

Licensing Sub-Committee

Supplementary Agenda A

Monday 27 January 2025 at 6.30 pm

This meeting will be held remotely

Watch the meeting live: youtube.com/hammersmithandfulham

MEMBERSHIP

Administration:	Opposition:
Councillor Mercy Umeh (Chair) Councillor Bora Kwon	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

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

Date Issued: 24 January 2025

Licensing Sub-Committee Supplementary Agenda A

27 January 2025

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Agenda Item 4

From: [REDACTED]
Sent: 22 January 2025 02:37
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Agenda - Popeyes, 348 North End Road, London, SW6 1NB

Dear Lorna,

I would like to attach an example of deliveroo drivers that come to Popeyes not respecting the parking rules - parking at a bus stop



Agenda Item 5

From: [REDACTED]

Sent: 23 January 2025 22:28

To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: Supplemental for Popeyes 312 North End Road 2024/01664/LAPR 27 Jan 2025 hearing

Attachments: one 1, pg pdf and one jpeg visual

Supplemental for Popeyes 312 North End Road 2024/01664/LAPR 27 Jan 2025 hearing

Dear Licensing,

Thursday, 23 January 2025. Attached pls find Supplemental evidence as per Reg 18 of the Licensing Act 2003. Please print out the two attachments, one page each and add to this email commentary for the Committee. Many thanks.

Representations and supporting information

18. In considering any representations or notice made by a party the authority may take into account documentary or other information produced by a party in support of their application, representations or notice (as applicable) either before the hearing or, with the consent of all the other parties, at the hearing.

We are supplying various evidence to support our representations and to assist the Committee in their decision tonight.

1. Most sleep-disturbed Borough— H&F

Attachment 1, 1 page pdf

a) [SLEEP 1pg Noise graphic wLink.pdf](#)

This graphic is included to support the representations made by those living above Popeyes, in the same the block-long building as Popeyes, and others who made representations mentioning the problems of lack of sleep and sleep disturbance due to the cumulative impact of more and more of these delivery shops. Could the Committee please bear in mind that many do not have much choice as to where they live in that they are assigned a flat or their budgets demand that they live directly on main roads such as North End Road.

2. Defined Gambling FULHAM cumulative impact area includes the section of North End Road where Popeys now trades.

Attachment 2, 1 page

a) [page19image20282400.jpeg](#)

The graphic image is pulled from page 19 of the H&F Business Intelligence Local Area Profile Oct 2024 showing the Fulham Cumulative Impact Area for gambling.

This Profile has been compiled by the Business Intelligence Unit of our Borough.

This defined area includes the entire parade of shops from Amigos Burgers 352 North End Road SW6 1NB to Ryman's 336 North End Road SW6 1NB.

Popeys is just left of middle of this parade, at 312 North End Road, at the bus stop, next to Ladbrokes.

We HAVE NOT attached the entire report; link is here:

https://ehq-production-europe.s3.eu-west-1.amazonaws.com/3b9c278f37c603ccceabd305cbd794da4b076a80/original/1729255416/b4f0480ed9b1317f24623be6f2fad239_Gambling_Policy_Local_Area_Profile_-_final_consultation_version.pdf?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Credential=AKIA4KKNOAKIJHZMYNPA%2F20250123%2Feu-west-1%2Fs3%2Faws4_request&X-Amz-Date=20250123T194623Z&X-Amz-Expires=300&X-Amz-SignedHeaders=host&X-Amz-Signature=73caff8888640ab8b4907db72b664d0549c30260acf378e1b368167728d8e390

3. Crime data, schools data

We point to several key data sets in the H&F Business Intelligence Local Area Profile Oct 2024 that are specific to crime and disorder, one of the four licensing objectives:

a) Popeyes in in the middle of a defined gambling cumulative impact area. Page 19, as above

b) Page 15, explains specific crime and Anti-Social Behavior (asb) data, most recently, year on year, crime rising by 10 percent in 2023 over 2022, in Hammersmith and Fulham.

c) Pages 26 and 27 show all schools. This in relation to the Mayor of London mandate and Local Plan goal of no takeaways within a 400 meter radius of schools, mentioned in some Representations submitted.

4. Proximity of Addiction Abuse Centre

THE H&F Statement of Licensing Policy 2022-2027 (SLP) requires that proximity to hospitals, treatments centres, hostels etc be taken into consideration in assessing an application.

We would like to point out that at 280 North End Road/Coomer Place, Coomer House is an NHS a NorthWest London Drug and Abuse centre serving the entire Northwest of London.

This is 4 roads up from Popeyes. A few minutes' walk.

Committee members will have more information than residents, due to data protection, but we do know that hundreds of recovering 'users' are welcomed to this site and thus North End Road every day.

We understand from our local Met Police teams that this adds to various problems directly in North End Road, for all shops, pedestrians, market stall holders etc. This was also discussed in detail at a previous licensing hearing relating to another Premises on North End Road.

From the SLP page 22, final paragraph:

"In determining an application where there has been a relevant representation the Licensing Authority will, where appropriate, take into account the cumulative effect of the number, type and density of licensed premises already existing in the area. Consideration will be given to the proximity to any drug and alcohol treatment

site, A&E department or homeless hostel in a local area type remit ie applicants need to make the case for how they would not increase further problems for the residents/clients nearby.”

We see no evidence of the Applicant addressing the cumulative effect of this drug and alcohol treatment site on his Premises. This is a very real, very sincere local issue of a steady stream and influx of treatment seekers spending time in this part of North End Road. Delivery drivers are creating their own side hussles, as everyone knows.

4. POLICY 4: Cumulative Impact, page 22 SLP states:

The Licensing Authority will have regard to cumulative impact generally during the duration of this policy.

Further, several residents of Tournay Road, as well as others, made the point in their Representations that, walking northwards, at least 32-35 other fast food outlets are in the close proximity of this new Popeyes. We ask the Committee to take cumulative impact into consideration here, which they are allowed to do, based on their own SLP.

5. Planning, building control etc.as it relates directly to licensing

We would point out to the Committee that Planning Permission has not been applied for. As well, Representations point out the lack of planning for both the frontage (which was effectively ripped off over several late nights—I witnessed this myself passing by in a taxi) and for various generators, refrigeration units to the rear etc. Planning is not licensing, but once again, licensing is being used to skirt around planning obligations of this Applicant. It is our experience that an Applicant who does not follow the rules now also does not follow them in the future. We are disappointed, as residents, that this applicant, like so many applicants, seems to think that he is above the law.

6. Policy 14 Delivery Services

Residents see no mention of addressing page 32 of the SLP, specifically about after 8pm deliveries, namely, 'The Licensing Authority expects that applicants will make arrangements fro all deliveries after 8pm to be made using electric vehicles or non motorized vehicles ie bicycles.'

Further, on page 33, 'A requirement for specific delivery collection area to be made clear to any third party delivery service. This area may not be directly outside the licensed premises to take account of any residential accommodation close by or obstructing the pavement/highways.'

7. SLP forward by Councillor Cowan, Leader

Page 3: Mr Cowan states:

“We want to create a vibrant, safe and considerate night-time economy. We support the revival of nightlife, with more well-managed late licences in non-residential areas.”

Residents would like to point out that North End Road is unique in that it is an important main road—especially from Walham Grove and Shorrolds Road up to Lillie Road, a market road by day but most of all, a residential road with shops at road level. It was designed that way, to be vibrant by day and to calm down at night for the residential needs of the road.

North End Road houses thousands of residents; hardworking students, adults, family bread winners, children and pets. In short, in Mr Cowan’s words, North End Road is NOT a 'non-residential area’.

So far, we are missing respect for residents in opening and managing their new property. So far, they have ticked all the boxes for NOT promoting the four licensing objectives; the examples are given to the Committee in graphic detail in Representations made by real residents who need their sleep, who are concerned for public safety inside and outside the Premises and don’t want the public nuisance they have witnessed, heard and experienced so far.

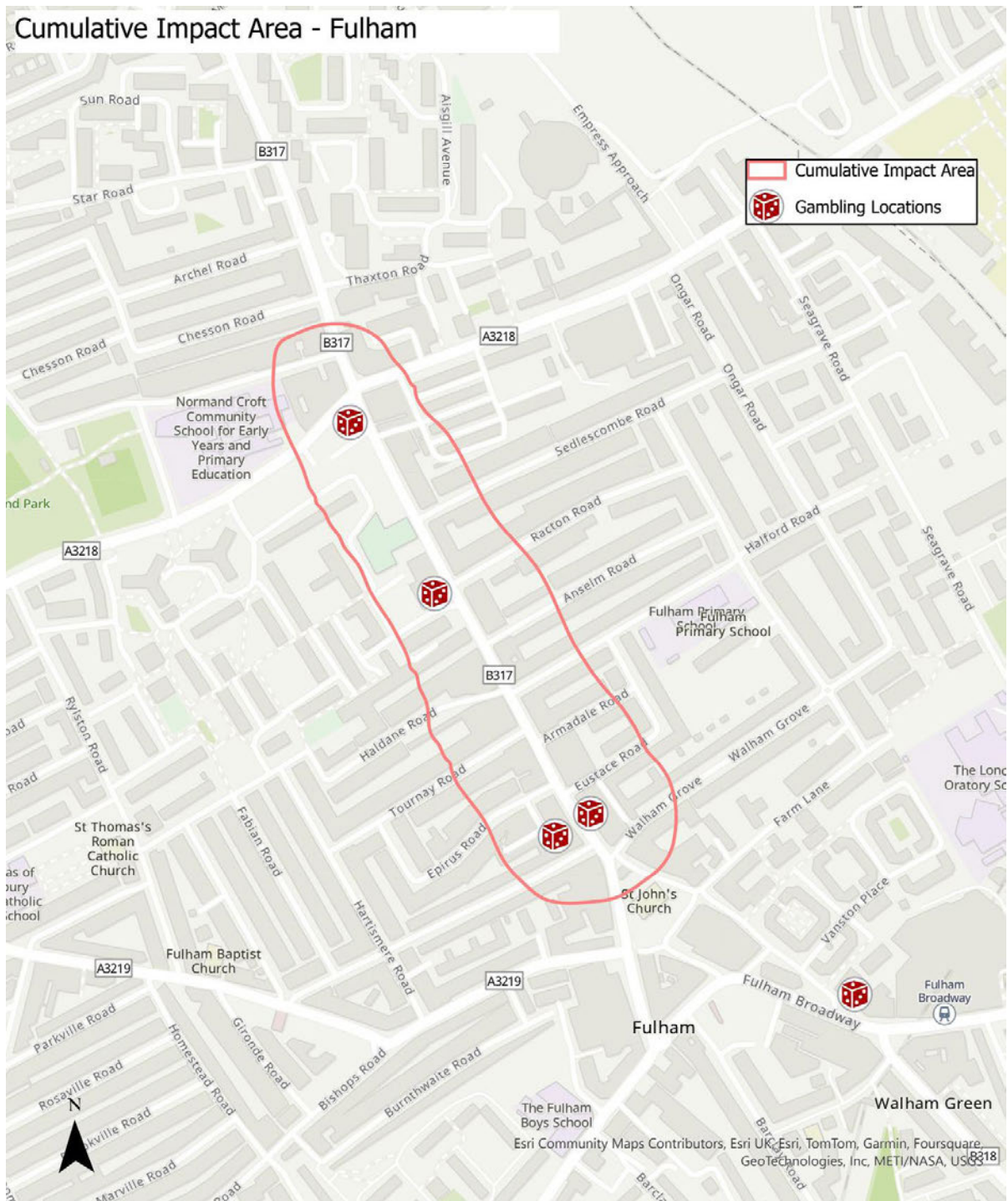
We ask the Committee to reject the application.

[REDACTED]

Barclay Road Conservation Area Neighbourhood Watch (Barclay Road Residents)

[REDACTED]

Cumulative Impact Area - Fulham

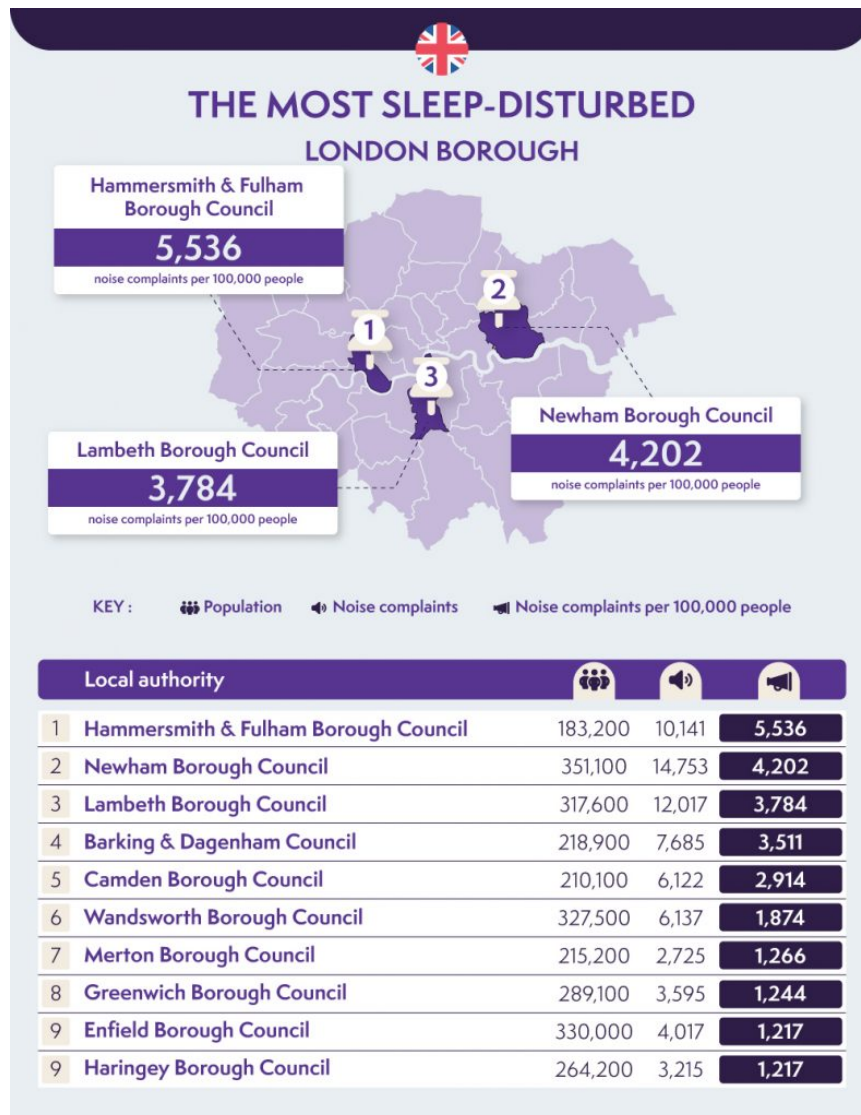


<https://www.sleepseeker.co.uk/blog/sleep-disturbances#:~:text=We've%20looked%20at%20which,in%20the%202021%20calendar%20year.&text=Aberdeen%20takes%20first%20place%20with,these%20because%20of%20loud%20music.>

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.



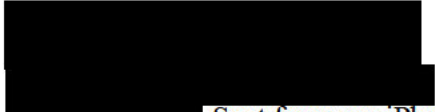
1 - Hammersmith and Fulham Borough Council - 5,536 noise complaints per 100,000

[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: [Barclay Road Residents](#)
To: [Mckenna Lorna: H&E](#); [Licensing HF: H&E](#)
Subject: Further supplemental Popeyes Media article, 21 Jan 2025
Date: 24 January 2025 08:19:38
Attachments: [Template Media H Footer 8.pdf](#)

Lorna

Please include this 21 Jan 2025 article for the Committee, as it quotes the operator as well as others. It is a five page pdf. I could not reduce the type size unfortunately. Many thanks.


Sent from my iPhone

By Ben Lynch Local Democracy Reporter

• 07:00, 21 JAN 2025

Popeyes wants London restaurant's hours extended to open until 1am some days - locals unimpressed

One resident wrote the proposed hours for Popeyes' Fulham premises 'will disturb the sleep of the hardworking residents and their children nearby even more'



Popeyes was founded in Louisiana in 1972 and specialises in fried chicken (Image: Roberto Machado Noa/LightRocket via Getty Images)

A West London [Popeyes](#) has drawn concerns from residents over plans to extend its opening hours. The fried chicken chain is requesting a licence to operate its North End Road restaurant between 7am and midnight Sunday to Wednesday, and until 1am Thursday to Saturday.

Deliveries will also be permitted an hour after close. It is currently licensed to open between 11am and 11pm, Monday to Sunday. [The submission](#), which is due to be decided by [Hammersmith](#) and Fulham [Council's Licensing Sub-Committee](#) next Monday (January 27), has however received 21 objections including from the local authority's Environmental Protection team.

A Popeyes UK spokesperson said the application will offer additional choice to customers, and that it will enable it to operate similar hours to several other local restaurants. The North End Road Popeyes is located towards the thoroughfare's southern end, a short walk from Fulham Broadway Station and [Chelsea FC](#)'s home ground Stamford Bridge.



Popeyes' new locations have seen customers queuing for hours (Image: Croydon Advertiser)

The chain had initially sought permission to remain open until 2.30am seven days a week, though this was later reduced following correspondence with the council. [The objections](#) revolve around the potential impact of the proposed hours on residents, in particular given the area is already identified by the Met Police as a crime hotspot.

In an email to Hammersmith and Fulham published as part of the meeting pack, the Barclay Road Residents group wrote: "This stretch of North End Road is a defined [Metropolitan Police](#) Crime Hot Spot. Only shorter operating hours will assist in decreasing crime by not attracting customers during food service operating hours and not attracting delivery drivers during

the proposed 'delivery only'/so-called 'Outdoors only' hours, in licensing parlance."

The group adds that 'scores' of residents live above and across from the premises, with thousands more on nearby roads. The Co-Chair of the Walham Green Ward Panel similarly raised the likely impact on those living in the area.

"Residents including young children on the North End Road and side streets such as Shorrolds Road, Epirus Road and other nearby side streets will have their sleep disturbed by customers, delivery drivers collecting take away orders and delivery drivers delivering supplies to the premises," the letter reads.

"In addition to the direct noise at the premises, the residents will be woken by the sound of additional delivery drivers whizzing around. The noise of their e-bikes, motor scooters and motor bikes interrupts the sleep of residents and makes a significant contribution to the pollution in this built-up area. This conflicts with the licensing objectives of protecting children from harm and public safety."

According to one resident, if the proposal is agreed, 'this will disturb the sleep of the hardworking residents and their children nearby even more. Need I remind you of the severe implications of lack of sleep on mental health and school attainment (protection of children from harm)'.
'

The Secretary of the Fulham Island Residents Association, which comprises 32 flats, meanwhile flagged the Popeyes is also located close to Fulham Boys School. They argued this is a contravention of the Mayor of London Sir [Sadiq Khan's](#) ban on new fast-food takeaways within 400 metres of a school.

The council's Environmental Protection team raised a number of concerns even with the reduced hours. These include the noise from the extractor ventilation system, human voices and activity, and cleaning after closing hours. John Garcia, an investigator on the team, wrote: "There is insufficient evidence to support the extension of the business hours as they encroach into the night time."

A spokesperson for Popeyes UK said: "Our application to extend our Fulham North End Road restaurant opening hours will offer additional choice to local consumers and enable Popeyes to operate similar hours to several other restaurant businesses in the area. As a business with over 65 UK sites we pride ourselves on being a responsible operator and local community citizen, and we are actively engaging with local residents to understand and mitigate any potential concerns."

Popeyes was founded in Louisiana in 1972 by Al Copeland. It now has thousands of restaurants worldwide including its 65 sites across the UK. Its London locations include premises in Waterloo, Clapham and [Shoreditch](#). When the [Ealing](#) branch opened in 2022 [it made £20,000 in one day](#) due to its


popularity. Similarly, people reportedly queued for hours to be first into [Popeyes' Croydon branch which opened in 2023](#).

https://www.mylondon.news/news/west-london-news/popeyes-wants-london-restaurants-hours-30823735?utm_source=mylondon_newsletter&utm_medium=email&utm_campaign=auto_westlondon_newsletter&utm_content=&utm_term=&ruid=903b8eb1-0871-426c-97fd-759ff9771297&hx=3f040890a6e6e77284e8d6f0e7ac8e0fe7221c8f4d33ca57220448cc564e8817#

From: [Barclay Road Residents](#)
To: [Mckenna Lorna: H&E](#); [Licensing HF: H&E](#)
Subject: Further supplemental for Popeyes hearing, Media Sept 2023, nearby Premises
Date: 24 January 2025 08:40:18
Attachments: [Media PJ loses again 29 Sept 2023.pdf](#)

Dear Committee,

We are submitting this media report regarding a fast food Premises at Vanston Place and Walham Grove. This troubled Premises is just about diagonally across from the new Popeyes on the other side of the extended intersection. It is in the same crime hotspot area and shares the same residents and many of the concerned neighbours as those concerned about the Popeyes application being considered on 27 Jan 2025.


from my iPhone

Papa Johns store loses bid to stay open longer for second time this year

By Adrian Zorzut, Local Democracy Reporter 29 September 2023

<https://londonnewsonline.co.uk/papa-johns-store-loses-bid-to-stay-open-longer-for-second-time-this-year/>

Popular pizza joint Papa Johns lost a bid to stay open until 1am during a marathon five-hour meeting with residents.

The pizza chain promised to shut its Walham Grove shop in [Fulham](#) to customers from 11pm and run deliveries until close but it wasn't enough to ease residents' concerns about [noise](#) and anti-social behaviour.

Some 21 residents joined Tuesday night's virtual licensing meeting held by [Hammersmith and Fulham](#) council that tested concentration spans.

One woman was seen clutching her hair when the applicant's lawyer, Walaiti Rathore, was given 57 minutes to respond to allegations almost four hours into the licensing meeting.

It was claimed 50 residents opposed Papa Johns' application which initially wanted to run 24 hours a day.

Residents claimed they had lost sleep and were fed up with Papa Johns' pizza boxes ending up in their front gardens. They also claimed data protection laws were being broken by delivery dockets with customers' personal details being left scattered along the gutter.

One resident said: "This is a residential street. We do not want disturbance all night... We already have enough mopeds. We just cannot cope anymore."

The mum of a teenage daughter described how it is "extremely intimidating" to walk past drivers outside Papa Johns.

She said: "I have a soon-to-be 16 year old. There are other young females on the road. Even myself, I don't particularly like it as their mum. It is a particularly intimidating group of men that are looking you up and down."

Papa Johns regional operations manager, Richard Campbell, said the shop was under new management since a take-over in June and was keen to engage residents more.

He said: "We are working tirelessly to be the best business we can be. There is a long road ahead but we're continuing to improve the business, the processes and the way we do things."

Mr Rathore claimed some of the allegations were "unsubstantiated" or "misleading". He also claimed the police have not received a single complaint from residents about its drivers.

He said: "Papa Johns has an excellent working relationship with the relevant authorities."

But councillors disagreed and shared concerns about the way Papa Johns monitors delivery drivers and if the company had improved its operation since a similar application was rejected in February.

Councillor Ben Coleman said: "I think we again have a situation where we wish Papa Johns to reassure us all before it puts in an application for extended hours, that it's capable of operating the place better than at the moment and until it shows us and demonstrates to us then we are back where we were in February and I ask the committee to reject this application."

Mr Rathore said this application offered 'litter patrols' and promised to make its own drivers wait inside the premises after 11pm.



Chair of the committee, councillor Paul Alexander, said: "The residents are frightened.

"They don't have a problem with your pizza, they have a problem with your delivery bikes and I really don't think that's coming across for now.

"The Committee has decided, after taking into account all of the individual circumstances of this case and the promotion of the four licensing objectives to reject the application." //end//

Pictured top: Papa Johns on the corner of Walham Grove and Vanston Place (Picture: Google Street View)