

12/03412 / STTRAD



Application for a street trading consent

STC No.	
Fee	£
Date	28/3/12
Receipt No.

I wish to apply for the grant or renewal of a street trading consent in Portsmouth. I have personally completed the application below and have been honest in giving this information. I have not made any false statements and know it is a serious offence to give false or misleading information in support of my application.

Signature [Signature] DELETED

Date 27-03-2012

About yourself

Title:	MR .		
First Name(s):	PHILIP		
Surname:	BAULF		
Birth Date:	04-02-66	Age:	46
Home Address:	91 BERESFORD ROAD		
District:	NORTH END		
Town:	PORTSMOUTH		
County:	HANTS	Postcode:	PO2 0NG.
Tel:		Mobile:	DELETED
Email:	BY LICENSING OFFICER		

Company details

If the applicant is applying on behalf of a company please tell us:

Applicants position in company:	owner		
Name of company:	The country kitchen		
Company Registration No:			
Registered Address:	NOT YET FORMED.		
District:			
Town:			
County:		Postcode:	
Tel:		Fax:	
Email:			



Trading Location Details

Your Trade Name: THE COUNTRY KITCHEN

Name of Street: COMMERCIAL ROAD

Proposed Months of Trading or Annual
 - tick appropriate boxes Annual
 Jan Feb Mar Apr May Jun
 Jul Aug Sep Oct Nov Dec

Proposed Days of Trading - tick appropriate boxes
 Mon Tue Wed Thu Fri Sat Sun

Proposed Hours of Trading: 08:00 - 16:00

Type of Trade - tick appropriate boxes
 Posters Ice Cream News Kiosk Burger Van
 Donuts Fish Flowers Hot Potato
 Balloons Jewellery General Other*

*Describe Trade SEE ATTACHED LETTER.

Public Liability Insurance Details

Name of Insurer: TOO FOLLOW.

Policy Number: _____

Insurance Start Date: / / _____

Insurance Finish Date: / / _____

Convictions

Are there any unspent convictions or pending prosecutions recorded against either the applicant, company or officers of the company?

Yes No tick appropriate box.

If Yes please tell us:

Date of Conviction (or next hearing)	Offence	Sentence (if applicable)
LICENSING SECTION LEGAL & DEMOCRATIC SERVICES		

FOR OFFICE USE

28 MAR 2012
Date Received

Date Consent approved

/ /

/ /

RECEIVED

12/03412/STTRAD

91, Beresford Road
North End
Portsmouth
PO2 0NG

FAO: Ms Nikki Humphreys
The Licensing Manager
Portsmouth City Council
Civic Offices
Portsmouth
Hampshire
PO1 2 AL

LICENSING SECTION
LEGAL & DEMOCRATIC SERVICES

28 MAR 2012

RECEIVED

Dear Ms Humphreys,

Concession opportunity Re: Commercial Road.

It is with great interest that we submit this proposal for a food concession in Commercial Road. As part of the application it is appropriate to set out the nature of this proposed trading concern. We comment as follows:

(A) Business Name.

"Country Kitchen"

(B) Profile.

Mr Philip Baulf

He is a University graduate and was a Fellow of the Institute of Legal Executive having practiced latterly at Messrs G H King and Franckeiss solicitors of 16 Guildhall Walk, Portsmouth, Hampshire prior to a career change into catering and creating a successful events caterer. He holds the appropriate food hygiene qualifications together with the required liability insurances. Details of which can be produced upon request.

(C) The Aim.

I aim to provide only quality products sourced from local providers where possible and those who like us have a commitment to fair trade, recycling and the use of only the freshest ingredients.

The main thrust of our range of hot food would centre on hot and cold pastries with only authentic ingredients and in the case of the pasties only those sourced from Cornwall, "after extensive product testing to find the best!"

I would also aim to offer a couple of roast meats of the day for example "honey glazed pork" (organic for flavour) for those who fancy a flavoursome meaty feast, served in a warm French stick with stuffing, crackling and their choice of pickles.

Following on from the above would aim, provide a range of cakes and pastries, and our personal favourite the "boxed cream tea"- fresh and daily prepared, ready to be eaten immediately or consumed at one's own pleasure. Again only fresh ingredients would be used.

Fruit would also be available daily, for example the best strawberries in Hampshire Titchfield's own, "delicious" providing a healthy alternative to sweets for the children.

To compliment the above we would further seek to sell freshly brewed quality beverages and cold drinks, which would add the customers overall experience and greatly assist in making any venture profitable in the early stages.

I have an extensive connection with the Portsmouth having been brought up, traded or worked here.

I have a commitment to an individualised trading concern in the Commercial Road and seek to create a family business where people and quality count as opposed to a High Street chain/concern where customer connection is less valued and inevitably not at the thrust of the business.

It is believed that my character could bring something new and exciting to this venture.

I have a commitment to recruiting and training young people to staff the unit and in particular focus on the following:

- Supporting appropriate trainees via Highbury/Southdown Colleges to obtain NVQ Qualifications in Catering and Management.
- Recruitment of part time workers to include consideration of all diversity/disability groups.
- Maintain local focus.
- To be "Investors in People."
- To maintain and provide a focal point that is unique to Portsmouth and not merely a representation of a High Street chain or a takeaway.
- Provide affordable food which represents real value and choice to the consumer.

(D) Investment Capital.

I am able to commit liquid funds circa, £50,000 plus.

(E) Bankers.

Barclays PLC.

(F) References.

References are available upon requests.

(G) Aspirations.

I would have no difficulty in meeting with the Licencing Authority from Portsmouth City Council for the purpose of agreeing.

- The type of unit for example kiosk or trailer?
- Trading times.
- The livery of the unit.
- Specific location.
- Seating (if permitted).
- To be involved in any product launch.

I will be committed to maintaining the unit and its produce to the highest possible standard. I aim to improve and add to the amenity which is Commercial Road and provide the highest rate of service to all customers.

(H) Accounts.

Major Jonathan Davis, MBE (Chartered Secretary), he will provide specific advice regarding management, accounting and purchasing. Major Davis has already provided business support during the last 5 years of successful trading.

Conclusion

I have a commitment to trading hence it has looked at what works and what foods are favoured on a regular basis by the public, it has looked at the food market and noted that savoury food item sales have increased year on year, even in the grip on a recession. It is no coincidence that two of the busiest mobile food providers in "Gunwharf" are the "Pasty Presto" and "Angelitos Carvery".

I have a commitment to making this venture work and as such must emphasise its willingness to enter into negotiations with the Local Authority and remain flexible concerning any suggested alterations, improvements to this application.

At the first instance, any acknowledgement of this letter should be forwarded to the address at the top of the letter.

It only remains to thank you for your kind attention in this matter.

Yours Sincerely,

Philip Baulf,

(For and on behalf of "Country Kitchen")

Annexes.

- (i) Images of possible units I can purchase subject too council approval.

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33

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CARVERY
MEALS

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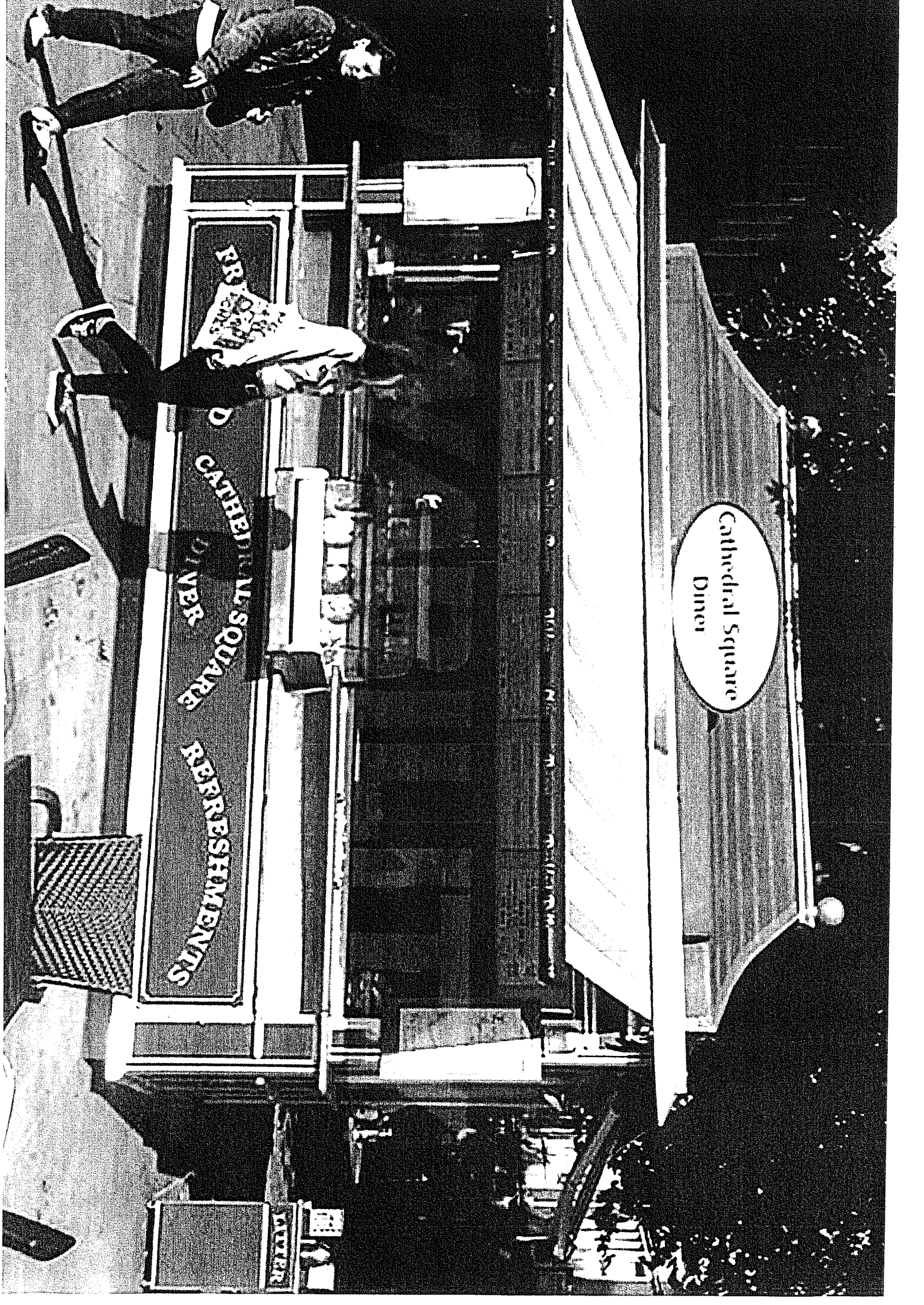
Hot Specialty Sausages

ASHTON

TRAMS

CORPORATION



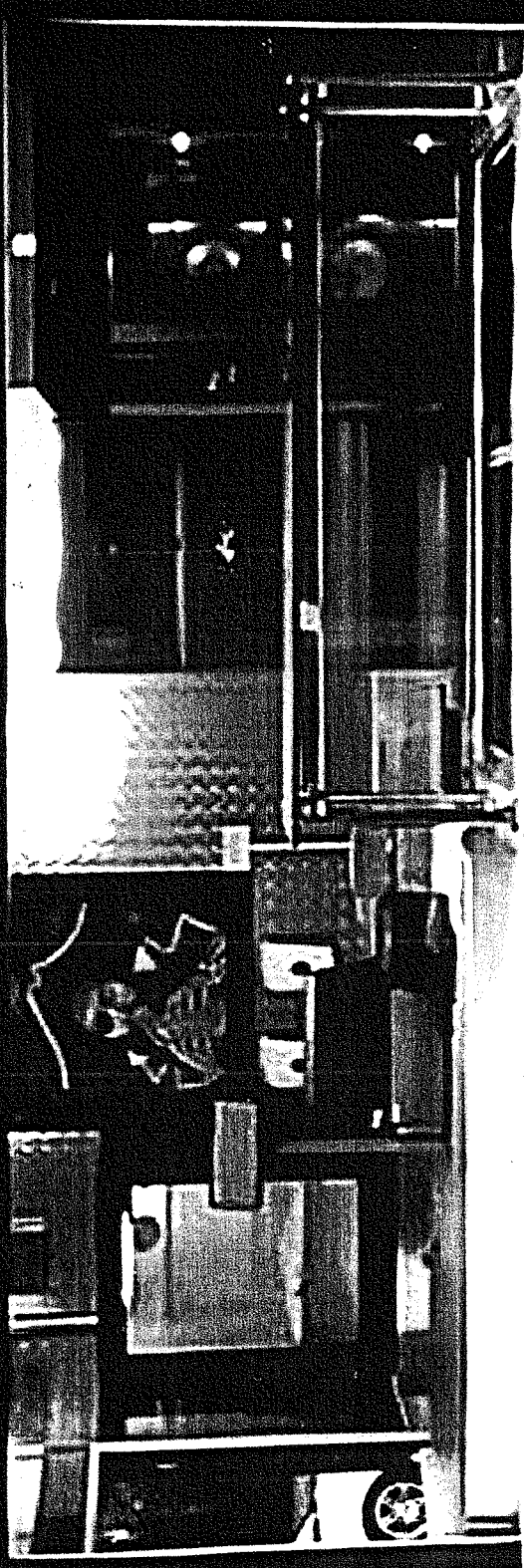


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Diner

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