

# Agenda

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## Licensing & Gambling Acts Casework Sub-Committee

Date: **Tuesday 29 May 2018**

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Time: **5.30 pm**

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Place: **Council Chamber - Oxford Town Hall**

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For any further information please contact:

**John Mitchell, Committee and Member Services Officer**

Telephone: 01865252217

Email: [jmitchell@oxford.gov.uk](mailto:jmitchell@oxford.gov.uk)

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# Licensing & Gambling Acts Casework Sub-Committee

## Membership

Councillor Craig Simmons  
Councillor Mark Lygo  
Councillor James Fry

St. Mary's;  
Churchill;  
North;

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## AGENDA

	<b>Pages</b>
<b>1 PEPE'S PIRI PIRI</b>	<b>5 - 70</b>
To inform the determination of Team TI Limited's application for a New Premises Licence for Pepe's Piri Piri, 250 Cowley Road, Oxford, OX4 1UH.	

## **DECLARING INTERESTS**

### **General duty**

You must declare any disclosable pecuniary interests when the meeting reaches the item on the agenda headed “Declarations of Interest” or as soon as it becomes apparent to you.

### **What is a disclosable pecuniary interest?**

Disclosable pecuniary interests relate to your employment; sponsorship (ie payment for expenses incurred by you in carrying out your duties as a councillor or towards your election expenses); contracts; land in the Council’s area; licences for land in the Council’s area; corporate tenancies; and securities. These declarations must be recorded in each councillor’s Register of Interests which is publicly available on the Council’s website.

### **Declaring an interest**

Where any matter disclosed in your Register of Interests is being considered at a meeting, you must declare that you have an interest. You should also disclose the nature as well as the existence of the interest.

If you have a disclosable pecuniary interest, after having declared it at the meeting you must not participate in discussion or voting on the item and must withdraw from the meeting whilst the matter is discussed.

### **Members’ Code of Conduct and public perception**

Even if you do not have a disclosable pecuniary interest in a matter, the Members’ Code of Conduct says that a member “must serve only the public interest and must never improperly confer an advantage or disadvantage on any person including yourself” and that “you must not place yourself in situations where your honesty and integrity may be questioned”. What this means is that the matter of interests must be viewed within the context of the Code as a whole and regard should continue to be paid to the perception of the public.

Disclosable pecuniary interests that must be declared are not only those of the member her or himself but also those of the member’s spouse, civil partner or person they are living with as husband or wife or as if they were civil partners.



**To:** Licensing and Gambling Acts Sub-Committee  
**Date:** 29<sup>th</sup> May 2018  
**Report of:** Head of Community Services  
**Title of Report:** Team TI Limited – Application for a New Premises Licence: Pepes Piri Piri, 250 Cowley Road, Oxford, OX4 1UH  
**Application Ref:** 18/01396/PREM

<b>Summary and recommendations</b>	
<b>Purpose of report:</b>	To inform the determination of Team TI Limited's application for a New Premises Licence for Pepes Piri Piri, 250 Cowley Road, Oxford, OX4 1UH
<b>Corporate Priority:</b>	A vibrant and sustainable economy
<b>Recommendation:</b>	That the Licensing and Gambling Acts Sub-Committee resolves to:
1.	<b>Determine</b> Team TI Limited's application taking into account the details in this report and any representations made at this Sub-Committee meeting.

<b>Appendices</b>	
Appendix 1	Application Form
Appendix 2	Landlord Information Pack
Appendix 3	Responsible Authorities
Appendix 4	Interested Parties
Appendix 5	Map

## **Introduction and background**

1. This report is made to the Licensing & Gambling Acts Casework Sub- Committee so it may determine in accordance with its powers and the Licensing Act 2003 whether to grant a Premises Licence to Team TI Limited.

## Application Summary

- An application for a new Premises Licence has been submitted by Team TI Limited. A summary of the licensable activities applied for and the time proposed for these activities can be found detailed below:

### Late Night Refreshment (Indoors Only):

Sunday to Saturday 23:00 hours until 04:00 hours

- Both the application and the steps that the applicant intends to take to promote the licensing objectives (as set out in the operating schedule) can be found at **Appendix One**.
- The applicant also submitted a Pepe's Landlord Information Pack to support their application. This can be found at **Appendix Two**.

## Relevant Representations

- Valid representations have been received from a Responsible Authority as detailed in the table below. Copies of these representations are attached at **Appendix Three**.

Responsible Authority	Response	Licensing Objective(s)
Thames Valley Police	Objection	Crime and Disorder
Fire and Rescue Service	No Adverse Comments	
Environmental Health	No Representation	
Health and Safety	No Representation	
Planning	No Representation	
Trading Standards	No Representation	
Child Safeguarding	No Representation	
Licensing Authority	No Representation	
Home Office	No Representation	

- Valid representations have been received from four Interested Parties as detailed in the table below. Copies of these representations are attached at **Appendix Four**.

Name	Address	Licensing Objective(s)
Mrs Marie Power	12 London Place	Crime and Disorder, Public Nuisance
Mr David Colbeck	London Place Neighbourhood Watch	Crime and Disorder, Public Nuisance
Mr Nihat Eorglu	242 Cowley Road	Crime and Disorder, Public Nuisance and Public Safety
Mr Adam Lonzati	209 Cowley Road	Public Nuisance

## Location

7. A map is attached at **Appendix Five** showing the general location of the applicant's premises, and the proximity to the premises of those who have raised objections to the application.

## Statement of Licensing Policy

8. The Sub-Committee is referred to the Council's Statement of Licensing Policy\*. In particular, the following paragraphs have a bearing upon the application:

Relevant Policy Matters	Section	Policy
Cumulative Impact	3.1.1 to 3.2.5	GN19
Public Nuisance	7.3.10	LA4
Late Night Refreshment	7.5.16 to 7.5.19	PP9
Crime and Disorder	8.3.1	OS7

9. A copy of the Statement of Licensing Policy may be obtained from the Council Offices or found online at:  
[https://www.oxford.gov.uk/downloads/file/1303/statement\\_of\\_licensing\\_policy](https://www.oxford.gov.uk/downloads/file/1303/statement_of_licensing_policy)

## Home Office Statutory Guidance

10. Members are also referred to the statutory guidance issued by the Home Office. Of particular relevance to this application are the following matters:

Relevant Sections	Relevant Paragraph
Crime and Disorder	2.1 to 2.6
Public Nuisance	2.15 to 2.21
Cumulative Impact	14.30 to 14.39

11. A copy of the Home Office Statutory Guidance may be found online at:  
<https://www.gov.uk/government/publications/explanatory-memorandum-revised-guidance-issued-under-s-182-of-licensing-act-2003>

## Cumulative Impact

12. Oxford City Council has adopted Special Saturation Policies in respect of the City Centre and East Oxford as detailed within the Statement of Licensing Policy.
13. The Special Saturation Policies were introduced following evidence brought by bodies, including Thames Valley Police, on the grounds of the cumulative impact of licensed premises on the licensing objectives of preventing crime and disorder and preventing public nuisance within the defined areas.

14. The effect of adopting Special Saturation Policies is to create a rebuttable presumption that applications for new Premises Licences or Club Premises Certificates or material variations to these will normally be refused, if relevant representations to that effect are received, unless it can be demonstrated that the operation of the premises involved is unlikely to add significantly to the cumulative impact already being experienced on the licensing objectives of preventing crime and disorder and preventing public nuisance.
15. It should be noted that the original focus of the Saturation Policies was the cumulative impact of premises licenced to sell alcohol and the effects of alcohol consumption on the objectives of preventing crime and disorder and preventing public nuisance. Applications for Late Night Refreshment licences are not excluded from the current policy but the Sub-Committee should have this in mind when deciding how much weight to give the policy in this case.

### **Other Relevant Considerations**

16. The Sub-Committee is reminded of its responsibilities under the Crime and Disorder Act 1998 (to co-operate in the reduction of crime and disorder in Oxford) and the Human Rights Act (which guarantees the right to a fair hearing for all parties in the determination of their civil rights, and also provides for the protection of property, which may include licences in existence, and the protection of private and family life) when considering the fair balance between the interests of the applicant and the rights of local residents. Any decision taken by the Sub-Committee must be necessary and proportionate to the objectives being pursued.
17. Members are reminded that whenever they make a decision under the Licensing Act 2003, they have a duty to act with a view to promoting the licensing objectives.
18. When considering any representations, only those issues relating to the four licensing objectives should be considered and appropriate weight given to the importance and relevance of each representation.
19. In making its decision, Members must also have regard to the Home Office statutory guidance issued under section 182 of the Licensing Act 2003 and the Council's own Statement of Licensing Policy.
20. The Sub-Committee must take such of the following steps as it considers appropriate for the promotion of the licensing objectives:
  - a) **Grant the licence in accordance with the application.**
  - b) **Modify the conditions of the operating schedule by altering or omitting or adding to them.**
  - c) **Exclude or restrict from the scope of the licence any of the licensable activities to which the application relates.**
  - d) **Reject the whole of the application.**

The Sub-Committee may also grant the licence subject to different conditions for different parts of the premises or the different licensable activities.



21. Members are asked to note that they may not modify the conditions or reject whole or part of the application merely because they consider it desirable to do so. It must be appropriate to do so in order to promote the licensing objectives. Any such step must relate to a relevant representation made.
22. If Members grant the application, the details of the operating schedule will be incorporated into the licence as conditions. The licence will also be subject to certain mandatory conditions.
23. Members should note that the applicant or persons making representations have the right of appeal against the decision made by the Sub-Committee.

<b>Report author</b>	Emma Thompson
Job title	Licensing Compliance Officer
Service area or department	Community Services
Telephone	01865 252565
e-mail	<a href="mailto:ethompson@oxford.gov.uk">ethompson@oxford.gov.uk</a>

**Please note in the table below the version number of your report that was finally cleared at each stage**

# APPENDIX ONE

18/01396/PREM  
PEPES PIRI PIRI  
250 COWLEY RD  
NEW PREM  
REC'D: 29/03/18

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

### PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

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

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

I/We Team TI Limited

*(Insert name(s) of applicant)*

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

#### Part 1 – Premises details

Postal address of premises or, if none, ordnance survey map reference or description			
250 Cowley Road			
Post town	Oxford	Postcode	OX4 1UH

The Licensing Authority  
Oxford City Council  
29 MAR 2018

Telephone number at premises (if any)	01865 655408
Non-domestic rateable value of premises	£ 22,750

#### Part 2 - Applicant details

- Please state whether you are applying for a premises licence as      Please tick as appropriate
- a) an individual or individuals \*       please complete section (A)
- b) a person other than an individual \*
- i as a limited company/limited liability partnership       please complete section (B)
- ii as a partnership (other than limited liability)       please complete section (B)
- iii as an unincorporated association or       please complete section (B)
- iv other (for example a statutory corporation)       please complete section (B)
- c) a recognised club       please complete section (B)
- d) a charity       please complete section (B)

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

\* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or
- I am making the application pursuant to a statutory function or
- a function discharged by virtue of Her Majesty's prerogative

**(A) INDIVIDUAL APPLICANTS** (fill in as applicable)

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

**SECOND INDIVIDUAL APPLICANT (if applicable)**

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

**(B) OTHER APPLICANTS**

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

Name	Team TI Limited
Address	37 Fontwell Close Redhouse Swindon SN25 2PE
Registered number (where applicable)	10805063
Description of applicant (for example, partnership, company, unincorporated association etc.)	Limited company
Telephone number (if any)	
E-mail address (optional)	

**Part 3 Operating Schedule**

When do you want the premises licence to start?

DD MM YYYY  
        ASAP

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

DD MM YYYY  
        N/A

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

Restaurant and takeaway  
 Trading as Pepes Piri Piri

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

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

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

Provision of regulated entertainment (please read guidance note 2)

Please tick all that apply

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

None

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



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



**In all cases complete boxes K, L and M**

**A**

<b>Plays</b> Standard days and timings (please read guidance note 7)			<b>Will the performance of a play take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<b>Please give further details here</b> (please read guidance note 4)		
Mon					
Tue			<b>State any seasonal variations for performing plays</b> (please read guidance note 5)		
Wed					
Thur			<b>Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list</b> (please read guidance note 6)		
Fri					
Sat					
Sun					

**B**

<b>Films</b> Standard days and timings (please read guidance note 7)			<b>Will the exhibition of films take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<b>Please give further details here</b> (please read guidance note 4)		
Mon					
			<b>State any seasonal variations for the exhibition of films</b> (please read guidance note 5)		
Tue					
			<b>Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list</b> (please read guidance note 6)		
Wed					
Thur					
Fri					
Sat					
Sun					



C

<b>Indoor sporting events</b> Standard days and timings (please read guidance note 7)			<b><u>Please give further details</u></b> (please read guidance note 4)
Day	Start	Finish	
Mon			
Tue			<b><u>State any seasonal variations for indoor sporting events</u></b> (please read guidance note 5)
Wed			
Thur			<b><u>Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6)
Fri			
Sat			
Sun			

**D**

<b>Boxing or wrestling entertainments</b> Standard days and timings (please read guidance note 7)			<b>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	
Day	Start	Finish	Indoors	<input type="checkbox"/>
Mon			Outdoors	<input type="checkbox"/>
Tue			Both	<input type="checkbox"/>
Wed			<b>Please give further details here</b> (please read guidance note 4)	
Thur			<b>State any seasonal variations for boxing or wrestling entertainment</b> (please read guidance note 5)	
Fri			<b>Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list</b> (please read guidance note 6)	
Sat				
Sun				

**E**

<b>Live music</b> Standard days and timings (please read guidance note 7)			<b>Will the performance of live music take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
<b>Day</b>	<b>Start</b>	<b>Finish</b>	<b><u>Please give further details here</u></b> (please read guidance note 4)		
Mon					
Tue			<b><u>State any seasonal variations for the performance of live music</u></b> (please read guidance note 5)		
Wed					
Thur			<b><u>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6)		
Fri					
Sat					
Sun					

**F**

<b>Recorded music</b> Standard days and timings (please read guidance note 7)			<b>Will the playing of recorded music take place indoors or outdoors or both – please tick</b> (please read guidance note 3)			
			Indoors	<input type="checkbox"/>		
			Outdoors	<input type="checkbox"/>		
			Both	<input type="checkbox"/>		
Day	Start	Finish	<b>Please give further details here</b> (please read guidance note 4)			
Mon						
Tue						
Wed					<b>State any seasonal variations for the playing of recorded music</b> (please read guidance note 5)	
Thur						
Fri					<b>Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list</b> (please read guidance note 6)	
Sat						
Sun						

**G**

<b>Performances of dance</b> Standard days and timings (please read guidance note 7)			<b>Will the performance of dance take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	<input type="checkbox"/>			
				Outdoors	<input type="checkbox"/>			
				Both	<input type="checkbox"/>			
Day	Start	Finish	<b>Please give further details here</b> (please read guidance note 4)					
Mon								
Tue								
Wed						<b>State any seasonal variations for the performance of dance</b> (please read guidance note 5)		
Thur								
Fri						<b>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</b> (please read guidance note 6)		
Sat								
Sun								

# H

<b>Anything of a similar description to that falling within (e), (f) or (g)</b> Standard days and timings (please read guidance note 7)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	<b><u>Will this entertainment take place indoors or outdoors or both – please tick</u></b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			<b><u>Please give further details here</u></b> (please read guidance note 4)		
Wed					
Thur			<b><u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u></b> (please read guidance note 5)		
Fri					
Sat			<b><u>Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6)		
Sun					

**I**

<b>Late night refreshment</b> Standard days and timings (please read guidance note 7)			<b>Will the provision of late night refreshment take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<b>Please give further details here</b> (please read guidance note 4)  Daily trade (food and non-alcoholic beverages) 11am to 4am		
Mon	23:00	04:00			
Tue	23:00	04:00	<b>State any seasonal variations for the provision of late night refreshment</b> (please read guidance note 5)		
Wed	23:00	04:00			
Thur	23:00	04:00	<b>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list</b> (please read guidance note 6)		
Fri	23:00	04:00			
Sat	23:00	04:00			
Sun	23:00	04:00			

**J**

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 7)			<b>Will the supply of alcohol be for consumption – please tick</b> (please read guidance note 8)	On the premises	<input type="checkbox"/>
				Off the premises	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 5)		
Mon					
Tue					
Wed					
Thur					
Fri					
Sat					
Sun			<b>Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list</b> (please read guidance note 6)		

**State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):**

Name	
Date of birth	
Address	
Postcode	
Personal licence number (if known)	
Issuing licensing authority (if known)	



□□□□

K

**Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children** (please read guidance note 9).

Please see attached section 'e'.

L

<b>Hours premises are open to the public</b> Standard days and timings (please read guidance note 7)			<u>State any seasonal variations</u> (please read guidance note 5)
Day	Start	Finish	<p>N/A</p> <hr/> <p><b><u>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</u></b> (please read guidance note 6)</p> <p>N/A</p>
Mon	11:00	04:00	
Tue	11:00	04:00	
Wed	11:00	04:00	
Thur	11:00	04:00	
Fri	11:00	04:00	
Sat	11:00	04:00	
Sun	11:00	04:00	

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

**a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)**

Please see attached

**b) The prevention of crime and disorder**

Please see attached

**c) Public safety**

Please see attached

**d) The prevention of public nuisance**

Please see attached

**e) The protection of children from harm**

Please see attached

**Checklist:**

Please tick to indicate agreement


- I have made or enclosed payment of the fee.  follow
- I have enclosed the plan of the premises.
- I have sent copies of this application and the plan to responsible authorities and others where applicable.
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.
- I understand that I must now advertise my application.
- I understand that if I do not comply with the above requirements my application will be rejected.
- [Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom (please read note 15).  N/A

**IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.**

**IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.**

**Part 4 – Signatures** (please read guidance note 11)

**Signature of applicant or applicant’s solicitor or other duly authorised agent** (see guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

<b>Declaration</b>	<ul style="list-style-type: none"> <li>• [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).</li> <li>• The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)</li> </ul>
Signature	
Date	28/03/2018
Capacity	Authorised Surveyor / Agent on behalf of Applicant

**For joint applications, signature of 2<sup>nd</sup> applicant or 2<sup>nd</sup> applicant's solicitor or other authorised agent (please read guidance note 13). If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)			
Post town		Postcode	
Telephone number (if any)			
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)			

**Notes for Guidance**

1. Describe the premises, for example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.
2. In terms of specific regulated entertainments please note that:

**K, L, M** Describe the steps you intend to take to promote the four licensing objectives:

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

As an international brand, Pepes Piri Piri have high standards in food, public safety, staff training and prevention of nuisance.

Full and standard Pepes staff training at Head Office and operations. This is carried out in person and is an intense course with monthly reviews of management and staff. Copies of training documents are to be made available on site with posters also erected, plus log books on site of all and any events.

Health and safety is a priority for Pepes and is managed accordingly with vast in-house experience.

It should also be noted that the applicant will be working with neighbouring occupiers as they all trade on late night licenses.

**b) The prevention of crime and disorder**

CCTV (with 31-day retention period) will be installed, recording real time quality images at entrances and in public areas. Staff will be trained to download and forward on to the relevant authorities.

There is an Emergency Alarm system installed. This has been approved by Pepes Piri Piri and the insurance company.

Notices and posters will be erected to warn against noise levels, drugs, weapons, smoking and any nuisances. The premises are food-focused and no alcohol on-site. The dining area is open.

Doors to be closed quietly and no music at night / after midnight.

Standard Pepes staff training at Head Office and operations. This is carried out in person and is an intense course with monthly reviews of management and staff. Copies of training documents are to be made available on site with posters also erected.

There will be no 'special events' and exit from the premises will be orderly though it is noted that a 'bulk exiting' is not normal in this line of business.

**c) Public safety**

Staff will be trained and will also hold first aid training. There will be an incident log / register held. Premises will be well lit and fitted out to a high specification. The dining area is open plan. No alcohol sold on site.

Staff will be informed to understand any conditions attached to the premises licence.

Plans of the property will be visible to staff and customers with clearly lit and indicated fire escape routes. The location of all access and egress points will be signposted with knowledge of securing and open all doors known to staff and signposted where relevant for customers. These areas will be kept clear at all times with appropriate staff training.

The location and type of all fire safety (fire alarm call points and detectors, extinguishers, emergency lighting, fire exit signage) and any other safety equipment will be known to staff.

Each responsible person will carry out a fire risk assessment to decide the nature and extent of general fire precautions that need to be taken. The requirements of the Fire Safety Order will be met and 'Nothing beyond existing Fire Safety Order' is considered necessary at this stage.

CCTV and alarm systems as noted in 'B' above.

No smoking on the premises.

No sale of alcohol on the premises.

#### **d) The prevention of public nuisance**

All doors and windows will be kept closed. Doors will only be opened to allow access, or for persons to leave the premises. Ventilation by artificial means will be provided.

There will be no amplified music or any music or speech after midnight and it will not be played in rooms that will affect neighbouring properties with structure-borne sound and/or vibration. Loudspeakers will not be located near wall or ceiling mounted extractors. There will be no 'performers'. No need for NLDs therefore. There is no sale of alcohol and no allocated smoking areas within the premises.

There shall be adequate supervision of the external areas in order to control both patrons visiting, leaving and to control external drinking areas. There shall be adequate supervision of the immediate vicinity to control both patrons visiting and leaving the premises, and any other persons. No activities that give rise to noise disturbances within the neighbourhood will be permitted in open areas. There will be no loud speakers or amplification equipment used in external areas. Signs shall be displayed in prominent positions requesting that patrons are respectful of neighbouring residential properties and keep noise to a minimum. Because of the nature of use, queueing outside the premises is not expected but adequate staffing numbers will always be provided and regularly monitored and assessed. Patrons will be closely monitored and supervised, in order to control their behaviour.

There will be no machinery or plant to cause noise or nuisance.

Clear signage will be provided to customers on departure routes to taxis. Patrons will be verbally informed on departure routes for taxis. A taxi booking scheme will be in place with stewarded access being provided to taxis and licensed mini cabs. Any taxi/mini cab companies using the premises will be informed not to use their horns or cause any excessive noise. Information will be provided on access to public transport so that residents are not disturbed. Clear legible notices will be displayed within the car park requesting customers respect the needs of residents and to leave the area quietly.

Deliveries, collections and operational servicing will only be carried out between 08.00 and 18.00 hours. Visiting drivers will be informed to switch their vehicle engines off and to minimize noise from any of their other activities.

Proper waste receptacles will be provided and regularly emptied and cleaned. Premises will be kept free from litter and waste. The immediate vicinity will be regularly monitored for litter/waste, and any waste/litter will be collected and properly disposed of.

No lighting from the premises will be used that causes disturbance to occupiers of nearby premises.

#### **e) The protection of children from harm**

All staff members will be suitably trained and receive regular refresher training with the use of refusal registers and till prompts. A record of all staff training will be maintained and shall be supplied to the Licensing Authority, Trading Standards or a Police Officer on request.

A suitably worded sign of sufficient size and clarity shall be displayed at the point of entry to the premises and in a suitable location at any points of sale, advising customers that they may be asked to produce evidence of their age.

A refusals register will be maintained detailing those occasions where customers have been refused sales of any goods. This shall be supplied to the Licensing Authority, Trading Standards or a Police Officer on request.

No sales of alcohol and no smoking permitted on the premises. There will be no age-restricted items sold.

The environment will be monitored to ensure it remains appropriate for families and to ensure that the adults accompanying young children supervise their children at all times.

There will be no cigarette or gaming machines.

Regular toilet checks will be undertaken.

It will be ensured that employment laws/byelaws are complied with in relation to the employment of children, obtaining work permits when necessary.

Staff will be familiar with the conditions attached to the premises license and that these conditions are complied with.

Staff will be trained and consistently, in operating a recognised proof of age scheme and they are aware of the laws in relation to children.

It will be ensured that written records are maintained to evidence due diligence in relation to protecting children from harm (e.g. consistent maintenance of a refusals log; up to date records of staff training; monitoring and maintenance of an Incidents book (this should include a record of actions taken in response to an incident))

In cases where adults responsible for supervising children *fail to do so* the premises staff would notice this and address the issue (i.e. ask the adults to ensure that their children remain under close supervision and explain why – because if they are wandering about the premises they may be at risk of accidental or other types of harm; refuse to sell if adults appear to be intoxicated/incapable of providing adequate supervision.)

It should also be noted that the applicant will be working with neighbouring occupiers as they all trade on late night licenses.

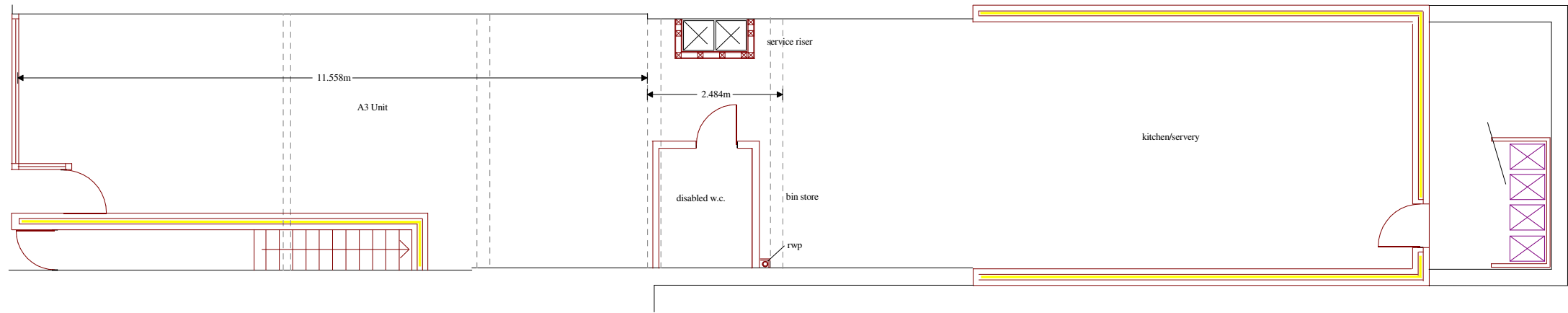
PROJECT  
 refurbishment and extension of  
 A3 unit; creation of two flats

CLIENT  
 Mr M Saddiq,  
 38 St Omer Road,  
 Oxford  
 OX4 3HB

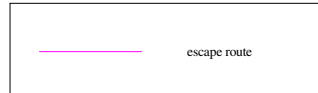
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 James Driscoll  
 19.07.16  
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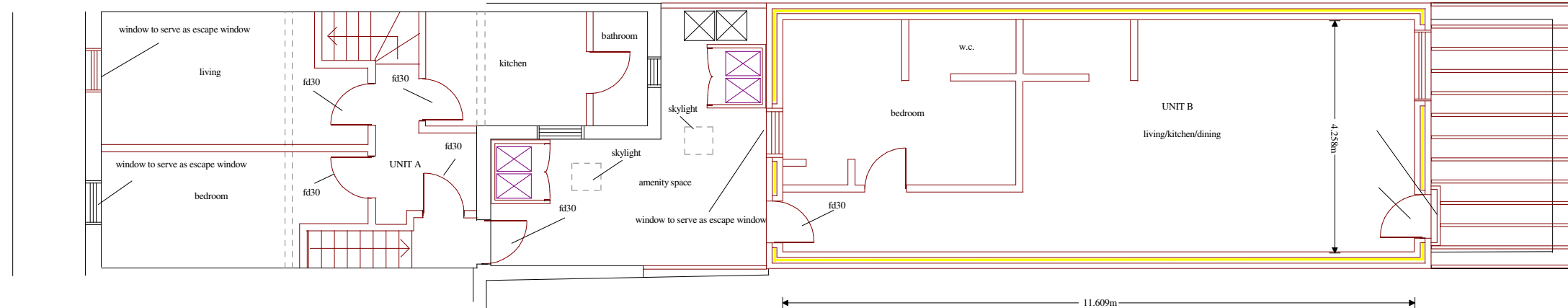
THE ONE-STOP PLANNING SERVICE  
 23 The Meadows,  
 Gillingham,  
 Dorset  
 SP8 4SP  
 Tel - 01747 825622



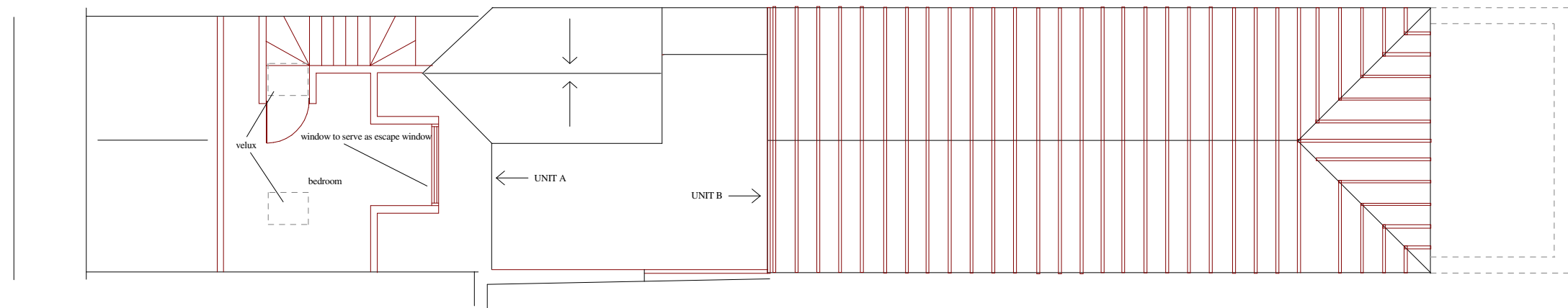
PROPOSED GROUND FLOOR PLAN



MEANS OF ESCAPE  
 windows to serve as alternative means of escape  
 (min unobstructed opening area of 0.33m<sup>2</sup>, min height of 450mm  
 than 1100mm and not less than 800mm from floor)  
 min width of 750mm, bottom of openable area not more



PROPOSED FIRST FLOOR PLAN



PROPOSED SECOND FLOOR/ROOF PLAN



Canopy / extractor fan outlet to be routed via most appropriate route

ALL LOCATIONS OF PROPOSED SOCKETS/CCTV CAMERAS ARE FOR INDICATIVE PURPOSES ONLY. CONTRACTOR TO CONFIRM LOCATIONS ON SITE BEFORE INSTALLATION WITH CLIENT

POWER CONNECTIONS TO ALL APPLIANCES TO COMPLY WITH MANUFACTURER SPECIFICATION

The contractor is responsible for checking dimensions, tolerances and references. Where an item is covered by drawings to different scales the larger scale drawing is to be worked to. Do not scale drawing. Figured dimensions to be worked to in all cases.

All fit out manufacturers to take direct measurements on site before commencing work.

Architect will not be held responsible for any deficiencies in the survey and any furniture mis-fits

- FLYCATCHER
- HAND DRYER FOR TOILETS
- OVER DOOR HEATER
- ALARM SENSOR PYRONIX DUAL TECH
- TELEPHONE LINE 1
- TELEPHONE LINE 2
- ALARM DOOR CONTACT/ SHUTTER CONTACT/ BREAK GLASS
- CCTV. QUANTITY AND LOCATIONS TO BE CONFIRMED WITH CLIENT
- PANIC ALARM BUTTON IN COUNTER
- NETWORK POINTS X2
- FIRE ALARM SOUNDER BEACON
- HIGH TEMPERATURE HEAT DETECTOR
- SMOKE DETECTOR
- EMERGENCY LIGHTING
- EMERGENCY EXIT DIRECTION SIGN ABOVE DOOR
- FIRE EXIT SIGN
- BREAK GLASS
- FIRE/ALARM CONTROL PANEL
- 30min SELF CLOSING FIRE DOOR WITH SMOKE SEALS AND INTUMESCENT STRIPS
- FIRE EXTINGUISHER
- FOAM FIRE EXTINGUISHER
- EMERGENCY GAS SWITCH OFF
- Counter top 13A Double socket
- Low level 13A Double socket

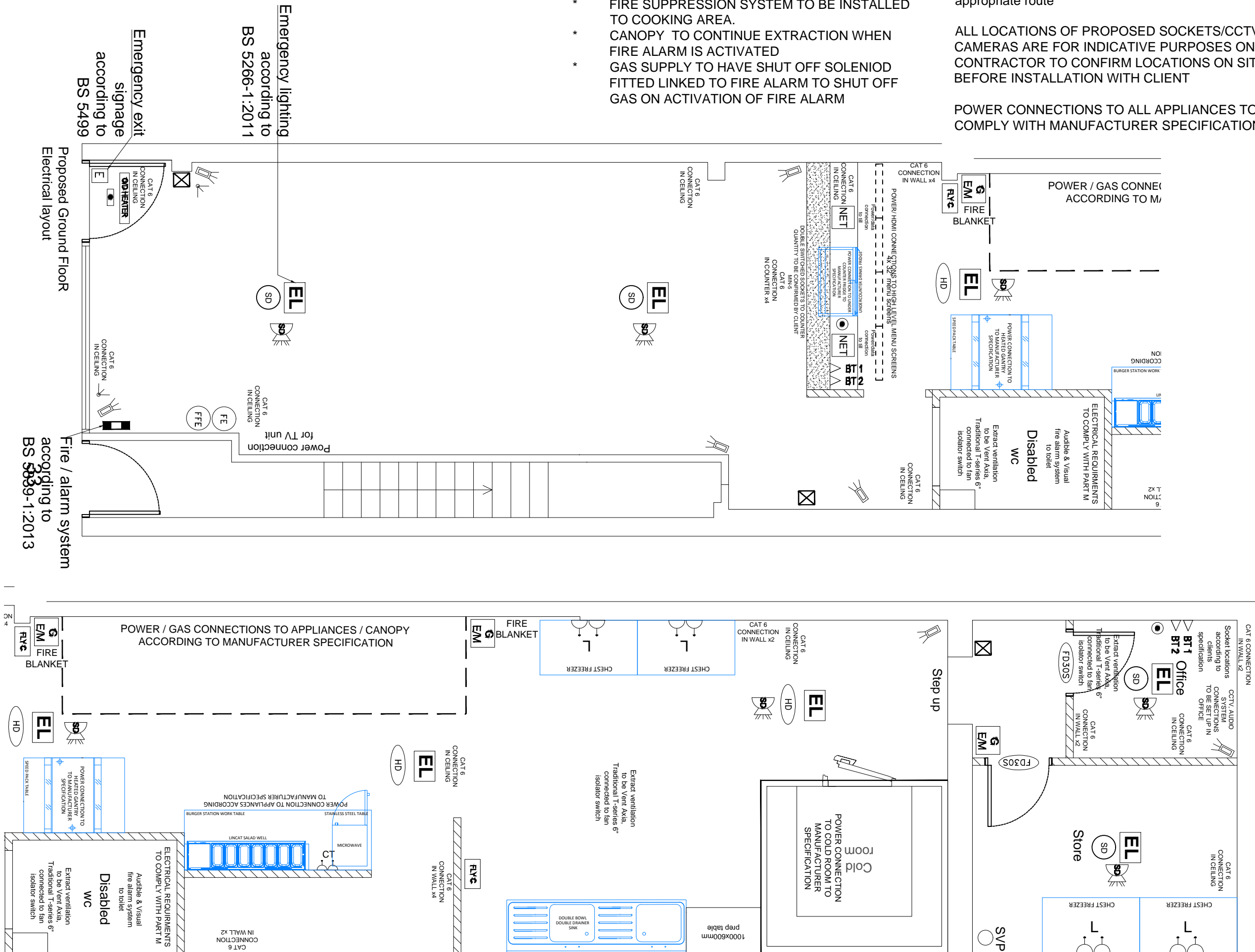
<b>Drawing no. 8.0</b>	
date	rev. revision/author/checker
purpose of issue <b>PLANNING</b>	
Project <b>PEPE'S 250 Cowley Road Oxford - OX4 1UH</b>	
Drawing <b>PROPOSED PLAN</b>	
Job no. <b>2017-0161</b>	rev.
Drawn <b>GS</b>	checked
Scale <b>1:50 @A3</b>	Date <b>13-10-2017</b>

REV A- 04-12-2017  
AMENDMENTS AS REQUESTED BY  
CLIENT/CONTRACTOR

**architecture**

17 COLESHILL ROAD  
BIRMINGHAM  
TEL: 0121-783-6211 Mob: 07852135845  
Email: gs@architectinteriors.co.uk

- \* FIRE SUPPRESSION SYSTEM TO BE INSTALLED TO COOKING AREA.
- \* CANOPY TO CONTINUE EXTRACTION WHEN FIRE ALARM IS ACTIVATED
- \* GAS SUPPLY TO HAVE SHUT OFF SOLENIOD FITTED LINKED TO FIRE ALARM TO SHUT OFF GAS ON ACTIVATION OF FIRE ALARM



Emergency lighting according to BS 5266-1:2011

Emergency exit signage according to BS 5499

Proposed Ground Floor Electrical layout

Fire / alarm system according to BS 5839-1:2013

POWER / GAS CONNECTIONS TO APPLIANCES / CANOPY ACCORDING TO MANUFACTURER SPECIFICATION

POWER / GAS CONNECTIONS TO ALL APPLIANCES TO COMPLY WITH MANUFACTURER SPECIFICATION

EMERGENCY LIGHTING according to BS 5266-1:2011

Emergency exit signage according to BS 5499

Proposed Ground Floor Electrical layout

Fire / alarm system according to BS 5839-1:2013

# Landlord Information Pack



[www.pepes.co.uk](http://www.pepes.co.uk)



# Contents



## Landlord Information Pack



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This information is provided within this Franchise Disclosure Document is covered by both copyright and intellectual property laws. The information must be kept secret and confidential, and must not be disclosed to anyone else without the prior written consent of the franchisor. This information is provided to you to enable you to consider whether or not to become a Franchisee of Pepe's Piri Piri Grill.



# Introduction



Landlord  
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Pack

Pepe's has established itself as a leader in the Piri Piri market. We offer three concepts within our brand:

**Pepe's**  
Fast Food  
Restaurants



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**Pepe's Express**  
Stores



**Pepe's Grill**  
Casual Dining  
Restaurants



Pepe's offer a range of healthy flame grilled chicken dishes in six tasty flavours as well as a range of other exciting products.

• Tasty, healthy Grilled Chicken

• In six tasty flavours

• Our unique recipe

• Varied menu to meet all tastes

• Exciting complimentary products

• High quality and affordable

*The Home of Fresh Flame Grilled Chicken*



# Welcome to Pepe's



## Landlord Information Pack

Pepe's is an exciting brand which offers great growth potential. We believe in our brand and want each and every customer to enjoy our food. It is our aim to develop our business by creating win-win relationships in a friendly, productive and supportive environment.

### With Pepe's

*It's a Win-Win*

### Relationship

#### What is Pepe's Piri Pin?

"Piri-Piri" means "pepper-pepper" in Swahili. In Portugal it specifically refers to a very small chilli pepper known for its bold flavour.

Christopher Columbus returned with Piri Piri seeds from his second voyage to the New World. These were spread by birds and farmers and soon the peppers flourished throughout all of Africa.

The Portuguese combined the Piri Piri chilli with a variety of spices and lemon juice to create the distinctive flavour of Piri Piri sauce.

#### All about the Sauce!

Our deliciously zesty unique combination of fresh herbs and spices, blended with the bright flavour of lemon juice and simmered in the natural heat of the fiery Piri Piri peppers is a perfect accompaniment for our delectable Pepe's chicken.

Rumoured to possess aphrodisiacal qualities, the Piri Piri pepper can start more fires than just the one on your tongue!

This wonderfully bold pepper, rich in vitamins A and C, adds a unique, unforgettable flavour to Pepe's must-have sauce.

#### Exciting Opportunities

We are now looking for companies or individuals who are enthusiastic about great food and value customer service. To become a Pepe's franchisee you will need to prove you have the ability to access the necessary funds.

#### What We Offer You

When you join Pepe's you can enjoy a strong support network to assist your business' growth:

Strong belief in our brand

High level of commitment to customer service

Hands-on support – your success is our success

Proven management capabilities

A team approach

Strong marketing to help grow the business

*The Home of Fresh Flame Grilled Chicken*



# An Established Brand



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When you join the Pepe's family you join with the support of a very unique brand. Branding is an essential part of our overall business model and we have developed a wide range of branded items to help promote Pepe's.



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The Home of Fresh Flame Grilled Chicken



# Our Concepts | Pepe's Fast Food Restaurants



Pepe's Fast Food restaurants offer our delicious menu in a QSR environment.



*The Home of Fresh Flame Grilled Chicken*



# Our Concepts | Pepe's Express Stores



Pepe's Express stores are designed to offer our tasty products primarily in a take away and delivery format. The stores can be built in smaller locations starting from 600 sq ft and build costs start from £95,000 + VAT.



The Home of Fresh Flame Grilled Chicken





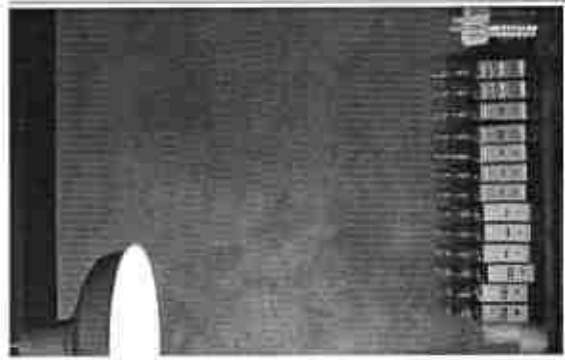
# Our Concepts | Pepe's Casual Dining Restaurants



## Pepe's®

THE PIRI PIRI GRILL

Pepe's Piri Piri Grill casual dining restaurants offer a fun and relaxing environment. Our menu has a unique addition with refillable drinks and our special table sauces.



*The Home of Fresh Flame Grilled Chicken*



# Strong Marketing Support



## Local & National Advertising

Pepe's frequently enlist the services of local and National advertisers to promote Pepe's stores to ensure there is a real buzz around both the opening of a new store and established stores.

These items include:

- NATIONAL PRESS ADVERTS
- BILLBOARD ADVERTISING
- TELEPHONE BOOTH ADS
- BUS-STOP BACKLITS
- LOCAL NEWSPAPER ADVERTS
- TELEVISION & CINEMA ADVERTS



*The Home of Fresh Flame Grilled Chicken*



# Pepe's Bottled Sauces & Piri Piri Salt



*Lowland  
Information  
Pack*

Pepe's has developed its own unique range of Bottled Sauces and Piri Piri Salt so that customers can enjoy the great taste of Pepe's in their homes.

# Introducing *Pepe's new...* **PIRI PIRI SAUCES**



**6 TASTY  
FLAVOURS  
TO TRY**

- LEMON & HERB
- MANGO & LIME
- MILD
- HOT
- EXTRA HOT
- EXTREME

*Only*  
**£2.99**  
*each*



**Piri Piri  
SALT**

*Only*  
**£1.99**  
*each*

**DELICIOUS BLEND  
OF SALT & PIRI PIRI SPICES**

*The Home of Fresh Flame Grilled Chicken*



# Pepe's Stores



*Landlord  
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Watford (x2)  
Luton  
Rickmansworth  
Harrow  
Southall  
Hendon  
Brick Lane  
Fulham  
Burnt Oak  
Greenford  
Kilburn  
Kingston  
Wembley  
Northampton  
Birmingham (x8)  
Leicester  
Glasgow  
Wolverhampton  
Hayes  
Slough  
Glasgow  
Bradford  
Finchley  
Cambridge  
Redditch  
Coventry

Newcastle  
Blackburn  
Palmer's Green  
Southampton  
Walthamstow  
Derby  
Ealing  
East Hounslow  
Northwood Hills  
Tooting  
East Ham  
Leytonstone  
Manchester (x2)  
Bolton  
Bedford  
Sheffield  
Bracknell  
Leamington Spa  
Leeds  
Wood Green  
Preston  
Lisburn, Ireland  
Delaware, USA  
Islamabad, Pakistan



*The Home of Fresh Flame Grilled Chicken*

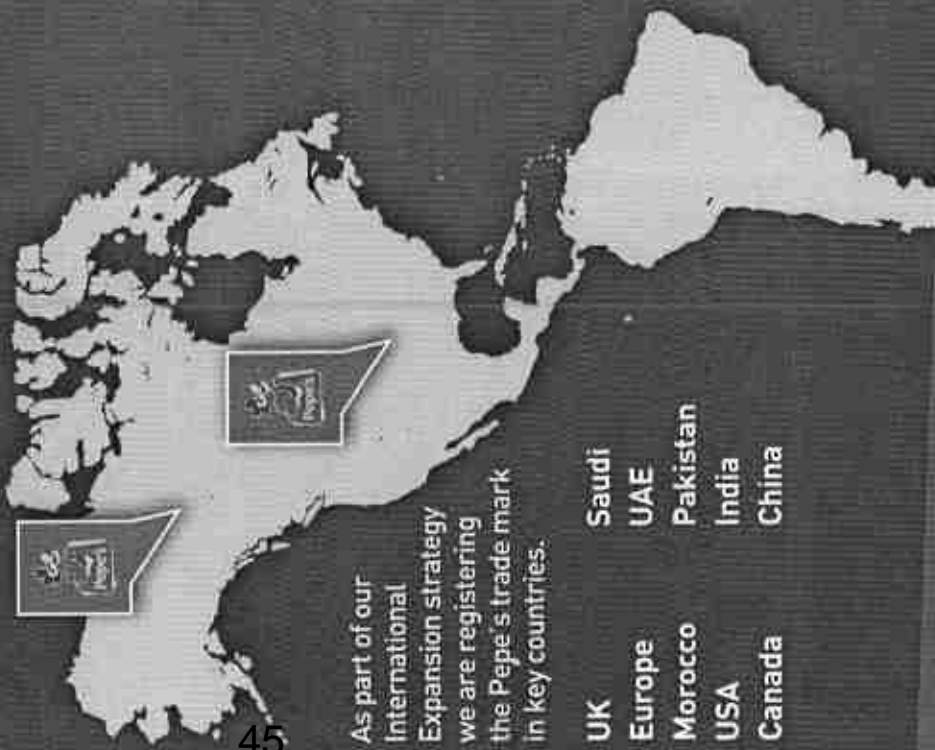


# Going Global



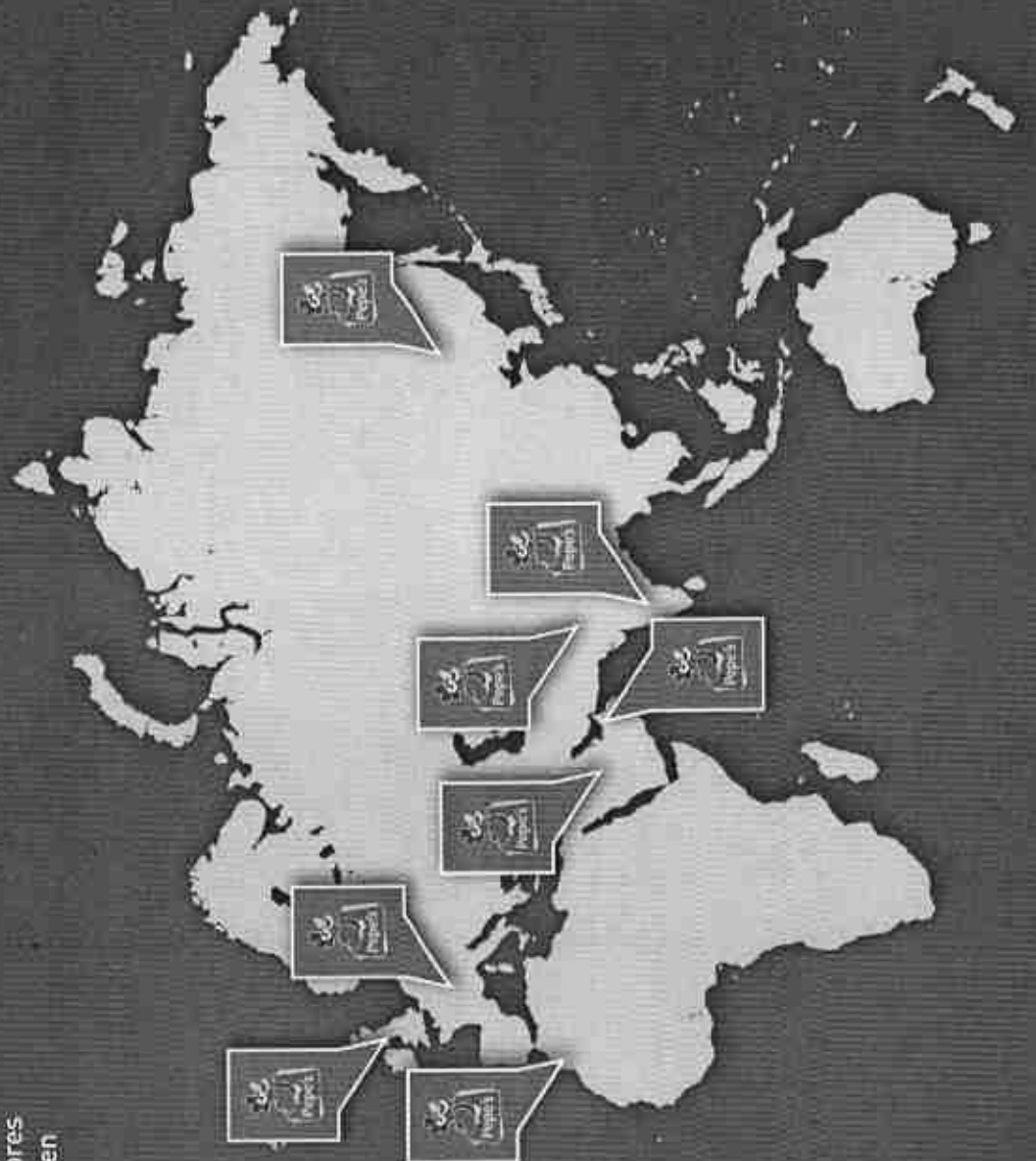
*Landlord  
Information  
Pack*

Pepe's have received an excellent response from the International market and have opened stores in the USA, and Ireland with stores in construction in Pakistan. The Agreement for Morocco has been signed with stores due to open in 2017.



As part of our International Expansion strategy we are registering the Pepe's trade mark in key countries.

- UK
- Europe
- Morocco
- USA
- Canada
- Saudi
- UAE
- Pakistan
- India
- China



*The Home of Fresh Flame Grilled Chicken*



# The Franchise Package



## Pepe's Fast Food Restaurant Concept

### Franchise Fit-Out Costs

The build and fit-out costs for a Pepe's Fast Food Restaurant starts from **£140,000 + VAT**

### Franchise Licence Fee

The Franchise Licence Fee is **£12,500 + VAT** and provides the franchisee with:

- 10 YEAR RENEWABLE LICENCE TO OPERATE AS PEPE'S FRANCHISE
- A FULL FRANCHISEE TRAINING PROGRAMME
- A DETAILED OPERATIONS MANUAL SHOWING YOU HOW TO RUN A SUCCESSFUL PEPE'S FRANCHISE BUSINESS

### On-Going Fees

The monthly franchise fee is based on the number of chairs in your Restaurant and starts from **£1,276.28 + VAT**



## Pepe's Express Take-Away & Delivery Concept

### Franchise Fit-Out Costs

The build and fit-out costs for a Pepe's Express starts from **£95,000 + VAT**

### Franchise Licence Fee

The Franchise Licence Fee is **£12,500 + VAT** and provides the franchisee with:

- 10 YEAR RENEWABLE LICENCE TO OPERATE AS PEPE'S FRANCHISE
- A FULL FRANCHISEE TRAINING PROGRAMME
- A DETAILED OPERATIONS MANUAL SHOWING YOU HOW TO RUN A SUCCESSFUL PEPE'S FRANCHISE BUSINESS

### On-Going Fees

The monthly franchise fee is **£1,000.00 + VAT**



## Pepe's Casual Dining Restaurant Concept

### Franchise Fit-Out Costs

The build and fit-out costs for a Pepe's Grill Casual Dining Restaurant starts from **£190,000 + VAT**

### Franchise Licence Fee

The Franchise Licence Fee is **£12,500 + VAT** and provides the franchisee with:

- 10 YEAR RENEWABLE LICENCE TO OPERATE AS PEPE'S FRANCHISE
- A FULL FRANCHISEE TRAINING PROGRAMME
- A DETAILED OPERATIONS MANUAL SHOWING YOU HOW TO RUN A SUCCESSFUL PEPE'S FRANCHISE BUSINESS

### On-Going Fees

The monthly franchise fee is based on the number of chairs in your Restaurant and starts from **£1,575.00 + VAT**



# Earning Potential & Franchisee Profile



The earning potential for Pepe's Franchisees will vary dependent on the size and location of your Pepe's store and the type of Pepe's concept you are operating.

Earning potential will be dependent on the way you operate and manage your business. Pepe's head office will discuss potential earnings and projections at the initial meeting, understanding performance of existing stores and the company's strategy going forward.

## What we look for in our Franchisee's

Having the right franchisees is essential for our business and therefore will only offer franchises to those people that it believes are suitable for running a successful Pepe's franchise and can work with the management of Pepe's and the other franchisees within the network.

The most suitable people for becoming a Pepe's Franchisee would meet the criteria listed below. The list is not exhaustive or intended to be disadvantageous to any applicant however it summarises the skills, competencies and requirements specific to running a Pepe's Franchise:

**Experience operating within a retail environment (beneficial but not essential)**

**Experience running and managing a team of staff**

**Good with people**

**Numerate**

**English speaking (does not have to be your first language)**

**Self motivated**

**Hard working and ambitious**



# THE GRILL IS ON...

*The Home of Fresh Flame Grilled Chicken*



## Frequently Asked Questions



- Q** **Do I need to have a background in catering?**  
**A** Absolutely not. We will provide full training in how to run a Pepe's store.
- Q** **Is it possible to finance part of the capital cost?**  
**A** Yes. We have arranged franchise finance with all the leading UK franchise Banks: Lloyds; NatWest; RBS; HSBC; & Metro Bank. We have also negotiated asset finance on the store equipment for franchisees to reduce the franchise set-up costs.
- Q** **What are the ongoing fees and how are they calculated?**  
**A** Monthly franchise fees are fixed and vary between the three different Pepe's concepts. For more information refer to the individual concept pages in this Franchise Prospectus
- Q** **Can I find my own premises?**  
**A** Yes. However all premises must be pre-approved by us. We work with a national property finding company where franchisees require help with finding a suitable premises.
- Q** **Can I use my own builders to fit-out my store?**  
**A** No. To ensure quality and consistency of finish all franchisees must use Pepe's approved shop fitters.

- Q** **What training is provided?**  
**A** Initial training is carried out in our dedicated training centre based at our Head Office in Watford, London. An experienced Pepe's Training Manager will also be on site at your store for the first week you are open.
- Q** **How much does training cost?**  
**A** The cost of the initial training is included within the Franchise Licence Fee. The only items not covered are your own travel, accommodation, and food.
- Q** **Can I sell my business in the future?**  
**A** Yes, although we would always insist on 'vetting' any new franchisee to ensure they are right for the business and have the required skills and experience.
- Q** **What are the next steps?**  
**A** If you are interested in owning and running any of our Pepe's franchise concepts please email [franchising@pepes.co.uk](mailto:franchising@pepes.co.uk) and request a Franchise Application Form.





# Working Together



Landlord  
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Once you have joined Pepe's you become a part of our family. We work together as a team and provide support at all stages to help you grow.

It is our vision to develop our business in an atmosphere based on teamwork, understanding, support and respect. We want our franchisees to enjoy their business and enjoy working with us.

Pepe's have a strategic growth plan in the United Kingdom and Internationally. We wish to partner with those who share our outlook for the future.

## Pepe's Vision

To serve great food through everything we do



*The Home of Fresh  
Flame Grilled Chicken*



*The Home of Fresh Flame Grilled Chicken*




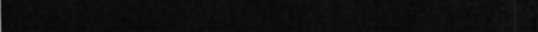
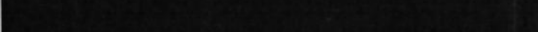

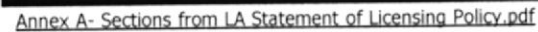
Pepe's Piri Piri  
Unit 3, Olds Close  
off Olds Approach  
Watford  
Hertfordshire  
WD18 9RU

Telephone:  
01923 711854

Email:  
info@pepes.co.uk



[www.pepes.co.uk](http://www.pepes.co.uk)

From:   
To:   
Cc:   
Subject:   
Date:   
Attachments: [Annex A- Sections from LA Statement of Licensing Policy.pdf](#)  
[Image.pdf](#)

---

To The Licensing Authority- Oxford City Council,

Dear Sir/Madam,

**Reference: Objections of Thames Valley Police**

-  
Having considered the proposed application for 'Pepes Piri Piri' on the Cowley Road, Thames Valley Police have concerns regarding the requested hours and licensable activities, and the effect this will have on the East Oxford Special Saturation Policy (SSP) and associated crime and disorder with it. These concerns lead us to lodge our objection to the Licensing Authority so they may consider the matter fully, and decide for themselves if the application is compatible with the policy.

The East Oxford area is densely populated with licensed premises both in terms of alcohol venues such as pubs and bars, but also late night refreshment venues such as the subject of this application. East Oxford is of course a highly residential one. The area is also a direct route to and from the city centre, and acts as a staging post for people within the broader night time economy (NTE).

The area of East Oxford the premises falls in was afforded special saturation policy (SSP) status in recognition of the disproportionate levels of crime, disorder and nuisance in the area linked to the extensive licensable provisions for the night time economy there.

As the Committee will be aware the saturation policy concerns itself not with the direct management of one licensed premises, but recognises the cumulative detrimental effect on an area from the provision of licensable activities as whole in that specific geographical location from a group of licensed venues.

This is an application to grant another new late night refreshment (LNR) licence on the Cowley Road with 4am finishes every day. Whilst this venue is of a relatively small capacity, it is situated on the main strip of pubs, bars and other existing LNR venues on the Cowley road, and based on our frontline observations sees a high level of footfall.

Whilst Thames Valley Police wish to encourage local business, and see a vibrant and diverse night time economy to show case Oxford, it must be in balance, and considerate to the area the premises chooses to share with local residents and other local businesses. At this time East Oxford specifically from a policing point of view is currently in a delicate state. Indeed NTE related violence, crime and disorder are now no longer just the preserve of the weekends as it used to be. With a large Student presence, concentrated in East Oxford and Headington nearby, and it being more socially acceptable to go out late night drinking for the general public as well, the night time economy, and issues associated with it is now a seven day a week occurrence.

*[Annex A below contains excerpts from the City Council's statement of licensing policy which includes documentation provided by Oxford safer communities partnership outlining the issues in the area and provided the basis for the committee's decision to continue with the SSP.]*

From operational experience we find LNR venues act as gathering points for those who have been

out, many of whom will have been drinking and/or might have come into contact with recreational drugs. The venue has a duty under the Licensing Act to manage patrons both on site, and within the immediate vicinity of the venue, to ensure the licensing objectives are promoted. Sadly whilst pubs, bars and nightclubs have to be by their very nature well versed in managing people under the influence of alcohol or drugs, and have steps in place, we find late night food venues lack this. Granted they are not responsible for the intoxicated state of persons coming in through the shop door, but they are responsible for customers whilst on site, and should have proper mechanisms in place to manage them and promote the four licensing objectives. It is our concern given the application this will be the case here.

The premises has put forward a number of conditions in section M of the application. Unfortunately though, we do not believe they would go far enough to manage the sorts of challenges they will likely face in East Oxford during the hours applied for, and leave the venue vulnerable. We have already put forward some recommendations to the applicant regarding the types of steps they could take. These recommendations may be found in the attached letters. However we have been unable to discuss these recommendations or reach any sort of agreement to date.

Further to this, and more pertinent to the SSP, is the fact we frequently find problem groups having been moved away from a LNR venue by staff will continue to engage in disorder and/or antisocial behaviour when further afield, once away from the controlling influence of the venue and no longer their responsibility. Whilst being outside of the remit of the venue under the Licensing Act, this adds to the issues of the SSP, and at such a noise sensitive hour of the day as is proposed here, increased reports to the police from local residents of noise nuisance. We believe this application will only seek to add to this issue.

There are already a number of late night food venues in the area trading to the very early hours of the morning, and it is our belief the addition of a further one will only add to the issues outlined above and erode the dispersal of the public from the general SSP area which is key to reducing likely crime, disorder and nuisance.

As mentioned we have already attempted to discuss the reduction of hours to something more appropriate to the area, and the inclusion of conditions to help ensure the promotion of the licensing objectives, however this has not borne fruit within the statutory consultation deadline.

There are of course, a number of options open to the Sub-Committee in deciding this matter, and should they be minded to allow the application in one form or another, we would be happy to help advise on crime related amendments that the Sub-Committee might feel are appropriate to mitigate the concerns of the parties to the hearing.

In summary though, as District Judge Patterson stated in relation to an appeal made against the City Council for an East Oxford premises wishing to extend hours in the SSP:

*'The effect on the area is wider than the immediate vicinity of the premises. It is not necessarily the direct consequences of the application proposal that concern me but the bigger picture in terms of impact on the area.'*

It is our assessment as the police this application would only seek to add yet further to the matters currently seen, and significantly erode the area's timely dispersal of NTE revellers. As such we believe it to be incompatible with the City Councils' special saturation policy (SSP) resulting in our objection to its grant.

Yours Sincerely

Alex

C0714 Alex Bloomfield | Force Licensing Officer | Local Policing | Telephone : 01865 541851  
Internal: 3006579  
| Mobile: 07967056048 | Address: Licensing, Thames Valley Police, HQ South, Oxford Rd,



The Licensing Department  
Thames Valley Police  
E-Block, TVP Headquarters South  
Kidlington  
Oxfordshire  
OX5 2NX

Team TI Limited  
37 Fontwell Close,  
Rehouse  
Swindon  
SN25 2PE



19<sup>th</sup> April 2018

Dear Sir/Madam,

**Reference: Application for a premises licence- Pepes Piri Piri, Cowley Road, Oxford.**

Having discussed the recent application for late night refreshment at the above location until 4am each day with the Oxford area Commander and his team, Thames Valley Police have identified a number of concerns.

The site falls within the East Oxford special saturation policy area (SSP).

The policy recognises that there is a disproportionate number of licensed premises (which includes late night refreshment as is being applied for in this case), within a very small geographical area, and that the impact of the behaviour of customers of separate licensed premises, taken together on surrounding areas is greater than the usual impact from customers of individual premises and so creates exceptional problems of crime, disorder and public nuisance.

The East Oxford area, is in a very fine state of balance currently regarding night time economy related crime and disorder. It is the view of Thames Valley Police that further inclusion of yet more late night food venues will only erode the policy, and detrimentally undermine this balance.

We appreciate there might be a business need for a premises to extend its operation into the early hours to capture trade from the night time economy, and in any other geographical location we would support a local business. However as the premises is located within the SSP, we believe the business need has to be balanced against the overall crime/disorder and public nuisance/antisocial behaviour in the area.

The effect of adopting a Special Saturation Policy is to create a rebuttable presumption that applications will normally be refused, if relevant representations to that effect are received.

We have previously been able to successfully negotiate amendments to late night refreshment applications of this nature so they are more in keeping with the SSP, and it is our hope in this letter, that we can achieve this here as well.

Unfortunately given the restraints of the statutory consultation period, time is not on our side. I had hoped an email address or phone number would have been included in the application, but the only contact details I can find is an address for Swindon, of the site itself in Oxford. As such whilst I have written to both addresses, I would ask that you please respond in a more immediate format such as phone or email as if we cannot agree amendments we will have to lodge our objections and put the matter before the licensing sub-committee for their consideration, as I gather her some local residents groups have already done.

We ask that the following amendments and conditions, or something similar that maintains the spirit of what we ask is agreed please.

***The terminal hour of late night refreshment, and the operating hours of the shop to be reduced to 01:30 Sunday-Wednesday and 02:00 Thursday, Friday and Saturday.***

Conditions:

***TVP 1.***

***A Premises Daily Register shall be held at the premises. This Register shall be maintained for a rolling minimum period of 12 months, and shall record:***

- ***The name of the person responsible for the premises on each given day.***
- ***All calls made to the premises where there is a complaint made by a resident or neighbour of noise, nuisance or anti-social behaviour by persons attending or leaving the premises. This shall record the details of the caller, the time and date of the call and the time and date of the incident about which the call is made and any actions taken to deal with the call.***
- ***Any refusals and/or use of force/ejection on grounds of behaviour, violence etc (to include date, time, member of staff involved, reason for the action, as well as a brief physical description of the person refused)***
- ***The name, SIA number, start and finish time of anyone employed in a security role for that day***

- **Weekly checks of the CCTV, to ensure it is fully operational and any faults are dealt with including the time of the check and the person that carried it out.**
- **Any calls to or visits by Thames Valley Police in relation to any crime and disorder or like related matter.**

**The Premises Licence Holder, or in their absence duly appointed member of staff, shall check the Premises Daily Register on a weekly basis ensuring that it is completed and up-to-date, sign the Premises Daily Register each time that it is checked, and make the Premises Daily Register available for inspection by any Authorised Officer throughout the trading hours of the premises.**

**TVP 2.**

**The premises shall implement written operating policies. Such documents shall include, but not be limited to, the following:**

- **CCTV**
- **Crowd Dispersal**
- **Safeguarding Children & Vulnerable Adults**
- **Noise**
- **Queue Management**
- **Security Measures**
- **Zero Tolerance Drugs**

**Where subsequent issues related to the premises operating policies are brought to the premises licence holder's attention by one or more of the named authorities under the relevant licensing act, the premises licence holder will make amendments as directed by that authority(s).**

**Hard copies of the most up to date policy/procedures will be kept on the premises. They will be readily accessible to staff for their own reference whilst working, and will be made available to any of the authorities upon request to check for compliance.**

**TVP 3.**

**A CCTV system will be installed and maintained. The CCTV system will incorporate the following basic requirements:**

- **Be switched on and fully operational when the licensable activities are being carried out.**
- **Record for a minimum rolling period of 31 days**
- **Have a camera covering any entrance which will provide a facial shot of identification quality.**
- **Have cameras covering any pertinent areas (internally and externally)**
- **Have a means of copying any footage to another medium as evidence if requested by the Police**
- **Have a member of staff working at all times whilst the licence is in operation that is able to operate the system and in particular be able to provide copies of any footage requested by The Police.**
- **A system shall be in place to maintain the quality of the recorded image and a complete audit trail maintained. The system will comply with other essential legislation, and all signs as required will be clearly displayed**

**TVP 4.**

**Subject to the agreement of the relevant service provider/ radio link committee. The Premises Licence holder shall operate the "Radio-Link" system of communication during the hours the premises is open to the public, and shall ensure that it is maintained and monitored.**

**TVP 5.**

**The Premises Licence holder shall ensure that any staff employed in a security role at the premises shall wear at all times whilst on duty both inside and outside of the premises high visibility yellow florescent jackets/ vests which clearly identify them as members of the security staff.**

As mentioned already, the deadline for responses to the Licensing Authority is fast appraising, and as such I request that you please make contact via email or phone to discuss this matter further. If I have not heard a response by the penultimate day (25<sup>th</sup> of April) we will have to submit our concerns and look to the Licensing Authority to decide the matter on both our behalves.



Yours Sincerely



C0714 Alex Bloomfield- Licensing Officer

Email: [Alex.bloomfield@thamesvalley.pnn.police.uk](mailto:Alex.bloomfield@thamesvalley.pnn.police.uk)

Telephone: 01865 541851 Internal: 3006579

Mobile: 07967056048



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Kidlington  
Oxfordshire  
OX5 2NX

Team TI Limited  
C/O The Manager  
Pepes Piri Piri  
250 Cowley Road  
Oxford  
OX4 1UH



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Telephone: 01865 541851 Internal: 3006579

Mobile: 07967056048

**From:** [planning](#)  
**To:** [licensing](#)  
**Subject:** Comments for Licensing Application 18/01396/PREM  
**Date:** 02 April 2018 14:11:33

---

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 2:11 PM on 02 Apr 2018 from Mrs Marie Power.

## Application Summary

**Address:** 250 Cowley Road Oxford Oxfordshire OX4 1UH

**Proposal:** Premises Licence

**Case Officer:** Joshua Curnow

[Click for further information](#)

## Customer Details

**Name:** Mrs Marie Power

**Email:** [REDACTED]

**Address:** [REDACTED] London Place, Oxford, Oxfordshire OX4 1BD

## Comments Details

**Commenter Type:** Members of the Public

**Stance:** Customer objects to the Licensing Application

**Reasons for comment:**  
- Crime and Disorder  
- Public Nuisance

**Comments:** 2:11 PM on 02 Apr 2018 The hours requested will represent an increase in the quantum of hours in this area which is already subject to an alcohol saturation policy, and therefore the presumption should be favour of rejecting this application. The area is one which already subject to antisocial behaviour from the concentration of licensed premises in the area and it also causes problems for residents nearby and on the routes back to student HMOs and halls of residence. This is a very real nuisance where I live and results in sleep disruption on a regular basis. The premises is very close to a residential area and residential premises back onto it. So even if it has good soundproofing, the noise of patrons leaving the premises up until and after a closing time of 4am will be disruptive to neighbours.

**From:** [MASTERS Richard](#)  
**To:** [MASTERS Richard](#)  
**Subject:** FW: Comments for Licensing Application 18/01396/PREM  
**Date:** 17 April 2018 12:56:30

---

**From:** marie power [REDACTED]  
**Sent:** 06 April 2018 21:12  
**To:** MASTERS Richard  
**Subject:** Re: Comments for Licensing Application 18/01396/PREM

Dear Mr Masters

Thank you very much for clarifying the terms of this license. I would still like to object on the grounds of public nuisance. The late hours applied for will still attract a late-night clientele leaving other licensed premises in the area or en route from the centre of town and will encourage them to hang around in this residential area while they are eating. We had very similar problems with Kebab Kid (now closed) on St Clements which was a magnet for late night customers who had left other licensed premises. The long opening hours proposed in this instance will merely prolong the period in which local residents are disturbed, even after the alcohol licenced premises in the area close. The other public nuisance problem which will be caused, particularly if the clientele is already the worse for wear, is litter. It may be possible to address this in license conditions - or for the premises to offer some litter clearing themselves like some branches of MacDonaldis do - but if not residents will find that fast food litter will undoubtedly increase in and around the area between these premises and wherever the customers live.

Best wishes

Marie Power

**From:** planning  
**Sent:** 02 April 2018 14:12  
**To:** licensing  
**Subject:** Comments for Licensing Application 18/01396/PREM

Licensing Application comments have been made. A summary of the comments is provided below.

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**Proposal:** Premises Licence

**Case Officer:** Joshua Curnow

[Click for further information](#)

### **Customer Details**

**Name:** Mrs Marie Power



**Email:** [REDACTED]

**Address:** [REDACTED] London Place, Oxford, Oxfordshire OX4 1BD

### Comments Details

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**From:** [planning](#)  
**To:** [licensing](#)  
**Subject:** Comments for Licensing Application 18/01396/PREM  
**Date:** 01 April 2018 15:22:46

---

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 3:22 PM on 01 Apr 2018 from Mr David Colbeck.

### **Application Summary**

**Address:** 250 Cowley Road Oxford Oxfordshire OX4 1UH

**Proposal:** Premises Licence

**Case Officer:** Joshua Curnow

[Click for further information](#)

### **Customer Details**

**Name:** Mr David Colbeck

**Email:** [REDACTED]

**Address:** [REDACTED] London Place Oxford

### **Comments Details**

**Commenter Type:** Amenity Group

**Stance:** Customer objects to the Licensing Application

**Reasons for comment:**

- Crime and Disorder
- Other objection
- Public Nuisance

**Comments:** 3:22 PM on 01 Apr 2018 The London Place N'hood Watch oppose this application as it represents an increase in late night drinking capacity with in the SSP, and as such presumes refusal.  
Local residents suffer badly from late night (early morning) noise, disturbance, and ASB by persons returning home after 11.30 hours. therefore the late opening to 04.00 should be refused.

**From:** [planning](#)  
**To:** [licensing](#)  
**Subject:** Comments for Licensing Application 18/01396/PREM  
**Date:** 25 April 2018 15:38:29

---

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 3:38 PM on 25 Apr 2018 from Mr Nihat Eroglu.

### **Application Summary**

**Address:** 250 Cowley Road Oxford Oxfordshire OX4 1UH

**Proposal:** Premises Licence

**Case Officer:** Joshua Curnow

[Click for further information](#)

### **Customer Details**

**Name:** Mr Nihat Eroglu

**Email:** [REDACTED]

**Address:** [REDACTED] Cowley road 204 Cowley Road Oxford

### **Comments Details**

**Commenter Type:** Members of the Public

**Stance:** Customer objects to the Licensing Application

**Reasons for comment:**

- Crime and Disorder
- Other objection
- Public Nuisance
- Public Safety

**Comments:** 3:38 PM on 25 Apr 2018 We already have quite a few place as a take away shop in that small shopping parade with late night refreshment licenses; including, bodrum, pizza express, peri peri shop, perios, I dont see any needs for that area and it will attract many other people to that small specific area and will cause further public nuisances. I don't know whether Oxford city council has inspected or not but they haven't displayed the blue poster in an appropriate and lawful way. The blue poster is not visible when the shop closed. The shutters are down and no one is able to see that notice. I think this is the breaking of law. I would like to object on the basis of what I have mentioned above. I would kindly expect Oxford city council to reject the application on the basis written. Kind Regards.

**From:** [planning](#)  
**To:** [licensing](#)  
**Subject:** Comments for Licensing Application 18/01396/PREM  
**Date:** 25 April 2018 22:29:01

---

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 10:29 PM on 25 Apr 2018 from Mr Adam Lonzati .

### **Application Summary**

**Address:** 250 Cowley Road Oxford Oxfordshire OX4 1UH

**Proposal:** Premises Licence

**Case Officer:** Joshua Curnow

[Click for further information](#)

### **Customer Details**

**Name:** Mr Adam Lonzati

**Email:** [REDACTED]

**Address:** [REDACTED] Cowley road Oxford

### **Comments Details**

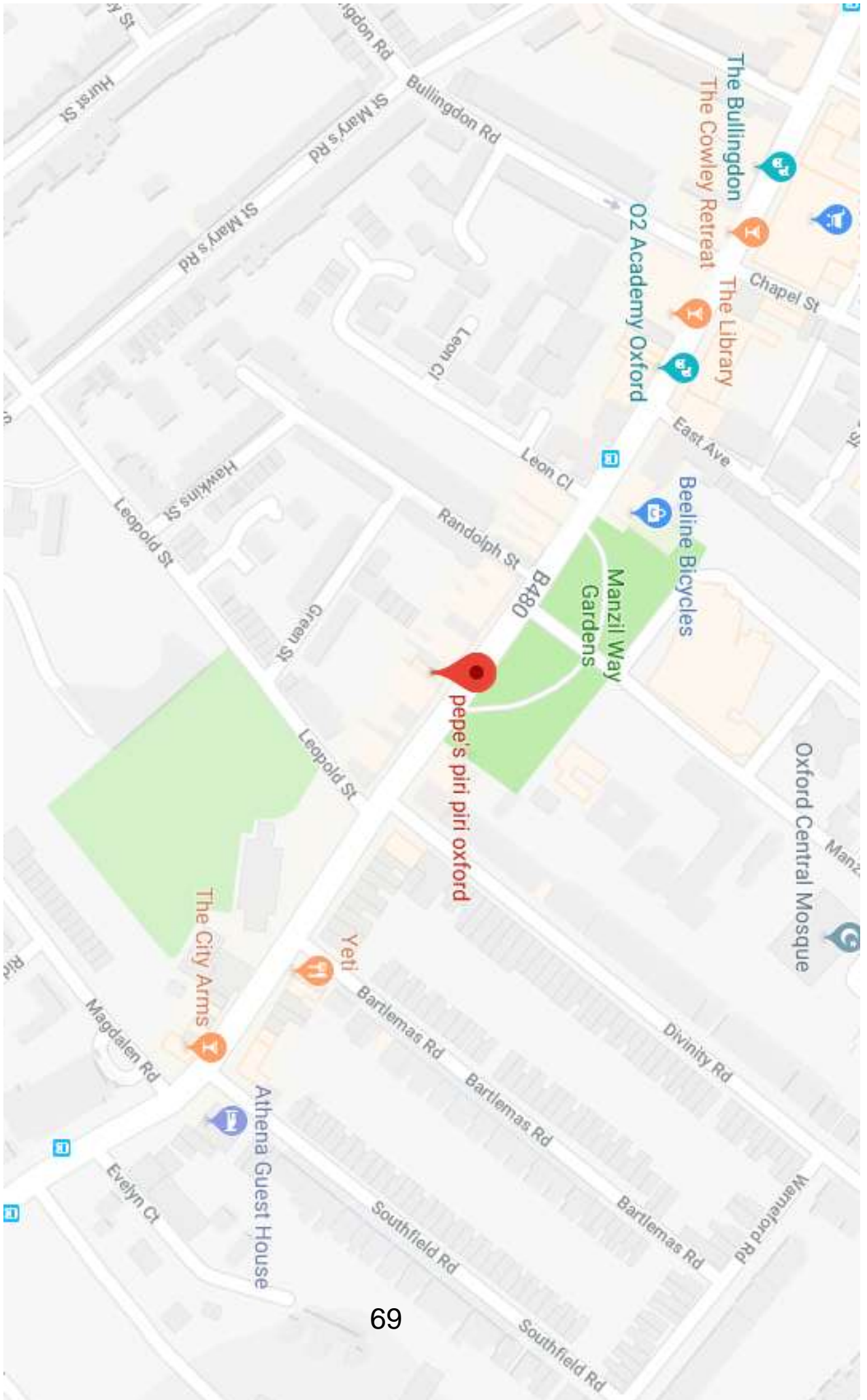
**Commenter Type:** Neighbours

**Stance:** Customer objects to the Licensing Application

**Reasons for comment:** - Other objection

**Comments:** 10:29 PM on 25 Apr 2018 Too many restaurants opening late which makes it busy and noisy. Thanks

# APPENDIX FIVE



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