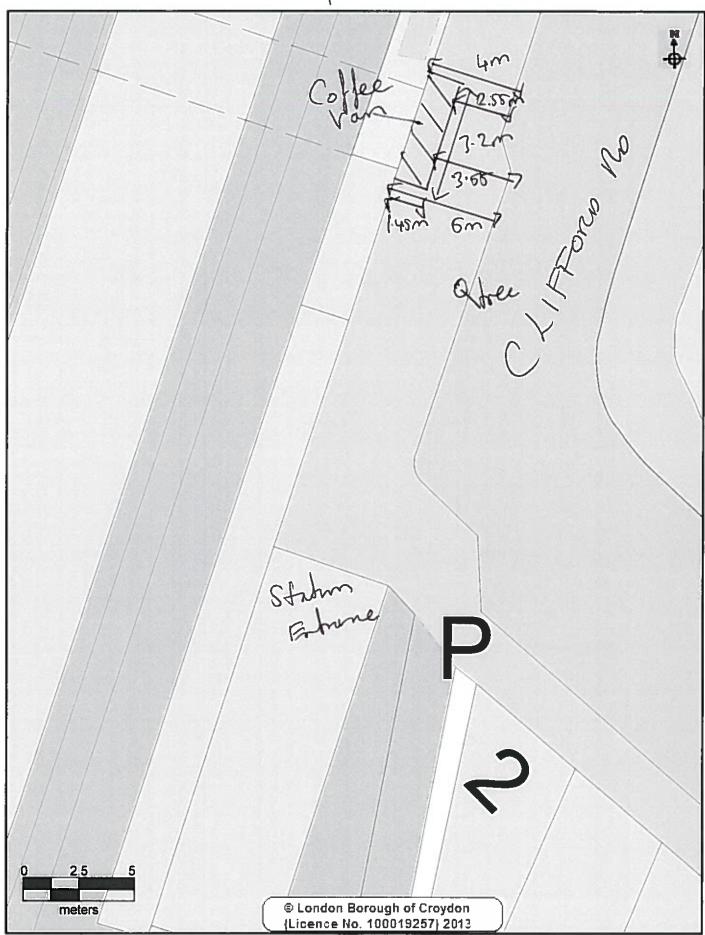
EI.



CROYDON www.croydon.gov.uk

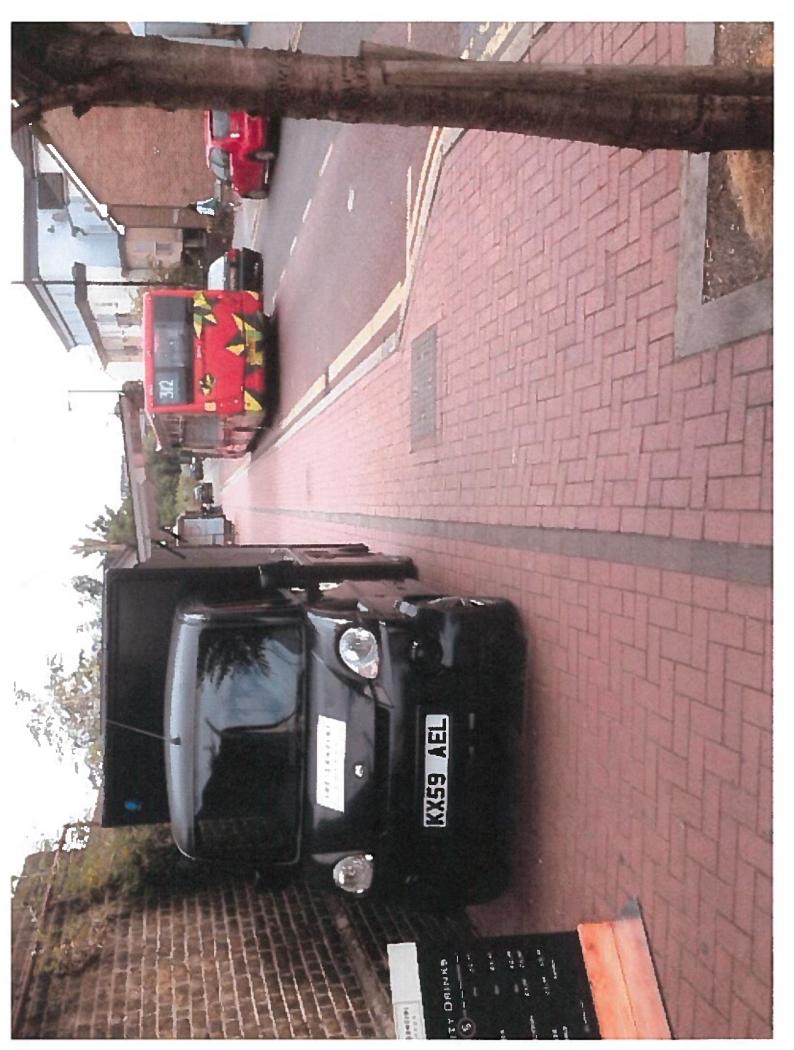
Crown Copyright Ordnance Survey (License No: 100019257) 2011

Clifford Road SE25





Ed



L₃

CROYDON www.croydon.gov.uk

STREET TRADING LICENSING

APPLICATION FOR A STREET DESIGNATION ORDER

Return completed form to Development & Environment Department, Licensing Team, 10th Floor, Zone B, Bernard Weatherill House, 8 Mint Walk, Croydon, CR0 1EA Telephone: 020 8760 5466.

PLEASE READ THE GUIDANCE NOTES ATTACHED BEFORE COMPLETING THIS FORM

| 1. APPLICANT (see note A) |
|---|
| a) First Name |
| b) Last/Family Name |
| c) Full Home Address of Applicant |
| |
| d) Home Tel No |
| f) E mail address: |
| g) Date of Birth h) Passport No |
| i) National Insurance No |
| |
| |
| SITE TO BE DESIGNATED (see Note B) For Mobile Vehicles/Trailers go to section |
| a) Trading Name of Premises: |
| b) Trading Address: |
| c) Business Tel No : |

| 3. DISPLAY AREA (see note C) |
|--|
| a) Dimensions of display area (state whether measured in feet or metres) |
| Length Width Height |
| |
| |
| b) Hours that you would like to display the goods/services on the highway. |
| Sunday: fromto Thursday: from to |
| Monday: fromto Friday: fromto |
| Tuesday: from to Saturday: fromto |
| Wednesday: from to |
| c) Type of goods or services to be displayed: |
| |
| 4. MOBILE VEHICLE/TRAILER (See note D) |
| a) Address of proposed pitch (Station entrance) Norwood |

| 4. MOBILE VEHICLE/TRAILER (See note D) |
|--|
| a) Address of proposed pitch (Station Entrance) Norwood |
| Junction BR, Clifford Road, South Norwood, SE25 |
| b) Approx dimensions of vehicle/trailer (state whether measured in feet or metres) |
| Length 3-2 Width 1.45 Height 2:1 |
| c) Registration No . K.X.5.9 A.E.L. |
| d) Proposed hours and days of trading: |
| Mon-fri 06:30-09:30, Saturday 07:00-10:00 |
| If you propose to sell hot food and drink after 2300 hours then you will require a premises licence under the Licensing Act 2003.(see note D) |
| Office Use only Premises Licence No |

I declare that all the information given on this form is accurate to the best of my knowledge.

I enclose a fee of £ 365

Please make cheques payable to Croydon Council

Signature of applicant(s) or applicant's Solicitor or other duly authorised agent:

Active Solicitor or other duly authorised agent:

Date Solicitor or other duly authorised agent:



From:

Sent: 26 June 2015 12:31 To: Shepherd, Wendy

Subject: Mobile Coffee Shop @ Norwood Junction

Dear Wendy,

I am writing to you to object a pavement licence given to Joe Santini to trade on Clifford Road next to Norwood Junction Station's entrance. We operate a coffee shop inside Norwood Junction Station (from the side that severs commuters from Clifford Road) and have invested a lot of money to get it going. We currently employ 2 staff who live local and their lives depend on the success of the business.

We believe in completion and equally know he has not make a living, but not an unfair competition. This is so because mobile coffee shop is taking away all the trade coming into the station from Clifford Road's entrance and this will have a negative effect on our sales.

So we would like to know if there was any consultation or survey carried out for a mobile coffee shop outside the station? We would also like to point out that where the van is parked on the foot path is an outright hazard to pedestrians.

We have attached a photographic evidence for your perusal.

We look forward to hearing from you soon.

With best wishes,

Founder

Norwood Junction Station Station Road London SE25 5AG E5

From:

Sent: 26 June 2015 12:33 To: Shepherd, Wendy

Subject: Norwood Junction Station coffee shops

Dear Madam,

My name is and I am writing to inform you about some changes recently happened at Norwood Junction Station.

I am employed as a barista and also manager at coffee shop called '_______ i since almost a year. This job gives me a living and the opportunity to meet people from all layers of society and I like my job. One fear has reached me - the opportunity that I might loose my job.

This morning at 6.30 as I went to start my shift I have noticed that someone else is selling coffees at the station. I was surprised when I saw a car on the street with coffee machine.

Lalready has a competitor at this station called (, who takes some customers from us but we had no difficulties so far living next to each other. My problem is the other company and I don't know about their future plans.

Dear Madam, could you please enlighten me about those people and about how long they plan to stay? As I have noticed this morning they cause a great loss on our incomes and I am very worried about losing my job.

Yours sincerely,

From:

Sent:

To: Subject: 20 July 2015 23:02 Shepherd, Wendy Fwd: Norwood Junction - Petition

FYI

Begin forwarded message:

From: 'Name'

Date: 20 July 2015 13:43:31 BST

To:

Subject: Norwood Junction - Petition

Reply-To:

| Name | |
|----------|---|
| E-mail: | |
| Subject: | Norwood Junction - Petition |
| Details | i would like your coffee van to stay by the Norwood Junction, you provide a good service, especially on that side of the station. |
| | Keep up the good work. |

From:

Sent: To:

Subject:

Joe + Santini <... 20 July 2015 23:01 Shepherd, Wendy Fwd: Joe + Santini at Norwood Junction

FYI

Joe + Santini

Begin forwarded message:

From: 'Name' <_

Date: 20 July 2015 13:30:11 BST

To: i

Subject: Joe + Santini at Norwood Junction Reply-To: <

%Name:% sent you a message from IP: 57.66.182.14

| Name | |
|----------|---|
| E-mail: | |
| Subject: | Joe + Santini at Norwood Junction |
| Details | I always get my Coffee at the Joe + Santini van at Norwood Junction. If that van wan't there, I would not be able to have a coffee until I got to the office and really would like the van to stay there as I have a long commute and need the van to buy my coffee at. |

From:

Sent: To:

Joe + Santini < 21 July 2015 21:42 Shepherd, Wendy Fwd: Thank you!

Subject:

FYI

Joe + Santini

Begin forwarded message:

From: 'Name'

Date: 21 July 2015 10:24:24 BST

To:

Subject: Thank you!

Reply-To: <

%Name:% sent you a message from IP: 86.156.99.106

| Name | |
|----------|---|
| E-mail: | |
| Subject: | Thank you! |
| Details | Possibly the best coffee I\\\'ve ever had, nice pick me up coming out of the station! |

From: 'Name'

From: 'Name'
Date: 2 July 2015 09:15:57 BS I
To: info@joeandsantini.co.uk
Subject: Amazing service Norwood Junction Station

| Name | |
|----------|---|
| E-mail: | |
| Subject: | Amazing service Norwood Junction Station |
| Details | So happy that Joe + Santini are selling at the back entrance of Norwood Junction station. Lovely friendly people, really cool and modern look to the set up and very on trend with stocking almond milk. I hear the station is being difficult so do let me know if there is a petition I can sign so you can stay beyond September. Great hot coffee! Thanks |

From:

Sent: To: 20 July 2015 23:02 Shepherd, Wendy Fwd: Norwood Junction

Subject:

FYI

Begin forwarded message:

From: 'Name'

Date: 20 July 2015 13:36:28 BST

To:

Subject: Norwood Junction

Reply-To:

| Name | |
|----------|--|
| E-mail: | |
| Subject: | Norwood Junction |
| Details | Hi,I had coffee from your van at Norwood Junction station. I loved the coffee and the qualty of your service.I have not seen it at the station recently. Hope you will come back at the same place |

From:

Sent: To:

20 July 2015 23:03

Subject:

Shepherd, Wendy
Fwd: Norwood Petition to keep JOE=SANTINI open

.....>

FYI

Begin forwarded message:

From: 'Name'

Date: 20 July 2015 13:55:43 BST

Subject: Norwood Petition to keep JOE=SANTINI open

Reply-To:

%Name:% sent you a message from IP: 57.66.182.14

| Name | |
|----------|---|
| E-mail: | |
| Subject: | Norwood Petition to keep JOE=SANTINI open |
| Details | I would like to request that JOE+SANTINI be kept available on their current location in NORWOOD JUNCTION - I am a coffee fanatic and they serve coffee of a fantastic taste with really excellent service which is not easily found these days anymore. They really are a 5-star team!!! I |

.>

From:

Sent: To: 20 July 2015 23:03 Shepherd, Wendy

Subject:

Fwd: Coffee

FYI

Begin forwarded message:

From: 'Name' <

Date: 20 July 2015 14:40:54 BST

To:

Subject: Coffee Reply-To:

| Name | |
|----------|--|
| E-mail: | |
| Subject: | Coffee |
| Details | Hi J+S, just had to say i found your coffee in Norwood the other morning. Not only was the Coffee great but the service too, it makes a change from the grumpy people in the chain shops. Keep up the good work Paul |

From:

Sent: To:

20 July 2015 23:04 Shepherd, Wendy Fwd: Thank you.

Subject:

FYI

Joe + Santini

Begin forwarded message:

From: 'Name'

Date: 20 July 2015 17:03:44 BST

Subject: Thank you.

Reply-To:

%Name:% sent you a message from IP: 92.40.248.111

| Name | |
|----------|---|
| E-mail: | |
| Subject: | Thank you. |
| Details | Just wanted to say thank you for your amazing service and great coffee. Our community definitely needed this. Please don't stop. It's lovely to have fine coffee in south London. |

>

From:

Joe + Santini 📑 🧺

Sent: To:

20 July 2015 23:04 Shepherd, Wendy Fwd: Morning coffee

Subject:

FYI

Joe + Santini

Begin forwarded message:

From: 'Name'

Date: 20 July 2015 18:16:07 BST

To:

Subject: Morning coffee

Reply-To:

%Name:% sent you a message from IP: 92.239.239.12

| Name | |
|----------|---|
| E-mail: | |
| Subject: | Morning coffee |
| Details | Hi there, So good to have quality, proper coffee on offer in the mornings on my way to work at Norwood junction. Can you do more breakfast snacks, you guys are just fantastic! |

F6

From:

Joe + Santini

Sent: To:

20 July 2015 23:04 Shepherd, Wendy Fwd: Norwood junction partition

Subject:

FYI

Joe + Santini

Begin forwarded message:

From: 'Name'

Date: 20 July 2015 19:31:00 BST

To:

Subject: Norwood junction partition

Reply-To:

%Name:% sent you a message from IP: 176.251.164.43

| Name | |
|----------|---|
| E-mail: | |
| Subject: | Norwood junction partition |
| Details | Great selection of hot and cold beverages, friendly staff and great service. Just what we needed and in a perfect location. Very happy customer |

From:

Joe + Santini ·

Sent: To:

21 July 2015 21:41 Shepherd, Wendy Fwd: At Last!

Subject:

FYI

Joe + Santini

Begin forwarded message:

From: 'Name'

Date: 21 July 2015 09:44:55 BST

To:

Subject: At Last! Reply-To: <_

%Name:% sent you a message from IP: 86.156.99.106

| Name | |
|----------|--|
| E-mail: | |
| Subject: | At Last! |
| Details | I just wanted to send you a quick message to say i\m so glad that we finally have a great coffee shop/van at Norwood Junction - its exactly what the station needs and to be honest its about time! Amazing coffee and service! Keep up the great work x |

From:

Joe + Santini <

Sent: To:

21 July 2015 21:42

Subject:

Shepherd, Wendy Fwd: Norwood Junction - Petition

FYI

Joe + Santini

Begin forwarded message:

From: 'Name'

11>

Date: 21 July 2015 10:55:26 BST

Subject: Norwood Junction - Petition

Reply-To:

| Name | |
|----------|---|
| E-mail: | |
| Subject: | Norwood Junction - Petition |
| Details | I would like the coffee very much where the Van stays at Norwood junction. The Service is very good and it was missing on that side of station now. |

From:

Joe + Santini <i

Sent: To:

20 July 2015 22:57 Shepherd, Wendy Fwd: Amazing coffee

Subject:

FYI

Joe + Santini

Begin forwarded message:

From: 'Name' <

Date: 19 July 2015 22:50:38 BST

To:

Subject: Amazing coffee

Reply-To: <

%Name:% sent you a message from IP: 2.28.86.246

| Name | |
|----------|--|
| E-mail: | 3 |
| Subject: | Amazing coffee |
| Details | This is just amazing coffee I look forward to my journey to work and picking up one of your lovely coffee's. I recommended your coffee to my colleagues and now we are all addicted. Great coffee! |

E6

From: Sent: Joe + Santini < 21 July 2015 21:43 Shepherd, Wendy

Subject:

Fwd: coffee time = me time

FYI

To:

Joe + Santini

Begin forwarded message:

From: 'Name' <__

Date: 21 July 2015 11:02:39 BST

To:

Subject: coffee time = me time

Reply-To:

%Name:% sent you a message from IP: 86.156.99.106

| Name | • |
|----------|---|
| E-mail: | * 4, 5 |
| Subject: | coffee time = me time |
| Details | there isn't anything better than the smell of coffee early in the morning and everyday on my way to the train station (Norwood Junction) I can not resist the Joe+Santini perfect creamy Latte. So each morning I get a warm smile, a good morning and my lovely coffee. Perfect start to the day:) |

From:

1 400

Sent:

22 July 2015 14:30 Shepherd, Wendy

To: Subject:

Fwd: Feedback

Follow Up Flag: Flag Status:

Follow up Flagged

FYI

----- Original Message -----

Subject: Feedback
Date: 2015-07-22 09:03

From: 'Name'

To:

Reply-To: <

%Name:% sent you a message from IP: 77.96.115.10

Name

.

E-mail:

Subject:

Feedback

Details

Lovely coffee, great prices fantastic friendly service. Brilliant idea and great for community

E6

From:

Sent:

22 July 2015 17:17

To:

Shepherd, Wendy

Subject:

Fwd: Support for trading at Norwood Junction Station

Follow Up Flag:

Follow up

Flag Status:

Flagged

FYI

----- Original Message -----

Subject: Support for trading at Norwood Junction Station

Date: 2015-07-22 15:57

From: 'Name' ·

To: 1

Reply-To: <

%Name:% sent you a message from IP: 213.123.232.56

Name

E-mail:

Subject:

Support for trading at Norwood Junction Station

Details

I would like to support your application for a full licence for street trading in Clifford Road, SE25, at the rear of Norwood Junction station, where I work. It is a great amenity for this side of the railway. It also supplies a great opportunity for natural surveillance in the neighbourhood, reducing the opportunity for anti-social behaviour too!

- I wish you success in your application!

E6

From:

Sent:

22 July 2015 17:17

To:

Shepherd, Wendy

Subject:

Fwd: Support trading at Norward Junction satation

Follow Up Flag:

Follow up

Flag Status:

Flagged

FYI

----- Original Message -----

Subject: Support trading at Norward Junction satation

Date: 2015-07-22 15:54

From: 'Name' <

To:

Reply-To: <

%Name:% sent you a message from IP: 213.123.232.56

Name

;

E-mail:

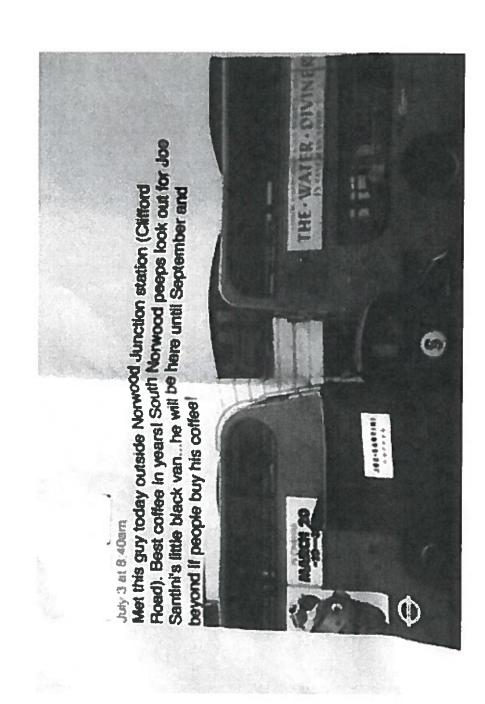
Subject:

Support trading at Norward Junction satation

Details

I have been

buying coffee from Joe at Norward Junction station, not only is it very good coffee , I also think it very positive for the local area to have such a service.



From:

Joe + Santini

Sent: To:

20 July 2015 22:59 Shepherd, Wendy Fwd: Good coffee.

Subject:

FYI

Joe + Santini

Begin forwarded message:

From: 'Name'

Date: 20 July 2015 09:56:26 BST

To: i

Subject: Good coffee.

Reply-To:

| Name | |
|----------|--|
| E-mail: | |
| Subject: | Good coffee. |
| Details | Hi there, I was happened to grab a coffee at your van on the other day, Coffee was brilliant and customer service was good. Will pop over next time when ever I'm there at Norwood Junction next time. Cheers. |

From:

Joe + Santini ·

Sent: To:

20 July 2015 22:59 Shepherd, Wendy Fwd: Caffeine fix

Subject:

FYI

Joe + Santini

Begin forwarded message:

From: 'Name' <__

Date: 20 July 2015 08:27:05 BST

To:

Subject: Caffeine fix

Reply-To: <

%Name:% sent you a message from IP: 78.151.254.222

| Name | , |
|----------|---|
| E-mail: | 1 |
| Subject: | Caffeine fix |
| Details | Thanks so much for your excellent coffee and friendly service, it all adds up to a great way to start the day. Well done! |

From: Sent:

Subject:

Joe + Santini < 20 July 2015 23:00

To:

Shepherd, Wendy Fwd: Norwood Junction - Petition

FYI

Joe + Santini

Begin forwarded message:

From: 'Name' •

Date: 20 July 2015 10:10:22 BST

To:

Subject: Norwood Junction - Petition

Reply-To: <

| Name | | |
|----------|---|--|
| E-mail: | | |
| Subject: | Norwood Junction - Petition | |
| Details | Hey there, I have got to say that I really enjoy your coffee. A great addition to the station. Horror to hear that you may move. NO!!!!! Please stay. You would be really missed | |

From:

Joe + Santini -

Sent: To:

20 July 2015 23:00

Subject:

Shepherd, Wendy Fwd: Coffee van @ Norwood Junction - Petition

FYI

Joe + Santini

Begin forwarded message:

From: 'Name' <

Date: 20 July 2015 13:19:31 BST

To:

Subject: Coffee van @ Norwood Junction - Petition

Reply-To: <

| Name | |
|----------|---|
| E-mail: | |
| Subject: | Coffee van @ Norwood Junction - Petition |
| Details | Hi Thanks for opening the Joe and Santini coffee van at the Norwood Junction. This is serving the much needed morning cup for the busy early morning commuters. This is one of the best coffees in the area and I like it specifically as it feels part of the local community. Thank you once again. Regards, Krishna |

From:

Joe + Santini -

Sent: To:

20 July 2015 23:00 Shepherd, Wendy Fwd: Norwood Junction - Petition

Subject:

FYI

Joe + Santini

Begin forwarded message:

From: 'Name' <€

Date: 20 July 2015 13:20:44 BST

To: i

Subject: Norwood Junction - Petition

Reply-To: <

| Name | I |
|----------|--|
| E-mail: | |
| Subject: | Norwood Junction - Petition |
| Details | I heard the van might be relocated I am sad to hear this, i would like to give you my support. The service is great, and i am now use to it on my way to work, it part of my daily routine. I do hope you will stay where you are. |

<>

Shepherd, Wendy

From:

Joe + Santini <i

Sent: To:

Subject:

20 July 2015 23:01 Shepherd, Wendy Fwd: Norwood Junction - Petition

FYI

Joe + Santini

Begin forwarded message:

From: 'Name' <

Date: 20 July 2015 13:25:55 BST

To:

Subject: Norwood Junction - Petition

Reply-To:

| Name | |
|----------|---|
| E-mail: | |
| Subject: | Norwood Junction - Petition |
| Details | Hi Alberto, I absolutely love your coffee, brand and most of all the van! As a resident to the area, I would love to be able to visit your van each weekend when you are in the Junction. Cheers Geoff. |



You are on Twitter Mobile because you are using an old version of Internet Explorer. Learn more here

х



Joe Santini@Joeandsantini

Coffee Craft

Jul 14



Great to meet you, Alberto @Joeandsantini Thanks for the tasty #coffee!

View location -

<u>Jul 11</u>



@Joeandsantini tasty smoothies in the park #westowpark perfect for a sunny July 🗌

View details -

Jul 2



@Joeandsantini #norwoodjunction amazing hot almond latté friendly service great look! Please campaign to stay as station causing trouble.

View details ·

Jul 1



@Joeandsantini americano in the sun. Great coffee

View photo ·



<u>Jun 28</u>

@Joeandsantini great coffee!

View conversation •

Jun 7



Morning! I hope you all have a great Sunday!

pic.twitter.com/Ltisnjf1Cj

View photo ·

Enter a topic, @name, or fullname

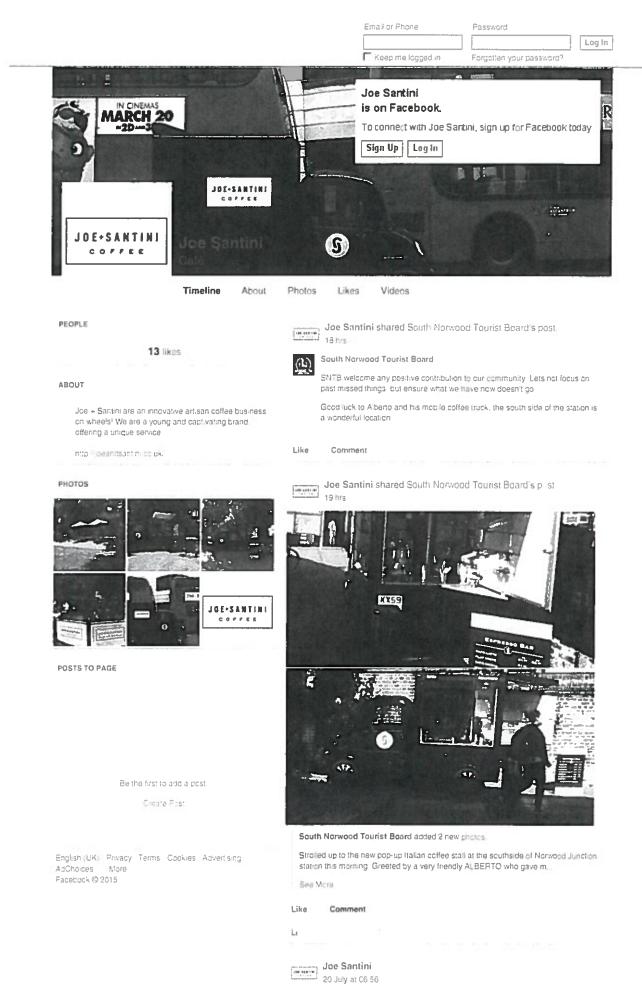




JOE+SANTINI COFFEE

| Like | Commen | Sha | re | | | | | | | |
|------------------------|-------------|-----------|---------------|--------------|--------|---------|---------|-----------|---------|--|
| EAF | RLIER IN 20 | 115 | | ingelida75 ▼ | | | | | | |
| - Sign Lip | Log in | Messenger | Facebook Lite | | Badges | Pacpia | Pages | Places | | |
| Games | Locations | About | Create Advert | Developers | - | Privacy | Cock es | AdOncices | | |
| Facebeck English (C | | | | | | | | | | |







We have enjoyed serving you coffee and would like to continue to provide hot and cold beverages on Clifford Road in the mornings. Our aim is to continue to provide:

- A new service to our local parents/ carers on the school run
- ~ Clifford Road bus commuters
- Local businesses
- ~ New option for rail commuters
- ... See More



Contact Us - Joe + Santini

Please contact us if you would like to talk to us about our service or if you would like more information about our products offering

JOEANDSANTINI CO.UK

Like

Comment

Share

Geoff Warriss, Shirley Stadewskl and Leona Abruzzese like this.

200-620710 111114 Joe Santini shared a post.

19 July at 14:12



Joe Santini

We stop by Joe+santinl regularly since they have been down Norwood junction. Fantastic selection of hot and cold drinks. The staff are very friendly and the service is great. Highly recommended and just what we needed in the location. Very happy customer

Like

Comment

Share

Kate Kemp likes this.

200-E201-00-0.01010

Joe Santini added 4 new photos — 🤯 feeling blessed.

18 July at 07:05



Like

Comment

TEMPORARY LICENCE -STREET TRADING

The Council of the London Borough of Croydon being the Local Authority for the purposes of the London Local Authorities Act 1990

HEREBY LICENCE Mr Alberto Santini TO USE SITE KNOWN AS Coffee Trailer

Outside Norwood Junction Station

Clifford Road South Norwood

SE25

Hot and Cold Drinks and cold snacks TO SELL

Monday to Friday 0630 hours until 0930 hours PERMITTED HOURS

Saturday 0700 hours until 1000 hours

KX59 AEL **VEHICLE REG NO**

VEHICLE DIMENSIONS Length 3.2 m, Width 1.45 m, Height 2.1 m

Please note that the person named on the licence and whose photograph appears on the licence is responsible for the premises at all times. This licence may not be transferred to any other person.

Date Licence Valid From: 09.06.2015

Date Licence Expires: 09.12.2015

Licence Number: 15/00658/STT

Issued on Behalf of: Trading Standards and Licensing Manager **Place Department**

EV

Licence Conditions

Non Transport for London Maintained Roads

- 1. The Licence shall ensure that there is a minimum clear passage of **2.0 metres** between the front edge of their display and the edge of the kerb or any item of street furniture (railings/lamp posts etc) whichever is the nearer to the display
- 2. A clear copy of the licence shall be displayed in the front window of the premises at all times and should be visible to passers by.
- 3. Please note that the person named on the licence and whose photograph appears on the licence is responsible for the premises at all times. This licence may not be transferred to any other person.
- 4. The right to trade from the designated site will be temporarily suspended when Utility Companies or the Highway Authority require access to the footway to carry out necessary works, until the completion of those works.
- 5. The limits of the designated area may be marked on the footway/roadway by the Council to enable verification by Council & Highway Officers.
- 6. If the application for a street designation order and the subsequent application for a full licence are granted then premises displaying tables and chairs must then enclose the display area with a suitable barrier material e.g. rope.
- The licence holder is responsible for removing all litter from the licensed area and adjacent footway at regular intervals during the day and at the close of business each day.





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Clifford Road SE25

