

Licensing Sub-Committee

Supplementary Agenda A

Wednesday 5 July 2023 at 6.30 pm

This meeting will be held remotely

Watch the meeting live: [youtube.com/hammersmithandfulham](https://www.youtube.com/hammersmithandfulham)

MEMBERSHIP

| Administration: | Opposition: |
|---|----------------------------|
| Councillor Mercy Umeh (Chair) Councillor Wesley Harcourt | Councillor Dominic Stanton |

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Public Notice

This meeting will be held remotely. Members of the press and public can watch the meeting live on YouTube: [youtube.com/hammersmithandfulham](https://www.youtube.com/hammersmithandfulham)

Speaking at Licensing meetings is restricted to those who have submitted a representation and registered to speak.

Date Issued: 03 July 2023

Licensing Sub-Committee Supplementary Agenda A

5 July 2023

Item

Pages

5. MORLEY'S FULHAM, 308 - 310 NORTH END ROAD, LONDON,
SW6 1NQ. - FURTHER INFORMATION FROM OBJECTORS

3 - 39

Agenda Item 5

From: [REDACTED]
To: [Mckenna Lorna: H&E](#)
Cc: [Licensing HF: H&E](#)
Subject: Re: Notice of Hearing - 2023/00740/LAPR - Morley's Fulham, 308 - 310 North End Road London SW6 1NQ
Date: 02 July 2023 13:57:56
Attachments:

[Morleys Additional Info Updted.pdf](#)

Hi Lorna,

Hope you had a good weekend.

As promised to meet Monday's deadline, please find additional document to be added as evidence for the Morley's 308 North End Road Wednesday hearing.

If you could email to confirm you have received that would be great.

Many thanks

[REDACTED]

MORLEYS FAST FOOD CHICKEN SHOP
License Application 2023/00740/LAPR Sun-Thurs 11-00:00 Fri & Sat 11-02:00
308-310 North End Rod former The Barrow Boy pub

SECTION 1

LOCATION - Pages 2-5 is to visually assist with the showing:

- Premises location on North End Road – next to Mcdonalds, Residential address and Travel Lodge Hotel
- Key residential entrances - next door on North End Road and also directly above – access at Haldane Road
- The Narrow one-way street from McDonalds/Morleys at Haldane Road which delivery drivers wait on

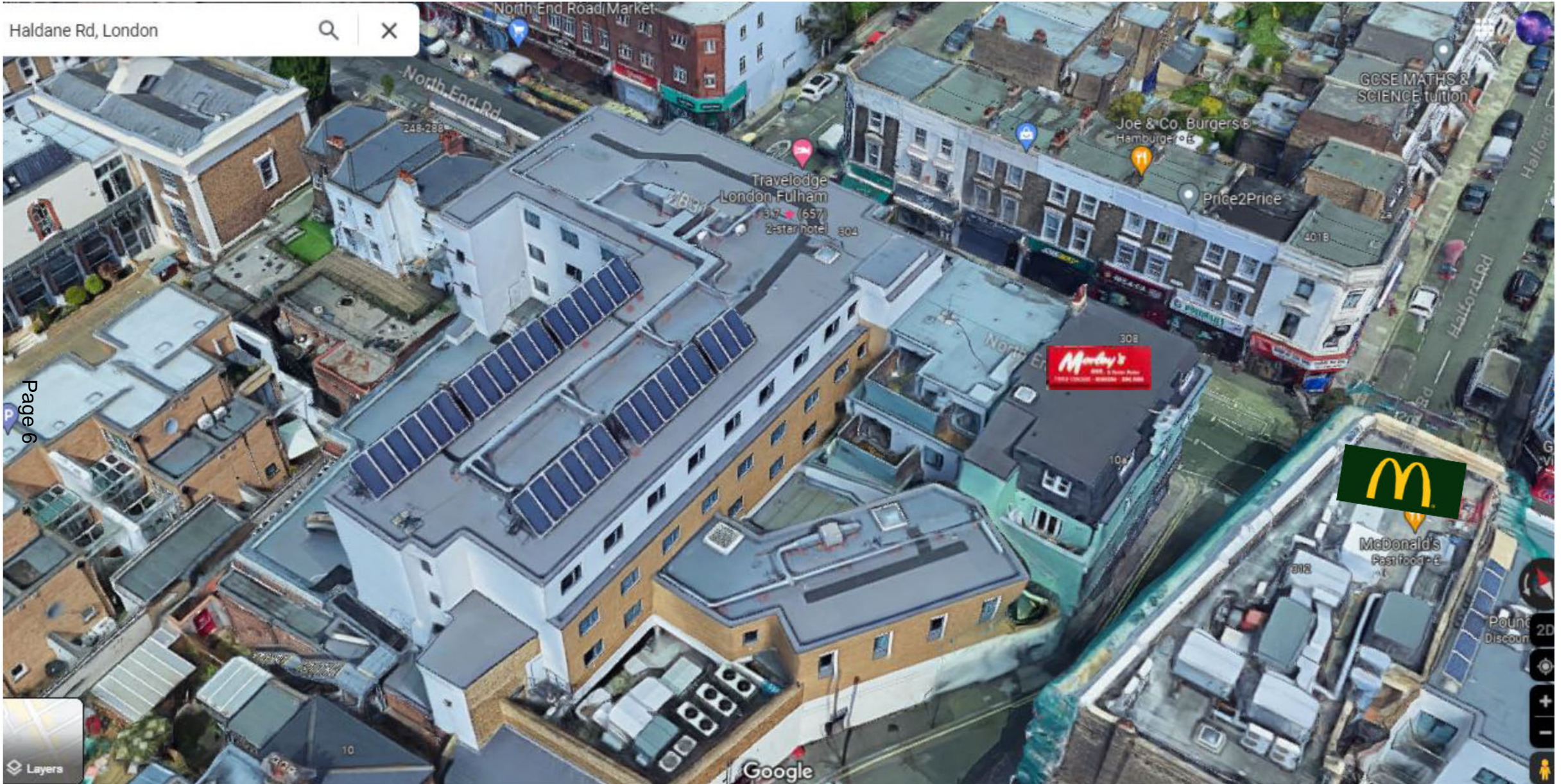


Page 5

Residential Entrance

Hotel Entrance

Haldane Rd, London



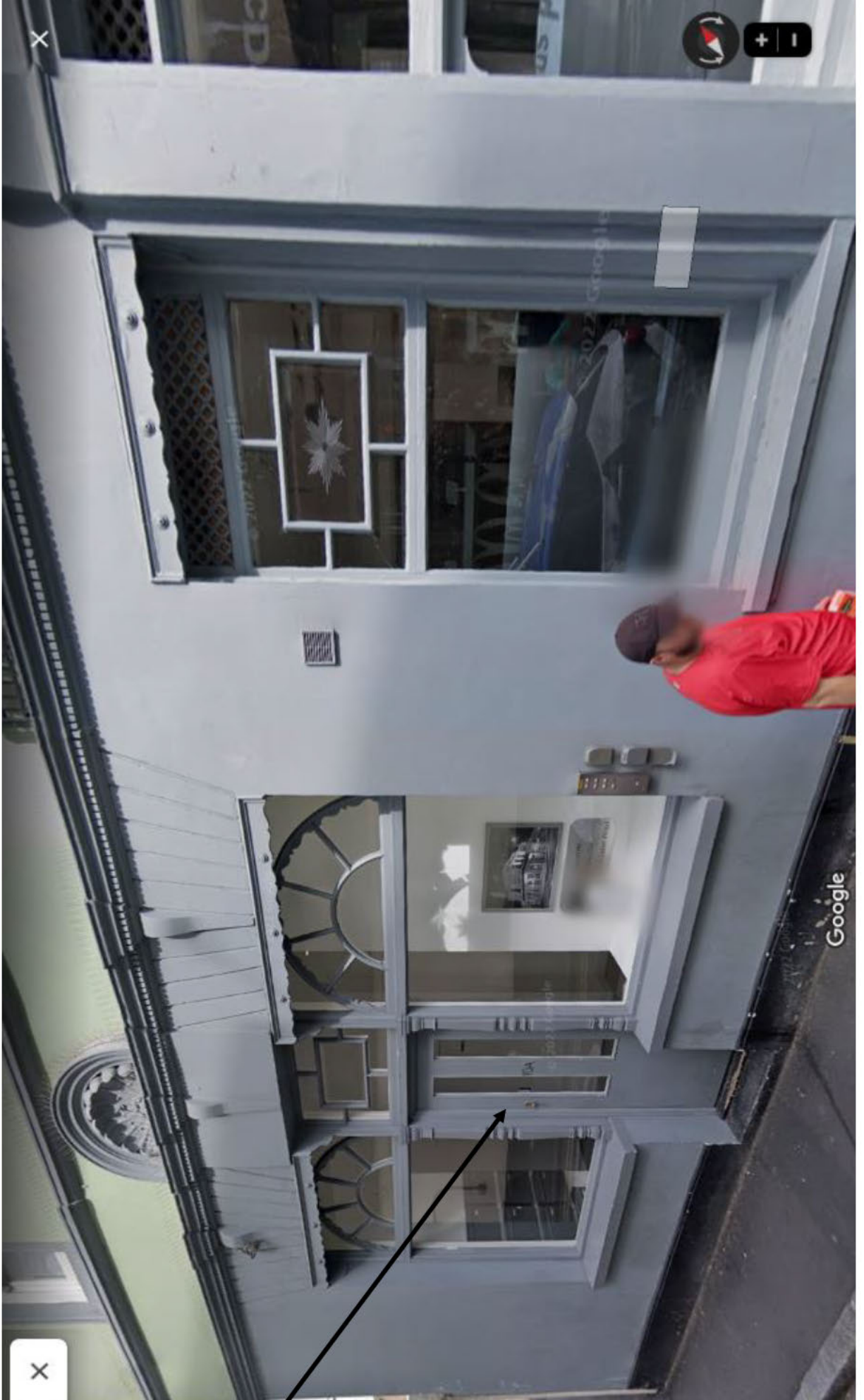
Page 6



Haldane Rd, London



**Barrow Boy Apartments
(Residents directly above
Morley's)
10A Haldane Road
Residential Entrance**



Google



Residential Haldane Road

Haldane Rd, London



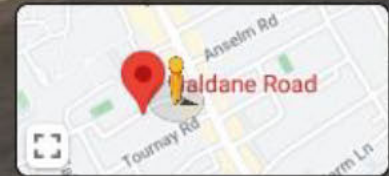
London, England

Google Street View

Jul 2022

See more dates

Page 8



Google

Page 5

MORLEYS FAST FOOD CHICKEN SHOP
License Application 2023/00740/LAPR Sun-Thurs 11-00:00 Fri & Sat 11-02:00
308-310 North End Rod former The Barrow Boy pub

SECTION 2

Crime and highest ASB hotspot at Location

- Page 7 Map highlights 12 months of crime (April 2022 –April 2023) via Police.uk statistics – noting Mcdonald’s, Haldane Road, Travel Lodge section of North End Road being key problematic areas.
- Page 8 – 2023 CADS provided for McDonald’s/Haldane Road.
- Page 9 Co-Chair Annabel Cotrell put in an objection on behalf of The residents of Walham Green. The recent Ward Meeting highlighted Mcdonald’s 312 North End Road as being the most significant disorder on the Ward at present and involving a gang of violent youths

National News on Chicken Shop Grooming

- Pages 9-10 highlights dangers of ‘Chicken Shop Grooming by Gangs’ in the UK’s Educational Forum & national media news coverage.
- Pages 11 -12 shows how many schools in the immediate area, together with Mayor Khan’s ‘No fast food shops’ within 400meters.

The following interactive crime maps have been taken off <https://www.adt.co.uk/crime-in-my-area> - these statistics are provided by Police.UK - UK's national police crime database. (April 2022 -April 2023)

Crime within 1 mile of: SW6 1NG North End Road, London, United Kingdom

Last 12 months

Data period (months):

3 6 12

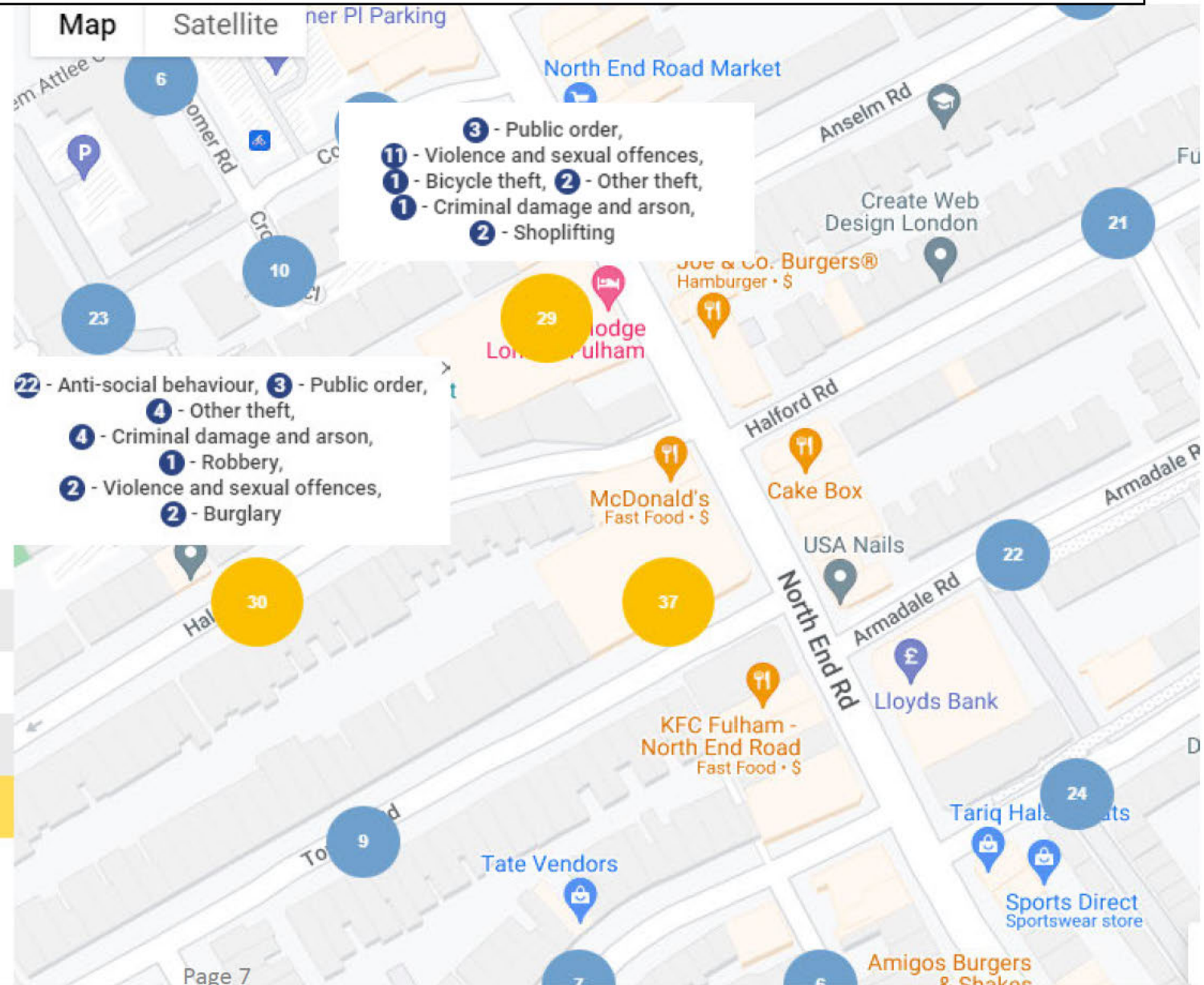
SW6 1NG

[+ Add another postcode](#) to compare

| Crime within 1 mile of: | SW6 1NG | National avg. ⓘ | |
|------------------------------|------------|-----------------|---|
| Violence and sexual offences | 115 | 53 | x |
| Anti-social behaviour | 38 | 24 | x |
| Criminal damage and arson | 21 | 12 | x |
| Other theft | 59 | 12 | x |
| Burglary | 17 | 6 | x |
| Total | 364 | 152 | |

[View all crimes](#)

[Crime updates by email](#)



2023 CADS Providing for McDonald's/Haldane Road 'ASB Hotspot' 312 North End Road

CAD 5453/11JUN23

Youths shoplifting at McDonalds

CAD 4673/10JUN23

ASB in McDonalds, youths vaping and attempting to steal

CAD 1254/03JUN23

Haldane Road. ASB in street, resident's front door being banged on

CAD 8231/27MAY23

ASB in McDonalds, youths throwing water around and stole food

CAD 7243/27MAY23

As above, youths spraying waterguns

CAD 8184/26MAY23

Youths inside McDonald spraying water guns

CAD 6124/26MAY23

Moped stolen while victim was inside McDonalds

Crime 6013267/23 20MAY23

McDonalds Security guard's body cam was hit by youth after being asked to leave

CAD 7745/05MAY23

Youths smoking weed in McDonalds

CAD 6100/01APR23

Haldane Road ASB. youths shouting and banging on residents doors

CAD 6566/25MAR23

Haldane Road ASB. Youths running around street kicking at people's doors

CAD 4513/23MAR23

Youths vaping and burning table with lighter inside McDonalds

CAD 1470/05MAR23

Bike stolen from outside McDonalds

CAD 5520/02MAR23

Customer's phone stolen while inside McDonalds

CAD 3974/06FEB23

Customer's phone stolen while inside McDonalds

CAD 6720/27JAN23

Males causing nuisance and fighting in McDonalds

CAD 5223/22JAN23

Youths swearing and causing nuisance in McDonalds

CAD 7127/19JAN23

Youths smoking in McDonalds

LGFL COMBATS 'CHICKEN SHOP GROOMING'

30TH AUGUST 2019 STUART O'BRIEN NO COMMENTS



SOURCE:

<https://education-forum.co.uk/briefing/lgfl-combats-chicken-shop-grooming/>

Edtech charity LGfL has launched a new poster campaign to raise awareness of a disturbing trend known as 'chicken shop grooming'.

Recent evidence presented by the Youth Select Committee in a parliamentary enquiry has highlighted the worrying connection between fast food shops and grooming, where gangs based in chickenshops offer young people 'free' food in order to coerce them into drug trafficking or violent crime.

The Children's Society report published in July 2019 – [Counting Lives: Responding to Children who are Criminally Exploited](#) – indicates that county lines drug gangs have recruited children as young as seven or eight, with 14-17 year olds most at risk of exploitation.

LGfL says 'Chicken shop grooming' is a form of child exploitation prevalent throughout the UK, which has not received widespread public attention until recently.

Young people on their way home from school are bought food by an acquaintance or stranger over a number of days and start to unknowingly accrue debt.

The groomer informs the child that the only way to repay the debt is to begin trafficking drugs; however, the dealer might arrange for the young person to be robbed while carrying the substances. The original debt is not cleared and the sum will now include the cost of the lost stock, raising the bill to hundreds or thousands of pounds.

Groomers trap children in this cycle of drug dealing, with the situation sometimes escalating so severely that young people disappear from home to live in a 'cuckoo' house – a vulnerable person's home used by gangs to remain under the police radar.

Although commonly associated with drug dealing and gangs, chicken shop grooming can also lead to child sexual exploitation (CSE). Children's charity Barnardo's explains how gifts (including free food) may be used against young people to extort sexual 'favours'. Watch their video [here](#) to learn more.

LGfL serves a community of 3,000 member schools throughout the UK, focusing on saving schools money, tackling inequality and keeping children safe.

Their poster campaign paired with the tagline 'There's no such thing as free chicken' highlights the dangers of this site-specific exploitation, raising awareness of the fact that 'Friends of friends who buy you things often want something in return' to prevent children unknowingly accumulating debt by accepting free food.

Chicken Fast Food Shops & Drug Gangs - National Press Coverage

[All](#) [News](#) [Images](#) [Videos](#) [Shopping](#) [More](#) [Tools](#)

About 11,800,000 results (0.38 seconds)

Criminal "chicken shop gangs" are recruiting children to deal drugs with the offer of free food, a parliamentary investigation has found. So-called chicken shop grooming was described in written evidence submitted to the youth select committee, which is investigating the UK's knife crime epidemic. 13 Aug 2019



The Guardian

<https://www.theguardian.com> > society > aug > chicken-s... [More](#)

'Chicken shop' drug gangs recruit children with food, inquiry ...

[About featured snippets](#) • [Feedback](#)



Daily Mail

<https://www.dailymail.co.uk> > news > article-7347355 [More](#)

Gangs targeting teenagers in chicken shops by luring them ...

11 Aug 2019 — Gangs are recruiting children to deal drugs by luring them with free fast food. ...

The use of the tactic – known as 'chicken shop grooming' – has ...

You visited this page on 11/05/23.



Sky

<https://news.sky.com> > story > children-being-recruite... [More](#)

'Chicken shop' drug gangs recruiting children with promise ...

12 Aug 2019 — The criminals, known as chicken shop gangs, persuade children to deal drugs for them and then threaten them if they want to stop.



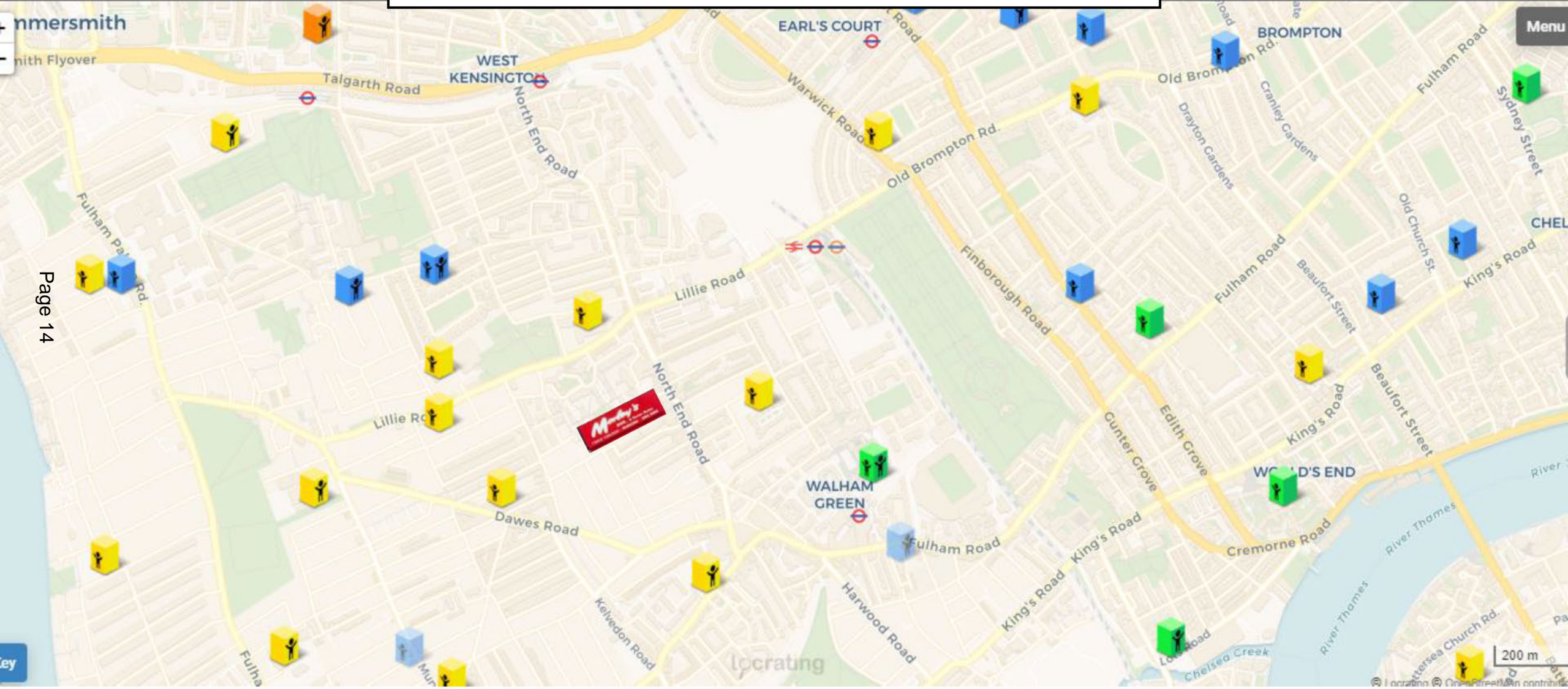
The Independent

<https://www.independent.co.uk> > UK > Crime [More](#)

Children lured into crime by 'chicken shop gangs' offering ...

12 Aug 2019 — Criminal "chicken shop gangs" are recruiting children to deal drugs with the offer of free food. The tactic, dubbed "chicken shop grooming", ...

Schools in the immediate Area



Page 14

NEWS > LONDON

Total ban on fast-food outlets within 400m of London schools, Mayor Sadiq Khan to announce

[SOURCE: Total ban on fast-food outlets within 400m of London schools, Mayor Sadiq Khan to announce | London Evening Standard | Evening Standard](#)

& Noted on Page 63 in Mayor Sadiq Khan's manifesto

VIEW COMMENTS



“This plan will encourage a healthier food environment around our schools so that junk food is no longer the option for children nearest the school gates.”



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Terms apply

MORLEYS FAST FOOD TAKE AWAY CHICKEN SHOP
License Application 2023/00740/LAPR Sun-Thurs 11am - 00:00am Fri & Sat 11am-02:00am
308-310 North End Rod former The Barrow Boy pub

SECTION 3

Fast Food Take Away Franchise Brand

- Page 14 - Correspondence with applicant – describes the concept as a “Restaurant” with take away. Expecting to sell less than 2% alcohol sales.
- Page 15 portrays Morley’s Chicken Shop Take Away brand in other locations.

Chicken Shop Take Away vs Restaurant

- Pages 16 – highlights Morley’s as a ‘FAST FOOD’ take away operation – in its own website and industry franchise literature
- Page 17 – shows current Shopfit and window advertising with digital order screen – highlighting a ‘Fast Food Take Away’ operation
- Page 18 – Defines ‘Restaurant’ vs Fast Food Take Away

Morley’s Brick Lane Alcohol license Rejection 2021

- Pages 19- 20 - show that the same applicant applied for an alcohol license for Morley’s Brick Lane and highlights key rational comments from local police/license team at Tower Hamlets license sub-committee meeting.

Page 19

Morley's Representative Response Regarding Concept

From: [REDACTED]
Date: 27 May 2023 at 18:46:29 BST
To: [REDACTED]
Cc: "Licensing HF: H&F" <licensing@lbhf.gov.uk>
Subject: RE: Mr Olu Re: Pls be in contact asap re my questions Morley's application 308 - 310 North End Road

Barclay Road Residents
[REDACTED]
[REDACTED]

Find below answers to your queries:

1. How many people will be sitting and or standing in this proposed 'Take - Away Restaurant and Bar'? - We will have 28 covers. Please note we are a restaurant with a takeaway facility. We will serve a very small selection of beers from our drinks fridge (which contains 98% soft drinks) to be accompanied by our fried and grilled chicken food offerings. We are a similar concept/restaurant to Nando's where customers go to eat grilled chicken and possibly have a beer with their food. Alcohol will make up less than 2% of our total sales and will only be sold with food.
2. How many tables? - 12 tables
3. How many chairs? - 28 chairs
4. Will there be bar stools? How many? - No bar stalls as we do not have a bar or window ledge seating.
5. Will there be an eating/stand up, no stool bar? - Eating will be done within our 28 seats. There are no allocated standing/stool areas for eating.
6. Will there be power sockets for people to use laptops? Will you allow people (adults and children) to use tables as workspace? There are no available customer sockets for the use of laptops. We cannot control customers using their laptops in the restaurant; however they will have bought food from our restaurant in order to do so. Everyone is welcome to dine at our restaurant (adults and children). We do not mind anyone choosing to work at one of our tables while they eat their meal.
7. Pls send me a proposed menu. - Morley's menus are found on their official website: <https://www.morleyschicken.com/>

Morley's Chicken Shop Take Away Brand

- south london
- stabbing
- highams park
- kfc
- chicken cottage
- finsbury park
- market
- morley's chicken shop
- randlesdown road



Evening Standard
Morley's Chicken is sponsoring tick...



Highams Park Portal
Morley's - Highams Park Portal



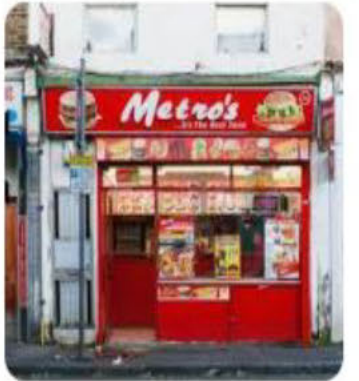
MyLondon
The best Morley's in every London...



MyLondon
The best Morley's in ev...



MyLondon
We had lunch at South London's worst ...



Reddit
When I first moved to london...



Reddit
When I first moved to london I kept ...



MyLondon
The best Morley's in every...



The Sun
KFC closes hundreds of branches - h...



MyLondon
The best Morley's in ev...



Restaurant Guru
Morley's Fried Chicken, 412 Hale...



The Independent
Lewisham stabbing: Boy, 15, knif...

Page 18

Morley's Franchises' is known in the restaurant industry as 'Take Away Fast Food' business – it's also clearly advertised as this within their own literature and on UK industry franchise B2B websites

Morley's
MMM... It Tastes Better

OUR FOOD OUR STORY FRANCHISE MEDIA LOCATIONS POLICIES

Morley's has been on the doorstep of London for more than 35 years when in 1985, Kannalingam (Indran) Selvendran swung the doors of his Sydenham store open and started his spirited venture into hospitality by opening a restaurant with takeaways, before moving to a takeout model with limited seating. He believed that 'fast food' didn't have to be dominated by big American chains, but instead come from a local business in the community. Today, the principles that the brand was passionately built on, remain at the heart of everything we do.



<https://www.morleyschicken.com/>

<https://www.what-franchise.com/franchise-opportunities/fast-food-franchises/morleys-chicken>

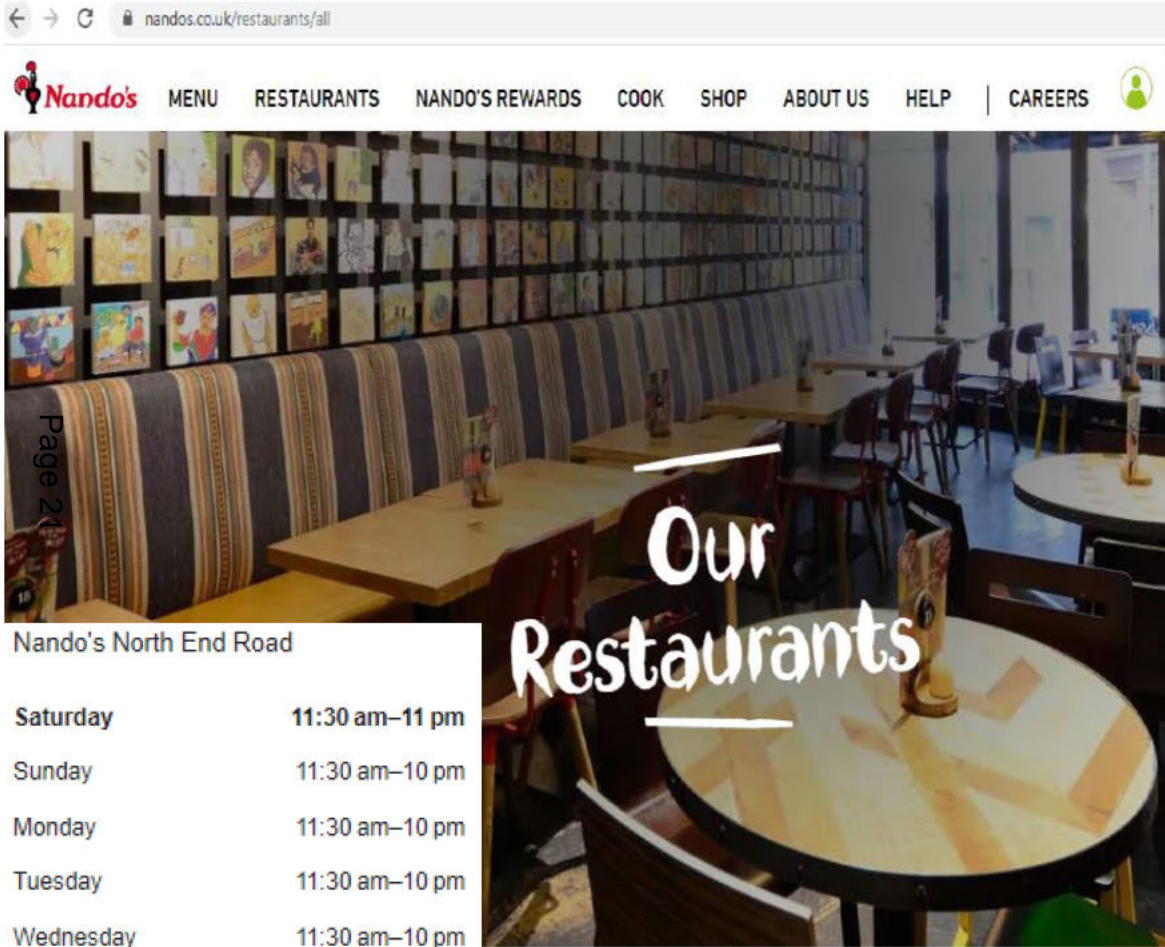


Window menu displays for 'Fast Food' Take Away shops

Morley's 308 North End Road Shop Fit (01.06.23)– Floorplan/Set up as a 'Fast Food Take Away' operation
– Counter dominates space with 4 digital order and pay machines in place as like Mcdonalds/KFC



Nando's – clear distinction of operating as a restaurant



Page 2

Nando's North End Road

| | |
|-----------|----------------|
| Saturday | 11:30 am–11 pm |
| Sunday | 11:30 am–10 pm |
| Monday | 11:30 am–10 pm |
| Tuesday | 11:30 am–10 pm |
| Wednesday | 11:30 am–10 pm |
| Thursday | 11:30 am–11 pm |
| Friday | 11:30 am–11 pm |

Our Restaurants

Whilst Nando's concept requires customers to order food/drinks at the counter – the mechanics of how they work is more the modus operandi of a traditional casual dining restaurant:

- Floorplan dedicated to seating with restaurant design aesthetics
- Restaurant prices, not fast-food prices
- Waiter service - takes care of your table and serves you the food
- Its ethically sourced chicken is grilled to order (not pre-fried). The griller gets your order ticket, gets the requisite piece of meat, puts it on the grill, adds marinates, then plates it up as per the order
- You can customize the cooking - i.e. extra spicy, mild or extra mild chicken
- Food is served on plates with cutlery and brought to your table
- Operating hours of a restaurant



Morley's Chicken (Brick Lane)

[Website](#) [Directions](#) [Save](#)

3.1 ★★☆☆☆ 226 Google reviews ⓘ

Page 22 · Fried chicken takeaway

Service options: Dine-in · Kerbside pickup · Delivery

Address: 60-62 Brick Ln, London E1 6RF

| | | |
|---------------|------------------|----------------|
| Hours: | Thursday | 11 am–11:30 pm |
| | Friday | 11 am–12 am |
| | Saturday | 11 am–12 am |
| | Sunday | 11 am–12 am |
| | Monday | 11 am–11:30 pm |
| | Tuesday | 11 am–11:30 pm |
| | Wednesday | 11 am–11:30 pm |

This same applicant Mr. Samuel Aduba also applied for an alcohol and entertainment license for Morely's in Brick Lane in March 2021 which included on and off alcohol sales – which was rejected by Tower Hamlets license sub committee (link below). Resolved outcome was to allow for 'Late night refreshment only'. Comments from committee next page.

<https://democracy.towerhamlets.gov.uk/mgAi.aspx?ID=120811>

Below is link to applicants HMRC Comp registration History:

<https://find-and-update.company-information.service.gov.uk/officers/FuV8geahaXKKFiAeuPuOzJtihZc/appointments>

Section 1 of 21

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference This is the unique reference for this application generated by the system.

Your reference You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?
 Yes No Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Applicant Details

* First name

* Family name

* Email

Main telephone number Include country code.

Other telephone number

Indicate here if the applicant would prefer not to be contacted by telephone

Is the applicant:
 Applying as a business or organisation, including as a sole trader
 Applying as an individual
A sole trader is a business owned by one person without any special legal structure. Applying as an individual means the applicant is applying so the applicant can be employed, or for some other personal reason, such as following a hobby.

Applicant Business

Is the applicant's business registered in the UK with Companies House? Yes No
Note: completing the Applicant Business section is optional in this form.

Registration number

Business name If the applicant's business is registered, use its registered name.

VAT number Put "none" if the applicant is not registered for VAT.

Legal status

Comments from the Tower Hamlets Sub Committee Meeting Minutes for Morleys Brick Lane license application March 2021:

Members then heard from Ms Lavine Miller-Johnson, Licensing Officer. She expressed concerns in relation to the CIZ and the general impact on the area. She explained that such a late licence with licensable activities for on and off sales of alcohol and regulated entertainment would affect residents, people who work, those who are elderly and vulnerable and those with young families, as this would most likely increase alcohol related public nuisance in an area which already experiences high levels of anti-social behaviour.

PC Mark Perry, Metropolitan Police questioned why premises wanting to operate as a restaurant needed a licence for regulated entertainment and off sales of alcohol. He expressed concerns that if a licence was to be granted, then the premises could turn into anything and everything with a temptation to drinkers in the area, and increased crime and disorder and public nuisance. He also stated that no plans of dispersal policy or drug policy had been submitted until requested, and there remained serious concerns that granting a licence in the terms sought would lead to an increase in crime and disorder in the area. PC Perry stated that if the Sub Committee was minded to grant the application, then they should consider removing off sales.

Source: <https://democracy.towerhamlets.gov.uk/mgAi.aspx?ID=120811>

Main concerns of many residents who on a daily or regular basis frequent the North End Road Market

First, Crime and disorder: working directly with our local police

Residents would like the Sub-Committee to know that they have been in direct in-person, telephone and email contact with our local police, ie Safer Neighbourhood Teams (SNT).

At the Q2 Walham Green Ward Panel meeting our local SNT POLICE were aghast at the idea of a new chicken shop takeaway next to MacDonalds (312-314 North End Road). They were totally unaware of this Licensing Application. They discussed specifically their concerns and asked for me to voice them at this hearing tonight.

This MacDonalds and surrounds is **T H E prime Met Police 'ASB Hot Spot' in Walham Green Ward.**

In the PowerPoint Landscape colored slides pack, submitted separately, we show details of Metropolitan Police CAD (Computer Aided Dispatch) numbers, hot spot maps and quick details of very concerning incidents in and around Haldane Road @ and on North End Road.

We thank our local SNT POLICE for their genuine input to us.

They are very, very, very concerned about the severe ASB, knife crime, stealing, and assault problems at and directly around MacDonalds and those problems expanding into a proposed Premises next door at 308-310 North End Road; with alcohol they believe it will add a new and even more negative dimension.

Even without alcohol our local SNT says another takeaway will expand the crime and disorder territory, with residential Haldane Road right between the two takeaways (MacDonald's and proposed Morley's).

They are also very concerned that chicken shops attract unaccompanied children, more so than MacDonald's, so this will open up more problems, expanding the problems in the North End Road Market Regeneration area.

We will have the minutes of this Q2 Walham Green Ward Panel meeting in due course. I don't have them now to include in this pack.

We hope that the Sub-Committee will find out why the Applicant did not address any of these concerns in his Application. We see no risk assessment submitted by him and so conclude that he is unaware of the local area crime and disorder.

Important Takeaway: Our SNT Local Police asked us to communicate to the Sub-Committee, please do not allow this licensing application, at this time. They would be pleased to meet with the Applicant.

Update:**July 1, Saturday, 4pm.**

Unannounced. I visited MacDonald's for a first hand conversation with the manager [REDACTED] and her shift manager on duty [REDACTED]

[REDACTED] hails from [REDACTED] and has been here for 30 years; she shared with me that she has teenage twins and thus all the more reason that she tackles head on the unaccompanied children issues surrounding her in this MacDonalds.

Her main points to me were:

1 **The Morley's signage is far too big and she contacted the Council** about it reflecting in her shop windows (partial cctv problem, so a safety issue and a crime problem.)

2 **Her franchisee will apply for later hours if** this proposed Morley's receives later hours. [REDACTED] told me she does not want longer hours around here. Trouble enough as it is, she said.

3 **Her franchisee will NOT apply for alcohol** if Morley's obtains a license for alcohol. This because it is not what MacDonald's does in residential neighborhoods. She said a takeaway next door serving alcohol will just add to the crime, disorder, safety issues—no upside at all.

She's concerned about people buying alcohol with their chicken and then coming over to MacDonald's to eat it upstairs. She'd have to hire more SIA security for longer hours to try to move anyone with alcohol on and out of the shop (because she does not have an alcohol licence; her customers areas are not licensed to allow anyone to drink alcohol).

This is already problem with people buying food and using the upstairs to sit down and eat food that they buy at other shops or from the hot food stalls on North End Road

4 **Her franchisee pays for SIA yellow/high vis security guards** on Chelsea Match Days and every Thurs, Fri, Sat and Sunday from 8pm to midnight closing, to act as a deterrent to entering MacDonalds, especially for unaccompanied children, groups of children and what she called 'gangs'. It is NOT a condition on their licence to have SIA security at a any time; this is their own initiative. (They have a solely licence because they sell hot food —'Late Night Refreshment'— from 23:00 to midnight closing).

- **She closes the upstairs seating area at 6pm** as there were too many problems with kids lingering for hours, using the free WiFi for TikTok, suspected drug dealing, ASB.
- **She is working on shutting down the WiFi** altogether upstairs; challenge is some customers need WiFi downstairs to use phones to pay. She's on it and has the corporate tech people involved now.

5 She feels that another hot food takeaway, is going to expand the disorder and criminal problems in this area and increase the problems she already has at MacDonald's. She's in direct contact with the SNT Police of both Walham Green Ward and Lillie Ward; they come in at least a few times a week, but they only work during the day.

Second. Planning is not Licensing, but...

Policy 13 of the LBHF Licensing Policy 2022-2027 states that,

"Despite Licensing and Planning being under different legislation, the Licensing Authority will ensure that the licensing regime is in line with the planning regime... The local planning authority has the powers to control opening times of all new establishments seeking planning permission, where harm might occur."

The Sub-Committee should therefore be aware that

1)

No planning permission for a Takeaway exists at this address, 308-310 North End Road (new Class as of Sept 2020 Sui Generis). Change of use from Class E (restaurant; since 2019) to Sui Generis (takeaway) is necessary. The H&F Local Plan 2018 is very specific about controlling the number of takeaways in a retail environment such as North End Road Market, ie between Fulham Road and Lillie Road. The Planning Enforcement officer told me that 11pm would be the usual closing hour on North End Road for this type of establishment, but reminded me that no application for planning has been submitted.

Important Takeaway: The Licensing Applicant has not applied for planning change of use.

If the Sub-Committee were to grant a licence for hours after 23:00 or for alcohol or for both, this applicant cannot open because he does not have planning permission.

2)

'Taking a gamble'

The Applicant applied for new building fascia signage but began to install the signage at the same time (early May 2023, 2023/00860/ADV).

The MacDonald's manager contacted the Council about this. Residents contacted the Applicant's RIBA architect to discuss this. He said that the Applicant for this signage as well as for the Licensing Application **was in a rush to open and took a gamble that H&F 'wouldn't enforce anyway'**. **H&F has enforced** (2023/00321/ADVERT) and residents are working to convince the architect to go for more historically referenced signage that will support the revival of North End Road Market Regeneration Area. Attractive signage attracts good, and more, business is our mantra.

3)

We have No confidence in this Applicant:

Breeches, official planning enforcement and specifically lack of pro-active communication with residents before submitting the Licensing Application 2023/00740/LAPR, (no contact with resident groups, the Walham Green Ward Panel, Councillors, anyone really), has made us quite concerned about this Applicant. When we learned that the measurements on the signage plans were rather incorrect, to state it politely, and so the Application was deemed invalid by H&F Planning, our concerns were heightened further.

Third, if Licence is granted: request for Sub-Committee to consider, please

If the Sub-Committee is minded to grant the licence, Local SNT Police have explained to us what would be helpful:

We spoke with the local Safer Neighbourhood Team (SNT) Police officers on both Walham Green Ward and on Lillie Ward as this proposed Premises address almost straddles both wards, and the North End Road market Regeneration area is in these two wards. They suggested:

-The Local SNT Police strongly believe that ALCOHOL should not be sold, full Stop. MacDonald's does not serve alcohol. There are pubs so close by where Publicans are well versed in managing alcohol. Off-licence across the road called 'Hair of the Dog' is enough if people want alcohol.

But if Sub-Committee believes that the Applicant can Promote the four licensing objectives, then please, they said to us:

- Alcohol ONLY in plastic open cups. Glass is dangerous.
- Alcohol served in open plastic vessels, with no plastic lids, in an attempt to control the drinking of alcohol to inside the Premises, if possible. That said, not a good idea (??).
- No delivery of alcohol.
- No off sales of alcohol (could be brought into MacDonalds, for instance).

These above five points were specifically suggested to me during a phone conversation last week with an SNT Police officer.

If Sub-Committee believes all Lic Objectives can be upheld by the Proposed self-order/self-pay, counter delivery Takeaway, I, along with many residents suggest:

-Alcohol sold ONLY with a substantial meal; not just with fries.
This can be programmed into the self-order system.
"You chose '1 plastic glass of beer' but you need to order a bigger meal...."

-Alcohol sold only one plastic glass at a time.
'Choose 1; you cannot order more than one plastic glass of alcohol per order'

-No alcohol to be drunk on the pavement in front of the chicken shop.
(Open drinking in public is prohibited throughout Hammersmith and Fulham, via a Public Space Protection Order, fyi)

- No purchase of alcohol for deliveries.
- Alcohol sales only from 6pm to 9pm (??). Not during school hours and not after school for a period of approximately 3 hours.
- Self-order on touch screens; require large screen ID check by scanning driver's licence or British Passport.
- Self-order ordering customer agrees to terms/conditions which say no drinking of alcohol off the Premises. Remind customers that H&F is a no alcohol drinking in public Borough (Public Space Protection Order, attached). Show photo of open plastic glass with no lid, when ordering alcohol.
- At collection of self-ordered food, second ID check. Collection should involve a computer screen, so possible to have a 'till prompt/collection prompt to check ID'.
more???
- SIA security to pro-actively monitor and manage inside with children/under age persons

Conclusion: The Applicant has told me in an email that alcohol will represent 2% of sales. We therefore conclude that it won't be financially viable for him to set up all these varying systems, and to not only monitor them, but to self-enforce them every day, as it will be a very time-consuming task. He will need SIA security trained in child-minding, for a start. The burden to manage the customers, as well as those who simply enter the takeaway shop with no intention of self-ordering but instead to hang about, will grow, not diminish.

Fourth: Residents asked Licencing Police to delete 'craft beer' from their suggested and agreed condition.

Licensing Police did not respond to residents, despite asking several times by email.

We are obliged to include this as evidence of Licensing Police not engaging with genuine concerns of residents:

Begin forwarded message:

From: [REDACTED]
Subject: Fwd: Deleting craft beer: 2023/00740/LAPR- Morley's Fulham 308 - 310 North End Road London SW6 1NQ
Date: June 28, 2023 at 8:04:13 AM GMT+1
To: Kris Cardwell 3286AW <

Fwd: Deleting craft beer phrase: 2023/00740/LAPR- Morley's Fulham 308 - 310 North End Road London SW6 1NQ

Dear Kris

Resending, as out of office said you would be back on duty today 28 July. Pls see below. We hope you will assist us with this licensing matter request to delete the phrase about craft beers, which can often be higher than 5.5%. Perhaps PC Dan Evans did not see my emails to him before he went on leave.

[REDACTED]

.....
Begin forwarded message:

From: [REDACTED]
Date: 23 June 2023 at 16:10:56 BST
To: Kris Cardwell 3286AW , Police Licensing Mailbox
<AWMailbox.Licensing@met.police.uk>
Subject: Fwd: Deleting craft beer: 2023/00740/LAPR- Morley's Fulham 308 - 310 North End Road London SW6 1NQ

Dear Kris Cardwell

Hope are well in this glorious weather; a good time to check up on Premises's garden Conditions I presume!

Dan's auto reply of today 23 June says to contact you, Met Licensing Police.

The agreed Condition no. 1 on the attached proposed 2023/00740/LAPR Licence includes craft beer, which is almost always far higher in alcohol percentage. As this inclusion of craft beer looks like an error—the Applicant did not request it—I have emailed Dan a few times about it, along with other key issues and requests for crime stats around MacDonalds North End Road. Could you pls help us here.

The hearing is now on 5 July. It would save the Sub-Committee, residents, and the Applicant much time were this craft beer bit deleted ie to be resolved now. For ease, the agent is Olu +447950999632

indpconsult@gmail.com

condition 1. "Beer, lager, cider and stout above 5.5% ABV shall not be displayed or sold with the exception of premium craft beers."

REQUEST: We are asking to delete, before the hearing, "with the exception of premium craft beers."

public-access.lbhf.gov.uk



Link to proposed Conditions.

Unfortunately, Dan did not engage with us regarding this, nor the other concerns listed in emails and follow up emails, below. I realise you are busy, so all the more thanks to you for helping residents and Councillors on this one, in Dan's absence.

[REDACTED]

.....
Begin forwarded message:

From: [REDACTED]
Date: 23 June 2023 at 11:50:05 BST
To: Dan Evans 4290AW
Subject: Re: Deleting craft beer: 2023/00740/LAPR- Morley's Fulham 308 - 310 North End Road London SW6 1NQ

Dear Dan

I am writing again to ask you to discuss with the proposed Premises to agree to delete the phrase about craft beers, because they are often high alcohol content ie over 5.5%.

I am sure that this was simply a clerical error ie it wasn't requested by the applicant in their application so we need this resolved now vs spending time on it at the 5 July hearing.

For ease, the agent is [REDACTED]

i

[REDACTED]

.....
On 26 May 2023, at 17:20, [REDACTED] wrote:

Dear Met PC licensing Dan Evans
(cc: two residents and Lic Auth)

Hoping to hear from you on these additional concerns (my e-mail 19 May to you, below) which it seems to residents would be best addressed before the hearing (date not yet announced for hearing but one will take place).

—We think craft beer is an oversight; could be easily deleted now by you, of course in quick agreement with the Applicant, pls?

—Could you give Residents an overview of MacDonalds incidents North End Road at Haldane Road, calls from the Premises or neighbours or incidents etc? Maybe over the last year. Neither Residents not the Sub-Committee has detailed crime statistics to refer to for the immediate area, next door or within 100 meters as well as 500 meters, for instance. We see MacDonalds as a hot spot on the crime map available on the Met website. We see the same, separately for Haldane Road—quite worrying for a purely residential road—, but that is not enough info for us to draw conclusions, nor for the Committee when they consider the Application which is next door to MacDonalds.

—chicken shops with a lot of seating/ tables and the Applicant said it is a 'restaurant and bar' plus he mentions Takeaway A new concept for North End Road? Bar in a chicken shop?

Thank you for your ongoing help.

[REDACTED]

.....
On 19 May 2023, at 11: [REDACTED] wrote:

Deadline 31 May for INDIVIDUAL comments

Dear Dan (Met Police Licensing)

Could we pls discuss this application and this article re chicken shop grooming reported to Parliament as part of a Parliamentary investigation. .

I see the 01:00 am that you suggested.

1)

30 min drinking up time

Could you pls amend with the applicant so that there are 30 min drinking up time, so 12:30 and 11:30 although residents I am in contact with do not agree with these late hours, especially those 7 flats above. They want 10pm latest closing, and no alcohol. especially with all the continuous problems with MacDonald's next door. It's a heat mark as is Haldane Road on the Met crime stats map.

2)

Delete craft beers in Police Condition

craft beers usually are very high alcohol content.

Don't you think these should be deleted or not allowed? This was discussed at length a few weeks ago at the hearing that rejected a craft beer 'tap bar' in 61 Walham Grove.

Again, concern for Children, young people who don't even know that a beer from a self-serve fridge (unless Conditioned) is not a beer, alcohol wise, grabbing a beer or drinking one bought for them

3)

C H I L D R E N: We are very concerned about school children (in or not in school uniform) hanging about without parents in tow at this proposed alcohol licensed Premises; hopefully, the Police will agree further Conditions to protect the children or oversee them even. There is a lot of room for tables, unlike at KFC where they have no tables, but one.

Dan, do SIA Security include those trained in specific unaccompanied children 'childminding' in this somewhat unique scenario for North End Road Market Regeneration? What procedures should be in place for after school hours and Conditioned as the Applicant did not mention anything about this, nor anything about security. MacDonalds next door has security right? (I can't get into the LBHF server at the moment to check).

4) there is no smoking area so it will be the pavement so would you add Conditions about only 5 people at a time in pavement smoking in front and to side and down into Haldane Road and no alcohol outside etc???



.....

Fifth, Correspondence with Walham Green Councillors expressing various of our concerns for the Sub Committee to consider

On Fri, 19 May 2023 at 23:28, [REDACTED] wrote:
2023/00740/LAPR 308 - 320 North End Road Market at Haldane Road.
Requesting Sun-Thurs till midnight Fri & Sat till 01:00

Dear Cllrs Trey and Genevieve (Cllrs for Walham Green Ward)

Full time job this to help Cllr Coleman continue to improve vs degrade North End Road Market Regeneration.

Police really need to rethink this bog standard Condition that they copy and paste into emails to licensing applicants. No beer over 5.5%, except craft beer. See attached.

What is a proposed chicken shop doing with school kids running in and out, and some idling for long seated sessions (nice cool air con or real heat) with alcohol available and then what; bottles on tables and take a surreptitious sip//whose looking anyway; no one. Huge drug problems will blossom further. See chicken shop grooming article attached. No SIA Security after school.

North End Road is becoming a beat 'em to the bottom price chicken shop race course.

One-off Cumulative Impact must be defined specifically for this application, as per LBHF Licensing Policy 4 Page 22. Pls see this https://www.lbhf.gov.uk/sites/default/files/section_attachments/lbhf-statement-of-licensing-policy-2022-2027-150722.pdf#page25

KFC's Chicken Shop (no eating sit down tables) open till 23:00 with no alcohol. Same with Chicken Cottage and several others. Plus all the fake chicken 'shop' names on Deliveroo and UberEats etc. at least 20 of them when you dig:survey these apps. Creativity abounds.

What is your position on this? I've sent you the Parliament investigation on Chicken Shop grooming of school children as drug mules. We need to take a stance.

You are the Youth Lead. Pls consider the implications here. Other chicken shops have no tables. This one will have tables. Sounds simple; but it is dangerous. A new kids-without-parents hang out and everything that spells trouble.

Pls let me know if you are going to get involved with this licen application. I need to update our 87-household strong road WhatsApp group.

Also, Planning wise they have totally gone overboard in the wrong direction.

-Taken out a front historic door (one of two so second one still there as of today 5pm,

—started to put up signage that now has been invalidated because their plans submitted faked the measurements,

—ruined the side elevation by covering over a single raised letter sign/wording 'The Barrow Boy'.

—Fantastically restored 1861 pub with seven very aware flats above going to chicken shop 'red ruin' (they all copy KFC red colour, is what I mean).

I spoke to the architect of the proposed Premises who told me they took a gamble on the crap signage and putting it up without planning permission. Now even LBHF Planning has had to step in.

Head of planning on the case now.

Full time job this to help CLLR Coleman improve vs degrade North End Road Market Regeneration.

[REDACTED]

----- Forwarded message -----

From: **Hewitt Dawna: H&F** [REDACTED]
Date: Wed, Jun 7, 2023 at 3:18 PM
Subject: RE: Improve vs degrade North End Road Market Regeneration. Thoughts on Rep re Morley's Chicken Shop with alcohol incl craft Beer at any strength suggested by Police!
To: >

Hello [REDACTED]

Cllr Nwaogbe has received the following response to the matter that you raised with her.

Dear Councillor Nwaogbe,

Thank you for your enquiry received 24 May 2023 on behalf of Ellen Lewis, Seagrave Road Residents Association.

We apologise for the delay in responding to your enquiry. We have received information regarding planning enforcement. We are still awaiting information regarding the licensing issues raised.

Planning Enforcement

*The planning enforcement team are investigating this matter under reference 2023/00321/ADVERT. It is noted that the building has a history of pub and restaurant use and although it is not yet operational, the propose use is likely to be 'sui generis' ['Takeaway'], in other words falling within no specific use class (or potentially a shared use) **Given the location and other uses in the vicinity the owner has been invited to submit a planning application so the use can be assessed.***

The building is not statutorily listed nor is it located in a conservation area. An application had been submitted under reference 2023/00860/ADV for the display of adverts:

'Display of 1no internally illuminated fascia sign at the side elevation to replace the existing sign; display of 1no internally illuminated fascia sign, 1no internally illuminated projecting sign and 8no backlit menu signs (displayed internally to shopfront glazing) to replace the existing signs at the front elevation.'

*The application in currently invalid, however, given one sign has been erected (at the time of writing) **the owner has been informed that the proposal is contentious and has been asked to engage with the Council regarding the proposal.***

As the building is not listed nor in a conservation area , the removed door was not protected in any way. It is considered the new door is not significantly visually different to the previous one so does not require planning permission.

Planning Enforcement officers will continue to investigate this matter and seek to improve the appearance of the signage and monitor the use.

We aim to have a full response no later than 16 June 2023.

As mentioned above officers are waiting for the information relating to the licensing and hopefully we will be able to provide this information by 16th June.

With regards,





Locals say street plagued by antisocial behaviour and drug dealing



Residents complain of noise and congestion on Walham Grove. Picture: Google Streetview

<https://www.fulhamsw6.com/#!pages/fulhamsw6:info:ldrscime003>

Adrian Zorzut - Local Democracy Reporter [FulhamSWi6.com](https://www.fulhamsw6.com) news feed

June 13, 2023

Locals say street plagued by antisocial behaviour and drug dealing

Residents of a street close to Chelsea FC's stadium claim antisocial behaviour and drug dealing are rife, and criminals disguising themselves as food delivery drivers are dumping narcotics in their gardens.

Walham Grove in Fulham may look like your typical London street but residents say they live in fear they could be targeted by dangerous criminals simply for objecting to it happening on their doorstep.

One resident, who did not want to be identified, said a dealer threatened to break into his house and kill him after trying to move him off his front steps.

The man's wife told us, "They were arranging coins on our doorstep, we could see them from inside. So, my husband opened the door and asked if they were dealers and then told them to leave the premises.

"The man got up and said 'I will come into your house. I will break in, I will torture you and I will kill you' and then they left."

Dealers are known to hide in front gardens to avoid police, according to residents. Another resident claimed dealers dump packages in front bushes for users to "Uber in" and fish them out.

Being wedged between Chelsea's Stamford Bridge stadium and the busy North End Road with its fast food shops and pubs makes Walham Grove a prime spot for match-day punters to drink.

The road has been described as a 'public loo' on match days with residents often complaining about punters peeing in their garden or dumping empty beer cans and half-eaten food.

This has meant the street has become somewhat of a haven for rats and other pests, one resident said. But while those issues typically occur on match days, drug dealing and antisocial behaviour are an everyday occurrence, residents claim.

He said: "When there is dealing going on, people stand much closer than when you're having a conversation. When you see someone standing close to someone else that's because they don't want to be seen handling something."

He slammed what he claimed was the police's 'light-hand' approach to drug dealers. He said: "It appears that if people are caught with drugs you're then let off with a caution, unless you've got a large amount. It's almost like there's no jeopardy."

However the Met Police said it's cracking down on dealing, and targeting those higher up the chain, and in some cases vulnerable children who are recruited as dealers are supported to get help rather than being criminalised.

According to the Sentencing Council, sentences for drug supply range from a community order or fine to life imprisonment depending on the amounts and circumstances.

The government last year announced a 10-year strategy for tackling drug use and supply, which aims to crack down on County Lines, introduce new penalties for recreational drug users, and provide support for people trying to come off drugs.

In Walham Grove, it has been claimed dealers are sometimes dressing up as food delivery drivers to hide their criminal activity and make it look like they have a legitimate reason to be hanging around.

Meanwhile, businesses on North End Road say the local McDonald's has become a hotbed of antisocial behaviour.

Javad Tabe, 50, who works at nearby Al Baydar grocers, said: "I have seen delivery drivers fight with each other, swearing and yelling."

Aga Sznura, 47, a store manager at the charity Royal Trinity Hospice, said teens often kick off outside McDonald's in the evening. She said she's never witnessed any drug dealing.

Dispute this, residents claim many of the take-away shops are attracting the wrong crowd and are worried their plans to stay open will turn the area into a "Soho lite".

One resident said: "The problem we have is there are too many shops trying to stay open into the early hours."

She still remembers finding Salim Coulter's dead body near her home. The woman, who does not want to be identified, said: "There was a loud bang so I came out and then I saw a big crowd around the Jerk shop and when I walked up, I saw him there, dead next to the car."

Coulter, a 24-year-old trainee gas engineer and drug dealer, was shot dead in Walham Grove on November 5, 2016 in front of his friend after having had a meal with them.

He had been dining at Jerky's Jamaican restaurant when he was shot in the head by a man in a hoodie at point-blank range as he returned to his friend's car.

Two years later, Omar Hutson was found guilty of Coulter's murder and sentenced to life in prison.

McDonald's [312 North End Road] said it wouldn't comment but pointed out that it was one of a number of businesses experiencing antisocial behaviour issues in the surrounding area.

They say this is being committed by one or two groups of teenagers and that Fulham McDonald's has been proactively working with the Police and Fulham BID (Business Improvement District) to try to resolve these issues.

In the interim, the restaurant has introduced a temporary security presence to help maintain a family-friendly atmosphere and staff have also reached out to the local neighbourhood teams to see what else can be done.

Hammersmith and Fulham council's deputy leader Ben Coleman, who represents the ward, said drug dealing is a challenge all councils across the capital face and that he would be speaking with the council's Law Enforcement Team (LET) to step up patrols in the area.

He acknowledged past problems with McDonald's on North End Road and vowed to work with the local manager to tackle ABS and litter issues.

He said the council was fully committed to turning North End Road into a more attractive place to shop but urged traders to engage with residents more often.

Mr Coleman said: "I think it's very important for any business that wants to trade on or near North End Road to understand the area it is in and to take the trouble to talk to residents and in the submission that they make, to show they've addressed residents' concerns.

"From experience, that isn't always the case and inevitably that means a great deal of time can be wasted."

He added: "Don't just come to an area like a spaceship and drop yourself down and ignore the fact there are local people living in residential roads nearby, who could be affected by what you're doing.

"Anyone who takes a sort of spaceship approach on North End Road or the roads off it and doesn't choose to engage with the residents is probably not doing themselves any favours." He said the council would access late-night licence applications on a case-by-case basis.

The Met Police said it made more than 200 arrests and seized over one million pounds worth of drugs during a week-long crackdown on County Lines gangs earlier this year.

They said in several cases, vulnerable children were preyed on by offenders and used as a commodity, placing them into an incredibly dangerous environment. Instead of criminalising these children, officers work with Rescue and Response to ensure they are safeguarded and supported.

Between Monday, 27 February and Sunday, 5 March officers seized 8.3kgs of Class A drugs and 37.6 kilograms Class B drugs, £652,214 in cash and five firearms and 51 weapons including knives, machetes and swords.

Detective Superintendent Rick Sewart, Lead Responsible Officer for County Lines in the Met, said: "The Met is committed to relentlessly pursue those responsible for County Lines drug supply, bringing them to justice for their abhorrent crimes."

Adrian Zorzut - Local Democracy Reporter

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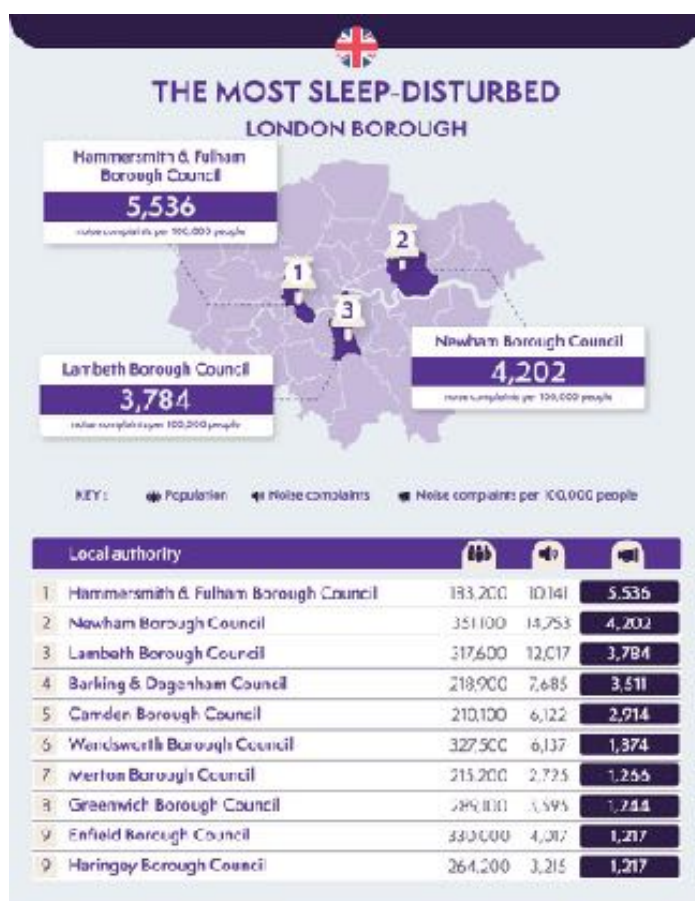
Noise evidence H&F is the most sleep-disturbed London Borough

<https://www.sleepseeker.co.uk/blog/sleep-disturbances#:~:text=We've%20looked%20at%20which,in%20the%202021%20calendar%20year.&text=Aberdeen%20takes%20first%20place%20with,these%20because%20of%20loud%20music.>

N.B. Use link above for methodology etc. This uses Freedom Of Info data for 2021

The Most Sleep-Disturbed London Borough

London is the most populated city in the UK, made up of 32 boroughs. We wanted to find out which of these London boroughs filed the most noise complaints in 2021.



1 - Hammersmith and Fulham Borough Council - 5,536 noise complaints per 100,000

[2021] Hammersmith and Fulham takes **the top spot** with just over 5,536 noise complaints per 100,000 people. The **most frequent complaint was due to loud music**, followed by domestic complaints, and parties. Interestingly, Hammersmith and Fulham had one of the lowest populations out of the London boroughs, with just three below them, as well as the third most noise complaints in total.

From: [REDACTED]
To: [Mckenna Lorna: H&F](#)
Subject: Supplemental 1-pager here this email of an email. Also, this one page pls. 2023/00740/LAPR
Date: 03 July 2023 10:31:53

Lorna,

Could you pls include so that it is clear that this 30 May 2023 email is from Planning Enforcement. I know you have to black out various GDPR-type info. Perhaps just include what I am writing here.

On 30 May 2023, at 17:48, Demir Gunay: H&F [REDACTED] wrote:

Dear all,

Thank you for your emails.

Some of the objections you raised within this email are to do with licensing. I can confirm that I have forwarded your emails to the case officer Lorna, you may contact her directly on lorna.mckenna@lbhf.gov.uk (quoting the reference number: 2023/00740/LAPR) for licensing application.

I work for the planning enforcement team. Ms Dexter has been in touch with me regarding the case. (Case ref: 2023/00321/ADVERT)

From a planning enforcement perspective, there are 2 issues we are currently investigating;

- 1. The design and size of the sign. Sign has been installed (partially) without the advertisement consent, 2023/00860/ADV (Application Invalid).**
- 2. The use of the premises; a separate application is required to establish the current and proposed use. The application will be subject to a neighbour consultation.**

We are working with other officers from different departments to assess the case.

I shall update you once we complete the assessment.

Kind Regards

Mr. Gunay Demir
Planning Enforcement Officer
Development Management – Enforcement Team
Economy Department
Hammersmith & Fulham Council

[REDACTED]

Web: www.lbhf.gov.uk

