Founder’s Message

Passyunk Avenue provides a taste of Philadelphia and in doing so has earned a reputation for serving up the best regional American cuisine in Europe.

Headlined by the legendary Cheesesteak sandwich, a hunger attacking combination of prime ribeye steak, cheese and onions, Passyunk seeks to share a glimpse into Philadelphia culture through its innovative and authentic range of Italian-American dishes that celebrate with the City’s immigrant heritage.

You may wonder about our name - it’s a Native-American word meaning “place between the hills” and it’s the Main Street that runs through the heart of South Philadelphia. It links our company back to our South Philly roots and it reminds us why we started our business - to share the values of Philadelphia - the City of Brotherly Love - with the people of London.

We are committed to presenting this intensely regional, ethnic form of Americana in a way that transcends products alone, as we progress towards our goal of building the UK’s leading “American experience” hospitality brand.

JP Teti
Founder
NEW WAVE AMERICAN CUISINE

Our experience operating our business supports the research on consumer trends as they relate specifically to American cuisine. Consumers are more discerning than ever before as a result of the combination of increased competition in the casual dining segment and inflationary pressures squeezing real income growth. Consequently, consumers are more careful about how they spend their discretionary income and when they do so they insist on novelty, high quality, unique experiences and authenticity.

Our brand ranks highly in each of the areas increasingly valued by consumers. In all ethnic food segments and with American cuisine in particular, superficial concepts that fail to deliver an authentic experience are no longer acceptable to consumers. This change in preference has led to the development of a new generation of American food concepts that are focused strategically on adhering to genuine ingredients, recipes and creating a more immersive dining experience at the casual market price point.
“SPECIAL RELATIONSHIP”

“It has a fun, colorful allure that British food doesn’t – in it we see the neon of New York, the glamour of 50s Americana, and the glitter of Hollywood. Bite into a cheeseburger or stick a straw into a root beer float and for a brief second you could be at a Californian drive-in rather than drizzly suburban Britain.”

The Guardian

“American casual dining outlets are attracting the attention of investors as well as larger operators because of their rollout potential and scalability.”

The Mintel Group and Horizons Research Group

“With regard to trending cuisines, American continues its march with no signs of abating”

Charles Banks, The Food People
In March 1904, 19 year-old Pietro Teti arrived at Ellis Island from Abruzzo, Italy, en route to Philadelphia with nothing but the possessions he could carry with him and hope.

Our business exists to tell a story. It’s the story of immigrants, like my Great-Grandfather, and their traditions that gave rise to one of America’s great regional cuisines. This narrative is personal to us, which is why it resonates on an emotional level with our customers when they experience it.

Our food and our culture are inseparable. Our focus is to teach consumers to think differently about American food, to understand its origins and to appreciate the great ethnic influences that have inspired it.
OUR VALUES

Credible
Real
Authentic
Lifestyle
Creative
Passionate
Ethnic
Edgy
No one is better placed to tell the backstory that explains the evolution of Philly regional cuisine. It is our inheritance, as such, we take great care in ensuring the accuracy of our products and overall customer experience.

Our brand attributes are fully immersive. Every customer touch point reinforces authenticity and our commitment to honoring our rich ethnic traditions.
Our flagship location and full expression of our brand opened March 2018 on Cleveland Street W1. We successfully raised £250k to create the first full-service restaurant and bar, delivering an obsessively curated environment to mimic life in a local tavern in South Philadelphia. Boasting an expanded menu of Philly regional specialties, drinks to complement, American sports broadcasts and an authentic well-worn aesthetic we’ve cultivated an unmatched customer experience.
In December 2018 we launched our second location in Westfield Stratford City. While designed to communicate the core brand attributes and deliver a similar menu of Philly regional specialties, our Westfield location demonstrates the adaptability of the business model, which enables it to perform well in a high volume retail environment as well as a full-service casual dining setting. Further, it highlights the desirability of the concept as a mass market offer as well as its attractiveness to major retail landlords who understand that it fills a gap in a high demand underserved market segment.
Home Run House: Our Joint Venture with Major League Baseball

Through its exhilarating customer experiences, featuring activities for fans to hit baseballs in real game scenarios and a hospitality offer to simulate a day out at the ballpark, Home Run House, located in a 6000 sq ft site in Westfield Stratford City, is an activity-led venue designed to celebrate baseball as the culturally transcendent pastime of America.
STARTERS

Philly Cheesesteak Nachos - £3.50
Tortilla chips smothered in ribeye steak or chicken, tomato, lettuce, olives, chili peppers, topped with our famous Wiz Cheese sauce. (no meat: £2.50)

Buffalo Wings - £3
American-style jumbo wings tossed in our buffalo sauce, served with celery and our blue cheese sauce. (6 wings)

Chicken Fingers - £5.50
5 chicken fingers. Regular served with Honey Mustard sauce, or Buffalo served with Blue Cheese.

Eggplant Dippers - £5.50
5 breaded eggplant slices served with Marinara sauce or Blue Cheese.

Mozzarella Sticks - £5.50
Made in house and served with marinara sauce. (5 sticks).

PLATTERS

Served with mixed salad and skinny fries

Chicken Parm - £12
Chicken outlet, covered in our marinara sauce, melted provolone cheese and finished with a sprinkle of parmagiana.

Eggplant Parm - £10.50
Breaded eggplant, covered in our marinara sauce, melted provolone cheese and finished with a sprinkle of parmagiana.

Meatball Parm - £12
Three homemade meatballs, covered in our marinara sauce, melted provolone cheese and finished with a sprinkle of parmagiana. *Contains pork.

Roast Pork - £12
Slow roasted pork loin, sautéed tender stem broccoli, pesto, grated parmagiana and melted provolone. *Contains pork.

Steak - £12
250g of shredded Prime Rib Eye steak, choice of cheese, Wit or Witout sautéed onion, with a side of fries and mixed green salad.

SALADS

Iceberg Wedge Salad - £3.50
Steak or chicken, bacon bits, tomatoes, drizzled homemade blue cheese sauce.

Mixed Greens Salad - £6.50
Tomato, onion, olives, vinaigrette or blue cheese.
   *Add meat: steak or chicken (grilled or breaded) £8.50

Hoagie Salad - £11
Choice of Hoagie filling on bed of salad.

PHILLY SPECIALTY SANDWICHES

South Philly Style Chicken Parm - £12
Breaded chicken cutlet, marinara sauce, provolone and parmagiana cheese.

South Philly Sausage Sandwich - £16
Hot Italian sausage, sautéed peppers and onions. *Contains pork.

Roast Pork Sandwich - £12
Slow roasted pork loin, sautéed tender stem broccoli, pesto, grated parmagiana and melted provolone. *Contains pork.

Jersey Turnpike Sandwich - £12
Breaded chicken cutlet, buffalo mozzarella cheese with roasted red peppers and balsamic olive oil.

American Hoagie - £11
Ham, turkey, american cheese, mayo, salt and pepper. *Contains pork.

ITALIAN HOAGIE - £11
Ham, mortadella, salami, provolone, oregano, olive tapenade, oil, vinegar, salt and pepper. *Contains pork.

TURKEY HOAGIE - £11
Turkey, choice of American or provolone cheese, mayo, salt and pepper.

VEGETARIAN

Eggplant Parm - £10.50
Breaded eggplant slices, marinara sauce, provolone and parmagiana cheese.

STANDARDS

Skinny Fries - £3.50
Regular thinly cut fries

Old Bay Wiz Fries - £4
Skinny fries sprinkled with Old Bay seasoning, topped with Wiz.

Wiz Tot Tots - £6
Add Bacon (+£0.50) *pork

Smell Mixed Greens Salad - £4
Vinaigrette or blue cheese dressing.

PICK A SIDE

Onion Strings - £4
French fried onion strings served with chipotle dipping sauce.
THE FOOD
Our brand has proven to have destination appeal and customers seek us out from all over the city, country and Europe. The fully immersive experience we curate helps to create an emotional connection with our customers that cultivates extreme brand loyalty. With average spend per head and customer linger times well above the national average for the casual dining segment, we have been able to attract other leading brands to partner with us such as Sambrook’s Brewery who brew our very own “Passyunk Pale” a session Pale Ale developed exclusively to compliment our unique regional Philly cuisine.
Our hugely successful “LOVEbundle” brand plays on the literal Greek translation of Philadelphia meaning “brotherly love”, while referencing Philadelphia’s famous installation of Robert Indiana’s iconic LOVE sculpture. In the spirit of Brotherly Love, these “home kit” products are designed to bring comfort and reassurance to our friends and neighbours especially during this challenging time. OUR ingredients, YOUR kitchen
“Officially, the American embassy in England is in Vauxhall, in Southwest London.

But in Fitzrovia, in Central London, there’s a Philly-centric consulate called Passyunk Avenue.”

“Passyunk Avenue is a place where complete strangers feel comfortable talking to one another.

It’s clear that Londoners find Passyunk Avenue both perplexing and refreshing.”

Super Bowl Trophy at Passyunk Avenue, October 25, 2018, brought by the Philadelphia Eagles.
Missing the food of Philadelphia? This retro diner in London makes you feel right at home

Passyunk Avenue
80 Cleveland Street,
London W1T 6NL
(020 3960 2253)
Starters and sides £4-£9.50
Main courses £11-£12
Desserts £6
Wines from £19

When I visit Passyunk Avenue, a retro diner on a scuffed backstreet in London’s Putney, the voice I hear in my head belongs to Josh Ozersky. Josh was a bulb-nosed, grinning mensch of a man, who founded the food festival Meatopia, helped pioneer food blogging in New York via the Grub Street site and ended up as restaurant editor for Esquire. Most importantly, he carved out a niche for himself as the chronicler of what he called, “American vernacular cuisine.” His point was compelling: why should the classics of the American diner be any less deserving of love and scholarship than, say, the so-called cuisine de grande-mère of France?

One broiling summer in New York we a few years ago, we shot a video together for his YouTube channel, in which he took me to a bog standard joint on 3rd Avenue called Joe’s Jr. There, he ordered most of the menu and then enthused with the acute eye of an experienced jeweller sitting up a piece by Fabergé. He had me to understand the importance of the viscosity of American cheese when melted, and how much better it was for the job than those wretched faux cheddars we insist upon.

He delivered a prose poem about the lacy, burnished white bread used to grill a cheese sandwich, scared to crisp on the plancha. Best of all was his masterclass on their hamburger. He had authored a classic book on this one great food item, and wanted to explain the exquisite alchemy of the bun to patty ratio, and how the two parts should align. He wasn’t wrong. If that burger had been served in London at that point, it would have been regarded as a miracle. In New York, it was just the burger those stocky guys on 3rd Avenue knocked out, Josh died horribly young in 2014, after an epileptic seizure, and I miss his humorous terribleness.

And now here I am at Passyunk Avenue, named after the road in Philadelphia across which two of the city’s great Philly cheesesteak rivals, Pat’s King of Steaks and Geno’s Steaks, face off against each other. I think Josh might have approved. It is a comfortable place, if you find sitting on benches that are not much evolved from planks comfortable. But then this is never going to be somewhere in which to linger. There are returns of It’s Alamo Steakhouse platted up on the plasma screens, while the sound system booms out Sweet Home Alabama and The Jokers. Somewhere, there is a band insisting they must do this.

And so to a confession. I have never eaten a cheesesteak in Philadelphia. I’ve eaten them in Los Angeles and New York, which I was directed to by people who knew their stuff – don’t ask me to recall the establishment’s names; they were holes in the wall and I was drunk – so I know what one should be: finely sliced steak, probably rib-eye, seared on a hot plate, then mixed in with cheese of some description, before being served on a soft, mildly sweet bun. It should be served with a pickle and a side order of “What you looking at?” Subie, it ain’t.

Authenticity has never troubled me as much as the answer to the question: does it taste nice? Oh God yes. The beef has been sliced and sliced again, properly seared, then mixed in with their own version of Cheesesteak White, or as the server put it “a kind of mustard sauce”. They say it’s made on site, which is impressive because massive food corporations spend millions trying to come up with something as engrossing as glowing and quasi-industrial as this. My fingers tingle, my blood boils. The bun, made by an outside bakery to their own recipe, is the perfect soft-yielding vehicle for the filling. Is it cheap enough? No. Do I think it’s worth it? Yes. It’s a serious amount of sandwich for £11, which will

#News_bites

The Rule of Thumb Burger Shop in Hendford, which now has a new outlet in Wrocław, approaches the US burger repertoire with serious care. There are serious burgers made with beef nervously presented, farmers and aged with all the appropriate toppings. The menu also offers options made with pulled lamb, butterflied fried chicken and fried. Appetites and chicken wings too (on eat.com).

There are tater tots, pebble-sized hash browns, which you can have doused in more cheese whiz and a blitzen bacon...
1. OBJECTIVE

1.1 The objective of this Dispersal Policy is to ensure a quiet, controlled and swift dispersal of our guests – particularly at night.

1.2 By following this Dispersal Policy guests will be managed professionally and responsibly to ensure they make their journey home without any adverse impact on our neighbours.

1.3 The Policy prevents public nuisance from the following risks:

1.3.1 Noisy or anti-social behaviour by guests leaving the premises.

1.3.2 Large numbers of people leaving the premises at the same time.

1.4 The Policy also helps to ensure guests make their journey home safely and do not become victims of crime.

2. LOCATION

2.1 The premises is located at Unit 5, 22 Leake Street SE1 7NN.

2.2 Despite the central location and mixed-use area, staff are reminded that there are residential properties in the vicinity.

2.3 All staff must be aware of the authorised operating hours, as follows:

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2.4 This Policy must be followed throughout the day, although particular attention should be paid to guests leaving at night.

3. **DEDICATED TELEPHONE NUMBER**

3.1 A dedicated telephone number for the Designated Premises Supervisor or the duty manager will be maintained for use by any person who may wish to speak to an appropriate member of staff for an issues arising, including dispersal of guests from the premises.

4. **GENERAL ENTRY/EGRESS**

4.1 The guest entrance and exit is located at Leake Street. The entrance/exit shall be monitored by staff at all appropriate times.

4.2 Guests will not be permitted to queue outside the premises.

4.3 When leaving the premises guests will be reminded to respect the local residents and local businesses and disperse quietly and quickly. The management will not tolerate unruly or anti-social behaviour from guests whether in the premises or when leaving the premises. Signage will be displayed to this effect and, where deemed necessary by the Management, SIA staff will supervise the dispersal of guests until they have left the vicinity of the premises safely and quietly.

5. **DISPERAL**

5.1 The primary point of dispersal is directly onto Leake Street. From here guests can disperse to the nearby transport links set out below.

5.2 Towards closing time guests must be politely reminded the premises is about to close.

5.3 Members of staff must comply with the conditions of the Premises Licence to ensure guests are managed professionally and leave quickly and quietly. They will also politely request any guests loitering outside the premises to continue their journey home. The management will not tolerate unruly or anti-social behaviour from guests whether in the premises or when leaving the premises.

5.4 Guests must be made aware of local transport links (see below).
6. TRANSPORT

6.1 FOOT

6.1.1 A significant proportion of guests are anticipated to arrive and depart by foot.

6.1.2 The premises is also well serviced by public transport links, as set out below. All staff must be familiar with these transport links so they can advise guests where required.

6.2 TUBE

6.2.1 The premises is well situated near the following easily accessible stations, with the benefit of the extended night tube services:

(a) Waterloo (Northern, Bakerloo and Jubilee lines)
(b) Lambeth North
(c) Charing Cross
(d) Southwark
(e) Westminster
(f) Embankment

6.2.2 Where necessary guests will be given directions to the station and will be reminded to reach the station as quietly and as quickly as possible, particularly at night.

6.3 RAIL

6.3.1 The premises is located adjacent to Waterloo Train Station, which has excellent transport options at all times of day and night.

6.3.2 Other rail stations, for example London Waterloo East, Charing Cross, London Bridge, Blackfriars, Victoria, Paddington, Liverpool Street, Marylebone, Clapham Junction and Kings Cross/St Pancras are easily accessible by foot, taxi, train, tube or taxi.
6.4 **TAXI**

6.4.1 Black cabs, and other app-based cabs, are available right through the day and night in the surrounding area.

6.4.2 Guests will be encouraged to quickly and quietly disperse towards their waiting vehicle to minimise any noise disruption.

6.5 **BUSES**

6.5.1 The premises is well serviced by public buses. TFL bus services, including night buses, are accessible by bus stops at Lower Marsh, County Hall, St Thomas’ Hospital and Baylis Road.

6.5.2 Routes include 12, 53, 76, 77, 148, 159, 381, 453, C10, N53, N109, N155, N381 serving a variety of onward destinations.

6.5.3 Where necessary guests will be given directions to the bus stops and will be reminded to consider the local residents and businesses when travelling to the bus stops and waiting for buses, particularly at night.

6.5.4 Staff will be familiar with the local bus services and will advise guests accordingly.

7. **SIGNAGE**

7.1 Notices will be displayed at the exits reminding guests to respect the premises’ local residents and local businesses and to encourage guests to disperse as quickly and as quietly as possible.

8. **SMOKING**

8.1 Guests leaving the premises temporarily to smoke will be managed to ensure they do not cause obstruction or nuisance in the vicinity. Guest will be encouraged to leave the premises quietly and not to loiter or smoke in the immediate vicinity of the premises to ensure residential amenity is not disturbed.
AMENDED Application for a Premises Licence
Passyunk Avenue
Unit 5, 22 Leake Street, Leake Street
SE1 7NN

Liberty Cheesesteaks LS Ltd

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Non standard timings:

2am Year’s Eve

Proposed Conditions:

1. 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.

2. A CCTV system covering areas inside and outside of the premises should be operating and maintained according to police recommendations with properly maintained log arrangements and recordings/tapes to be kept for 30 days.

3. CCTV system is to comply with the Data Protection Act 1998 and must be working and recording correctly when the venue is open to the public.

4. A staff member from the venue who is conversant with the operation of the CCTV system must be on the premises at all times that the venue is open to the public. This staff member must immediately be able to show police or local authority officer’s recent data or footage on request.

5. The Premises are to use all reasonable efforts to provide police and local authority officers with recordings from the CCTV system on request (e.g. by supplying recordings on DVD, CD or tape).

6. An incident/refusals book will be maintained and used at the premises. Upon request, it will be readily available for inspection by the police or local authority officer.
7. Security personnel, registered with the Security Industry Authority (SIA), shall be employed at the premises based on an operational risk assessment basis.

8. The premises shall actively link with the Business Crime Reduction Partnership (BCRP), its linked radio scheme and the intranet site

9. Security personnel, registered with the Security Industry Authority (SIA), employed at the premises will enter their full name, address, valid phone contact details, SIA badge number, employing company, along with the times they are working in a register upon commencement of their work at the premises. The Designated Premises supervisor/manager at the time will be responsible for ensuring that this is done and for confirming the security staff's details and permissions to work, via the public SIA website facility

10. All reasonable efforts are to be employed by the management or security personnel to keep customers quiet and orderly prior to entry and upon leaving the Premises.

11. No customers shall be allowed to leave the premises with open alcoholic beverages or to consume alcohol on the public highway, save for the external area(s) where tables & chairs shall be provided asper the designated plan. The use of this area(s) shall cease at 23:00hrs Monday to Sunday.

12. From 23:00hrs, customers shall be prohibited from taking their drinks into the external designated smoking area(s).

13. No service/sale of alcohol to any persons who appear drunk or inebriated.

14. Management/staff shall proactively monitor the conduct and behaviour of patrons inside the premises and external area to ensure no noisy, rowdy or anti-social behaviour. Those patrons deemed to be engaging in such behaviour shall be asked to disperse from the premises and area quietly.

15. The premises shall undertake routine litter picks to the external area and public highway frontage at intermittent intervals during the business trading hours and at the terminal hour when all patrons have vacated the premises to remove all discarded litter, food waste/packaging, drinking vessels and cigarette butts.

16. Regular glass and bottle collections shall be undertaken in the external areas to prevent the build up of glassware.

17. Devise and implement a robust dispersal policy to ensure that patrons leave the premises and vicinity as quietly and speedily as possible. Ensure that patrons are verbally advised by management/SIA upon leaving to be mindful of the neighbouring residents so as not to disturb the peace.

18. Public transport should be actively promoted at all times as a primary form of transport to and from the premises. Accordingly, use of private vehicles shall be discouraged. Details of the tube, rail, bus network and reputable licensed taxi-cab operators to be provided within the premises.

19. There shall be no emptying of bottle banks between the hours of 23:00 - 08:00hrs Monday to Sunday.

20. All deliveries and collections shall take place between the hours 08:00 - 23:00hrs Monday to Sunday.
21. Erect prominent and legible signage to the premises and external area advising patrons to be mindful of the neighbouring residents and to disperse from the premises in a timely manner without making unmaking undue noise or engaging in anti-social behaviour.

22. All staff to be trained to ask for and check age/ID of young-looking customers, and how to deal with a situation. Refresher training for staff every 6 months. Written training details recorded and produced on request.

23. Only accept a passport, driving licence or Pass card as proof of age. (As well as HM Forces ID cards).

24. To maintain a Refusals register and record any instances of refused service because of age/no ID, or drunkenness, to be and produced on request.

25. To be aware of proxy sales where an adult will buy alcohol for a child.

**Additional Conditions Proposed by Applicant Following Consultation with the Police:**

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

27. Signage advertising the aforementioned proof of age scheme shall be prominently displayed throughout the premises with a particular emphasis on the alcohol display area and service area.

28. All staff members engaged, or to be engaged, in selling alcohol on the premises shall receive full training pertinent to the Licensing Act, specifically in regard to age-restricted sales, and the refusal of sales to persons believed to be under the influence of alcohol or drugs. This shall take place every 6 months.

29. All such training is to be fully documented and signed by not only the employee but the person delivering the training. Training records shall be kept at the premises and made available upon request to either Police Officers or an authorised officer of Lambeth Council.

30. An incident log shall be kept at the premises, and made available on request to an authorised officer of the Lambeth Council or the Police. It must be completed within 24 hours of the incident and will record the following:
   
   a. all crimes reported to the venue  
   b. all ejections of patrons  
   c. any complaints received concerning crime and disorder  
   d. any incidents of disorder  
   e. all seizures of drugs or offensive weapons  
   f. any faults in the CCTV system, searching equipment or scanning equipment  
   g. any refusal of the sale of alcohol including date, time and name of staff member  
   h. any visit by a relevant authority or emergency service.

31. Any CCTV breakdown or system failure will be notified to the Police and Local Authority immediately & remedied as soon as practicable. Repair records / invoices shall be kept on site for at least 12 months and be readily available to be viewed by all authorised persons upon request.
12 August 2021

Dear Neighbour

**Application for a Premises licence – Passyunk Avenue Unit 5 22 Leake Street**

I hope this letter finds you safe and well.

Lambeth Council have provided me with a copy of your representation in respect of my licence application. Thank you for taking the time to provide your feedback. I would be grateful for your consideration of this letter, which I hope helps to address some of the concerns that you have raised.

My business currently operates three premises in London specialising in regional American cuisine and drink. In each premises I seek to share a glimpse into my home city of Philadelphia's culture, through an innovative and authentic range of Italian-American dishes that celebrates the City’s heritage.

Each premises has an excellent operational track record. My team and I have developed professional and comprehensive management procedures to ensure we operate responsibly in our local neighbourhoods. We understand the importance of integrating sympathetically within our local communities, particularly in Fitzrovia where we have local residents living immediately above and next to us. We are committed to bringing this experience and operational track record to our new premises in Leake Street. In doing so, we hope to become a valued member of your local community.

I have carefully considered the concerns raised in your representation. As a result, I am amending the terms of my application to reduce the proposed closing times. Please find enclosed document summarising the proposed changes in red. In addition, you will see that I have agreed six extra conditions with the police. This brings the total number of licence conditions to over 30, which I am confident will help to ensure the premises is operated without causing you or any of your neighbours any disturbance whatsoever.

I would also like to take this opportunity to clarify that the primary point of entry/exit will be well within the Leake Street covered tunnel area, which will help facilitate effective management of customers arriving and leaving. I have also formulated a customer dispersal policy to ensure that persons leaving my premises do so quickly and quietly so as not to cause you any nuisance.

Thank you for considering this letter, which I hope helps. Please do not hesitate to contact me if you have any queries arising or would like to arrange a phone call or remote meeting.

Yours faithfully

JP Teti
Founder
Liberty Cheesesteak LS, Ltd t/a Passyunk Avenue
jpteti@passyunkavenue.com
AMENDED Application for a Premises Licence:

Passyunk Avenue
Unit 5, 22 Leake Street,
Leake Street SE1 7NN

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Non standard timings:

2am Year’s Eve

Proposed Conditions:

1. 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.

2. A CCTV system covering areas inside and outside of the premises should be operating and maintained according to police recommendations with properly maintained log arrangements and recordings/tapes to be kept for 30 days.

3. CCTV system is to comply with the Data Protection Act 1998 and must be working and recording correctly when the venue is open to the public.

4. A staff member from the venue who is conversant with the operation of the CCTV system must be on the premises at all times that the venue is open to the public. This staff member must immediately be able to show police or local authority officer’s recent data or footage on request.

5. The Premises are to use all reasonable efforts to provide police and local authority officers with recordings from the CCTV system on request (e.g. by supplying recordings on DVD, CD or tape).
6. An incident/refusals book will be maintained and used at the premises. Upon request, it will be readily available for inspection by the police or local authority officer.

7. Security personnel, registered with the Security Industry Authority (SIA), shall be employed at the premises based on an operational risk assessment basis.

8. The premises shall actively link with the Business Crime Reduction Partnership (BCRP), its linked radio scheme and the intranet site.

9. Security personnel, registered with the Security Industry Authority (SIA), employed at the premises will enter their full name, address, valid phone contact details, SIA badge number, employing company, along with the times they are working in a register upon commencement of their work at the premises. The Designated Premises supervisor/manager at the time will be responsible for ensuring that this is done and for confirming the security staff’s details and permissions to work, via the public SIA website facility.

10. All reasonable efforts are to be employed by the management or security personnel to keep customers quiet and orderly prior to entry and upon leaving the Premises.

11. No customers shall be allowed to leave the premises with open alcoholic beverages or to consume alcohol on the public highway, save for the external area(s) where tables & chairs shall be provided asper the designated plan. The use of this area(s) shall cease at 23:00hrs Monday to Sunday.

12. From 23:00hrs, customers shall be prohibited from taking their drinks into the external designated smoking area(s).

13. No service/sale of alcohol to any persons who appear drunk or inebriated.

14. Management/staff shall proactively monitor the conduct and behaviour of patrons inside the premises and external area to ensure no noisy, rowdy or anti-social behaviour. Those patrons deemed to be engaging in such behaviour shall be asked to disperse from the premises and area quietly.

15. The premises shall undertake routine litter picks to the external area and public highway frontage at intermittent intervals during the business trading hours and at the terminal hour when all patrons have vacated the premises to remove all discarded litter, food waste/packaging, drinking vessels and cigarette butts.

16. Regular glass and bottle collections shall be undertaken in the external areas to prevent the build up of glassware.

17. Devise and implement a robust dispersal policy to ensure that patrons leave the premises and vicinity as quietly and speedily as possible. Ensure that patrons are verbally advised by management/SIA upon leaving to be mindful of the neighbouring residents so as not to disturb the peace.

18. Public transport should be actively promoted at all times as a primary form of transport to and from the premises. Accordingly, use of private vehicles shall be
discouraged. Details of the tube, rail, bus network and reputable licensed taxi-cab operators to be provided within the premises.

19. There shall be no emptying of bottle banks between the hours of 23:00 - 08:00hrs Monday to Sunday.

20. All deliveries and collections shall take place between the hours 08:00 - 23:00hrs Monday to Sunday.

21. Erect prominent and legible signage to the premises and external area advising patrons to be mindful of the neighbouring residents and to disperse from the premises in a timely manner without making undue noise or engaging in anti-social behaviour.

22. All staff to be trained to ask for and check age/ID of young-looking customers, and how to deal with a situation. Refresher training for staff every 6 months. Written training details recorded and produced on request.

23. Only accept a passport, driving licence or Pass card as proof of age. (As well as HM Forces ID cards).

24. To maintain a Refusals register and record any instances of refused service because of age/no ID, or drunkenness, to be and produced on request.

25. To be aware of proxy sales where an adult will buy alcohol for a child.

Additional Conditions Proposed by Applicant Following Consultation with the Police:

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

27. Signage advertising the aforementioned proof of age scheme shall be prominently displayed throughout the premises with a particular emphasis on the alcohol display area and service area.

28. All staff members engaged, or to be engaged, in selling alcohol on the premises shall receive full training pertinent to the Licensing Act, specifically in regard to age-restricted sales, and the refusal of sales to persons believed to be under the influence of alcohol or drugs. This shall take place every 6 months.

29. All such training is to be fully documented and signed by not only the employee but the person delivering the training. Training records shall be kept at the premises and made available upon request to either Police Officers or an authorised officer of Lambeth Council.

30. An incident log shall be kept at the premises, and made available on request to an authorised officer of the Lambeth Council or the Police. It must be completed within 24 hours of the incident and will record the following:

   a. all crimes reported to the venue
b. all ejections of patrons

c. any complaints received concerning crime and disorder

d. any incidents of disorder

e. all seizures of drugs or offensive weapons

f. any faults in the CCTV system, searching equipment or scanning equipment

g. any refusal of the sale of alcohol including date, time and name of staff member

h. any visit by a relevant authority or emergency service.

31. Any CCTV breakdown or system failure will be notified to the Police and Local Authority immediately & remedied as soon as practicable. Repair records / invoices shall be kept on site for at least 12 months and be readily available to be viewed by all authorised persons upon request.