



REPORT OF GROUP DIRECTOR, NEIGHBOURHOODS AND HOUSING

LICENSING SUB-COMMITTEE: 22/11/2016	Classification DECISION	Enclosure
Application for a Premises Licence Pizza Pilgrims 136-137 Shoreditch High Street E1 6JE	Ward(s) affected Hoxton East and Shoreditch	

1. SUMMARY

Applicant(s) Pizza Pilgrims Limited	In SPA Shoreditch Area
Date of Application 27/09/2016	Period of Application Permanent
Proposed licensable activity Late Night Refreshment Supply of Alcohol (On and Off Premises)	
Proposed hours of licensable activities Late Night Refreshment Premises:	
Standard Hours: Mon 23:00-23:30 Tue 23:00-23:30 Wed 23:00-23:30 Thu 23:00-23:30 Fri 23:00-00:00 Sat 23:00-00:00	
Supply of Alcohol Premises:	
Standard Hours: Mon 10:00-23:00 Tue 10:00-23:00 Wed 10:00-23:00 Thu 10:00-23:00 Fri 10:00-23:30 Sat 10:00-23:30 Sun 10:00-22:30	
The opening hours of the premises Premises	
Standard Hours: Mon 10:00-23:30 Tue 10:00-23:30 Wed 10:00-23:30 Thu 10:00-23:30 Fri 10:00-00:00 Sat 10:00-00:00 Sun 12:00-22:30	

Capacity: Not known	
Policies Applicable	LP3 (Operating Schedule), LP4 (Crime and Disorder), LP5 (Public Nuisance), LP6 (Protection of Children from Harm), LP8 (Public Safety), LP13 (Special Policy Area - Shoreditch)
List of Appendices	A – Application for a premises licence and supporting documents B – Representations from responsible authorities C – Representations from other persons D – Location map
Relevant Representations	<ul style="list-style-type: none"> • Licensing Authority • Other Persons

2. APPLICATION

2.1 **Pizza Pilgrims Limited** has made an application for a premises licence under the Licensing Act 2003:

- To authorise the supply of alcohol from 10:00 to 23:00 Monday to Thursday, 10:00 to 23:30 Friday and Saturday and from 10:00 to 22:30 Sunday
- To provide late night refreshment from 23:00 to 23:30 Monday to Thursday and from 23:00 to 00:00 Friday and Saturday

2.2 The application is attached as Appendix A. The hours have been amended to those described above following agreement with police. The applicant has proposed and accepted conditions that could be applied to the licence (see paragraph 8.1 below).

3. CURRENT STATUS / HISTORY

3.1 The premises are not currently licensed for any activity.

3.2 No TENs have been submitted in respect of this premises in this calendar year.

4. REPRESENTATIONS: RESPONSIBLE AUTHORITIES

From	Details
Environmental Health Authority (Environmental Protection)	Representation has been withdrawn with the agreed conditions as set out in para 8.1
Environmental Health Authority (Environmental Enforcement)	Representation has been withdrawn with the agreed conditions as set out in para 8.1
Environmental Health Authority (Health & Safety)	Have confirmed no representation on this application
Weights and Measures (Trading Standards)	Have confirmed no representation on this application
Planning Authority	No representation received

Area Child Protection Officer	Have confirmed no representation on this application
Fire Authority	Have confirmed no representation on this application
Police	Representation has been withdrawn with the agreed amendment to hours as described in para 1 and conditions as set out in para 8.1
Licensing Authority (Appendix B)	Representation received on the grounds of The Prevention of Public Nuisance and Special Policy Area.
Health Authority	Representation has been withdrawn with the agreed conditions as set out in para 8.1

5. REPRESENTATIONS: OTHER PERSONS

From	Details
8 representations received from and on behalf of local residents. (Appendices C1-C8)	Representation received on the grounds of The Prevention of Crime and Disorder, Public Safety, Prevention of Public Nuisance and The Protection of Children from Harm.

6. GUIDANCE CONSIDERATIONS

- 6.1 The Licensing Authority is required to have regard to any guidance issued by the Secretary of State under the Licensing Act 2003.

7. POLICY CONSIDERATIONS

- 7.1 Licensing Sub-Committee is required to have regard to the London Borough of Hackney's Statement of Licensing Policy ("the Policy") adopted by the Licensing Authority.
- 7.2 The Policy applies to applications where relevant representations have been made. With regard to this application, policies, LP3 (Operating Schedule), LP4 (Crime and Disorder), LP5 (Public Nuisance), LP6 (Protection of Children from Harm), LP8 (Public Safety) and LP13 (Special Policy Area - Shoreditch) are relevant.

8. OFFICER OBSERVATIONS

- 8.1 If the Sub-Committee is minded to approve the application, the following conditions should be applied the licence:

Supply Of Alcohol (On/Both)

1. No supply of alcohol may be made under the premises licence:
 - (a) At a time when there is no designated premises supervisor in respect of the premises licence.
 - (b) At a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.

2. Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.
3. (1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises -
 - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to;
 - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
 - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
 - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
 - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;
 - (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner.
 - (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).
4. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
5. 5.1. The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sales or supply of alcohol.
5.2 The designated premises supervisor in relation to the premises licences must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
5.3. The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either:-
 - (a) a holographic mark or
 - (b) an ultraviolet feature
6. The responsible person must ensure that:

a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures:

- beer or cider: 1/2 pint;
- gin, rum, vodka or whisky: 25ml or 35ml; and
- still wine in a glass: 125ml; and

b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and

c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

Minimum Drinks Pricing

7. 7.1 A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

7.2 For the purposes of the condition set out in paragraph 7.1 above -

(a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b) "permitted price" is the price found by applying the formula -
$$P = D + (D \times V)$$

Where -

(i) P is the permitted price,

(ii) D is the rate of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and

(iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -

(i) the holder of the premises licence,

(ii) the designated premises supervisor (if any) in respect of such a licence, or

(iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

7.3 Where the permitted price given by Paragraph 7.2(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

7.4 (1) Sub-paragraph 7.4(2) below applies where the permitted price given by Paragraph 7.2(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Conditions derived from operating schedule

8. The premises shall maintain a comprehensive CCTV system as per the minimum requirements of a Metropolitan Police Crime Prevention Officer. All public areas, entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Recordings shall be made available immediately upon the request of Police or authorised officer.
9. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
10. An incident log shall be kept at the premises, and made available immediately to an authorised officer of the Hackney Borough Council or the Police, which will record the following:
 - a. all crimes reported to the venue
 - b. any complaints received
 - c. any incidents of disorder
 - d. any faults in the CCTV system
 - e. any refusal of the sale of alcohol
 - f. any visit by a relevant authority or emergency service.
11. All waste shall properly be presented and placed for collection in the designated storage area no later than 11:30pm.
12. Loudspeakers shall not be located outside the premises.
13. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
14. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport, military identification, EU identity card, or proof of age card with the PASS Hologram.
15. A record shall be kept detailing all refused sales of alcohol. The record should include the date and time of the refused sale and the name of the member of staff who refused the sale. The record shall be available for inspection at the premises by the police or an authorised officer of the Council at all times whilst the premises is open.

16. Save for private function, throughout the premises food and beverages shall be supplied and consumed by persons seated at a table or counter.
17. Substantial food and substantial beverages other than intoxicating liquor (including drinking water) shall be available during the whole of the permitted hours in all parts of the premises where intoxicating liquor is sold or supplied.
18. The supply of alcohol on the premises shall be ancillary to food.
19. The premises shall only operate as a restaurant:
 - (i) in which customers are shown to their table,
 - (ii) where the supply of alcohol is by waiter or waitress service only,
 - (iii) which provides food in the form of substantial table meals that are prepared on the premises and are served and consumed at the table using non disposable crockery,
 - (iv) which does not provide any take away service of food or drink for immediate consumption,
 - (v) which does not provide any take away service of food or drink after 23.00, and
 - (vi) where alcohol shall not be sold or supplied, otherwise than for consumption by persons who are seated in the premises and bona fide taking substantial table meals there, and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.
20. Notwithstanding above condition customers are permitted to take from the premises part consumed and resealed bottles of wine supplied ancillary to their meal.
21. Notwithstanding 19(i) and 19(vi) above, customers waiting for a table to become available will be entitled to consume alcoholic and other drinks in an area set aside by the management for that purpose without having ordered a substantial meal but on the proviso that that they will then do so once a table is available.

Conditions derived from Responsible Authority representations

22. There shall be no glass, drinks or open containers taken outside of the premises at any time, except for the designated outside seating area/ area licensed by way of pavement licence.
23. The premises will display and maintain appropriate signage advising customers of the contact details of the premises in case of complaint.
24. All staff will be given refresher training every twelve months on the legislation relating to the sales of alcohol to underage persons and drunken persons. Written records of this training shall be kept on the premises and produced to police or other authorised officer upon request.

25. The premises shall adhere to Hackney Police Theft, Weapons and Drugs Policies and any updates thereof.
26. After 2100hrs there shall be a maximum of 6 smokers outside the venue at any one time. This shall be monitored by staff.
27. Any music played at the premises shall be at background level.
28. The Licensee shall ensure that all staff are fully trained and made aware of the legal requirement of businesses to comply with their duty of care as regards the disposal of waste produced from the business premises. The procedure for handling and preparing for disposal of the waste shall be in writing and displayed in a prominent place where it can be referred to at all times by staff.
29. The Licensee shall ensure that any contract for general and recyclable waste disposal shall be appropriate in size to the amount of waste produced by the business. The Licensee shall maintain an adequate supply of waste receptacles provided by his registered waste carrier (refuse sacks or commercial waste bins) in order to ensure all refuse emanating from the business is always presented for collection by his waste carrier and shall not use any plain black or unidentifiable refuse sacks or any other unidentifiable or unmarked waste receptacles.
30. The Licensee's premises are situated in an area within which refuse may only be left on the public highway at certain times (time bands). If the Licensee's waste carrier cannot or does not comply by collecting the refuse within an hour after the close of any time band imposed by the waste authority, the Licensee must remove the refuse from the public highway and/or keep it within the premises until such time as his/her waste carrier arrives to collect the refuse.
31. The licensee shall instruct member of staff to make regular checks of the area immediately outside the premises and remove any litter, bottles and glasses emanating from the premises. A final check be made at close of business.
32. The Licensee shall provide a safe receptacle for cigarette ends to be placed outside for the use of customers, such receptacle being carefully placed so as not to cause an obstruction or trip.
33. Any sales of alcohol for consumption off the premises shall be restricted to re-sealed bottles which have been partly consumed by customers who have had a substantial meal.

9. REASONS FOR OFFICER OBSERVATIONS

- 9.1 Conditions 8 to 21 above are derived from the applicant's operating schedule. Conditions 22 to 26 have been proposed by the Police, 27 by Environmental Protection, 28 to 32 by Environmental Enforcement and 33 by Public Health. The proposed conditions have been accepted by the applicant.

9.2 It should be noted that the submitted plan of the premises does not show an outside seating area, and is therefore not included within the licensed area, or an area to set aside for customers to consume alcohol while waiting for a table to become available. It is suggested that some clarification is required on proposed conditions 19(iv), (v), (vi), 21, 22 and 33.

10. LEGAL COMMENTS

10.1 The Council has a duty as a Licensing Authority under the Licensing Act 2003 to carry out its functions with a view to promoting the following 4 licensing objectives;

- The Prevention of Crime and Disorder
- Public Safety
- Prevention of Public Nuisance
- The Protection of Children from Harm

10.2 It should be noted that each of the licensing objectives have equal importance and are the only grounds upon which a relevant representation can be made and for which an application can be refused or terms and conditions attached to a licence.

11. HUMAN RIGHTS ACT 1998 IMPLICATIONS

11.1 There are implications to;

- **Article 6** – Right to a fair hearing
- **Article 14** – Not to discriminate
- Balancing: **Article 1**- Peaceful enjoyment of their possession (i.e. a licence is defined as being a possession) with **Article 8** – Right of Privacy (i.e. respect private & family life) to achieve a proportionate decision having regard to the protection of an individuals rights against the interests of the community at large.

12. MEMBERS DECISION MAKING

A. Option 1

That the application be refused

B. Option 2

That the application be approved, together with any conditions or restrictions which Members consider necessary for the promotion of the Licensing objectives.

13. CONCLUSION

13.1 That Members decide on the application under the Licensing Act 2003.

Group Director, Neighbourhoods and Housing	Kim Wright
Lead Officer (holder of original copy):	Suba Sriramana Licensing Officer Licensing Service 2 Hillman Street E8 1FB Telephone: 020 8356 4915

LIST OF BACKGROUND PAPERS RELATING TO THIS REPORT

The following document(s) has been relied upon in the preparation of the report.

Description of document	Location
Office File: Pizza Pilgrims 136-137 Shoreditch High Street E1 6JE	Licensing Service 2 Hillman Street London E8 1FB

Printed matter

Licensing Act 2003

LBH Statement of Licensing Policy

**Application for a premises licence to be granted
under the Licensing Act 2003**

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We Pizza Pilgrims Limited

(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description Pizza Pilgrims 137 Shoreditch High Street			
Post town	London	Postcode	E1 6JE

Telephone number at premises (if any)	n/a
Non-domestic rateable value of premises	£29,500

Part 2 - Applicant Details

Please state whether you are applying for a premises licence as

Please tick as appropriate

- | | | | |
|----|---|-------------------------------------|-----------------------------|
| a) | an individual or individuals * | <input type="checkbox"/> | please complete section (A) |
| b) | a person other than an individual * | | |
| | i. as a limited company | <input checked="" type="checkbox"/> | please complete section (B) |
| | ii. as a partnership | <input type="checkbox"/> | please complete section (B) |
| | iii. as an unincorporated association or | <input type="checkbox"/> | please complete section (B) |
| | iv. other (for example a statutory corporation) | <input type="checkbox"/> | please complete section (B) |
| c) | a recognised club | <input type="checkbox"/> | please complete section (B) |
| d) | a charity | <input type="checkbox"/> | please complete section (B) |
| e) | the proprietor of an educational establishment | <input type="checkbox"/> | please complete section (B) |
| f) | a health service body | <input type="checkbox"/> | please complete section (B) |

- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England please complete section (B)
- h) the chief officer of police of a police force in England and Wales please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm:

Please tick yes

I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or

I am making the application pursuant to a
 statutory function or
 a function discharged by virtue of Her Majesty's prerogative

(A) INDIVIDUAL APPLICANTS (fill in as applicable)



Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev) <input type="checkbox"/>	
Surname			First names		
I am 18 years old or over				<input type="checkbox"/> Please tick yes	
Current postal address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
I am 18 years old or over				<input type="checkbox"/> Please tick yes	
Current postal address if different from premises address					
Post town		Postcode			
Daytime contact telephone number					
E-mail address (optional)					

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name Pizza Pilgrims Limited
Address 
Registered number (where applicable) 
Description of applicant (for example, partnership, company, unincorporated association etc.) Company
Telephone number (if any) n/a
E-mail address (optional) n/a

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
A S	A P	

If you wish the licence to be valid only for a limited period, when do you want it to end?

DD	MM	YYYY

Please give a general description of the premises (please read guidance note 1)

Pizza restaurant, with associated take-away business for consumption boxed and prepared for consumption away from the premises.

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

n/a

What licensable activities do you intend to carry on from the premises?

(Please see sections 1 and 14 of the Licensing Act 2003 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment

Please tick any that apply

- a) plays (if ticking yes, fill in box A)
- b) films (if ticking yes, fill in box B)
- c) indoor sporting events (if ticking yes, fill in box C)
- d) boxing or wrestling entertainment (if ticking yes, fill in box D)
- e) live music (if ticking yes, fill in box E)
- f) recorded music (if ticking yes, fill in box F)
- g) performances of dance (if ticking yes, fill in box G)
- h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)

Provision of late night refreshment (if ticking yes, fill in box I)

Supply of alcohol (if ticking yes, fill in box J)

In all cases complete boxes K, L and M

A





Plays Standard days and timings (please read guidance note 6)			Will the performance of a play take place <u>indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
Mon			Please give further details here (please read guidance note 3)	Both	<input type="checkbox"/>
Tue					
Wed			State any seasonal variations for performing plays (please read guidance note 4)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list (please read guidance note 5)		
Sat					
Sun					

Late night refreshment Standard days and timings (please read guidance note 6)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon	23:00	23:30			
Tue	23:00	23:30			
Wed	23:00	23:30	<u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 4)		
Thur	23:00	23:30			
Fri	23:00	00:00	<u>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list</u> (please read guidance note 5)		
Sat	23:00	00:00	The permitted hours on New Years Eve may be extended until the start of permitted hours on New Years Day		
Sun					

J

Supply of alcohol Standard days and timings (please read guidance note 6)			Will the supply of alcohol be for consumption – please tick (please read guidance note 7)	On the premises	<input type="checkbox"/>
				Off the premises	<input type="checkbox"/>
				Both	<input checked="" type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 4)		
Mon	10:00	23:30			
Tue	10:00	23:30			
Wed	10:00	23:30			
Thur	10:00	23:30			
Fri	10:00	00:00			
Sat	10:00	00:00			
Sun	12:00	22:30			
			Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 5)		
			The permitted hours on New Years Eve may be extended until the start of permitted hours on New Years Day.		

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor:

Name Michael Dench	
	
Postcode	
Personal licence number (if known) 	
Issuing licensing authority (if known) 	

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 8).

None.

L

Hours premises are open to the public Standard days and timings (please read guidance note 6)			State any seasonal variations (please read guidance note 4)
Day	Start	Finish	
Mon	10:00	23:30	
Tue	10:00	23:30	
Wed	10:00	23:30	
Thur	10:00	23:30	
Fri	10:00	00:00	
Sat	10:00	00:00	
Sun	12:00	22:30	

Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list (please read guidance note 5)

The permitted hours on New Years Eve may be extended until the start of permitted hours on New Years Day.

M Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 9)

1. Locations of fire safety and other safety equipment subject to change in accordance with the requirements of the responsible authorities or following a risk assessment.
2. Any detail shown on the plan that is not required by the licensing plans regulations is indicative only and subject to change at any time.
3. Save for private functions, throughout the premises food and beverages shall be supplied and consumed by persons seated at a table or counter.
4. Substantial food and substantial beverages other than intoxicating liquor (including drinking water) shall be available during the whole of the permitted hours in all parts of the premises where intoxicating liquor is sold or supplied.
5. The supply of alcohol on the premises shall be ancillary to food.
6. The premises shall only operate as a restaurant
 - (i) in which customers are shown to their table,
 - (ii) where the supply of alcohol is by waiter or waitress service only,
 - (iii) which provides food in the form of substantial table meals that are prepared on the premises and are served and consumed at the table using non disposable crockery,
 - (iv) which does not provide any take away service of food or drink for immediate consumption,
 - (v) which does not provide any take away service of food or drink after 23.00, and
 - (vi) where alcohol shall not be sold or supplied, otherwise than for consumption by persons who are seated in the premises and bona fide taking substantial table meals there, and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.

Notwithstanding this condition customers are permitted to take from the premises part consumed and resealed bottles of wine supplied ancillary to their meal.

Notwithstanding (i) and (vi) above, customers waiting for a table to become available will be entitled to consume alcoholic and other drinks in an area set aside by the management for that purpose without having ordered a substantial meal but on the proviso that that they will then do so once a table is available.

7. A record shall be kept detailing all refused sales of alcohol. The record should include the date and time of the refused sale and the name of the member of staff who refused the sale. The record shall be available for inspection at the premises by the police or an authorised officer of the Council at all times whilst the premises is open.

b) The prevention of crime and disorder

8. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available upon the request of Police within an agreed timeframe.

9. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police officer copies of recent CCTV images or data with the absolute minimum of delay

when requested.

c) Public safety

10. Checks shall be undertaken prior to opening to ensure that all public areas are kept clear and fire exits unlocked and capable of use in an emergency.

d) The prevention of public nuisance

11. All waste shall properly be presented and placed for collection in the designated storage area no later than 11:30pm.

12. Loudspeakers shall not be located outside the premises.

13. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.

e) The protection of children from harm

14. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport, military identification, EU identity card, or proof of age card with the PASS Hologram.

Checklist:

Please tick to indicate agreement

- I have made or enclosed payment of the fee (paid online).
- I have enclosed the plan of the premises.
- I have sent copies of this application and the plan to responsible authorities and others where applicable (submitted online).
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.
- I understand that I must now advertise my application.
- I understand that if I do not comply with the above requirements my application will be rejected.

IT IS AN OFFENCE, LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION.

Part 4 – Signatures (please read guidance note 10)

Signature of applicant or applicant’s solicitor or other duly authorised agent (see guidance note 11). **If signing on behalf of the applicant, please state in what capacity.**

Signature	[Redacted]
Date	26 September 2016
Capacity	Solicitor to the applicant

For joint applications, signature of 2nd applicant or 2nd applicant’s solicitor or other authorised agent (please read guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 13)
 Amy King
 TLT LLP
 [Redacted]
 [Redacted]
 London Borough of Hackney
 [Redacted] Postcode [Redacted]
 Telephone number (if any) [Redacted] G SERVICE
 If you would prefer us to correspond with you by e-mail, your e-mail address (optional)
 [Redacted]

28 SEP 2016

Duty Officer [Signature] Acknowledged

Notes for Guidance

1. Describe the premises, for example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.
2. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
3. For example the type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.
4. For example (but not exclusively), where the activity will occur on additional days during the summer months.
5. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.



London Borough of Hackney Council
Hackney Service Centre
2 Hillman Street
LONDON
E8 1FB
For the attention of: Licensing Section



Date 3 November 2016
Email 

Dear Sirs

**Licensing Act 2003: Application for a new premises licence
Pizza Pilgrims 136-137 Shoreditch High Street London E1 6JE ('the applicant')**

I act for the applicant for a premises licence at the above site. We have received and considered the representations from local residents and a local community association. In response, we enclose the following documents, which we would ask you to forward to the licensing committee and for copies to be sent to all parties making representations.

- Letter from Thom and James Elliot to the residents
- Brochure outlining history of Pizza Pilgrims and proposed application
- Copy menu and drinks list
- Copy existing indicative alcohol policy for Dean Street
- Testimonials
- Updated operating schedule with agreed conditions

Responses to specific issues raised in the representations

Having carefully considered all the representations, there are a number of common themes that have been raised that I have responded to below. We will amplify on these responses at the hearing.

Planning permission



Planning permission for a change of use class from A1 to A3 use was granted on the 27 October 2016. We can confirm that the hours applied for in the licensing application match those applied for in the planning permission and that the conditions contained therein relating to waste disposal, soundproofing and provision of management plans for servicing, waste management and preventing undue disturbance will all be complied with.

The operation of the premises

Some concerns have been raised that the premises is either a late night venue, or otherwise alcohol-led. We can confirm that neither concern is in fact correct.

I have enclosed a brochure which sets out how Pizza Pilgrims operates and what can be expected should a licence be granted for the site. Put simply, however, the premises will operate as follows:

- The premises will predominantly operate as a restaurant, with customers seated and alcohol served only to customers eating or intending to eat. On average, customers attending Pizza Pilgrims' restaurants consume only 1 alcoholic drink (if any) during a visit and very rarely more than 2. Please see the drinks list enclosed for a better idea as to the range and price of drinks offered.
- The take-away element of the business is for customers to take-away boxed pizzas to be eaten away from the premises. There is no sales of slices to be consumed immediately outside.
- The off-sales element of the application is only to permit customers who had bought a bottle of wine to take home anything they have not drunk in the restaurant. The bottles will be re-sealed. No off-sales will be made for customers to drink immediately outside the premises.
- Pizza Pilgrims provide family –friendly restaurants that do not cater for large or 'rowdy' parties. The atmosphere that is encouraged is fun and friendly and this is very important to the success of their restaurants.
- Pizza Pilgrims have a history of operating in Shoreditch and investing in the areas where they operate. The brochure gives further details on how Pizza Pilgrims feel that they offer more than being simply another 'pizza place' looking to get into Shoreditch.

Conditions

We have been in discussions with the police, Public Health Authority and environmental protection teams in relation to the proposed operation of the premises. I have attached a copy of the conditions that were included with the licence application along with the additional conditions agreed with the police, environmental protection team, health and licensing officers. This document sets out the operating standards to which the applicants will be held, subject to the application being granted.

Invitation to meet the founders of Pizza Pilgrims

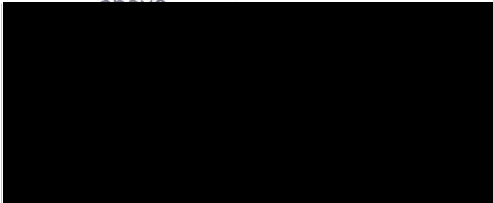
Enclosed with this letter is an invitation from the applicants for any resident or local association who wishes to do so to contact them directly. They would be delighted to discuss this application or Pizza Pilgrims more generally at a time convenient to them.

Withdrawal of representations

Should any party who has made a representation feel that this letter and the documents enclosed has allayed their concerns, I would invite them to contact the licensing authority and withdraw their representations. This can be done by emailing: licensing@hackney.gov.uk

Contact details

Should any party wish to contact me directly, please feel free to do so. My contact details are



**Piers warne
Associate
for TLT LLP**



Pizza Pilgrims

London,
W1B 5PD

01/11/2016

Dear Residents and Businesses of Shoreditch,

We wanted to write to introduce ourselves - we are Thom and James Elliot. A few years back, we decided to quit our jobs and dedicate our lives to pizza - founding a small company called Pizza Pilgrims in 2012. We started life as a three wheeled van, complete with a pizza oven, trading on Berwick St Market in Soho. Since then, via an ever steepening learning curve, we have opened a selection of dedicated pizzeria locations across London (from Soho to Exmouth Market).

We are really hoping to have the opportunity to open one of our friendly little pizzerias in Shoreditch in 2017, at 136 Shoreditch High St - where that street meets Rivington street. As a company, and as individuals, we have a long relationship with Shoreditch and Hackney as an area. We have traded here with our little van for a number of years, from some of our first events back in 2012, to Red Market in 2013 to Swingers in 2014 to NightTales in 2015. Shoreditch and the people of Shoreditch have always been good to us - and the vibrancy and energy of the area has always been a fantastic draw for our team. Hence why we leapt at the opportunity to open a site of our own here.

We are of course aware that plenty of people call Shoreditch and Hackney their home - and that the incredible changes in the area over the past decade have brought challenges for the people living and working here. We are aware that there can be issues with anti social drinking and behaviour - and we desperately want to reassure you, as the people to whom Shoreditch means the most, that we are here to be part of the solution, not the problem. We do not intend to open late past 11pm (we like our teams to be able to get home at a reasonable hour), we do not intend to sell slices or other "fast food" and we do not intend to sell alcohol other than in moderation when eating a pizza with us.

Regarding our pizzerias themselves, people do not tend to stay with us much longer than 35 mins - and in that time it is a rarity for a customer to have more than one drink. We have strict alcohol policies in place - and the team must be aware of them and adhere to them at all time. We have consulted at length with the fantastic police in Shoreditch, who have assured us that they are happy with our proposals and do not feel it will cause any issues in the area.

We have experience in operating pizzerias in areas with large numbers of licensed venues (3 out of 4 of our sites are in the Westminster SPA) and we have yet to have any issues related to alcohol at any of our sites. I also personally sit on the Soho Licensing committee - policing new licenses in the area.

We would relish any opportunity to speak with anyone who may have concerns about our proposal for this location - and would seek to reassure them that we are a eat-in food focused business offering high quality fare. Please feel free to contact me directly on the email address or phone number at the top of this letter - and I will be happy to arrange a

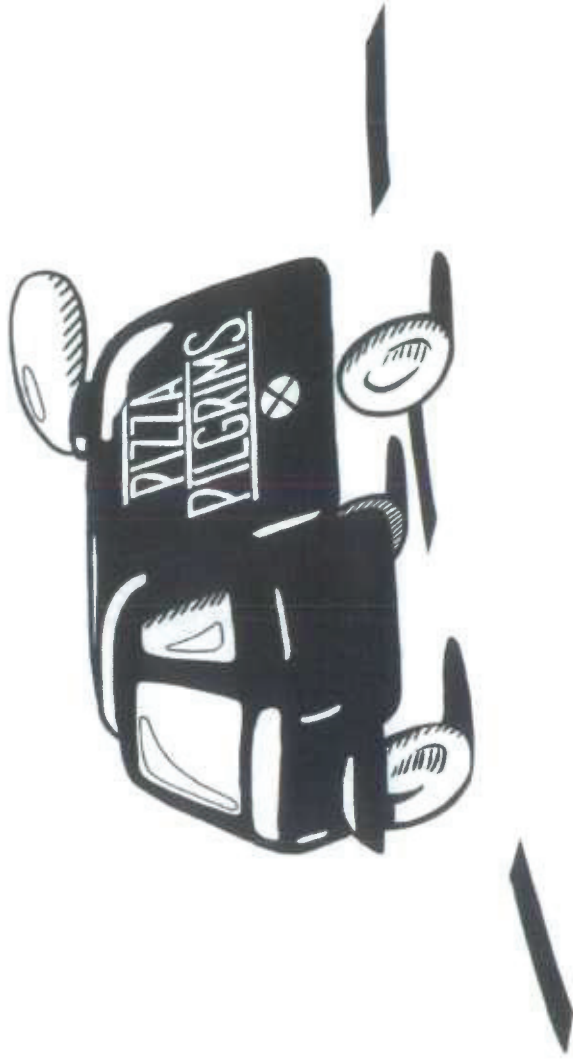
meeting to talk you through our plans and address any concerns. Furthermore, I will be in attendance at our hearing for the Premises Licence application at Hackney Town Hall on 22nd November.

We look forward to hearing from you.

Yours faithfully,



THOM AND JAMES ELLIOT
FOUNDER, PIZZA PILGRIMS



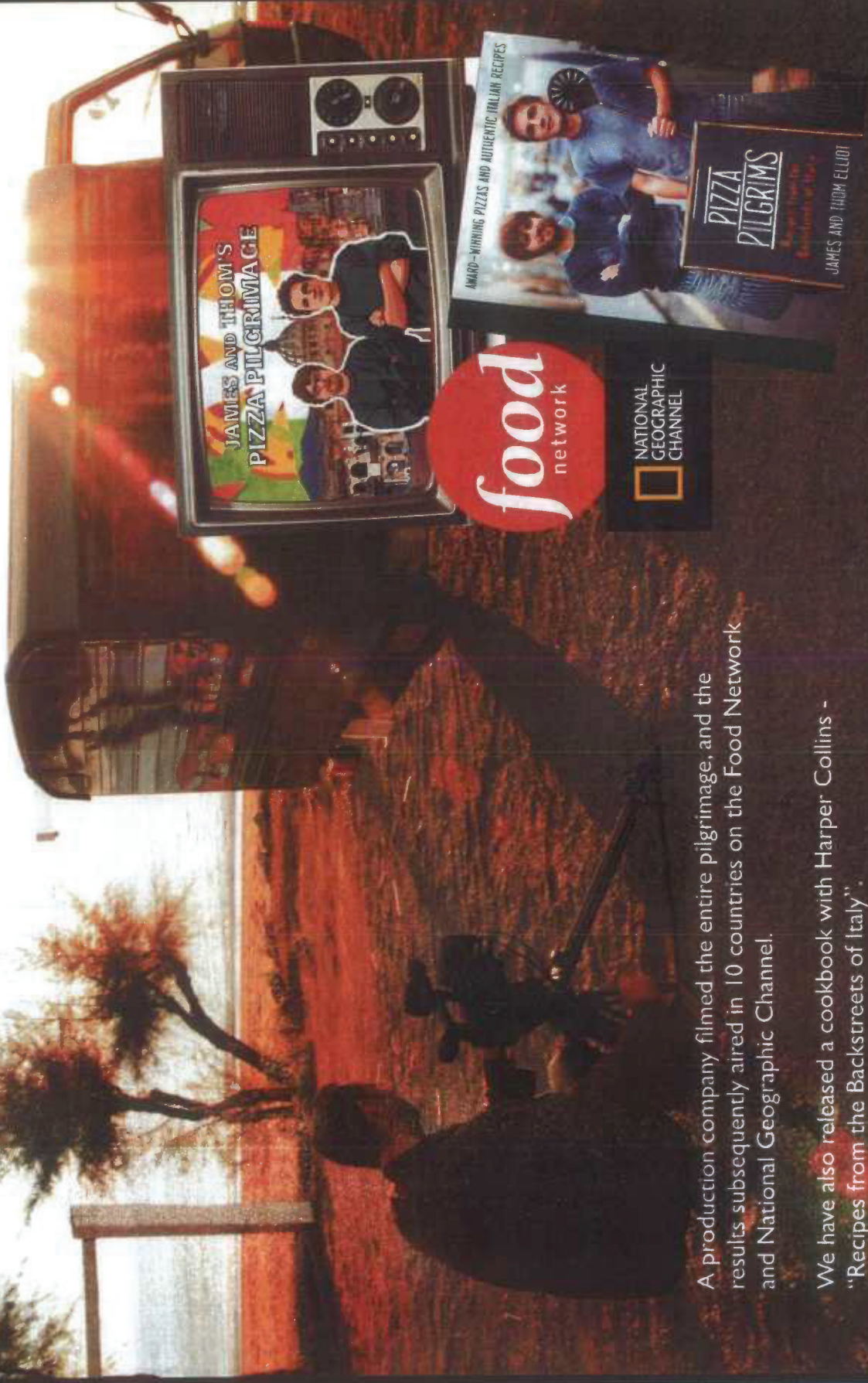
A BRIEF HISTORY

THE PILGRIMAGE

In 2011, Thom and James Elliot embarked on a 6 week "Pizza Pilgrimage" through Italy to discover the secrets of the perfect pizza.

At a top speed of 20 miles at hour they drove from Sicily to London, tasting every pizza they encountered along the way.

EDIA



A production company filmed the entire pilgrimage, and the results subsequently aired in 10 countries on the Food Network and National Geographic Channel.

We have also released a cookbook with Harper Collins - "Recipes from the Backstreets of Italy".

THE VAN

After installing a pizza oven in the van - the business started life trading on Berwick St Market in Soho.

The van still travels around London and the country trading at some of the biggest and best events of the year and collaborating with our favourite brands.



CONVERSE



HARVEY NICHOLS



THE PIZZERIAS

- SOHO
- CARNABY
- EXMOUTH MARKET
- COVENT GARDEN
- CITY

PIZZA PILGRIMS



We have now opened 5 pizzerias in central London.

Each serves the selection of Neapolitan pizzas - made fresh in store with 24-48 hour proved dough

The pizzas are washed down with British and Italian craft beers, our own limoncello, fussball, arcade machines and tunes you haven't heard in a while.

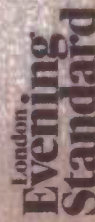
SOME PRESS AND SOCIAL COVERAGE



The Daily Telegraph



Square Meal



ZAGAT



HOT DINNERS

Buzz Food

"Top 10 Central London cheap eats"

"7 Best London Food Trucks"

"100 coolest things in the world right now"

"Finalist"

"Londons Best Restaurants for Pizza"

"AWARD -Best Newcomer 2015"

"AWARD - Best Street Food"

"37 Reasons why you can't leave London"

"A religiously good lunch"

"Pizza Perfect the Neapolitan way"

"You will struggle to find Neapolitan Pizza done better than PP"

"An informal buzz and a great pizza"

"Some of the finest pizza North-West of Naples"

"A perfect Soho treat"

"Top 3 pizzas in London"

"The Finest streetfood"



24k followers

9k page likes

21k followers

"I may be the last blogger on earth to write about Pizza Pilgrims, but before you cry hype-fatigue, remember only this - they really are that good" - Cheese and Biscuits blog.

PIZZA IN SHOREDITCH 2016



OVERVIEW

Pizza Pilgrims is a young pizza company, started by Brothers Thom and James Elliot, specialising in authentic Neapolitan pizza.

We started life as part of the street food scene in 2012 after driving our little Piaggio Ape van from Sicily back to London (at 18mph!) on a "Pizza Pilgrimage" to discover everything we could about Italy's National dish.

3 years on and with two pizzerias now in Soho we are keen to move east.

This document explains more about what Pizza Pilgrims does and why we feel Shoreditch is the perfect next step for us.



PIZZERIAS



11 DEAN ST

- Opened August 2013
- Simple, fast-casual, Neapolitan pizzeria concept, with a focus on doing one thing well.
- Take away and 50 cover restaurant.
- Strong community ties - local sourcing of produce where possible, collaborations with community (Soho primary school, Soho Museum).



11 KINGLY ST

- Opened July 2014
- Development on Dean St relaxed feel, with new Friggitoria section serving authentic Pizza Fritta, arancini and deep fried mac'n'cheese.
- Take away and 110 cover restaurant
- Larger focus on cocktails and our newly created Limoncello collaboration - "Pococello".

VAN AND EVENTS



- Established a regular weekday trading spot on Berwick St Market, Soho from March 2012.
- The van had permanent pitch in the 5th floor food court at Harvey Nichols in Knightsbridge from Nov 2013 - Mar 2014
- The van has attended some of the biggest festivals and events in the UK
- We have also collaborated with some high profile clothing and drink brands on large scale corporate events.



MEDIA



- "Pizza Italiana" - a 6 part series following our eponymous pilgrimage through Italy in a Piaggio Ape van. Aired on The Food Network in 2013
- "Pizza Pilgrims" - a book dedicated to pizza and other Italian recipes. Published by Harper Collins in 2013, the iPad edition was named by Apple as one of the best ever in the iBook format.
- Multiple appearances on Channel 4's "Sunday Brunch" to promote our frying pan pizza product and Pizza Fritta.
- Appearances on stage at BBC Good Food Shows.



PRESS AND SOCIAL COVERAGE

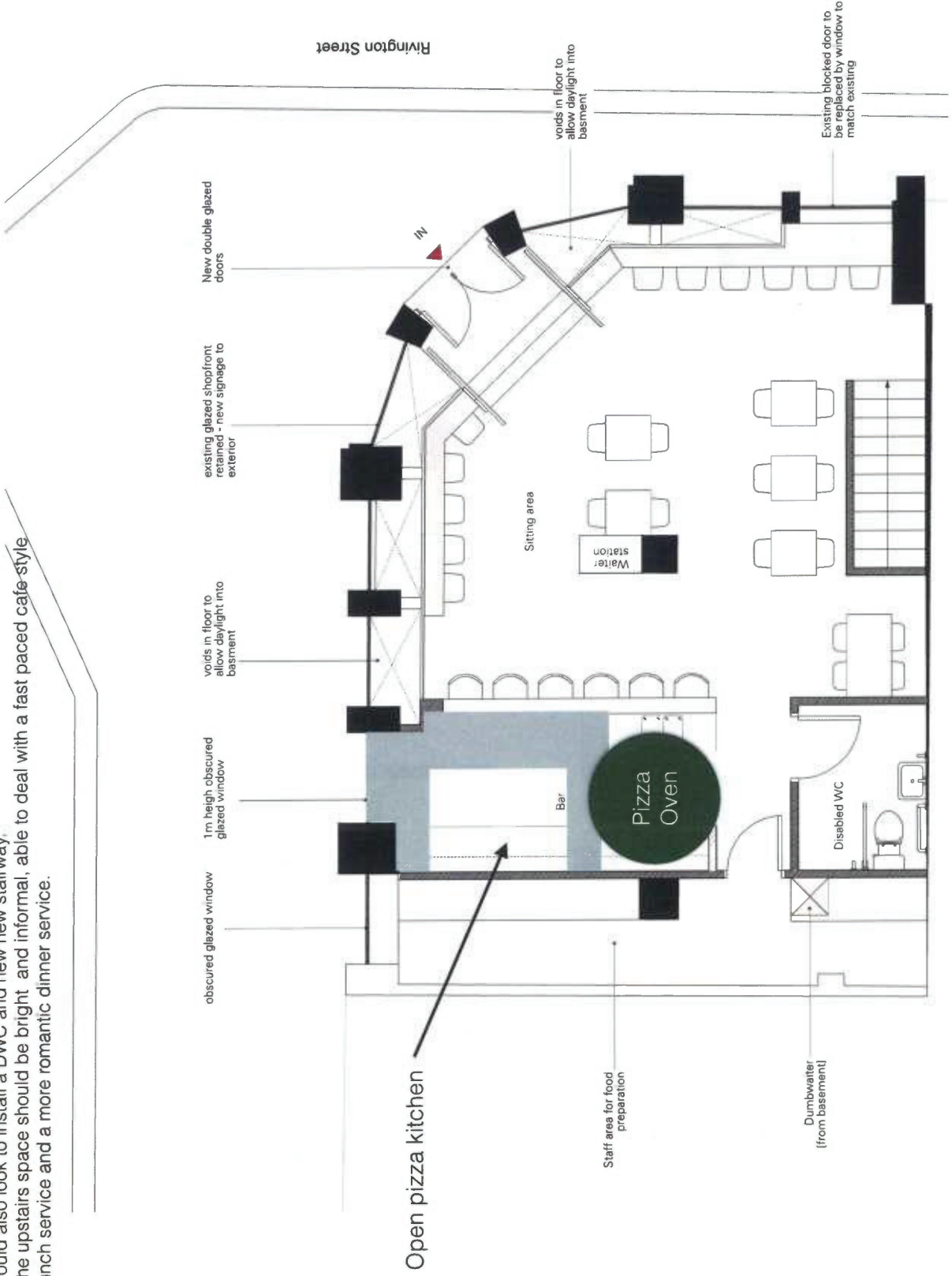
- "100 coolest things in the world right now" - Jan 2014
- "50 foodie trends" - May 2013
- "Top 10 Central London cheap eats" - Nov 2013
- "Top 3 pizzas in London" - Aug 2015
- "37 Reasons why you can't leave London" - May 2015

21k followers
 7k page likes
 12k followers

"I may be the last blogger on earth to write about Pizza Pilgrims, but before you cry hype-fatigue, remember only this - they really are that good." - Cheese and Biscuits blog.

PROPOSED GROUND FLOOR

We would like to create an open kitchen upstairs to maximise the theatre of pizza making. We would also look to install a DWC and new stairway. The upstairs space should be bright and informal, able to deal with a fast paced cafe style lunch service and a more romantic dinner service.



Proposed Ground Floor

This drawing is prepared for the purposes of a planning application and should not be used for any other purpose. The information contained herein is for the use of the client only. The information contained herein should not be used for any other purpose without the prior written consent of the architect. The architect's liability is limited to the amount of the fee paid to the architect.

PLANNING

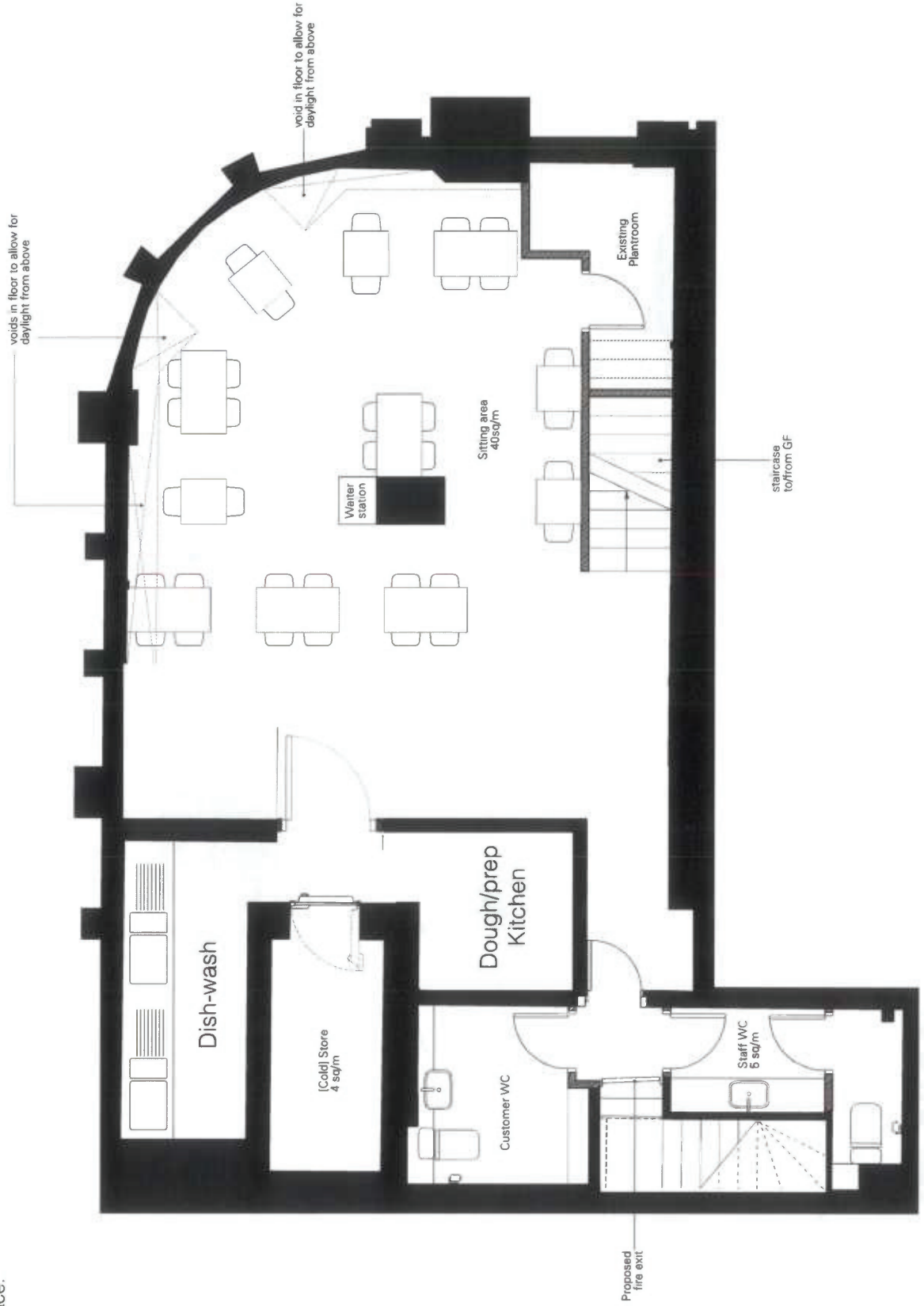
Architects Ltd
7-8, Rivington Street
London EC2A 4EA
Tel: +44 (0)20 7613 5227
Fax: +44 (0)20 7613 5248
email: info@waughthistleton.com
www.waughthistleton.com

Thistleton
137, Shorechurch High Street
Proposed GF Plan_A3
Date: Jan 2013
Scale: 1:50 @ A3
Drawn: NW

Job: 1-466-100A

PROPOSED BASEMENT

The basement would provide the necessary back of house space as well as customer WC/staff room. The dining room downstairs will be more geared to the evening service, a cosy, relaxed space.



This drawing is prepared by the architect for the client's use only. The information contained here is for the client's use only and is not to be used for any other purpose without the written consent of the architect. The architect is not responsible for any errors or omissions in this drawing.

PLANNING

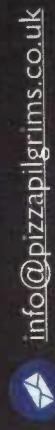
Job: 137 Shorelitch High Street
 Title: Proposed Basement Plan - A3
 Date: Jan 2013
 Scale: 1:50 @ A3
 Drawn: RW

Architects: Waugh Thistleton
 74 Paul Street
 London EC2A 4NA
 Telephone: +44 (0)20 7613 5727
 Fax: +44 (0)20 7613 5749
 email: w@w@thistleton.com
 www.thistleton.com

1-466-099A

Proposed Basement

THANKS.



PIZZA

<u>MARINARA</u>	Tomato, oregano, fresh garlic, basil & olive oil (no cheese - still delicious)	5.5
<u>MARGHERITA</u>	Tomato, fior di latte, parmesan, basil & olive oil	6.75
	with buffalo mozzarella	9.5
<u>FILETTI</u>	White pizza with fior di latte, baby plum tomatoes, basil, parmesan & olive oil.	7.5
<u>SMOKED NAPOLI</u>	Margherita with smoked anchovies, black olives, capers & oregano	8.75
<u>NDUJA</u>	Margherita with nduja (spicy Calabrian pork sausage)	9
<u>AUBERGINE PARMIGIANA</u>	Margherita with roast aubergine, parmesan, baby plum tomatoes & garlic.	9
<u>SALAMI</u>	Margherita with Neapolitan black pepper salami	9.5
<u>PORTOBELLO MUSHROOM & TRUFFLE</u>	White pizza with portobello mushroom, fior di latte, parmesan, basil & truffle oil.	9.75
<u>CALZONE RIPIENO</u>	Folded pizza with Napoli salami, ricotta & mushroom, topped with tomato, fior di latte & parmesan.	10
<u>SALSICCIA E FRIARIELLI</u>	White pizza with fresh fennel sausage, chilli, wild broccoli, parmesan, basil & olive oil	10

GUEST PIZZA

EXTRAS

Fresh chilli, Fresh garlic	all 0.5
Smoked anchovies, Nduja, Black olives	all 2.25
Black pepper salami, Prosciutto	all 2.75



WITH PIZZA

Mixed olives	3
Garlic, rosemary & parmesan flatbread	3
Berwick St. Market side salad.	3
Buffalo mozzarella with smoked tomatoes, black pepper & rocket ..	5.5

AFTER PIZZA

Vanilla ice cream.	4
Vanilla ice cream with extra virgin olive oil & sea salt.	4
Affogato	4.5
Nutella & salted ricotta pizza ring	5.5

Ice creams supplied by Ice Cream Union

ESPRESSO

Espresso	1.5
Nocciolatte - espresso with Nutella	2

15 EXMOUTH MARKET LONDON EC1R 4DD

PIZZA PILGRIMS

PIZZAPILGRIMS.CO.UK

@PIZZAPILGRIMS

A 12.5% service charge will be added for groups of 8 or more. Please ask about any allergen information.

BEER

HOUSE LAGER

Birra Moretti "Stubby" Can 330ml (4.6%) 3.25

ITALIAN CRAFT BEERS

Birra del Borgo Cortigiana 330ml (5%) 5.5

Birra del Borgo Reale 330ml (6.4%) 5.5

BRITISH CRAFT BEERS

Brixton Reliance PA 330ml (4.2%) 5

Brixton Atlantic APA 330ml (5.4%) 5

WINE

GLASS & CARAFE

Red 175ml 500ml

White 4.25 11.5

Pink 4.25 11.5

Prosecco 4.25 11.5

..... 5.75 15.5

(125ml glasses also available)

SNAZZY WINE BY THE BOTTLE

Grecanico White 21

Barbera Red 21

(All bottles 75cl)

SOFT

Coke & Diet Coke cans 2

San Pellegrino cans 2.25

orange, lemon, blood orange, grapefruit, chinotto 2.25

Orange juice 2

San Pellegrino sparkling water (500ml) 2

POCOCELLO

GROWN IN AMALFI - DISTILLED IN ENGLAND - BORN IN SOHO

We've teamed up with Chase Distillery to create our very own limoncello, made from Luigi Aceto's Amalfi lemons & Chase English potato spirit.

Ice cold Pococello shot 3.5

Pococello Tonic 6

COCKTAILS & DREAMS (AKA SPIRITS)

Aperol Spritz - Aperol, Prosecco, Soda 6.5

Negroni - Chase Gin, Campari, Martini Rosso 6.5

Lola's Cherry Cola - Disaronno, Prosecco, Chinotto, glacé cherry 6

Lloyd Grossman - Campari, Grapefruit, San Pel 6

Pococello Sour - Pococello, Disaronno, lemon juice, basil 7

Chase G&T 6

Italian Top Shelf Selection 4

ESPRESSO

Espresso 1.5

Nocciolatte - A shot of espresso with a teaspoon of Nutella that you stir in. 2

Affogato - vanilla ice cream with a shot of espresso 4.5

Coffee supplied by Terrone
Italian Roasters, Hackney.



11 Dean St - Alcohol policy

We have access to a private terrace at 11 Dean St, which sits within the demise of our premises license. As such, we are able to serve food and drink to customers outside.

It is however important that we remember our requirement to only serve alcohol to customers who are eating with us - we are not a pub or a bar.

As such, the below criteria must always be considered and met before alcohol is served to anyone at 11 Dean St.

1. No alcohol should be served to anyone under the age of 18. If you are unsure ask for ID from all members of the party, or consult a manager.
2. No customers who appears already under the influence of alcohol should be served further alcoholic drinks in any circumstances.
3. Customers must be sitting at a table ready to eat with us, or on the waiting list for a table, with the expected wait time no longer that 30 minutes.
4. No drinks to be served without a written food order being taken on the waiting list (to be entered into Revel once the customer is seated).
5. Customers cannot be served more than 2 alcoholic drinks before sitting for food.
6. Customers must situated inside the tiled areas outside which mark out our private area. No customers can be served drinks outside this area (on the public highway). We must ensure that the number of people waiting is kept to a number that could reasonably be expected to fit within our demise.

These rules, with the exception of number 6 also apply inside the premises.

It is hugely important that the details of our license are adhered to at all times. If you are unsure of any of the above rules, or are not sure whether specific rules apply in a given situation, please consult a manager before serving alcohol.

I have read and understood this policy:

SIGNED.....

FULL NAME.....

DATE.....

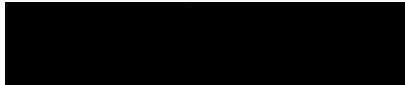
LOCAL TESTIMONIALS

Andina

I run Andina, a Peruvian inspired restaurant in Shoreditch. We have been open for almost 3 years.

I have known Thom and James Elliot for 5 years and are a fan of their work. They run 5 pizza focused restaurants all of which enrich the buildings, street and neighbourhoods they serve. They manage their restaurants with extreme care towards their staff, customers and neighbours and to serve their local communities. I support their application for a license as their focus is on quality, on great relationships with all whom they come into contact and on managing the sale of alcohol and all the items they sell.

Yours faithfully



Martin Morales
Managing Director and Founder

Ceviche Ltd
Incorporating Ceviche Soho, Ceviche Old St, Andina and Casita Andina
Andina is at 1 Redchurch St, Shoreditch, London E2 7DJ.

Adina: Restaurant (Shoreditch)

Mother

Here at Mother we are big fans of Pizza Pilgrims. Not only do they make the most delicious pizzas in London but they are a great brand with such a wonderful and authentic story behind them. Whilst there may be other pizzerias in the area, we would welcome them to Shoreditch with open arms (and mouths).

Dan Broadwood

Mother London: Advertising Agency (Shoreditch)

Frieze

We're huge fans of Pizza Pilgrims and were very excited to hear they're opening another pizzeria, especially as it's so close to us. They're a lovely team, with a delicious product - their newest shop will be a great addition to the area and we fully support their endeavours.

Louise Dixon
Production Director

Frieze London | Frieze New York | Frieze Masters: Art Fairs (Shoreditch)

BPL

As pizza lovers our company is delighted to have Pizza Pilgrims coming to the area. Makers of some of the best pizzas in London they are a welcomed addition to the local restaurant scene.

Ben Floyd

BPL Digital (Shoreditch)



Ruffians Group Limited

London, EC2A

Tuesday 1st November 2016

To whom it may concern,

I'm Andrew Cannon, co-founder of Ruffians, an upmarket chain of men's barber shops and stores. We have been trading on Maiden Lane in Covent Garden for the last three years, for one year on Wigmore Street in Marylebone and this summer we launch a store on Rivington Street in Shoreditch.

In Covent Garden we have worked closely with Thom Elliot and his excellent team at Pizza Pilgrims, to cross promote our brands. It is clear that Pizza Pilgrims formed a local community focused reputation and become a pillar in the local community and fantastic meeting place for fun times, as well as drawing in footfall from the surrounding areas to promote our Covent Garden commerce and area.

I have always found Thom's team to be engaging, genuine and responsible; making sure their customers have a brilliant time and service but also respecting the local businesses and residents of the area to ensure there is no impact on their wellbeing and no nuisance of noise or litter etc.

I fully support Pizza Pilgrim's licencing application on Rivington Street. I am convinced that they are a fantastic addition to Shoreditch and will be good for the commerce in the area, attracting the correct type of customers to improve our business district and to provide a fantastic service (and pizzas) to our local businesses, residents and tourists.

Yours sincerely,

Andrew Cannon
Co-founder and CEO Ruffians Group Limited

Amendments to the application:

- 1. Remove the New Year's Eve extension applied for**
- 2. Reduce the sales of alcohol daily from the original applicatoin by 30 minutes to create a 'drinking up' period**

Conditions proposed in the operating schedule, as amended with the responsible authorities

1. Locations of fire safety and other safety equipment subject to change in accordance with the requirements of the responsible authorities or following a risk assessment.
2. Any detail shown on the plan that is not required by the licensing plans regulations is indicative only and subject to change at any time.
3. Save for private functions, throughout the premises food and beverages shall be supplied and consumed by persons seated at a table or counter.
4. Substantial food and substantial beverages other than intoxicating liquor (including drinking water) shall be available during the whole of the permitted hours in all parts of the premises where intoxicating liquor is sold or supplied.
5. The supply of alcohol on the premises shall be ancillary to food.
6. The premises shall only operate as a restaurant
 - (i) in which customers are shown to their table,
 - (ii) where the supply of alcohol is by waiter or waitress service only,
 - (iii) which provides food in the form of substantial table meals that are prepared on the premises and are served and consumed at the table using non disposable crockery,
 - (iv) which does not provide any take away service of food or drink for immediate consumption,
 - (v) which does not provide any take away service of food or drink after 23.00, and
 - (vi) where alcohol shall not be sold or supplied, otherwise than for consumption by persons who are seated in the premises and bona fide taking substantial table meals there, and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.

Notwithstanding this condition customers are permitted to take from the premises part consumed and resealed bottles of wine supplied ancillary to their meal.

Notwithstanding (i) and (vi) above, customers waiting for a table to become available will be entitled to consume alcoholic and other drinks in an area set aside by the management for that purpose without having ordered a substantial meal but on the proviso that that they will then do so once a table is available.

7. An incident log shall be kept at the premises, and made available immediately to an authorised officer of the Hackney Borough Council or the Police, which will record the following:
 - a. all crimes reported to the venue
 - b. any complaints received
 - c. any incidents of disorder
 - d. any faults in the CCTV system
 - e. any refusal of the sale of alcohol
 - f. any visit by a relevant authority or emergency service.
8. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Metropolitan Police Crime Prevention Officer. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a

minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available upon the request of Police within an agreed timeframe.

9. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police officer copies of recent CCTV images or data with the absolute minimum of delay when requested.

10. Checks shall be undertaken prior to opening to ensure that all public areas are kept clear and fire exits unlocked and capable of use in an emergency.

11. All waste shall properly be presented and placed for collection in the designated storage area no later than 11:30pm.

12. Loudspeakers shall not be located outside the premises.

13. No noise shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.

14. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport, military identification, EU identity card, or proof of age card with the PASS Hologram.

Conditions agreed with the police and licensing officer

1. There shall be no glass, drinks or open containers taken outside of the premises at any time, except for the designated outside seating area/ area licensed by way of pavement licence

2. The premises will display and maintain appropriate signage advising customers of the contact details of the premises in case of complaint.

3. All staff will be given refresher training every twelve months on the legislation relating to the sales of alcohol to underage persons and drunken persons. Written records of this training shall be kept on the premises and produced to police or other authorised officer upon request.

4. The premises shall adhere to Hackney Police Theft, Weapons and Drugs Policies and any updates thereof.

5. After 2100hrs there shall be a maximum of 6 smokers outside the venue at any one time. This shall be monitored by staff.

Condition agreed with the public health officer

1. Any sales of alcohol for consumption off the premises shall be restricted to re-sealed bottles which have been partly consumed by customers who have had a substantial meal.

Conditions agreed with Environmental Protection Officer

1. The Licensee shall ensure that all staff are fully trained and made aware of the legal requirement of businesses to comply with their responsibility as regards the disposal of waste produced from the business premises. The procedure for handling and preparing for disposal of the waste shall be in writing and displayed in a prominent place where it can be referred to at all times by staff.

2. The Licensee shall ensure that any contract for general and recyclable waste disposal shall be appropriate in size to the amount of waste produced by the business. The Licensee shall maintain an adequate supply of waste receptacles provided by his registered waste carrier (refuse sacks or commercial waste bins) in order to ensure all refuse emanating from the

business is always presented for collection by his waste carrier and shall not use any plain black or unidentifiable refuse sacks or any other unidentifiable or unmarked waste receptacles.

3. The Licensee's premises are situated in an area within which refuse may only be left on the public highway at certain times (time bands). If the Licensee's waste carrier cannot or does not comply by collecting the refuse within an hour after the close of any time band imposed by the waste authority, the Licensee must remove the refuse from the public highway and/or keep it within the premises until such time as his/her waste carrier arrives to collect the refuse

4. The Licensee shall instruct member of staff to make regular checks of the area immediately outside the premises and remove any litter, bottles and glasses emanating from the premises. A final check should be made at close of business.

5. The Licensee shall provide a safe receptacle for cigarette ends to be placed outside for the use of customers, such receptacle being carefully placed so as not to cause an obstruction or trip.

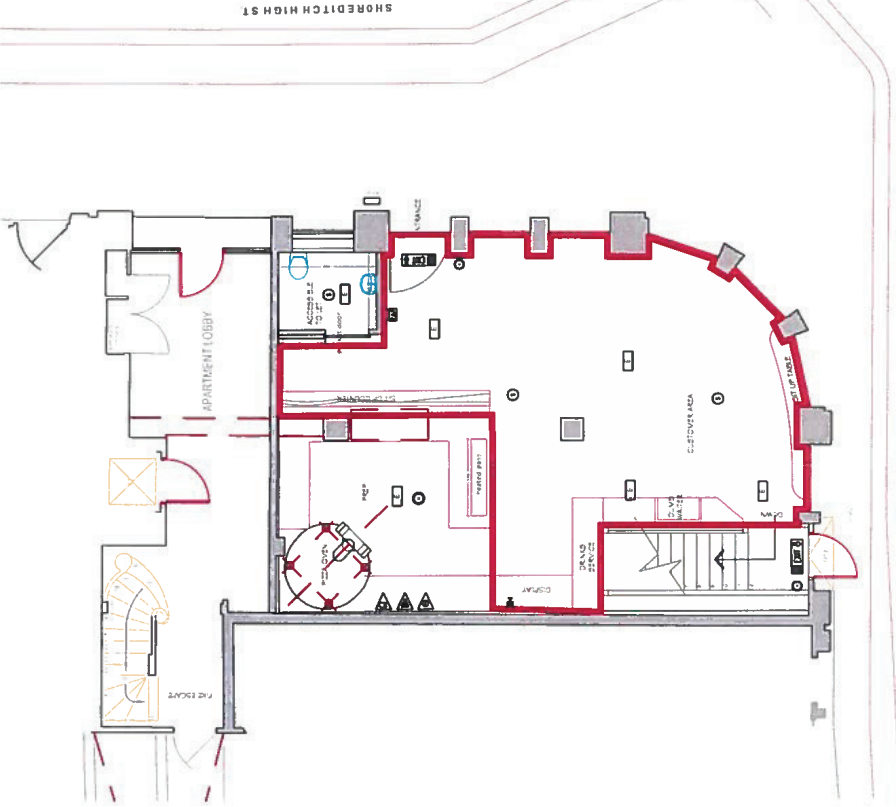
FIRE ALARM & LIGHTING SCHEDULE

- (S)** SMOKE DETECTOR
- (H)** HEAT DETECTOR
- (S)** SMOKE DETECTOR CONCEALED IN CEILING VOID c/w REMOTE LED INDICATION
- (SB)** SMOKE DETECTOR c/w SOUNDER BASE
- (SS)** COMBINED SMOKE DETECTOR & STROBE
- (C)** MANUAL BREAK GLASS CALL POINT
- (D)** FLASHING XENON BEACON
- (SR)** FIRE ALARM BEAM SEND & RECEIVE UNIT
- (R)** FIRE ALARM REFLECTOR
- (DU)** FIRE ALARM DOOR INTERFACE UNIT c/w DOUBLE POLE CONTACTS
- (BU)** FIRE ALARM BEACON INTERFACE UNIT
- (FAP)** FIRE ALARM PANEL
- (RP)** FIRE ALARM REPEAT PANEL
- (F)** FIRE ALARM INTERFACE UNIT
- (FCI)** FIRE ALARM SHORT CIRCUIT ISOLATOR
- (NI)** REMOTE NEON INDICATOR CONNECTING TO DETECTION DEVICE
- (S)** FIRE ALARM SOUNDER
- (P.S.U)** 24V POWER SUPPLY UNIT
- (MDH)** MAGNETIC DOOR HOLDER
- (SB)** SMOKE DETECTOR c/w SOUNDER BASE
- (HR)** HEAT DETECTOR c/w SOUNDER BASE
- (SIB)** STROBE & SOUNDER BASE
- (E)** 8 WATT RECESSED EMERGENCY LIGHT FITTING WITH 3 HOUR BATTERY BACK-UP
- (EXIT)** SURFACE MOUNTED 8 WATT MAINTAINED EXIT SIGN & PICTOGRAM WITH 3HR BATTERY BACK-UP.

PGID INTERIOR DESIGN
 paul@pogillingham.co.uk
 www.pogillingham.co.uk
 07816 966981

PROPOSED LAYOUTS
LICENSING DRAWING
JOB No. 1067
DRWG No.L1A
SCALE: 1:100 @ A3.
DATE: 02.08.2016

PROPOSED GROUND FLOOR LAYOUT SCALE 1:100



NOTES

- THE FIRE ALARM SYSTEM IS TO COMPLY WITH BS 5389
- THE LANDLORD IS TO PROVIDE AN ADDRESSABLE INTERFACE BETWEEN THE LICENSED PREMISES AND THE OTHER BUILDING OCCUPIERS FIRE ALARM SYSTEMS
- AN ALARM MANAGEMENT SYSTEM OF FIRST ALERT AND FULL ALARM WILL BE ADOPTED TO COMPLY WITH THE LOCAL FIRE AUTHORITIES REQUIREMENTS.
- FIRE SIGNS & NOTICES ARE TO COMPLY WITH BS 5499
- FIRE FIGHTING EQUIPMENT TO SATISFY THE REQUIREMENTS OF BSEN3 & TO COMPLY WITH BS5306.

FIRE FIGHTING EQUIPMENT

- (G)** FIRE BLANKET IN CONTAINER
- (A)** CARBON DIOXIDE EXTINGUISHER
- (D)** WATER EXTINGUISHER

PROPOSED BASEMENT LAYOUT SCALE 1:100

AREAS TO BE USED FOR FOOD & DRINK SERVICE



**RESPONSIBLE AUTHORITY REPRESENTATION:
APPLICATION UNDER THE LICENSING ACT 2003**

RESPONSIBLE AUTHORITY DETAILS

NAME OF AUTHORITY	Licensing Authority
ADDRESS OF AUTHORITY	Licensing Service 2 Hillman St London E8 1FB
CONTACT NAME	David Tuitt
TELEPHONE NUMBER	020 8356 4942
E-MAIL ADDRESS	david.tuitt@hackney.gov.uk

APPLICATION PREMISES

NAME & ADDRESS OF PREMISES	Pizza Pilgrims 136-137 Shoreditch High Street E1 6JE
NAME OF APPLICANT	Pizza Pilgrims Limited

COMMENTS

I make the following relevant representations in relation to the above application.

- the prevention of crime and disorder **x**
- public safety
- the prevention of public nuisance **x**
- the protection of children from harm

Representations (which include comments and/or objections) in relation to:

The premises is located in the Shoreditch Special Policy Area (SPA) therefore Policy LP13 applies. This area has been identified as suffering from negative cumulative impact as a result of the high concentration of licensed premises in the area. **LP13** states the following:

LP13 Special Policy Area – Shoreditch

It is the Council's policy that where a relevant representation is made to any application within the area of the Shoreditch SPA, the application will be refused unless there are exceptional circumstances. This policy is to be strictly applied. The Council expects that any exceptional circumstances offered by the applicant should be genuinely exceptional and so would not include reference to:

- **The quality and track record of the management**
- **The good character of the applicant**
- **The extent of any variation sought.**

The application does not demonstrate any exceptional reasons as to why the policy should not be strictly applied and the application refused.

The above representations are supported by the following evidence and information.

The Licensing Act 2003, Statement of Licensing Policy 2016 and Guidance issued by the Home Office.

Are there any actions or measures that could be taken to allay concerns or objections? If so, please explain.

N/A.

Name: David Tuitt (Licensing Officer)

Date: 21/10/2016

Mike Smith

From: [REDACTED]
Sent: 24 October 2016 20:54
To: Licensing
Cc: [REDACTED]
Subject: Rejection to Licence application number 081769 - Pizza Pilgrims 136-137 Shoreditch High Street E1 6JE, UK

Hello,

cc [REDACTED]

I am the tenant above this proposed premises, and I object and reject this application.

The area already has a large amount of bars/restaurants and has an issue with drunken customers that display antisocial behaviour especially towards local residents. The entrance to our building is already next door to a bar and is littered with drunken smokers, some of them feel it's ok to urinate wherever they please. They can only smoke outside which means the smoke makes its way in to my window which is directly above. This really affects the quality of air which is already quite polluted from car and bus fumes as the road is a main artery in and out of the city. This is especially bad in summer when the Windows need to be open.

The pavements are currently not able to cope with the amount of drinkers and another bar will make this more congested, unpleasant and dangerous as this is a busy road and a small surge in the crowd could potentially spill people into the road and cause an accident or potential death as cars and busses are constantly passing (please see attached image taken by a local resident).

Noise pollution is already quite unbearable and and I have personally complained myself to the Hackney council for a while, unfortunately, it has fallen on deaf ears.

A kitchen in the bar would mean extractor fans would generate heat and pollution and unpleasant smells which would negatively affect the quality of air in the building. This is already evident in the flats above Bike Shed (124 Shoreditch High Street) I believe they have written to you previously.

I see the notice placed on the door over the weekend, in inconspicuous colours to not be seen, but I have seen it, and have informed the owner, (I have been a tenant and who will no doubt contact you (cc above) also to lodge a written complaint as is this.

I know your cut off day for objections to this licence application is the 05-October 2016 (tomorrow), you have now received this ahead of the deadline.

Please acknowledge receipt and next steps and dates.

Regards,

[REDACTED]

Mike Smith

From: [REDACTED]
Sent: 04 October 2016 17:33
To: Licensing
Subject: Pizza Pilgrims 137 Shoreditch High Street London E1 6JE

Importance: High

Dear Hackney Licensing

I wish to object to the license application for Pizza Pilgrims 137 Shoreditch High Street London E1 6JE for the following reasons:

1. This premises is inside the Shoreditch Special Policy Area and the SPA is already over saturated with licensed premises.
2. The switch of another retail store venue to a drinking establishment (regardless of hours) is detrimental to the neighbourhood.
3. The protection of the children of Shoreditch from harm is vital.
4. Change of use planning has not yet been granted for this space. Any granting of a license – both for alcohol and late night refreshment - would be premature.

For each one of the reasons set forth above we believe that the Application should be rejected in its entirety by the Council.

If this application will be going to the Planning Sub-Committee a representative of the SCA would like to be advised of the date.

Regards

[REDACTED]
[REDACTED] Holywell Lane
EC2A [REDACTED]

Mike Smith

From: [REDACTED]
Sent: 04 October 2016 21:14
To: Licensing

Dear Team,

As you well know - this really needs to change. We have been fighting the obviously for ages. The police struggle with the stretch as do the residents.

I'm going to state the obvious:

Subject line: **Pizza Pilgrims 137 Shoreditch High Street London E1 6JE**

I write to object to the above referenced premises licence application for late night refreshment from 23:00 to 23:30 Mon to Thurs and from 23:00 to 00:00 Fri and Sat and to allow supply of alcohol for on and off sales from 10:00 to 23:30 Mon to Thurs, 10:00 to 00:00 Fri and Sat and from 12:00 to 22:30 Sun (the "Application").

I object to the entirety of the application for the following reasons:

1. This premises is inside the Shoreditch Special Policy Area. As a result this application should be rejected out-of-hand absent exceptional circumstances. There are no such circumstances, whether for on or off premises alcohol sales or late night refreshment.
2. This address is located in the heart of the SPA, next to some of London's busiest bars. It is common knowledge that the neighbourhood is often an open air club, with violence, vomiting, urination, defecation, drug use and unsociable conduct late into the night, presenting real safety and security issues. Enabling another drinking site immediately adjacent to London's busiest bars will inevitably contribute to the cumulative impact.
3. The switch of another retail store venue to a drinking establishment (regardless of hours) is detrimental to the neighbourhood. The current tilt towards growth of the night-time economy is having a negative impact on residents' and daytime businesses' quality of life and working environment. This tilt hampers efforts to attract responsible businesses and has a negative impact on the residents' and daytime businesses quality of life, as a result of increased noise, environmental filth, and anti-social behaviour.
4. The protection of children from harm is vital. Shoreditch is overwhelmed with inebriated and unsociable people due to the concentration of drinking establishments. Evenings attract violence, illicit acts and vile behaviour, and residents have their doors smashed, front doors urinated and defecated on, etc. Residents fear for the safety of their children – of which there are a significant number - who have to walk through this already overwhelmed gauntlet of revelry.
5. This is the fourth new pizza place in Shoreditch in mere months. Home Slice Pizza on Old Street about 500 metres away replaced a food grocery, and has a license. Bufo Pizza on Hackney Road about 500 metres away replaced a shoe shop. Voodoo Rays Pizza in Box Park replaced the Guardian's news café, and has a license. And now Pizza Pilgrims seeks to replace a hand bag shop. All of these venues are within feet of the SPA, further evidence of over-concentration.
6. Finally, I note that change of use planning has not yet been granted for this space. Any granting of a license – both for alcohol and late night refreshment - would be premature.

For each one of the reasons set forth above we believe that the Application should be rejected in its entirety by the Council.

If this application will be going to the Planning Sub-Committee a representative of the SCA would like to be advised of the date.

Its about time you refuse all these applications because we do NOT need anymore late licenses.

You know that, we know that and the Police know that.

████████████████████

Resident, business owner etc etc

Mike Smith

From: [REDACTED]
Sent: 04 October 2016 16:27
To: Licensing
Cc: Shoreditch Community
Subject: OBJECTION: Pizza Pilgrims 137 Shoreditch High Street London E1 6JE

For the same set of reasons that I objected to the planning application for change of use for this premises from A1 to A3, I object to the (inevitable) licensing application that now follows for a premises licence for late night refreshment and to allow supply of alcohol for on and off sales.

We don't need a fourth pizza place within a four block radius.

We don't want to lose more retail to more fast food and more drink.

This is the SPA - what are the extenuating circumstances to justify another alcohol licence in an area where almost EVERY SINGLE STORE ON THE BLOCK has a licence? There are none.

The application for off sales is particularly heinous in an area where people tend to free load and get drunk. It shows a complete disregard by the operator for the context, other than as an opportunity to make money. Do they not know that off-licenses are the scourge of our neighbourhood? Absolutely appalling. Just a vendor pushing their luck so that they can carve out a limited licence. How predictable. It also shows greed on the part of the landlord for pushing up rents so that selling large volumes of cheap food and booze is the only way to cover extortionate commercial rents.

More drunk people filling up on fast food and then vomiting on our streets, our front doors, outside our homes, as we pick our way through the mess to more appealing places like Sagardi, or the Rivington, or Tramontana, or Chriskitch.

More of a mess for street services. More potential harm for the young children in the air. More anti-social behaviour.

No. No. NO. Not on this corner of Shoreditch. We need a responsible anchor tenant that is going to stem the flow. Fast food and cheap booze is not the answer for this site.

Please don't release any identifying information to the applicant. Tell them to stay in Soho. We have Voodoo Rays and Homeslice. Enough already.

[REDACTED]
[REDACTED] New Inn Street
EC2A [REDACTED]

Mike Smith

From: [REDACTED]
Sent: 25 October 2016 12:22
To: Licensing
Subject: Objection to application 081769 - 136-137 Shoreditch High Street

Dear Hackney Council Licensing office,

I am the owner of Flat [REDACTED] [Shoreditch High Street, E1](#) [REDACTED] and I am objecting to the license application above.

I would be more than happy to attend any related committee and speak personally about the points I raise.

The level of noise is constant through the night, being fully surrounded by late license drinking establishments: Juno to the left, Bar Fly to the right and Cargo at the back. The crowd's noise eventually dies down [around 4am](#) or later at weekends and the car / bus noise then picks up immediately, with no break. We have asked to have noise detectors fitted, if onsite visits in the night are hard to organise.

Additionally while the situation is worse [from Thursday to Monday](#), there is no real letting off and it is only marginally quieter on Tuesdays and Wednesdays.

I have often been so exasperated that I have needed to ask friends to put me up for the night as the level of noise is simply unbearable.

The behaviour displayed by patrons of these establishments while outside smoking or entertaining themselves gets progressively worse. I often encounter 'early drinkers' as early as [6pm](#) as I return from work, and as the evening progresses I have often felt uncomfortable and at times intimidated getting through the crowds and to my own entrance door.

And in the morning the entrance door is littered with anything from vomit, urine, broken glasses, remnants of legal highs, cigarette buds, graffiti etc.

Often patrons find it entertaining to spend time buzzing the intercom as they chat.

While I love the area and I am so pleased to have seen it blossom in the past years, the level of respect for residents and the spirit of community seems not to have kept up with the pace. It has become rather unpleasant to be a resident.

Another bar, or restaurant with alcohol license which will inevitably attract the same crowd of drinkers looking for sustenance through the night, is only going to compound the problem. Conversely, a different

type of establishment such a boutique, a gallery or any other establishment not connected to serving food and alcoholic drinks or supporting other establishments that are conducive that type of behaviour would be a much better balance for the community and residents.

Should a new licensed restaurant go ahead, I would find it impossible to remain in the area as my flat would be right above it, while also facing Rivington Street with its own issues.

The only reason I decided to move in in the first place was because of the nature of the commercial property below, which used to be a shoe shop that had been in the area for decades.

Additionally a restaurant would require the installation of industrial extractor equipment which would cause significant noise disturbance within the building itself, further compounding the issues I currently face.

I am also concerned patrons spilling over on the street - I have often witnessed very dangerous situations with near-misses and people stumbling on the street, attempting to cross without being aware of the dangers around them. These risks would only be further compounded with the addition of yet another eating or drinking establishment in such close proximity.

I trust that you would address the situation comprehensively and you will consider the well being of residents as well as patrons and passers-by when reaching your decision about this application.

Lastly, the notice for the license application has only appeared very recently. Can you confirm the exact date the notice was affixed to the premises? I can see from the website that the application was received on 27/09 but I am pretty sure it has been on the door a lot shorter than that.

With best regards,

██████████
██████████

Subangini Sriramana

From: Subangini Sriramana
Sent: 10 November 2016 15:58
To: Subangini Sriramana
Subject: FW: Pizza Pilgrims, 136-7 Shoreditch High Street
Attachments: license map.pdf

From: [REDACTED]
Sent: 05 November 2016 19:25
To: Sanaria Hussain <Sanaria.Hussain@Hackney.gov.uk>

Subject: Re: Pizza Pilgrims, 136-7 Shoreditch High Street

Dear Sanaria,

Thank you for this. In the interest of transparency I am copying my fellow residents who are equally concerned about this decision.

In a nutshell, NO, my concerns are not allayed at all.

I do not take particular issue with Pizza Pilgrims and their management, I am sure they are lovely people who love running their little pizzerias, as they say.

But I am deeply distressed that Hackney Council on this occasion demonstrates absolutely no understanding or respect for residents by granting a license for yet another establishment that compounds an unbearable situation for residents. How was this license granted without public consultation? Why are Pizza Pilgrims represented by a law firm, while us residents are left writing our own defence? Should the council not look out for the people who live in the community and pay council taxes?

I read the comment that the addition of one more restaurant with bar is not going to change the situation - that's a massive underestimation and shows total lack of awareness and perspective. Another restaurant is going to do the exact opposite: compound a situation that is already hard to bear. The comment made by Pizza Pilgrims' solicitors is deeply dismissive and shows utter lack of respect for residents.

There are a number of other issues:

The map included in the application documentation on the planning application archive (document P16-0132_02A LUP attached) is **factually incorrect**: it marks only a fraction of the current bars and restaurants, giving a misleading view of the disproportionate amount of bars and restaurants that surrounds our home. For example Barrio East, Cargo, Power League Sports Club (now The Bike Shed) are all licensed to serve alcohol and open late, they should be marked as class A4. Why has this document been used as part of the case documentation, which has now resulted in the license being granted?

The reasoning offered by Pizza Pilgrims management is at best naive, at worst malicious. They may well sell their take away pizza in cardboard boxes, perhaps to people who have already been out visiting bars for a while, and people will step on the pavement under our windows and by our doorstep eating it, while

loudly talking and laughing and enjoying their night out etc. They will spill over to the right onto Rivington Street for additional standing room, right under my bedroom.

The license is until midnight, and even if the pizza oven and the cash register stop at 11pm, there will be customers and people noise for a while longer while people finish off, the restaurant is cleaned etc.

The floorplan provided does not clearly explain the location of the extractor fans. We know that this is of great concerns to residents because of noise and air conditions and we are aware of similar issues in the immediate vicinity.

There are no clear plans as to how waste management will be addressed, and we live in an old building, susceptible to pest if food leftovers are not adequately managed. How is the council going to enforce proper hygiene standards outside the premises such that it does not compromise our standard of living?

I note per Hackney Council's planning and regulatory services officer report dated 31/08/2016 note Paragraph C.2 (1) (a) Noise: the developer has not given details of sound insulation to be put in place to prevent undue noise or disturbance to the upper floor residential occupiers. This is a specific condition required as part of the license being granted. Why have you not demanded details from the developers?

As you can appreciate the additional noise from the patrons of the restaurant falls directly under my bedroom and living room windows and I will be particularly affected regardless of internal building insulation planned.

Is the council going to assess my needs and enforce a suitable level of noise protection for my home? If not, please explain why.

In closing, I'd like to ask Hackney Council why it considered that adding yet another restaurant / bar to an immediate neighbourhood of already countless bars and restaurants constitutes adding to the diversity and the cultural richness of the area. And in making that decision, how have the residents' needs been taken into account?













I confirm that I will attend the committee meeting on 22nd November but I look forward to hearing a response before then by Hackney Council.

Regards

██████████
██████████ Shoreditch High Street
E1 ██████



KEY

	SITE LOCATION		CLASS A3		CLASS B1		CLASS D2
	CLASS A1		CLASS A4		CLASS C3		SUI GENERIS
	CLASS A2		CLASS A5		CLASS D1		VACANT

136-137 SHOREDITCH HIGH STREET, LONDON - LAND USE PLAN **Pegasus** Planning

Mike Smith

From: [REDACTED]
Sent: 04 October 2016 17:17
To: Licensing
Subject: Pizza Pilgrims 137 Shoreditch High Street Licensing Objection

Dear Licensing.

I am a local resident on Rivington Street who lives with my young family and strongly oppose this license application.

Shoreditch has dramatically gone from bad to worse with alcohol venues in the area continuing to rise and is beyond fully saturated. I live on Rivington Street with my young family and more and more people are drinking heavily and causing both a nuisance to residents and creating a disgusting mess with vomit all down our road most weekends. Allowing another venue to sell alcohol alongside a cheap pizza takeaway is a step too far when there are hundreds of retailers desperate to move in but thwarted by pizza and alcohol venues who are willing to pay more as long as they can get the all important alcohol license.

Licensing must look at this area and decide when enough is enough and I think there has to be a 0 tolerance to further alcohol venues opening and those that marsquerade under a pizza takeaway.

In this immediate area there are over 15 bars that are literally destroying a neighbourhood and the licensing department continues to hand out licences with little regard for the local community or the fact it is having a massively negative effect on the local economy as retail stores are not able to get a look in as bars are willing to pay 50% more rent than retail if they can sell alcohol.

We have been threatened as a family by drunks on this street or by the drug dealers who operate outside of these takeaway venues and the greater the concentration the worse it gets as police cannot cope with the huge amount of problems each weekend.

I hope the licensing committee appreciate just how bad the area of Rivington St and Shoreditch high st has become and that the main culprit is the wide distribution of alcohol licenses and this must stop before the whole area is reduced to a smelly enclave of vomit and anti social behaviour.

Best Regards,

[REDACTED]
[REDACTED] Rivington St
London
EC2A [REDACTED]

Shoreditch Community Association
shoreditchcommunity.com @shoreditchcomm
sca@shoreditchcommunity.com

BY E-MAIL (licencing@hackney.gov.uk)

4 October 2016

The Licensing Service
2 Hillman Street
London
E8 1FB

Ladies and Gentlemen,

Re: Pizza Pilgrims 137 Shoreditch High Street London E1 6JE

We write on behalf of the Licencing Committee of the Shoreditch Community Association (the “SCA”) regarding the above referenced premises licence application for late night refreshment from 23:00 to 23:30 Mon to Thurs and from 23:00 to 00:00 Fri and Sat and to allow supply of alcohol for on and off sales from 10:00 to 23:30 Mon to Thurs, 10:00 to 00:00 Fri and Sat and from 12:00 to 22:30 Sun (the “Application”). In summary, the SCA **objects** in the strongest possible terms to the Application.

Background

The SCA is a community organization promoting the long term growth of Shoreditch in a responsible and sustainable manner, working to maintain Shoreditch’s unique culture. Our members are local individuals, families and businesses. The SCA has significantly grown in recent years, commensurate with residential growth in the neighbourhood. The SCA membership strongly believes responsible growth balances day and night activities, and the current tilt towards the night-time economy negatively impacts residents’ quality of life, and is detrimental to long-term growth.

Objections

We object to the entirety of the application for the following reasons:

1. This premises is inside the Shoreditch Special Policy Area. As a result this application should be rejected out-of-hand absent exceptional circumstances. There are no such circumstances, whether for on or off premises alcohol sales or late night refreshment.
2. This address is located in the heart of the SPA, next to some of London’s busiest bars. It is common knowledge that the neighbourhood is often an open air club, with violence, vomiting, urination, defecation, drug use and unsociable conduct late into the night, presenting real safety and security issues. Enabling another drinking site immediately adjacent to London’s busiest bars will inevitably contribute to the cumulative impact.

3. The switch of another retail store venue to a drinking establishment (regardless of hours) is detrimental to the neighbourhood. The current tilt towards growth of the night-time economy is having a negative impact on residents' and daytime businesses' quality of life and working environment. This tilt hampers efforts to attract responsible businesses and has a negative impact on the residents' and daytime businesses quality of life, as a result of increased noise, environmental filth, and anti-social behaviour.
4. The protection of children from harm is vital. Shoreditch is overwhelmed with inebriated and unsociable people due to the concentration of drinking establishments. Evenings attract violence, illicit acts and vile behaviour, and residents have their doors smashed, front doors urinated and defecated on, etc. Residents fear for the safety of their children – of which there are a significant number - who have to walk through this already overwhelmed gauntlet of revelry.
5. We note that this is the fourth new pizza place in Shoreditch in mere months. Home Slice Pizza on Old Street about 500 metres away replaced a food grocery, and has a license. Bufo Pizza on Hackney Road about 500 metres away replaced a shoe shop. Voodoo Rays Pizza in Box Park replaced the Guardian's news café, and has a license. And now Pizza Pilgrims seeks to replace a hand bag shop. All of these venues are within feet of the SPA, further evidence of overconcentration.
6. Finally, we note that change of use planning has not yet been granted for this space. Any granting of a license – both for alcohol and late night refreshment - would be premature. In our objection to the Planning Committee we noted that: *“This application seeks to remove yet another storefront from Shoreditch High Street and turn it into a fast food restaurant servicing the night-time economy. Shoreditch is already overwhelmed with businesses of this type and those that seek to (quite literally) feed off the mania. The addition of the fourth new pizza place in Shoreditch in 18 months will be destructive and against policy.”*

Conclusion

For each one of the reasons set forth above we believe that the Application should be rejected in its entirety by the Council.

If this application will be going to the Planning Sub-Committee a representative of the SCA would like to be advised of the date.

Sincerely

The Shoreditch Community Association

Subangini Sriramana

From: [REDACTED]
Sent: 25 October 2016 23:07
To: Licensing
Subject: Objection to application number 081769

I am the landlord at [REDACTED] 136-137 Shoreditch High Street and I writing to object to the proposal planning application above. The reasons for this are as follows:

1) the area has a huge number of bars/restaurants already and is plagued by drunken groups of customers that display anti social behaviour especially towards local residents. The entrance to our building is already next door to a bar and is littered with drunk people who smoke and feel it's ok to urinate where ever they please. As they are only allowed to smoke outside, the smoke makes its way into the windows of the residents which is a huge problem especially in the summer when these windows need to be open. My window is directly above the entrance where smokers would gather, this would actually be a health risk as this would force residents to secondary smoke. The pavements are not wide enough to cope with the amount of drinkers and another bar/restaurant will make this more congested, unpleasant and dangerous. A small surge in the crowd could quite easily spill people on to the road and in front of a bus (please see attached image which shows patrons of bar Kick a few doors up congesting the pavements)

2. Noise pollution is already unbearable as there is a bar next door where smokers stand outside screaming and swearing until late. This is an absolute nightmare for residents that work a 9-5 and need to sleep. Another bar/restaurant directly beneath my window would only create more noise and reduce the quality of life of the residents in the block.

3. A kitchen in the bar would mean extractor fans would create pollution and very unpleasant smells which would affect quality of air in the building and would be far worse in the summer again when windows need to be open. Again, this would probably be some kind of health hazard as fumes will be forced in through the windows. This would especially be worse in the summer when the windows are open.

I bought my flat in Shoreditch as it is an amazing place and social hub but I believe there needs to be a balance between the social traffic and residents who need some kind quality of life in their area.

I strongly object to this planning application. Please can you confirm acknowledgement of this email and confirm the next steps and dates.

Can you also please confirm when the notice was erected as no one noticed it until the weekend that has just passed? I believe it should have been up for 28 consecutive days but this doesn't seem to be the case. Is there any chance it could have been tampered with?

Yours sincerely

[REDACTED]



Subangini Sriramana

From: Subangini Sriramana
Sent: 10 November 2016 16:11
To: Subangini Sriramana
Subject: FW: Pizza Pilgrims, 136-7 Shoreditch High Street

From: [REDACTED]
Sent: 07 November 2016 18:44
To: Sanaria Hussain <Sanaria.Hussain@Hackney.gov.uk>

Subject: Re: Pizza Pilgrims, 136-7 Shoreditch High Street

Dear Sanaria

I am writing to inform you that my concerns have not been allayed. I like Pizza Pilgrim's glossy, corporate brochure but it seems a little general and vague to say the least.

Firstly, I'm stunned at how quickly and easily one can change the usage of a unit which is surrounded by residents. I'm also shocked at how uninterested Hackney Council have been towards the concerns of the residents who will have their quality of life further reduced with the addition of another establishment which will be polluting the (already) filthy air that enters through open windows and adding more footfall to an already overcrowded corner.

I believe that the notice period of 28 days was not adhered to as most residents only noticed it a day or two before the objection deadline. The separate alcohol licence was also noticed a day or two before the deadline.

There is already a problem with overcrowding from bar and restaurant patrons. They loiter in our doorway as this is the only space available. This creates noise, smoke and anti social behaviour towards residents. Another restaurant would add more smokers and more noise and further congestion to the already congested pavement. I am also concerned with the outdoor seating, I believe this is really pushing it. Currently, when the bars at their busiest, the pavement is so congested and packed, all I would take is a small surge in the crowd to force people into the street and in front of a bus. How much more can one corner take? The window of my apartment is directly above the entrance of the proposed Pizzeria, this means smoke will literally rise up and enter directly into my apartment. The other smell is garlic which is the first thing that hits you when you walk into a Pizzeria. I don't mind the smell of garlic when I'm visiting a restaurant but I think day in, day out it would be unbearable. Pizza Pilgrim claim they would be policing the amount of people that are smoking outside... really? I have never come across a restaurant where the busy staff are looking outside for excessive smoking.

There is no mention of where the extractor fans will be situated. Again, I am worried that the smoke and fumes will be adding to the already poor-quality air that comes in through our windows. It feels like Hackney Council have not even thought about the well being of it's residents.

With all the bars, restaurants and strip clubs, Shoreditch High Street is slowly becoming a drinking haunt and is losing it's residential appeal. When I bought the flat, the noise and air pollution was noticeable to say the least, it has now become unbearable.

It is for these reasons that I still strongly object.

Sincerely





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Pizza Pilgrims

Scale 1/1250

at A4



Date 10/11/2016



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