



City of Westminster

Licensing Sub-Committee Report

Item No:

Date:

12 October 2023

Licensing Ref No:

23/04474/LIPN - New Premises Licence

Title of Report:

Farmer J
210 Piccadilly
London
W1J 9HL

Report of:

Director of Public Protection and Licensing

Wards involved:

St James's

Policy context:

City of Westminster Statement of Licensing Policy

Financial summary:

None

Report Author:

Jessica Donovan
Senior Licensing Officer

Contact details

Telephone: 020 7641 6500
Email: Jdonovan@westminster.gov.uk

1. Application

1-A Applicant and premises			
Application Type:	New Premises Licence, Licensing Act 2003		
Application received date:	4 July 2023		
Applicant:	Farmer J (Piccadilly) Limited		
Premises:	Farmer J		
Premises address:	210 Piccadilly London W1J 9HL	Ward:	St James's
		Cumulative Impact Area:	None
		Special Consideration Zone:	West End Buffer
Premises description:	The premises intends to operate as a restaurant.		
Premises licence history:	This is a new premises application and therefore no Premises Licence history exist.		
Applicant submissions:	<p>The applicant has provided the following submissions:</p> <ul style="list-style-type: none"> • Mediation between parties • List of conditions • Proposed menu • Computer Generated Images of the premises • Photographs of our existing licensed premises Farmer J, Orchard Place • The hours and conditions for Farmer J, Orchard Place • The CVs of Adriana Czyzewska, Jonathan Recanati and Stefano Spallanzani • Confirmation of staffing levels and positions at the premises <p>A copy of the documents can be seen at Appendix 2.</p>		
Applicant amendments:	None		

1-B Proposed licensable activities and hours							
Late Night Refreshment:				Indoors, outdoors or both			Both
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	23:00	23:00	23:00	23:00	23:00	23:00	N/A
End:	23:30	23:30	23:30	23:30	00:00	00:00	N/A
Seasonal variations/ Non-standard timings:	New Years Eve from the end of permitted hours to the start of permitted hours on New Year's Day; Sunday before a Bank Holiday Monday from 07.30 to 00.00 (Midnight) (closing 30 minutes thereafter).						

Sale by retail of alcohol				On or off sales or both:			Both
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	07:30	07:30	07:30	07:30	07:30	07:30	10:00
End:	23:30	23:30	23:30	23:30	00:00	00:00	22:30
Seasonal variations/ Non-standard timings:			New Years Eve from the end of permitted hours to the start of permitted hours on New Year's Day; Sunday before a Bank Holiday Monday from 07.30 to 00.00 (Midnight) (closing 30 minutes thereafter).				

Hours premises are open to the public							
Day:	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Start:	07:30	07:30	07:30	07:30	07:30	07:30	10:00
End:	00:00	00:00	00:00	00:00	00:30	00:30	23:00
Seasonal variations/ Non-standard timings:			New Years Eve from the end of permitted hours to the start of permitted hours on New Year's Day; Sunday before a Bank Holiday Monday from 07.30 to 00.00 (Midnight) (closing 30 minutes thereafter).				

2. Representations

2-A Responsible Authorities	
Responsible Authority:	Environmental Health Service
Representative:	Maxwell Koduah
Received:	26 July 2023
<p>I refer to the application for a new Premises Licence number for the above-mentioned premises. I have considered the information that you have provided within and accompanying this application. I have also considered the application in line with the relevant policies within the Councils Statement of Licensing Policy dated October 2021.</p> <p>The applicant is seeking the following licensable activities:</p> <ol style="list-style-type: none"> 1. Provision of late-night refreshment indoors at the following times: <ul style="list-style-type: none"> ▪ Monday – Thursday 23:00 – 23:00 hours ▪ Friday – Saturday 23:00 – 00:00 hours ▪ Sunday before a Bank Holiday Monday 23:00 to 00.00 (Midnight) ▪ From the end of permitted hours on New Year's Eve to the start of permitted hours on New Year's Day 2. Supply of alcohol for consumption on & off the premises at the following times: <ul style="list-style-type: none"> ▪ Monday – Thursday 07:30 – 23:00 hours ▪ Friday – Saturday 07:30 – 00:00 hours ▪ Sunday 10:00 – 22:30 hours ▪ Sunday before a Bank Holiday Monday 07:30 to 00.00 (Midnight) 	

- From the end of permitted hours on New Year's Eve to the start of permitted hours on New Year's Day

Following consideration of the application and how it may affect the Licensing Objectives meeting the requirements of the Council's Statement of Licensing Policy I wish to make following representations:

1. The hours requested to provide late-night refreshment may have the likely effect of causing an increase in Public Nuisance and may affect Public Safety within the area.
2. The supply of alcohol and the hours requested may have the likely effect of causing an increase in Public Nuisance and may affect Public Safety within the area.

As presented, the application would have the likely effect of causing an increase in Public Nuisance and may affect Public Safety within the area.

The granting of the application as presented would have the likely effect of causing an increase in Public Nuisance and may impact on Public Safety within the area.

Below are proposed conditions to form a part of the operating schedule for the applicant to consider.

Proposed conditions to form part of the operating schedule

1. Condition 1 to amended to read:

Between the hours of 07.30 and 09.00 hours, the supply of alcohol at the premises, including an area appropriately authorised for the use of tables and chairs on the highway, shall only be to a person seated taking a substantial table meal there and for consumption by such a person as ancillary to their meal.

For the purpose of this condition a 'Substantial Table Meal' means – a meal such as might be expected to be served as the main midday or main evening meal, or as a main course at either such meal and is eaten by a person seated at a table, or at a counter or other structure which serves the purposes of a table and is not used for the service of refreshments for consumption by persons not seated at a table or structure servicing the purposes of a table

2. Condition 3 to be amended to read:

No licensable activities shall take at the premises until the capacity of the premises has been determined by the Environmental Health Consultation Team and the licensing authority has replaced this condition on the licence with a condition detailing the capacity so determined

3. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number and/or is to be made available to residents and businesses in the vicinity
4. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times
5. During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business

6. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke or make a phone call, shall not be permitted to take glass containers with them

Please contact me if you are minded discussing any of the matters above.

A copy of Environmental Health's amended agreed conditions can be found at **Appendix 4**.

2-B Other Persons			
Name:		[REDACTED]	
Address and/or Residents Association:		[REDACTED] [REDACTED] [REDACTED] [REDACTED]	
Status:	Valid	In support or opposed:	Opposed
Received:	12 July 2023		

Any noise from this area echoes [REDACTED] is narrow and sound reverberates between the [REDACTED]

I am concerned about nuisance caused by

1. Cooking smells.
2. Outside tables on a slope, health and safety.
3. Noise from customers.
4. Smoking, health and safety.
5. Litter.
6. Vermin, health and safety. Particularly pigeons which attracted by food do perch and nest on [REDACTED].
8. Deliveries in a congested area and the subsequent noise.
9. Loss of historic local amenity. [REDACTED] is a peaceful oasis in an otherwise over congested area.

3. Policy & Guidance

The following policies within the City Of Westminster Statement of Licensing Policy apply:	
Policy SCZ1 applies	<p>A. In addition to meeting the other policies within this statement, applications within a designated Special Consideration Zone should demonstrate that they have taken account of the issues particular to the Zone, in question as identified within the 2020 Cumulative Impact Assessment, and should set out any proposed mitigation measures in relation to those issues within their operating schedule.</p> <p>B. For the purpose of Clause A, the designated Special Consideration Zones are:</p> <ul style="list-style-type: none"> • West End Buffer • Queensway/Bayswater • Edgware Road • East Covent Garden • Mayfair • Victoria
Policy HRS1 applies	<p>A. Applications within the core hours set out below in this policy will generally be granted for the relevant premises uses, subject to not being contrary to other policies in the Statement of Licensing Policy.</p> <p>B. Applications for hours outside the core hours set out in Clause C will be considered on their merits, subject to other relevant policies, and with particular regard to the following:</p> <ol style="list-style-type: none"> 1. The demonstration of compliance in the requirements of policies CD1, PS1, PN1 and CH1 associated with the likelihood of the effect of the grant of a licence for later or earlier hours on crime and disorder, public safety, public nuisance and the protection of children from harm. 2. If the application is located within a Special Consideration Zone they have demonstrated that they have taken account of the issues identified in that area and provided adequate mitigation. 3. Whether there is residential accommodation in the proximity of the premises that would likely be adversely affected by premises being open or carrying out operations at the hours proposed. 4. The proposed hours of the licensable activities and when customers will be permitted to remain on the premises. 5. The proposed hours when any music, including incidental music, will be played. 6. The hours when customers will be allowed to take food or drink outside the premises or be within open areas which form part of the premises. 7. The existing hours of licensable activities and the past operation of the premises (if any) and hours of licensable premises in the vicinity. 8. Whether customers and staff have adequate access to public transport when arriving at and leaving the premises, especially at night. 9. The capacity of the premises. 10. The type of use, recognising that some venues are more likely to impact the licensing objectives than others; for example, pubs and bars are higher risk than theatres, cinemas and other cultural and sporting venues due to the nature of the operation. 11. The Licensing Authority will take into account the active measures proposed for a 'winding down' period including

	<p>arrangements for people to be collected from the premises to travel home safely.</p> <p>12. Conditions on hours may be attached that require that the supply of alcohol for consumption on the premises ceases a suitable period of time before customers are required to leave the premises.</p> <p>13. The council, acting as the Licensing Authority, may reduce hours if, after review, it is necessary to impose conditions specifying shorter hours in order to promote the licensing objectives.</p> <p>14. Specific days for non-standard hours should be identified and justified as part of the application to allow responsible authorities and interested parties to evaluate the impact that these licensable activities may have, and to plan accordingly. The consideration of applications for later hours for Bank Holiday Mondays will take into account that later hours are generally granted for preceding Sundays and that the next day is a working day. Non-specific days are expected to be covered by Temporary Event Notices or variation applications.</p> <p>C. For the purpose of Clauses A and B above, the Core Hours for applications for each premises use type as defined within this policy are:</p> <ol style="list-style-type: none"> 1. Casinos: Up to 24 hours a day whilst casino gaming is permitted by a premises licence under the Gambling Act 2005. 2. Cinemas, Cultural Venues and Live Sporting Premises: Monday to Sunday: 9am to 12am 3. Hotels: Monday to Thursday: 9am to 11.30pm. Friday and Saturday: 9am to 12am. Sunday: 9am to 10.30pm. Sundays immediately prior to a bank holiday: 9am to 12am. For the sale of alcohol to guests for consumption in hotel/guest rooms only: Anytime up to 24 hours. 4. Off licences: Monday to Saturday: 8am to 11pm. Sunday: 9am to 10.30pm. 5. Outdoor Spaces: Monday to Thursday: 9am to 11.30pm. Friday and Saturday: 9am to 12am. Sunday: 9am to 10.30pm. Sundays immediately prior to a bank holiday: 9am to 12am. 6. Pubs and bars, Fast Food and Music and Dance venues: Monday to Thursday: 10am to 11.30pm. Friday and Saturday: 10am to 12am. Sunday: 9am to 10.30pm. Sundays immediately prior to a bank holiday: 12pm to 12am. 7. Qualifying Clubs: Monday to Thursday: 9am to 12am.. Friday and Saturday: 9am to 12am. Sunday: 9am to 10.30pm. Sundays immediately prior to a bank holiday: 9am to 12am. 8. Restaurants: Monday to Thursday: 9am to 11.30pm. Friday and Saturday: 9am to 12am. Sunday: 9am to 10.30pm. Sundays immediately prior to a bank holiday: 9am to 12am. 9. Sexual Entertainment Venues and Sex Cinemas: Monday to Thursday: 9am to 11.30pm. Friday and Saturday: 9am to 12am. Sunday: 9am to 10.30pm. Sundays immediately prior to a bank holiday: 9am to 12am. <p>D. Core hours are when customers are permitted to be on the premises and therefore the maximum opening hours permitted will be to the same start and terminal hours for each of the days where licensable activity is permitted.</p> <p>E. For the purposes of this policy, 'premises uses' are defined within the relevant premises use policies within this statement.</p>
Policy RNT1 applies	A. Applications outside the West End Cumulative Impact Zone will generally be granted subject to:

	<ol style="list-style-type: none">1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1.2. The hours for licensable activities being within the council's Core Hours Policy HRS1.3. The operation of any delivery services for alcohol and/or latenight refreshment meeting the council's Ancillary Delivery of Alcohol and/or Late-Night Refreshment Policy DEL1.4. The applicant has taken account of the Special Consideration Zones Policy SCZ1 if the premises are located within a designated zone.5. The application and operation of the venue meeting the definition of a restaurant as per Clause C. <p>B. Applications inside the West End Cumulative Impact Zone will generally be granted subject to:</p> <ol style="list-style-type: none">1. The application meeting the requirements of policies CD1, PS1, PN1 and CH1.2. The hours for licensable activities are within the council's Core Hours Policy HRS1.3. The operation of any delivery services for alcohol and/or latenight refreshment meeting the council's Ancillary Delivery of Alcohol and/or Late-Night Refreshment Policy DEL1.4. The applicant has demonstrated that they will not add to cumulative impact within the Cumulative Impact Zone.5. The application and operation of the venue meeting the definition of a restaurant as per Clause C. <p>C. For the purposes of this policy a restaurant is defined as:</p> <ol style="list-style-type: none">1. A premises in which customers are shown to their table or the customer will select a table themselves to which food is either served to them or they have collected themselves.2. Which provide food in the form of substantial table meals that are prepared on the premises and are served and consumed at a table.3. Which do not provide any takeaway service of food and/or drink for immediate consumption, except if provided via an ancillary delivery service to customers at their residential or workplace address.4. Where alcohol shall not be sold, supplied, or consumed on the premises otherwise than to persons who are bona fide taking substantial table meals and provided always that the consumption of alcohol by such persons is ancillary to taking such meals.5. The sale and consumption of alcohol prior to such meals may be in a bar area but must also be ancillary to the taking of such meal.
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4. Equality Implications

The Council in its capacity as Licensing Authority has a duty to have regard to its public sector equality duty under section 149 of the Equality Act 2010. In summary, section 149 provides that a Public Authority must, in the exercise of its functions, have due regard to the need to:

- (a) eliminate discrimination harassment, victimisation and any other conduct that is prohibited by or under this Act;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it; and
- (c) foster good relations between persons who share a relevant protected characteristics and persons who do not share it.

Section 149 (7) of the Equality Act 2010 defines the relevant protected characteristics as age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

5. Appendices

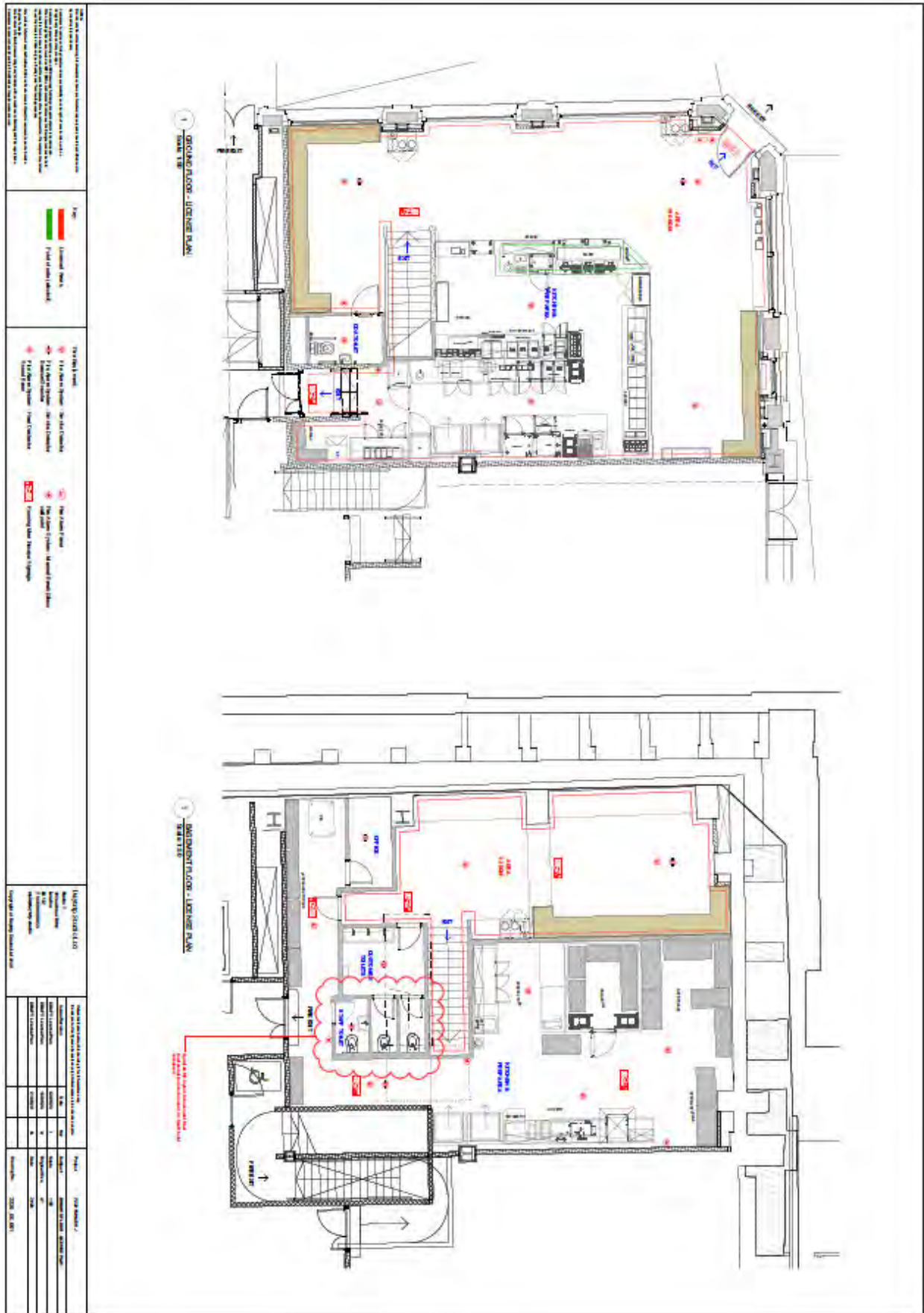
Appendix 1	Premises plans
Appendix 2	Applicant supporting documents
Appendix 3	Premises history
Appendix 4	Proposed conditions
Appendix 5	Residential map and list of premises in the vicinity

Report author:	Jessica Donovan Senior Licensing Officer
Contact:	Telephone: 020 7641 6500 Email: Jdonovan@westminster.gov.uk

If you have any queries about this report or wish to inspect one of the background papers please contact the report author.

Background Documents – Local Government (Access to Information) Act 1972

1	Licensing Act 2003	N/A
2	City of Westminster Statement of Licensing Policy	01 October 2021
3	Amended Guidance issued under section 182 of the Licensing Act 2003	December 2022
4	Environmental Health Service representation	26 July 2023
5	Interested party representation	12 July 2023



Mediation between the applicant and the interested party

From: [REDACTED]
To: Abbott, Karyn: WCC
Subject: Re: 23/04474/LIPN, 210 Piccadilly, W1J 9HL – EH rep & conditions
PCX:000015000000723
Date: 05 September 2023 17:51:14

Dear Ms Abbott,

Please inform Mr. Inzani, or his representative, that I will be happy to meet any afternoon next week but I doubt anything said will allay my concern.

Nothing will persuade me outside tables in [REDACTED] are sensible. Once the precedence has been made there will be applications from all the premises [REDACTED]. The nature of the place will be forever altered to the detriment of [REDACTED]. [REDACTED] has been given permission on one side but I do not believe there is a residential block above.

Kind regards,
[REDACTED]
Sent from my iPad

On 5 Sep 2023, at 16:00, Abbott, Karyn: WCC <kabbott@westminster.gov.uk> wrote:

Dear [REDACTED]

Please see a further email below from the applicant. Please can you advise if you are satisfied with the proposals and you wish to withdraw your representation or if you will be maintaining. If you are maintaining we will need to scheduled a Licensing Sub-Committee meeting where you will be able to come and speak on behalf of your representation. Please can you advise either way.

Many Thanks

Karyn Abbott
Senior Licensing Officer
Licensing Team
Environment, Climate & Public Protection (ECPP)
Westminster City Council
15th Floor
64 Victoria Street
London SW1E 6QP
Mobile 07866 019698
Call Centre (for general queries) 020 7641 6500
<image001.png>

From: David Inzani [REDACTED]
Sent: Friday, September 1, 2023 12:09 PM
To: Abbott, Karyn: WCC <kabbott@westminster.gov.uk>

Cc: Licensing: WCC <Licensing@westminster.gov.uk>; Koduah, Maxwell: WCC <mkoduah@westminster.gov.uk>; Lisa Inzani

Subject: RE: 23/04474/LIPN, 210 Piccadilly, W1J 9HL – EH rep & conditions
PCX:000015000000723

Dear Karyn,

Further to my previous correspondence to [REDACTED] below, please could you forward the following to [REDACTED] along with the attached schedule of conditions. Please could you confirm once this has been sent:-

Dear [REDACTED],

Further to my correspondence last week, my client is keen to address your concerns, so I am writing to provide you with further information regarding the premises licence application and the issues you have highlighted.

First, I think it would help to explain a little about the Farmer J operating model. Farmer J is a group of restaurants/cafes with a focus on honest and responsibly sourced food. You can find out more about the company and offering here:

<https://www.farmerj.com/>.

This application for a premises licence has only been made for the purpose of allowing the premises to offer a small selection of premium alcohol products. It is anticipated that alcohol sales will make up a very small percentage of the overall sales. The terminal operating hours applied for of 23.30 hours on Monday to Thursday, midnight on Friday and Saturday and 22.30 hours on Sunday, are in line with Westminster's licensing policy.

In respect of the outside seating on [REDACTED], we can assure you that this area will be well managed and supervised by staff and will not result in issues of loitering, litter or noise nuisance to you or other residents [REDACTED]. To assure you of this, I attach to this email a full schedule of the premises licence conditions that we have included with the application and will be imposed on the premises licence if granted. This includes conditions that we have agreed with the Environmental Health Officer at Westminster City Council.

I would highlight the following conditions in particular, which specifically require my client to ensure any external seating area is appropriately managed and maintained so as not to cause any issues:-

No noise generated on the premises, or via its associated plant or equipment, shall emanate from the premises, nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.

Loud speakers shall not be located in the entrance lobby or outside the premises building, including any external terraces.

Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.

During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business.

The premises licence holder shall ensure that any patrons drinking and/or smoking outside the premises do so in an orderly manner and are supervised by staff, so as to ensure that there is no public nuisance or obstruction on the highway.

A direct telephone number for the manager of the premises shall be publicly available at all times the premises is open. This telephone number shall be made available to residents and businesses in the vicinity on their request.

Patrons permitted temporary leave and then re-enter the premises, e.g. to smoke or make a phone call, shall not be permitted to take glass containers with them except for persons seated at the outside tables and chairs.

Further to these conditions, the application stipulates that any external tables and chairs must be rendered unusable by 23.00 hours, which is in line with Westminster's standard policy on external tables and chairs. Nonetheless, considering your concerns my client would be happy to amend this aspect of the application to stipulate that the external tables and chairs must be rendered unusable by 21.00 hours.

These conditions on the premises licence are enforceable by Westminster Council.

We also note your concerns regarding noise disturbance caused by people dispersing from licensed premises late at night and music emanating from premises. We can assure you that this application does not seek permission for playing of recorded music or any other form of regulated entertainment. The premises shall only play music at background level; Farmer J is not the type of premises to have music at such a volume that it would be driving the atmosphere or audible to neighbours. In any event, there is of course the condition on the licence referred to above that no noise generated on the premises shall give rise to a nuisance.

My client also notes your concern regarding disturbance caused by Deliveroo riders in the area. We can assure you that this premises will not be providing orders by Deliveroo or similar delivery services and therefore any issues associated with these riders is not relevant to this application.

Finally, my client has investigated your comments regarding workmen sitting on the windowsills of the property. We can confirm that this is not any individuals working on the Farmer J premises. My client's contractors provide welfare facilities where their workers take their breaks. We believe that the people you refer to sitting on the windowsills are members of the public and workers from another large site that is above my client's premises. The manager from my client's contractors, [REDACTED], has said that if you are concerned that anyone from our site may be causing issues then please feel free to visit the site and ask for him so he can address this.

I would highlight that the Police, the Environmental Health Officer and all other responsible authorities are satisfied that my client's proposed premises licence will not have a negative impact.

In light of the above information, we would be grateful if you could confirm whether you would be happy to withdraw your objection to the premises licence application.

We are confident that we can address your concerns and if there is anything further that you wish my client to consider then please let me know. As I mentioned previously, we would be very happy to discuss this with you either in person or on a call.

Yours sincerely,
David Inzani

David Inzani |Partner

Poppleston Allen

E:D.Inzani@popall.co.uk | T:0203 859 7753 |M:07943 097 660 |W:www.popall.co.uk

London Office: The Stanley Building, 7 Pancras Square, London, N1C 4AG

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David Inzani |Partner

Poppleston Allen

E:D.Inzani@popall.co.uk | T:0203 859 7753 |M:07943 097 660 |W:www.popall.co.uk

From: David Inzani

Sent: Tuesday, August 22, 2023 3:06 PM

To: Abbott, Karyn: WCC <kabbott@westminster.gov.uk>

Cc: Licensing: WCC <Licensing@westminster.gov.uk>; Koduah, Maxwell: WCC <mkoduah@westminster.gov.uk>; Lisa Inzani

Subject: RE: 23/04474/LIPN, 210 Piccadilly, W1J 9HL – EH rep & conditions
PCX:000015000000723

Dear Karyn,

Thank you for forwarding on [REDACTED]' response. I would be very grateful if you could send the following to [REDACTED] as soon as possible:-

Dear [REDACTED],

Thank you for your response.

Your comments regarding the premises licence application are well noted. My client understands your concerns and they are confident that they can address these matters. We would be very grateful for the opportunity to discuss this further with you. Do you have any availability this week or next for us to speak?
As I mentioned previously, we would be happy to schedule a call or remote meeting on Teams/Zoom as opposed to meeting in person, if that is more convenient for you. I look forward to hearing from you.

Yours sincerely,
David Inzani

From: Abbott, Karyn: WCC <kabbott@westminster.gov.uk>

Sent: Friday, August 18, 2023 2:16 PM

To: David Inzani [REDACTED]

Cc: Licensing: WCC <Licensing@westminster.gov.uk>; Koduah, Maxwell: WCC <mkoduah@westminster.gov.uk>

Subject: RE: 23/04474/LIPN, 210 Piccadilly, W1J 9HL – EH rep & conditions
PCX:000015000000723

Hi David

Please see below from [REDACTED]

Dear Sir,

Thank you for the opportunity to meet but sadly I am unavailable on those dates. Objections include, health and safety, nuisance and encroachment into public realm. Your licensing application has many implications.

I consider outside seating in [REDACTED] unsuitable. It is on a slope and without fixed tables it could cause accidents, customers will be constantly rearranging both tables and chairs and will stray beyond any permitted area regardless of moveable barriers. If there is no outside seating customers will still congregate. Is regular pressure washing envisaged or permitted?

Once such a precedent has been granted similar permission may be applied for other property [REDACTED], The National Westminster Bank premises, the enormous lobby of No 1 Eagle Passage and the store at 23 Jermyn St on the corner. Change of use is no longer to be an issue.

[REDACTED] is a pleasant quiet oasis to walk through in an otherwise over congested Piccadilly Circus which is increasingly full of cheap tourist kiosks and the resultant refuge from other take away food outlets. There is currently deliberately nowhere for people to sit and unless there is a diligent member of your staff with the power to evict then I see no reason why seating or loitering will not attract any weary visitor. Your workmen already sit on the window sills of the property scuffing the walls and leaving packaging and half consumed beverages for the refuse operators to clear. For years we had similar predictable trouble with the Tesco site before at last they put in large window boxes. Spikes or ridges were tried but caused flash protests against Tesco as they were considered to deprive the homeless of comfortable shelter.

My contact details are: [REDACTED].
I look forward to hearing from you.

Kind regards,
David

Farmer J

210 Piccadilly, London, W1J 9HL

Premises Licence Conditions proposed within the application

1. Between the hours of 07.30 and 09.00 hours the supply of alcohol at the premises shall only be to a person seated taking a substantial meal there and for consumption by such a person as ancillary to their meal.
2. Substantial food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
3. The number of persons permitted in the premises at any one-time (excluding staff) shall not exceed 90 persons, with no more than 50 persons in the basement. If an additional public WC is provided, an increase to 4 public WCs, then the overall capacity can be increased to 120 persons upon written confirmation from the Environmental Health Consultation Team.
4. All persons consuming food or drink on the premises shall be seated.
5. All sales of alcohol for consumption 'Off' the premises shall be in sealed containers only and shall not be consumed on the premises, except for alcohol consumed by persons seated within an external area appropriately authorised for tables and chairs.
6. The external tables and chairs shall be rendered unusable by 23.00 hours.
7. There shall be no sales of alcohol for consumption 'Off' the premises after 23.00 hours.
8. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The

CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises and will include the external area immediately outside the premises entrance. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.

9. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises are open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
10. A Challenge 21 or Challenge 25 scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as driving licence, military ID card, passport or proof of age card with the PASS Hologram.
11. Patrons permitted to temporarily leave and then re-enter the premises e.g. to smoke, shall not be permitted to take drinks or glass containers with them, except for persons seated at the outside tables and chairs.
12. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police, which will record the following:
 - (a) all crimes reported to the venue
 - (b) all ejections of patrons
 - (c) any complaints received regarding crime and disorder
 - (d) any incidents of disorder
 - (e) any faults in the CCTV system
 - (f) any refusal of the sale of alcohol
 - (g) any visit by a relevant authority or emergency service
13. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.

14. External doors shall be kept closed after 23.00 hours except for the immediate access and egress of persons.
15. Loudspeakers shall not be located in the entrance lobby or outside the premises building, including any external terraces.
16. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
17. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.
18. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.
19. No deliveries to the premises shall take place between 23:00 hours and 08:00 hours the following day, except for deliveries of fresh goods.
20. The premises licence holder shall ensure that any patrons drinking and/or smoking outside the premises do so in an orderly manner and are supervised by staff so as to ensure that there is no public nuisance or obstruction of the highway.
21. No licensable activities shall take place until the premises has been assessed as satisfactory by the Environmental Health Consultation Team at which time this condition shall be removed from the Licence by the licensing authority.
22. Before the premises open to the public, the plans as deposited will be checked by the Environmental Health Consultation Team to ensure they are an accurate reflection of the premises constructed. Where the premises layout has changed during the course of construction new plans shall be provided to the Environmental Health Consultation Team and the Licensing Authority.

Proposed Environmental Health condition to form part of the operating schedule

1. Condition 1 to amended to read:

Between the hours of 07.30 and 09.00 hours, the supply of alcohol at the premises, including an area appropriately authorised for the use of tables and chairs on the highway, shall only be to a person seated taking a substantial table meal there and for consumption by such a person as ancillary to their meal.

For the purpose of this condition a 'Substantial Table Meal' means – a meal such as might be expected to be served as the main midday or main evening meal, or as a main course at either such meal and is eaten by a person seated at a table, or at a counter or other structure which serves the purposes of a table and is not used for the service of refreshments for consumption by persons not seated at a table or structure servicing the purposes of a table

2. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number is to be made available to residents and businesses in the vicinity on their request
3. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times
4. During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business



SCAN TO ORDER



EAT WHAT COMES NATURAL
@farmerjfood | farmerj.com

FAVOURITE FIELDTRAYS

J'S CLASSIC 10.50
Harissa Chicken, Rice,
Mac & Cheese, Sesame Broccoli

FARMER'S CATCH 12.75
Gochujang Salmon, Rice,
Cauliflower, Kale Miso Slaw

MAC & GREENS 9.50
Mac & Cheese, Spinach, Sesame
Broccoli, Heritage Tomato & Feta

THE MIDDLE EASTERN 10.50
Chermoula Chicken, Rice,
Cauliflower, Green Chickpea Salad

SEASON'S GREENS 8.50
Mushroom & Hispi Shawarma, Rice,
Sesame Broccoli, Green Chickpea Salad

HELLO HARISSA 10.50
Harissa Chicken, Rice, Sweet
Potatoes, Green Chickpea Salad

BUTCHER'S CUT 11.75
Steak, Spinach, Mac & Cheese,
Almond Caesar

WHERE MY VEGANS AT? 10.50
No 'Meat' Balls, Rice, Sesame
Broccoli, Kale Miso Slaw

STEAK & BROCC' 11.75
Steak, Spinach, Sesame Broccoli,
Almond Caesar

CLASSIC FIELDBOWLS 7.50 Each

CHERMOULA TAHINI Brown Rice, Chermoula Chicken, Sweet Potatoes, Mixed Sesame

HARISSA HABIBI Farmer's Grains, Harissa Chicken, Green Chickpea Tahini Salad

SHROOMS & GREEN CHICKPEA Brown Rice, Shroom & Hispi Shawarma, Green Chickpea Tahini Salad

TAHINI CAULI' Farmer's Grains, Whole Roasted Cauli', Tahini Sauce, Mixed Sesame

EXTRAS

CHICKEN 5.00
SALMON 7.50
STEAK 6.00

MAC' N' CHEESE 3.75
NO 'MEAT' BALLS 5.00
HOT SIDE 2.50

SALAD 2.50
1/2 AVO' 1.30
FREE-RANGE EGG 0.60

FEELING SAUCY? J'S AIOLI / TAHINI / CHIMICHURRI / ROASTED RED PEPPER | Add sauce 50p

WINES

RED
SHIRAZ Western Cape, South Africa 21.00
Medium-bodied, smooth, velvety | 750ml
OLD VINE GARNACHA Aragon, Spain 6.95
Smooth, silky | 187ml Can
ROSÉ
GRENACHE CINSULT Languedoc, France 22.00
Light, dry, vibrant | 750ml
GRENACHE ROSÉ Pays d'Oc, France 6.95
Fresh, fruity | 187ml Can

WHITE
SAUVIGNON BLANC Veneto, Italy 24.00
Light, mineral, citrus | 750ml
GRÜNER Vienna, Austria 6.95
Vibrant, zesty | 187ml Can
SPARKLING
PROSECCO Veneto, Italy 29.00
Light, dry, floral | 750ml
PROSECCO Veneto, Italy 9.75
Light, dry, floral | 200ml

BEERS

PALE ALE 4.95
Hoppy, fruity, dry | 330ml
LAGER 4.95
Clean, crisp, dry | 330ml

SOFTS

FARMER'S LEMONADE 1.95
HERBAL PINK LEMONADE 2.50
TRIP CBD DRINK 2.95
KOMBUCHA 3.95



BUILD YOUR OWN FIELDTRAY

EACH FIELDTRAY INCLUDES A BASE, A MAIN + 2 SIDES
[V = Vegetarian | Ve = Vegan | D = Dairy Free | G = Gluten Free]



BASE

STEP 01

CHOOSE A BASE

BROWN RICE
LEMON, EXTRA VIRGIN
OLIVE OIL + HERBS
[D | G | V | Ve]

BABY SPINACH
FRESH BABY
SPINACH
[D | G | V | Ve]

FARMER'S GRAINS
FREEKEH, ZA'ATAR,
BULGAR, SESAME
[D | V | Ve]

MAIN

STEP 02

CHOOSE A MAIN

CHERMOULA CHICKEN & TAHINI [D | G] 10.50
CHARRED HARISSA CHICKEN [D | G] 10.50
GRASS FED FLANK STEAK [D] 11.75
GOCHUJANG SALMON [D | G] 12.75
NO 'MEAT' BALLS [D | G | V | Ve] 10.50
SEASONAL MAC 'N' CHEESE [V] 9.50
VEGGIE TRAY CHOOSE ANY 3 SIDES + A BASE 8.50

ADD EXTRA

CHICKEN 5.00
SALMON 7.50
STEAK 6.00
MAC 'N' CHEESE 3.75
NO 'MEAT' BALLS 5.00
HOT SIDE 2.50
SALAD 2.50
1/2 AVO 1.30
FREE-RANGE EGG 0.60

SIDES

STEP 03

CHOOSE 2 SIDES

SESAME BROCCOLI [D | G | V | Ve]
SEASONAL MAC 'N' CHEESE [V]
ROASTED SWEET POTATO [D | G | V | Ve]
WHOLE ROASTED CAULIFLOWER [D | G | V | Ve]
MUSHROOM & HISPI SHAWARMA [D | G | V | Ve]
GREEN CHICKPEA TAHINI [D | V | Ve]
HERITAGE TOMATO & FETA [V]
ALMOND CAESAR [G | V]
KALE MISO SLAW [D | G | V | Ve]

FEELING SAUCY?

TAHINI [D | G | V | Ve]
CHIMICHURRI [D | G | V | Ve]
RED PEPPER [D | G | V | Ve]
J'S AIOLI [G | V]

ADD
SAUCE
50p

Please inform us of any allergies before ordering. Products may be prepared in proximity to allergens both on site and on our supplier's premises. As such, we cannot guarantee the total absence of allergens in our dishes.



FARMER'S PANTRY

COLLECTION POINT

MORE SEATING
DOWNSTAIRS





COLLECTION POINT

MORE SEATING
DOWNSTAIRS

ROLL WITH THE SEASONS

FAST LANE



FARMER'S PANTRY

ESPRESSO	\$2.80
LATTE	\$3.20
ICED LATTE	\$4.25
ICED COFFEE	\$3.50
CAPPUCCINO	\$3.50

COLLECTION POINT

MORE SEASIDE
DOWNSTAIRS





IF I WOULDN'T
FEED IT TO MY
FAMILY,
I WOULDN'T
FEED IT TO YOU





AMERICANO 2.80 CAPPUCINO 3.20 ESPRESSO 2.50
FLAT WHITE 3.20 LATTE 3.20 MACCHIATO 2.90
MOCHA 3.75 PICCOLO 2.90 ICE COFFEE 3.30
MATCHA LATTE 3.75 CHAI LATTE 3.75
HOT CHOCOLATE 3.65 HERBAL TEAS 2.00
EXTRA SHOT / DECAF 0.50 OAT 0.50

ORIGIN STRONGHOLD COFFEE
Tasting Notes: Dark Chocolate • Fudge • Brown Sugar





RE

ONLINE COLLECTION

NE COLLECTION

F R M ER.J

EAT WHAT COMES NATURAL.

MADE FROM SCRATCH

REAL FOOD MADE FROM SCRATCH.
NEW MENU COFFEE £5.95





FAST LANE



HOME OF THE FIELDTRAY
FAST LANE
COLLECTION



HOME OF THE FIELDTRAY
FAST LANE
COLLECTION



...LDN'T
FEED YOU,
I WANT
FEED YOU



POST OFFICE



MER.J

ATA HARM ATA HARM

BAHAR BAHAR BAHAR BAHAR BAHAR BAHAR

NICE NICE KEH KEH FREEKE FREEKE FREEKE FREEKE FREEKE FREEKE

FREEKE FREEKE FREEKE FREEKE FREEKE FREEKE FREEKE FREEKE FREEKE FREEKE

MAC ATA BISSA AR BRAT BROWN BROWN BROWN BROWN BROWN BROWN

HARISA PASTE HARISA PASTE HARISA PASTE HARISA PASTE HARISA PASTE HARISA PASTE HARISA PASTE HARISA PASTE HARISA PASTE

WASH THE PORKIN' LET'S GET COOKIN'

HARISA PASTE 7.5

I WOULD
NEED IT TO
FAMILY,
I WOULDN'T
FEED IT TO YOU





COFFEE
ESPRESSO • CAPPUCCINO • LATTE
FLAT WHITE • LEMON • VANILLA
MILK • MACCHIATO • COLD BREW
MILK LATTE • DECAF LATTE
HOT CHOCOLATE • VANILLA SWAP



Farmer J, 8-9 Orchard Place, London, SW1H 0BF

Premises licence granted by Westminster City Council 15 June 2023


Licensable Activities and Hours

- Mon – Thu: Sale of alcohol from 07:30AM until 11:00PM; Opening hours from 07:30AM until 11:30PM.
- Fri – Sat: Sale of alcohol from 07:30AM until 11:30PM; Late night refreshment until 11:30PM; Opening hours from 07:30AM until midnight.
- Sun: Sale of alcohol from 10:00AM until 10:30PM; Opening hours from 10:00AM until 11:00PM.

Proposed Premises Licence Conditions

1. Between the hours of 07.30 and 09.00 hours the supply of alcohol at the premises shall only be to a person seated taking a substantial meal there and for consumption by such a person as ancillary to their meal.
2. Substantial food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
3. All sales of alcohol for consumption 'Off' the premises shall be in sealed containers only and shall not be consumed on the premises.
4. There shall be no sales of alcohol for consumption 'Off' the premises after 23.00 hours.
5. There shall be no sales of hot food or hot drink for consumption 'Off' the premises after 23:00 hours.
6. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises and will include the external area immediately outside the premises entrance. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.
7. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises are open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
8. A Challenge 21 or Challenge 25 scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as driving licence, military ID card, passport or proof of age card with the PASS Hologram.

9. Patrons permitted to temporarily leave and then re-enter the premises e.g. to smoke, shall not be permitted to take drinks or glass containers with them, except for persons seated at the outside tables and chairs.
10. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police, which will record the following:
 - (a) all crimes reported to the venue
 - (b) all ejections of patrons
 - (c) any complaints received regarding crime and disorder
 - (d) any incidents of disorder
 - (e) any faults in the CCTV system
 - (f) any refusal of the sale of alcohol
 - (g) any visit by a relevant authority or emergency service
11. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
12. External doors shall be kept closed after 23.00 hours except for the immediate access and egress of persons.
13. Loudspeakers shall not be located in the entrance lobby or outside the premises building, including any external terraces.
14. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
15. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.
16. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.
17. No deliveries to the premises shall take place between 23:00 hours and 08:00 hours the following day.
18. The premises licence holder shall ensure that any patrons drinking and/or smoking outside the premises do so in an orderly manner and are supervised by staff so as to ensure that there is no public nuisance or obstruction of the highway.



With nearly two decades of extensive experience in restaurant and operational management, I have a genuine passion for delivering unparalleled customer experiences, complemented by a verifiable track record in spearheading substantial business growth. My acute business acumen and adeptness in driving key performance indicators and sales are pivotal in consistently surpassing budget goals.

Key Strengths:

- **In-depth Understanding of the Food Industry:** My enthusiasm for food is matched by my commitment to guaranteeing exceptional customer satisfaction.
- **Strategic Business Insight:** Armed with the ability to effectively analyse diverse business metrics, I ensure optimal cost control and amplified profitability.
- **Comprehension of Compliance:** Proficient understanding of the importance and execution of compliance standards within the operational framework, ensuring all activities adhere to relevant laws and regulations.
- **Leadership Excellence:** I am well-versed in inspiring and leading high-calibre teams to enhance productivity and bolster team morale.
- **Operational Planning:** My exceptional planning and organizational skills guarantee seamless operations and stringent adherence to superior standards.
- **Resilience Under Pressure:** My ability to flourish in dynamic and fast-paced environments ensures the continuous delivery of exceptional service and operational efficiency.

In carrying out my responsibilities, my commitment remains steadfast in maintaining the highest standards, leading teams to success, and ensuring complete operational excellence in every aspect of business operations.

Career history

Farmer J, October 2016 – present

- Operational Excellence and Compliance Manager May 2023 - present
- Operations Manager October 2016 – April 2023

Business Consulting - Sacred Coffee October 2015 – August 2016

Apostrophe Restaurants, London December 2003 – September 2015

- Area Manager June 2007 - September 2015
- Multi site manager July 2006 – August 2007
- General manager August 2005 – July 2006

Piekielnik, Poland 2001 – 2003

- Administrative employee. Running daily operations on the office in a small production company

Certifications

FS, H&S, Management training „Catalyst Club” 2013, Group Training Certificate 2011, Personal Licence 2009

Academic Qualifications

Wroclaw University of Economics 1996 – 2001, Master of Economics



Experience



CEO & Founder

Farmer J

May 2014 - Present (9 years 5 months)

Farmer J has been created to offer an opportunity for people to grab a quick meal, which is healthy but without preaching, delicious but not expensive, and never boring.

Mealtime is our only break during the day and for most people, it doesn't last long, therefore, I want to ensure that meal is lived to the fullest by visiting Farmer J.



Structured Credit Analyst

Deutsche Bank

Nov 2013 - May 2014 (7 months)

- Private financing solutions
- Corporate special situations



Commercial Real Estate Analyst

Deutsche Bank

Jul 2011 - Nov 2013 (2 years 5 months)



Private Equity Analyst

Pictet Group

Mar 2010 - Aug 2010 (6 months)



Financial Advisory Analyst (intern)

Pictet Group

Aug 2009 - Sep 2009 (2 months)



Feasibility and Financial Evaluation (advisor)

Recanati Winery

Jun 2009 - Aug 2009 (3 months)

Education



Ecole Hoteliere de Lausanne



Bachelor of Science (BS), Real Estate and Hospitality management

2007 - 2011

Skills

Valuation • Asset Management • Financial Modeling • Bloomberg • Capital Markets • Investment Banking • Due Diligence • Investments • CMBS • Real Estate Economics



An accomplished professional with extensive experience in operations management who thrives in diverse and fast paced environments. Successful track record in leading large teams, managing business expansion through new store openings, and driving business performance. An engaging individual who enjoys executing business strategies through data analysis, and the design and implementation of process improvement plans. Passionate about developing and motivating others.

Career History

Farmer J **Head of Operations** March 2022 - present

The Real Eating Company **Operations Manager** June 2020 – March 2022

The Real Eating Company is a privately-owned chain operating 8 coffee shops across the south of England. Reporting to the Managing Director and Founder.

Key responsibilities

- Fully accountable for the Group P&L
- Responsible for the recruitment, training and development of the Café Managers
- Keeping employees motivated and organising appropriate training and development in line with business needs
- Monitoring guests' feedback and putting in place corrective actions as necessary
- Reviewing existing operations and identifying areas for development and growth
- Designing and implementing policies and procedures to improve day-to-day operations
- Communicating and explaining new standards, policies, and procedures to Managers and shop-based teams
- Responsible for the compliance with Food Safety and H&S regulations
- Producing weekly, monthly, and quarterly reports to assess financial performance and identify areas of

improvement

- Setting operational targets and KPIs to assess the performance of each site
- Carrying out regular commercial analysis to review food and drinks offer

EAT. Central **Operations Manager**

EAT. is a P.E backed chain with over 100 stores operating in the UK and Europe. Reporting to the Director of Operations.

Key responsibilities

March 2017 – April 2020

- Reviewing business performance and processes to design improvement plans in line with business strategies, leading their successful execution
- Leading the growth of the delivery business - developing the menu, website improvements, operational and safety standards and providing direction to a large team of General Managers
- Managing the activities of the Operations Team, conducting regular reviews with the Area Managers to set expectations and review performance
- Conducting regular commercial analysis to review product range and availability requirements
- Partnering with key stakeholders to design and review operational key performance indicators aimed at driving performance and engagement

Achievements

- Successfully designed and developed a change management framework to systematically deliver the effective implementation of new initiatives, processes, policies and standards across the business
- Created a Delivery sales SQL database enabling commercial analysis to support the design of the development strategy for the Delivery business
- Successfully implemented the development strategy for the Delivery business, improving year on year sales by 30% for 2019
- Created a stock forecasting model to enable the Commercial Team to appropriately manage all delivery-related stock, maximising availability and reducing end-of-life waste
- Designed and implemented new bonus schemes, aimed at improving performance by setting realistic and clear targets. The new schemes led to a significant year on year improvement of the KPIs as well as staff retention
- Managed the operational aspects of the design and implementation of the PCI Compliance process across the business, leading to a successful PCI audit
- Set product availability targets for all stores across the UK, which resulted in 5% year on year increase of product availability at company level

ITSU Operations Manager

ITSU is a fast growth chain of sushi outlets operating in the UK. Reporting to the Director of Development.

Key responsibilities

October 2015 – March 2017

- Led a Regional Area of 8 stores, average yearly turnover of £14m
- Responsible for in-store standards, food safety regulation compliance, stock control, staff performance, shops profitability, succession planning and people development
- Designing and implementing the retail plan for the area in line with company strategy
- Developing the management team by regular performance review and engaging personal development plan

Achievements

- Led and executed the opening of four sites, including the flagship unit at Heathrow Terminal 5
- Acted as Project Leader for the implementation of new Labour Module within Fourth Hospitality. Set expectations and success measures, co-ordinated roll out in trial stores and led monthly follow up meetings with the ITSU senior leadership team and Fourth

- Reviewed and implemented new operational labour targets at area level which led to record sales for the Westfield White City unit (£62k) and the company sales record for the Bicester Village unit (£70k)

PRET General Manager to Group Manager July 2011 – February 2015

Responsible for the Stansted Airport multi-site and Cambridge units. Average annual sales of £11 million.

Key Responsibilities

- Responsible for the overall performance of the Group, measured on 4 main KPIs – Sales Growth, Profit, Customer Service scores, Safety Audit Score
- Responsible for the successful running of multiple sites at Stansted Airport, including sales forecasting, labour planning and recruitment, production setting, stock management, delivering consistent service standards and compliance
- Directly managing a team of 120 individuals through intense seasonal sales fluctuations
- Responsible for Stores Standards compliance, Food Safety and H&S regulations compliance as well as Airport security compliance
- Accountable for the Group P&L
- Acted as link to the Pret F&B Manager at Manchester Group to discuss and monitor performance

Achievements

- Won the award for Best Idea in 2013 - acknowledged for developing and trialling a new Kitchen Productivity Measurement Method which has become a company standard, and is currently used as standard Pret methodology
- Achieved record weekly company sales at Stansted Airport - £251k
- Implemented successful induction and training of the Management team for the NSO at Dubai Airport
- Led the streamlined Airport Induction of all new Airport General Managers

Key skills

Advanced Microsoft Excel, MS SQL Server, Python, Fourth Hospitality

Education

University of Venice 2002 – 2003 - Business and Economics Liceo Scientifico Cattaneo - Diploma to Maturita, 92%

Farmer J, 210 Piccadilly

Staffing

The premises, once open, will operate with 27 employees, which will be split as follows:

- 17 Front of House
- 9 Back of House
- General Manager

The team will be managed by the Management team, which is made up of:

- The General Manager
- 3 Assistant Managers
- 2-4 supervisors

Training

All staff members, when starting at Farmer J, are provided training on the following topics:

- Food Safety
- Health and Safety
- Allergens
- COSHH
- The sale of alcohol
- Fire Marshal
- First Aid Training

Premises History

Appendix 3

There is no licence or appeal history for the premises.

CONDITIONS CONSISTENT WITH THE OPERATING SCHEDULE AND CONDITIONS PROPOSED BY A PARTY TO THE HEARING

When determining an application for a new premises licence under the provisions of the Licensing Act 2003, the licensing authority must, unless it decides to reject the application, grant the licence subject to the conditions which are indicated as mandatory in this schedule.

At a hearing the licensing authority may, in addition, and having regard to any representations received, grant the licence subject to such conditions which are consistent with the operating schedule submitted by the applicant as part of their application, or alter or omit these conditions, or add any new condition to such extent as the licensing authority considers necessary for the promotion of the licensing objectives.

This schedule lists those conditions which are consistent with the operating schedule, or proposed as necessary for the promotion of the licensing objectives by a responsible authority or an interested party as indicated. These conditions have not been submitted by the licensing service but reflect the positions of the applicant, responsible authority or interested party and have not necessarily been agreed

Mandatory Conditions

1. No supply of alcohol may be made at a time when there is no designated premises supervisor in respect of this licence.
2. No supply of alcohol may be made at a time when the designated premises supervisor does not hold a personal licence or the personal licence is suspended.
3. Every supply of alcohol under this licence must be made or authorised by a person who holds a personal licence.
4.
 - (1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
 - (2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—
 - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to;
 - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
 - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
 - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
 - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or

less in a manner which carries a significant risk of undermining a licensing objective;

- (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;
 - (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).
5. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.
6. (1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
- (2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
- (3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—
- (a) a holographic mark, or
 - (b) an ultraviolet feature.
7. The responsible person must ensure that—
- (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—
 - (i) beer or cider: ½ pint;
 - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
 - (iii) still wine in a glass: 125 ml;
 - (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
 - (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

A responsible person in relation to a licensed premises means the holder of the premise licence in respect of the premises, the designated premises supervisor (if any) or any individual aged 18 or over who is authorised by either the licence holder or designated premises supervisor. For premises with a club premises certificate, any member or officer of the club present on the premises in a capacity that which enables him to prevent the supply of alcohol.

- 8(i) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
- 8(ii) For the purposes of the condition set out in paragraph 8(i) above -
- (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
- (b) "permitted price" is the price found by applying the formula -
- $$P = D + (D \times V)$$
- Where -
- (i) P is the permitted price,
- (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
- (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
- (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -
- (i) the holder of the premises licence,
- (ii) the designated premises supervisor (if any) in respect of such a licence, or
- (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
- (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
- (e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.
- 8(iii). Where the permitted price given by Paragraph 8(ii)(b) above would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
- 8(iv). (1) Sub-paragraph 8(iv)(2) below applies where the permitted price given by Paragraph 8(ii)(b) above on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.
- (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Conditions consistent with the operating schedule

9. Substantial food and non intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.

10. The number of persons permitted in the premises at any one time (excluding staff) shall not exceed 90 persons, with no more than 50 persons in the basement. If an additional public WC is provided, an increase to 4 public WCs, then the overall capacity can be increased to 120 persons upon written confirmation from the Environmental Health Consultation Team.
11. All persons consuming food or drink on the premises shall be seated.
12. All sales of alcohol for consumption 'Off' the premises shall be in sealed containers only and shall not be consumed on the premises, except for alcohol consumed by persons seated within an external area appropriately authorised for tables and chairs.
13. The external tables and chairs shall be rendered unusable by 23.00 hours.
14. There shall be no sales of alcohol for consumption 'Off' the premises after 23.00 hours.
15. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Westminster Police Licensing Team. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises and will include the external area immediately outside the premises entrance. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.
16. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises are open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
17. A Challenge 21 or Challenge 25 scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as driving licence, military ID card, passport or proof of age card with the PASS Hologram.
18. Patrons permitted to temporarily leave and then re-enter the premises e.g. to smoke, shall not be permitted to take drinks or glass containers with them, except for persons seated at the outside tables and chairs.
19. An incident log shall be kept at the premises, and made available on request to an authorised officer of the City Council or the Police, which will record the following:
 - (a) all crimes reported to the venue
 - (b) all ejections of patrons
 - (c) any complaints received regarding crime and disorder
 - (d) any incidents of disorder
 - (e) any faults in the CCTV system
 - (f) any refusal of the sale of alcohol
 - (g) any visit by a relevant authority or emergency service
20. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.

21. External doors shall be kept closed after 23.00 hours except for the immediate access and egress of persons.
22. Loudspeakers shall not be located in the entrance lobby or outside the premises building, including any external terraces.
23. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
24. The means of escape provided for the premises shall be maintained unobstructed, free of trip hazards, be immediately available and clearly identified in accordance with the plans provided.
25. All emergency exit doors shall be available at all material times without the use of a key, code, card or similar means.
26. No deliveries to the premises shall take place between 23:00 hours and 08:00 hours the following day, except for deliveries of fresh goods.
27. The premises licence holder shall ensure that any patrons drinking and/or smoking outside the premises do so in an orderly manner and are supervised by staff so as to ensure that there is no public nuisance or obstruction of the highway.
28. No licensable activities shall take place until the premises has been assessed as satisfactory by the Environmental Health Consultation Team at which time this condition shall be removed from the Licence by the licensing authority.
29. Before the premises open to the public, the plans as deposited will be checked by the Environmental Health Consultation Team to ensure they are an accurate reflection of the premises constructed. Where the premises layout has changed during the course of construction new plans shall be provided to the Environmental Health Consultation Team and the Licensing Authority.

Conditions proposed by the Environmental Health and agreed with the applicant so as to form part of the operating schedule.

30. Between the hours of 07.30 and 09.00 hours, the supply of alcohol at the premises, including an area appropriately authorised for the use of tables and chairs on the highway, shall only be to a person seated taking a substantial table meal there and for consumption by such a person as ancillary to their meal.

For the purpose of this condition a 'Substantial Table Meal' means – a meal such as might be expected to be served as the main midday or main evening meal, or as a main course at either such meal and is eaten by a person seated at a table, or at a counter or other structure which serves the purposes of a table and is not used for the service of refreshments for consumption by persons not seated at a table or structure servicing the purposes of a table.

31. A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open. This telephone number is to be made available to residents and businesses in the vicinity on their request.
32. All waste shall be properly presented and placed out for collection no earlier than 30 minutes before the scheduled collection times.

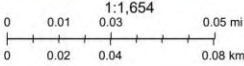
33. During the hours of operation of the premises, the licence holder shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises, and that this area shall be swept and or washed, and litter and sweepings collected and stored in accordance with the approved refuse storage arrangements by close of business
34. Patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke or make a phone call, shall not be permitted to take glass containers with them, except for persons seated at the outside tables and chairs.

210 Piccadilly, London, W1J 9HL



27/09/2023, 11:53:25

- Property Mailing List
- ▭ Ward Boundaries



Resident count: 43

Licensed premises within 75 metres of 210 Piccadilly, London, W1J 9HL

Licence Number	Trading Name	Address	Premises Type	Time Period
18/03717/LIPVM	San Carlo Cicchetti	215 Piccadilly London W1J 9HL	Restaurant	Sunday; 08:00 - 00:00 Monday to Saturday; 08:00 - 00:30
17/06314/LIPT	Le Pigalle	215 - 217 Piccadilly London W1J 9HN	Night clubs and discos	Sunday; 09:00 - 00:00 Monday to Saturday; 09:00 - 04:00
22/11722/LIPRW	Reign	215 - 217 Piccadilly London W1J 9HN	Night clubs and discos	Saturday; 09:00 - 06:00 Sunday to Friday; 09:00 - 04:00
17/01259/LIPVM	Shadow Licence	215 - 217 Piccadilly London W1J 9HN	Premises Licence - Shadow Licence	Sunday; 09:00 - 00:00 Monday to Saturday; 09:00 - 04:00
12/07165/LIPN	Jermyn Street Theatre	Basement 16B Jermyn Street London SW1Y 6ST	Theatre	Friday; 13:00 - 23:00 Saturday to Thursday; 13:00 - 22:00
21/06808/LIPDPS	Papa L's Kitchen	Ground Floor 16-17 Jermyn Street London SW1Y 6EE	Restaurant	Sunday; 12:00 - 23:00 Monday to Saturday; 10:00 - 23:30
20/08512/LIPT	Pizza Hut	29 - 31 Regent Street London SW1Y 4NQ	Restaurant	Sunday; 12:00 - 00:00 Monday to Saturday; 10:00 - 00:30
20/05168/LIPN	Asia Collective	55 Regent Street London W1B 4DY	Food court	Sunday; 10:00 - 22:30 Monday to Thursday; 07:00 - 00:00 Friday to Saturday; 07:00 - 01:00
23/01085/LIPDPS	Waterstones	203-206 Piccadilly London W1J 9HD	Cafe	Sunday; 10:00 - 00:00 Monday to Saturday; 10:00 - 00:30
20/12037/LIPDPS	Rowleys	113 Jermyn Street	Restaurant	Sunday; 12:00 - 00:00

		London SW1Y 6HJ		Monday to Saturday; 10:00 - 00:30
11/11074/LIPN	Rush	200 Piccadilly London	Hairdresser or beauty salon	Saturday; 08:30 - 18:00 Sunday; 10:00 - 17:00 Monday to Friday; 08:00 - 21:00
23/01304/LIPDPS	Hawksmoor (entrance 5a Air Street)	First Floor 65 Regent Street London W1B 4EA	Restaurant	Monday to Saturday; 09:00 - 02:30