

**LICENSING PANEL C - THURSDAY, 5 SEPTEMBER 2024 AT 19.00**

**Farmer J, 1 Woburn Place, London, WC1H 0LQ**

**Premises Licence Application**

**Supplementary Documents**

<b>Document</b>	<b>Page</b>
Food Menu	1
Drinks Menu	2
Premises Design Rendering	3
Letter to Residents 26 <sup>th</sup> July 2024	11
Letter of Support from Imperial London Hotels Limited	17
Letter to Residents 20 <sup>th</sup> August 2024	18



## BREAKFAST

### J'S DOUBLE EGG POTS

- SHAK BOWL 5.15
- BACON, AVO' + HARISSA KETCHUP 5.50
- SALMON + AVO' 5.95
- GREEN EGGS + LABNEH 5.50

### TOASTS

- AVO' + PRESERVED LEMON TOAST 4.75
- SALMON + EGG TOAST 5.50

### PORRIDGE + COLD POTS

- PLAIN PORRIDGE 2.45
- BERRY + MAPLE PORRIDGE 3.25
- ALMOND, DATE TAHINI + BANANA PORRIDGE 3.25
- OVERNIGHT OATS, PEANUT BUTTER + COMPOTE 3.25
- GREEK YOGHURT, OATS + BERRIES 3.95

### ROLLS

- EGG + BACON ROLL 5.50
- SALMON, AVO' + LABNEH ROLL 5.75
- PASTRAMI + PICKLES ROLL 5.50

### SEASONAL BREAKFAST

- COCONUT CHIA, BLUEBERRY + HALVA 3.95

FRESHLY GROUND COFFEE + SEASONAL PASTRIES AVAILABLE DAILY

## LUNCH + DINNER



EACH FIELDTRAY INCLUDES A BASE, A MAIN + 2 SIDES

[ V = Vegetarian | Ve = Vegan | D = Dairy Free | G = Gluten Free ]

BASE	STEP 01	MAIN	STEP 02	SIDES	STEP 03
	CHOOSE A BASE		CHOOSE A MAIN		CHOOSE 2 SIDES
	<p><b>BROWN RICE</b> [D G V Ve] LEMON, EXTRA VIRGIN OLIVE OIL</p> <p><b>BABY SPINACH</b> [D G V Ve] FRESH BABY SPINACH</p> <p><b>FARMER'S GRAINS</b> [D G V Ve] FREEKEH, ZA'ATAR, BULGUR, SESAME</p>		<p><b>CHERMOULA CHICKEN &amp; TAHINI</b> [D G] 10.95</p> <p><b>CHARRED HARISSA CHICKEN</b> [D G] 10.95</p> <p><b>GRASS FED FLANK STEAK</b> [D G] 12.50</p> <p><b>GOCHUJANG SALMON</b> [D G] 12.95</p> <p><b>LIME LEAF TOFU CURRY</b> [D G V Ve] 10.95</p> <p><b>SEASONAL MAC 'N' CHEESE</b> [V] 9.25</p> <p><b>VEGGIE TRAY</b> CHOOSE ANY 3 SIDES + A BASE 9.25</p>		<p><b>PONZU SESAME BROCCOLI</b> [D G V Ve]</p> <p><b>SEASONAL MAC 'N' CHEESE</b> [V]</p> <p><b>SPICED DATE SWEET POTATOES</b> [D G V Ve]</p> <p><b>WHOLE ROASTED CAULIFLOWER</b> [D G V Ve]</p> <p><b>ZA'ATAR TAHINI AUBERGINE</b> [D G V Ve] SPICY</p> <p><b>YELLOW COURGETTE, GREEN BEAN + OREGANO</b> [D G V Ve]</p> <p><b>J'S FETA + HERITAGE TOMATO</b> [V]</p> <p><b>ALMOND CAESAR</b> [G V]</p> <p><b>KALE MISO SLAW</b> [D G V Ve]</p>
			ADD EXTRA		FEELING SAUCY?
			<p><b>CHICKEN</b> 5.00 <b>SALMON</b> 7.50 <b>STEAK</b> 6.50</p> <p><b>MAC 'N' CHEESE</b> 4.00 <b>TOFU</b> 5.00</p> <p><b>HOT SIDE</b> 3.00 <b>SALAD</b> 3.00 <b>AVO'</b> 2.00</p> <p><b>FREE RANGE EGG</b> 0.75</p>		<p><b>TAHINI</b> [D G V Ve]</p> <p><b>CHIMICHURRI</b> [D G V Ve]</p> <p><b>RED PEPPER</b> [D G V Ve]</p> <p><b>J'S AIOLI</b> [G V]</p>
					<p>ADD SAUCE 50p</p>

### FARMER'S FIELDBOWLS 7.95

**HARISSA FIELDS**  
Brown Rice, Harissa Chicken, Yellow Courgette, Green Bean + Oregano [D|G]

**LIME LEAF TOFU + RICE**  
Brown Rice, Ponzu Sesame Broccoli, Lime Leaf Tofu Curry [D|G|V|Ve]

### BIG SUMMER SALAD BOWLS

**SALMON KALE MISO** [D|G] 12.95  
Mixed Leaves, Miso Dressing, Gochujang Salmon, Kale Miso Salad, Pickled Red Onion, Cucumber Ponzu, Smashed Avocado

**HARISSA CHICKEN TAHINI** 9.95  
Mixed Leaves, Tahini Dressing, Harissa Chicken, J's Feta + Heritage Tomato, Pickled Cucumber, Pickled Red Onion

**AUBERGINE FETA TAHINI** [V] 9.95  
Mixed Leaves, Tahini Dressing, Za'atar Tahini Aubergine, J's Feta + Heritage Tomato, Pickled Cucumber, Pickled Red Onion

## DRINK UP

### SEASONAL DRINKS

**PINK GRAPEFRUIT + LIME** 3.75  
SPARKLING KEFIR WATER

**APPLE JUICE** 3.25

**FRESH OJ** 3.25

**FARMER'S LEMONADE** 2.35

**HERBAL PINK LEMONADE** 2.55

**KOMBUCHA** 3.95

**TRIP CBD** 3.25

**SOFT DRINKS** FROM 1.50

### WINE + BEER

**WINES** 6.95

**GRENADE ROSÉ**  
250ml Can

**OLD VINE GARNACHA**  
250ml Can

**GRÜNER**  
250ml Can

**BEERS** 4.95

**CAMDEN HELLS LAGER**  
440ml Can

**CAMDEN PALE ALE**  
440ml Can

## DRINKS

**AMERICANO** 2.80 **CAPPUCCINO** 3.20 **FLAT WHITE** 3.20  
**MOCHA** 3.75 **LATTE** 3.20 **ESPRESSO** 2.00 **MACCHIATO** 2.90

**MATCHA LATTE** 3.75 **CHAI LATTE** 3.75

**TAHINI LATTE** 3.95 **CINNAMON MATCHA LATTE** 3.95

**HOT CHOCOLATE** 3.65 **TAHINI HOT CHOCOLATE** 4.25

**ICED COFFEE** 3.30 **NEW** **ICED HAZELNUT LATTE** 4.25

**NEW** **ICED PURPLE SWEET P' LATTE** 4.50

**NEW** **ICED CINNAMON MATCHA LATTE** 3.95

**NEW** **MANGO ICED TEA** 3.95 **NEW** **GREEN ICED TEA** 3.95

**NEW** **POMEGRANATE LEMON COOLER** 4.95

**NEW** **CAMOMILE LEMONGRASS APPLE COOLER** 4.50

HERBAL TEAS 2.00 - ALT MILK / EXTRA SHOT / DECAF / SYRUP 0.50



### ORIGIN STRONGHOLD COFFEE

TASTING NOTES: DARK CHOCOLATE, FUDGE + BROWN SUGAR



FARMER J - BLOOMSBURY

MARCH 2024



**FARMER J - BLOOMSBURY**

MARCH 2024



**FARMER J - BLOOMSBURY**

MARCH 2024



**FARMER J - BLOOMSBURY**

MARCH 2024



FARMER J - BLOOMSBURY

MARCH 2024





**FARMER J - BLOOMSBURY**

MARCH 2024



**FARMER J - BLOOMSBURY**

MARCH 2024



**FARMER J - BLOOMSBURY**

MARCH 2024

### Correspondence to Residents

The following correspondence addressed to all resident objectors was provided by the Applicant to the Licensing Authority on 26<sup>th</sup> July. The Licensing Authority forwarded this to all residents via post:

*Dear Sir/Madam,*

*I am writing to you on behalf of Farmer J Limited, the applicant for the premises licence at 1 Woburn Place.*

*Due to an IT glitch experienced by Camden Licensing Authority I am afraid we have only just been advised of your representation to this application.*

*My client takes the concerns of the local community very seriously and intends for this premises to be a benefit to the community. Farmer J operate all-day casual dining premises across London. The primary purpose of the premises is providing mindfully sourced, honest and healthy food. The sale of alcohol (which is the purpose of this application) makes up a very small percentage of the sales at Farmer J.*

*My client notes the concerns from local residents regarding the later hours that were originally applied for. We are pleased to inform you that the hours applied for have now been significantly amended to the following:*

#### Opening hours

*07.30am until 09.00pm Monday to Saturday*

*10.00am until 07.00pm Sunday*

#### Sale of alcohol

*09.00am until 09.00pm Monday to Saturday*

*10.00am until 07.00pm Sunday*

*The hours originally applied for were based on Camden's framework policy hours and my client does have similar hours on premises licences at other locations in London. Nonetheless, we recognise that those hours may not be appropriate in this location and we have therefore amended the application accordingly.*

*Furthermore, my client would like to assure you that the premises will not operate with any external customer areas. Any reference to an external seating area that may have appeared in the proposed licence conditions is due to the wording of model conditions commonly applied in Camden Council and other London Boroughs.*

*Please see the attached updated schedule of licence conditions to which this premises will be operated in accordance with. These conditions have been agreed with the Police and the Licensing Authority.*

*In light of the information above and the attached conditions, we would be very grateful if you could confirm to the Licensing Authority whether your concerns are now addressed and, if so, that your representation is withdrawn.*

*Alternatively, if you would like to discuss this further then my client and I would welcome the opportunity to speak with you either in person or on a call. Please feel free to contact me on the details below.*

*Yours faithfully*

██████████

████████████████████

██████████

██████████

**Farmer J**

**1 Woburn Place, London, WC1H 0LQ**

**Premises Licence Conditions**

Opening hours

*07.30am until 09.00pm Monday to Saturday*

*10.00am until 07.00pm Sunday*

Sale of alcohol

*09.00am until 09.00pm Monday to Saturday*

*10.00am until 07.00pm Sunday*

1. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of the Police Licensing Team.
  - All entry and exit points will be covered enabling frontal identification of every person entering in any light condition.
  - CCTV will cover all areas where licensable activities take place.
  - The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises and will include the external area immediately outside the premises entrance.
  - All recordings shall be stored for a minimum period of 31 days with date and time stamping.
  - Viewing of recordings shall be made available immediately upon the request of Police or authorised officer throughout the entire 31-day period.
  
2. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.

3. A Challenge 25 proof of age scheme shall be operated at the premises.
4. The only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
5. Police will be called to all incidents of crime / serious disorder.
6. A record of refusals shall be maintained which documents every instance that a sale or supply of alcohol is refused, indicating the date and time the refusal was made, and the member of staff making the refusal.
7. The record of refusals shall be available for inspection by authorised officers of the licensing authority, officers of the trading standards service and officers of the police.
8. An incident log shall be kept at the premises, and made available on request to an authorised officer or the Police, which will record the following:
  - all crimes reported to the venue
  - all ejections of patrons
  - any incidents of disorder and violence
  - all seizures of drugs or offensive weapons
  - any faults in the CCTV system or searching equipment or scanning equipment
  - any refusal of the sale of alcohol to include date, time, and staff member
  - any visit by a relevant authority or emergency service.
  - CAD reference numbers where Police are called
9. Means of escape shall be maintained unobstructed, immediately available and clearly identifiable.

10. Notices shall be prominently displayed at each exit from the premises asking customers to be considerate to neighbours when leaving.
11. A comprehensive staff training programme will be implemented which will cover the staff's responsibilities in relation to the sale of alcohol. This training is to be clearly documented and any training for future staff will be organised at the appropriate time. Such training will be logged and training logs will be made available for inspection by Police and authorised persons.
12. Substantial food and non intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
13. All sales of alcohol for consumption off the premises shall be in sealed containers only and shall not be consumed on the premises.
14. There shall be no sales of alcohol for consumption 'Off' the premises after 23.00 hours.
15. Patrons permitted to temporarily leave and then re-enter the premises e.g. to smoke, shall not be permitted to take drinks or glass containers with them.
16. No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
17. External doors shall be kept closed after 23.00 hours except for the immediate access and egress of persons.
18. There shall be no 'vertical drinking'. Sales of alcohol for consumption on the premises shall only be consumed by customers who are seated.
19. Suitable and sufficient refuse receptacles shall be provided to the premises to ensure that refuse and waste from the premises is not a source of nuisance to residents.



20. The details of the manager on duty shall be made available to residents or any organization or body that may want to bring the premises attention to any issue(s).

**Projects & Facilities Department**

38-51 Bedford Way, London, WC1H 0DG

T +44 (0)7736610156

E [dpotticary@imperialhotels.co.uk](mailto:dpotticary@imperialhotels.co.uk)

Friday, 9<sup>th</sup> August 2024

Dear Sirs,

We offer our support for the licence application made by FarmerJ at 1 Woburn Place, WC1. We are both the landlord of the premises and operate a boutique hotel above the unit part of a group of 7 hotels, all of which are in the immediate area. There were a large number of interested parties in this location and we considered each one carefully with both the hotel and the local area in mind. This is a key site in Bloomsbury.

Our commitment to providing a peaceful and enjoyable stay for all our guests is of paramount importance to us as a business. It sits at the core of what we do.

As part of selecting them as our partner, FarmerJ's offering has been meticulously considered to ensure that the comfort of our guests remains uncompromised, and we firmly believe that the introduction of a new food led establishment in this unit will only enhance the overall guest experience. The hotel does not have a restaurant so we believe FarmerJ will be a good addition for our guests, as well as being a positive addition to the local community and Bloomsbury's streetscape. As a landlord we have ensured that measures have been put into the lease to minimise any potential disturbances, such as soundproofing; requirements that music isn't audible from outside of the premises and controlled hours of operation.

FarmerJ is a well-regarded brand, and we believe that this new food-led business will not only complement our current hotel offering but also provide significant benefits to the local area by introducing a quality food outlet in this anchor site located between Russell Square tube station and the British Museum.

We are confident that FarmerJ will be a valuable and positive enhancement to the hotel and the surrounding area. We respectfully request your favourable consideration for this license application, as we strive to enrich the experience for our guests and support the growth and vitality of our local community.

Thank you for your time and consideration.

With Kind Regards,

David Potticary

*Group Head of Projects, Safety & Compliance*

20 August 2024

Ref: 017552/00006

Doc Ref: 467917



**Premises Licence Application - Farmer J (Bloomsbury), 1 Woburn Place, London**

Dear [REDACTED],

I am writing to you again on behalf of Farmer J Limited, the applicant for the premises licence at 1 Woburn Place.

Camden Licensing Authority should have already provided you with correspondence from myself on behalf of Farmer J. This was sent to the Licensing Authority on 26<sup>th</sup> July to be forwarded on. In case you did not receive this, I am enclosing it with this letter for your information.

You may have seen that the premises licence application hearing which was scheduled to take place on 15<sup>th</sup> August has been postponed.

My client would like to take this opportunity to discuss the application with all concerned parties, with a view to resolving your concerns. As stated in the previous correspondence enclosed, my client takes the concerns of the local community very seriously and the premises licence application has been substantially amended, including a significant reduction of hours, from what was originally applied for. You can find the amended application details in the enclosed papers.

My client and I would welcome the opportunity to meet with you at a convenient location close to this premises, or at one of my client's other premises. Alternatively we can schedule a call, if that would be more convenient.

If you would like to meet with us or discuss the application further, then please feel free to contact me on the following details:-

Email: [REDACTED]

Telephone: [REDACTED]

Yours sincerely,

[REDACTED]

**List of partners and associates available on request**

**Address:** The Stanley Building, 7 Pancras Square, London N1C 4AG | **T:** 0115 953 8500 | **F:** 0115 953 8501 | **W:** popall.co.uk

Authorised and Regulated by the Solicitors Regulation Authority (SRA no. 78244)