

Licensing Sub-Committee Report

Item No:	1
Date:	27 and 28 September 2017
Title of Report:	Consideration of Street Trading Licence Applications for the Berwick Street Market
Report of:	Director of Public Protection and Licensing
Wards involved:	West End
Policy context:	City of Westminster Street Trading Policy
Financial summary:	None
Report Author:	Mr Robin Grey Senior Licensing Officer
Contact details	Telephone: 020 7641 4605 Email: rgrey@westminster.gov.uk

1. Executive Summary

- 1.1 There are currently 26 pitches on the Berwick Street Market that are vacant on one or more days each week. These pitches were advertised between 07 April 2017 and 28 April 2017 and during this period applications for street trading licences were accepted for the available pitches.
- 1.2 There are currently 44 applications pending for new street trading licences and an additional 3 applications to vary existing street trading licences from existing licence holders who wish trade from an additional pitch or on additional days.
- 1.3 This report seeks a decision on which of these applications should be granted to allow the applicants to engage in street trading activities on the market.

2. Recommendation

- 2.1 That the Sub-Committee decide which of the applications set out in **Annex G** should be granted in principle and specify which of the available pitches the licence holder should be permitted to trade from and what specific conditions, if any, the licence should be subject to. This will be subject to the applicant, in each case:
 - 2.1.1 Providing proof of their identity (e.g. current passport, EU national identity card) and proof of their address;
 - 2.1.2 Providing a clear, full face, passport-sized photograph of themselves without headgear (unless on religious grounds the applicant permanently wears headgear) or sunglasses, taken within the preceding 12 months that they have signed on the reverse;
 - 2.1.3 Providing evidence that they hold third party public liability insurance that will cover the operation of the market stall and with a minimum cover of £2,000,000;
 - 2.1.4 Satisfying any health & safety or food safety requirements (where applicable) of the Council's Environmental Health Consultation Team; and
 - 2.1.5 Paying the relevant application fees for a street trading licence.
- 2.2 That the Sub-Committee refuse the remaining applications set out in **Annex G**, pursuant to section 12(1)(d) and/or 13(1)(a) of the City of Westminster Act 1999.

3. Background

- 3.1 The Berwick Street Market operates between Broadwick Street and Peter Street in West End ward and consists of a single line of 34 3mx3m pitches numbered 1101 to 1134. Pitch 1101 is the first pitch at the Broadwick Street end of the market and the pitches run consecutively to pitch 1134 at the Peter Street end of the market. A map showing the location of the market and a plan showing the approximate location of the pitches on the market are attached as **Annex A**.
- 3.2 Eight street trading licence holders have been operating from nine pitches on the market for a number of years. The remaining pitches were made available to market traders who were operating under temporary licences.
- 3.3 Following the statement of Councillor Robert Davis MBE DL, Deputy Leader and Cabinet Member for Business, Culture and Heritage in March 2017, which is attached as **Annex B**, the pitches on the market that were not occupied by street trading licence holders were advertised and applications invited for street trading licences.
- 3.4 At that time, eight traders were operating from ten pitches on the market under temporary licences. Of these temporary licence holders, seven applied for street trading licences at the end of March 2017 and beginning of April 2017.
- 3.5 The process and criteria for determining the applications for street trading licences for the Berwick Street Market were developed. The criteria were derived from the Council's street trading policy and the vision for the market and were approved by the Director of Public Protection and Licensing under delegated powers. The criteria are set out in **Annex C**.
- 3.6 There are five elements to the selection criteria adopted, including whether an existing licence was held, the range and quality of the commodities to be sold, the number of days trading and whether the applicant was a start-up business.
- 3.7 The criteria are heavily weighted to support temporary licence holders that already operate on the market and the applications that were received from existing temporary licence holders at the end of March 2017 and beginning of April 2017 were granted by officers by virtue of the weighted criteria.

- 3.8 There are now 15 street trading licence holders operating from 18 pitches on the market. Of these licence holders, 7 are licensed to trade on Monday to Saturday from 8 pitches, 7 are licensed to trade on Monday to Friday from 9 pitches and 1 is licensed to trade on Monday, Tuesday, Thursday and Friday from 1 pitch. A list of the pitches that are occupied by existing street trading licence holders and a summary of the commodities that they are entitled to sell is shown in **Annex D**.
- 3.9 At present 26 pitches on the market are vacant. Of these pitches, 16 are vacant on Monday to Saturday, 1 is vacant on Wednesday and Saturday and 9 are vacant on Saturday only. A list of the vacant pitches and the days that they are available is attached as **Annex E**
- 3.10 The vacant pitches were advertised between 07 April 2017 and 28 April 2017 and applications were invited for street trading licences that would authorise the licence holder to engage in street trading from an available pitch. The advertisement notified applicants that all applications received during this period would be considered at the same time once the advertisement period had ended against the criteria specified in **Annex C**.
- 3.11 There are currently 47 applications pending for the available pitches. These are:
- 3.11.1 44 street trading licence applications from new potential traders;
 - 3.11.2 1 application to vary a street trading licence from an existing licence holder who wished to increase the number of days that he is authorised to engage in street trading;
 - 3.11.3 2 applications to vary street trading licences from existing licence holder who wished to add an additional pitch.
- 3.12 Each application has been scored against the criteria set out in **Annex C**. An explanation of how marks have been awarded is set out in **Annex F**.
- 3.13 The applications are summarised in **Annex G** with the score against the determination criteria.
- 3.14 Applicants have been invited to provide additional submissions in writing to expand on how they consider that their business is aligned to criterion 2), how it fits with the independent nature of existing retail in the Soho area and how it will contribute to the vision for Berwick Street Market as a 'jewel in the crown' in the heart of Soho. All additional submissions are set out in **Annex G** alongside the summary of the relevant application.

- 3.15 The Council are currently drafting a new a high-level Markets Strategy that will define a vision and objectives for Westminster street markets and provide a coherent approach to management. It will aim to preserve and promote the individual characteristics of each of these markets. The Strategy will also identify ways to diversify the offer and appeal of our markets, by broadening their product bases and providing a platform and support for start-up businesses.
- 3.16 The vision is to build resilience and sustainability into our markets, by ensuring communities have a stake in how they are run, and that they are on a sound financial footing to continue in a changing retail environment. The Strategy will cover the Berwick Street Market as well as the other five Westminster street markets: Church Street, Maida Hill, Rupert Street, Strutton Ground and Tachbrook Street.

4. Policy Considerations

- 4.1 The Council's street trading policy was adopted in December 2013 and sets out the council's approach to street licensing and its standards for those engaged in street trading either from an isolated pitch or within one of Westminster's street markets.
- 4.2 The policies contained therein are applied where the Council's discretion is engaged, for example, when determining more than one application for a street trading licence for the same pitch.
- 4.3 With regard to the filling of vacant pitches, policy ST3 provides:

ST3 The licensing service will fill vacancies according to the following criteria to maximise the occupancy of street trading pitches and provide opportunities for start-up businesses and those part of Enterprise Schemes

- 4.4 The criteria under policy ST3 that are relevant to the applications under consideration are:

3(1) The licensing authority will advertise all vacancies for street market pitches and isolated trading pitches on the council's website and select the most suitable applicant from those applications received.

3(3) The licensing authority will take into account the following matters when selecting the most suitable applicant:

- (a) *The mandatory and discretionary grounds of refusal set out in sections 12 and 13 of the City of Westminster Act 1999.*
 - (b) *Policy ST8 – Guidelines for goods on sale (below).*
 - (c) *Any relevant strategy or plan which has been adopted by the licensing authority.*
 - (d) *The days for which the applicant has applied. Preference will be given to applicants applying for a greater number of trading days, particularly where market occupancy is lower on certain days of the week.*
- 3(6) *Applications will be encouraged from students, apprentices or entrepreneurs wishing to start up a market business or who are part of an enterprise scheme. The licensing service will make special provisions for such individuals including discounted fees and charges.*
- 3(8) *Applications may not be granted where:*
- (a) *Enforcement action is pending, or has previously been taken, against the licence holder/applicant. Enforcement action includes points issued under the Penalty Point Scheme;*
 - (b) *The licence holder is currently in arrears with any charges.*

4.5 The Guidelines for the goods on sale are set out in policy ST8:

ST8 Licence holders will be permitted to sell any goods, or any combination of goods subject to the following criteria. Applications to change the goods sold by a licence holder will generally be granted unless one or more of the following criteria apply. Goods listed in appendix A will not be permitted.

4.6 The criteria under policy ST8 that are relevant to the applications under consideration are:

8(1) *Licence holders must apply to the licensing authority, clearly stating the nature of the proposed good(s) and proposed method of selling either at the stage of first application or for any subsequent change to the goods and services sold on the stall. Applications will be granted subject the criteria below. Fees and charges apply.*

- (a) *Where the market, street or area is subject to a development strategy that details specific controls on the goods sold within the market.*
- (b) *The goods are classed as prohibited [namely live animals, second-hand electrical goods, medicines or treatments, sex articles as defined by the Local Government (Miscellaneous Provision) Act 982, alcohol, cigarettes/tobacco, gambling, firearms (including replicas) & ammunition and fireworks.]*
- (c) *The goods or method of sale applied for may cause or contribute to covenant breaches for landowners or an unacceptable degree of nuisance including cooking odours, smoke, noise, litter and additional cleansing requirements;*
- (d) *The goods applied for may cause or contribute to crime and disorder;*
- (e) *An upheld complaint or complaints have been received by the licensing authority about the sale of the same or similar goods;*
- (f) *The goods on sale on neighbouring pitches and the suitability of the proposed goods in relation to these;*
- (g) *The goods on sale at neighbouring retail outlets and the suitability of the proposed goods in relation to these.*

4.7 Guidelines for the types of receptacles that may be used by market traders are set out in Policy ST1:

ST1 Only those stalls approved by an authorised officer of the licensing authority shall be used by the licence holder (in accordance with standard condition [13]). Stalls must be visually appealing, be of sound construction, easy to maintain, adequate for the purposes intended and must meet with all of the licence conditions as well as the following criteria. The Westminster Way Catalogue provides details of stalls likely to be considered suitable and unsuitable for street trading.

4.8 The criteria under policy ST1 that are relevant to the applications received are:

- 1(1) *In the case of markets, stalls of traditional timber barrows, stalls of a metal frame construction, gazebos or umbrellas will be preferred. Stalls consistent with the majority of others in a particular market will be preferred in order to promote a co-ordinated appearance. All stalls should comprise protection from the rain and sun as well as tables or other suitable devices for displaying goods off the floor. Stalls may be of a walk-up or walk-in design but must have a valance between the table top and the ground to enclose stock, equipment and waste containers. Examples of suitable types of stalls are shown in the Westminster Way Catalogue.*
- 1(4) *Trading from vehicles will not usually be permitted. Generally, trading from vehicles will only be allowed from the pitches at the ends of the markets or from within a zone of a market designated for the purpose (for example, a cluster of food stalls). The vehicles should be appropriate for their prominent position in the market. Similarly, trading from trailers or caravans will not usually be permitted. If trailers are to be approved in locations such as those for vehicles, their visual appearance should not be damaging to their surroundings.*

5. Legal Framework

Advertisement of Vacant Pitches

- 5.1 The Provision of Services Regulations 2009 provide that where the number of authorisations available from a competent authority under an authorisation scheme, for a given service activity, is limited, because of the scarcity of available natural resources or technical capacity, the selection procedure established by the competent authority must fully secure impartiality and transparency, including, in particular, adequate publicity about the launch, conduct and completion of the procedure.
- 5.2 The advertisement of the available pitches, the deadline for the submission of applications and the publication of the criteria against which applications have been scored ensured compliance with these Regulations to avoid judicial challenge of the process.

Determination of Street Trading Licence Applications

- 5.3 Applications for street trading licences are made pursuant to section 11 of the City of Westminster Act 1999.

- 5.4 Section 9(1) of the Act provides that *“the council may grant a street trading licence on such reasonable terms and conditions relevant to street trading as the council may specify.”*
- 5.5 The Act further provides that the Council shall refuse to grant an application made under section 11 of the Act on the mandatory grounds set out in section 12 of the Act. The only relevant mandatory ground of refusal for the applications under consideration is:
- 12(1)(d) *where the council are satisfied that there is not enough space in the street for the applicant to engage in the trading in which he desires to trade without causing a safety hazard or undue interference or inconvenience to persons or vehicular traffic using the street.*
- 5.6 The Act also provides that the Council may refuse to grant an application for a street trading licence made under section 11 of the Act on the discretionary grounds of refusal set out in section 13 of the Act. The only relevant discretionary ground of refusal for the street trading licences applications under consideration but not the variation applications is:
- 13(1)(a) *that, in the case of an application for the grant of a licence the council considers that there are enough traders trading in the street or in any street adjoining the street in respect of which the application is made in the goods in which the applicant desires to trade.*

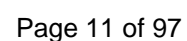
6. Annexes

- Annex A – Map showing the location of the market and plan showing the approximate location of the pitches on the market.
- Annex B – Statement of Councillor Robert Davis MBE DL, Deputy Leader and Cabinet Member for Business, Culture and Heritage.
- Annex C – Criteria for determining applications as approved by the Director of Public Protection & Licensing.
- Annex D – List of the pitches that are occupied by existing street trading licence holders and a summary of the commodities that they are entitled to sell.
- Annex E – List of the vacant pitches and the days that they are available.
- Annex F – Explanation of how marks have been awarded against each criterion.
- Annex G – Summary of applications, scores against each criterion and supplementary information provided by applicants.

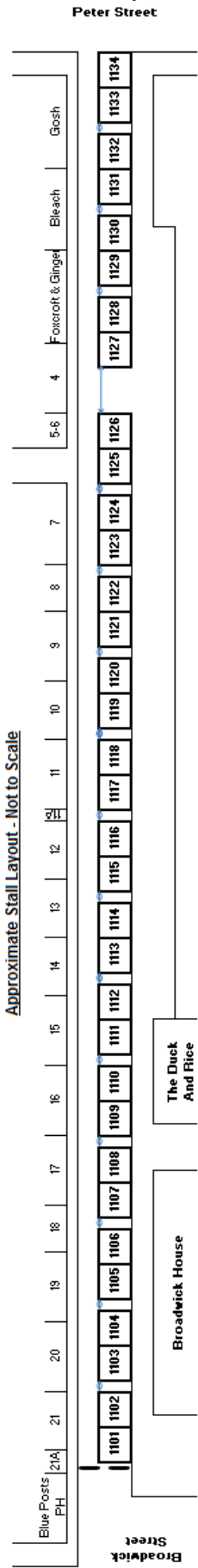
7. Background Documents

- 7.1 City of Westminster Act 1999
- 7.2 Westminster City Council's Street Trading Policy 2013
- 7.3 Standard conditions prescribed by the Westminster City Council pursuant to section 10(1) of the City of Westminster Act 1999 that are applicable to street trading licences as and from 04 January 2017
- 7.4 Results of the 2016 consultation with local residents, businesses and traders about the future of the Berwick Street Market conducted jointly by Westminster City Council and the Soho Society.

Location of Berwick Street Market



Plan showing approximate location of pitches on the market



Annex B – Statement of Councillor Robert Davis MBE DL, Deputy Leader and Cabinet Member for Business, Culture and Heritage

In March 2017, Councillor Robert Davis MBE DL, Deputy Leader and Cabinet Member for Business, Culture and Heritage made the following statement regarding the Berwick Street Market:

“Since taking on my new portfolio in January I have been looking closely at many aspects of the council’s work that now fall under my remit, including the proposals for Berwick Street Market.

In light of the on-going community concerns, including the public petition submitted last year and as a result of thorough discussions with officers and the Ward Councillors, I feel there is a need to halt the current tendering process for the management of the market and reflect further on alternative ways to improve the Market.

My Grandfather used to own a shop in the Market in the 1960’s and I recall visiting on numerous occasions in my childhood a vibrant and popular market. Therefore I want to consult further and look at ways that will improve the market that takes all the local traders, residents and visitors with us, so as to return the market to its former glory.

It therefore remains my firm belief that markets can play a key role in the economic and social life of Westminster’s neighbourhoods and Berwick Street in particular can once again become a thriving market adding to the vitality of Soho as the jewel in the golden crown that is at the heart of our great City of Westminster.”

Annex C – Criteria for determining applications as approved by the Director of Public Protection & Licensing.

Criterion	Criterion Detail	%	Maximum Points Available
1	<p>Whether the applicant has, within the last two years held, or currently holds, a licence to trade on Berwick Street market.</p> <p>Whether the applicant has displayed commitment and loyalty to the success of the market through their attendance over the length of time of their licence.</p>	40%	40
2	<p>Consideration of the goods to be sold and the manner in which they will be presented, that is, whether they :</p> <p>i) Contribute to Berwick Street Market with a range of goods which serve local needs and add vibrancy and diversity.</p> <p>ii) Are aligned with the independent nature of existing retail in the Soho area.</p> <p>iii) Contribute to the vision for Berwick Street market as a 'jewel in the crown' in the heart of Soho.</p>	30%	30
3	Whether the application is from an individual, who wishes to start a business for the first time, is currently unemployed, or who is part of an enterprise scheme.	20%	20
4	The number of days for which the applicant has applied (preference given to those who apply for more days). Monday – Friday = 7 points, 3 days or less = 3 points	10%	10
5	<p>Whether the applicant is subject to:</p> <p>i) Pending or previously taken enforcement action. This includes points being issued under the penalty point scheme in excess of 25 or reaching 15 or more on more than two occasions within a two year period.</p> <p>ii) Arrears of more than 2 months on their street trading account</p>	<p>-50%</p> <p>-20%</p>	<p>-50</p> <p>-20</p>

Annex D – List of the pitches that are occupied by existing street trading licence holders and a summary of the commodities that they are entitled to sell.

PITCH NO.	DAYS OF TRADING	COMMODITIES THAT MAY BE SOLD
1101	Monday to Friday	Take-Away Food: Hot Take-away Food, Sandwiches, Hot & Cold Drinks
1102	Monday to Friday	Take-Away Food: Asian (South East), Street Food, Fusion, Halal, Vegetarian, Rice based dishes, Salads, Soups, Sushi, Curries, Hot Beverages, Cold Beverages and Smoothies.
1103	Monday to Friday	Take-Away Food: Greek, Grill, Wraps, Street food.
1104	Monday, Tuesday, Thursday and Friday	Take-Away Food: Asian (East), Halal, Curries, Rice based dishes and Salads
1108	Monday to Friday	Take-Away Food: Mediterranean, Grill, Meze, Salads
1111	Monday to Saturday	Fresh Produce / Non-Food: Fruit & Vegetables, Christmas Trees
1112	Monday to Saturday	Fresh Produce: Fruit & Vegetables
1113	Monday to Saturday	Fresh Produce / Take-away Food: Fruit & Vegetables, Hot & Cold Beverages
1115 & 1116	Monday to Friday	Take-Away Food: Mexican and Moroccan, Meze, Rice based dishes, Salads and Wraps.
1118	Monday to Saturday	Non-Food: Flowers, Plants, Gardening Equipment
1120	Monday to Saturday	Take-away Food <i>Application to vary the street trading licence pending to allow the sale of Balkan burgers, rice based dishes, kebabs, salads and wraps.</i>
1122	Monday to Saturday	Fresh Produce: Artisan dairy produce (including eggs)

PITCH NO.	DAYS OF TRADING	COMMODITIES THAT MAY BE SOLD
1126	Monday to Friday	Take-Away Food: Turkish, Vegetarian, Salads, Rice based dishes, Wraps, Meze and Cold beverages
1131 & 1132	Monday to Friday	Take-Away Food: Lebanese and Palestinian, Vegan / Vegetarian, street food, salads, sandwiches and wraps.
1133	Monday to Saturday	Fresh Produce Fruit & Vegetables
1134	Monday to Saturday	Fresh Produce / Non-food Fruit & Vegetables Books, stationery, souvenirs, toys, games, wrapping paper and festive decorations

Annex E – List of the vacant pitches and the days that they are available.

Pitch No.	Days Available
1101	Saturday only
1102	Saturday only
1103	Saturday only
1104	Wednesday and Saturday
1105	Monday to Saturday
1106	Monday to Saturday
1107	Monday to Saturday
1108	Saturday only
1109	Monday to Saturday
1110	Monday to Saturday
1111	FULLY OCCUPIED
1112	FULLY OCCUPIED
1113	FULLY OCCUPIED
1114	Monday to Saturday
1115	Saturday only
1116	Saturday only
1117	Monday to Saturday
1118	FULLY OCCUPIED
1119	Monday to Saturday
1120	FULLY OCCUPIED
1121	Monday to Saturday
1122	FULLY OCCUPIED
1123	Monday to Saturday
1124	Monday to Saturday
1125	Monday to Saturday
1126	Saturday only
1127	Monday to Saturday
1128	Monday to Saturday
1129	Monday to Saturday
1130	Monday to Saturday
1131	Saturday only
1132	Saturday only
1133	FULLY OCCUPIED
1134	FULLY OCCUPIED

Annex F – Explanation of how marks have been awarded against each criterion.

Criterion 1

Existing applicants are awarded 40 points if they hold a temporary licence and are applying for a street trading licence on the same terms and conditions or if an existing street trading licence holder is applying to increase their trading days. Under this criterion, new applicants who have not previously traded on the market are not awarded any points.

Criterion 2

On Berwick Street Market, there are currently 12 pitches from which hot take-away food may be sold, 6 from which fresh produce may be sold and only 3 from which non-food commodities may be sold. This was taken in to account when considering the applications against criterion 2. Points were awarded as follows:

- 30 points to non-food and fresh produce traders
- 20 points cold takeaway food traders
- 10 points to hot food traders with a product offer which is not currently on offer on the market
- 5 points where there is currently a similar offering on market
- 0 points where the offering is currently available on the market or is from a receptacle that will not fit within one pitch or the receptacle doesn't fit with the aesthetic of the market.

Criterion 3

Applicants are awarded 20 points if they are a start-up business of less than 18 months

Applications are awarded 0 points if they have traded for over 18 months

Criterion 4

10 points are awarded if the applicant wishes to trade Monday to Saturday

7 points if the applicant wishes to trade for 5 days a week

3 points if the applicant wishes to trade for 3 days a week or less

Criterion 5

No applicant has been subject to previous enforcement action so no points were deducted under criterion 5.

Annex G – Summary of applications, scores against each criterion and supplementary information provided by applicants.

Name: Sarah Brock

Overall Score out of 100: 60

Position: Joint 1st

Company Name	Lillis Organics	Start-up business?	Yes	Score under criterion 3	20
---------------------	-----------------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1121		Alternative Pitch(es) considered	-	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Fresh Produce	Description of commodity	Fruit & vegetables, cold beverages, organic		
Further information	Organic Fruit juices & smoothie			Score under criterion 2	30

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

<u>Supplementary Information</u>	
None	

Name: Chioma Okpara

Overall Score out of 100: 60
Position: Joint 1st

Company Name	Spice Shack	Start-up business?	Yes	Score under criterion 3	20
--------------	-------------	--------------------	-----	-------------------------	----

Preferred Pitch	1107		Alternative Pitch(es) considered	1106, 1109, 1110	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	Monday to Friday	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Fresh Produce	Description of commodity	African (East), Asian (Central), European (Central), Mediterranean, Middle Eastern, Moroccan, Artisan, Dried fruit & nuts, Dried goods, olives, pre-packed foods		
Further information	Oils, herbs, seeds, dried goods			Score under criterion 2	30

Any previous enforcement action or licence revoked?	No			Score under criterion 5	0
---	----	--	--	-------------------------	---

Supplementary Information



Name: Ayoub Aderrab

Overall Score out of 100: 57

Position: 3rd

Company Name	Italian Fashion	Start-up business?	Yes	Score under criterion 3	20
---------------------	-----------------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1105		Alternative Pitch(es) considered	Any pitch	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	Minimum of 4 days	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Non-food	Description of commodity	Men's / Women's Clothing		
Further information	Men's shirts, women's dresses, men's/women's trousers			Score under criterion 2	30

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

<u>Supplementary Information</u>			
None			

Name: Sandro de Castro Silva

Overall Score out of 100: 53

Position: Joint 4th

Company Name	Gelatology	Start-up business?	Yes	Score under criterion 3	20
---------------------	------------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1107		Alternative Pitch(es) considered	-	
Trading days	Friday and Saturday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	3
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Fresh Produce	Description of commodity	Italian, ice cream, gluten free, gourmet, locally sourced, organic, street food, vegan, vegetarian.		
Further information	Gelato			Score under criterion 2	30

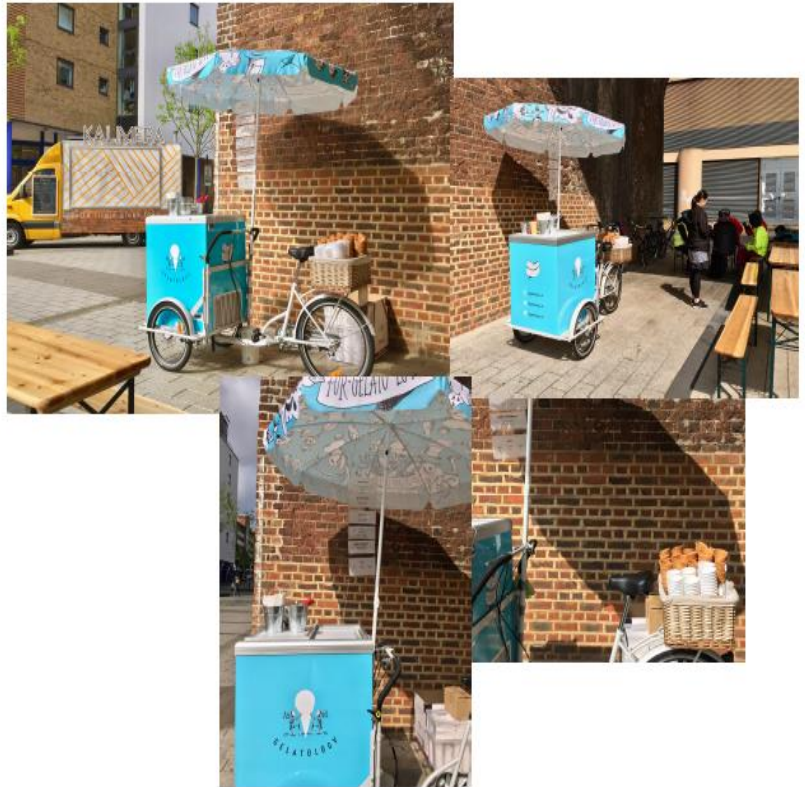
Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

Supplementary Information



YOU DESERVE BETTER THAN ICE CREAM

- small footprint (2 x 1 mt)
- fully autonomous (operates on batteries)
- attractive looks (customer comments)
- environmentally friendly!!



Name: Fayz Mohammed Hamidi

Overall Score out of 100: 53

Position: Joint 4th

Company Name	Afghan delights	Start-up business?		Score under criterion 3	
---------------------	-----------------	---------------------------	--	--------------------------------	--

Preferred Pitch	1104		Alternative Pitch(es) considered	-	
Trading days	Wednesday only	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	3
Any existing link to the market?	Yes, existing licence holder wishing to trade on an additional day			Score under criterion 1	40

Type of commodity	Hot Takeaway Food	Description of commodity	Asian (East), Halal, Curries, Rice based dishes and Salads		
Further information	Afghan Street Food, Curries			Score under criterion 2	10

Any previous enforcement action or licence revoked?	No			Score under criterion 5	0
--	----	--	--	--------------------------------	---

<u>Supplementary Information</u>					
None					

Name: Anthony Withstandley

Overall Score out of 100: 50

Position: 6th

Company Name	Salt Beef and rye	Start-up business?	Yes	Score under criterion 3	20
---------------------	-------------------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1127		Alternative Pitch(es) considered	-	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Cold Takeaway Food	Description of commodity	European (Central), European (East), Polish, Unites States, Artisan, Baked Goods, cheese, Kim Chi, Kosher, Localy sourced, sandwiches, Street Food		
Further information	Sandwiches, Bagels			Score under criterion 2	20

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

Supplementary Information



Name: Alberto Colombo

Overall Score out of 100: 47

Position: 7th

Company Name	Michetta - Panino Italiano	Start-up business?	Yes	Score under criterion 3	20
--------------	----------------------------	--------------------	-----	-------------------------	----

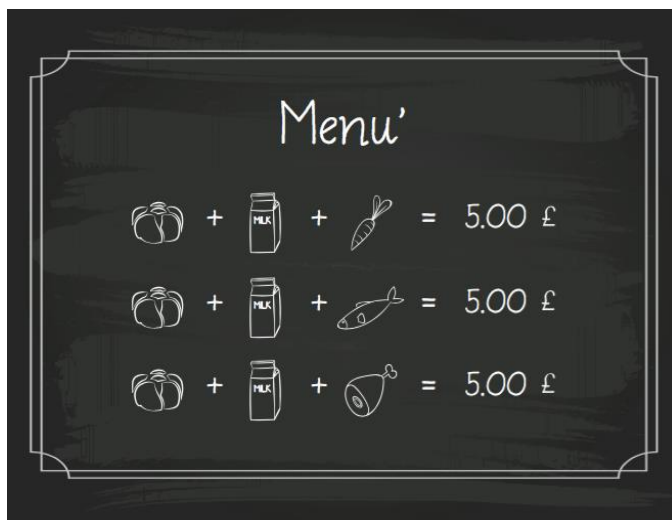
Preferred Pitch	1107		Alternative Pitch(es) considered	Any pitch	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	Any days. No minimum required	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Cold Takeaway Food	Description of commodity	Italian, Gourmet, Sandwiches, Street Food, Vegetarian		
Further information	Italian cold Sandwiches			Score under criterion 2	20

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
---	----	-------------------------	---

Supplementary Information





Name: Soraya Moghaddam

Overall Score out of 100: 43

Position: 8th

Company Name	Waffle Doodle-Doo	Start-up business?	Yes	Score under criterion 3	20
---------------------	-------------------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1101		Alternative Pitch(es) considered	Any pitch	
Trading days	Wednesday to Friday	Alternative Trading days considered if pitch unavailable	Any days. No minimum required	Score under criterion 4	3
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	American (North), Canadian, Halal		
Further information	Savoury waffles			Score under criterion 2	20

Any previous enforcement action or licence revoked?	No			Score under criterion 5	0
--	----	--	--	--------------------------------	---

Supplementary Information

See over

BAGEL *Doodle doo*

£5 on its own

£6 with chips and dip

Free range Chicken.

grilled with cheese, free range egg, rocket, secret sauce, on a grilled bagel to your perfection.

Free range Beef

cooked how you like, grilled with cheese, free range egg, rocket, secret sauce, on a grilled bagel to your perfection.

Mushroom and grilled Halloumi

grilled with cheese, free range egg, rocket, secret sauce, on a grilled bagel to your perfection.



SIDES

Chips & Dip £1.50

Jumbo Wings (x3) £4

Homemade Lemonade £1.50

Waffle *Doodle doo*



Free range Chicken + Waffle

Panko fried chicken OR

Cajun Spiced chicken:

Served with honeycomb butter, crème fresh & Canadian maple syrup.

£6.50

MOO *Doodle doo*



Free range British Beef

Served with honeycomb butter sauce, crème fresh, and Canadian maple syrup

£6.50

£6.50

FISH'A *Doodle doo*

Panko cod

Served with a lemon wedge honeycomb, butter, crème fresh, Canadian maple syrup.



VEGGIE *Doodle doo*

Mushroom, Basil & Halloumi on Waffle.

Served with homemade honeycomb butter sauce and Canadian maple syrup. Topped with a free range egg



£6.00

Name: Ben Cooper Perers Cook

Overall Score out of 100: 40

Position: Joint 9th

Company Name	Lord of the Wings	Start-up business?	Yes	Score under criterion 3	20
---------------------	-------------------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1105		Alternative Pitch(es) considered	Any pitch	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	Minimum of 2 days	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	American (North), United States, Street Food		
Further information	Chicken wings			Score under criterion 2	10

Any previous enforcement action or licence revoked?	No			Score under criterion 5	0
--	----	--	--	--------------------------------	---

<u>Supplementary Information</u>					
See over					



Berwick Street Market

Prepared for: Members of Westminster Council Licensing Committee.
Prepared by: Ben Perers Cook
12 September 2017

LORD OF THE WINGS

CONCEPT

Who we are

Lord of the Wings was started by my family's American heritage. My Dad (originally a Londoner) moved to the States and married an American. Although me and my brother grew up in London, we've been lucky enough to visit our family out there and during these visits fell in love with one particular staple American dish: the Buffalo Wing. Originally my Dad had the idea to bring these delicious bites across pond, and now his two sons are giving it their all.

What we do

Lord of the Wings is an authentic wing shack serving free-range fried chicken wings in one of our 5 signature sauces. Each sauce is uniquely inspired by the differing culinary traditions of the United States. Our flagship sauce is a perfected recipe of the Buffalo wing and the reason we wanted to start this vendor. Our other sauces are similarly based on regional American cuisines. We use the chicken wing as a vehicle to allow you to travel through America state-by-state, one sauce at a time! We are also extreme advocates of knowing more about the food you consume and prioritising local and ethically sourced produce. Hence our tagline 'Well Sauced Wings'.

Why Street Food

Setting up as a street food trader was the obvious choice for us. Wings are social and communal food - people come and try our different sauces and share and compare them with their friends, so markets seemed the perfect platform for them. Plus it has its financial benefits, it's cheapish and low-risk to begin with, which for a student coming straight out of university is helpful.

On a personal note, I have always adored markets. Growing up I spent my time between living on Columbia Road and playing with my friends on Chapel Market. I love how each stall is almost a performance with its own narrative and the locals are their audience. And I have always enjoyed the local and communal aspects and love the idea of having repeat customers that soon become new friends. I have always loved food, but working in restaurants you rarely get to interact with your customers. This type of trading allows me to see people try my food and talk with my customers. Regulars turn into friends and friends turn into loved ones.

Food

A huge amount of research has gone into perfecting our Buffalo wings. When I was 18 me and my Dad went on a 'chicken wing pilgrimage' around New York state, finishing in Buffalo (where they were famously invented). We talked to chefs and took notes along the way. While I was at university I got a job in a kitchen to develop my culinary skills. It probably took around 4 years to perfect the sauce alone. Creating other sauces as well as Buffalo and expanding our menu was my brother's idea, who loves American barbecue. Each state has a different interpretation of BBQ sauce and they are all great, so we got to work on our own versions of these to cover our wings in and we now have 5 flavours.

We spent a long amount of time trying out different chicken wings suppliers to make sure we got the perfect balance of size, flavour and consistency. A painter wouldn't have a great set of paints but then use a mediocre canvas, and this is the approach we took to our wings.

Sustainability

When we established Lord of the Wings, one of our first priorities was minimising our damage to the planet. We use sustainable packaging from the outset, made from plants and compostable - returning to the soil in just 12 weeks. Where we can, we try to abide by the 100 mile rule, meaning we only use produce that has travelled less than 100 miles to us. While searching for the correct meat, the most essential aspect was that it is free range. We came across a great poultry farm in Norfolk that maintain a really high-welfare standard for their chickens. Thus our tagline, "Well Sauced Wings" was born.

Branding

We've gone for a light and subtle approach to our branding. We felt that a toned down basis for our brand would work best. Yet it is still fun and engaging, customers can choose their sauce via the State it comes from, allow them to compare with their friends. We've dubbed our theme 'urban americana', a mixture of the look and feel of barbecue shacks in the southern States combined with a modern undercurrent.

BENEFITS TO SOHO

Maintaining Berwick St Market's independent foundations

Soho's distinctive identity is certainly one that needs to be preserved and Berwick St Market is one of the last pillars of this identity. Lord of the Wings will be an asset to the market, and help keep its independence alive.

- I come from a family of independent business owners (my Dad runs his own architect firm and my Mum is a freelance photographer). My venture is an extension of that independence. Not only do the foundations of our food stem from my American heritage, but my whole family is involved in this project.
- We are a self starting business built from the ground up by local brothers. Our company reflects the values of its owners - outlined by our know-the-source approach to our produce and our attitude to sustainability.
- We have started this business because it's something we believe in, something close to us and our family. We are not here to make money for any investors. I truly want people to have fun experiences over a basket of wings, and enjoy standing in a market stall watching that happen. I want to be a part of this market and a part of this community, would love to trade here for as long as possible and become part of the Berwick St Market family.

Keeping Soho soulful

When you think of Soho you think of innovative, imaginative, exciting & vibrant. These are absolutely the qualities our young company can offer. We've already had such amazing responses to our food, it is enjoyed by so many people from so many differing backgrounds, and that is what I picture to be at the heart of Soho's attraction.

Our branding is really well received:

Soho has always been at the forefront of creativity, and I think we can reflect this in our branding. I've done it all myself, and we always get people pointing out how much they enjoy it. Each time we get a new batch of T-shirts in we sell out almost instantly! A lot of people enjoy not only looking at our menu and choosing different sauces but engaging with the history of that sauce and understanding its roots.

We've built an amazing team:

Our team consists of a mixture of friends, family and people just interested in wings and street food. Just the type of people you want to interact with and that can perk up your day.

The ultimate social food experience:

Wings are exactly this. Not only are they delicious, but they are communal. Soho is a place where all types of people meet for business and for pleasure - whether they are meeting work colleagues or friends it will always be better over a plate of wings.

Let the people talk!

Here's a small selection of what people have had to say about how food (collected from our Instagram)

- "That was a lovely chicken wings feast by @lotwings..." - Anissa Helou, chef & author
- "Totally brilliant wings from @lotwings the other night..." - Clare Lattin, owner of Ducksoup & Rawduck
- "Well sauced wings is an understatement!! the best wings and some of the best street food I've had in London!!!" - @jack93cook
- "I've dreamt about these wings!" - @niellee7
- "Omg these wings are life changing..." - @danny_gibbons_
- "The best wings in London by miles!" - @adamsidky
- "Amazing wings, 'slaw' & fries at @lotwings" - @jacksonandlevine
- "Competing for the title of Lord of the Wings in London is no mean feat. But new pop up on the scene @lotwings has the name and food to back it up" - @thinkingfood247

I do believe that my product is great, and that we can create a fun experience whilst we serve them. As well as returning for our food, I want people to come back to feel a part of our venture and journey! Soho is absolutely the perfect place for them, while it will springboard Lord of the Wings and give us a fantastic platform to explore our brand, it will also further Soho's own position as London's leading area in innovation and creativity, and respect and complement Berwick St Market's independence and traditions.

Please visit our website (www.lordofthewings.co.uk) or Instagram (@lotwings) for more information and to get a feel for who we are.





Lord of the Wings

8 fried free range chicken wings

served with celery & blue cheese dip and covered in your choice of sauce

Buffalo
The original. Served with parsley & watermelon

Kansas City
Vintage BBQ. Served with chives & fresh lime

Memphis
Smokey BBQ. Served with chilli & spring onion.

South Carolina
Sweet mustard. Drizzled with chilli-honey & pepper flakes.

Texas
Fire. Topped with parsley, mango & chipotle.

£7







Shareables

Buffalo Cauliflower £5
cauliflower florets dipped in buffalo batter with celery, blue cheese dip & sauce of choice.

Southern Citrus Slaw
white & red cabbage, carrot, garlic & ginger, marinated in a sweet citrus vinaigrette.

Fries

Skin-on Fries £3

Sweet Potato Fries £4

Buffalo Fries £5
large portion of skin-on fries covered in buffalo sauce & blue cheese dip

Sweet

Fruitfull™ Frozen Fruit Bars £3

Coconut Cream £4

Peach & Orange £5

Watermelon Cherry

Name: Meherya Khalid

Overall Score out of 100: 40

Position: Joint 9th

Company Name	Continental Bread	Start-up business?	No	Score under criterion 3	0
---------------------	-------------------	---------------------------	----	--------------------------------	---

Preferred Pitch	1110		Alternative Pitch(es) considered	-	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Fresh Produce	Description of commodity	Artisan, Baked Goods, Patisserie, Organic		
Further information	Artisan Bread and pastries			Score under criterion 2	30

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

Supplementary Information

See over



Name: Giuliana Maieli

Overall Score out of 100: 40

Position: Joint 9th

Company Name	Pizzolo	Start-up business?	Yes	Score under criterion 3	20
---------------------	---------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1105		Alternative Pitch(es) considered	Any pitch	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	Any days. No minimum required	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Mediterranean, Italian, Baked goods, Cold Beverages, Pizzeria, Street Food		
Further information	Pizza			Score under criterion 2	10

Any previous enforcement action or licence revoked?	No			Score under criterion 5	0
--	----	--	--	--------------------------------	---

Supplementary Information

See over

Dear Members of the Council's Licensing Committee,

With the present letter we would like to provide you further element to your decision.

First of all we would like to give you an overview of ourselves. Before than a Company we are a family as our project is run by three people, myself my husband and my brother in law. We are an independent Company and we started the Pizzolo project when we realized that was not possible to find the Pizzolo (our main product) in London and in the whole UK because we firmly believe that people have the right to taste such an amazing dish.

Our product called Pizzolo is a traditional plate of Sicilian cuisine suitable also for vegan and vegetarian. It is a thin and crisp white double pizza dressed on the top with extra-virgin olive oil, oregano, parmesan cheese and filled with different ingredients (meat, vegetables, chicken, salami). Other specialities are the sweet Pizzolo where the top is dressed with icing sugar and it is filled in with Nutella or pistachio cream.

We think that our business will fit perfectly in the Soho area. In fact Soho is recognized for tourists as well as for people that work in the office around the area and local people. Those people have in common the desire of having a lunch unique, quick and of quality.

With the Pizzolo, we want to give them the opportunity to have an original product made according tradition with high quality ingredient served in a short time. Our philosophy is to use high quality ingredients freshly cooked and prepared daily on our premises. The attention to the authenticity of our products, cooked with the respect of tradition with a touch of modernity. Furthermore the Pizzolo even being a new product is complementary to the traditional pizza offered by retail store of the area.

Thanks to the fact that our product is unique in London, the Pizzolo will contribute to add value to the Berwick Street Market as people recognise the market capacity of promoting new and unique food.

We would like to thank you for considering our application

Kind regards
Giuliana Maieli

Name: Claudiu Nicolae Benchea

Overall Score out of 100: 37

Position: Joint 12th

Company Name	Paella Fellas	Start-up business?	Yes	Score under criterion 3	20
---------------------	---------------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1105		Alternative Pitch(es) considered	Any pitch	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	Any days. No minimum required.	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	European (Central), Mediterranean, Spanish, Butcher, Fish Monger, Fruit & Vegetables, Fish & Seafood, Street Food		
Further information	Paella			Score under criterion 2	10

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

<u>Supplementary Information</u>	
None	

Name: Adrian Serrano Gomez

Overall Score out of 100: 37

Position: Joint 12th

Company Name	Mind the Cow	Start-up business?	Yes	Score under criterion 3	20
--------------	--------------	--------------------	-----	-------------------------	----

Preferred Pitch	1105		Alternative Pitch(es) considered	Alternative pitch	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	Minimum of 3 days	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	American (North), United States, Artisan, Barbecue, salads, street food		
Further information	Smoked pork shoulder / brisket			Score under criterion 2	10

Any previous enforcement action or licence revoked?	No			Score under criterion 5	0
---	----	--	--	-------------------------	---

Supplementary Information



Name: Dominika Maria Brych

Overall Score out of 100: 37

Position: Joint 12th

Company Name	Filthy Coffee	Start-up business?	No	Score under criterion 3	0
---------------------	---------------	---------------------------	----	--------------------------------	---

Preferred Pitch	1105		Alternative Pitch(es) considered	Alternative pitch	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	Any days. No minimum required.	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Fresh Produce	Description of commodity	Hot Beverages		
Further information	Tea / Coffee			Score under criterion 2	30

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

Supplementary Information



Name: Waqas Mir

Overall Score out of 100: 37

Position: Joint 12th

Company Name	Pyala	Start-up business?	Yes	Score under criterion 3	20
---------------------	-------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1105		Alternative Pitch(es) considered	Any pitch	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	Minimum of 2 days but would prefer Wednesday to Friday.	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Pakastani, wraps		
Further information	Chicken Tikka Roll, Paneer Tikka Roll, Seekh kebab roll			Score under criterion 2	10

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

Supplementary Information

Pyala Kebab Roll is an authentic Pakistani Cuisine destination serving fresh Paratha Rolls. We would want SOHO to experience Pakistani Cuisine that is currently missing from the markets in london.

Name: Sanam Sajjad

Overall Score out of 100: 37

Position: Joint 12th

Company Name	Paratha Rolls	Start-up business?	Yes	Score under criterion 3	20
---------------------	---------------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1105		Alternative Pitch(es) considered	Any pitch	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	Minimum of 3 days	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Asian (South), grill, halal, street food, wraps		
Further information	Pakistani Paratha Rolls			Score under criterion 2	10

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

Supplementary Information

See over



Name: Afiya Titus

Overall Score out of 100: 37

Position: Joint 12th

Company Name	Lime Hut	Start-up business?	Yes	Score under criterion 3	20
---------------------	----------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1107		Alternative Pitch(es) considered	Any pitch	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	Minimum of 2 days with a preference of Wednesday and Thursday or Thursday and Friday.	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Caribbean, Fusion, Grill, Halal, Salads, Street Food, Vegetarian		
Further information	Healthy, light, Caribbean-fusion dishes.			Score under criterion 2	10

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

Supplementary Information





Name: Aaron Lee

Overall Score out of 100: 35

Position: Joint 18th

Company Name	Budy's Bao Bao	Start-up business?	Yes	Score under criterion 3	20
---------------------	----------------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1130		Alternative Pitch(es) considered	-	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Asian (East), Chinese, Street Food		
Further information	Chinese Pan-fried dumplings, Bubble waffles			Score under criterion 2	5

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

Supplementary Information



Pan-Fried Chinese Dumpling



Pan-Fried Chinese Buns



Pan-Fried Chinese Buns



Pan-Fried Chinese Dumpling



Name: Darell Mark

Overall Score out of 100: 35

Position: Joint 18th

Company Name	The Jerk Drum	Start-up business?	Yes	Score under criterion 3	20
---------------------	---------------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1105		Alternative Pitch(es) considered	Alternative pitch	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	Any days. No minimum required.	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Caribbean, Jamaican, barbecue, curries, rice based dishes, salads, stews, street food, vegetarian, wraps		
Further information	Jerk chicken wraps, curries			Score under criterion 2	5

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

<u>Supplementary Information</u>			
See over			



Name: Heiko Khoo

Overall Score out of 100: 33

Position: 20th

Company Name	Street Theatre Stall	Start-up business?	No	Score under criterion 3	0
---------------------	----------------------	---------------------------	----	--------------------------------	---

Preferred Pitch	1128		Alternative Pitch(es) considered	Any pitch	
Trading days	Thursday to Saturday	Alternative Trading days considered if pitch unavailable	Any days. No minimum required.	Score under criterion 4	3
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Non-food	Description of commodity	Restored, Retro, Second-hand, Up-cycled, Vintage, Variety Store, Morabilia & Collectibles, Artists' materials, Souvenirs, Promotional Stall		
Further information	Books, theatre memorabilia			Score under criterion 2	30

Any previous enforcement action or licence revoked?	No			Score under criterion 5	0
--	----	--	--	--------------------------------	---

<u>Supplementary Information</u>					
See over					



Name: Sewook Joo

Overall Score out of 100: 32

Position: Joint 21st

Company Name	Cheecok Ltd	Start-up business?	Yes	Score under criterion 3	20
---------------------	-------------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1109		Alternative Pitch(es) considered	Anypitch	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	Any days. No minimum required	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Asian (North East), Japanese, Korean, Artisan, Fusion, Gluten Free, Halal, Rice Based Dishes, Salads, Sushi, Vegetarian		
Further information	Korean Street Food			Score under criterion 2	5

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

<u>Supplementary Information</u>			
See over			

WHY KOREAN FRIED CHICKEN?

Korean fried chicken is different compared to other classic fried chicken.

Healthy Recipe

Essentially, Korean chicken is fried twice. This results in the skin being crunchier and less greasy. Korean fried chicken restaurants commonly use small- or medium-sized chicken, in other words, younger chickens resulting in more tender meat.

Source



The chickens are usually seasoned with salt, spices, garlic or soy sauce, prior to and after being fried. Moreover, the dish is always served with various kinds of sauces.

Dining Culture



"Chimac" (chicken and beer) is unique Korean dining culture. Unlike classic chicken brands, Korean fried chicken is often served with beer.

Name: Andrew White

Overall Score out of 100: 32

Position: Joint 21st

Company Name	Laska East	Start-up business?	Yes	Score under criterion 3	20
---------------------	------------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1114		Alternative Pitch(es) considered	Any pitch	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	Any days. No minimum required.	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Asian (East), Asian (South East), Singaporean, gluten free, gourmet, rice based dishes, soups, street food, vegan, vegetarian		
Further information	Rice Noodle Soup			Score under criterion 2	5

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

Supplementary Information

See over



Name: Khaled Alwan

Overall Score out of 100: 30
Position: Joint 21st

Company Name	Tripoli Express	Start-up business?	Yes	Score under criterion 3	20
--------------	-----------------	--------------------	-----	-------------------------	----

Preferred Pitch	1129		Alternative Pitch(es) considered	Alternative pitch	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	Minimum of 4 days.	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Middle Eastern, Cold Beverages, Grill, Kebab, Kosher, Salads, Vegetarian, Wraps		
Further information	Kosher Shawarma, falafel, salads			Score under criterion 2	0

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
---	----	-------------------------	---

Officer Comments:	<p>The applicant proposes to use a vehicle as the receptacle. This is contrary to criteria 1(4) under policy ST1 of the street trading policy.</p> <p>There is also a traffic management order in place that prohibits the movement of vehicles on the market between 7 am and 7.30 pm. If the application is granted, condition 7 would need to be waived: <i>The licence holder shall not commence setting up their pitch before 7am on weekdays & Saturdays or before 8am on Sundays.</i></p> <p>In addition, consent under condition 57 would be required to allow the removal of the receptacle after 19:30, i.e. beyond one and a half hours of the time prescribed for the end of trading: <i>Unless trading on Rupert Street, the licence holder shall remove their stall and goods from the public highway to the place of storage, as stated on the application form or such other alternative place subsequently agreed by the Council in writing, within one and a half hours of either the time prescribed on the licence for the end of trading on that day or the time trading actually ceases (whichever is the earlier) unless prior consent has been granted by the Council for a later removal time or for the receptacle to remain in situ between consecutive trading periods.</i></p>
-------------------	---

Supplementary Information



Dear Sir & Madam

The Council's Licensing Committee

Ref: Berwick Street Market – Street Trading Licence Application

Looking at the criterion Table of the application scoring I notice that I'm missing out the scoring points against The point numbered 2.

In which i missed some points of the 20 points awarded to applicants wishing to sell cold take away food, and I will be serving some of the cold take away food.

Also I missed some out some of the 10 points awarded to applicants wishing to sell hot food but there is not currently on offer on the market, and the main food I'm serving (The Kosher Meat and kebab) falls under this category as i scanned the market and none is serving this kind of food.

Accordingly I urge you to review my scoring points based on the information i provided in the previous letter and pin pointed in this document, which comply with the criterion Table of the scoring points.

I highly appreciate your re – consideration. Hoping, for a positive out come from the Council's Licensing Committee.

Kind Regards
Khaled Alwan

Name: Patimaporn Saekhow

Overall Score out of 100: 30

Position: Joint 23rd

Company Name	Yaay Yaay	Start-up business?	Yes	Score under criterion 3	20
---------------------	-----------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1105		Alternative Pitch(es) considered	-	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Asian curries, rice based dishes, salads, soups & stews		
Further information	Asian curries, rice based dishes, salads, soups & stews			Score under criterion 2	0

Any previous enforcement action or licence revoked?	No			Score under criterion 5	0
--	----	--	--	--------------------------------	---

<u>Supplementary Information</u>					
None					

Name: Ahmed El Shimi

Overall Score out of 100: 30

Position: Joint 23rd

Company Name	Wow Shees	Start-up business?	Yes	Score under criterion 3	20
---------------------	-----------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1105		Alternative Pitch(es) considered	-	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Egyptian		
Further information	Pitta Sandwiches			Score under criterion 2	0

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

Supplementary Information

Our new and exciting food promises to serve local needs and add vibrancy and diversity to the market. We are the first stall in the UK that offers 'Wowshees'-a different concept inspired by Egyptian street food, a cuisine that is known for its diversity, quality and history, having been a melting pot for much of the ancient and modern world. But our version of Egyptian street food re-invents traditional flavors for the British market. We use carefully selected ingredients sourced from local businesses and traders, freshly products made from scratch, like a whole range (5 in total) of unique and rare sauces (like Jute Leaf sauce) and Egyptian pitta bread, which is stone-baked in a wood-ash oven. Local people- office workers, tourists, residents, and traders- want high quality food, served quickly and for a reasonable price. We would be amongst the few if not the only one offering 3 selection of vegan options, which include: fava beans and Koshari salad, to name a few. Our vegan options are distinctive and unlike all others in the UK because of our ingredients and the way in which we serve them. We are also the only street food vendor offering fava bean as a filling and the only one serving 'Koshari' (a mix bulgur, lentils, chickpeas, and caramelized onions) as a salad.

Our two other Wowshee options are chicken Shawarma and Beef and Cheese, which are cooked with TLC: the chicken is marinated over two days and slow cooked in oven to ensure a delicious tender chicken experience, whereas the beef is mixed with special herbs and mixed with two different types of cheese. The newness and range of our food caters to diverse people- vegan, meat eaters, healthy, gluttonous and the curious!

Our ethos and commitment to quality fits with the values of the Soho area, particularly its independent nature. We prefer, where possible, to purchase from independent business. We try and embody the independent spirit: we bake our own breads. Make our own sauces from scratch, and ones that are unique too- for example: hibiscus Tahini, Alexandrian chilly, Jute leaf sauce, Pomegranate & tomato vinaigrette and Garlic dill mayo. We have also traded in markets with their own independent spirit: Portobello road market, Shoreditch food festival and currently at Swiss cottage market. But we are attracted to the Soho area in particular because of its history and verve. Soho not only inspires us but we think it is a perfect home for our new thrilling food.

We passionately believe that our expertise in Egyptian food will contribute to your vision of Berwick Street becoming the 'jewel in the crown' in the heart of Soho. First, Egyptian food is an unknown entity whose time is about to come. Like the tomato and the grapefruit, which was first sold in London at Berwick market, we would love for Egyptian food and our concept to be known properly to the UK market from Berwick Street. Second, the quality of our product will pull in a diverse crowd but also foodies, those people who really know their food and appreciate the subtle things that make food experience special. Also, the fact we have a 5-star hygiene rating is a testament not only to hygiene but also our commitment to the care we provide to the customers.

Lastly, Wowshees promises to stand out for the efficiency of our operation and the warmth of our service. We are, after all, a family of brothers, led by a Chef with extensive experience in 5* hotels. And we are passionate about food and want to share it with people. And with Berwick Street Market.



Name: Nigel Salem

Overall Score out of 100: 30

Position: Joint 23rd

Company Name	The Jucie Lucie	Start-up businigiulss?	Yes	Score under criterion 3	20
---------------------	-----------------	-------------------------------	-----	--------------------------------	----

Preferred Pitch	1130		Alternative Pitch(es) considered	Alternative pitch	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	Minimum of 2 days.	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	American (North), Burgers		
Further information	Burgers, fries, soft drinks			Score under criterion 2	0

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

<u>Supplementary Information</u>	
None	

Name: Christopher Gay

Overall Score out of 100: 30

Position: Joint 23rd

Company Name	Wannapull	Start-up business?	Yes	Score under criterion 3	20
---------------------	-----------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1105 & 1106 (2 pitches required)		Alternative Pitch(es) considered	Any pitch	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	Any days. No minimum required.	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Pulled chicken/beef/lamb/pork with salads		
Further information	Pulled chicken/beef/lamb/pork with salads			Score under criterion 2	0

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

Officer Comments:	<p>The applicant proposes to use a vehicle as the receptacle. This is contrary to criteria 1(4) under policy ST1 of the street trading policy.</p> <p>There is also a traffic management order in place that prohibits the movement of vehicles on the market between 7 am and 7.30 pm. If the application is granted, condition 7 would need to be waived: <i>The licence holder shall not commence setting up their pitch before 7am on weekdays & Saturdays or before 8am on Sundays.</i></p> <p>In addition, consent under condition 57 would be required to allow the removal of the receptacle after 19:30, i.e. beyond one and a half hours of the time prescribed for the end of trading: <i>Unless trading on Rupert Street, the licence holder shall remove their stall and goods from the public highway to the place of storage, as stated on the application form or such other alternative place subsequently agreed by the Council in writing, within one and a half hours of either the time prescribed on the licence for the end of trading on that day or the time trading actually ceases (whichever is the earlier) unless prior consent has been granted by the Council for a later removal time or for the receptacle to remain in situ between consecutive trading periods.</i></p>
--------------------------	---

Supplementary Information



Name: Daniel Iyayi

Overall Score out of 100: 30

Position: Joint 23rd

Company Name	Street Food Connoisseurs Ltd	Start-up business?	Yes	Score under criterion 3	20
---------------------	------------------------------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1105		Alternative Pitch(es) considered	Any	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	Any days. No minimum required.	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Chinese, English, Lebanese, Ice cream, Patisserie, burgers, cold beverages, gluten free, gourmet, grill, halla, hot dogs, hot beverages, locally sourced, rice based dishes, sausages, smoothies, street food, vegetarian, wraps.		
Further information	<p>Breakfast: Gourmet cooked breakfast veg/non veg with gluten free option, indian milk tea (masal chai), coffee, felafel wrap with gluten free option,</p> <p>Lunch/Dinner: Home made lamb/beef sausages & chips/rice with gluten free option, home made burgers & chips/rice, falafel wrap with gluten free option, Chinese honey king prawns and rice with gluten free option,</p> <p>Juices/Smoothies: Fresh orange/carrot/beetroot/pineapple juice (all seasonal produce from Berwick Street market stalls)</p> <p>Desserts: Slice of homemade cake with gluten free option (type varies daily), ice cream with gluten free cone option.</p>			Score under criterion 2	0

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

<p>Officer Comments:</p>	<p>The applicant proposes to use a vehicle as the receptacle. This is contrary to criteria 1(4) under policy ST1 of the street trading policy.</p> <p>There is also a traffic management order in place that prohibits the movement of vehicles on the market between 7 am and 7.30 pm. If the application is granted, condition 7 would need to be waived: <i>The licence holder shall not commence setting up their pitch before 7am on weekdays & Saturdays or before 8am on Sundays.</i></p> <p>In addition, consent under condition 57 would be required to allow the removal of the receptacle after 19:30, i.e. beyond one and a half hours of the time prescribed for the end of trading: <i>Unless trading on Rupert Street, the licence holder shall remove their stall and goods from the public highway to the place of storage, as stated on the application form or such other alternative place subsequently agreed by the Council in writing, within one and a half hours of either the time prescribed on the licence for the end of trading on that day or the time trading actually ceases (whichever is the earlier) unless prior consent has been granted by the Council for a later removal time or for the receptacle to remain in situ between consecutive trading periods.</i></p>
---------------------------------	---

Supplementary Information



Further information to support my application.

I would like to attend the meeting and address the sub-committee personally. I would prefer an afternoon slot if possible.

I am willing to trade from any pitch on any of the days available although my preference remains those on my application.

Supporting our Fellow Market Traders and local British Produce

To re-iterate we plan to source fresh ingredients from our fellow traders especially fruit and veg to help support the market ecosystem. We also plan to source British grown produce where possible.

Sale of Fresh Produce & Cold Take away food

Further to my application I am finalising an agreement with some Oxfordshire and home county bee keepers to sell jars of British honey on my pitch (this honey will also be sold as part of a cold take away sandwich menu). This may also include honey comb.

I am also finalising a gluten free cake list. These will be made off site, boxed and sold to office customers who pre order as well as us keeping a small inventory of 1 or to cakes to be sold to customers on the spot.

We also plan to sell small jars of home-made chilli sauce that will also be used on our hot take-away food.

Employment

Furthermore the people I will be employing on the stall have now ceased their contract at Chelsea Theatre, London so my pitch will keep them in employment.

Legacy

I want to leave a lasting legacy in Berwick Street Market with people talking about the taste and quality of our food for years to come. I also hope it's something my children can continue in future.

Name: Simon Hather

Overall Score out of 100: 28

Position: Joint 29th

Company Name	Stickman	Start-up business?	Yes	Score under criterion 3	20
---------------------	----------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1121		Alternative Pitch(es) considered	-	
Trading days	Monday, Wednesday, Friday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	3
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Asian (East), Mediterranean, Greek, Lebanese, Moroccan, Grill, Kebab, Salads, Street Food, Vegan, Vegetarian		
Further information	Sticks of meat/cheese/vegetables served with salads			Score under criterion 2	5

Any previous enforcement action or licence revoked?	No			Score under criterion 5	0
--	----	--	--	--------------------------------	---

Supplementary Information

See over



Name: Asna Qamar

Overall Score out of 100: 28

Position: Joint 29th

Company Name	Khao	Start-up business?	Yes	Score under criterion 3	20
--------------	------	--------------------	-----	-------------------------	----

Preferred Pitch	1105		Alternative Pitch(es) considered	-	
Trading days	Tuesday to Thursday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	3
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Asian (North East), Asian (South), Fusion, Halal, Stews		
Further information	Noodle base topped with cocunut soup			Score under criterion 2	5

Any previous enforcement action or licence revoked?	No			Score under criterion 5	0
---	----	--	--	-------------------------	---

Supplementary Information



Name: Joel Sigala de Leon

Overall Score out of 100: 27

Position: 31st

Company Name	Sigala Bros	Start-up business?	Yes	Score under criterion 3	20
---------------------	-------------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1107		Alternative Pitch(es) considered	Any pitch	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	Any days. No minimum required.	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	American (Central), American (South), Mexican, Artisan, Butcher, Fruit & Vegetables, Fusion, Gourmet, Rice based dishes, Stews.		
Further information	Mexiacan mixiote wrapped in banas leaf or tortilla wrap, Savoury & Sweet (tamale), Mize & chocolate based drink			Score under criterion 2	0

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

Officer Comments:	<p>The applicant proposes to use a vehicle as the receptacle. This is contrary to criteria 1(4) under policy ST1 of the street trading policy.</p> <p>There is also a traffic management order in place that prohibits the movement of vehicles on the market between 7 am and 7.30 pm. If the application is granted, condition 7 would need to be waived to allow the trailer to be brought on to the market: <i>The licence holder shall not commence setting up their pitch before 7am on weekdays & Saturdays or before 8am on Sundays.</i></p> <p>In addition, consent under condition 57 would be required to allow the removal of the receptacle after 19:30: <i>Unless trading on Rupert Street, the licence holder shall remove their stall and goods from the public highway to the place of storage, as stated on the application form or such other alternative place subsequently agreed by the Council in writing, within one and a half hours of either the time prescribed on the licence for the end of trading on that day or the time trading actually ceases (whichever is the earlier) unless prior consent has been granted by the Council for a later removal time or for the receptacle to remain in situ between consecutive trading periods.</i></p>
--------------------------	---

Supplementary Information



Name: Tim William James

Overall Score out of 100: 25

Position: 32nd

Company Name	The Wrap Game LDN	Start-up business?	Yes	Score under criterion 3	20
---------------------	-------------------	---------------------------	-----	--------------------------------	----

Preferred Pitch	1105		Alternative Pitch(es) considered	-	
Trading days	Tuesday to Friday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	5
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	American (Central), American (North), American (South), Street Food, Wraps.		
Further information	Wraps, Tacos and salad boxes			Score under criterion 2	0

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

<u>Supplementary Information</u>			
See over			



Name: Carla Monsora Damasceno Casadei

Overall Score out of 100: 17

Position: Joint 33rd

Company Name	Young Vegans	Start-up business?	No	Score under criterion 3	0
---------------------	--------------	---------------------------	----	--------------------------------	---

Preferred Pitch	1105		Alternative Pitch(es) considered	-	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	English, Baked goods, gluten free, gourmet, locally sourced, street food, vegan		
Further information	Plant based fast food meals			Score under criterion 2	10

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

Supplementary Information

See over



Name: Fabio Severo

Overall Score out of 100: 17

Position: Joint 33rd

Company Name	Mediterranean Paella	Start-up business?	No	Score under criterion 3	0
---------------------	----------------------	---------------------------	----	--------------------------------	---

Preferred Pitch	1105		Alternative Pitch(es) considered	-	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Spanish, Gluten Free, rice based dishes, vegan		
Further information	Paella (chicken & chorizo, vegan and seafood)			Score under criterion 2	10

Any previous enforcement action or licence revoked?	No			Score under criterion 5	0
--	----	--	--	--------------------------------	---

<u>Supplementary Information</u>					
See over					



Name: Rowland Okpara

Overall Score out of 100: 17

Position: Joint 33rd

Company Name	What! Jerk	Start-up business?	No	Score under criterion 3	0
---------------------	------------	---------------------------	----	--------------------------------	---

Preferred Pitch	1105		Alternative Pitch(es) considered	1105, 1106, 1107, 1109, 1110	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	Wednesday to Friday	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	African (West), Caribbean, Jamaican, Nigerian, Barbecue, Burgers, Cold Beverages, Fusion, Grill, Rice Based Dishes, Street Food, Vegetarian, Wraps.		
Further information	African/Caribbean Street Food			Score under criterion 2	10

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

<u>Supplementary Information</u>			
None			

Name: Stella Boakye

Overall Score out of 100: 17

Position: Joint 33rd

Company Name	Big Mama Food	Start-up business?	No	Score under criterion 3	0
--------------	---------------	--------------------	----	-------------------------	---

Preferred Pitch	1128		Alternative Pitch(es) considered	Any pitch	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	Any days. No minimum required.	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	African (West), Ghanaian, Barbecue, fusion, gluten free, gourmet, halal, locally sourced, rice based dishes, salads, sausages, stews, street food		
Further information	Stews & Currys			Score under criterion 2	10

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
---	----	-------------------------	---

Supplementary Information

See over



Name: Selma Homateni

Overall Score out of 100: 13

Position: Joint 37th

Company Name	Now Savannah Taste	Start-up business?	No	Score under criterion 3	0
--------------	--------------------	--------------------	----	-------------------------	---

Preferred Pitch	1105		Alternative Pitch(es) considered	-	
Trading days	Thursday to Saturday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	3
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Fish & seafood, gluten free, gourmet, grill, rice based dishes, salads, stews, street food, vegan, vegetarian, wraps		
Further information	Fish/Chicken rice based dishes/salads			Score under criterion 2	10

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
---	----	-------------------------	---

<u>Supplementary Information</u>			
See over			



Name: Alessandra Muin

Overall Score out of 100: 13

Position: Joint 37th

Company Name	Friuliamo.com Ltd	Start-up business?	No	Score under criterion 3	0
---------------------	-------------------	---------------------------	----	--------------------------------	---

Preferred Pitch	1105		Alternative Pitch(es) considered	-	
Trading days	Wednesday to Friday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	3
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	European (South), Italian, Artisan, Gluten Free, Organic, Vegan, Vegetarian		
Further information	Polenta based dishes			Score under criterion 2	10

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

Supplementary Information

See over



Name: Ashok Patel

Overall Score out of 100: 12

Position: 39th

Company Name	Quick Bites	Start-up business?	No	Score under criterion 3	0
---------------------	-------------	---------------------------	----	--------------------------------	---

Preferred Pitch	1106		Alternative Pitch(es) considered	Any pitch	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	A minimum of 3 days	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Asian (North East), Indian, Barbecue, Cold Beverages, Curries, Grill, Halal, Kebab, Rice Based Dishes, Wraps		
Further information	Curries			Score under criterion 2	5

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

<u>Supplementary Information</u>			
None			

Name: Felipe Nemem Cardini

Overall Score out of 100: 10

Position: Joint 40th

Company Name	Dolce Maria LLP	Start-up business?	No	Score under criterion 3	0
---------------------	-----------------	---------------------------	----	--------------------------------	---

Preferred Pitch	1130		Alternative Pitch(es) considered	-	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Mediterranean, Argentinean, Italian, Pizzeria		
Further information	Calzone & Pizza			Score under criterion 2	0

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

<u>Supplementary Information</u>			
None			

Name: Alfredo Vazzano

Overall Score out of 100: 10

Position: Joint
40th

Company Name	Lil Vivienne Limited	Start-up business?	No	Score under criterion 3	0
---------------------	----------------------	---------------------------	----	--------------------------------	---

Preferred Pitch	1106		Alternative Pitch(es) considered	Any pitch	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	Minimum of 5 days.	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	English, Italian, Artisan, Baked goods, pizzeria, street food		
Further information	Pizza			Score under criterion 2	0

Any previous enforcement action or licence revoked?	No	Score under criterion 5	
--	----	--------------------------------	--

Officer Comments:	<p>The applicant proposes to use a vehicle as part of the receptacle. This is contrary to criteria 1(4) under policy ST1 of the street trading policy.</p> <p>There is also a traffic management order in place that prohibits the movement of vehicles on the market between 7 am and 7.30 pm. If the application is granted, condition 7 would need to be waived: <i>The licence holder shall not commence setting up their pitch before 7am on weekdays & Saturdays or before 8am on Sundays.</i></p> <p>In addition, consent under condition 57 would be required to allow the removal of the receptacle after 19:30, i.e. beyond one and a half hours of the time prescribed for the end of trading: <i>Unless trading on Rupert Street, the licence holder shall remove their stall and goods from the public highway to the place of storage, as stated on the application form or such other alternative place subsequently agreed by the Council in writing, within one and a half hours of either the time prescribed on the licence for the end of trading on that day or the time trading actually ceases (whichever is the earlier) unless prior consent has been granted by the Council for a later removal time or for the receptacle to remain in situ between consecutive trading periods.</i></p>
--------------------------	---

Supplementary Information



Name: Rafael Campestrini

Overall Score out of 100: 10

Position: Joint 40th

Company Name	Chalana Limited	Start-up business?	No	Score under criterion 3	0
---------------------	-----------------	---------------------------	----	--------------------------------	---

Preferred Pitch	1107		Alternative Pitch(es) considered	Any pitch	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	Any days. No minimum required.	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	American (South), Brazilian, Fish & seafood, fusion, gluten free, grill, halal, locally sourced, street food, wraps.		
Further information	Toasted tortilla wraps			Score under criterion 2	0

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

Supplementary Information

See over



Name: Dennis Varischetti

Overall Score out of 100: 10

Position: Joint 40th

Company Name	The Greedy Guts	Start-up business?	No	Score under criterion 3	0
---------------------	-----------------	---------------------------	----	--------------------------------	---

Preferred Pitch	1105		Alternative Pitch(es) considered	-	
Trading days	Monday to Saturday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	10
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Angus Beef Burgers and Polish Sausages		
Further information	Angus Beef Burgers and Polish Sausages			Score under criterion 2	0

Any previous enforcement action or licence revoked?	No			Score under criterion 5	0
--	----	--	--	--------------------------------	---

<u>Supplementary Information</u>					
None					

Name: Zaw Myo Thwin

Overall Score out of 100: 7

Position: Joint 44th

Company Name	Sawadee	Start-up business?	No	Score under criterion 3	0
---------------------	---------	---------------------------	----	--------------------------------	---

Preferred Pitch	1128		Alternative Pitch(es) considered	Any pitch	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	Any days. No minimum required	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Asian (South East), Thai, Locally sourced, street food, vegan, vegetarian		
Further information	Pad Thai with chicken, prawn, vegetarian, vegan			Score under criterion 2	0

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

<u>Supplementary Information</u>			
None			

Name: Juarez Santos

Overall Score out of 100: 7

Position: Joint 44th

Company Name	Junior's BBQ	Start-up business?	No	Score under criterion 3	0
---------------------	--------------	---------------------------	----	--------------------------------	---

Preferred Pitch	1105		Alternative Pitch(es) considered	-	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	Minimum of 5 days.	Score under criterion 4	7
Any existing link to the market?	No			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Brazilian, Charcuterie/deli meats, barbecue, burgers, rice based dishes, salads		
Further information	Barbecue, salads, rice, hand made burgers			Score under criterion 2	0

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

<u>Supplementary Information</u>			
None			

Name: Davide Del Gatto

Overall Score out of 100: 7

Position: Joint 44th

Company Name	Savage Salads	Start-up business?	No	Score under criterion 3	0
---------------------	---------------	---------------------------	----	--------------------------------	---

Preferred Pitch	1107		Alternative Pitch(es) considered	1109	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	7
Any existing link to the market?	Existing street trading licence holder seeking an additional pitch			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Mediterranean, Grill, Meze, Salads		
Further information	Hot & Cold Salads			Score under criterion 2	0

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

<u>Supplementary Information</u>			
None			

Name: Mustafa Taskan

Overall Score out of 100: 7

Position: Joint 44th

Company Name	Miro Salads	Start-up business?	No	Score under criterion 3	0
---------------------	-------------	---------------------------	----	--------------------------------	---

Preferred Pitch	1126		Alternative Pitch(es) considered	-	
Trading days	Monday to Friday	Alternative Trading days considered if pitch unavailable	-	Score under criterion 4	7
Any existing link to the market?	Existing street trading licence holder seeking an additional pitch			Score under criterion 1	0

Type of commodity	Hot Takeaway Food	Description of commodity	Turkish, Vegetarian, Salads, Rice based dishes, Wraps, Meze, Grill and Cold beverages		
Further information	Mediterranean Salads			Score under criterion 2	0

Any previous enforcement action or licence revoked?	No	Score under criterion 5	0
--	----	--------------------------------	---

<u>Supplementary Information</u>	
None	