

Wingstop History and concept

Wingstop is a chain of restaurants where the sole focus is on flavour' the flavour of chicken wings. The restaurant chain was founded in 1994 in Garland, Texas and their headquarters are in Dallas, Texas.

1997 saw the opening of their first franchised Wingstop location in the USA and by 2002 Wingstop had served the world one billion wings.

There are more than 1,000 restaurants open across the United States, Mexico, Singapore, the Philippines, Indonesia, and the United Arab Emirates.

Wingstop is the destination when you crave fresh never faked wings, hand-cut seasoned fries and any of their famous sides. It is for people who demand flavour in everything they do because it's more than a meal, it's a flavour experience.

Its' flavour defines Wingstop and this has made it one of the fastest growing brands in the restaurant industry attracting top entrepreneurs and operators with the drive and passion to own their own business. The concept is to be a social food – families, friends, colleagues, its all about sharing the chicken.

Lemon Pepper Holdings Limited has acquire the rights for Wingstop in the UK.

Herman Sahota will be attending the premises and is a co-founder and director of Lemon Pepper Holdings Limited. In his previous position, Herman headed up a leading wholesaler and alcohol drinks distribution business, which at the time was exceeding turnover circa £50m. Over the years he has won several awards in recognition for his business performance, growth and leadership including Today's Group 2012 Awards for Excellence: Winner of Best Cash & Carry, The Sunday Times 2010 Profit Track 100, position top 15, and the Grocer Magazine 'The Big 30 Wholesalers' 2004 to 2015. Herman's day to day corporate responsibilities included forming strategic and long-term relationships with leading manufacturers to ensure his trade members had access to the latest products at competitive prices.

There will be approximately 25-30 full time equivalent employees at the venue. The training program for staff is attached for information

The average spend per person is around £15.

The flagship for the UK opened on Shaftesbury Avenue, in Soho Westminster in 2018, which was a 120 cover restaurant. Since Soho opened there are sites open, or about to open imminently in Bluewater Shopping Centre, Bristol, Birmingham Bullring Shopping Centre, Reading, Dalston, Gloucester Road RBKC and Manchester,

Also, just to be clear, Wingstop is not to be considered as a fast food (quick service) premises like McDonalds, KFC or Pizza Hut. The average customer must wait between 10 and 12 minutes for their order to be ready as the food is freshly prepared dependant on the flavours ordered. In turn, Wingstop does not operate as a fast food

premises and therefore should not be associated with the cumulative impact often caused by such venues.

The customer experience within the venue, and all of their venues which has been accepted countrywide, is:

- Customer orders at counter
- Food is brought over to them at their table (patron goes to a table between ordering and service) by waitress
- Or they collect at counter if it's takeaway

Wingstop identify their target customer as 18-34 year old Millennials, and roughly 70% of sales comes from that key demographic.

Wingstop is also family friendly – with all young children (>13) and families permitted front of the queue access.

The UK restaurants focus on the eat-in market using technology and integrated audio/visual to build on the diner experience.

With 82% of adults in the UK eating chicken on a weekly basis there is a significant opportunity for Wingstop –as the first branded restaurant specialist within the wing sector, to supply the demand that has built up from American culture in both London and the UK.

In terms of the food:

All food is fresh and made to order, with 10 bold and distinct flavours –lots to experiment and discover. But its ALL about the taste.

Classic wings, boneless and tenders. Here's three ways to get your favour on. Our classic wings are naked fried and hand tossed for maximum flavour#

We make our fries available in a variety of seasonings including Lemon Pepper, Cajun and 'Wingstop Style', we even offer loaded fries to complete the mix.

Everyone needs a good wingman, and with our sides there's even more options to your complete meal - coleslaw, house dips and churros

On a nightly basis, all staff need to evaluate the issue of our customers waiting for transport outside the premises and implement a policy that will minimise any noise disturbance that our neighbours may be subjected to. Safe travel at will be considered and groups of customers / friends will be encouraged to go home together and not leave others behind.

Managers will implement a staggered closure policy:

Managers will implement a Soft Closure Policy for the final 30 minutes of an evening, allowing customers to compose themselves. If customers enquire transport or taxi

information, management, will provide taxi telephone details and night bus details to customers by way of verbal communication.

'Please respect our neighbours' signage will be clearly displayed by the main entrance of the restaurant for the customers to observe and follow.

Any noise complaints from neighbours will be evaluated immediately by the duty manager or DPS, and a request for their contact details will happen. The nature of the complaint and neighbour's contact details will be passed on to the premises licence holder within 24 hours of the complaint occurring. Where possible, management will respond to the neighbour's complaint in a respectful and helpful manner and deal with the noise issues raised

Refuse will be housed at the rear external area of the restaurant in line with other shopkeepers. Biffa waste management will be contracted to manage refuse.

The following measures will be in place on any given night. When customers are leaving The Premises at night, their noise on the street must be minimised by implementing the following:

1. Provide taxi telephone details and night bus details to customers by way of verbal communication from staff to customers.
2. If customers are congregating outside the Premises at closing time on any given night, the management to facilitate the dispersal of these customers to minimise noise and eliminate flash points.

Management, will be trained to carry out these tasks and to facilitate effective crowd dispersal at the end of any given evening, and ensure that they have signed a staff record form to verify that they have been trained in these processes

In terms of comments re the address of the premises, the address of the premises used to apply for the premises licence mirrors the lease for the premises, and marketing for the premises

Wingstop Kingston, will be fitted out at a cost of £460,000.

Alcohol

Alcohol sales do not form a main feature to the Wingstop business. The sale of alcohol is limited to a selection of 2 ranges of beers and 2 ranges of canned wine. There will be no open bar visible or located at the premises.

92% of our sales are from wings and fries, showing that the premises is food led and alcohol sales provides a very small amount of sales.

The 2 beers selected are part of an exclusive partnership with Camden Town Brewery. A condition prohibiting super strength beers has been proposed for the licence.

The alcohol will only be sold in cans and no glass bottles will be dispensed for the alcohol.

Alcohol is not able to be purchased without a meal and this is contained in a proposed condition.

Alcohol prices are high- Beer is £4.50 and wine is £5.00

Proposed conditions include:

- The sale of alcohol for consumption at the premises shall only be to a person purchasing a table meal there and as ancillary to that meal, which is to be eaten seated at a table or counter in the premises.
- All sales of alcohol for consumption off the premises shall be in sealed containers and ancillary to a takeaway meal only, and shall not be consumed on the premises.
- There shall be no self service of alcohol.
- No super-strength beer, lagers, ciders or spirit mixtures of 5.5% ABV (alcohol by volume) or above shall be sold at the premises
- A challenge 25 scheme shall be operated at the premises. A refusals register will be maintained at the premises. The record will include the date and time of the refused sale and name of the member of staff who refused the sale. The record shall be available for inspection at the premises by the Police or an authorised officer of the Local Authority, at all times when the premises are open.

Licensing History

The application site was previously licenced as Pizza Express. They held a premises licence and this was surrendered on 25 January 2021. The applicant acquired the property just after this date (on 17 March 2021) however it was too late to resurrect the licence by way of transfer. The applicant applied for the same hours as Pizza Hut previously held.

Representations

3 representations (in identical formats) have been received against the application::

- a) Deepa Veniek- Flat 9 London House
- b) London House Property Management Company Limited- Flat 9 London House
- c) Clarence Street Limited- Flat 9 London House

We note from Companies House Deepa Veniek is a director of London House Property Management Company Limited and is also a director and secretary of Clarence Street Limited- so there is a direct relationship between all 3 representations.

Importantly, no representations have been submitted on behalf of the Metropolitan Police Service, Environmental Protection or the Licensing Authority which goes some way to reassure all parties that this premises will not cause any concerns in relation to crime and disorder or noise and nuisance, or add to cumulative impact in the area.

During consultation additional conditions/amendments were agreed with Police and Environmental Protection as follows:

1. Amend the wording of the staff training condition so it reads: “All staff responsible for selling alcohol shall receive ~~regular~~ training, as a minimum every 12 months, in the Licensing Act 2003 in terms of the licensing objectives, offences committed under the Act and conditions of the Premises Licence. Written records of staff training in relation to the Licensing Act 2003 shall be retained and made available to police and authorised officers of the Licensing Authority on reasonable request.
2. Add at the end of the current CCTV condition “ 1. The digital CCTV will cover all areas to where public have access to consume alcohol and where licensable activities are undertaken. 2. CCTV will be recording at all times when premises is open, and the recordings will be of evidential quality in all lighting conditions and be of a sufficient quality to produce in court of hearing. 3. All images downloaded from the CCTV must be provided in a format which can be viewed on regularly available equipment without the need for specialist software.”
3. Amend the non seasonal extension for NYE so it reads: New Year’s Eve: From the end of permitted hours on New Year’s Eve to 0400 on the following day.”. This would apply for all licensable activities sought and opening hours
4. Add a new condition “The licence holder or his representative shall ensure that litter, comprised of food materials and wrappings etc. provided by them to customers that have been deposited in the street between the premises frontage and pavement edge within 25 metres of the licensed premises is collected after closing each day”

Further the applicant amends the following condition, by removing the exception, as glass bottles are not sold in any event

- No super-strength beer, lagers, ciders or spirit mixtures of 5.5% ABV (alcohol by volume) or above shall be sold at the premises, ~~except for premium beers and ciders supplied in glass bottles.~~

The proposed operation fits in with the Council’s vision statement set out in its licensing policy statement: “The Council wants to make sure that Kingston offers a wide choice of inclusive, well managed entertainment and cultural venues and other premises that serve food and drink within a safe, orderly and attractive environment that is valued by those who live and work in or visit the borough.”

Conclusion

Together with the experience of the licensee and the extensive list of conditions proposed within the application and absence of any representation from any responsible authorities, we believe that this premises shall operate to a high standard and not add to cumulative impact.