

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:

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agenda:



		PAGE NUMBER(S)	WARD(S) AFFECTED
4 .3	Application for a New Premises Licence for (Pilpel Spitalfields), 38 Brushfields Street, London E1 6NG	1 - 14	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		

Agenda Item 4.3

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 **pilpel** 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.

At the age of 29 years old I had a vision, maybe the only thing that will give gramps peace of mind, is that I keep the falafel coming... Pilpel was born.

Pilpel means 'chili pepper' and is the nickname my grandfather bestowed on me as a kid because he thought I had fire in my spirit. Everyone at Pilpel has the 'Pilpel Factor'. It's in our hearts, it's in the air and most importantly it's in our food.

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

**This is his legend,
we are his legacy**

Zion

05.05.1927 - 16.07.2010



pilpel

Visit Pilpel at:

Spitalfields

38 Brushfield Street
E1 6AT

Tel: 020 7247 0146

Unit E, Pavilion Building
Spitalfields Market E1

St Paul's

Unit 5, Queens Head Passage
Paternoster Square
EC4M 7DZ

Tel: 020 7248 9281

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)

pilpel falafel £4.65 £5.65

falafels served with houmous & fresh salad

choose your topping +£0.60 each

aubergine, guacamole, feta, hard boiled egg

Choose your salad

carrots, chickpeas, green salad, jalapenos, onions, tabouleh, pickled cucumbers.

red & white cabbage

why not try... ① ②

falafel & guacamole £5.25 £6.25

houmous, guacamole, fresh salad & tahini sauce

mediterranean falafel £5.25 £6.25

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 £3.99

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

choose your topping + £0.60 each

aubergine, guacamole, feta, hard boiled egg

4 falafels + £1.00

choose your salad

carrots, chickpeas, green salad, jalapenos,

onions, tabouleh, pickled cucumbers,

red & white cabbage

why not try...

houmous & aubergine £4.59

aubergine, extra virgin olive oil, lemon juice, parsley

houmous & feta £4.59

feta, extra virgin olive oil and parsley

houmous & guacamole £4.59

guacamole, fresh salad & tahini sauce

houmous & falafel £4.99

with 4 falafels, extra virgin olive oil & lemon juice



Saabich

£4.25

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

houmous, aubergine & hard boiled egg

served in a pita with green salad,

chickpeas, pickled cucumbers, tabouleh



Now you can
Order Lunch Online

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

www.pilpel.co.uk

Page 5

pilpel

Page 7



Page 9



Pilpel Restaurant Reviews, London

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Pilpel

38 Brushfield Street | E1 6AT, London, England (Westminster / Belgravia)
020 7 247 0146 Website E-mail Improve this listing

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Ranked #247 of 17,132 restaurants in London
32 Reviews

Neighbourhood: Westminster / Belgravia



6 visitor photos

Faulty Towers Dining Show

www.interactivetheatre.com.au/ Enjoy the fun, abuse and service of Basil, Sybil & Manuel during dinner

Sponsored Inks *

Write a Review

32 reviews from our community

96% Recommend

Rating summary

Excellent	26	Food
Very good	5	Service
Average	0	Value
Poor	1	Atmosphere
Terrible	0	

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1,033 Reviews
London, England [Read reviews](#)
- citizenM London Bankside**
1,622 Reviews
London, England [Read reviews](#)
- Staybridge Suites London-Stratford City**
526 Reviews
London, England [Read reviews](#)

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32 reviews sorted by: **Date** | Rating

English first



K4lps
Contributor
11 reviews
6 helpful votes

"Absolutely amazing"

Reviewed 8 August 2014

NEW

The best falafel I've ever had. Better than anything I've ever had in the Middle East, shame on your maroush. They are also very generous and always give you a falafel while you're waiting and are very polite

Was this review helpful?



CliffMann
Falkirk, United Kingdom
Senior Reviewer
10 reviews
5 restaurant reviews
4 helpful votes

"Perfect!"

Reviewed 7 August 2014

NEW

I'd never normally pick veggie food, but this is a game changer for me. By far my favourite take out lunch place when I go to London. Falafel is stunning with great salads & wraps too. This is a treasure.

Was this review helpful?

"Fantastic Falafel"

Reviewed 3 August 2014



Popular London restaurants

- The Five Fields
- Marianne Restaurant
- The Andover Arms
- Rox Burger
- Restaurant Gordon Ramsay
- Le Gavroche
- The Ledbury
- May Fair Kitchen
- Voza's
- Petrus
- Baileys Fish and Chips



Amanda A
London, United Kingdom

Reviewer

4 reviews
4 restaurant reviews
1 helpful vote

Great service and great food at Pilpel. When they are not busy they will offer you a tasty falafel dipped in tahini to eat whilst you are queuing up to order. It's also excellent value for money.

Was this review helpful? Yes



James E
London, United Kingdom

Reviewer

4 reviews
4 restaurant reviews
7 helpful votes

"Falafel-heaven"

Reviewed 5 June 2014

I am a big falafel fan but not a fan of takeout lunches as I always feel that they really don't offer value for money, especially around London. Having exhausted most of the places around my office over recent weeks I quickly searched 'Falafel near Liverpool St' and found Pilpel. After diving headlong into the furore which is the ordering...

More



Was this review helpful? Yes 1



rahulkohli82
London, United Kingdom

Contributor

19 reviews
19 restaurant reviews
7 helpful votes

"Good but not wow"

Reviewed 22 May 2014

Since going out with a veggie i've started eating a lot of veggie food and become somewhat of a connoisseur of falafel. So decided to try Pilpel. Let me start with the fact it's very good, but it's not wow. Mr. Falafel in Shep Bush market is wow, White House (Kosher) in North London is also wow. The actual falafel...

More



Was this review helpful? Yes



Jonathan S
Leeds, England, United Kingdom

Contributor

13 reviews
12 restaurant reviews
9 helpful votes

"Fresh!"

Reviewed 15 May 2014

I have visited various branches of Pilpel over the years and I have never been disappointed. The choice is limited to falafel in a pita or on a platter. The latter is better in my view and comes with a pita (choice of white or brown) anyway. Extra toppings of feta, hard boiled egg or deep fried aubergine can also...

More

Was this review helpful? Yes



Sanjay L
London, England, United Kingdom

Contributor

13 reviews
9 restaurant reviews
3 helpful votes

"Whenever I am hungry and think vegetarian Pilpel is in my mind"

Reviewed 7 April 2014

First time when I went in, there was a long queue as usual but worried what I will get in the rush. The people at the counter are very friendly and helpful. They also give Falafel to try it out. The fragrance of their food suppresses the nearby restaurants flavour during afternoon (near st Pauls). Very good quality, excellent fresh...

More

Was this review helpful? Yes

"Fabulous falafel"

Green Pea

21 Bateman Street

Indian Express, West Kensington

Raison D'etre

Roots at N1

Bel Canto Restaurant

Les Douceurs de la Tentation

La Scelta

Zeret Kitchen



Hotels around London

-  **citizenM London Bankside**
4.5 out of 5, 1,622 reviews
Last reviewed 13 Aug 2014
-  **Grange City Hotel**
4.0 out of 5, 1,411 reviews
Last reviewed 13 Aug 2014
-  **Ibis London City**
4.0 out of 5, 2,136 reviews
Last reviewed 13 Aug 2014
-  **Novotel London Blackfriars**
4.5 out of 5, 850 reviews
Last reviewed 12 Aug 2014
-  **Qbic Hotel London City**
4.0 out of 5, 348 reviews
Last reviewed 13 Aug 2014
-  **Radisson Blu Edwardian Mercer Street Hotel**
4.5 out of 5, 757 reviews
Last reviewed 13 Aug 2014
-  **Travelodge London Bank**
4.0 out of 5, 177 reviews
Last reviewed 12 Aug 2014
-  **Travelodge London Liverpool Street**
3.5 out of 5, 118 reviews
Last reviewed 12 Aug 2014
-  **Rez Apart Hotel**
4.0 out of 5, 24 reviews
Last reviewed 11 Aug 2014
-  **Keystone House**
3.5 out of 5, 107 reviews
Last reviewed 11 Aug 2014
-  **One White's Row Apartments**
4.0 out of 5, 5 reviews
Last reviewed 7 Aug 2014
-  **Park Lane City Apartments**
3.5 out of 5, 14 reviews
Last reviewed 4 Aug 2014
-  **Wynfrid House**
4.0 out of 5, 49 reviews
Last reviewed 4 Aug 2014
-  **London Apartments Bethnal Green**
3.5 out of 5, 13 reviews
Last reviewed 8 Jul 2014
-  **Fraser Residence Bishopsgate**
4.5 out of 5, 26 reviews
Last reviewed 3 Jul 2014

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Demeter92
Bath, United Kingdom

Senior Reviewer

8 reviews

8 restaurant reviews

4 helpful votes

Reviewed 28 January 2014 via mobile

I love the Pipel stand at Spitalfields market: freshly made, perfectly crunchy falafel, served in a pita with lusciously creamy hummus, a tasty tahini sauce and a large selection of fresh and pickled veg.

Was this review helpful?

4 out of 5, 14 reviews

[Truffle Restaurant in Swansea](#)

4 out of 5, 207 reviews

[serafine](#)

4 out of 5, 22 reviews

[Monaco](#)

4 out of 5, 42 reviews

[L57](#)

2.5 out of 5, 13 reviews

Hotels

[Grand Yazici Club Turban in Icmeler](#)

4.5 out of 5, 415 reviews

Last reviewed 13 Aug 2014

[The Cosmopolitan of Las Vegas in Las Vegas](#)

4 out of 5, 7,145 reviews

Last reviewed 13 Aug 2014

[Medium Conqueror Hotel](#)

4 out of 5, 318 reviews

Last reviewed 11 Aug 2014

[Hotel Abbey in Grimbergen](#)

3.5 out of 5, 7 reviews

Last reviewed 8 Jul 2014

[Cleopatra Palace Hotel \(Mare Nostrum Resort\) in Tenerife](#)

4.5 out of 5, 1,230 reviews

Last reviewed 11 Aug 2014



Simon S
London, United Kingdom

Top Contributor

74 reviews

63 restaurant reviews

27 helpful votes

"Good, healthy lunch"

Reviewed 17 January 2014

If you are bored with Pret and M&S sandwiches and don't fancy ITSU, but still want to stay on the side of healthy then try Pilpel in Spitafields. The falafels are ace and the service is fast and friendly.



Was this review helpful?



avinash m
London, United Kingdom

Reviewer

5 reviews

1 helpful vote

"Excellent all round"

Reviewed 6 January 2014

Excellent food, excellent service (got a free falafel ball to try as it was my first time) and an excellent price. Very impressed. As a (mostly) vegan it's good to know there's a great place round the corner I can go to for a quick lunch when needed. You guys are providing people with a meat free option for lunch...

[More](#)

Was this review helpful?

1-10 of 32 reviews

« 1 2 ... 4 »

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25 Reviews

London, England



Androuet

91 Reviews

London, England



Fazenda UK

19 Reviews

London, England



Galvin La Chapelle

725 Reviews

London, England

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London, England

44 Reviews

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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