Civic Centre, Riverside, Stafford

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Dear Members

Licensing Sub Committee

A meeting of the Licensing Sub Committee will be held on **Wednesday 23 September 2026 at 10.00am** in the **Craddock Room, Civic Centre, Riverside, Stafford** to deal with the business as set out on the agenda.

Please note that this meeting will be recorded.

Members are reminded that contact officers are shown in each report and members are welcome to raise questions etc in advance of the meeting with the appropriate officer.

Head of Law and Governance

LICENSING SUB COMMITTEE

23 SEPTEMBER 2026

Chair - Councillor J A Barron

AGENDA

1 Apologies

2 Officer's Reports

		Page Nos
ITEM NO 2(a)	**Variation of Premises Licence: Pepe's Piri Piri, 176 Stone Road, Stafford ST16 1NT** REPORT OF THE LICENSING MANAGER	3 - 98

Membership

Chair - Councillor J A Barron

K M Aspin	J A Nixon
J A Barron	J P Read
A G Cooper	J T Rose
A P Edgeller	J Thorley
P A Leason	A Thurstance

(The 3 Members to form the Sub Committee will be appointed from the above)

Agenda Item 2(a)

Committee:	Licensing Sub Committee
Date of Meeting:	23 September 2026
Report of:	Licensing and Enforcement Officer
Contact Officer:	Leo Parkes
Telephone Number:	01785 619361
Ward Interest:	Common

Application for variation of a Premises Licence: Pepe's Piri Piri, 176 Stone Road, Stafford, ST16 1NT

1 Purpose of Report

1.1 To consider an application for the variation of a Premises Licence for Pepe's Piri Piri, 176 Stone Road, Stafford, ST16 1NT under section 34 of the Licensing Act 2003.

2 Detail

2.1 On 28 July 2026 Stafford Borough Council (the Council) received an application to vary the Premises Licence for Pepe's Piri Piri, 176 Stone Road, Stafford, ST16 1NT.

2.2 The application is for the addition of:

- the Playing of Recorded Music from 11:00hrs - 03:00hrs Monday to Sunday,
- the extension of the Provision of Late-Night Refreshment from 23:00hrs - 03:00hrs Monday to Sunday, and
- the extension of Opening Hours from 11:00hrs - 03:00hrs Monday to Sunday.

2.3 The application was made by Abubakar Hafeez Javed on behalf of the Premises Licence Holder, KOA Stafford Ltd.

2.4 There have been no objections from any of the Responsible Authorities.

2.5 Staffordshire Police Licensing requested conditions under the Prevention of Crime and Disorder and The Protection of Children From Harm to replace the existing conditions within these sections of the Premises Licence. These were agreed with the applicant.

2.6 There have been eighteen relevant representations from local residents and property owners, and a petition signed by 72 people.

2.7 The objections relate to three of the four Licensing Objectives: the Prevention of Crime and Disorder, the Prevention of Public Nuisance and Public Safety.

2.8 The Sub Committee should note that the premises is subject to planning permission (with conditions) for development of the site dated the 17 March 2022. The Planning Permission details the operating hours as follows at point 9. of the Permission:

- The opening hours shall be as stated on the application forms, as follows:

  Monday to Friday: 11:00 - 23:00

  Saturdays: 11:00 - 23:00

  Sundays and Bank Holidays: 11:00 - 23:00

A copy of the Permission for Development issued by Stafford Borough Council is attached to this report at Appendix 5.

2.9 The documents relating to the application including the application for the Premises Licence and the eighteen representations and petition are attached as Appendices as follows:

Appendix 1 - Premises Licence Variation Application

Appendix 2 - Existing Premises Licence

Appendix 3 - Premises Floor Plan

Appendix 4 - Representations and Petition*

Appendix 5 - Permission for development of 176 Stone Road, Stafford, Staffordshire

Appendix 6 - Proposed Conditions agreed between Police Licensing and Applicant

*The website referred to on page 48 of Appendix 4 can be accessed here - https://pepes.co.uk/pepes-piri-piri-stores/#!/l/stafford/176-stone-road/4609382

3 Previous Consideration

3.1 The premises have held a licence since 23 November 2022, with the following licensable activities and hours:

Provision of Late Night Refreshment (indoors)

Monday to Sunday - from 23:00hrs to 00:00hrs

Opening Hours

Monday to Sunday - from 11:00hrs to 00:00hrs

3.2 The Premises Licence is also subject to licence conditions as follows:

CONDITIONS RELATING TO THE PREVENTION OF CRIME AND DISORDER

1. CCTV must be installed and cover all internal and external areas, including all public entry and exit points. The CCTV unit must be positioned in a secure part of the licensed premises and not within any private area of the location. Access to the system must be allowed immediately to the Police, or Local Authority Officers in accordance with the Data Protection Act where it is necessary to do so for the prevention of crime and disorder, prosecution or apprehension of offenders or where disclosure is required by law.

2. All images must be kept for a consecutive 31 day period and to be produced to the Police, or Local Authority Officers in relation to the investigation of crime and / or disorder issues and suspected licence breaches, upon request or within 24 hours of such request where it is necessary to do so for the prevention of crime and disorder, prosecution or apprehension of offenders or where disclosure is required by law.

3. The CCTV system must be maintained so as to be fully operational and recording continually 24 hours every day.

4. The CCTV system clock must be set correctly and maintained (taking account of GMT and BST).

5. There must be notices displayed throughout the premises stating that CCTV is in operation.

6. There must be a member of staff available at all times who is trained and capable of operating the CCTV system and also downloading any footage required by the Police, or Local Authority Officers.

7. Weekly checks must be made of the operation of the CCTV system to confirm that it is working correctly and such checks must be recorded in a register which is to be signed by the person conducting the check. This record must be kept fully updated at all times and remain on the premises for inspection by the Police or an authorised officer of the Licensing Authority.

8. An incident log must be kept at the premises and made available on request to the Police or an authorised officer of the Licensing Authority. It must be completed within 24 hours of the incident and must record the following:

   (a) All crimes reported to the premises

   (b) All ejections of patrons

   (c) Any complaints received concerning crime and disorder

   (d) Any incidents of disorder

   CONDITIONS RELATING TO PUBLIC SAFETY

   1. Our store is designed in a way that all customers are visible in store to the till staff, are recorded on CCTV and the store has large full glass windows which allows further public safety due to transparency.

   CONDITIONS RELATING TO THE PREVENTION OF PUBLIC NUISANCE

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

   CONDITIONS RELATING TO THE PROTECTION OF CHILDREN FROM HARM

   1. It is a child friendly store with CCTV, a store supervisor, manager and trained staff. There will be no children's parties to take place.

3.3 The Council’s records show that there have been historic nuisance complaints against the business regarding noise and odour from a vent at the property. Following investigation, it is noted that the complaints were resolved following the installation of a new flue in May 2025.

4 Human Rights Act 1998 Implications

4.1 Article 6 of the Act provides that where a person's civil rights and obligations are being determined, the person is entitled to a "fair trial". The Council complies with Article 6 in that it gives the person the opportunity to state their case, will make a decision within a reasonable period of time and will give reasons for its decision.

4.2 The Article also provides for the issue to be determined by an independent tribunal. The right of appeal to the Magistrates' Court against the Council's decision fulfils this.

4.3 The Council observes the rules of natural justice, and its procedures are consistent with Article 6 of the Human Rights Act 1998.

5 Legal Implications

5.1 This matter concerns an application for a variation of a Premises Licence under section 34 of the Licensing Act 2003 ("the Act").

5.2 As relevant representations have been made in respect of this application and no agreement has been reached between the parties that a hearing is not required, the licensing authority must hold a hearing to consider the representations made (section 35 (3)(a) of the Act).

5.3 The Licensing Sub Committee must have regard to the representations linked to the Licensing Objectives and Statutory Guidance in section 182 of the Act.

5.4 In accordance with section 35 of the Act, the steps that can be taken by the Licensing Sub Committee in dealing with this application are limited to:

(a) to modify the conditions of the licence

(b) rejection of the whole or part of the application.

A licence is modified if any of the conditions of the licence are altered, omitted or any new condition is added.

5.5 The Licensing Sub Committee must only consider relevant representations which for the purposes of this application:

(a) are about the likely effect of the variation of the application on the promotion of the licensing objectives.

(b) are made by an interested party or responsible authority;

(c) have not been withdrawn; and

(d) are not frivolous or vexatious if made by other persons.

5.6 The Applicant and other persons who made relevant representations in relation to the application have a right of appeal to the Magistrates Court should they disagree with the Licensing Sub Committee's decision.

6 Financial Implications

6.1 Fees for a premises licence are payable upon application. They are not refundable should the application be refused.

6.2 The application be refused or be granted subject to conditions; the Applicant has a right of appeal to the Magistrates' Court. Should the application be granted, with or without conditions, then equally, the responsible authority and any other persons having made relevant representations, have a right of appeal to the Magistrates Court against the decision.

6.3 All appeals carry financial costs, and the Court can set whatever order it deems fit with regards to the payment of costs. The Court is, however, less likely to award costs against the Council if it is satisfied that the Council had acted honestly, reasonably and properly and on grounds which appear to be sound.

7 Determination

7.1 Members are asked to determine whether the application to vary the premises licence in respect of Pepe's Piri Piri, can be granted as applied for or whether to add or amend conditions as deemed appropriate, taking into consideration the representations made before you and having due regard to the 4 Licensing Objectives, Stafford Borough Council's Licensing Statement of Licensing Policy and Guidance issued by the Secretary of State under s.182 of the Licensing Act 2003.

The 4 Licensing Objectives are:

- The Prevention of Crime and Disorder
- Ensuring Public Safety
- The Prevention of Public Nuisance
- The Protection of Children from Harm

8 Background Papers

8.1 File available in Licensing Section

Application to vary a premises licence 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 KOA STAFFORD LTD
(Insert name(s) of applicant)
being the premises licence holder, apply to vary a premises licence under section 34 of the Licensing Act 2003 for the premises described in Part 1 below

Premises licence number
118803/ 093216

Part 1 – Premises Details

Postal address of premises or, if none, ordnance survey map reference or description Pepes Piri Piir 176 Stone Road Stafford			
Post town	STAFFORD	Postcode	ST16 1NT

Telephone number at premises (if any)	01785848800
Non-domestic rateable value of premises	£9100

Part 2 – Applicant details

Daytime contact telephone number	[redacted]		
E-mail address (optional)	[redacted]		
Current postal address if different from premises address	PEPES PIRI PIRI 176 Stone Road Stafford		
Post town	STAFFORD	Post Code	ST16 1NT

Part 3 - Variation

Please tick as appropriate

Do you want the proposed variation to have effect as soon as possible? X Yes ☐ No

If not, from what date do you want the variation to take effect?

DD		MM		YYYY			
0	1	0	9	2	0	2	6

Do you want the proposed variation to have effect in relation to the introduction of the late night levy? (Please see guidance note 1) ☐ Yes ☐ No

Please describe briefly the nature of the proposed variation (Please see guidance note 2)

Pepe's Piri Piri has successfully operated under its current licence for a number of years, providing both restaurant and takeaway/delivery services, with no complaints or issues relating to noise, anti-social behaviour, or public nuisance from local residents or responsible authorities.

Our business is professionally managed, and we are committed to promoting the licensing objectives at all times. We have established effective procedures to minimise any potential impact on the local community, including responsible management of customers, deliveries, and staff, ensuring that the premises operates safely and respectfully.

The proposed extension will enable us to meet increasing customer demand during the late-night period, particularly for takeaway and delivery orders, while continuing to operate in the same responsible manner that has resulted in our excellent compliance record to date.

Given our proven history of operating without incident or complaint, we respectfully request that the Licensing Authority grants this variation to extend our permitted hours for late-night refreshment until 3:00am

If your proposed variation would mean that 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend: N/A

Part 4 Operating Schedule

Please complete those parts of the Operating Schedule below which would be subject to change if this application to vary is successful.

	Provision of regulated entertainment (Please see guidance note 3)	**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)	X
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)	☐

Provision of late night refreshment (if ticking yes, fill in box I)	X
Supply of alcohol (if ticking yes, fill in box J)	☐

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 8)			Will the performance of a play take place indoors or outdoors or both – please tick (please read guidance note 4)	Indoors	☐
				Outdoors	☐
Day	Start	Finish		Both	☐
Mon			Please give further details here (please read guidance note 5)		
Tue					
Wed			State any seasonal variations for performing plays (please read guidance note 6)		
Thur					
Fri			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 (please read guidance note 7)		
Sat					
Sun					

B

Films Standard days and timings (please read guidance note 8)			Will the exhibition of films take place indoors or outdoors or both – please tick (please read guidance note 4)	Indoors	☐
				Outdoors	☐
Day	Start	Finish		Both	☐
Mon			Please give further details here (please read guidance note 5)		
Tue					
Wed			State any seasonal variations for the exhibition of films (please read guidance note 6)		
Thur					
Fri			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 (please read guidance note 7)		
Sat					
Sun					

C

Indoor sporting events Standard days and timings (please read guidance note 8)			Please give further details (please read guidance note 5)
Day	Start	Finish	
Mon			
Tue			State any seasonal variations for indoor sporting events (please read guidance note 6)
Wed			
Thur			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 (please read guidance note 7)
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 8)			Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick (please read guidance note 4)	Indoors	☐
				Outdoors	☐
Day	Start	Finish		Both	☐
Mon			Please give further details here (please read guidance note 5)		
Tue					
Wed			State any seasonal variations for boxing or wrestling entertainment (please read guidance note 6)		
Thur					
Fri			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 (please read guidance note 7)		
Sat					
Sun					

E

Live music Standard days and timings (please read guidance note 8)			Will the performance of live music take place indoors or outdoors or both – please tick (please read guidance note 4)		
				Indoors	☐
				Outdoors	☐
Day	Start	Finish		Both	☐
Mon			Please give further details here (please read guidance note 5)		
Tue					
Wed			State any seasonal variations for the performance of live music (please read guidance note 6)		
Thur					
Fri			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 (please read guidance note 7)		
Sat					
Sun					

F

Recorded music Standard days and timings (please read guidance note 8)			Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 4)		
				Indoors	☐
				Outdoors	☐
Day	Start	Finish		Both	X
Mon	11:00	03:00	Please give further details here (please read guidance note 5) Recorded music will be played at a low background level within the restaurant for the comfort and enjoyment of customers. It is not intended to form part of any entertainment or event and will not be audible so as to cause disturbance to nearby residents. Music volume will be kept at an appropriate level at all times, with management ensuring that it does not give rise to public nuisance.		
Tue	11:00	03:00			
Wed	11:00	03:00	State any seasonal variations for the playing of recorded music (please read guidance note 6) N/A		
Thur	11:00	03:00			
Fri	11:00	03:00	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 (please read guidance note 7) N/A		
Sat	11:00	03:00			
Sun	11:00	03:00			

G

Performances of dance Standard days and timings (please read guidance note 8)			**Will the performance of dance take place indoors or outdoors or both – please tick** (please read guidance note 4)		
Day	Start	Finish		Indoors	☐
				Outdoors	☐
				Both	☐
Mon			**Please give further details here** (please read guidance note 5)		
Tue					
Wed			**State any seasonal variations for the performance of dance** (please read guidance note 6)		
Thur					
Fri			**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** (please read guidance note 7)		
Sat					
Sun					

H

<table>
<tr><td colspan="3">Anything of a similar description to that falling within (e), (f) or (g)
Standard days and timings (please read guidance note 8)</td><td colspan="3">Please give a description of the type of entertainment you will be providing</td></tr>
<tr><td>Day</td><td>Start</td><td>Finish</td><td rowspan="3"><u>Will this entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 4)</td><td>Indoors</td><td>☐</td></tr>
<tr><td rowspan="2">Mon</td><td rowspan="2"></td><td rowspan="2"></td><td>Outdoors</td><td>☐</td></tr>
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<tr><td rowspan="2">Tue</td><td rowspan="2"></td><td rowspan="2"></td><td colspan="3" rowspan="3"><u>Please give further details here</u> (please read guidance note 5)</td></tr>
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<tr><td rowspan="2">Wed</td><td rowspan="2"></td><td rowspan="2"></td></tr>
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<tr><td rowspan="2">Thur</td><td rowspan="2"></td><td rowspan="2"></td><td colspan="3" rowspan="3"><u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u> (please read guidance note 6)</td></tr>
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<tr><td rowspan="2">Sat</td><td rowspan="2"></td><td rowspan="2"></td><td colspan="3" rowspan="3"><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> (please read guidance note 7)</td></tr>
<tr><td></td><td></td></tr>
<tr><td rowspan="2">Sun</td><td rowspan="2"></td><td rowspan="2"></td></tr>
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I

Late night refreshment Standard days and timings (please read guidance note 8)			**Will the provision of late night refreshment take place indoors or outdoors or both – please tick** (please read guidance note 4)		
				Indoors	☐
				Outdoors	☐
Day	Start	Finish		Both	X
Mon	23:00	03:00	**Please give further details here** (please read guidance note 5) The business is Pepes Piri Piri and would like to operate from 11am to 3am 7 days a week		
Tue	23:00	03:00			
Wed	23:00	03:00	**State any seasonal variations for the provision of late night refreshment** (please read guidance note 6) The business is open 7 days a week and would lije a license to open to the times above		
Thur	23:00	03:00			
Fri	23:00	03:00	**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** (please read guidance note 7) N/A		
Sat	23:00	03:00			
Sun	23:00	03:00			

J

Supply of alcohol Standard days and timings (please read guidance note 8)			**Will the supply of alcohol be for consumption – please tick** (please read guidance note 9)		
				On the premises	☐
				Off the premises	☐
Day	Start	Finish		Both	☐
Mon			**State any seasonal variations for the supply of alcohol** (please read guidance note 6)		
Tue					
Wed					
Thur			**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** (please read guidance note 7)		
Fri					
Sat					
Sun					

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 10). N/A

L

Hours premises are open to the public Standard days and timings (please read guidance note 8)		
Day	Start	Finish
Mon	11:00	03:00
Tue	11:00	03:00
Wed	11:00	03:00
Thur	11:00	03:00
Fri	11:00	03:00
Sat	11:00	03:00
Sun	11:00	03:00

State any seasonal variations (please read guidance note 6)
There is no seasonal variations to the timed in the businesss

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 (please read guidance note 7)
No, the times on the left are the proposed new opening times

Please identify those conditions currently imposed on the licence which you believe could be removed as a The applicant is not seeking the removal or amendment of any existing licence conditions. All current licence conditions will remain in force. The only variation sought is an extension of the permitted hours for the provision of late-night refreshment from 12:00 midnight until 3:00am. consequence of the proposed variation you are seeking.

	Please tick as appropriate
• I have enclosed the premises licence	X
• I have enclosed the relevant part of the premises licence	X

If you have not ticked one of these boxes, please fill in reasons for not including the licence or part of it below

Reasons why I have not enclosed the premises licence or relevant part of premises licence.
N/A

M Describe any additional steps you intend to take to promote the four licensing objectives as a result of the proposed variation:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 11)

We will ask all customers to respect our neighbours and put a sign up asking customers to leave respectfully

b) The prevention of crime and disorder

Comprehensive CCTV Coverage: A robust CCTV system will be installed throughout the premises, including all entry and exit points, the main floor, and any secluded areas. This system will record all activity, and footage will be retained for an appropriate duration to assist with any necessary investigations.

c) Public safety

To ensure the safety and well-being of all customers, staff, and the surrounding community, we commit to implementing the following public safety measures as part of our late-night operations: 1. Occupancy Management: We will adhere strictly to occupancy limits to prevent overcrowding, with staff actively monitoring guest numbers at peak times. This measure helps maintain a safe environment and ensures comfortable movement within the premises. 2. Emergency Procedures: Comprehensive emergency plans are in place, including fire safety protocols, clearly marked and accessible emergency exits, and regular evacuation drills. All staff will receive ongoing training to execute these procedures efficiently in case of emergencies.

d) The prevention of public nuisance

Noise Control: We will implement noise-reducing measures, to ensure music and other sounds do not disturb nearby residents. In addition, sound levels will be monitored regularly by management, and we will keep windows and doors closed during operating hours to contain noise within the premises. 2. with signage reminding customers to keep noise to a minimum.

e) The protection of children from harm

Responsible Marketing: We will ensure that any advertising or promotions are targeted exclusively to adults and are not likely to attract or appeal to children. This includes using age-appropriate imagery, language, and channels for any promotional materials. Regular Review of Policies: We will regularly review our child protection policies to ensure they align with best practices and legal requirements. We are committed to adjusting our procedures as necessary to maintain a high standard of child safeguarding.

Checklist:

	Please tick to indicate agreement
• I have made or enclosed payment of the fee; or	X
• I have not made or enclosed payment of the fee because this application has been made in relation to the introduction of the late night levy.	X
• I have sent copies of this application and the plan to responsible authorities and others where applicable.	☐
• I understand that I must now advertise my application.	X
• I have enclosed the premises licence or relevant part of it or explanation.	X
• I understand that if I do not comply with the above requirements my application will be rejected.	X

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.

Part 5 – Signatures (please read guidance note 12)

Signature of applicant (the current premises licence holder) or applicant's solicitor or other duly authorised agent (please read guidance note 13). **If signing on behalf of the applicant, please state in what capacity.**

Signature	ABUBAKAR HAFEEZ JAVED
Date	28/07/2026
Capacity	Director

Where the premises licence is jointly held, signature of 2nd applicant (the current premises licence holder) or 2nd applicant's solicitor or other authorised agent (please read guidance note 14). **If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	
Capacity	

Contact name (where not previously given) and address for correspondence associated with this application (please read guidance note 15)

Post town		**Post code**	

Telephone number (if any)	
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)	

How we use your personal information

The information that you have provided on this form will be used by Stafford Borough Council, who are the data controller, for the processing of your application and providing you with a licence. We will only share your information with/ or on The Public Register, The Home Office, other Government agencies, Council departments and Enforcement agencies and the National Fraud Initiative when necessary or where the law otherwise requires or allows us to do so. For further information, please see www.staffordbc.gov.uk/privacynotices

Notes for Guidance

This application cannot be used to vary the licence so as to extend the period for which the licence has effect or to vary substantially the premises to which it relates. If you wish to make that type of change to the premises licence, you should make a new premises licence application under section 17 of the Licensing Act 2003.

1. You do not have to pay a fee if the only purpose of the variation for which you are applying is to avoid becoming liable for the late night levy
2. 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 of consumption of these off-supplies of alcohol, you must include a description of where the place will be and its proximity to the premises.
3. In terms of specific regulated entertainments please note that:
    - Plays: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500.
    - Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
    - Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
    - Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
    - Live music: no licence permission is required for:
        - a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
        - a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
        - a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.

- a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
- a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.

- Recorded Music: no licence permission is required for:
  - any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.

- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
  - any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
  - any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
  - any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
  - any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

4. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).

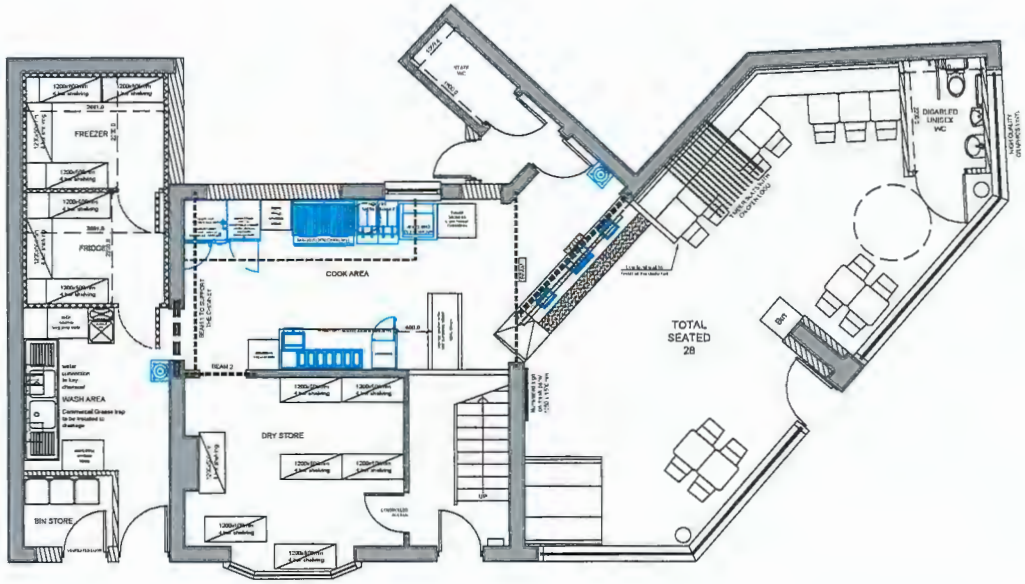
5. For example state type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.
6. For example (but not exclusively), where the activity will occur on additional days during the summer months.
7. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

8. Please give timings in 24 hour clock (e.g. 16.00) and only give details for the days of the week when you intend the premises to be used for the activity.
9. If you wish people to be able to consume alcohol on the premises, please tick 'on the premises'. If you wish people to be able to purchase alcohol to consume away from the premises, please tick 'off the premises'. If you wish people to be able to do both, please tick 'both'.
10. Please give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups or the presence of gaming machines.
11. Please list here steps you will take to promote all four licensing objectives together.
12. The application form must be signed.
13. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
14. Where there is more than one applicant, each of the applicants or their respective agents must sign the application form.
15. This is the address which we shall use to correspond with you about this application.

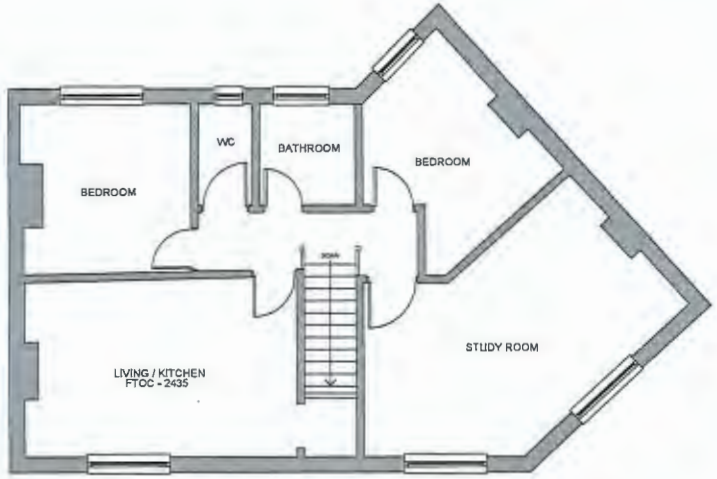
The contractor is responsible for checking dimensions, tolerances and references. Any discrepancy to be verified with the Architect before proceeding with the works.

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.



PROPOSED GROUND FLOOR



PROPOSED FIRST FLOOR

06/12/2021- REV A -As requestion by planning officer

Drawing no. 2.0	
SIGN OFF	
DATE:	
CLIENT:	
HEAD OFFICE:	
PLANNING	
245 Stone road Stafford ST16 1LA	
PROPOSED PLANS	
2021-103	
05	
1:100@A3	06.12.2021

architecture and interior design

17 COLESHILL ROAD BIRMINGHAM B36 8DT
TEL: 0121-783-6211 MOB: 07802 330345
Email: gill@architecturedesign.co.uk www.architecturedesign.co.uk

Stafford BOROUGH COUNCIL

Mr Abubakar Hafeez Javed
[redacted]

CONTACT Mr Leo Parkes
DIRECT DIAL 01785 619361
FAX 01785 619319
EMAIL ehlicensing@staffordbc.gov.uk
OUR REF 093216 / LEP
YOUR REF
DATE 23 November 2022

Dear Mr Abubakar Hafeez Javed,

Licensing Act 2003 - Grant of a Premises Licence

FOR: PEPE'S PIRI PIRI STAFFORD
OF: 176 STONE ROAD, STAFFORD, STAFFORDSHIRE, ST16 1NT

I have pleasure in enclosing a copy of the premises licence along with the summary, which should be properly displayed at the premises. The premises licence does not have an expiry date and therefore does not have to be renewed at any future date.

The Act provides for any person who may apply for a premises licence, which includes a business, to apply for the transfer of a premises licence to him/her or it. Notice of the application has to be given to the Chief Officer of Police. When an applicant is an individual he or she must be 18 years old or over. A transfer of a premises licence will often arise when a business involving licence activities is sold to a new owner. A transfer of a licence only changes the identity of the holder of the licence and does not alter the licence in any other way.

Where a designated premises supervisor is to be newly specified, the normal course is for the premises licence holder - perhaps a supermarket chain or a pub operating company - to apply to the Licensing Authority (including an application for immediate effect) accompanied by a form of consent by the individual concerned to show that he/she consents to taking on this responsible role. The Police must also be notified of the application. The whole premises licence does not have to submitted for amendment as the Act provides that a part of the licence may be submitted with the application. Ideally, this will require submission of a schedule to the main licence giving personal details of key individuals. The licence will be duly amended by this Authority and returned following receipt.

Continued

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BOROUGH COUNCIL

The legislation requires the holder of a premises licence to submit an annual fee determined by the current regulations. This amount will be collected annually on the anniversary of the issue date of the licence which is **23 November 2022.**

Please check the details on the licence carefully. The licensing authority is prepared to correct clerical errors for up to 28 days after the licence has been issued. Beyond that time, any change must be made as an application for a new licence or as a variation.

Should you need any further clarification with regard to the licence please contact any member of my Licensing Team who will be more than pleased to supply you with the necessary information.

Yours faithfully,



Mrs Julie Wallace
Licensing Manager

Stafford Borough Council | Environmental and Health,
Civic Centre | Riverside | Stafford | ST16 3AQ | DX 723320 | Stafford 7
TEL 01785 619 000 | **EMAIL** ehtechsupport@staffordbc.gov.uk | **WEB** www.staffordbc.gov.uk

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LICENSING ACT 2003

Premises Licence Number 118803 / 093216

Part 1 – Premises details

Pepe's Piri Piri Stafford 176 Stone Road Stafford Staffordshire	
Post Code	ST16 1NT
Tel No:	[redacted]

Time Limits (if applicable) : N/A

Licensable activities:

Provision of Late Night Refreshment,

The times the licence authorises the carrying out the sale or supply of alcohol:

Opening Hours

Monday to Sunday - From 11:00 to 00:00

The times the licence authorises the carrying out of licensable activities:

Provision of Late Night Refreshment Indoors
Monday to Sunday - From 23:00 to 00:00

Part 2

Premises Licence Holder

Name	KOA STAFFORD LTD
Address	36 Lichfield Street, Walsall, WS1 1TJ
Tel	[redacted]
Registered Number	13060967

Date of Issue:	23 November 2022

Signed

Mr Robert Simpson
The Proper Officer (Licensing)

Stafford
BOROUGH COUNCIL

Annex1

Mandatory Conditions

Mandatory conditions where licence authorises supply of alcohol
(Premises Licence Only)

1.(1) The 2003 Act provides that, where a premises licence authorises the supply of alcohol, it must include a condition that no supply of alcohol may be made at a time when no designated premises supervisor has been specified in the licence or at a time when the designated premises supervisor does not hold a personal licence or the personal licence has been suspended

(2)The 2003 Act does not require a designated premises supervisor or any other personal licence holder to be present on the premises at all times when alcohol is sold. However, the designated premises supervisor and the premises licence holder remain responsible for the premises at all times including compliance with the terms of the 2003 Act and conditions attached to the premises licence to promote the licensing objectives.

(3)The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

(4) An irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises in a manner which carries a significant risk of leading or contributing to crime and disorder, prejudice to public safety, public nuisance, or harm to children–

Drinking games

Irresponsible promotions can include activities, whether drinking games or not, which may require or encourage individuals to drink a quantity of alcohol within a time limit, or drink as much alcohol as possible within a time limit or otherwise. For example, this may include organised ‘drink downing’ competitions. This would not prevent the responsible person from requiring all drinks to be consumed or abandoned at, or before, the closing time of the premises. Nor does it necessarily prohibit ‘happy hours’ as long as these are not designed to encourage individuals to drink excessively or rapidly.

Large quantities of alcohol for free or a fixed price

Irresponsible promotions can include the provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted price, where there is a significant risk that such a promotion would undermine one or more of the licensing objectives. This includes alcohol provided to the public or to a group defined by a particular characteristic, for example, a promotion which offers women free drinks before a certain time or “all you can drink for £10”.

Promotions can be designed with a particular group in mind (for example, over 65s). A common sense approach is encouraged, which may include specifying the quantity of alcohol included in it or not targeting a group which could become more vulnerable or present a greater risk of crime and disorder as a result of excessive alcohol consumption.

Prizes and rewards

The sale, supply or provision of free or discounted alcohol or any other item as a prize to encourage or reward the purchase and consumption of alcohol can be within the definition of an irresponsible promotion, where there is a significant risk that such a promotion would undermine one or more of the licensing objectives. This

may include promotions under which free or discounted alcohol is offered as a part of the sale of alcohol, for example, “Buy one and get two free” and “Buy one cocktail and get a second cocktail for 25p”. This includes promotions which involve the provision of free or discounted alcohol within the same 24 hour period.

Posters and flyers

Irresponsible promotions can also include the sale or supply of alcohol in association with promotional materials on display in or around the premises, which can either be reasonably considered to condone, encourage or glamorise anti-social behaviour or refer to the effects of drunkenness in any favourable manner.

Dispensing alcohol directly into the mouth

The responsible person must ensure that no alcohol is dispensed directly into the mouth of a customer. For example, this may include drinking games such as the 'dentist's chair' where a drink is poured continuously into the mouth of another individual and may also prevent a premises from allowing another body to promote its products by employing someone to dispense alcohol directly into customers' mouths. An exception to this condition would be when an individual is unable to drink without assistance due to a disability.

Free potable water

The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available on the premises. What is meant by reasonably available is a question of fact; for example, it would not be reasonable to expect free tap water to be available in premises for which the water supply had temporarily been lost because of a broken mains water supply. However, it may be reasonable to expect bottled water to be provided in such circumstances

Age verification

The premises licence holder or club premises certificate holder must ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol. This must as a minimum require individuals who appear to the responsible person to be under the age of 18 years of age to produce on request, before being served alcohol, identification bearing their photograph, date of birth, and either a holographic mark or ultraviolet feature.

The premises licence holder or club premises certificate holder must ensure that staff in particular, staff who are involved in the supply of alcohol) are made aware of the existence and content of the age verification policy which applies by the premises.

The designated premises supervisor (where there is one) must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy. This means that the DPS has personal responsibility for ensuring that staff are not only aware of, but are also applying, the age verification policy.

It is acceptable, and indeed encouraged, for premises to have an age verification policy which requires individuals who appear to the responsible person to be under an age greater than 18 to produce such identification on request. For example, if premises have a policy that requires any individual that appears to be under the age of 25 to produce identification that meets the criteria listed above, this is perfectly acceptable under the mandatory code.

Smaller measures

The responsible person shall ensure that the following drinks, if sold or supplied on the premises, are available in the following measures:

- Beer or cider: ½ pint
- Gin, rum, vodka or whisky: 25ml or 35ml
- Still wine in a glass: 125ml

As well as making the drinks available in the above measures, the responsible person must also make customers aware of the availability of these measures by displaying them on printed materials available to customers on the premises. This can include making their availability clear on menus and price lists, and ensuring that these are displayed in a prominent and conspicuous place in the relevant premises (for example, at the bar). Moreover, staff must make customers aware of the availability of small measures when customers do not request that they be sold alcohol in a particular measure.

This condition does not apply if the drinks in question are sold or supplied having been made up in advance ready for sale or supply in a securely closed container. For example, if beer is only available in pre-sealed bottles the requirement to make it available in 1/2 pints does not apply The premises licence holder or club premises certificate holder must ensure that staff are made aware of the application of this condition.

Ban on sales of alcohol below the permitted price

The relevant person (the holder of the premises licence, the designated premises supervisor (if any) in respect of such a licence, the personal licence holder who makes or authorises a supply of alcohol under such a licence, or any member or officer of a club present on the premises in a capacity which enables the member or officer to prevent the supply in question) shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

The permitted price is defined as the aggregate of the duty chargeable in relation to the alcohol on the date of its sale or supply and the amount of that duty multiplied by a percentage which represents the rate of VAT chargeable in relation to the alcohol on the date of its sale or supply. Detailed guidance on how to make this calculation and a calculator to determine permitted prices for each product are available on the Home Office website.

Where there is a change to the rate of duty or VAT applying to alcohol (for instance, following a Budget), the relevant person should ensure that the permitted price reflects the new rates within fourteen days of the introduction of the new rate. It is still permitted to sell alcohol using promotions (as long as they are compatible with any other licensing condition that may be in force), and the relevant person should ensure that the price of the alcohol is not less than the permitted price. Detailed guidance on the use of promotions is given in the guidance document available on the Home Office website.

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Annex A - Model Age Verification Policy

Premises Age Verification Policy
This policy applies in relation to the sale or supply of alcohol on the following premises

Name and address of premises

…….....

.....

……

…….. Name of premises licence holder

……

…….. Name of designated premises supervisor

……..

1. This policy applies in relation to the sale or supply of alcohol on these premises.
2. For this policy the responsible person is one of the following:
   - the holder of the premises licence;
   - the designated premises supervisor;
   - a person aged 18 or over who is authorised to allow the sale or supply of alcohol by an under 18; OR
   - a member or officer of a club present on the club premises in a capacity which enables him or her to prevent the supply in question
3. Staff serving alcohol on the premises must require any individuals who appear to the responsible person to be under the age of 18 years of age to produce on request, before being served alcohol, identification bearing their photograph, date of birth, and a holographic mark.
4. Examples of appropriate identification include:
   - A passport
   - A photo card driving licence
   - A proof of age card bearing the PASS hologram
   - A military identification card
5. The premises licence holder or club premises certificate holder will ensure that staff are made aware of the existence and content of this policy.

Signed…….....

PREMISES LICENCE HOLDER / CLUB PREMISES CERTIFICATE HOLDER

Mandatory condition: exhibition of films

1) Where the film classification body is specified in the licence, unless subsection (3)(b) applies, admission of children must be restricted in accordance with any recommendation made by that body.

2) Where –
The film classification body is not specified in the licence, or
The relevant licensing authority has notified the holder of the licence that this subsection applies to the film in question,
Admission of children must be restricted in accordance with any recommendation made by that licensing authority.

Mandatory condition: door supervision

1) Where a licence includes a condition that at specified times one or more individuals must be at the premises to carry out a security activity, the licence must include a condition that each such individual must be licensed by the Security Industry Authority.

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Transferred Conditions

Stafford Borough Council | Environmental and Health,
Civic Centre | Riverside | Stafford | ST16 3AQ | DX 723320 | Stafford 7
TEL 01785 619 000 | **EMAIL** ehtechsupport@staffordbc.gov.uk | **WEB** www.staffordbc.gov.uk

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Annex 2

Conditions consistent with the operating Schedule

General - all objectives
The conditions relating to the issue of this licence are those outlined in the operating schedule forming part of the premises application dated 23 August 2022.

The operating schedule outlines the steps you intend to take in order to promote the four licensing objectives.

Our store is under CCTV surveillance 24h a day and it is also monitored by our store supervisor and store manager as they are given full access. All our staff are trained on a health and safety course which is a requirement as a franchisee.

Prevention of Crime and Disorder
CONDITIONS RELATING TO THE PREVENTION OF CRIME AND DISORDER

1. CCTV must be installed and cover all internal and external areas, including all public entry and exit points. The CCTV unit must be positioned in a secure part of the licensed premises and not within any private area of the location. Access to the system must be allowed immediately to the Police, or Local Authority Officers in accordance with the Data Protection Act where it is necessary to do so for the prevention of crime and disorder, prosecution or apprehension of offenders or where disclosure is required by law.

2. All images must be kept for a consecutive 31 day period and to be produced to the Police, or Local Authority Officers in relation to the investigation of crime and / or disorder issues and suspected licence breaches, upon request or within 24 hours of such request where it is necessary to do so for the prevention of crime and disorder, prosecution or apprehension of offenders or where disclosure is required by law.

3. The CCTV system must be maintained so as to be fully operational and recording continually 24 hours every day.

4. The CCTV system clock must be set correctly and maintained (taking account of GMT and BST).

5. There must be notices displayed throughout the premises stating that CCTV is in operation.

6. There must be a member of staff available at all times who is trained and capable of operating the CCTV system and also downloading any footage required by the Police, or Local Authority Officers.

7. Weekly checks must be made of the operation of the CCTV system to confirm that it is working correctly and such checks must be recorded in a register which is to be signed by the person conducting the check. This record must be kept fully updated at all times and remain on the premises for inspection by the Police or an authorised officer

of the Licensing Authority.

8. An incident log must be kept at the premises and made available on request to the Police or an authorised officer of the Licensing Authority. It must be completed within 24 hours of the incident and must record the following:

a) All crimes reported to the premises
b) All ejections of patrons
c) Any complaints received concerning crime and disorder
d) Any incidents of disorder

Public Safety
CONDITIONS RELATING TO PUBLIC SAFETY

Our store is designed in a way that all customers are visible in store to the till staff, are recorded on CCTV and the store has large full glass windows which allows further public safety due to transparency.

Prevention of Public Nuisance
CONDITIONS RELATING TO THE PREVENTION OF PUBLIC NUISANCE

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

Protection of Children
CONDITIONS RELATING TO THE PROTECTION OF CHILDREN FROM HARM

It is a child friendly store with CCTV, a store supervisor, manager and trained staff. There will be no children's parties to take place.

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Annex 3

Conditions attached after a hearing by the licensing authority

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Annex 4

Plans

Stafford Borough Council | Environmental and Health,
Civic Centre | Riverside | Stafford | ST16 3AQ | DX 723320 | Stafford 7
TEL 01785 619 000 | **EMAIL** ehtechsupport@staffordbc.gov.uk | **WEB** www.staffordbc.gov.uk

Stafford
BOROUGH COUNCIL

LICENSING ACT 2003 – Summary

Premises Licence Number 118803 / 093216

Part 1 – Premises details

Pepe's Piri Piri Stafford 176 Stone Road Stafford Staffordshire	
Post Code	ST16 1NT
Tel No:	[redacted]

Time Limits (if applicable): N/A

Licensable activities:

Provision of Late Night Refreshment,

The times the licence authorises the sale or supply of alcohol:

Opening Hours

Monday to Sunday - From 11:00 to 00:00

The times the licence authorises the carrying out of licensable activities:

Provision of Late Night Refreshment Indoors
Monday to Sunday - From 23:00 to 00:00

Part 2

Premises Licence Holder

Name	KOA STAFFORD LTD
Address	36 Lichfield Street, Walsall, WS1 1TJ
Registered Number	13060967

Access to Premises by Children

Any condition attached to a current Justices licence to provide protection for children is transferred to this Premises Licence.

Date of Issue:	23 November 2022

Signed:

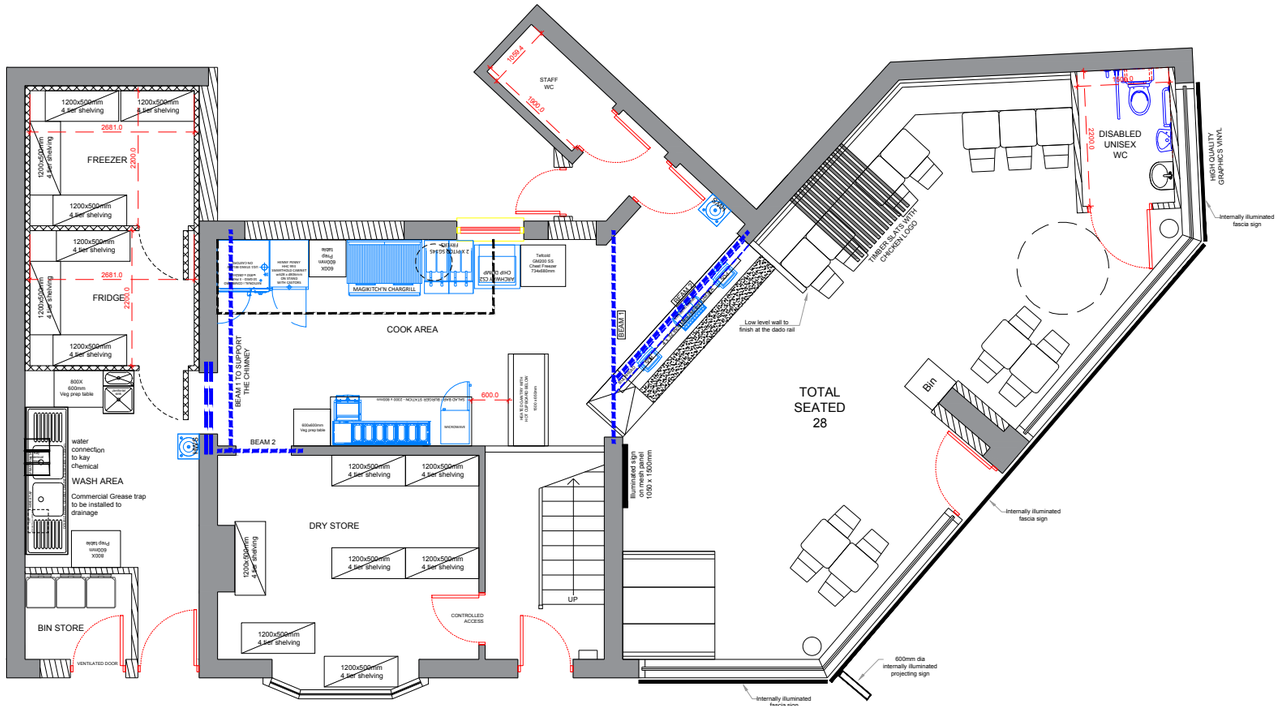
Mr R J Simpson
The Proper Officer (Licensing)

Appendix 3

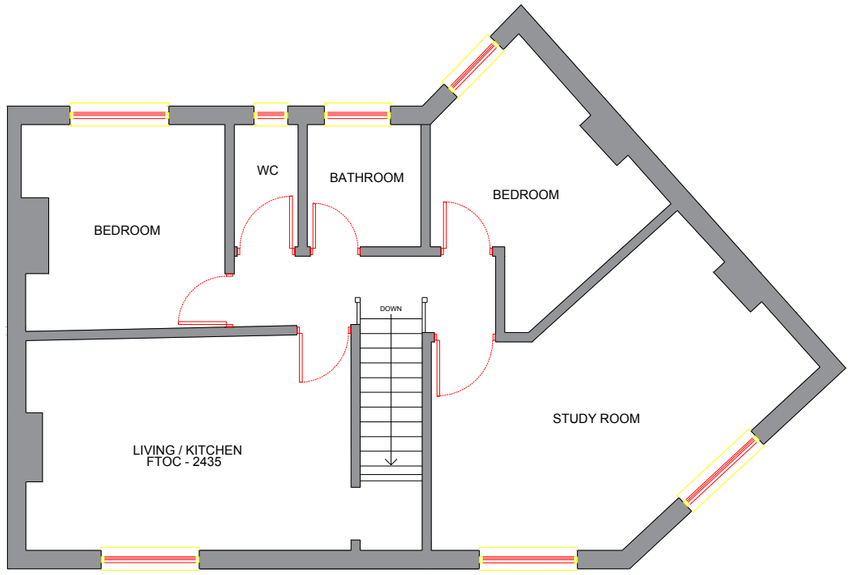
The contractor is responsible for checking dimensions, tolerances and references. Any discrepancy to be verified with the Architect before proceeding with the works.

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.



PROPOSED GROUND FLOOR



PROPOSED FIRST FLOOR

REV D- 16-03-2022- As requested by Planning officer
REV C- 02-02-2022- As requested by client
REV B - 28-01-2022- As requested by Client
REV A -06/12/2021- As requested by planning officer

Drawing no.	6.0
SIGN OFF	
DATE:	
CLIENT:	
HEAD OFFICE:	
date / rev. / revision/author/checker	
purpose of issue	PLANNING
project	245 Stone road Stafford ST16 1LA
drawing	PROPOSED PLANS
Job no.	2021-103
rev.	
drawn	GS
checked	
scale	1:100@A3
date	16.03.2022

architecture and interior design

17 COLESHILL ROAD BIRMINGHAM B36 8DT
TEL: 0121-783-6211 Mob: 07852135845 www.architectureinteriors.co.uk
Email: gs@architectureinteriors.co.uk

Stafford
BOROUGH COUNCIL

The Licensing Act 2003
Representation Form for 'Interested Person/Body'

Your Name / Company	Kelly Stone
Full Postal Address	172 Stone Road
Post Code : ST16 1ND	
Telephone Number : [redacted]	
Email Address	[redacted]

Name of Premises about which you are making a representation	Pepe's Piri Piri
Address of Premises about which you are making a representation	Stone Road, Stafford

Name of body you represent (please tick one): ☒

1. A person living in the vicinity of the Premises
2. A body representing persons who live in the vicinity of the Premises ✓
3. A person involved in a business in the vicinity of the Premises
4. A body representing persons involved in businesses in the vicinity of the Premises

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Licensing Objectives

To be deemed valid, a representation **must** relate to one or more of the licensing objectives, namely:

Prevention of Crime and Disorder - This relates to any crime, disorder or anti-social behaviour related to the management of the premises. The licence-holder cannot be responsible for the conduct of individuals once they leave the vicinity of the premises.

Public Safety - This relates to the safety of the public on the premises, such as fire safety, lighting and fire exits.

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Prevention of Public Nuisance - This can relate to noise and vibration, noxious smells, light pollution and litter.

Protection of Children from Harm - This relates to protecting children from the activities carried out on the premises whilst they are on the premises. The law does provide specific protection for children, such as making it illegal for children under 18 to buy alcohol.

No specific representation is made under this licensing objective.

Please detail the evidence supporting your representation under the relevant headings below. It is important that you detail all matters that you wish to be considered.

When considering representations, the Local Authority may consider documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.

The Prevention of Crime and Disorder

I am writing to strongly object to the application for Pepe's Piri Piri to extend its opening hours until 3:00am every day. I live very close to the premises and already experience problems caused by customers and delivery drivers using the takeaway. Delivery drivers regularly wait around the area and vehicles are often parked in places where they cause an obstruction. People also park in the area while going inside the takeaway. This makes it difficult for me to access the alleyway that I use to get to my own drive, and I regularly struggle to drive up the alleyway because it is blocked by vehicles. There are also frequent problems with vehicles blocking the junction when trying to exit onto the A34. At times, vehicles are parked in such a way that it becomes extremely difficult to safely pull out onto the main road. There are double yellow lines on the corner, but vehicles regularly park there regardless. I am concerned that extending the opening hours until 3:00am will result in more customers and delivery drivers being present during the late-night and early-morning period and could make these existing problems worse.

The Prevention of Public Nuisance

There is already a significant problem with rubbish in the area surrounding the takeaway. Rubbish is regularly left around the surrounding streets and is also dumped in the alleyway that I have access to in order to reach my driveway. This is extremely frustrating for local residents and has a negative effect on the appearance and cleanliness of the area. I am also concerned about the noise and disturbance caused by customers and vehicles. My family and I have to get up early during the week, but we can hear car doors being slammed, music being played and people talking outside. These disturbances can be particularly noticeable during the evening and later at night. I strongly believe that extending the opening hours to 3:00am would make this problem worse, as customers and delivery drivers would be coming and going into the early hours when residents are trying to sleep. The combination of litter, vehicle movements, people gathering outside, music and general late-night noise is already having an impact on us as residents.

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Public Safety

I have serious concerns about the parking and traffic problems associated with the premises. Vehicles regularly park on or around the junction, despite double yellow lines being present on the corner. This can obstruct visibility and make it difficult to safely leave the area and pull out onto the A34. The alleyway that provides access to my driveway is also regularly obstructed by delivery drivers and customers' vehicles. This can make it difficult for me to safely access my own property. I am concerned that additional late-night customers and delivery drivers would increase the number of vehicles in the area and therefore increase the risk of obstruction and unsafe parking.

Protection of Children from Harm

I understand that the purpose of this representation is to explain how the proposed licensing change could affect people living in the vicinity of the premises. I strongly object to the proposed extension of opening hours until 3:00am every day because I believe the existing problems with litter, parking, traffic, noise and disturbance would be made significantly worse. This is a residential area and local residents should be able to access their homes, use the roads safely and enjoy a reasonable level of peace and quiet, particularly during the night. I appreciate that the business wants to operate successfully, but I do not believe that opening until 3:00am in this residential location is appropriate given the problems that are already being experienced. In my view, a premises generating this level of late-night customer and delivery traffic would be more appropriately located within the town centre rather than immediately within a residential area. I respectfully ask Stafford Borough Council to take my concerns seriously and to refuse the proposed extension of the opening hours to 3:00am.

I understand that my representation, including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.

Print Name	Kelly Stone

Stafford
BOROUGH COUNCIL

Signed	Kstone
Date	11 August 2026

Any representations must be submitted to the Council not later than the 28th day of the consultation period. The specific date will be listed on the blue notice, council website (Notice of Licensing Act 2003 Applications) or any newspaper advertisement of the notice. Any representations sent after that date cannot be considered.

Please return this form with any additional sheets to ***ehlicensing@staffordbc.gov.uk***

Or by post to: **Licensing Section, Stafford Borough Council, Civic Centre, Riverside, Stafford, ST16 3AQ**

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Leo Parkes

From: [redacted]
Sent: 09 August 2026 17:59
To: ehlicensing
Subject: Pepes Piri Piri. 176 Stone Rd Stafford

Categories: Bryony

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Dear Sir,

I am writing to register my opposition to the proposal to extend the trading hours of this fast food convenience business. The location is in a predominately residential area at the busy junction of a estate road with the main trunk road,the A34, into the town centre.

The business at present causes several problems to the residents, mainly social and potentially dangerous, especially to Pedestrians, Cyclists, , SchoolChildren and those disabled. There is a constant hazard of vehicles parked on the pavements which are used as if part of the roadway, and those ignoring "double yellow" restrictions

Further problems, which would be made worse, are the constant noise of working generators and commercial refrigeration which would continue into the night, as would the strong prevalent smell of cooking. I note that music would also be allowed at these times.

These unsocial conditions exist at present only with some goodwill, but to permit this extension to the problems is completely out of order, inconsiderate and would show no social or safety values.

I do hope you can help,

Thank you

Keith Low

190 Stone Rd

Stafford

ST16 1NT

[redacted]

[redacted]

--

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Leo Parkes

From: websiteicm <noreply@staffordbc.gov.uk>
Sent: 11 August 2026 14:04
To: ehlicensing
Subject: New Licensing Representation form submitted

Categories: Bryony

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Premises Licence Objections SBC

Case reference	2819-3552-5084-4725

Title	Miss
Forename	Emma
Surname	Chadwick

Mobile telephone Number	[redacted]
Email address	[redacted]

Contact address	
Address line 1	202 STONE ROAD
Town / City	STAFFORD
Postcode	ST16 1NT
Country	United Kingdom
	100031783375

Premises details	
Name of Premises about which you are making a representation	Pepe's piri piri Stafford
Address of Premises about which you are making a representation	
Address line 1	176 STONE ROAD
Town	STAFFORD
Postcode	ST16 1NT

Name of body you represent	A person living in the vicinity of the Premises

Licensing Objectives	
Objectives	Prevention of Public Nuisance

Prevent public nuisance	While I appreciate the importance of supporting local businesses, this must be balanced against the impact on nearby residents. Although the premises are located on the A34, they are immediately adjacent and next to residential properties. Extending trading until 3:00am is likely to result in increased noise and disturbance from customers arriving and leaving throughout the night, including vehicle engines, car doors slamming, loud conversations, and other late-night activity. This would have a significant impact on the ability of local residents to enjoy a reasonable night's sleep.

I understand that my representation including my name and address, will be supplied to the licence holder or licence applicant, and will be made public in any report agenda that may be produced. This includes its publication on the Council's licensing portal, which is available to any member of the public. My signature, telephone number and email address will not be publicised.	Yes
Print name	Emma Chadwick
Signed	Emma Chadwick
Date	2026-08-11

Leo Parkes

From: Danielle Ball [redacted]
Sent: 07 August 2026 07:40
To: ehlicensing
Subject: Representation Against Licensing/Planning Application – Pepe's Piri Piri, 176 Stone Road, Stafford

Categories: Steph

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Dear Licensing and Planning Teams,
I am writing to formally object to the application submitted by Pepe's Piri Piri at 176 Stone Road to extend its opening hours until 3:00 AM daily.
As a local resident, I believe allowing a late-night takeaway to operate until the early hours of the morning will negatively impact the surrounding area for the following reasons:

- **Public Nuisance:** Increased noise from delivery drivers, car doors, and congregating customers late at night will severely disrupt the sleep and well-being of nearby residents. I am already regularly awoken by the bin lorry emptying their bins before 05:00. Today's was 04:50.
- **Anti-Social Behaviour:** Extended hours risk drawing people leaving local pubs and town centre venues, escalating the risk of littering, loitering, and general disturbance in a semi-residential area.
- **Traffic and Emissions:** The extra three hours of operation will generate a higher volume of traffic, courier mopeds, and idling engines during a time when ambient street noise should be at its lowest.

For these reasons, I urge the committee to refuse this application and maintain the current midnight closing time to protect the local community.

Kind regards,

Danielle Ball
251 Stone Road, Stafford, ST16 1LA

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Leo Parkes

From: darren buckley [redacted]
Sent: 18 August 2026 08:51
To: ehlicensing
Subject: Re: Formal Objection: Licensing Application for Pepe's Piri Piri, 176 Stone Road, Stafford (ST16 1NT

Categories: Bryony

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My address is 267 stone road Stafford, st161la.

Thanks

Sent from Outlook for Android

From: ehlicensing
Sent: Tuesday, 18 August 2026 08:49:07
To: 'darren buckley'
Subject: RE: Formal Objection: Licensing Application for Pepe's Piri Piri, 176 Stone Road, Stafford (ST16 1NT

Good Morning
Please could you confirm your address, I can then get this representation raised and sent to lead officer
Kind regards
Licensing

Stafford BOROUGH COUNCIL

ehlicensing
ehlicensing@staffordbc.gov.uk|www.staffordbc.gov.uk

Information you supply to us via email will be dealt with in line with data protection legislation. We will use your information to enable us to fulfil our duties in relation to your enquiry. To that end, where the law allows, your information may be shared with relevant departments within the council, and with other authorities and organisations where required. Stafford Borough Council is the data controller for any personal information you provide. For more information on your data protection rights relating to the service to which your email relates, please visit www.staffordbc.gov.uk/PrivacyNotice

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From: darren buckley
Sent: 18 August 2026 05:38
To: ehlicensing
Subject: Formal Objection: Licensing Application for Pepe's Piri Piri, 176 Stone Road, Stafford (ST16 1NT

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Dear Licensing Team,

I am writing as a local resident to strongly object to the licensing application submitted by Pepe's Piri Piri on Stone Road to extend their hours until 3:00 am. Allowing a hot food takeaway to operate in this location until the early hours of the morning will severely impact the neighborhood and directly contradict the council's licensing objectives regarding public nuisance, crime, and public safety.

Stone Road is fundamentally a residential area where families, working professionals, and elderly residents live. A 3:00 am closing time will completely disrupt the peace that we are entitled to expect at night.

My specific concerns include:

- **Severe Late-Night Noise:** A 3:00 am cutoff means constant noise from idling delivery vehicles, slamming car doors, delivery drivers shouting to one another, and customer chatter. This will make it impossible for nearby residents to sleep with their windows open, drastically reducing our quality of life.
- **Excessive Litter and Pest Risks:** Pepe's already generates a significant amount of single-use food packaging. Extending the hours will inevitably lead to more discarded wrappers, boxes, and leftover food on our pavements and gardens. This is not just an eyesore; it creates a direct health and safety hazard by attracting rats, foxes, and mice to a residential street.
- **Odour and Environmental Nuisance:** Fast-food extraction fans running constantly until 3:00 am means that heavy cooking smells will linger in the night air, blowing directly toward nearby bedrooms and preventing residents from properly ventilating their homes.
- **Anti-Social Behaviour and Public Safety:** Fast-food premises operating in the dead of night naturally act as magnets for anti-social behavior, loitering, and late-night drinking crowds. Furthermore, Stone Road will see an influx of delivery couriers driving carelessly or parking dangerously on pavements and double yellow lines to quickly grab orders.

This extension offers absolutely no benefit to the local community and will cause ongoing misery for the people who actually live here. I urge the licensing committee to protect the residents of Stone Road and reject this application.

Please keep me updated on the progress of this application and any upcoming committee hearing dates.

Yours sincerely
Darren buckley
Sent from Outlook for Android

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'Woodlea'

2B Baswich Lane

Stafford

ST17 0DB

17th August 2026

The Licensing Department

Stafford Borough Council

Civic Centre

Riverside

Stafford

ST16 3AQ

RE: Objection to Application for Extension of Premises Licence for Late Night Refreshment 23.00pm-03.00am and Playing of Recorded Music 23.00pm-0.300am Indoors and Outdoors.

By: KOA Stafford Ltd

For: Pepes Piri Piri, 176, Stone Road, Stafford, ST16 1NT

Dear Sir/Madam,

I am writing as the owner and landlord of the premises 1, Walden Avenue, Stafford, which is directly above and adjacent to Pepes Piri Piri takeaway. I wish to formally object to the application for the extension of the late night refreshment hours and playing of recorded music inside and outside that has been submitted by Pepes Piri Piri. The application is requesting to extend their operating hours into the early hours of the morning (23.00 - 03.00am). I strongly believe that granting this extension will negatively impact the neighbourhood which is residential and will cause great distress to the local residents, especially my tenants that live next door. The application certainly runs counter to the four core licensing objectives that Stafford Borough Council has set out in its policy.

My property has two flats - a ground floor flat and an upstairs flat. Part of the living accommodation of the upstairs flat is situated over the eating area of Pepes. This is occupied by a family where there are two children under the age of 5. Their sleeping accommodation is in the part of the flat that is over the shop. The lower floor flat is directly adjacent to the eating area of the shop. I am concerned that this will impact directly on the welfare of my tenants and the children that are resident in my flats and also other local children in the area.

My tenants already have to suffer with the noise of a loud extractor fan and continuous odour from the cooking of food. In addition there are large numbers of cars that park in front of the business and on my premises. Very often the cars belonging to customers and delivery drivers park in front of my tenants' window, in the drive way and on the public footpath. There have been occurrences when both the clients and the drivers of the delivery vehicles from the restaurant have been inconsiderate and abusive to my tenants when asked to move their vehicles. There is also considerable noise from the shutting, opening and slamming of cars doors. If hours are extended this will only increase these issues and therefore this will become intolerable for my tenants and other local residents.

It should also be noted that on many occasions when I have visited my property, I have been unable to park nearby. I have witnessed speeding, a child nearly being knocked down in the road as he stepped out in between parked cars and persons using mobility scooters having difficulty getting along pathways due to parked cars. There have also been issues with minor collisions. At peak times the road traffic situation is highly dangerous.

It is preposterous that a business located in a residential area is asking to extend its music license outside through to the early hours of the morning. This will impact negatively on local residents and their ability to sleep.

Summary of my objections:

An extension of hours will inevitably:

- **cause an increase noise levels**. Late night /early hours of the morning patrons along with take away delivery drivers gathering outside, car doors slamming, running vehicles, raised voices outside the premises, music within the premises/outside will intensify and worsen noise levels and will severely disrupt sleep and well - being of nearby residents.
- **increase vehicular traffic which will exacerbate the illegal parking and road safety issues** that already exists.
- **lead to public nuisance** if music is allowed to be played inside and outside the premises in the early hours of the morning. There will also be the need for the extractor fan to be constantly operating in the early hours of the morning. This will not only be emitting noise but also the smell of food cooking.
- **be detrimental to the well - being of children/young people in the area** with disturbed sleep and further increasing the risk of public nuisance and road safety concerns for them
- **impact the environment negatively**. Late night/early hours of the morning take-aways frequently lead to an increase in litter, food wrappers, and discarded waste on the streets.
- **heighten the probability of an adverse impact on crime and disorder in a residential area.** Extending the operating hours will certainly create the opportunity for anti - social behaviour and increases the likelihood of rowdy behaviour, loitering and public disturbances and has the potential to put further strain on Stafford police resources.

I believe the above points demonstrate how the application to extend the licenses contravenes the four objectives set out by the Borough Council.

It is also notable that the business does not appear to be complying with their current licenses as they operate and serve until midnight. My understanding is that they should close at 11.00pm. I also observe that they have not complied with the requirement to install and maintain bollards to protect the public highway. A number of the bollards seem to have disappeared and cars are readily allowed to park in front of the shop and on the pavement. No action has been taken to stop this.

Holmcroft/Stone Road is a residential area. It is **not** the town centre. There should **not be** the need for an eatery in such an area to open in the early hours of the morning. There are already a sufficient places that can be accessed for take away food deliveries late at night/early hours of the morning. Further venues are not required. The neighbourhood needs to remain a peaceful environment for families, working people and elderly residents. Extending the operating hours of a restaurant / takeaway past a reasonable hour prioritises commercial interest over the basic right of residents to have a peaceful period of time when they can sleep without disturbance.

I respectfully urge the Licensing Department to give careful consideration to this application and the negative consequences and adverse effects that this will have for residents in the area.

I welcome the opportunity to provide any further information that is required or to speak at a licensing hearing regarding this issue.

Yours faithfully,

Kathryn Podmore MBE

Leo Parkes

From: claire skellern [redacted]
Sent: 18 August 2026 14:33
To: ehlicensing
Subject: Subject: Objection to Premises Licence Application - Pepe's Piri Piri, 176 Stone Road, Stafford, ST16 1NT

Categories: Bryony

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

PLEASE NOTE: This email is from an infrequent correspondent.

To: Licensing Department
Stafford Borough Council
Civic Centre, Riverside
Stafford, ST16 3AQ
Email: ehlicensing@staffordbc.gov.uk

Subject: Representation / Objection to Premises Licence Application - Pepe's Piri Piri, 176 Stone Road, Stafford, ST16 1NT

Dear Sir/Madam,

I am writing to formally object to the premises licence application submitted by KOA Stafford Ltd for **Pepe's Piri Piri, 176 Stone Road, Stafford, ST16 1NT**, seeking permission for late night refreshment, recorded music and opening hours between **23:00 and 03:00 Monday to Sunday**.

My objection is made under the Licensing Act 2003 and is based primarily on the licensing objectives of **the Prevention of Public Nuisance, the Prevention of Crime and Disorder**, and **Public Safety**.

Prevention of Public Nuisance

As a resident residing opposite the commercial premises, I already experience significant disturbance from the premises' extractor and ventilation system. The extractor fan currently operates from approximately **11:00am until 1:30am**, and generates a persistent mechanical noise that can be clearly heard from within my property, even when doors and windows are closed.

The noise is particularly intrusive during the late evening and early morning hours when ambient background noise is lower. On occasion, it has affected my ability to relax and sleep, causing a noticeable impact on my enjoyment of my home.

In addition to the noise, cooking odours from the extraction system regularly affect the surrounding area. The smells can be sufficiently strong that I am required to keep windows closed, particularly during warmer weather, to prevent cooking fumes entering my property. This restricts my ability to ventilate my home and enjoy my property without disturbance, particularly during warmer weather.

The proposed extension of the premises' operating hours until 3:00am gives rise to significant concern that the extractor fan and ventilation system will need to operate for even longer periods than they currently

do. This would inevitably extend the existing noise and odour nuisance further into the early hours of the morning when residents have a reasonable expectation of peace and quiet.

Given that these issues are already being experienced under the current operating arrangements, I believe the proposed extension would substantially worsen the impact on nearby residents and would be contrary to the licensing objective of preventing public nuisance.

Furthermore, extending the opening hours until 03:00am is likely to result in:

- Increased customer activity throughout the night.
- Customers congregating outside the premises while waiting for orders or transport.
- Additional vehicle movements, including deliveries, taxis, and private vehicles.
- Slamming car doors, engine noise, and raised voices from departing customers.
- Further noise from recorded music permitted both indoors and outdoors.

The cumulative impact of these activities would significantly increase the likelihood of public nuisance for neighbouring residents.

I respectfully request that Stafford Borough Council takes into account the existing noise and odour nuisance caused by the premises when considering this application. In my view, the extension of operating hours until 3:00am would significantly increase the disturbance experienced by local residents and adversely affect their quality of life. For these reasons, I ask that the application be refused.

Prevention of Crime and Disorder

A premises operating until 03:00am has the potential to attract customers leaving other late-night venues and may increase the risk of anti-social behaviour, disorder, littering, and noise disturbances in the surrounding area. Such issues can adversely affect local residents and place additional burdens on local enforcement services.

Public Safety

The proposed hours would increase traffic and pedestrian activity during the early hours of the morning, creating additional safety concerns for nearby residents. The combination of vehicles, delivery drivers, and customer activity at these hours could adversely affect the character and safety of the local area.

Requested Action

Given the existing and ongoing noise and odour issues associated with the extractor fan, together with the likely increase in disturbance arising from a 03:00am closing time, I respectfully request that the Licensing Authority refuses the application as submitted.

Should the Authority be minded to grant the application, I request that stringent conditions are imposed, including:

- Reduced operating hours.
- Restrictions on the hours of operation of extraction and ventilation equipment.
- Measures to reduce noise from plant and machinery.
- Controls on customer congregation outside the premises.
- Restrictions on outdoor music.
- Regular monitoring and management of cooking odours.

I believe that granting the licence in its current form would be contrary to the licensing objective of preventing public nuisance and would have a significant adverse effect on the amenity and quality of life of myself and the other nearby residents.

Thank you for considering this representation.

Yours faithfully,

Michael Skellern
259 Stone Road, Stafford
ST17 9EY
Email: [redacted]

Tel: [redacted]

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Stafford Borough Council
19 AUG 2026
-Received

Flat 1
1, Walden Avenue
Stafford
ST16 1NT

15th August 2026

The Licensing Department
Staffordshire Borough Council
Civic Centre
Riverside
Stafford
ST16 3AQ

RE: Objection to Application for Extension of Premises Licence for Late Night Refreshment 23.00-03.00 indoors and outdoors and playing of recorded music 23.00-0.300am indoors and outdoors.

By: KOA Stafford Ltd For: Pepes Piri Piri, 176, Stone Road, Stafford, ST16 1NT

Dear Licensing Committee,

I am resident in the adjacent property to Pepes Piri Piri and I wish to express my objection to the applications that have been made for Pepes Piri Piri to extend both their Late Night Refreshmernt and Playing of Recorded Music licenses. I have been a tenant in this property for over 15 years and have also lived in the premises prior to that many years ago and so have a good knowledge and understanding of the residential area.

I and my neighbours have grave concerns that the extension of these licenses will have a detrimental effect on the welfare of the locals and the area for the following reasons:

This will increase public nuisance - noise levels will be increased with the extension and greater frequency of vehicles visiting the business (both customers and delivery drivers). I frequently have cars parking across my front door and bedroom window although this is not a public parking area. I am constantly having to ask for cars to be moved. Noise levels can be disturbing with slamming of car doors, revving of engines, playing of car radios and loud voices. The front room is my bedroom and I am often disturbed now so this will become worse if the licenses are extended.

Parking and road safety is a constant concern. Visitors to my flat are unable to park easily in vicinity. The area becomes exceedingly congested and this causes issues for the flow of traffic in Walden Avenue. Care is not taken with parking with cars being dumped whilst customers go into the eatery. There are notable concerns for the safety of pedestrians and particularly children and the elderly in the area. There have been many 'near miss accidents

involving cars and pedestrians. By extending the hours the issues with road safety will continue to increase.

Currently the bollards that Pepes Piri Piri installed near the road are poorly maintained and are hazardous. They have no reflective markings and are often knocked down. The bollards were meant to prevent parking on the footpath area (a public right of way for pedestrians) in front of the building. Very often cars are parked over this area.

I am concerned that with the extension of the music license, music will be played in the early hours both indoors and **outdoors**. This will be appalling and unbearable and will certainly impact on being able to sleep throughout the night.

I already tolerate the constant running of the extractor fans. If these continue into the early hours of the morning this will mean further disturbance. The cooking smells are also prevalent and if these continue into the early hours there will be no opportunity for them to clear. Again, I feel that these issues are going to be increased.

People often congregate at the front of the shop by my front door. Litter is often dropped which I have cleared or have had to ask the shop to clear on a number of occasions. I also have concerns that extending the hours may also lead to anti - social behaviour if more people are encouraged to use the premises in the early hours of the morning. Therefore I have fears that these problems may escalate. Police presence in the area is minimal due to the limited resources. Hence, I think that this could lead to an increase in crime and disorder in the area.

My neighbours in the flat above the take away will be directly affected by the potential extension of the licenses. They have two young children- a baby and a young child. This is no doubt going to impact on their ability to sleep and their well - being.

I would also like to highlight that Pepes Piri Piri currently opens and serves until midnight and has always done so! I believe that this contravenes their existing permissions as I understand that their license was granted until 11.00pm.

This was a quiet residential part of Stafford. I have grave concerns that working people, families and the elderly will no longer wish to reside in the area, should the above issues that I have raised become worse and are not tackled. My neighbours and I wish this to remain a quiet residential area where we feel safe, are not constantly disturbed and are treated with respect. We do not want to become an extension of the town centre night life scene.

I request that that Pepes Piri Piri applications for the extension of its hours and the extension to play music into the early hours are NOT granted.

Thank you for considering this letter of objection.

Yours sincerely,

[redacted]

Robert Howell (Mr)

Premises licence number
118803/093216

(1)

Stafford Borough Council
19 AUG 2026
Received

265A Stone Road
Stafford
ST16 1LA
16/8/26

To whom it may concern,

We (myself & my husband) wish to object most strongly to the application by KOA Stafford Ltd for Pepes Piri Piri for licensable activities ie late night refreshments and the playing of recorded music - both indoors and outdoors, Monday to Sunday, 23.00 to 3am.

We live across the road from Pepes and already have to put up with the noise of the extractor which run until midnight most nights and

multiple cars pulling up, mostly by the premises but also infront of our gateway and dropped kerb. The extra traffic parking up causes problems as there is limited parking for residents already. The cars revving up and noisily pulling away until 11 or 12 is already very disturbing The smell from Pepes' cooking is very pungent and invades the garden and the house. We have to retreat inside when it is very bad and keep windows closed.

The area is a mixed area of domestic housing and a few businesses for which we have no complaint. The hairdressers, the fish and chip shop, the Co-Op and the mini-store and Post

Office all serve the community well. They all close at a respectful time, the latest being 10-30 pm. Any later opening, as Pepes wish to do, would greatly affect the residents who are already trying to sleep ready to get up early the next morning for work. Also where is the outside space for food and drink - the premises is on a corner with only pavement outside? Is the pavement to be allowed to be blocked? And as for outside music until 3 am, how could this be tolerated.

This application has highlighted the fact that a business like Pepe's is not suited for a residential area and would be better located in a town centre where late night opening

is more the norm.

We hope our objection will be taken into account in the decision for this application

Yours faithfully

[redacted] (Stella Procter)
Brian Procter)

- Hand-written objection as we do not have access to a computer.

Leo Parkes

From: Terry Molloy [redacted]
Sent: 20 August 2026 12:59
To: ehlicensing
Subject: Re: - Premises Licence Number 118803/093216

Categories: Steph

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If in doubt contact the Service Desk

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Premises Details: - Pepes Piri Piri 176 Stone Road Stafford ST16 1NT

Dear Sir

In line with the Notice Of Application For A Premises Licence Under Section 17 Of Licensing Act 2003 and the Notice Issued By The Licensing Department of Staff Borough Council I wish to make written representations to object to a License being issued to Pepes Piri Piri for: -

1 Late Night Refreshment Indoors and Outdoors Monday - Sunday - 23:00 to 03:00.

2 Playing of Recorded Music- Indoors and Outdoors Monday - Sunday 23:00 to 03:00.

3 Proposed Opening Hours Monday to Sunday 23:00 to 03:00.

The Prevention of Crime and Disorder

The provision for this area falls well short of what is required to manage a large number of people, CCTV both indoors and outdoors requires an individual to monitor it not just record and save the CCTV footage for a later date. The Prevention of Crime and Disorder requires SIA Trained Security Staff to Supervise entry to these premises and to protect members of the general public both going using these premises. SIA Trained Staff will also contact the Emergency Service's if required, an unstaffed CCTV Camera cannot do that.

Public Safety

This area must be covered by a Risk Assessment which Pepes Piri Piri has not provided in their application, they state Occupancy Management will be responsible along with other staff for preventing overcrowding, the prevention for overcrowding starts outside the premises not inside that is why they need SIA Trained Staff to manage entry into the building.
Furthermore there is no clear indication how many staff will be employed and what their individual roles will be, only that they intend to provide a takeaway service therefore while preparing and cooking food you cannot be expected to prevent overcrowding. There is also a Public Safety risk from the approximately 16 Metal Bollards this company has concreted into the pavement some of which they drop down to provide pavement car parking for themselves.

The Prevention of Public Nuisance

Pepes Piri Piri is situated between, alongside and facing residential properties which contain School Children of various ages, Working age adults and Retirees, closing doors and telling customers to keep noise to a minimum does not take into account the vehicles the customers may arrive in/on, ie motor bikes, car's, vans and lorries and where will they park?
If this application is approved there could be 30 or 300 people outside on the pavement between 23:00 to 03:00 that is not an acceptable situation for any community and will subsequently cause Financial Harm to our properties being potentially devalued and Reputational Damage to the Stone Road area.

The Protection of Children from Harm

Harm to a child is defined in the Cambridge Dictionary as follows : -

Physical or Mental Damage, Injury or Hurt caused to a Person or Damage done to a thing.
It can be a Noun (The injury itself) or a verb (The act of causing pain or Loss.
The Types of Harm are : -

Physical - which I am not suggesting is in this application by Peps Piri Piri.

Mental or Emotional ie Distress, Fear, Sadness or Psychological Trauma.

The Mental, Emotional, Distress and Psychological Trauma which potentially could be caused to children from lack of sleep due to the noise of individual people and vehicles coming and going from 23:00 to 03:00 is immense and must be taken into account with this application.

Your Sincerely

Mr Terence Molloy
192 Stone Road
Stafford
ST16 1NT
E Mail [redacted]

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35 Poplar Way

Rising Brook

Stafford

ST179LJ

[redacted]

The Licensing Department

Staffordshire Borough Council

Civic Centre

Riverside

Stafford

ST16 3AQ

RE: Objection to Application for Extension of Premises Licence for Late Night Refreshment 23.00-03.00 indoors and outdoors and playing of recorded music 23.00-0.300am indoors and outdoors.
By: KOA Stafford Ltd

Premises: Pepes Piri Piri, 176, Stone Road, Stafford, ST16 1NT

Dear Sir/Madam

I wish to submit a formal objection to the application to extend the premises licence for late night refreshment (indoors and outdoors) and the playing of recorded music at Pepe's Piri Piri.

I am a family member of a tenant of **1 Walden Avenue** and regularly visit the property sometimes staying overnight. Through my frequent visits, I have witnessed ongoing issues associated with customers using Pepes Piri Piri, and I believe that extending the licence would further undermine the licensing objectives, particularly the **prevention of public nuisance**, **public safety**, and **prevention of crime and disorder**.

Prevention of Public Nuisance

There are already significant parking and traffic issues caused by customers visiting the premises. On many occasions, I have been unable to park outside or near 1 Walden Avenue because spaces are occupied by customers of Pepe's Piri Piri.

Customers frequently park on **double yellow lines**, obstruct access to residential properties, park on the pavement and block driveways. This causes inconvenience and frustration to residents and visitors and negatively impacts the enjoyment of their homes.

Vehicles parked illegally on double yellow lines and across driveways create hazards for both motorists and pedestrians. Obstructed access can make it difficult for residents, visitors, and emergency vehicles to safely access the area.

Increasing the operating hours of the premises is likely to worsen these existing problems and place further pressure on an already congested residential area.

An extension of the premises licence is likely to increase the number of customers visiting later into the evening, resulting in additional vehicle movements, noise from customers arriving and leaving, car doors slamming, engines idling, and general disturbance to nearby residents.

The premises is located in an area where nearby residents are entitled to enjoy a reasonable level of peace and quiet, particularly during evening and night-time hours. Extending the hours for late-night refreshment and recorded music is likely to result in increased noise disturbance from:

- Recorded music and amplified sound.
- Patrons congregating outside the premises.
- Customers arriving and leaving late at night.
- Raised voices, shouting, and general disturbance associated with dispersal.
- Vehicle movements, engines, car doors, and taxi collections.
- Litter and other disturbances generated by customers.

The proposed outdoor operation is of particular concern as noise generated in external areas is more difficult to control and is likely to carry into neighbouring residential properties, particularly during warmer months when residents may have windows open.

Prevention of Crime and Disorder

Extended trading hours can lead to larger numbers of individuals remaining in the area later into the night. This may increase the potential for antisocial behaviour, public disorder, and alcohol-related incidents, placing additional strain on local residents and enforcement resources.

Public Safety

The increased number of customers attending and leaving the premises during late-night hours may create additional congestion and disturbance in the surrounding area. The application provides insufficient reassurance as to how customer behaviour will be effectively managed both within and outside the premises.

I am concerned that the application does not adequately demonstrate how the premises will mitigate the impact of longer operating hours on neighbouring residents. Any conditions currently attached to the licence may not be sufficient to prevent noise escape, outdoor disturbance, and nuisance associated with customers arriving and dispersing late at night.

For the reasons set out above, I respectfully request that the Licensing Sub-Committee refuses the application.

I ask that this representation be taken into full consideration when determining the application.

Yours faithfully,

Lesley Howell

Leo Parkes

From: Natalie Molloy [redacted]
Sent: 21 August 2026 19:19
To: Leo Parkes
Subject: RE: Licensing Act 2003 – Objection to Premises Licence Application

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PLEASE NOTE: This email is from an infrequent correspondent.

RE: Licensing Act 2003 – Objection to Premises Licence Application
Applicant: KOA Stafford Ltd
Premises: Pepe's Piri Piri, 176 Stone Road, Stafford, ST16 1NT

I am writing to formally register my strongest objection to the application for a late-night refreshment licence to extend operating hours for hot food sales and recorded music until 3:00 am, for up to 500 people, at the above premises.
As a local resident, I believe that granting this licence will not only completely undermine the licensing objectives set out under the Licensing Act 2003 but directly conflicts the four statutory licensing objectives in the following ways:

1. The Prevention of Crime and Disorder

A 3:00 am licence will attract large crowds to a residential area that lacks the infrastructure to manage them. The applicant's reliance on unmonitored CCTV is entirely inadequate to prevent anti-social behaviour in real time. For an operation of this scale, active SIA-trained security staff are vital to supervise entry, protect the public, and contact emergency services. This is not a theoretical concern—anti-social behaviour has already escalated, and residents have directly witnessed and reported a physical assault just outside this area to the police. Granting a late licence will only fuel an already volatile environment.

2. Public Safety

The application lacks any risk assessment. While the applicant claims staff will manage overcrowding, they simultaneously state the premises will operate primarily as a takeaway; kitchen staff cannot cook food and manage crowd control outside the building at the same time. Furthermore, the applicant has installed metal bollards into the pavement, dropping them down to create unauthorised pavement parking that poses a direct physical hazard to pedestrians. Traffic and parking along Stone Road are already at a dangerous breaking point—residents are frequently blocked from accessing their own properties and are routinely met with foul language and verbal abuse when asking drivers to move. Adding late-night delivery vehicles and hundreds of patrons will make the area completely unsafe.

3. The Prevention of Public Nuisance

Under the Licensing Act 2003, Stafford Borough Council is legally bound to uphold the Prevention of Public Nuisance as a core licensing objective. The proposed 3:00 am operating hours directly violate this objective by introducing commercial disturbances into a residential zone, heavily penalising the area's working adults. Late-night noise from revelling customers, slamming

car doors, and revving delivery engines until 3:00 am fundamentally compromises the sleep health of local working adults. According to local environmental health standards, residents have a right to quiet enjoyment of their properties during standard sleeping hours. By introducing sleep fragmentation, the venue actively triggers chronic daytime fatigue, which damages cognitive performance and erodes the daily economic productivity of the local workforce.

4. The Protection of Children from Harm

There are 8 schools located within a 1-mile radius of the premises. The high density of children living and learning in this immediate area means a vast number of young people will suffer from nightly noise disruption and sleep deprivation. Sleep disruption directly causes emotional distress, mental exhaustion, and psychological trauma, severely impacting children's health and education. This is a clear, preventable harm that must be taken into account.

An active commercial operation running until 03:00 am every single night is entirely inappropriate for a residential neighbourhood.

Yours sincerely,

Natalie Spears
192 Stone Road,
Stafford,
ST16 1NT.
[redacted]

--
This message has been checked by Libraesva ESG and is found to be clean.
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Leo Parkes

From: Carole Moore [redacted]
Sent: 23 August 2026 17:05
To: ehlicensing
Subject: Pepes Piri Piri Chicken Premises Licence

Categories: Steph

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PLEASE NOTE: This email is from an infrequent correspondent.

As a resident of Stone Road, 271, I am objecting to the above mentioned licence.
In what is predominantly a residential area I can foresee issues with noise, in particular an outside music licence until 3.00am
In addition, there are already issues with regard to inconsiderate/ illegal parking outside the premises.
Furthermore, the extractor fan runs for up to 90 minutes after closing which would mean additional noise until 4.30 am
This is not acceptable and could have an impact on property prices.in the area
Please keep me informed of developments
Carole Moore
[redacted]

--

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Leo Parkes

From: Michael Metcalf [redacted]
Sent: 24 August 2026 09:06
To: ehlicensing
Subject: Pepe's Piri Piri 176 Stone Road Stafford

Categories: Steph

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

PLEASE NOTE: This email is from an infrequent correspondent.

I write to object strongly to the proposed extension of the opening hours of Pepe's Piri Piri from 2300 to 0300, Monday-Sunday. I am a local resident living at 196 Stone Road, less than 100m/100yds from these premises.

This is an entirely residential area, served by a little cluster of shops including Pepe's. Although the A34/Stone Road passes through the area, night-time traffic on this road is very light, from late evening onwards. This ambience and the local amenity quality would be radically and unacceptably changed by the proposed extending of the opening hours. Most prospective customers would not be local people, but would need to come by car - as already is the case. The predictable massive increase in road traffic around Pepe's during normal sleeping hours would bring about intrusive and damaging levels of noise, with car doors banging, loud conversations on the pavement, engines revving, and general hustle and bustle. 176 Stone Road is not the place for a lively and noisy nightspot.

I object even more to the proposal specifically to permit the broadcasting of recorded music inside and outside the premises during the night hours. This request is utterly unacceptable and will cause immense nuisance and aggravation to the whole neighbourhood. The fact that such an application has been made demonstrates that the applicants have no regard whatsoever for local residents, nor for the likely impact of these proposals on local residents.

It needs to be emphasised that there is very limited parking space near Pepe's, and that Pepe's does not have any dedicated parking of its own. Parking for the local residents themselves is clearly constrained, with many having to leave vehicles on pavements or kerbsides. Residents already have to tolerate parking overload during Pepe's existing opening hours. It is inevitable that customers visiting Pepe's after midnight would very likely have to park in amongst vehicles outside the homes of local residents, thereby extending the intrusion and nuisance well beyond the immediate vicinity.

This application cannot be allowed to go ahead.

Michael Metcalf

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Flat 2

1, Walden Avenue

Stafford

ST16 1NT

18th August 2026

The Licensing Department

Stafford Borough Council

Civic Centre

Riverside

Stafford

ST16 3AQ

Re: Objection to Application for Extension of Premises Licence for Late Night Refreshment 23.00pm-03.00am and Playing of Recorded Music 23.00pm-0.300am indoors and outdoors.

By: KOA Stafford Ltd

For: Pepes Piri Piri, 176, Stone Road, Stafford, ST16 1NT

To who it may concern,

I am resident in Flat 2, 1, Walden Avenue in the adjacent property to Pepes Piri Piri and I wish to object to the applications that have been made for Pepes Piri Piri to extend both their Late Night Refreshment and Playing of Recorded Music licenses.

I believe the extension of these licenses will have a damaging effect to local residents and to the area generally. I wish to object on the following grounds:

- I have a young family with two very young children – any increase in noise levels from the extension of eatery operating will be a concern as part of our residence and sleeping area is over Pepes Piri Piri. I need to ensure that my family are not distressed during the night.
- I also have a full time professional job and therefore require that I am not disturbed during the early hours of the morning.
- There will be an increase public nuisance as there will be there will be greater frequency of vehicles visiting the business (both customers and delivery drivers).
- There is congestion in the road and this is a safety hazard. Parking is not always considerately undertaken by customers and delivery drivers – cars block access to my drive way and park on the paths.
- Extending the hours increases the possibility of greater littering in front of my home.
- Groups of people may congregate at the restaurant in the early hours of the morning which is below our flat.

Walden Avenue and the surrounding is a residential area and should be maintained as one and not where business should be operating in the early hours. I ask you to give this your consideration and request that the application for the extension of hours is rejected.

Yours faithfully,

Krunal Gokhale

Leo Parkes

From: cathrynroberts [redacted]
Sent: 24 August 2026 13:09
To: ehlicensing
Cc: [redacted]

Subject: Pepe's piri piri Stafford objection

Categories: Emma

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Good afternoon

We live at 249 Stone Road which is directly opposite Pepe's takeaway and wish to object to the plans to stay open till 3am, play music and serve refreshments outdoors.

Since Pepes opened we have experienced a significant noise nuisance which is particularly disruptive in the evenings when we are trying to sleep. We all have to get up to go to work the next day. There are 5 of us in the household (all CC'd) We would have Pepes closing at 3am and then the shutters of Stone Road post office going up at 6am or just before ready to catch the passing workers on their way to / from the 6am shift at the distribution centres.

Excessive noise is already caused by customers coming and going from the premises, customers holding noisy conversations and shouting outside, slamming of car doors, vehicles reversing and manouevering, revving engines and car radios at full blast. More often than not people leave engines running and car radios on while they go in to collect their food. Not to mention we then have the car alarms going off. The relentless coming and going of taxis / deliveroo and uber-eats. Arguments and fights are regularly breaking out and I am aware that a number of my neighbours cars have been "keyed" and bumped. In particular on weekends there are vehicles parked anywhere and everywhere from early evening onwards. When I say "parked" this is the loosest meaning of the word. Dumped on the pavement, double parked on the pavement, facing forwards / backwards and sideways. Any serving refreshments outdoors is a very silly proposal. The amount of traffic manouvering around the junction with Waldon Avenue is absolutely ridiculous and incredibly dangerous. Cars often reverse out directly into the A34 and regularly U-turn in the road. There were double yellow lines painted on the corner with Waldon Avenue recently which have had no positive effect whatsoever. I've no idea what aim they were intending to achieve? The only actual car park in the vicinity is the one at co-op.

I believe that the frequency and severity of accidents will only increase if Pepes are allowed to open later, play music and serve food outside. There was a pedestrian knocked down directly outside 249 Stone road only about a year ago. I am not sure of the specifics but she was crossing directly between my house and Pepes. It is a busy enough road as it is. When the M6 is closed due to accidents - as has unfortunately been the case in recent days and overnight - the motorway traffic also uses the A34 so when you see on a daily basis the chaos that goes on with the vehicles outside Pepes it is only asking for trouble.

We all object in the strongest terms to the application to extend the opening hours.

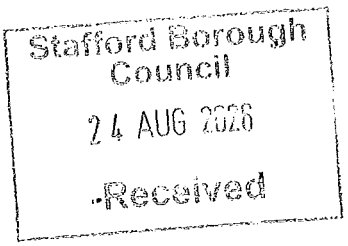
Yours sincerely

Cathryn Roberts

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18th August 2026



To: Licensing Department
Stafford Borough Council
Civic Centre, Riverside
Stafford, ST16 3AQ
Email: ehlicensing@staffordbc.gov.uk

Re: Representation Objecting to Premises Licence Application – Pepe's Piri Piri, 176 Stone Road, Stafford, ST16 1NT

Dear Licensing Officer,

I am writing to make a formal representation objecting to the premises licence application submitted by KOA Stafford Ltd in respect of **Pepe's Piri Piri, 176 Stone Road, Stafford**.

According to the published application, the applicant seeks permission for:

- Recorded music indoors and outdoors.
- Late-night refreshment indoors and outdoors.
- Operating hours of **11:00am until 3:00am Monday to Sunday**.

I respectfully submit that granting the application in its current form would undermine the licensing objectives contained within the Licensing Act 2003, namely:

1. The prevention of crime and disorder.
2. Public safety.
3. The prevention of public nuisance.
4. The protection of children from harm.

The proposed extension from the business's currently advertised midnight closing time to 3:00am every day represents a significant increase in operating hours and would allow activity during a period when the impact on neighbouring residents and public services is likely to be greatest. [staffordbu...etin.co.uk], [pepes.co.uk]

1. Prevention of Crime and Disorder

Late-night takeaway premises can become focal points for gatherings after pubs, bars and house parties have closed. Such venues often attract customers who may be intoxicated, increasing the likelihood of anti-social behaviour, disorder, arguments, and criminal activity in surrounding areas.

The licensing history of a Stafford town-centre takeaway demonstrates the risks associated with late-night operation. In July 2023, Stafford Borough Council revoked the late-night licence of **Peppers, Bridge Street**, following concerns raised by Staffordshire Police. The Council heard evidence regarding operation outside permitted hours and an incident in which a fight occurred outside the premises. Staffordshire Police stated that the management of the premises was undermining the licensing objectives relating to **crime and disorder** and **public safety**. [expressandstar.com]

A subsequent application relating to the same business for late-night refreshment was refused after evidence was presented that trading continued beyond permitted hours and concerns remained regarding compliance with licensing objectives. [expressandstar.com]

While Pepe's Piri Piri is a different business, these examples illustrate that Stafford Borough Council and Staffordshire Police have already recognised a clear link between late-night takeaway operations and increased risks of disorder, particularly after 11pm. Extending operations until 3am every night would inevitably increase the opportunity for such issues to arise.

I therefore submit that the applicant has not demonstrated how crime and disorder risks associated with a seven-day-a-week 3am operation will be effectively mitigated.

2. Public Safety

The proposed licence seeks permission not only for late-night refreshment but also for **outdoor recorded music** until 3am. [staffordbu...etin.co.uk]

Customers arriving and departing during the early hours create risks associated with:

- Vehicle movements.
- Illegal parking.
- Pedestrian safety.
- Congregation of large groups outside the premises.
- Conflict between customers.
- Increased demand on police and emergency services.

Stone Road is a busy corridor linking residential areas with the town centre. Extending activity until 3am may substantially increase movement of people and vehicles during periods when visibility is reduced and residents reasonably expect quiet enjoyment of their homes.

The previous concerns identified by Staffordshire Police at late-night takeaway premises in Stafford demonstrate that public safety issues are not hypothetical but have already occurred within the borough. [expressandstar.com], [expressandstar.com]

The application does not appear to provide sufficient evidence that adequate measures such as security personnel, dispersal policies, litter patrols, customer management procedures, noise monitoring, or traffic controls are proportionate to the late-night activities proposed.

3. Prevention of Public Nuisance

This is arguably the most significant concern arising from the application.

The applicant seeks authority for:

- Outdoor recorded music.
- Outdoor late-night refreshment.
- Operation until 3am every day of the week. [staffordbu...etin.co.uk]

Public nuisance is not limited to amplified music. It includes:

- Customers talking loudly.

- Shouting and swearing.
- Vehicle engines idling.
- Car doors slamming.
- Motorcycle noise.
- Delivery drivers congregating.
- Littering.
- Noise from customers arriving and leaving.

Unlike daytime activity, noise occurring between midnight and 3am has a disproportionately severe impact because background noise levels are significantly lower and residents are likely to be sleeping.

The inclusion of **recorded music outdoors until 3am** is particularly concerning. Outdoor music is far more difficult to control than indoor entertainment and may affect residents at considerable distances from the premises.

The Council must have particular regard to residents' rights to peaceful enjoyment of their homes. The proposed hours substantially exceed the business's currently advertised closing time of midnight and represent a three-hour extension into the early morning period. [staffordbu...etin.co.uk], [stafford.c...x-uk.co.uk]

I therefore submit that the granting of outdoor music and outdoor late-night refreshment until 3am would create an unacceptable risk of noise nuisance and loss of residential amenity.

4. Protection of Children from Harm

The protection of children extends beyond direct contact with criminal behaviour. It also includes protecting children from environments that expose them to disturbance, anti-social behaviour, noise, intimidation, and sleep disruption.

Stone Road is located within a mixed residential area where families and children reside. Activity continuing until 3am has the potential to expose children to:

- Disturbance from noise.
- Sleep deprivation.
- Exposure to intoxicated individuals.
- Anti-social behaviour outside the premises.
- Increased late-night traffic and associated risks.

The proposed outdoor activities compound these concerns because the impacts become more visible and audible to nearby households.

The applicant has not, to my knowledge, demonstrated why outdoor entertainment and refreshment until 3am are necessary, nor how children living nearby will be protected from associated harms.

Conclusion

For the reasons set out above, I respectfully request that Stafford Borough Council **refuse the application in its current form**.

Should the Licensing Sub-Committee nevertheless be minded to grant a licence, I would ask that serious consideration be given to imposing substantially reduced operating hours, prohibiting outdoor recorded music, prohibiting outdoor late-night refreshment after 11pm, and imposing robust conditions relating to customer dispersal, noise control, litter management, CCTV, and security personnel.

The evidence from previous licensing proceedings in Stafford demonstrates that late-night takeaway operations can adversely affect the licensing objectives of crime and disorder prevention, public safety and public nuisance. [expressandstar.com], [expressandstar.com]

I therefore believe that granting the application as presented would be contrary to the licensing objectives and not in the interests of local residents or the wider community.

Yours faithfully,

Mr and Mrs Arkell,
273 Stone Road, Stafford,
ST16-1LA
18th August 2026

References

- Stafford Borough Council, Licence Application and Review Notices (Pepe's Piri Piri Stafford application). [staffordbc.gov.uk]
- Stafford Bulletin, "Pepe's Piri Piri seeks permission to open until 3am", 6 August 2026. [staffordbu...etin.co.uk]
- Express & Star, "Council revokes takeaway's late night licence", 1 August 2023. [expressandstar.com]
- Express & Star, "Takeaway's bid for new late night licence fails", 8 December 2023. [expressandstar.com]

Leo Parkes

From: Carmen Pattison [redacted]
Sent: 12 August 2026 18:16
To: ehlicensing; Aidan Godfrey (Cllr)
Subject: Pepe's Piri Piri, Stafford, ST16 1NT
Attachments: Scanned Documents.pdf; Decision notice Pepe.pdf; Officer report.pdf

Categories: Steph

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

From: Mrs C Pattison
33 Walden Avenue

Stafford

ST16 1NG

12/08/26

To: Environmental Health Licensing

Stafford Borough Council
Civic Offices

Stafford

Re: Objection to Licensing Application
Proposed Opening Hours for Pepe's Piri Piri, Stafford at 176 Stone Road, Stafford

Dear Sir or Madam,

I am writing to formally object myself and on behalf of all residents who have signed the attached petition, to the proposed Variation of Premises Licence as set out below for the above address:

Opening Hours and Licensable Activities:

Opening Hours

Monday to Sunday - From 11.00 to 03.00

Playing of Recorded Music - Outdoors and Indoors

Monday to Sunday - From 11.00 to 03:00

Provision of Late Night Refreshment - Outdoors and Indoors

Monday to Sunday - From 11.00 to 03.00

(Please see attached planning permission which limits opening hours to 23:00 hrs and link to Pepe's website HERE showing closing at 00:00 hrs I also attach a copy of the planning officer's report with officer's conclusions explaining why opening hours should be limited.).

While I understand the property is intended for shop/restaurant use, these extended hours will have a negative impact on local residents.

My specific concerns are:

- **Proximity of Premises to residential dwellings:** Close proximity of residential dwellings including above shop residencies.
- **Noise Disturbance:** Noise from customers arriving and leaving, car doors slamming, and delivery vehicles during late-night and early-morning hours, disrupting our sleep and peace.
- **Traffic Congestion:** Additional traffic and delivery trucks will crowd our small residential street and create safety hazards.
- **Inadequate Parking Provision:** There is no specified parking for the shop which causes parking issues and disruption
- **Public Nuisance:** People may gather outside the shop and in their cars late at night, leading to anti-social behaviour.
- **Littler:** No provision of external, adequate bins with lids to prevent vermin.

For these reasons, I request that the council rejects the proposed hours as set out on the web page HERE.

Yours faithfully,

C Pattison
Carmen Pattison

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Notice of Application for a Premise Licence Under The Licensing Act 2003 – Pepe's Piri Piri, Stafford

We, the undersigned, object to the extension of opening hours applied for by Pepe's Piri Piri Stafford on the grounds of the close proximity of the premises to residential dwellings, anti-social behaviour, noise nuisance, litter and inadequate parking provision

No.	Name	Address	Signature
1	CARMEN PATTISON	33 WALDEN AVE	[redacted]
2	STEVEN PATTISON	33 WALDEN AVE	
3	YVONNE ASTLEY	174 STONE Road	
4	Lindsey Mcnally	10 Charles cotton street	
5	R BAKER	12 CHARLES COTTON STREET	
6	R Howell	1 WALDEN AVE	
7	KRUNAL GOKHALE	1, WALDEN AVENUE (FLAT-2)	
8	SONAM GOKHALE	1, WALDEN AVENUE (FLAT-2)	
9	KAREN SOLEY	4 walden Avenue	[redacted]
10	ADRIAN EMERY	4, WALDEN AVENUE	
11	Hayley pattison	5, Walden Avenue	
~~12~~	~~6, Walden Ave~~		
12	A. EMERY	6, Walden Ave	
13	LIZ WISE	11 walden Ave	
14	Natasha Pennick	11 Walden Ave	
15	GREG PENNINCK	11 WALDEN AVE	

No	Name	Address	Signature
16	DIANA KULAS	12 Walden avenue ST16 1NG	[redacted]
17	Tia Weston	ST16ING	
18	T. Walker	ST16 1NG	
19	T. WALLA	— " —	
20	K WARD	16 Walden AV	
21	M. Morris	17 WALDEN AV	
22	Mary EDGE	17 WALDEN AVE	
23	TIMOTHY BOURKE	52 NORTH AVE	
24	Angela Burke	52 NORTH AVENUE	
25	Donna Campbell	18 Walden Ave	
26	Michelle Askey	19 WALDEN AV	[redacted]
27	Hamilton	11 Maxfields	
28	Sammie Lee	61 Moorfields	
29	Meg Bates	15 walden avenue	
30	Charlie Hayden	15 Walden Avenue	
31	Christine Follows	21 Walden avenue	
32	MALCOLM FOLLOWS	21 WALDEN AVENUE	
33	Graham	7 WALDEN AVE	
34	Mona Worthington	18 Walden Avenue	
35	M Sc	172 Store Road	
36	Ostene	172 STore Road	
37	C. SMITH	22 WALDEN AVE	

No	Name	Address	Signature
38	[illegible]	13 beechway	[redacted]
39	S JAVIS	3 BEECHWAY	
40	M. Milgate	3 Beechway	
41	R. Fowler	2 Beechway ST16 1NF	
42	T. Milgate	3 Beechway	
43	L. Godwin	3 Beechway.	
44	C Nicholls	7 Beechway	
45	Liam Carr	8 Beechway	
46	R. Stroud	8 Beechway	
47	M Carr	8 Beechway	
48	C Godwin	13 Beechway	
49	T Bromley	5 Moorfields	
50	L. MILLS	26 Walden Ave	
51	T. MILLS	26 WALDEN AVE	
52	H. Coxon	27 Walden Ave	
53	Carol Evans	1, Charles Cotton St	
54	Ross Evans	1, Charles Cotton St	
55	Nicholas Hughes	3, charles cotton St	
56	Wayne Godwin	3 charles cotton St	
57	Linda NUNN	6, Charles cotton St	
58	GRAHAM NUNN	6 CHARLES COTTON ST	
59	LYNDA Nelmes	49 MOORFields	

No	Name	Address	Signature
59	V. REARDMORE	8 CHARLES COTTON ST	[redacted]
60	K STONE	172, STONE ROAD	
61	B. Edensor	17 Walden Avenue	
62	A EDENSOR	16 PITT STreet	
63	J. BELL	17 PITT STREET	
64	G. Beardmore	10 Alliance Street	
65	Louisejane	15 pitt street	
66	S. Cumi	14 pitt Street	
67	D wrench	14 pitt Street	
68	G. Pickett	14 pitt Street	
69	Kevin Brown	19 Pitt St	
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No	Name	Address	Signature
1	John Caldwell	3 Weblen Ave	[redacted]
2	Nadine Whittaker	3 Weblen Ave	

Stafford
BOROUGH COUNCIL

KOA Stafford Ltd
C/O Architecture & Interior
Design Ltd
51 Coleshill Road
Hodge Hill
Birmingham
B36 8DT

Date Registered 9 September 2021
Decision Date 17 March 2022
Issue Date 17 March 2022

TOWN AND COUNTRY PLANNING ACT 1990

PERMISSION FOR DEVELOPMENT

Application No:	21/34875/COU
Proposed Development	Change of use from ground floor E(a) retail to E(b) restaurant with ancillary Sui Generis takeaway with new shop front and extract canopy to rear
Location	176 Stone Road Stafford Staffordshire
O. S. Reference:	391570 324949

Stafford Borough Council, in pursuance of powers under the Town and Country Planning Act, hereby permits the above development in accordance with the accompanying plans and subject to the following conditions :

1. The development to which this permission relates must be begun not later than the expiration of three years beginning with the date on which this permission is granted.

2. This permission relates to the submitted details and specification and to the following drawings, except where indicated otherwise by a condition attached to this consent, in which case the condition shall take precedence :-

   Drawing no. 1.0 REV A
   Drawing no. 2.0 REV A
   Drawing no. 3.0 REV A
   Drawing no. 6.0 REV D
   DRAWING NO. C1674/M01
   DRAWING NO. C1674/M02

3. All construction works, including demolition, together with associated deliveries to the site shall only take place between the hours of:

   8:00 am and 18:00 pm Monday to Friday inclusive;
   8:00 am and 14:00 pm on Saturdays;
   Not at all Sundays, Bank Holidays and other public holidays.

KOA Stafford Ltd
C/O Architecture & Interior
Design Ltd
51 Coleshill Road
Hodge Hill
Birmingham
B36 8DT

Date Registered 9 September 2021
Decision Date 17 March 2022
Issue Date 17 March 2022

TOWN AND COUNTRY PLANNING ACT 1990

PERMISSION FOR DEVELOPMENT

4. There shall be no burning on site during development

5. All demolition materials shall be removed from site and properly disposed of.

6. Any equipment which must be left running outside the allowed working hours shall be inaudible at the boundary of occupied residential dwellings.

7. The extract ventilation system shall be installed as detailed on approved drawings C1674/ MO1 and C1674/ MO2. No other externally mounted equipment shall be installed at the premises without the prior written approval of the local planning authority.

8. There shall be sufficient insulation between floors so that noise from the use of the commercial premises does not cause a nuisance to any residential occupiers above, to include any residential premises that are under separate ownership. Any necessary noise attenuation measures shall be in place before the proposed development is brought into use.

9. The opening hours shall be as stated on the application forms, as follows:

   Monday to Friday: 11:00 - 23:00
   Saturdays: 11:00 - 23:00
   Sundays and bank Holidays: 11:00 - 23:00.

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10. The development hereby permitted shall not be brought into use until further details of the design of the exterior frontage bollards shown on Drawing No 1.0 Site and Location Plan have been submitted for the prior written approval of the local planning authority. The bollards shall thereafter be carried out in accordance with the approved plans and details and shall thereafter be retained as such for the lifetime of the development.

The reasons for the Council's decision to grant permission for the development subject to the above conditions are:

1. To comply with the requirements of Section 51 of the Planning and Compulsory Purchase Act 2004.

2. To define the permission.

3. To safeguard the occupiers of nearby residential properties from undue noise and general disturbance. (Policy N1e of The Plan for Stafford Borough).

4. To safeguard the occupiers of nearby residential properties from fumes and general disturbance. (Policy N1e of The Plan for Stafford Borough).

5. To safeguard the amenities of the area (Policy N1e of The Plan for Stafford Borough).

6. To safeguard the occupiers of nearby residential properties from undue noise and general disturbance. (Policy N1e of The Plan for Stafford Borough).

7. To safeguard occupiers of nearby residential properties from undue noise and from nuisance caused by fumes, smoke and smells and to safeguard the amenities of the area (Policy N1e of The Plan for Stafford Borough).

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8. To safeguard the occupiers of nearby residential properties from undue noise (Policy N1e of The Plan for Stafford Borough).

9. To safeguard the amenities of the area (Policy N1e of The Plan for Stafford Borough).

10. In the interests of the safety and convenience of users to the highway to include pedestrians. (Policy T1 & N1o of The Plan for Stafford Borough).

INFORMATIVE(S)

1 In accordance with the requirements of Article 31 of the Town and Country Planning (Development Management Procedure) (England) (Order) 2010, as amended, and the National Planning Policy Framework 2021, the Council has worked in a positive and proactive way in determining the application and has granted planning permission.

2 That the applicants attention be drawn to the comments of the Environmental Health Officer available for view on public access in respect of this application and as summarised within the case officer 's report

3 The grant of planning permission does not grant or imply any consent for any signage.

K. Tierney

Head of Development

Leo Parkes

From: Paul Heaney [redacted]
Sent: 31 July 2026 07:13
To: ehlicensing
Subject: Fw: Variation to Premise Licence - Pepe's Piri Piri, 176 Stone Road, Stafford, Staffordshire ST16 1NT

Categories: Steph

CAUTION: This email originated from outside of the Council. DO NOT click links or open attachments unless you recognise the sender and know the content is safe.

Dear Licensing,

Application for a Premises Licence to be granted under the Licensing Act 2003 – Pepes Piri Piri, 176 Stone Road, Stafford, Staffordshire ST16 1NT

In relation to the above application received by Staffordshire Police on the 29th July 2026, Staffordshire Police have consulted with the Applicant and have agreed amendments to the operating schedule, as outlined in the below emails, which it is believed will promote the licensing objectives.

As the Applicant and Staffordshire Police are in agreement, subject to there being no representations from other parties, it is respectfully considered that, as this application is now uncontested and both the Applicant and Staffordshire Police agree that a hearing is unnecessary, the Licensing Authority dispense with a formal hearing on the basis of the agreement.

If you have any queries, please do not hesitate to contact me.

Kind regards,

Paul

PC 5203 Paul Heaney
Licensing Constable

STAFFORDSHIRE POLICE

Police Licensing Unit
Stafford Police Station
Eastgate Street
Stafford

ST16 2DQ
Email: [redacted]

From: DEAN HAYNES [redacted]
Sent: Thursday, July 30, 2026 15:59
To: Paul Heaney [redacted]
Subject: Re: Variation to Premise Licence - Pepe's Piri Piri, 176 Stone Road, Stafford, Staffordshire ST16 1NT

Caution: This email originated from outside of the force. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Good afternoon, Paul,

This looks all okay for me thank you for your help and support

Kind Regards
Dean

Dean Haynes

On 30 Jul 2026, at 12:22, Paul Heaney [redacted] wrote:

Dear Dean,

Application for a Premises Licence to be granted under the Licensing Act 2003 – Pepes Piri Piri, 176 Stone Road, Stafford, Staffordshire ST16 1NT

In relation to the above application received by Staffordshire Police on the 29th july 2026, Staffordshire Police wish to make representations on the basis that it is considered that the application in its current form would not promote the licensing objectives.

To address these concerns, Staffordshire Police request the below conditions to be incorporated into the Premise Licence please.

These conditions are to replace all your proposed conditions within section M (b) & (e) of the application.

This does not apply to any other conditions requested by any other responsible authority in relation to this application.

If the below conditions are agreed, Staffordshire Police will withdraw representations to the application.

To incorporate conditions in section 18 (b) The prevention of crime and disorder:

1. CCTV must be installed and cover all internal and external areas, including all public entry and exit points. The CCTV unit must be positioned in a secure part of the licensed premises and not within any private area of the location. Access to the system must be allowed immediately to the Police, or Local Authority Officers in accordance with the Data Protection Act where it is necessary to do so for the prevention of crime and disorder, prosecution or apprehension of offenders or where disclosure is required by law.

2. All images must be kept for a consecutive 31 day period and to be produced to the Police, or Local Authority Officers in relation to the investigation of crime and / or disorder issues and suspected licence breaches, upon request or within 24 hours of such request where it is necessary to do so for the prevention of crime and disorder, prosecution or apprehension of offenders or where disclosure is required by law.

3. The CCTV system must be maintained so as to be fully operational and recording continually 24 hours every day.

4. The CCTV system clock must be set correctly and maintained (taking account of GMT and BST).

5. There must be notices displayed throughout the premises stating that CCTV is in operation.

6. There must be a member of staff available at all times who is trained and capable of operating the CCTV system and also downloading any footage required by the Police, or Local Authority Officers.

7. Weekly checks must be made of the operation of the CCTV system to confirm that it is working correctly and such checks must be recorded in a register which is to be signed by the person conducting the check. This record must be kept fully updated at all times and remain on the premises for inspection by the Police or an authorised officer of the Licensing authority

8. An incident log must be kept at the premises and made available on request to the Police or an authorised officer of the Licensing Authority. It must be completed within 24 hours of the incident and must record the following:
a) All crimes reported to the premises
b) All ejections of patrons
c) Any complaints received concerning crime and disorder
d) Any incidents of disorder

9. The last sale of hot food on the premises must be made at least fifteen minutes before the closure of the premises to the public. There must be clear signage detailing this.

To incorporate conditions in section 18(e) The protection of children from harm:

1. Children must only be allowed on the premises after 23:00 hours if accompanied by an adult.

Please could you advise, by return email, if you are in agreement to the above conditions being incorporated into the Premises Licence.

If you have any queries, please do not hesitate to contact me.

Regards,

Paul

PC 5203 Paul Heaney
Licensing Constable

<image.png>

Police Licensing Unit
Stafford Police Station
Eastgate Street
Stafford
ST16 2DQ
Email: [redacted]
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Licensing Sub Committee Procedure

1 The Chairman will introduce the Members of the Sub-Committee and invite those present at each hearing to introduce themselves.

2 The Licensing Officer outlines the details of the application, and relevant representations received, to the Sub Committee.

3 Any person who has submitted a relevant representation will be given the opportunity to present details of their representation. The running order for such presentations will be decided by the Chairman prior to the first presentation commencing.

4 Following each submission, the Applicant or his representative may question the person concerned.

5 Members of the Sub-Committee may then ask questions of the person concerned.

6 Once all relevant representations have been heard, the Applicant or his representative presents his application for the licence and calls any witnesses in support.

7 Any person who has submitted relevant representations may then question the Applicant (if he has given evidence) and any witnesses.

8 Members of the Sub- Committee may then ask questions of the Applicant and any witnesses.

9 All parties who have presented relevant representations can summarise their case and comment briefly on the Applicant’s replies to questions. They cannot introduce new issues.

10 The Applicant can summarise their case and comment briefly on the any parties replies to his questions, they cannot introduce new issues.

11 All parties will then withdraw whilst the Sub Committee considers the case.

12 The Sub Committee will deliberate in private only recalling any party to clear points of uncertainty on evidence already given. If recall is necessary all parties will return notwithstanding only one is concerned with the point giving rise to doubt.

13 The Chairman will announce the Sub Committee’s decision and will give reasons for the decision to the parties at the end of the hearing; the decision being confirmed in writing afterwards.