

## Pilpel – New Premises Licence

### Statement of Case

This statement is made in support of an application for a new premises licence at Unit E, Pavilion Building, Old Spitalfields Market, London E1 6EW (the "Premises") with the intention of outlining the applicant's case and seeking to address the concerns of the party which has made a representation.

#### 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 2011, the Premises operates as a casual, high quality, fast food, falafel Middle Eastern takeaway stall. 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 with a new site shortly to open on Fleet Street. All of the sister restaurants have the benefit of premises licences and a nearby restaurant called Badolina (which is a similar offer, albeit with meat dishes, owned by the same directors of the applicant) also has a premises licence. 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 made by any of the statutory authorities. However, it is noted that a representation has been received from a local resident and hence this application needs to be considered before a Licensing Sub-Committee.

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 size is not a specific exemption (as with some other London boroughs) the number of patrons attending the premises to purchase alcohol will be considerably lower than most licensed premises located in the vicinity.
- The application is for a takeaway 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. The sister premises in Spitalfields currently sells in the region of 5 to 6 beers a day, with similar sales expected at the Premises if the application is granted.

- A condition has been proffered that off sales are only to be in sealed containers so that patrons can only take beer away to consume with their food away from the Premises 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 accepted a condition proposed by the Metropolitan Police concerning the use of CCTV.

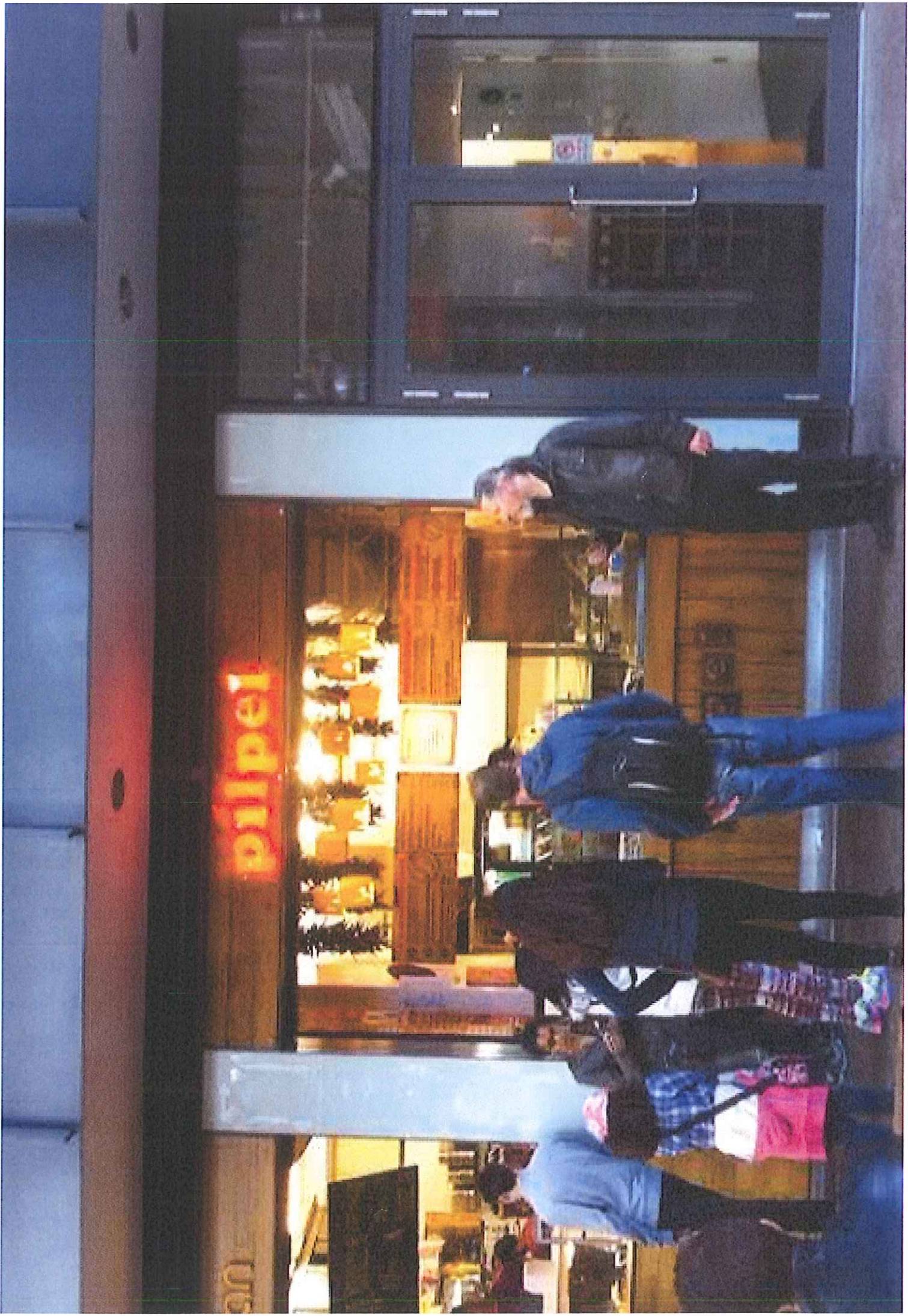
Furthermore, pursuant to the Licensing Act 2003, there is no requirement for a licensed premises to have toilet provision. An application for a premises licence should be refused if, having regard to the representations, it is appropriate for the promotion of the licensing objectives. Therefore, with respect to the lack of toilet provision, this is only relevant if it is considered that the likely effect of a grant is that patrons will urinate in surrounding streets after having frequented the Premises. The applicant is of the view that this will not be the case for a number of reasons:

- There is no problem at present with patrons urinating on the street and the style of operation is not set to change.
- If patrons do wish to use the toilet there are numerous public facilities on Bishopsgate, in Liverpool Street Station and in Spitalfields Market. Private toilet facilities are also in numerous other pubs, bars and restaurants nearby.

## **Conclusion**

The applicant was and is acutely conscious of the need to uphold the licensing objectives. This has resulted in only one representation being received 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. The applicant would happily consider any appropriate further conditions above and beyond those in the operating schedule.

**Joelson Wilson LLP Solicitors**





**Signature**  
The most popular item on our menu, this is a must-try. It's a blend of our signature spices and our finest ingredients. Perfect for any occasion.

**Specialty**  
This is our most unique creation, featuring a blend of exotic spices and our signature sauce. It's a true taste of our heritage.

Signature	\$1.99
Specialty	\$2.99
Delicious item to enjoy	\$3.99
Exquisite item to enjoy	\$4.99
Delicious item to enjoy	\$5.99
Exquisite item to enjoy	\$6.99
Delicious item to enjoy	\$7.99
Exquisite item to enjoy	\$8.99

**Signature**  
The most popular item on our menu, this is a must-try. It's a blend of our signature spices and our finest ingredients. Perfect for any occasion.



**First Time**

**Specialty Coffee**

**Latte \$5.75** (6.25)  
 Specialty coffee with whole milk, topped with a dusting of cocoa powder.

**Mediterranean Flatwhite \$5.25** (6.25)  
 Specialty coffee with whole milk, topped with a dusting of cocoa powder.

**Greenie Flatwhite \$5.25** (6.25)  
 Specialty coffee with whole milk, topped with a dusting of cocoa powder.

**Specialty Coffee**

Specialty coffee with whole milk, topped with a dusting of cocoa powder.

Latte	\$5.75
Specialty Coffee	\$6.25
Mediterranean Flatwhite	\$5.25
Greenie Flatwhite	\$5.25



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## 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](http://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 ① £5.65 ②

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 ① £6.25 ②  
houmous, guacamole, fresh salad & tahini sauce

**mediterranean falafel** £5.25 ① £6.25 ②  
houmous, aubergine, extra virgin olive oil, lemon juice, parsley

**greek falafel** £5.25 ① £6.25 ②  
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](http://www.pilpel.co.uk)

extra  
chilli or  
tahini?  
£0.30  
E.P.O.T.





**pilpel falafel £4.65**  
5 falafels served with houmous & fresh salad

**why not try...**

**falafel & guacamole £5.25**  
guacamole made with avocado, cherry tomatoes, spring onion, a hint of garlic & lemon juice

**mediterranean falafel £5.25**  
houmous, aubergine, extra virgin olive oil, lemon juice, parsley

**greek falafel £5.25**  
houmous, feta, extra virgin olive oil, parsley, za'atar herb mix



**pilpel houmous £3.99**  
served in a container with 2 pita (regular or wholemeal)

**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, cherry tomatoes, spring onions, a hint of garlic & lemon juice

**houmous & falafel £4.99**  
with 5 falafels

**pilpel sabich £4.25**

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

houmous, aubergine & hard boiled egg served with green salad, chickpeas, pickled cucumber, tabouleh, chili & tahini sauces

**how to build your own**



**now you know how, why not try a meal**

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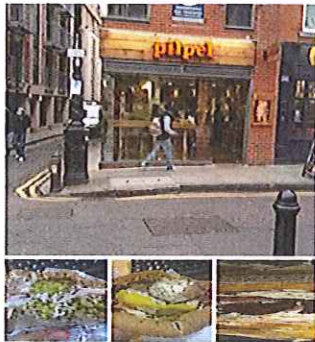
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# Pilpel

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38 Brushfield Street | E1 6AT, London, England (Westminster / Belgravia)  
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6 visitor photos

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42 Reviews

Neighbourhood: Westminster / Belgravia

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1,122 Reviews  
London, England [Read reviews](#)
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1,652 Reviews  
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www.namaastekitchen.co.uk/ Party Menu from £15 great venue  
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Visitor rating		Rating summary
Excellent	34	Food
Very good	7	Service
Average	0	Value
Poor	1	Atmosphere
Terrible	0	

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Interactive map

42 reviews sorted by: [Date](#) | [Rating](#)

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Kizel M  
Reviewer  
4 reviews

*"Tasty"*

Reviewed 2 November 2014

NEW

very good falafel, a real one, with fresh vegetables, fresh pita and salads. Clean and tasty at old spithelfield market.

Was this review helpful?  Yes



Libra007  
London, United Kingdom  
Contributor

*"Best and fresh falafel in London!"*

Reviewed 29 October 2014

Quite regular at this place when I am near to this place! Busy for a reason and most people do takeaway. Falafel heaven and served with very good salad.

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14 reviews  
3 restaurant reviews  
8 helpful votes



Bron1007  
London  
Senior Contributor  
36 reviews  
20 restaurant reviews  
16 helpful votes

Was this review helpful?  Yes  No

**"The best falafel salad in London"**

Reviewed 27 October 2014

I love this place. The service is always quick and friendly and usually involves a free 'taster' falafel to whet the tastebuds. I go for the container, which is full of scrummy salads, hummus and falafel. The falafel here are just so good and crunchy. The pita bread is so yummy,, not like anything shop bought at all. It's more...

More

Was this review helpful?  Yes  No



Rupam D  
Amex Traveller  
1 review

**"Excellect pitta wraps!"**

Reviewed 24 October 2014

This place is just awesome with pitta wraps. I love the falafel wrap. The ambience is nice as well along with the service.

Was this review helpful?  Yes  No



DLeyann  
Hertford, United Kingdom  
Senior Reviewer  
7 reviews  
6 restaurant reviews  
7 helpful votes

**"Heaven in a pitta"**

Reviewed 16 October 2014

Title says it all. Amazing falafel pitta's and nice and filling you can have them the way you want, choose your salad, sauce etc. One of my favorite lunch places.

Was this review helpful?  Yes  No



vegansciurus  
London, United Kingdom  
Contributor  
12 reviews  
7 restaurant reviews

**"The felafel is divine"**

Reviewed 20 September 2014

It is huge, cheap, and full, so full it is difficult to eat, but really the felafel is exquisite, and the pita bread is amazing, you can also chose brown or with the pita, excellent. It is a little crowded during lunch time for all the people taking breaks from the offices surrounded it

Was this review helpful?  Yes  No



Giles29  
London, United Kingdom  
Top Contributor  
64 reviews  
45 restaurant reviews  
20 helpful votes

**"It's so good that you don't realise and don't care that there is no meat in it"**

Reviewed 13 September 2014

I just go back again and again to Pilpel for my lunch. In the office we berate each other for bringing it back because it isn't fair if it isn't you with the Pilpel Falafels in a pita. The falafels are freshly cooked and still hot, the salad and sauces just yummy and the pita is so fresh it leaves...

More

Was this review helpful?  Yes  No



kiskey15  
London, United Kingdom  
Senior Contributor  
34 reviews  
16 restaurant reviews  
32 helpful votes

**"Nice authentic felafal..."**

Reviewed 2 September 2014

Every time I come here I am extremely pleased and leave satisfied, good selection of salad lovely sauces service is friendly and the price excellent! Will return every Friday with out fail!!

Was this review helpful?  Yes  No

- Marianne Restaurant
- The Ledbury
- That's Amore
- Olde Goa
- Baileys Fish and Chips
- Zeret Kitchen
- Maximo Italian Bistrot
- Rock Star Sushi Bar
- Comedor Grill & Bar
- The Art of Pizza
- Raison D'etre
- Bel Canto Restaurant

**Hotels around London**

- 196 Bishopsgate  
4.0 out of 5, 287 reviews  
Last reviewed 4 Nov 2014
- Chamberlain Hotel  
4.0 out of 5, 434 reviews  
Last reviewed 4 Nov 2014
- Grange Langham Court  
3.5 out of 5, 326 reviews  
Last reviewed 4 Nov 2014
- SACO Liverpool St - Strype St  
4.5 out of 5, 4 reviews  
Last reviewed 4 Nov 2014
- Sofitel London St James  
4.5 out of 5, 2,515 reviews  
Last reviewed 5 Nov 2014
- The Hoxton, Shoreditch  
4.5 out of 5, 3,403 reviews  
Last reviewed 4 Nov 2014
- Threadneedles Hotel, Autograph Collection  
4.5 out of 5, 639 reviews  
Last reviewed 4 Nov 2014
- Travelodge London Central Aldgate East  
3.5 out of 5, 59 reviews  
Last reviewed 5 Nov 2014
- Rez Apart Hotel  
4.0 out of 5, 36 reviews  
Last reviewed 3 Nov 2014
- The Bull & The Hide  
5.0 out of 5, 15 reviews  
Last reviewed 3 Nov 2014
- Travelodge London Liverpool Street  
3.5 out of 5, 166 reviews  
Last reviewed 3 Nov 2014
- Henley House Hotel  
3.5 out of 5, 240 reviews  
Last reviewed 30 Oct 2014
- Park Lane City Apartments  
3.5 out of 5, 15 reviews  
Last reviewed 23 Oct 2014
- Shoreditch Inn  
4.0 out of 5, 29 reviews  
Last reviewed 6 Oct 2014
- One White's Row Apartments  
4.0 out of 5, 5 reviews  
Last reviewed 7 Aug 2014

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- Apple Restaurant  
4 out of 5, 15 reviews
- Truffle Restaurant in Swansea  
4 out of 5, 227 reviews
- serafine  
4 out of 5, 24 reviews
- Monaco  
4 out of 5, 44 reviews
- L57 in Grand Baie  
3 out of 5, 22 reviews

**Hotels**

- Grand Yazici Club Turban in Icmeler  
4.5 out of 5, 526 reviews  
Last reviewed 2 Nov 2014



travellerick121  
London, United Kingdom

**Top Contributor**  
73 reviews  
52 restaurant reviews  
37 helpful votes

**"Really tasty Falafel!"**

Reviewed 27 August 2014

Visited here on a Sunday - it was quiet and we were able to grab a stool, but whilst there there was a gentle stream of customers (mostly regulars from what I can gather) grabbing a takeaway. We opted for a white pitta with falafel. The pitta was stuffed to the brim with lots of fresh salad, chilli sauce, gorgeous...

[More](#)

Was this review helpful?



Lamees89  
Dublin, Ireland

**Top Contributor**  
63 reviews  
59 restaurant reviews  
29 helpful votes

**"Perfect falafel"**

Reviewed 22 August 2014 via mobile

Stopped by the branch at St. Paul's for a take out lunch one day due to the tantalizing smells coming from this place. Ordered the standard falafel in whole meal pita. Being from the Middle East myself I must say the falafel is excellent and authentic. Plenty of salad, crunch, and spice with every bite. Very reasonably priced for lunch...

[More](#)

Was this review helpful?

The Cosmopolitan of Las Vegas in Las Vegas

4 out of 5, 7,748 reviews  
Last reviewed 5 Nov 2014

Medium Conqueridor Hotel

4 out of 5, 354 reviews  
Last reviewed 5 Nov 2014

Hotel Abbey in Grimbergen

3.5 out of 5, 10 reviews  
Last reviewed 16 Oct 2014

Cleopatra Palace Hotel (Mare Nostrum Resort) in Tenerife

4.5 out of 5, 1,394 reviews  
Last reviewed 4 Nov 2014

1-10 of 42 reviews

« 1 2 ... 5 »

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104 Reviews  
London, England



**Super Tuscan**  
34 Reviews  
London, England



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**TRADE**  
23 Reviews  
London, England

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**Additional Information about Pilpel**

Address: 38 Brushfield Street | E1 6AT, London, England

Phone Number: 020 7 247 0146

Location: Europe > United Kingdom (UK) > England > London > Westminster / Belgravia

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