

Licensing Sub-Committee

Supplementary Agenda C

Wednesday 28 May 2025 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 Patrick Walsh (Chair) Councillor Jacolyn Daly	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: 27 May 2025

Licensing Sub-Committee Agenda

28 May 2025

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6.	MCDONALD'S, 312-314 NORTH END ROAD, LONDON, SW6 1NG - ADDITIONAL INFORMATION FROM OBJECTORS	3 - 54

Agenda Item 6

From: [REDACTED]
Sent: 23 May 2025 15:43
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: McDonald's

Dear Matt

I wish to refer to these photos in my submission at the hearing. Please attach them to the agenda.

Kind regards

[REDACTED]
6 Haldane Rd





From: [REDACTED]
Sent: 26 May 2025 11:18
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Supplementary Representations & Evidence

Dear Matt,

I hope this message finds you well.

I am writing to request that you add a supplementary Representation to my original Representation (found on page 220 of the Agenda Pack). Please find my supplementary Representation attached.

[REDACTED]

[REDACTED]

Thank you for your attention to this matter.

Kind regards,

[REDACTED]

2025/00525/LAPR McDonald's 312 North End Road

Page 220 of Agenda Pack.

my Representation 28 May 2025 H&F Licensing Committee hearing

Dear Chair and Members of the Licensing Committee,

I am representing three women who live in Fulham, myself, [REDACTED] who is a Fulham resident who lives only several feet from the McDonald s premises on North End Road. I am also representing my nearby neighbour, [REDACTED].

As outlined in my written representation previously submitted to the Council, found on page 220 of tonight's Agenda Pack, I am here to strongly oppose the application to grant McDonald s any extended hours on the Late Night Refreshment (LNR) licence at this location.

I realise that at the last minute McD's are suggesting to roll this back to 3am but their intent is clear that they plan to get to 24-hours, eventually, through the legal 'loophole' of Temporary Event Notices and other devices set out clearly by their counsel, Shoosmiths. This is all found on pages 46-49 and 50-52 of the Agenda Pack for 2025/00525/LAPR

1. Safety for female residents of Fulham

1.1. I am a single female resident of Fulham. I already feel unsafe walking home in the late evening hours, particularly along the North End Road. I used to live on one of the residential roads off of the North End Road. I speak from personal experience and won't go into details about negative encounters I have experienced in the very vicinity of 312 North End Road.

Extending McDonald s operational hours into the night and early hours and eventually turning into a 24-hour, never ending operation, would fundamentally change the nature, tone, and safety of this area in Fulham. Safety, after dark as well as into the early dawn hours.

In our residential Fulham roads, there is no need to attract late-night crowds exiting pubs and clubs, and increase instances of noise, public drunkenness, and antisocial behaviour.

1.2. Given McDonald s strategic location on North End Road, it is reasonable to conclude that this application is not simply about local convenience. It is, in fact, most likely a strategic intent to establish a centralised dark hours delivery hub for West London.

Such an operation would significantly increase public nuisance and crime issues already well-documented in this area.

I would like to draw your attention to the well-documented antisocial behaviour associated with delivery drivers frequenting this very McDonald's premises. Numerous representations submitted to this committee highlight dangerous and disorderly conduct by these drivers, including illegal activity, intimidation, reckless driving, and persistent illegal parking.

These concerns are not isolated incidents; they are daily realities for the residents of Fulham.

I am talking about danger in our roads. This danger is not hypothetical!

1.3. These dangers are recognised publicly: The Telegraph article dated 19 May 2025, received over 242 public comments in under 24 hours, more than 80% of which raised concerns regarding delivery drivers ('riders') associated with McDonald's operations. These are national-level concerns reflecting local, lived experience. I provide a link to a PDF of the key comments and the 19 May article. A PDF because The Telegraph is behind a paywall.

2. Other boroughs

I would also like to draw the Committee's attention to our neighbouring borough for comparison.

2.1. In the Royal Borough of Kensington and Chelsea, where the nightlife economy is both dense and established, there is clearly greater control.

For example, when walking in Chelsea, along the King's Road at night, one observes order, reduced noise past midnight, visible tough-looking, serious security at nightlife venues that do have historical late-night licences, as well as very fine top-hatted concierge-type security in front of certain Premises in Chelsea. Notably, there are fewer littered streets and fewer parked delivery scooters.

2.2. The McDonald's on King's Road, Chelsea, operates between 5:00 a.m. and 11:00 p.m. only. Despite being located in a high-footfall nightlife area, it has not been granted a 24-hour licence.

2.3. Recently, I was trying to understand why licensed hours change abruptly on the Fulham Road and on the King's Road. I learned that each borough has its own Licensing Policy that is based on the Licensing Act 2003. Then I saw this:

I refer the Committee to The Royal Borough of Kensington and Chelsea's Statement of Licensing Policy, specifically Section 2.9, page 7, where it is stated:

Where the Licensing Authority's discretion has been triggered by the receipt of relevant representations, applications for the grant of, or variations to, premises licences or club premises certificates will not normally be granted which permit opening hours which are later than 12 midnight. A more in-depth explanation can be found in section 8 of this document.

What a revelation! They have actually found a legal way to expect that applicants will submit applications for not past midnight. I've spoken to some licensing experts and have learned a lot. I've also learned that this 'expectation' language works well and has not been challenged.

2.4. Based on over 161 representations submitted to oppose McDonald's request for extended operating hours after midnight on North End Road, along with an article in The Telegraph and the significant safety concerns expressed in the commentary, I believe our council should take the same approach to this matter as our neighbouring borough of Kensington and Chelsea.

2.5. There are comparable headlines about McDonald's not obtaining extended hours near Paddington Station on 161 Praed Street.

Importantly, for that 2021 application, residents and councillors raised concerns about litter, pedestrian obstructions caused by delivery drivers — all relevant to the case before you today.

McDonald's on 161 Praed Street operational hours remain from 6 am – 11:45 pm (12 am on Sundays) – based on google.com

2.6. It is very clear that Westminster Council has strong regulations when it comes to granting licensing permissions. It is safe to say that Westminster Council will continue to strongly apply their regulations on licensing applicants, as clearly identified in their active plan launched for the evening and night-time economy in central London. I have shared a link to their Dark Hours policy strategy (LINK) with family zones, entertainment zones, no alcohol zones, even 24-hour zones, but only on The Strand, where it is deemed close to zero residential.
<https://www.westminster.gov.uk/news/council-launches-plan-evening-and-night-time-central-london>

2.7. Both Westminster and Kensington & Chelsea boroughs have demonstrated that economic interests cannot take precedence over community safety and public order.

3. Last minute bribing

3.1. I would also like to remind the Committee that, despite McDonald's public statements, there has been no meaningful engagement with nearby residents. But suddenly, on 23rd of May 2025, we were confronted with a last-minute attempt to invite individuals who submitted representations to an orchestrated coffee meeting on 26 May, just two days before this hearing. The Friday 23 May 2025 email sent to all Representatives by the McDonald's franchisee Abel Campos will be part of a Supplemental Agenda. Needless to say, I am not aware of anyone who was interested in a free coffee at McDonald's.

McDonald's last-minute, reactive reaction to 161 Representations against their application speaks volumes about how they perceive and prioritise genuine community dialogue. They don't!

3.2. The McDonald's on North End Road has existed for years, during which time persistent, ongoing and ever-escalating nuisance and antisocial behaviour have never been addressed in any way by McDonald's. They seem to exist in a vacuum for commercial gain alone.

Why should the Committee tonight reward all these persistent problems with longer hours? They should not. Very simple.

4. Delivery riders

4.1. While the applicant may argue that delivery drivers are not their direct responsibility, the reality is that this business model, particularly one seeking longer hours and eventually 24-hour

operations, will heavily rely on third-party delivery services. Therefore, the negative externalities associated with those services will inevitably be directly tied to this licence.

The Applicant admits that it does not have the authority (and they don't) or operational capacity to control these delivery drivers. This is precisely why extended hours of any length should not be granted.

4.2. The applicant has neither demonstrated the willingness nor the infrastructure to manage the serious consequences that such extended operations will impose on this densely populated residential area. The Council's own 2024 H&F Walham Green Ward 2024 Profile, in which McDonald's is located, correctly states:

"The ward is almost entirely residential in character, with the exception of the shopping centre and many commercial premises alongside Fulham Road."

Link here: <https://www.lbhf.gov.uk/councillors-and-democracy/about-hammersmith-fulham-council/ward-profiles/walham-green-2024>

Dear Chairman and Committee, I understand that licensing decisions are complex and that they carry with them a great responsibility on your part to not make a wrong decision for your constituents.- Regulatory responsibility must be exercised for public safety, equity, and policy consistency.

5. Closing Argument

On one side of this application stands a global corporation, driven by quarterly profits. On the other side stands an overwhelming number of residents, almost 16,000 in Walham Green Ward and Lillie Ward, combined—families, pensioners, children, and pets; everyday citizens who rely on this Council to uphold their right to a safe and liveable environment.

You are our elected Councillors. Our elected Councillors are here to protect us. Elected Councillors have a duty to enhance our roads and our neighbourhood. Public Safety is the most important point for me as a single female living in this area of Fulham.

Your Licensing Policy gives you great power to protect residents. Your Licensing Policy demands that you promote and deliver public safety for women. Tonight, we, the women of Fulham, call on you to embrace that power, make it your own and use it with all your might. Please reject the Application.

Kind regards,

[Redacted Signature]

21A Barclay Road,
SW6 1EJ

The affluent streets living in fear of McDonald's delivery drivers

Fulham residents try to prevent 24-hour restaurant opening as crime and anti-social behaviour rises

GoFundMe link:

<https://www.gofundme.com/f/stop-mcdonalds-24hour-licence-applicationprotect-fulham>



Fulham residents don't want to see the increase in delivery drivers they fear will result if a local McDonald's is allowed to open 24 hours a day.

Credit: Jeff Gilbert for The Telegraph

Ruth Hallows, Sophie Barnes / Investigations Correspondent
19 May 2025 7:55pm BST

Affluent London residents have claimed that they are under siege from dozens of delivery drivers.

Those living next to the McDonald's on North End Road in Fulham are embroiled in a battle to stop 24-hour opening times.

They claim up to 30 drivers sprawl across the area's one-way side roads during the restaurant's current 5am to midnight hours, often blocking them inside their homes.

McDonald's bosses have applied to Labour-led Hammersmith and Fulham council to allow 24-hour opening.

But there have been 76 complaints lodged against the application, with one blaming fears over rising crime.

It read: "[The area] is recognised as a crime hotspot and high for anti-social behaviour, which would be worsened".

The most recent figures show that of the crimes reported in the area surrounding the McDonald's branch in March, 31 involved violent and sexual offences, 31 were anti-social behaviour incidents and 25 involved shoplifting.

Chloe August, a mother of two, claimed she was exposed to one driver's threatening behaviour after she confronted him for driving in the wrong direction.

"They drive up the wrong way up this road a lot," she told The Telegraph. "We had one incident when we asked someone – and it was politely – to not do that because we've got two young children and they were very, very aggressive. I mean, it was pretty bad.

"Delivery drivers are the big issue, just because of how many there can be at the weekend and into the evening blocking pavements.

"We've had it quite a few times where we've been unable to get through," she added. "If [McDonald's] goes up to 24 hours, there will be a huge volume of delivery drivers using our road as a thoroughfare."



Chloe August worries that more delivery drivers will result in even more blocked pavements and traffic.

Credit: Jeff Gilbert for The Telegraph

Father of one John Alun Skoulding, leader of the neighbourhood watch, claimed the branch attracted unsavoury characters who threatened anyone who complained.

He told The Telegraph: “You know, it’s not uncommon to have people sitting on our fence. They’ll drop their litter in our garden. We’ve had people urinate, we’ve had drugs dealers... they’re very aggressive towards residents.

“I mean their stock response to nearly everybody on the roads that I’ve spoken to is ‘We know where you are’; at that point, particularly those with young children will back off. OK, I’m not shy but I’m also not prepared to take the risks with people who are clearly fairly aggressively minded.”

The rise in the number of delivery drivers has also provided a cover for local drug dealers.

“I’ve seen drug deals where people who look like dispatch riders turn up, they’re not delivering food,” Mr Skoulding said.

“There’s no food that comes out of the back of their dispatched vehicle. It’s a very small package handed over and some money and somebody disappears again.”

McDonald’s has put out a number of deterrents to try to subdue anti-social behaviour, including playing classical music, customising its lighting and design, installing CCTV and hiring security.

But none of the surrounding residential streets have cameras installed,

allowing late-night loiterers to congregate undetected.

“The reason why we get the overspill is that people can meet there and then they can walk around the corner where they’re not under surveillance,” Mr Skoulding said. “We then end up with, particularly those on the street with children, not feeling safe.

“Young girls don’t feel safe. I wouldn’t say my wife feels particularly safe, actually, late at night. Lots of people congregate. Twenty-five years ago, we didn’t have these issues.”



John Alun Skoulding says late-night loiterers make residents ‘feel unsafe’.

Credit: Jeff Gilbert for The Telegraph

Charlotte Dexter, a local campaigner, claimed McDonald’s efforts to stop violence weren’t working.

In a letter to the council that Ms Dexter shared with The Telegraph, she wrote: “It has been nigh to impossible for McDonald’s to prevent crime and nuisance since long before obtaining their one hour of licensed late night refreshment (LNT), ie ‘hot food’ licence, in 2019, for 11pm to midnight.

“They are not the Met Police. They are not in the business of pushing crime and nuisance away from their premises. They are set up to attract customers for Big Macs; in turn they are, like to admit it or not, a focal point for unfortunate crime, disorder, nuisance and risks to public safety.

“The statistics are not a shining example for McDonald’s; the 312 North End Road address continues to be the only Met Police ‘crime hot spot’ in Fulham.”

Ms Dexter told The Telegraph that 24-hour opening times would stop her being able to sleep.

“The Licensing Act 2003 was not passed by Parliament with the intent of desecrating neighbourhoods for the sake of granting a premises licence at the extremely high cost to residents of their private, somewhat peaceful enjoyment of their homes and roads, their neighbourhoods, even in a global city like London.

“The Act is not there to rob residents of their sleep; sleep being a necessity, not a luxury. A Big Mac is a luxury, not a necessity.”

Residents are now fundraising to pay for legal representation to fight the plans ahead of the council’s licensing sub-committee meeting scheduled for May 28.



Local campaigners say ‘the 312 North End Road address continues to be the only Met Police ‘crime hot spot’ in Fulham’.

Credit: Jeff Gilbert for The Telegraph

A spokesman for McDonald’s said: “At McDonald’s, we are committed to being a responsible and considerate neighbour. The management team at our North End Road restaurant work closely with our delivery partners to ensure that they understand our processes and our shared responsibilities in creating a positive experience for our restaurant teams, our customers and the local community.”

A spokesman for Deliveroo said: “We are concerned by these reports from local residents and have launched an investigation. If a rider is ever found to be driving dangerously or behaving threateningly while working with us, we will terminate their account with immediate effect.

“We will be issuing targeted communications to riders in the Fulham area and further guidance for riders picking up orders from this McDonald’s site to remind them of their obligations.”

An Uber spokesman said: “The safety of our customers, couriers and the general public is a top priority for Uber Eats. Couriers must adhere to all applicable laws and regulations, including the Highway Code, and we work closely with a range of partners to provide ongoing safety education. We have contacted the restaurant concerned to discuss any issues with them.

Hammersmith and Fulham council declined to comment.

Article link:

<https://www.telegraph.co.uk/news/2025/05/19/affluent-streets-fear-mcdonalds-delivery-drivers-fulham/>

4 hrs ago

London must be our most dysfunctional city in the country, you have wealth and poverty almost side by side.

Illegal migrants delivering illegal drugs probably living in tax payer funded hotels, using forged IDs in order to go about their business.

Isn't it strange when your female delivery...

Read more

Like 1 0 Report

4 hrs ago

I feel so sorry for the residents. Last time I worked in that area just before lockdown it was definitely looking pretty shabby. Where do these people sleep. Always loads of them under the Hammersmith flyover too.

Report

6 hrs ago

I really hope they get the go-ahead to operate 24 hours. This creates more employment opportunities for young people.

Like 2 12 Report

6 hrs ago

This issue is becoming more obvious in Manchester city centre, and in other cities too, I imagine.

We need local enforcement officers checking the delivery cyclists' right to work in Britain. Most of the ones who congregate near where I live don't seem to speak a word of English.

1 Reply Like 11 0 Report

5 hrs ago

That's a laugh - delivery drivers adhering to the Highway Code - I doubt if any of them have even heard of it! Most of the scooter drivers seem to drive on provisional licences with L-plates - this should not be permitted.. As for the cyclists they ride around on the road at night with no lights or cycle on pavements with no respect for pedestrians. The old offence of 'riding furiously' needs reviving!

Like 3 0 Report

5 hrs ago

This is a London-wide anti-social activity. Most of the riders (on all sorts of two wheelers) are purportedly illegal migrants who not only distribute unhealthy UPF but also 'small paxkages'. With open borders now, please expect this to double, treble and quadruple. We have reached rock bottom.....once respectable neighbourhood...

Read more

Like 5 0 Report

All Comments242

Newest

6 hrs ago

Reply to

I'm not sure that is true. This is Fulham, not Islington. It tends to be inhabited by Investment Bankers and lawyers and other City types (many of whom are French, Italian, etc. with firm views rather than wishy-washy liberal Brits). They tend to be more right wing than more liberal media types who flock to North London.

Like 0 0 Report

6 hrs ago

Dozens of delivery drivers for fast food and in another article, odious Blair wants to post anti obesity injections by post. A simple correlation should show an obvious solution to both problems.

Like 4 0 Report

All Comments 242 Newest ▾

██████████ 6 hrs ago

Have your drugs delivered by "deliveroo drivers" get high, come down, get the munchies, order fast food, gets delivered by the same deliveroo drivers. A perfect circle!

Like 10 🗨️ 0 Report

██████████ 6 hrs ago

I am not sure why the Licensing Act 2003 is being quoted in the article. McDonald's doesn't serve alcohol and would not therefore be a Licensed Premises.

1 Reply Like 4 🗨️ 0 Report

██████████ 6 hrs ago

Reply to ██████████

Because you need a licence to sell hot food between 23.00 and 05.00. There doesn't have to be any alcohol sold.

Like 7 🗨️ 0 Report

██████████ 7 hrs ago

At last the left wing luvies of Fulham are experiencing what the country experiences. The threats and intimidating of some uber and other delivery drivers is horrific. I suspect a lot of the drivers are ilegal migrants.

What's the government doing? NOTHING!

Like 21 🗨️ 0 Report

All Comments 242 Newest ▾

██████████ 7 hrs ago

Just ban McDonalds, KFC, Burger King etc then the problem of delivery drivers will drop away and the need for the NHS to role out free fat drugs to half the population will also be reduced.

Like 12 🗨️ 0 Report

██████████ 7 hrs ago

Detain. Deport.

Like 20 🗨️ 0 Report

██████████ 7 hrs ago

Our feckless society encourages these food deliveries delivered mainly by illegal immigrants. No-one needs to order these food deliveries. They are not regulated, encourages illegal immigration and crime. The takeaway food may be convenient but it is mainly junk and expensive.

Like 19 🗨️ 0 Report

██████████ 7 hrs ago

They need to curb these amazon drivers too. We have a couple of them who obviously have been dragged up, they play music so loud in their vans you can hear it 2 streets away. The UK is finished.

2 Replies Like 6 🗨️ 0 Report

← 📌 242 📁 Gift article 📶 AA

██████████ 7 hrs ago

It's high-time there were restrictions enforced on food delivery and in particular Deliveroo. Could start by making it illegal to earn money whilst riding with L plates. Makes a mockery of road safety.

Like 17 🗨️ 0 Report

██████████ 7 hrs ago

Hide a mobile phone blocker in your garden. Cook sausages on the barbecue out front while you're at it. Passive aggressive!

Oh and vote Reform next time or anyone who at least wants to change things. Edited

Like 11 🗨️ 0 Report

██████████ 7 hrs ago

This fast food delivery industry seems to have spread to most places in the UK, along with barber shops. I've been surprised how the number of delivery people I see up here in Co Durham & Darlington, seems like one of the few growth industries in 21st century UK.

Like 7 🗨️ 0 Report

All Comments 242 Newest ▾

██████████ 7 hrs ago

Usual blah blah lies from McDonald's, Deliveroo and Uber.

Like 8 🗨️ 0 Report

██████████ 7 hrs ago

MacDonald's and "their delivery partners". If MacDonalds were made to take responsibility for their deliveries, and fined - again and again, and the bosses personally held liable not the company - for anti social behaviour, it would either stop or be controlled.

Like 6 🗨️ 0 Report

██████████ 7 hrs ago

It's the same wherever there is an inner city McDonalds - when they're not working for Deliveroo they're delivering drugs or stealing phones. Edited

Like 8 🗨️ 0 Report

All Comments 242 Newest ▾

8 hrs ago

It's about time the police and crime commissioner got on top of this

It's fairly obvious if you were a drug dealer you'd use a just eat or deliveroo bag to deliver your drugs

The moped riders are a nightmare on the roads breaking speed limits and are very dangerous...

Read more

Like 17 0 Report

All Comments 242 Newest ▾

8 hrs ago

It's ridiculous that this sort of application is being seriously considered. What advantage does this bring to anyone except to increase profits for this outlet. I'm assuming it's a franchise.

1 Reply Like 16 0 Report

7 hrs ago

Yeah and the franchise owner mohamid is cousins with the head of the Labour Council, also called mohamid. Of course the application will go through. And of course they are both friends with the mayor go to the same mosque.

Like 2 0 Report

All Comments 242 Newest ▾

9 hrs ago

Why is this in a national newspaper? And north end road ain't affluent!(At least by Fulham standards)

3 Replies Like 3 2 Report

Because it's repeated in lots of other places presumably - everywhere where people live cheek by jowl with fast food restaurants. Given how many are arriving in my road in the evening this must be awful if you live near the restaurant itself.

Maybe we just need a ban on retail delivery at night? It's not really happened before that I...

Read more

Like 8 0 Report

8 hrs ago

This story could have been found in many areas in urban Britain. If you don't suffer from the plague of anti social behaviour connected to excessive opening hours of fast food restaurants and deliveroo bikes and drivers yet, the chances are you soon will.

Like 7 0 Report

All Comments 242 Newest ▾

8 hrs ago

Well, there's illegal parking in that picture for a start

And then

Have the drivers a right to work

Are the scooters bikes legit

Are the drivers got insurance

Probably No No No

And it's not just affluent areas. This is everywhere, and a complete scourge. As this is done as business and commerce, they should be banned from all footpaths and pedestrians areas too. Bet this would not happen in Stammers beloved EU either, so if we are gonna go back, start adopting some of their good and more social rules.

And the drivers themselves lounge about in the McDonald's too, annoying the normal public

Not nice in anyway

Like 12 0 Report

8 hrs ago

On the upside, the illegal delivery drivers will at least be occupied during the night instead of robbing and raping.

Like 8 0 Report

All Comments 242 Newest ▾

8 hrs ago

Looks like some areas, that can afford it, will be employing their own security. The black economy attracts all sorts, from illegal migrants to those of a criminal nature. I'm surprised McDonalds hasn't got warehousing hubs for courier deliveries.

Like 1 0 Report

8 hrs ago

Send immigration officers around and watch them scarper.

Like 13 0 Report

8 hrs ago

"Twenty-five years ago, we didn't have these issues ..."

Like 9 0 Report

8 hrs ago

Make the fast food delivery firms require them to carry papers when working, that show their immigration status. Then the Police can stop and search 'em when they are seen in possession of a insulated food bag. If they don't have the papers they and employees are in trouble. Edited

Like 14 0 Report

All Comments 242 Newest ▾

██████████ 9 hrs ago

The drivers need to be subject to far greater oversight by their employers.

I live in Westminster and these guys are a total menace. To the extent that many of my neighbours are selling up because they feel unsafe on the street.

They are a massive source of anti social behaviour in the borough.

Like 10 0 Report

██████████ 9 hrs ago

Why dont those bikes have parking tickets on them?

Like 6 0 Report

██████████ 9 hrs ago

Bit of stop and provide documents would clear this up. Most will be illegals, many won't have licences.

1 Reply Like 14 0 Report

██████████

The police are parked over the road eating their own Big Macs!

Like 2 0 Report

All Comments 242 Newest ▾

██████████ 2 hrs ago

These delivery drivers don't care about anyone. The side road of this McDonald's is very narrow so they park there, hang around, leer at woman, trying to be obnoxious as possible. They think having a moped gives them the right to drive anywhere, in any way. The McDonald's PR guff about guidance is just utter bs.

Maybe get the police and Border Force down there regularly and see what happens to these cocky, rude lawless idiots. I expect many of them are newly arrived illegal migrant scumbags.

1 Reply Like 17 0 Report

██████████ 10 hrs ago

So stop voting Labour

Like 9 0 Report

██████████ 12 hrs ago

Caltrops in the road

Like 1 0 Report

██████████ 12 hrs ago

Khan's London

Like 27 0 Report

All Comments 242 Newest ▾

██████████ 14 hrs ago

McDonalds are a public nuisance. They deliberately appeal to gang culture in their adverts. They know what they are doing. They are constantly a magnet for crime disorder gangs litter.

Councils indulge them with ever expanding hours, like the one near me, now 24h.

These criminals on mopeds are now an added source of crime asb and no regard for road rules.

Councillors MPs Khan. All do nothing.

Disgraceful

1 Reply Like 12 0 Report

██████████

Absolutely agree...McDonalds attracts all the worst people in society!

Like 5 1 Report

██████████ 15 hrs ago

More evidence of degradationcouncil ineptitude...greed...nil policing and just a propensity for chaos and crime.

Like 14 0 Report

From: Jeremy Phillips KC [REDACTED]
Sent: 26 May 2025 16:21
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: RE: McDonald's, North End Road
Importance: High

Dear Mr Tucker,

I will be representing Barclay Road Conservation Area Neighbourhood Watch (& Ors) on Wednesday.

Please find attached, with apologies for the delay, our outline submissions concerning this application.

With kind regards,

Jeremy Phillips

Jeremy Phillips KC | Francis Taylor Building, Temple, London EC4Y 7BY | 020 7353 8415 | www.ftbchambers.co.uk
Paterson's Licensing Acts (Editor in Chief) | *Smith & Monkcom - Law of Gambling* (General Editor) | *Institute of Licensing* (Hon Fellow) | *former International Master of Gaming Law* (IMGL) | *Licensed Trade Charity* (Trustee) |

BEFORE THE LICENSING SUB-COMMITTEE

IN THE LONDON BOROUGH OF HAMMERSMITH & FULHAM

McDonald's

Application for Variation of Premises Licence

Skeleton argument of the Barclay Road Conservation Area Neighbourhood Watch & Ors

This skeleton argument is provided in order to assist the licensing authority and the licensee; it reflects the position of the BRCANW at the date of production; it does not purport to be and is not exhaustive or conclusive.

1. This skeleton argument is made on behalf of the Barclay Road (Residents) Conservation Area Neighbourhood Watch, 98 local residents, as well as the 188 signatories on a petition¹ opposing this application, as well as the following residents and Groups that have specifically asked to be represented at the hearing into the variation application submitted by McDonald's, 312-314 North End Road, London, SW6 1NG:

- a. Haldane Road:

- i. [REDACTED]
- ii. [REDACTED]
- iii. [REDACTED]
- iv. [REDACTED]
- v. [REDACTED]
- vi. [REDACTED]
- vii. [REDACTED]
- viii. [REDACTED]

¹ See [REDACTED], Rep: [301-304] and at: https://www.change.org/p/stop-mcdonald-s-24-hour-hot-food-licence-application-protect-fulham?source_location=search

- ix. [REDACTED]
- x. [REDACTED]
- xi. [REDACTED]
- xii. [REDACTED]

b. Seagrave Road Residents Group (through Adrian Murray):

- i. [REDACTED]
- ii. [REDACTED]
- iii. [REDACTED]
- iv. [REDACTED]
- v. [REDACTED]
- vi. [REDACTED]
- vii. [REDACTED]
- viii. [REDACTED]

2. The comprehensive representation of the Barclay Road Conservation Area Neighbourhood Watch may be found at pages 300 – 303 in the Agenda Bundle.

The Application

3. The application was lodged on 8th April 2025.
4. Less than 2 weeks ago (15 May) suggested that they would like to vary their application (for Late Night Refreshment until 5am, 7 days a week) as follows²:

Sunday to Thursday: 11pm-1am

Friday and Saturday: 11pm-3am

5. At present the latest hours within immediate vicinity³ are:

Chicken Cottage 264, North End Road - Monday to Sunday: 11pm – 1am

Popeyes, 348 North End Road (indoors) - Monday to Saturday: 11pm – midnight

(outdoors) - Friday and Saturday: midnight – 1am

Kentucky Fried Chicken 326 North End Road-Monday to Saturday: 11pm – 11.30pm

6. Many other take-aways in the area operate without any additional ‘late-night refreshment hours’ (i.e. between 05:00 hours to 23:00) authorised by a Premises Licence:

² Current Licence authorises trading Mon – Sun: until midnight

³ See Map, page 43 of Agenda and Schedule at page 44

- Morleys⁴, 320 North End Road - Monday-Sunday 11:00 - 23:00
 - Amigo's, 352 North End Road - Monday-Sunday 12:00 - 23:00
 - JRK Kitchen Fulham, 62 Walham Grove - Monday-Sunday 11:00 - 23:00
7. It will be seen therefore that McDonald's are seeking to stay open at least 2 hours later than the latest existing fast-food takeaway currently operating in this area on Friday and Saturday nights.
8. The fact that such an application is made in 'Fulham's crime hot spot' ⁵ makes it wholly unsuitable for any extension at all, let alone one that would permit McDonald's to remain open for four hours later than the several take-aways with no licence at all (see also the evidence of the Seagrave Road Residents Group [213 - 214], exhibiting the relevant crime map, as well as [270 - 271] from the Chair of the Walham Green Ward Panel).⁶

This is a key point also highlighted by the Councillor for Lillie Ward in her representation at [322].

9. In fact, we say that the appropriate decision on this variation application (which, it will be seen, is in fact in an overwhelmingly residential area) would be for the committee, in light of the extremely strong evidence of current nuisance and disorder, at the very least to reduce⁷ the hours permitted for the sale of late-night refreshment to:

Friday and Saturday: 23:00 - 00:30;

Sunday 23:00 - 23:30.

10. The alternative – entirely open to the committee – would be for the licence to be varied so as to *exclude* late-night refreshment in its entirety, so ensuring that the premises cease the sale of heated food and refreshment between 23:00 and 05:00 on each day of the week.

⁴ Premises immediately opposite application site. LBHF Decision found at: https://www.dropbox.com/scl/fi/mvvus6qv5qqkqt4hrrtbz/Morleys_Full-Decision-Notice-5-July-2023_-Morley-s-Fulham.pdf?rlkey=8obq60qmab54s6yafdrhwxxcz&st=d686edfs&dl=0. Application for LNR as well as alcohol refused. Reasons identify multiple difficulties with the location – see pp18, 21, 26, 27, 29. Morley's commenced trading in 2023 and have exacerbated the existing problems.

⁵ “**this very address as the only Metropolitan Police designated official 'hot spot' in all of Fulham.**” [162]

⁶ See also: [146; 179; 218; 231 and 301].

⁷ Their making of an application leaves the outcome entirely in the province of the licensing authority. Whilst the applicant clearly hopes and intends for the outcome to represent an improvement on the status quo, there is no rule in law which provides that it must be so.

11. Such an outcome would meet with the (almost – it is accepted that there are three supporters within the Representations) universal approval of those directly affected by the applicant's business operation at this particular location.
12. Conversely, whilst each case must, of course, be decided on its individual merits - and one decision of the Council does not create a binding precedent for the next one - it would be artificial to ignore the fact that the operators of other take-aways will be looking to this decision to gauge what weight, if any, the Council places on its own adopted 'hours policy'.

Should this application be granted, whilst this may not lawfully⁸ be a reason for such a decision, in practice it may prove difficult to justify either in committee or on appeal a refusal of the raft of new applications for extended hours that are likely to follow as a consequence of other local operators learning of such a decision.

Similarly, other late night refreshment operators in the area which in recent years have had similar applications rejected by the Council on policy hours grounds may feel aggrieved should the present application be granted notwithstanding that policy.

The Representations

13. The response from the local community has been overwhelmingly negative⁹.
14. Of the 166¹⁰ objections to the proposal, some 12 came from local action groups¹¹, associations and panels – themselves no doubt representing many hundreds of local residents.

⁸ See *Meade v Brighton Corporation* [1968] 67 LGR 289, [2002] LLR 637.

⁹ Report: pages 54-327

¹⁰ It is understood that a petition containing 172 signatures will be submitted by those opposing the application.

¹¹ The sub-committee is referred to the representation of the North End Road Action Group, which says [106]:

“Some of the outcomes of NERAG have indeed been positive - the general appearance of the road has improved thanks to the wider pavements and planting, and many of the shop owners have made an effort to smarten up the exteriors of their premises. And there is a wonderful sense of community in many of the shops here, with a friendly mix of people. At times it is so peaceful, like living in a village with only the sound of the church bells and bird song to be heard, **but the noise of scooters and motorbikes haring all over the place can also be very disturbing, particularly for those who reside near the North End Road.**”

“Whilst I understand that the Chelsea fans need to be catered for, **it is very disappointing that the street is becoming 'Fast Food Chicken Mile' - McDonalds, Morleys, KFC and Popeyes are within a stone's throw (not even a mile!) of each other.**”

15. In addition, the four LBHF Councillors (from both Lillie¹² & Walham Green¹³ wards, where the premises are located, as well as Sands End¹⁴) – and the local MP¹⁵ – represent many tens of thousands more.

16. The opposition to McDonald's late opening is, in a nutshell, overwhelming.

17. Well almost overwhelming. There are 3 emails in support:

- One from someone who lives at 603 Fulham Road¹⁶ – approx. 1/3rd of a mile away
- One from someone who lives at 10c Tadema Road¹⁷ – approx. 1 mile away
- One from someone who lives at 17 Epirus Road¹⁸ – just around the corner. Unfortunately, this person – the only one who could be said to be potentially affected by the application does not really explain their support. They just say "Allow it"!

18. The Met Police have not taken a position for or against the application but have, appropriately, suggested conditions¹⁹ that might be attached in the event the licensing authority determined to grant the application.

In reality, the conditions proposed by the Applicant and agreed by the police are nothing unusual – they merely replicate steps that any responsible operator should take in order to promote the licensing objectives, whether conditioned on the licence or not. As a consequence:

- Nothing is proposed that would effectively ensure residents are not disturbed by scores of delivery drivers arriving and departing at McDonald's through into the early hours with the noise and nuisance.
- Nothing is proposed that would prevent customers of McDonald's disturbing nearby residents as they arrive at the premises or after they have left it.
- Nothing is proposed that would prevent people who have been drinking in alcohol-led premises elsewhere staying in this location for longer in order to purchase a very late-night burger.

¹² At page [322]. Population: 7,952 people.

¹³ At page [324]. Population: 6,709 people.

¹⁴ Cllr Paul Alexander [326]. Population: 11,129 people.

¹⁵ At pages [320 – 321]. Electorate: 76,481 (March 2020).

¹⁶ Page 327

¹⁷ Page 329

¹⁸ Page 330

¹⁹ Pages 46 - 49

In short, nothing can prevent people travelling into this area specifically to buy a burger from such a late night venue - thus bringing more people into this sensitive area at times when local residents and their children are trying to sleep. This adds to existing cumulative impact in the area (even without a cumulative impact policy being in place, for which see below).

19. Should the authority determine to grant the variation notwithstanding these submissions and all representations made then it is invited to amend the draft Condition concerning meetings with residents in the terms underlined below to ensure that the residents are not (as they have found with other operators) substantially disadvantaged by an 'inequality of arms':

"The Premises Licence Holder shall organise and accommodate meetings every three months with the local ward councillors and representatives from local residents' association to discuss the operation of the Premises (unless it is agreed in writing by the local ward councillors and the- aforementioned residents' associations that a meeting is not necessary in in any given period).

The details of the proposed meeting shall be clearly displayed on a window or door visible to people outside the Premises and the Premises licence Holder shall directly notify local ward councillors and the aforementioned residents' associations of the meeting date at least one calendar month before the meeting.

Representatives of any formally constituted Group or Association shall be entitled to attend such meetings with a legally qualified person, whose fees (not to exceed £325 per hour, index linked for inflation from 28 May 2025) shall be paid by the Premises licence holder for the duration (pro rata) of their attendance at the meeting.

The Premises Licence Holder shall take the minutes of the meetings, and they shall be circulated to the local ward councillors, aforementioned residents' associations and to the Licensing Authority within 21 days of each such meeting. Additional copies shall be readily available at the Premises upon request."

The Policy

20. As with all applications, you have before you a veritable mountain of information concerning potential controls, conditions, impacts etc.. But fortunately, the council as licensing authority has already addressed the larger picture when considering its

Statement of Licensing Policy, which *suggests*²⁰ the following hours in general to be appropriate:

- Town centres – Friday and Saturday 01:00; Sunday 00:00.
- Mixed-use areas¹³ – Friday and Saturday 00:30; Sunday 23:30.
- Residential areas – not considered appropriate²¹.

21. The area in question is arguably 'Mixed Use' (with a heavy residential component²² in all directions), requiring:

- Friday and Saturday 23:00 - 00:30;
- Sunday 23:00 - 23:30.

22. The council's Policy (2022 – 2027) is half-way through its term. Whilst not seeking to pre-determine any application (which would be unlawful), it sets out a broad framework for the authority, to assist committees determining individual applications and to provide a broad measure of consistency in their decision-making:

"This policy clearly sets out our expectations as a Licensing Authority to anyone responsible for the operation of a licensed premises within Hammersmith & Fulham; on how to promote the four licensing objectives as set out in the Licensing Act 2003.

*We believe the policy strikes a balance between providing an environment within which responsible business operators can succeed and contribute towards a vibrant business and thriving night-time economy in a sustainable way - **promoting economic growth whilst protecting residential amenity.**"*

23. The key point to emphasise is that, whilst the SLP exists to provide a very broad framework, the sub-committee should on such an application take all relevant factors into account. In the present case it is submitted that these include the:

- Overwhelming evidence of residents' concern at the existing licensing arrangements
- Fact that the application premises coincide with the Met Police crime 'hot spot' for the area
- Unprecedented levels of opposition from residents, Ward Councillors and local MP

²⁰ See POLICY 3: LICENSING HOURS, on page 21 of the SLP. The hours are guidelines only; hours actually permitted will always remain to be determined by the sub-committee on the evidence before it.

²¹ I.e. Hours not requiring a licence under Para 1, Sch 2 Licensing Act 2003, namely 05:00 to 23:00 each day. The committee will be aware that at this location above the majority of the shopfronts on North End Road exist private residences in one, two, three and, sometimes, four floors, as well as to rear buildouts. North End Road is a daytime commercial market road with shopfronts, as opposed to a dark hours / nighttime commercial market road. Each side road is almost exclusively residential.

²² See Map, page 43 of Agenda.

24. Today's case is an important test of the Council's resolve in standing by its own hours policy as set out in its current Statement of Licensing Policy 2022-2027 (SLP). The hours policy seeks to balance the often-competing interests of operators, town centre users and residents. It was introduced by the Council partly in order to mitigate the potentially damaging consequences of the Council deciding not to renew its Cumulative Impact Policy (CIP), which previously covered the Fulham Road/Broadway area²³.
25. The decision not to renew the CIP, which previously created a rebuttable presumption of refusal for applications such as the current one²⁴, was contrary to the "strong support" for retaining the CIP expressed by local residents during the consultation exercise on the 2022-2027 SLP. It is, therefore, the hours policy which local residents now look to as their primary protection against the impact of late-night premises on their and their family's lives²⁵. **Their modest and reasonable request is that this sub-committee stands by the Council's own hours policy in the current case and does not grant terminal hours in excess of these hours.**
26. In our submission the suggested hours for LNR achieve a reasonable compromise between '*promoting economic growth whilst protecting residential amenity*'. McDonald's already operate beyond these hours for 6 days a week, trading:
Monday to Sunday 23:00 - 00:00
27. The Policy suggests they might be allowed an additional 30 minutes on Saturday nights (albeit – and importantly - should be ceasing supplying hot food or hot drink one hour earlier the rest of the week).
28. Publication of the application has revealed that – as far as the local community is concerned – the opposition is overwhelming and virtually unanimous.
29. The regrettable stance of the responsible authorities in not opposing the application does not take it any further. They have their hands full dealing with existing challenges on tight budgets. There would be little purpose in their mounting speculative challenges based upon the anti-social behaviour and nuisance that is bound to occur in such a location in the early hours. It is the residents who are able (and have) provided the best and

²³See Minutes for Full Council meeting on 13 July 2022: <https://democracy.lbhf.gov.uk/ieListDocuments.aspx?CId=114&MId=7337>

²⁴ See 2017-2022 Statement of Licensing Policy at §6.1-6.8

²⁵ As protected by Article 8 of the European Convention on Human Rights (ECHR), which is part of UK law through the Human Rights Act 1998.

compelling evidence of their lived experience in this location, with so much of it arising from the very premises that now seeks to extend its hours of operation.

30. The people who it is bound to affect are particularly those living in the adjoining properties and streets²⁶:

- North End Road²⁷
- Haldane Road²⁸
- Tournay Road Anselm Road²⁹
- Epirus Road³⁰
- Epirus Mews
- Piemonte Walk
- Anselm Road³¹
- Halford Road³²
- Armadale Road
- Walham Grove³³
- Farm Lane³⁴
- Vanston Place³⁵
- Barclay Road³⁶

and so on – all of whom will be represented before the sub-committee. It is their residential amenity that the Policy seeks to protect from public nuisance, disorder and crime. It is their voice to which, we say, the sub-committee should have regard.

31. The sub-committee is particularly referred to balanced and moderate emails such as those received from the resident at 10A Haldane Road³⁷ which, it may be appreciated, is situate

²⁶ See Map, page 43 of Agenda

²⁷ See representation for 312 Nort End Road [255-256]

²⁸ Haldane Rd residents [54] “McDonald is already a blight on our lives within its current opening hours. Attracting scores of Deliveroo etc riders parked on the narrow entrance to Haldane Road.” Also emails [55 – 66][68][69][74 – 78][104-105][109][307-308] containing ample evidence of ASB (see e.g. [73]), littering and illegal parking by delivery drivers. See also detailed email at [318 – 319].

²⁹ See e.g. [81-82]

³⁰ See in particular the composite representation at [310 – 311].

³¹ [81]

³² See e.g. [104 – 105]

³³ See [pages 87,88,93,99,98,103,115,116,117,120,121,209,216,217 & 231]

³⁴ [148,159,221-225 (Fulham Island Res Assoc)]

³⁵ [See page [282-285] - [REDACTED] of Vanston Place Management Company Ltd]

³⁶ See e.g. [122; 127-129; 158; 172; 220; 300 – 303]

³⁷ Page [86] of the Agenda

immediately opposite McDonald's at the entrance to (the one-way) Haldane Road and so is in a position to evidence exactly what already occurs in relation to the business, including:

- “.. level of disruption is already challenging”
- “.. excessive shouting and general disturbance late into the night”
- “Gardens and doorsteps are regularly littered with packaging and food waste from late-night customers.”
- "Cars double-park or idle for extended periods waiting for food, often with engines running, creating unnecessary noise and air pollution.”
- "Late-night gatherings intoxicated customers have, in the past, led to antisocial behaviour”

32. Helpfully (as far as the sub-committee is concerned) we also have evidence of impact from the most-nearly *adjoining* resident at No. 2 Haldane Road, who states ³⁸:

“Not to mention it will be impossible to have a decent night sleep, and this will directly affect my 6 year old daughter who is at school age and already face several difficulties due her dyslexia diagnosis, [lack of] sleep is detrimental at this age for their educational development and mental being.

“As a result as a resident and a single mother I am very concerned about this application and strongly object to it.

“The proposal will bring an increase in all the above, not to mention more noise during sleeping hours.”

33. Other elements of the SLP which point strongly towards the refusal of the application include:

Policy 3(a)

“Whether the licensed activities are likely to have an adverse impact especially on local residents and, if there is potential to have an adverse impact, what, if any, appropriate measures will be put in place to prevent it;”

³⁸ See Agenda Supplement B

34. There is ample evidence in the representations before the sub-committee that McDonald's in its present form already has a significant 'adverse impact' 'on local residents', notwithstanding the conditions³⁹ previously attached by the authority (emphasis added):

"10. Signs shall be prominently displayed at the exits from the premises reminding patrons there are residents living nearby and instructing them to respect the neighbours and to leave the premises promptly and quietly.

11. Signs shall be prominently displayed at the exits from the premises asking patrons to dispose of their waste in litter bins."

35. It follows, obviously, that any extension of its trading hours in this central location is bound to exacerbate further such impacts, contrary to Policy 3 ⁴⁰.

36. Notwithstanding McDonald's (inevitable) assurances and suggested additional conditions it will be readily apparent to the sub-committee that in such circumstances there are no practical steps which, in reality, will lessen the impact on residents of McDonald's trading later in this location.

Policy 3(b)

"Whether there will be a substantial increase in the cumulative adverse impact from these or similar activities, on an adjacent residential area;"

37. Despite there no longer being a Cumulative Impact Policy in place creating a rebuttable presumption of refusal, this sub-committee can still take into account the strong evidence of cumulative impact from residents in determining this application and the residents positively invite the sub-committee to do so. This would be entirely in accordance with the Council's Statement of Licensing Policy, Policy 4 which states (with emphasis added):

POLICY 4: CUMULATIVE IMPACT

We are keen to welcome and support new businesses in the borough. We will balance this with our responsibility to identify where an area is receiving a lot of complaints about existing licensing activity. We will consider if, by granting a licence, it would contribute to the negative impact in the area.

Any Responsible Authority or other persons may object to applications for new premises licences/certificates or variations of existing licences, on the grounds that the premises will have a negative cumulative impact in the area in question, on one or

³⁹ Page 21 Agenda

⁴⁰ See p 9 of Agenda and Policy 3 page 21 and 22 of the SLP.

more of the four Licensing Objectives. See Section 182 guidance, which contains further information on cumulative impact.

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 **i.e. applicants need to make the case for how they would not increase further problems for residents/clients nearby.**

38. Once again, it is readily apparent that there will be a significant adverse impact arising as a consequence of *any* grant.

Policy 3(d)

“d) Whether the activity will be likely to lead to a harmful and unmanageable increase in car parking demand in surrounding residential streets suffering high levels of parking stress or on roads forming part of the Strategic London Road Network or the London Bus Priority Network leading to a negative impact on the Licensing Objectives relating to the prevention of crime, disorder, anti-social behaviour (ASB), nuisance and vehicle emissions;”

39. A viewing of the situation in the immediately adjoining street (Haldane Road) reveals that this is already occurring, with anything between 2 and 7 fast-food delivery bikes or scooters being left on the double-yellow lines⁴¹.

40. In this context Policy 14 is relevant:

“Possible public nuisance and anti-social behaviour (ASB) caused by delivery drivers collecting deliveries from the licensed premises.”

41. Inevitably the Applicant will offer assurances that such issues will be controlled and/or not arise in the future, although the sub-committee will note that in its discussions with the Police the Applicant concedes that it cannot control third-party ‘riders’
42. The sub-committee should have regard to the fact that such controls have patently not been applied in the past. This bears directly on the *bona fides* of the Applicant and the extent to which, in reality, it has any concern for the residential amenity of the local community.

⁴¹ More importantly, see (for example) the local resident’s account on page [76]

43. The SLP⁴² lists other factors which in the present case would bear heavily against any decision to grant (emphasis added):

*“Licensing Authority will **particularly consider** the following matters where they are material to the individual application:*

*o **The proximity of residential accommodation;***

*o The type of use proposed, including **the likely numbers of customers, proposed hours of operation and the frequency of activity;***

*o The steps taken or proposed to be taken by the applicant to prevent noise and vibration escaping from the premises, including music, noise from ventilation equipment, **and human voices.** [..];*

*o **The steps taken or proposed to be taken by the applicant to prevent disturbance by customers arriving at or leaving the premises.***

*o **The steps taken or proposed to be taken by the applicant to prevent queuing (either by pedestrian or vehicular traffic). If some queuing is inevitable then queues should be diverted away from neighbouring premises or be otherwise managed to prevent disturbance** or obstruction;*

o The steps taken or proposed to be taken by the applicant to ensure staff leave the premises quietly;

*o **The arrangements made or proposed for parking by patrons, and the effect of parking by patrons on local residents;***

o The provision for public transport in the locality (including taxis and private hire vehicles) for patrons;

*o **The level of likely disturbance from associated vehicular and pedestrian movement to and from the premises;***

*o **The delivery and collection areas and delivery/collection times;***

o The arrangements for refuse disposal, storage and the prevention/tidying of litter (including fly posters and illegal placards);

o The history of previous nuisance complaints proved against the premises, particularly where statutory notices have been served on the present licence holder;

*o **The history of the applicant in controlling anti-social behaviour and preventing nuisance;***

o The generation of odour⁴³, e.g. from the preparation of food;

o Any other relevant activity likely to give rise to nuisance;”

⁴² Page 16 of the Report and Annex 1 pp 38 – 40 SLP

⁴³ It is understood that this happens to be a very significant issue for Mr John Skoulding, 10 Tournay Road as his garden backs onto the rear of McDonald’s (see Rep [262-263] which also mentions the noise of the oil cooker fans making it impossible to open rear windows at night, for sleeping). Whilst this is a public nuisance contrary to s 4(2)(a) Licensing Act 2003 and so material to the present application, it is accepted that the council could also be required by the resident to fulfil its statutory duty to require abatement of the nuisance (s 80(1)(a) Environmental Protection Act 1990).

44. This application is well summed up by a Haldane Road resident⁴⁴:

“this new appeal for 24/7 opening seems deeply ill-judged, prioritising a small commercial gain over the wellbeing of the surrounding community.”

45. The reduction in the aspiration from 5am (when the premises re-open) to 3 o’clock in the morning would make no appreciable difference to local householders, whose lives are already blighted by the unwelcome presence of this business within their residential neighbourhood.

46. The sub-committee is invited to consider the evidence - and the daily reality of the situation - as it already presents itself to those living in the area.

JEREMY PHILLIPS KC

Francis Taylor Building
Inner Temple, London

26 May 2025

⁴⁴ Page [68]

From: [REDACTED]
Sent: 26 May 2025 17:51
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]; [REDACTED]
[REDACTED]
[REDACTED]

Subject: By 18:30 suggested deadline of Mon 26 May 2025/00525/LAPR McDonald's

Subject: By 18:30 suggested deadline of Mon 26 May 2025/00525/LAPR McDonald's.

Attached:

One 3-page PDF attached to duplicate information on the change.org petition

Ref:

Back up to footnote 1, page 1, in case submitted by Jeremy Phillips KC on behalf of Barclay Road Residents and others.

Pls note:

This is NOT additional information; it is simply an easier link to the petition and a PDF showing the highlights of that petition (front page 'counter', as of 24 May 2025, and comments).

Dear Matt (Licensing Authority, LBHF)

Please include this email and the attached short PDF which duplicates the link that the Committee will have already seen in our submitted case.

Footnote 1, on page 1 of the case, does work, if highlighted fully, and cut/pasted.

Therefore I am also enclosing a quick overview for the Committee ref the visual first page and the handful of comments.

The petition now has an updated 188 signatures and 9 comments, as of 17:45, Mon 26 May.

We will update the committee, live, during the hearing on final count at 18:30 Wed., 28 May.

Live link is:

<https://www.change.org/p/stop-mcdonald-s-24-hour-hot-food-licence-application-protect-fulham>

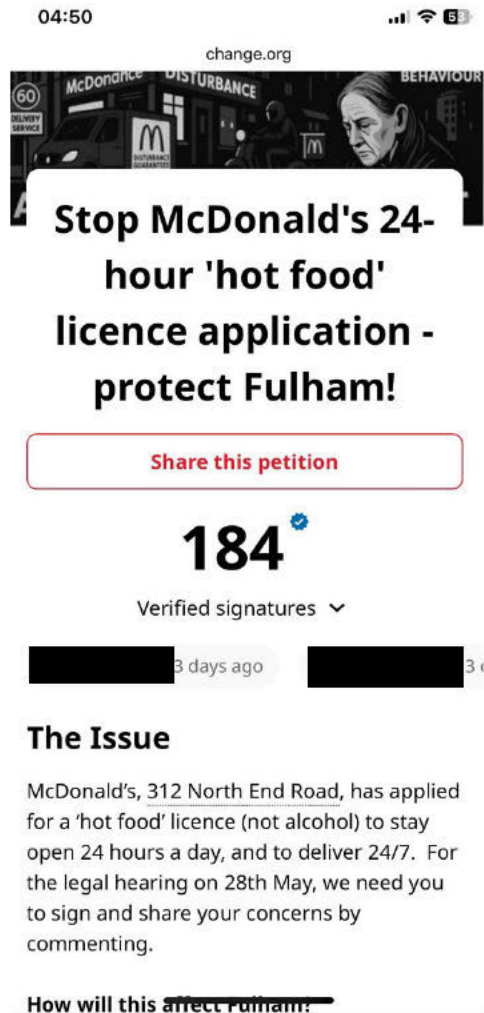
Thank you so much for getting this to LBHF Committee Services in time for your next Supplemental ('B', I believe it will be), which you explained in emails to us, would be published in good time (Reg 18), on Tuesday, 27 May 2025.

[REDACTED]
Barclay Road Conservation Area Neighbourhood Watch

Evidence from the Petition against McDonalds opening 24/7

Item 1: the petition has been signed by 184 verified signatures at time of print.

<https://www.change.org/p/stop-mcdonald-s-24-hour-hot-food-licence-application-protect-fulham>



Item 2: Comment from a neighbour concerned about the impact of 24/7 McDonalds.



4 days ago

This nuisance has to be stopped in its tracks before it starts.
There are already far too many of these junk food outlets as it is.

Items 3,4,5: Comments from those concerned by McDonalds who have signed the petition



██████████ LONDON

3 weeks ago

"As a single female resident living of North End Road, I am extremely concerned about the repercussions of granting McDonald's a 24/7 licence. In my view, this would attract more after-party crowds, leading to an increase in drunk and disorderly behaviour throughout the night. I already feel somewhat unsafe returning home in the later hours, and the presence of a 24/7 McDonald's would significantly worsen this. I would feel forced to avoid that area altogether at night, which is unfair to residents who deserve to feel safe in their own neighbourhood. I chose to live in Fulham and pay a premium on rent because I believed safety and a peaceful night's sleep were worth the investment. I am hugely worried about what Fulham could become if such licensing applications are approved without considering the serious impact on residents. We need to prioritise the safety, well-being, and character of our community instead of the convenience of having fast food next door."

♡ 2 likes · 🚩 Report



██████████ London

4 days ago

"I'm happy to take the kids for a Happy Meal during the day or grab a bite there after work, but, like most families in the neighbourhood, we won't be going in the middle of the night. In fact, shops and takeaways staying open 24/7 goes directly against the types of improvements local residents here petition for. So, who exactly are McDonalds trying to attract into our community with this?"

♡ 2 likes · 🚩 Report



██████████ London

4 days ago

"We are a densely populated family area. The stress and disturbance caused by the noisy late night delivery scooters ensures broken nights for us all and our children in particular. This, what appears to be a small detail, is a huge problem and is very disruptive. At the moment, midnight delivers some respite from this ongoing issue, especially for long suffering families living above NER businesses."

♡ 2 likes · 🚩 Report

Items 6,7,8: Additional comments from concerned residents who have signed the petition.



3 weeks ago

I can't buy a BigMac at Piccadilly after midnight, so why does McDonald's want 24-hour opening in densely residential Fulham? Parents, children and even our pets need a restful and safe night's sleep, not a never-closing BigMac Delivery Hub in our neighbourhood.



3 days ago

As a family of four living in Fulham, we are deeply concerned about the proposed 24/7 licensing of a McDonald's in our neighbourhood. This area is predominantly residential, with many families and school-aged children. Extending hours through the night risks increasing noise, litter, and antisocial behaviour during times when the community needs rest and safety. We urge the licensing authorities to prioritise the wellbeing and character of our neighbourhood over round-the-clock commercial activity.



4 days ago

As a long term resident of this densely populated area I strongly object to the idea of a 24 hour Licence for McDonalds. This is especially troubling as it is already a designated crime hot spot. Extending their opening hours will only increase the levels of existing issues related to noise pollution, crime and antisocial behaviour. There are also many public safety concerns: The pavement in front of this establishment is already frequently crowded with delivery drivers, clients and poor pedestrians wanting to merely pass by. Pedestrians have to walk on the road to get by at times. There is no parking so that the nearest streets are crowded with scooters and delivery Drivers. Then there is the increased noise levels from patrons at night disrupting the peace and quiet that our families who live here need. This ongoing issue leads to serious sleep disturbance and a decline of general quality of life for the majority. A huge issue for those who live above the businesses on the NER. In truth this is the wrong site for 24 hour trading.

From: [REDACTED]
Sent: 25 May 2025 10:39
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: McDonalds Objections

Hi Matt

Hope you had a good weekend.

Would I be able to submit the attached as supplementary evidence please?

Thank you,

[REDACTED]

**McDonald's licensing application 2025/00525/LAPR Full Variation 28 May zoom
licensing hearing**

A glimpse into the litter on our road

Supplemental evidence:

Please include this as further evidence to support my Representation (Serena Langham) and many Representations made from our road regarding nuisance emanating directly from McDonald's patrons and companions, into our road, namely McD's-branded packaging and even their food and drinks spilled onto our pavements and our narrow road.

- We are not using the name of our road on this presentation in the hopes that nothing is redacted/blacked out.
- We are the road on the side of McDonald's, single file/one very narrow old market stall lane coming in from the main market stall road that we all know the name of. Pls refer to Google Maps.
- We have compiled photos of the constant litter nuisance, so that the H&F Licensing Sub-Committee on 28 May 2025 has a glimpse of what we endure, day in and day out.
- Our Streetsweeper as much as he tries, sometimes cannot cope, especially when people/delivery drivers during the dark hours use our road as a toilet (no photos, you'll have to believe us, please)
- Many of us pick up the litter ourselves, especially the litter tossed into our front garden areas. Dealing with drug paraphernalia and debris is also a problem. Dealing with toileting issues is a nightmare that we do not deserve.
- Even this morning, our neighbour texted our 50-strong WhatsApp road group. We are a very active group of 50 out of 78 residential households on this road. That's 65 percent of our road talking and doing with each other every day about problems that would not be here but for McDonald's*
- He/she said that on the way to church he/she saw all this litter, strewn everywhere, including fries/leftover food and drinks that attract foxes at night but also nowadays, at any time of day. His/her photos are attached.

*Per 192 dot com 36 residential households in postcode SW6 7EU and 38 residential households in postcode SW6 7T. on this one road. In total 78 residential households, including the 7 flats at 10A, which are above the Morley's chicken shop in the historic old Barrow Boy public house building directly next to McD's

Item 1: Letter to LBHF Planning Authority in November 2024 to comment about McDonalds problems and the implications of having the 312 North End Road branch open 24 hours per day. This related to the Certificate of Lawfulness H&F Planning 2024/02708/CLP which was acknowledged/granted in December 2024. In essence 'opening hours' can now be 24/7. However, as per the Licensing Act 2003, licences must be applied for the hours or any hours between 23:00-05:00 (in fifteen minute segments, ie 23:00-23:15 or 23:00-00:00/midnight) to serve 'Late Night Refreshment (LNR)' ie 'hot food', or a separate licence is needed to serve/sell alcohol.

Outcome: Forwarded to the planning department, no individual response from the council.

Date: 4 November 2024 at 09:37:52 GMT+11

To: "Licensing HF: H&F" <licensing@lbhf.gov.uk>

Subject: McDonalds, North End Road - Certificate of Lawfulness Application

To whom it may concern,

I am writing to remind the council of the views of the local residents who reside near to the McDonalds on the North End Road in Fulham.

To have this establishment open 24 hours a day would be catastrophic for the residents in the area. The branch suffers from constant loud and intimidating foot traffic who drop litter (crime and disorder), moped riders loitering and blocking the road with their bikes (public safety), and cars parked with music on, windows down and engines on while the patrons eat their McDonalds (public nuisance). This is already insufferable, but at least we are granted some respite during the nighttime hours to afford us a good night's sleep so we can go to our jobs / schools refreshed the next day. To have this open 24 hours would remove any notion of peace and quiet from our streets and deprive our children of the good night's sleep they are entitled to (protection of children from harm). The consequences of not receiving enough sleep are widely reported and immensely damaging both to mental health and educational attainment.

Given there are very few other (if any) 24 hour establishments in the area, this would become a hotspot of late night (often alcohol fuelled) rowdy behaviour that would disturb residents and force them to feel trapped in their homes. The noise from the cars and bikes constantly coming and going (especially on Haldane Road) would be horrific. This is a very similar case to the Morley's licensing application last year which was denied. Please consider the harm it would do the residents in this case too.

Additionally, I wanted to also remind you of the persistent antisocial behaviour experienced on Haldane Road at the moment, often caused by patrons of McDonalds. To have the branch open 24 hours a day would only exacerbate this further. To allow these additional opening hours would remove our ability to enjoy our homes in peace and quiet and endanger those who live there.

Lastly, need I remind you of McDonald's less than spotless record in operating in Fulham over the past few years. Based on this, it causes one to wonder how they will conduct themselves if they were to be allowed to open 24/7? First, they intentionally poured a significant amount of cooking oil down the drains on Haldane Road - causing severe damage to the road and drains and requiring an industrial standard clean up. Additionally, they have been shirking their litter picking duties. Haldane Road is frequently covered in McDonalds branded litter - so much so that resident's feel obliged to go outside and pick it up themselves, as asking the branch to is met with no more than a shrug.

I implore you to please consider your tax paying residents in your decision in this case. I would be happy to discuss this over the phone too if that would be of any help.

Best regards,

Item 2: Email to LBHF LET in October 2024 complaining about ASB relating to McDonalds

Outcome: LET responded and said it was on the priority patrol list, however residents have seen no improvement since this occurred.

Date: 27 October 2024 at 08:27:52 GMT+11

To: let.hf@lbhf.gov.uk

Cc: [REDACTED]

Subject: Harrassment on Haldane Road

To whom it may concern,

I'm emailing to report a serious case of harassment that occurred on Haldane Road last night. A gang of 20 youths were setting off firecrackers for a prolonged period of time and banging on windows. My tenants had moved in that day and when they opened the shutters the attackers were leering at them and calling at them to come outside the property. They called the police but to no avail.

This was an extremely threatening experience and not one that should occur on London streets. I ask that you direct far more patrols to this street as over the last few years we have had non stop problems with this gang of youths loitering outside McDonalds and Morley's and vandalising property. The fact that they were addressing a resident and calling for them to go out and effectively defend their property is abhorrent behaviour. This is simply untenable and requires specific action from the Law Enforcement Team to combat this issue.

Please let me know how you plan to make our residents feel safe on our streets and within their own homes. I look forward to hearing from you.

Regards

Item 3: Email to UK McDonalds CEO, Paul Pomroy, and customer services and in June 2023 about breaking of environmental laws pouring cooking oil down drains

Outcome: response from Sharon from Customer Services saying they take environmental matters very seriously and with a link to learn more about their environmental policies. No material changes to operations.

Date: 7 June 2023 at 18:43:20 GMT+10

To: [REDACTED]

Subject: Illegal oil tipping - McDonald's North End Road Fulham

Dear Mr Pomroy and Mr Macrow,

I am writing to report the Fulham branch of McDonald's for illegal tipping of their cooking oil down the street drains.

This occurred over a week ago and I have been notified that McDonald's neglected to report this to appropriate authorities. I am sure I don't need to remind you of the extreme environmental hazards this could cause with regard to blocked drains and potential flooding, as well as pollution of waterways and danger to wildlife. This is far from the high environmental standards McDonalds purports to align with. It has also caused an insufferable smell for residents living nearby. Should no further action be taken, the residents association is considering reporting McDonald's to Crimestoppers for illegal flytipping of an environmentally hazardous waste, and neglecting to report and react to it appropriately.

I was also concerned by the rude and defensive reaction of your staff to the issue, and have been notified of inconsistencies among their accounts and misinformation supplied to members of the public, the environment agency and Hammersmith and Fulham council.

Given the severity of this incident, I would like McDonald's to notify me as to how they have rectified this incident and their methods for avoiding it happens again in the future.

I hope your awareness of this issue mean McDonald's will now react appropriately to this extremely serious incident. I am happy to discuss further over the phone if that would be necessary.

Regards

Item 4: Email to UK McDonalds CEO, Paul Pomroy, in November 2022 requesting they make genuine efforts to cure the litter issue associated with the North End Road branch

Outcome: I followed up 3 times with the CEO to the initial email (Item 6) and customer services and received one further response saying the Manager was able to offer no explanation for the discarded waste.

Date: 21 November 2022 at 21:04:51 GMT+11

To: McDonald's Customer Services <customerservices@mcdonalds.co.uk>, [REDACTED]

Subject: Re: [McDonald's Customer Services] Re: Complaint - North End Road, Fulham Branch, London

Following up here, @paul.Pomroy.

Please note I have made a formal complaint to the council and am in the process of writing to my MP to escalate measures against McDonald's.

The lack of proper response from your team is unacceptable and I will also be contacting the press regarding the severe environmental impact as a result of the lack of action this branch has taken.

I welcome your thoughts on this matter.

Regards

Item 5: Email to LBHF in November 2022 requesting they withdraw McDonalds license as they are not fit to operate

Outcome: Received copy and paste answer from LBHF website. No specifics relating to the premises itself. LET responded that they understood it was a recurring issue and would be adding extra patrols.

Sent: 14 November 2022 17:22

To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Planning External Inbox: H&F <Planning@lbhf.gov.uk>; Cleaner Greener: H&F <Cleaner.Greener@lbhf.gov.uk>; Trading Standards: H&F <Trading.Standards@lbhf.gov.uk>

Subject: Licensing Complaint - McDonalds North End Road, Fulham

To whom it may concern,

I am writing to make a formal complaint and request that the licensing be withdrawn from McDonalds on the North End Road.

This is for two reasons:

1) The immediate area is not suitable for an establishment with such high footfall, and this causes significant danger to pedestrians as they are often pushed off the pavement and onto the very busy North End road. There site also attracts extensive antisocial behaviour, with large numbers of youths congregating, fighting, and threatening customers and vandalising local property and infrastructure. For example, I witnessed these youths damaging public bikes as well as cars parked nearby. This behaviour and the number of people and delivery drivers results in the narrow pavements surrounding the venue being clogged, meaning those wishing to pass (often the elderly and unstable) are forced to step out onto the busy North End Road. This presents a significant danger, as evidenced by the tragic death of a pedestrian just up the North End Road a month or so ago. I am certain that this is something that should be avoided at all costs.

2) The amount of litter dropped outside the establishment and within 20 yards of the property is horrific. Not only is it an environmental catastrophe, but it also poses significant danger to pets and children who are using nearby roads. I have attempted to contact McDonalds to ask them to pick this up as I believe it is their responsibility, but have been rebuffed every time. Additionally, there is only one bin, 20 yards in the wrong direction of the store. I have attached some photos taken from a short walk near the store on Sunday 13th November, 2022. This is only a small example of the extent of the litter, it is there everyday and at a horrific level.

To conclude, I would like to emphasise that an establishment of this sort would be much better suited closer to Fulham Broadway, where there are wider pavements and increased police presence to deal with the antisocial behaviour it attracts. I implore you to consider moving this establishment to a place better equipped to cope with this branch.

I eagerly await your response.

Item 6: Formal complaint made to UK McDonalds CEO, Paul Pomroy, in November 2022

Outcome: Automated response from customer services saying they conduct 3 patrols daily and that they've passed the comments to the management team.

Date: 14 November 2022 at 05:55:56 GMT+11

To: [REDACTED] customerservices@mcdonalds.co.uk

Subject: Complaint - North End Road, Fulham Branch, London

Paul,

I am writing to you and your customer services team to make a formal complaint about the North End Road McDonalds branch in Fulham, London.

After repeated complaints within the branch I have been left with no choice but to escalate this. The complaint is regarding the extent of the litter caused by McDonald's in the immediate surrounding area. This has been worsening over the last year and it's effect on local residents is extremely detrimental. Not only is it a considerable eyesore, but it is polluting the local environment and attracting pests such as rats and foxes, and is a danger to young children and families in the area. I have attached some examples of the litter just taken on a short walk around the immediate area, and would hazard that it is often even worse than this.

McDonald's has a duty and responsibility as a corporate business to ensure this packaging is disposed of correctly, especially if you are trying to achieve the ESG values you supposedly uphold. At the moment, there is no external bin in the immediate vicinity of the branch and this results in an enormous amount of litter being dropped. There is supposedly someone who cleans up this litter but on no occasion have I witnessed this. On the several occasions I have tried to raise this with the store managers I have been met with rudeness and hostility. This is not acceptable and I have been forced to issue a formal complaint to the council, and will be writing to my local MP regarding the matter.

McDonald's is supposed to be a family orientated community institution, and at the moment it is falling far below the standards expected.

I eagerly await your response.

Regards

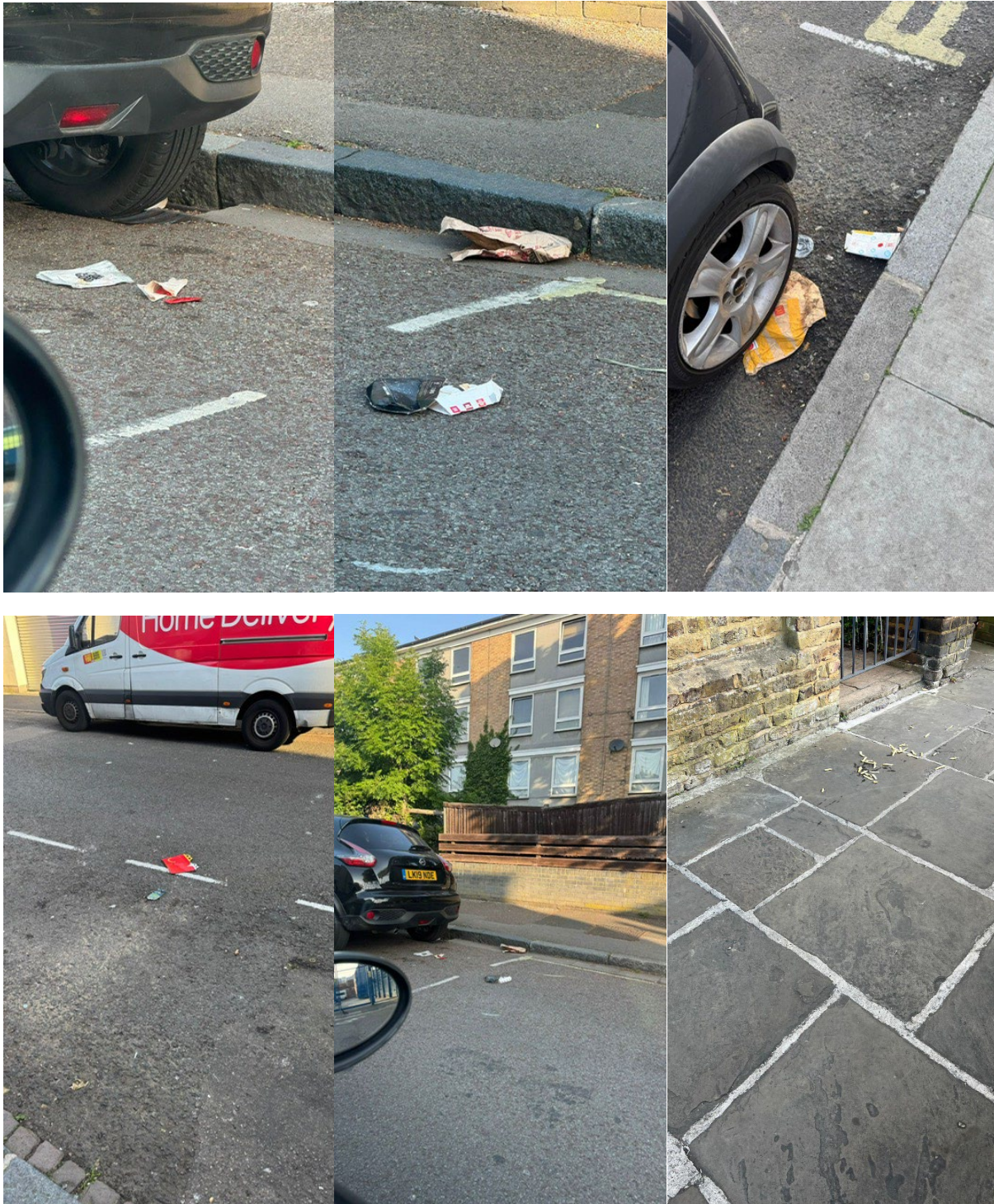
Items 7-10: Litter on adjacent road, July 2024, and October 2022



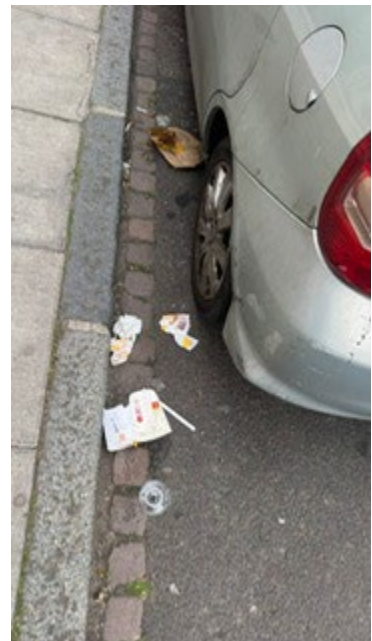
Item 11-14: Litter on adjacent road, October 2022



Item 15-20: Photo of litter on adjacent road, June 2023



Item 21-26: Litter on our road (adjacent to McDonalds) – May 2025



Item 27-32: Litter on our road (adjacent to McDonalds) – May 2025



Item 33-38: Litter on our road (adjacent to McDonalds) – May 2025



Item 39-40: Litter on our road (adjacent to McDonalds) – May 2025



Item 41: Videos from residents of adjacent streets of delivery drivers and McDonalds patrons using our road to kick in front doors. We are able to provide these to the Licensing Authority as evidence during licensable hours.

