

parvinu  
AT PHELPS

**A NEW WINE BAR FOR ST MARGARETS**



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## OVERVIEW

We wish to establish **ParVinu** as a quality wine bar and wholesale wine outlet in the St Margarets Village, providing an attractive social amenity that we are confident will appeal to the local community.

With the support and encouragement of many local residents and businesses we have been working hard towards finding suitable premises to fulfil our wish of opening **ParVinu**.

We are fortunate to have found premises in St Margarets, part of the basement formerly occupied by Phelps Antiques, and we believe this space meets the criteria for establishing a successful neighbourhood bar.

The founders of **ParVinu** are all residents in the Borough of Richmond and have each lived locally for over ten years. We believe that the area would benefit from a unique social environment that will complement the established pubs and restaurants in the area.

We want people to feel comfortable, in an environment that feels just a little bit exclusive. **ParVinu** will clearly appeal to more discerning tastes where the selection of wine and food will reflect the owners' passion for quality and originality.

We believe that it is important to become active stakeholders in a community such as St Margarets.

This is not just another bar...

## WHY ST MARGARETS?

We have long hoped to locate **ParVinu** within the premises formerly occupied by Phelps Antiques showroom. The location, in the heart of bustling St Margarets Village, provides the perfect setting in which to establish a truly local business.

Phelps was for many years a much-cherished family run business. We are privileged to have the continued support of Robert Phelps and St Margarets Road Properties Ltd (the Landlord) for our venture. We have always felt it would be appropriate to keep the name of Phelps alive in the area and with the blessing of the family we have included the name in the title of the bar, '**ParVinu** at Phelps'.

We will be giving a new lease of life to the vacant lower ground floor space, which currently has permission for use as retail or warehouse premises. The space available provides us with the perfect area in which the bar and wine cellar operations can be run side by side.

One of our main aims is to establish **ParVinu** as a destination within walking distance for many of our customers. Those not within walking distance have plenty of public transport options with rail and bus services readily available.

## 'STREETS'

Working in conjunction with the Landlord and Carlos Nunez, proprietor of 'Streets', we have devised a plan that will enable a joint entrance using the Streets shop front.

Streets' familiar flower selection will remain displayed at the front of the store and both the interior and exterior will undergo a facelift using an architect known for his sensitive work with retail space in heritage buildings. By redesigning the internal space we have actually increased the shop's retail area, while allowing for a staircase to the lower ground floor leading directly to **ParVinu**.

Customer access to **ParVinu** will be through Streets and consequently the only use of the Mews off Broadway Avenue will be for deliveries/collection, emergency egress and disabled access.

This practical and strategic alliance has assured long-term security for Streets and has allowed us to provide customers with a street-front entrance suitably distant from residential roads.



## LOOK & FEEL

ParVinu will be run by people with personality, experience and with a passion for quality.

The intention is to offer a relaxed and comfortable setting. The décor will be eclectic, blending modern and antique, continually evolving to keep the environment fresh and interesting. Music will be low-key to match the ambience of the bar.

The layout will be designed to offer a predominantly seated environment with waited table service. There will also be the opportunity to visit the bar either to take advantage of our 'Wine Tasting Bench' or to enjoy a casual drink on the way home from work.

We also want to encourage groups of friends to visit ParVinu where the style of food and drink complement the easygoing surroundings.

We will actively encourage local interest groups such as book clubs and charities to hold regular events and meetings at the venue. We hope to exhibit works of art, showcasing local talent and holding events within the bar to promote their work.

We will also present ParVinu as a destination for other hospitality related events such as receptions and private functions.

There will be a private dining room, away from the main bar area, available to customers wishing to celebrate an event or to hold a business meeting.

Parvinu will feature a specially designed 'open' Cellar where a selection of our wines will be stored and displayed. The Cellar will act as a unique backdrop for private events including wine tastings hosted by our associate Xenia Irwin, Master of Wine.

## **BEVERAGES**

At **ParVinu** the focus is wine: 'Wine to Taste, Wine to Drink, Wine to Go'.

The intention is to provide a relaxed venue to enjoy a varied selection of quality wines from around the world. It is our aim to source wines directly from vineyards, thereby providing a competitive edge on pricing by cutting out the middleman.

Customers may taste our wines prior to making their selection either at the bar or in the Cellar, with the assistance of knowledgeable staff and aided by simple, informative tasting notes.

Other beverages will be available including specially selected bottled beers, traditional ciders and soft drinks. An exclusive choice of cognac, armagnac, calvados, sherry and port will also be offered.

We will not be serving draught beer.

We hope that customers will take the opportunity to buy cases of wine from our Cellar that can be bought at wholesale prices and delivered direct from our bonded warehouse. The **ParVinu** website will provide details, prices and the ability to order wine online.

Wine tastings can be organised for groups, either on or off premises, and will be conducted by our associate, Xenia Irwin, a Master of Wine. We are privileged to have Xenia on our team as she is one of only 54 women in a total of 247 people in the world currently holding this prestigious title.

## **FOOD**

Our menus will feature products that we have determined to be of sound origin.

We strongly believe in supporting sustainable, organic and free range farming methods using seasonally grown produce.

We will, where possible, buy direct from the producer both locally, nationally and internationally.

Quality and simplicity are the essence of our food, offering fresh and easy dishes.

For a brief insight we have attached a sample of our proposed seasonal dishes.



## STAKEHOLDERS

We believe the bar will become an asset to the neighbourhood and we ourselves positive contributors to the local community.

ParVinu is owned by the three directors of Grapespot Ltd and we will all be actively involved in the day-to-day running of the business. Indeed much of the enthusiastic support we have received from local friends and residents is reliant upon this.

ParVinu is funded almost entirely by its directors; our personal investments both in time and money are proof of our commitment to run ParVinu in a responsible manner.

Quite simply it is firmly in our interests to be 'good neighbours'!

## **SOME FACTS**

We will be taking a long-term lease on the premises with St Margarets Road Properties Ltd, the Landlord, and any future assignment of the lease would be subject to the freeholder's permission.

Robert Phelps has personally taken an active part in the lease negotiations as he and his family are keen to ensure that the operation we intend running maintains the tradition of a neighbourhood business with close links to the community.

New planning legislation recently introduced means that we will be applying for a change of use from A1/B8 to A4, A4 being for use as a Wine Bar/Pub.

We intend to apply to the Council's licensing committee for opening hours that are wholly consistent with the norm that applies to the operation of licensed premises in a location such as ours in St Margarets.

Our deliveries via Broadway Avenue will be limited to vehicles no larger than a Transit Van and will take place between the hours of 9.00am – 6.00pm Monday – Friday and 10.00am – 1.00pm Saturdays.

We will not serve draught beer and we will offer predominantly waited service, with non-seated drinking limited to the bar area and wine tastings in our cellar area.

As part of our commitment to Responsible Drinking, as recommended by The Portman Group ('Promoting Responsible Drinking'), we will not serve wine in 250ml measures nor offer a 'happy hour'.

We will from inception be a 'Green Business' and make a commitment to the Richmond Borough Council environmental and waste reduction policies which we will put into practice.

## WHAT CAN YOU DO TO HELP?

We have worked for over 18 months on this project and believe that we have a strong and compelling case to present to the Council's Planning Department.

We have listened diligently to the observations, reservations and needs of the St Margarets community as a whole and have adapted our plans accordingly.

We believe that our planning application addresses any and all planning issues that might reasonably arise.

We genuinely feel that our proposal is sound in every aspect and as a private owner-run business we will be responsible stakeholders; we will be answerable for our actions to the local community and not to a corporate hierarchy.

Nevertheless we believe that we still need the backing of as many people as possible from the locality to demonstrate that we have popular support and that most of the St Margarets residents will welcome **ParVinu**.

We have attached a support letter, which we have drafted so you do not have to spend valuable time drafting your own (unless of course you wish to!). This letter just needs to have your address included and to be signed by you and sent to the council address at the top of the letter.

Even better if you can get together a number of people to also put their names to the same letter, including each of their addresses and signatures, that would be most helpful.

Our website, [www.ParVinu.com](http://www.ParVinu.com) also contains a copy of the letter which you can send electronically to the Richmond borough planning application website.

If you would like further information on **ParVinu** or the planning application, please do not hesitate to email us at [drink@grapespot.com](mailto:drink@grapespot.com) or call us on 020 8891 2122.

We would be happy to answer any questions you may have.

## TYPICAL 'WINTER SEASON' MENU

### ALL DAY DELI PLATTERS

Deli boards served all day with a selection of breads to include Sourdough, Rye, Walnut, Lava, Ciabatta and Poilâne

#### *Charcuterie*

Dried and cured meats and salamis, pâtés, terrines, rilletes or confit with cornichon, olives and silverskin onions

#### *Cheese*

Yarg, St. Felicien, Stilton, and Chevreffeuille with grapes celery and walnuts

#### *Fish*

Smoked trout and salmon, pâté and terrines, rollmops served with horseradish cream, dill pickles, Lemon and beetroot

#### *Mixed*

Choose from a selection above

### OTHER DISHES

#### *Soups*

Spicy parsnip with parsnip chips  
French onion soup

#### *Pot Meals to Share*

Oxtail braised in Guinness  
Fish pie with rösti topping

#### *Sandwiches*

Hot salt beef on Rye with pickled cucumber  
Toasted ciabatta with red pepper, mozzarella and basil oil

#### *Salads*

Warm lentil with walnuts and goats cheese  
Apple and cider salad with melted Camembert dressing