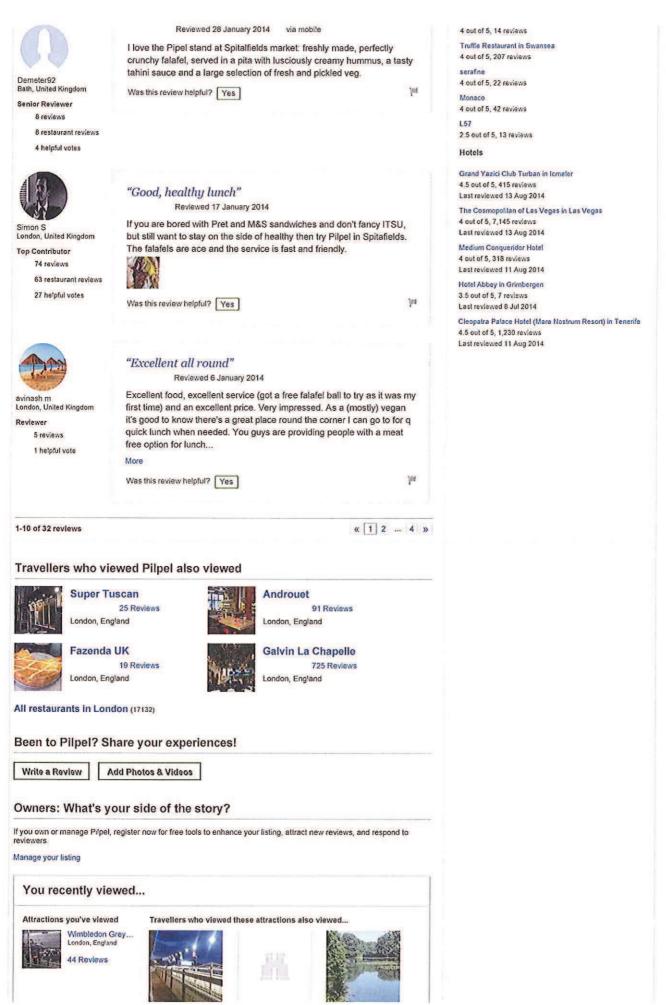






Page 11





Page 13

Romford Dog Stadi...
Romford, Essex

Crayford, Kent

104 Reviews

Crayford, Kent

Wimbledon Common
London, England

28 Reviews

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Reviews and advice on hotels, resorts, flights, holiday rentals, holiday packages, and lots morel

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### Agenda Item 4.4



Dear Sir or Madam,

In regard to the application for a Temporary Event Notice for Autumn St Studios.

The TEN was for an event to be held on Sunday 24th August 2014 at Autumn Street Studios.

The Temporary Event Notice was not granted as a result of an objection from the Metropolitan Police regarding the 4 licensing objectives.

We would like to bring to the committee's attention the following relevant points and respectfully ask that they reconsider the decision to refuse the TEN;

- Autumn Street Studios is a fully licensed premises which runs events of this nature up to eight times per month.
- A TEN was applied in order to extend the hours on Bank Holiday Sunday. The venue does not require TENS for its day to day operation.
- The venue was granted its premises licence in March 2013. Since then the venue has been operated responsibly in accordance with this licence and in close conjunction with all responsible authorities.
- Each event which is hosted at the venue is subjected closely to a risk assessment. In the 18 months we have been operating the venue, we have always found our risk assessments to be an accurate indicator of the nature of the event. This has been reflected in the very low rates of crime and disorder at our venue. The only time we have needed to call police to the venue is when we have pro-actively apprehended and detained persons supplying drugs.
- The event in question is an LGBT night. The LGBT community are associated with very low rates of crime and disorder. The audience profile is also entirely unrelated to the Notting Hill Carnival, and it is reasonable not to expect any increased audience numbers as a result of the carnival being held that weekend.
- However we of course take on board the police's concerns and will schedule our full complement of 7 x SIA accredited guards for an event with a projected attendance of 450 people. We are also prepared to restrict our opening hours from the 08:00AM finish time applied for to our normal operating hours of a 06:00AM finish.

securityandeventsolutions







• Other TENs have been granted in Tower Hamlets on that evening, for the same operating hours. We feel it is not fair to single out this LGBT, low risk event as an event likely to be associated with crime and disorder.

Given the above, and Autumn Street Studios long history of delivering safe, well managed events, we feel that the objection to our application for a Temporary Event Notice is not justified in this instance.

Yours

Gareth Gwynne-Smith

Event Director - Security And Event Solutins

DPS - Autumn St Studios