

Licensing Sub-Committee

Agenda

Wednesday 4 October 2017

5.00 pm

Council Chamber - Hammersmith Town Hall

MEMBERSHIP

Administration:	Opposition:
Councillor Colin Aherne Councillor Natalia Perez (Chair)	Councillor Adronie Alford

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Committee Co-ordinator
Governance and Scrutiny
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www.lbhf.gov.uk/councillors-and-democracy

Members of the public are welcome to attend. Speaking at Licensing meetings is restricted to those who have submitted a representation and registered to speak.

A loop system for hearing impairment is provided, along with disabled access to the building.

Date Issued: 25 September 2017

Licensing Sub-Committee Agenda

4 October 2017

<u>Item</u>		<u>Pages</u>
1.	APOLOGIES FOR ABSENCE	
2.	DECLARATIONS OF INTEREST <i>If a Councillor has a disclosable pecuniary interest in a particular item, whether or not it is entered in the Authority's register of interests, or any other significant interest which they consider should be declared in the public interest, they should declare the existence and, unless it is a sensitive interest as defined in the Member Code of Conduct, the nature of the interest at the commencement of the consideration of that item or as soon as it becomes apparent.</i> <i>At meetings where members of the public are allowed to be in attendance and speak, any Councillor with a disclosable pecuniary interest or other significant interest may also make representations, give evidence or answer questions about the matter. The Councillor must then withdraw immediately from the meeting before the matter is discussed and any vote taken.</i> <i>Where Members of the public are not allowed to be in attendance and speak, then the Councillor with a disclosable pecuniary interest should withdraw from the meeting whilst the matter is under consideration. Councillors who have declared other significant interests should also withdraw from the meeting if they consider their continued participation in the matter would not be reasonable in the circumstances and may give rise to a perception of a conflict of interest.</i> <i>Councillors are not obliged to withdraw from the meeting where a dispensation to that effect has been obtained from the Audit, Pensions and Standards Committee.</i>	
3.	SWALLOW COFFEE SHOP, 75 GOLDHAWK ROAD, W12 8EG (5PM)	1 – 28
4.	CHELSEA GRILL, 301 NORTH END ROAD, W14 9NS (6PM OR AFTER CONSIDERATION OF THE FIRST APPLICATION, WHICHEVER IS THE LATER)	29 – 46

**5. REQUEST FOR AN ADJOURNMENT OF THE HEARING TO
CONSIDER 2-14 LILLIE ROAD, LONDON, SW6 1TU**

The Noise Nuisance service has requested an adjournment of this hearing to a date after 23 October 2017. The request was made owing to the case officer, Keith Mehaffy, being unavailable for personal reasons. The Noise Nuisance service has considered whether another officer would be able to attend a hearing within the 20 working days allowed for consideration, but has concluded that only Keith Mehaffy can effectively present the service's representation owing to his knowledge of the case.

The applicant has been consulted and has confirmed that they have no objection to the adjournment, so long as the hearing is rearranged before 27 October. The Licensing Authority has been consulted as they made a representation, and they have confirmed that they do not object to the adjournment.

Members are invited to consider the request and the responses from the applicant and the Licensing Authority and determine whether it is in the public interest to adjourn the hearing.

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1. THE APPLICATION

On the 11 August 2017, Swallow Coffee Shop Limited submitted an application for a premises licence to be granted in respect of the premises known as Swallow Coffee Shop, 75 Goldhawk Road, London, W12 8EG.

1.2 Application Requested

The applicant is applying for a new premises licence for the sale of alcohol on the premises only.

1.3 Proposed Hours of Operation

Sale of alcohol on the premises

Monday to Sunday 12:00 until 19:30

Hours premises open to the public

Monday to Sunday 07:30 until 20:00

A copy of the application can be seen on pages 8-15 of this report.

1.4 Applicants Operating Schedule

The applicants are proposing in section M of their application steps to promote the four licensing objectives. The steps proposed can be seen on page 14 of this report.

On the 20 September 2017 the Noise and Nuisance Officer withdrew his objection as the applicant agreed to add the 2 following conditions to the licence:

1. The sale and supply of alcohol on the premises, to include the rear external area, shall be to customers seated at tables by waiter/waitress service.
2. The premises shall close and all patrons to have departed the premises, no later than 30 minutes after the terminal hour for the sale by retail of alcohol on the premises.

A copy of the representation from the Noise and Nuisance Officer and relevant correspondence can be seen on pages 16-18 of this report.

2. BACKGROUND

- 2.1. The premises are located on Goldhawk Road at its junction with Richford Street. The premises operates as a cafe on the ground floor and basement of the building with a small outdoor rear area in the basement. A plan of the premises can be seen on page 19 of this report.
- 2.2. The main access to the premises is located on the corner of Goldhawk Road and Richford Street. There is a mixture of both commercial and residential properties located within the Goldhawk Road area. A map showing the location of the premises can be seen on page 20 of this report.

- 2.3. There are several options of transport away from the area including buses and taxis which run from in and around the Goldhawk Road and Shepherd's Bush Green area. Goldhawk Road tube station is a minute's walk away from the premises, Shepherd's Bush Market tube station is a 5 minute walk away and Shepherds Bush tube station a 10 minute walk away.
- 2.4. The premises are situated within the Cumulative Impact Policy for the Shepherds Bush Area.

3. CONSULTATION

A public notice was displayed at the premises. The application was advertised in a local circular and all statutory consultees were notified as required by the Regulations. The Council has served written notice of hearing upon the applicant and parties that have made representations in respect of the application.

3.1 Relevant Representations

The licensing section has received 1 representation from the owner of a small restaurant opposite the premises. A copy of the representation from the restaurant owner and the response from the applicant can be seen on pages 21-24 of this report.

4. POLICY CONSIDERATIONS

- 4.1. Section 6.1 page 13 of the Council's Statement of Licensing Policy (SLP) states that in determining an application where there has been a relevant representation the Licensing Authority will, where appropriate, take into account the cumulative (collective) effect of the number, type and density of licensed premises already existing in the area. A saturation of licensed premises can attract customers to an area to such a degree that it has an adverse impact on the surrounding area beyond the control of individual licence holders.
- 4.2. Section 6.2 page 13 of the SLP states that in accordance with paragraph 13.30 of the Secretary of State's current Guidance, where the cumulative effect of many licensed premises within an area gives rise to problems of public disorder and nuisance in the surrounding area, the Licensing Authority may consider it inappropriate for any further licensed premises to be established in the area, or extension to licensed hours of existing premises to be approved. In such circumstances, an application for a licence for activities which would undermine the promotion of any of the four Licensing Objectives would be refused.
- 4.3. Section 6.4 page 13 of the SLP states that in 2011 the Licensing Authority also identified Shepherd's Bush as an area which was suffering adversely from the concentration of a number of licensed premises in a specified area. After an extensive evidence gathering process a further special policy was adopted by the Licensing Authority in June 2011. This policy is also only applicable where relevant representations are made in the area specified. This special policy was also reviewed in 2015 and data from the police, ambulance service and noise complaints assessed. The conclusions were similar to the results of the review of the Fulham Broadway special policy, with a reduction in alcohol related crime, anti-social behavior and noise complaints after midnight. The Special licensing policy for the Shepherds Bush area can be seen on pages 25-28 of this report.
- 4.4. Section 6.8 of the SLP page 14 states that in coming to any decision regarding cumulative impact the Licensing Authority will also have regard to other mechanisms outside of the licensing regime which may also be available to address this issue, these are:

- Planning controls (where development or change of use is involved, or where trading hours are limited by planning conditions)
- Police enforcement of the normal law concerning disorder and anti-social behaviour.
- Prosecution of any personal licence holder or member of staff at such premises who is selling alcohol to people who are drunk
- Prosecution of any personal licence holder or member of staff at such premises who is selling to underage persons or selling illegal alcohol or tobacco
- Police powers to close down instantly any licensed premises or temporary events on grounds of disorder, the likelihood of disorder or excessive noise emanating from the premises, for up to 24 hours.
- The power of the police, other responsible authorities, a local resident, business or Councillor to seek a review of the licence or certificate in question.
- Police and Local Authority power to issue a Closure Notice for up to 48 hours where serious anti-social behavior is taking place at licensed premises under the Anti-social Behaviour, Crime and Policing Act 2014.

4.5. Section 10.1 page 18 of the SLP states that the Licensing Authority will require the applicant to demonstrate within the operating plan how they intend to prevent nuisance arising, prevent disturbance and protect amenity so far as is appropriate to ensure that the Licensing Objectives are met. Where there is a relevant representation regarding extended hours, the Licensing Authority will not permit an extension unless it is satisfied that the Licensing Objectives would be met.

4.6. Section 10.2 page 19 of the SLP states that in considering an application, the Licensing Authority will consider the adequacy of proposed measures to remove or effectively manage the potential for public nuisance and anti-social behaviour.

5. PROPOSED CONDITIONS

5.1. It is the Council's duty under the Licensing Act 2003 to determine applications with a view to promoting the four licensing objectives; Prevention of Crime and Disorder, Public Safety, Prevention of Public Nuisance and the Protection of Children from Harm.

5.2. In reaching a decision the Council shall consider the details of any relevant representations received; the applicant's Operating Schedule; the Council's adopted Statement of Licensing Policy and the guidance issued by the Secretary of State under section 182 of the Licensing Act.

5.3. The operating schedule and the comments made by responsible authorities and interested parties are clearly important considerations.

5.4. Should the committee decide to grant the application it is requested that consideration be given to any additional conditions to promote further the licensing objections that may be offered by the applicant at the hearing.

5.5. Accordingly, the Act imposes the following mandatory conditions upon this Licence:

1. Mandatory Condition

(1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—

(a) games or other activities which require or encourage, or are designed to require or encourage, individuals to—

(i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or

(ii) drink as much alcohol as possible (whether within a time limit or otherwise);

(b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;

(c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

(d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;

(e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).

2. Mandatory Condition

The responsible person shall ensure that free potable water is provided on request to customers where it is reasonably available.

3. Mandatory Condition

1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

(3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—

(a) a holographic mark, or

(b) an ultraviolet feature.

4. Mandatory Condition

The responsible person must ensure that—

(a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance

ready for sale or supply in a securely closed container) it is available to customers in the following measures—

- (i) beer or cider: ½ pint;
- (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
- (iii) still wine in a glass: 125 ml;

(b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and

(c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

5. Mandatory Condition

1. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

2. For the purposes of the condition set out in paragraph 1—

(a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b) "permitted price" is the price found by applying the formula—

$$P = D + (D \times V)$$

where—

- (i) P is the permitted price,
- (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
- (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence—

- (i) the holder of the premises licence,
- (ii) the designated premises supervisor (if any) in respect of such a licence, or
- (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

3. Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

4.(1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

6. Mandatory Condition

(1) No supply of alcohol may be made under the premises licence-

(a) at a time when there is no designated premises supervisor in respect of the premises licence, or

(b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.

(2) Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence

Application for a premises licence to be granted under the Licensing Act 2003

London Borough of Hammersmith & Fulham
Transport & Technical Services
Environmental Health Service Group – Licensing Team
PO Box 66532, London W8 9GJ
Tel: 020 8753 1081
Email: licensing@lbhf.gov.uk
Web: www.lbhf.gov.uk



PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary. You may wish to keep a copy of the completed form for your records.

I/We Swallow Coffee Shop Limited

(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises details

Postal address of premises or, if none, ordnance survey map reference or description			
75 Goldhawk Road			
Post town	London	Postcode	W12 8EN G (see email)
Telephone number at premises (if any)			
Non-domestic rateable value of premises		£ 16,250	

Part 2 - Applicant details

Please state whether you are applying for a premises licence as

Please tick as appropriate

- | | | |
|--|-------------------------------------|-----------------------------|
| a) an individual or individuals * | <input type="checkbox"/> | please complete section (A) |
| b) a person other than an individual * | | |
| i as a limited company/limited liability partnership | <input checked="" type="checkbox"/> | please complete section (B) |
| ii as a partnership (other than limited liability) | <input type="checkbox"/> | please complete section (B) |

- iii as an unincorporated association or ☐ please complete section (B)
- iv other (for example a statutory corporation) ☐ please complete section (B)
- c) a recognised club ☐ please complete section (B)
- d) a charity ☐ please complete section (B)
- e) the proprietor of an educational establishment ☐ please complete section (B)
- f) a health service body ☐ please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales ☐ please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England ☐ please complete section (B)
- h) the chief officer of police of a police force in England and Wales ☐ please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or ☒

I am making the application pursuant to a

statutory function or ☐

a function discharged by virtue of Her Majesty's prerogative ☐

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
Date of birth			I am 18 years old or over <input type="checkbox"/> Please tick yes		
Nationality					
Current residential address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
Date of birth		I am 18 years old or over <input type="checkbox"/>		Please tick yes	
Nationality					
Current postal address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name	Swallow Coffee Shop Limited
Address	75 Goldhawk Road, London W12 8EH
Registered number (where applicable)	9745443
Description of applicant (for example, partnership, company, unincorporated association etc.)	Limited company
Telephone number (if any)	
E-mail address (optional)	

Part 3 Operating Schedule

When do you want the premises licence to start?

DD		MM		YYYY			
0	1	0	9	2	0	1	7

If you wish the licence to be valid only for a limited period, when do you want it to end?

DD		MM		YYYY			

Please give a general description of the premises (please read guidance note 1)

Cafe currently selling food (soup, salads, sandwiches, pastries, snacks) and hot and cold soft drinks, situated on the corner of Goldhawk Road, W12, and Richford Street, W6. The premises comprise a ground floor and basement, together with a small enclosed (but open air) outside space (set up with two tables to seat up to 8 people). It has two toilets, one for men and one for women. There is also a cellar which is locked to the public and used only for office space and storage. No off-supplies of alcohol is proposed and the supply of alcohol is ancillary to the supply of food.

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

What licensable activities do you intend to carry on from the premises?

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2)

Please tick all that apply

- a) plays (if ticking yes, fill in box A) ☐
- b) films (if ticking yes, fill in box B) ☐
- c) indoor sporting events (if ticking yes, fill in box C) ☐
- d) boxing or wrestling entertainment (if ticking yes, fill in box D) ☐
- e) live music (if ticking yes, fill in box E) ☐
- f) recorded music (if ticking yes, fill in box F) ☐
- g) performances of dance (if ticking yes, fill in box G) ☐
- h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H) ☐

Provision of late night refreshment (if ticking yes, fill in box I)

☐

Supply of alcohol (if ticking yes, fill in box J)

☒

In all cases complete boxes K, L and M

J

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for consumption – please tick (please read guidance note 8)	On the premises	<input checked="" type="checkbox"/>
				Off the premises	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5) N/A		
Mon	12:00	19:30			
Tue	12:00	19:30			
Wed	12:00	19:30			
Thur	12:00	19:30			
Fri	12:00	19:30			
Sat	12:00	19:30			
Sun	12:00	19:30			

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name		Matthew Richard Parkes
Date of birth		
Address		
Postcode		
Personal licence number (if known)	600/6446/8 (Qual Approval No. - Legal & Social Responsibilities of a Personal Licence Holder Level 2 - Cert No 5361453(1))	
Issuing licensing authority (if known)	-Laser Learning Awards <i>Applying for</i>	

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 9).

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			State any seasonal variations (please read guidance note 5)
Day	Start	Finish	
Mon	09:30	20:00	<p>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list (please read guidance note 6)</p>
Tue	09:30	20:00	
Wed	09:30	20:00	
Thur	09:30	20:00	
Fri	09:30	20:00	
Sat	09:30	20:00	
Sun	09:30	20:00	

M Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)

All sales of alcohol shall be ancillary to food.
Alcohol shall be only be consumed within the area demarcated on the plan.
The Licence Holder / DPS / Manager shall ensure there is no consumption of alcohol beyond the demarcated area. At least one member of staff on duty whilst this licence is being used shall be trained in the requirements of the Licensing Act 2003 in terms of the licensing objectives, offences committed under the Act and conditions of the Premises Licence. Written records of this training shall be retained and made available to police and authorised officers of the Licensing Authority on request.

b) The prevention of crime and disorder

Appropriate signage shall be displayed in prominent positions, informing customers they are being recorded on CCTV. CCTV covering areas inside and outside of the premises shall be installed and maintained to police recommendations with properly maintained log arrangements.
A staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times that the premises are open to the public. This staff member will be able to show police or authorised officers of the Licensing Authority recent data footage with the minimum of delay when requested. This data or footage reproduction shall be almost instantaneous. CCTV shall be working and recording correctly at all times.
All images shall be stored for a minimum of 31 days.

c) Public safety

An incident record shall be maintained by the Licence Holder / Designated Premises Supervisor/ Manager that details incidents that occur in or in the immediate vicinity of the premises. This shall include refused sales, any incidents of disorder, seizures of drugs or offensive weapons, any faults in the CCTV system, and ejections from the premises as a minimum. The incident record shall be kept on the premises and be available for inspection by the police or an authorised officer of the Licensing Authority at all times the premises is open.

d) The prevention of public nuisance

Signs shall be prominently displayed in the outside area reminding patrons there are residents living nearby and instructing them to respect the neighbours and to conduct their behaviour accordingly.
A refusals record shall be kept at the premises to record details of all refusals to sell alcohol.
This record shall contain the date and time of the incident, a description of the customer, the name of the staff member who refused the sale, and the reason the sale was refused.
The record shall be made available to police and authorised officers of the Licensing Authority on request.

e) The protection of children from harm

The premises shall operate a Challenge 25 age restricted sales policy and shall display appropriate signage advising customers of this policy.

All staff shall be trained in the Proof of Age policy and how to identify acceptable means of identification.

Checklist:

Please tick to indicate agreement


- I have made or enclosed payment of the fee. ☒
- I have enclosed the plan of the premises. ☒
- I have sent copies of this application and the plan to responsible authorities and others where applicable. ☒
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable. ☒
- I understand that I must now advertise my application. ☒
- I understand that if I do not comply with the above requirements my application will be rejected. ☒
- Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom (please read note 15). ☐

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.

Part 4 – Signatures (please read guidance note 11)

Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 12). If signing on behalf of the applicant, please state in what capacity.

Declaration	<ul style="list-style-type: none">• Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).• The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)
Signature	
Date	2.8.17
Capacity	DIRECTOR

Layug Karen: H&F

Subject:

Re: 75 Goldhawk Road

From: Mehaffy, Keith: TTS-EnvHealth: RBKC
Sent: 20 September 2017 16:10
To: Layug Karen: H&F <Karen.Layug@lbhf.gov.uk>
Subject: RE: 75 Goldhawk Road

Hi Karen
I can confirm that my representation is withdrawn
Kind regards
Keith

Keith Mehaffy
Bi-borough Area Senior Environmental Health officer
Noise and Nuisance Team (East) | Residential

London Borough of Hammersmith and Fulham | Royal Borough of Kensington and Chelsea
Council Offices, 37 Pembroke Road, London, W8 6PW | Tel: 0207 341 5702
www.lbhf.gov.uk and www.rbkc.gov.uk

If you would like to comment about the service that you have received please click [here](#) and complete our quick survey.

From: Matt Parkes
Sent: 20 September 2017 14:53
To: Layug Karen: H&F <Karen.Layug@lbhf.gov.uk>
Subject: Re: 75 Goldhawk Road
Importance: High

Hi Karen

Further to our telephone conversation I am writing to confirm that I am happy to abide by both conditions put forward by Mr Mehaffy.

Many thanks

Matt Parkes
Swallow Coffee Shop Ltd
75 Goldhawk Road
London
W12 8EH

On 20 Sep 2017, at 09:45, Layug Karen: H&F <Karen.Layug@lbhf.gov.uk> wrote:

Dear Mr Parkes

Condition 1 would permit the operation of your business as you have stated below, where the sale and supply of alcohol is different the sale is classed as the place where the alcohol is appropriated to the contract i.e. whilst the payment takes place at the counter it must be appropriated to the contract to customers seated at tables by waiter/waitress service. Please let me know if you need any further information in relation to this condition, otherwise I would appreciate if you could confirm whether you agree for the condition to be added to you licence.

I have contacted committee services in relation to the time of the hearing and shall let you know as soon as I hear from them. Is there any chance of rescheduling your meeting to an earlier time?

Yours sincerely

Karen Layug | Licensing Officer

London Borough of Hammersmith and Fulham

Transport & Technical Services, Environmental Health Service Group, PO Box 66532,
London W8 9GJ

Telephone: 020 8753 3614

www.rbkc.gov.uk and www.lbhf.gov.uk

If you would like to comment about the service that you have received please click [here](#) and complete our quick survey.

Have you signed up to our email notifications to receive alerts of relevant applications received by this department? If you would like to sign up, please click [here](#)

From: Matt Parkes

Sent: 20 September 2017 06:17

To: licensing <licensing@lbhf.gov.uk>

Subject: Re: 75 Goldhawk Road

Importance: High

Many thanks for your email.

I can confirm that I agree to amend my application by adding condition (2) proposed by Mr Mehaffy and would be content for that condition to be added to the licence if granted.

As to condition (1), our current practice is for sales to be made at the counter, but all food and drinks for on-site consumption are then delivered to the table. I would prefer to continue that practice since this allows for central control and oversight of the sales and the taking of payment at the point of purchase (and targeted CCTV to cover this). To be clear, no alcohol would be served over the counter (and there would be no off-sales of alcohol in any circumstances). In other words, I would propose that sale of alcohol would be from the counter, but supply of alcohol (including to the rear external area) would be by waiter/waitress service.

However, if this is not acceptable to the Licensing Sub-Committee, I would be content for condition (1) proposed by Mr Mehaffy to be added to the licence if granted.
Many thanks

Matt Parkes
Swallow Coffee Shop Ltd
75 Goldhawk Road
London
W12 8EH

Memorandum

DATE: September 21, 2017

TO: Hammersmith and Fulham Licensing Team

FROM: Keith Mehaffy extension 5702

RE: Application for the grant of a premises licence Swallow
Coffee Shop 75 Goldhawk Road London W12 8EG.
UNIFORM Reference 2017/01066/LAPR-NEW GRANT

I am in receipt of the application for the grant of a new premises licence at the above premises. The application is for a Cafe on ground floor and basement with rear garden area and the following licensable activity.

Sale of alcohol on the premises Monday to Sunday 12:00 to 19:30 hours

The operating schedule states that alcohol will be sold with food at the premises. It is difficult to know if this will be something light to eat or whether the alcohol sale will be with a substantial meal. In a coffee shop the food available will not normally be of a substantial meal standard and this condition would not have significant effect in promoting the 4 licensing key objectives.

I consider that it would be more important to ensure that the alcohol is sold to customers seated at tables by waiter/waitress service, as this will maintain the restaurant nature of the premises. The external garden area will also be open to the public during the hours of operation of the premises, there are two tables and 8 chairs outside in this area and alcohol should be sold in the same manner within this area. It is for this reason I am making this representation under the prevention of public nuisance key objective.

I would therefore request that if the Licensing Sub-Committee are minded to grant this application, the following conditions are considered.

1. The sale and supply of alcohol on the premises, to include the rear external area, shall be to customers seated at tables by waiter/waitress service.
2. The premises shall close and all patrons to have departed the premises, no later than 30 minutes after the terminal hour for the sale by retail of alcohol on the premises.

I hope that this information is useful, please do not hesitate to contact me on the above telephone number should you wish to discuss this matter further.

Mr Keith Mehaffy

Area Senior Environmental Health Officer
Noise and Nuisance Team

General note

This drawing is to be read in conjunction with all other relevant drawings, schedules and specifications issued by AYH DESIGNS

All interior dimensions including ceiling heights are taken to end from finished surfaces unless otherwise stated. All levels and dimensions must be checked on site.

Any discrepancies with the information depicted in this drawing must be reported to AYH DESIGNS. Responsibility can not be accepted for alterations made to this drawing without prior written permission from AYH DESIGNS

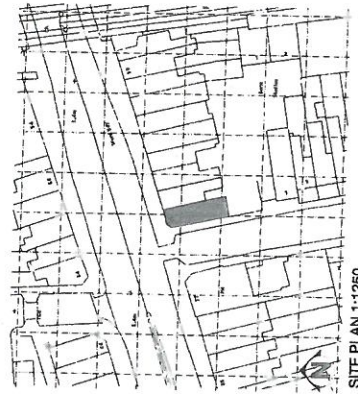
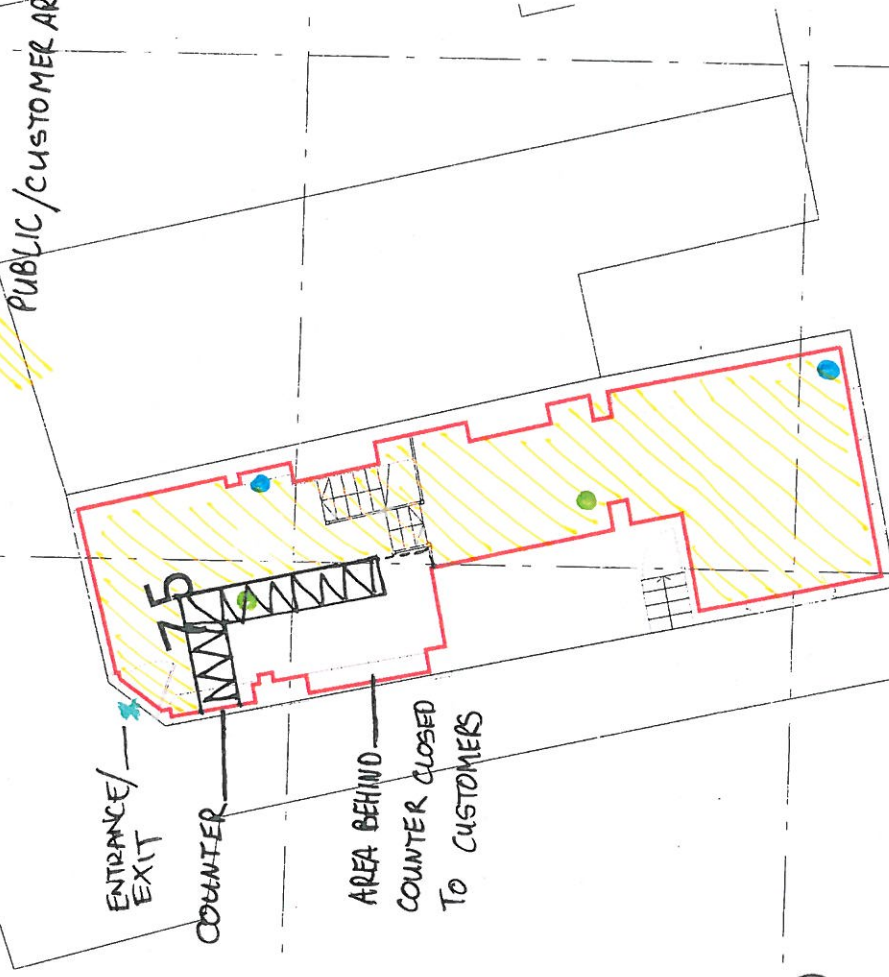
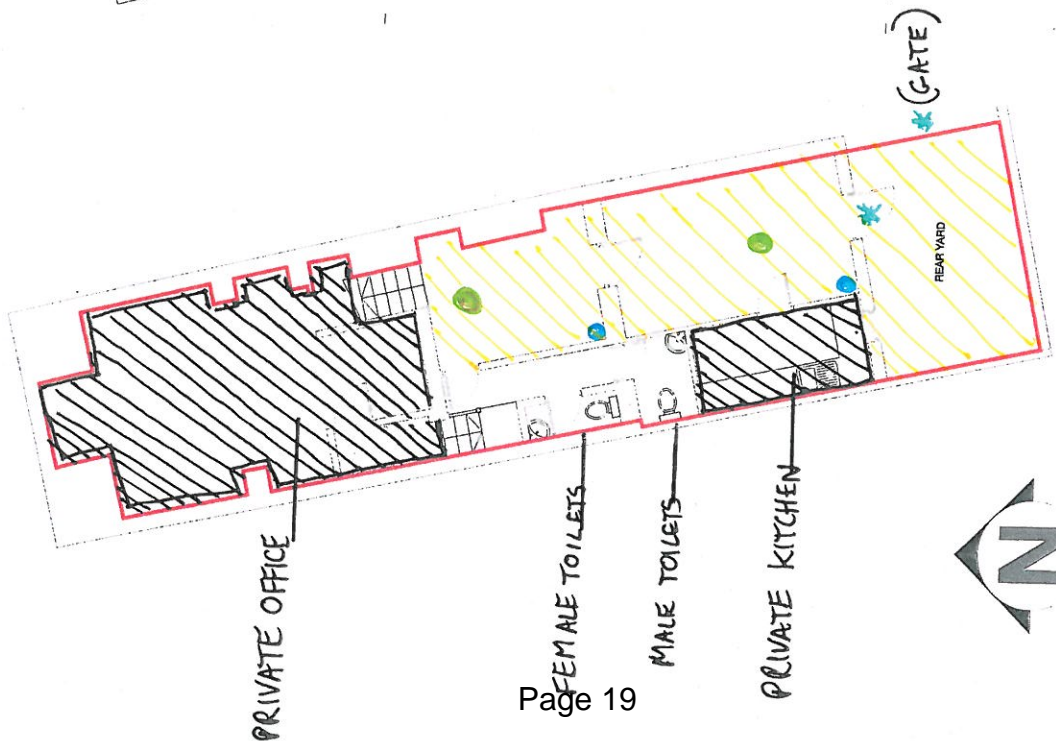
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This drawing should not be used in any circumstances for any structural calculation or building construction / demolition work.

- SMOKE ALARM
- FIRE EXTINGUISHER
- ★ FIRE EXITS

WV COUNTER (FIXED FURNITURE)

PUBLIC / CUSTOMER AREAS



Land Registry

This drawing has been created in accordance with the Land Registry Practice Guide 40.

Any colouring, shading or wording detailed on the plan are not the responsibility of AYH DESIGNS

- = LOCATION OF BUILDING
- = EXTENT OF DEMISED PREMISES
- = COMMUNAL AREA
- = MEANS OF ESCAPE AREA

AYHDESIGNS

27 OLD GLOUCESTER STREET, LONDON WC1N 3AX

M: +44 (0)759646886 E: ayhconceptdesigns@gmail.com

CLIENT:

JOB TITLE:
75 GOLDHAWK ROAD, LONDON W12 8EG

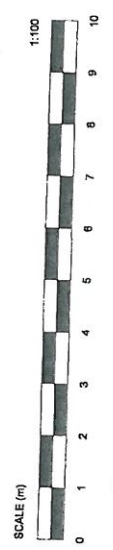
DRAWING TITLE:
BASEMENT- GROUND FLOOR PLAN

TOTAL SQM/SQFT:

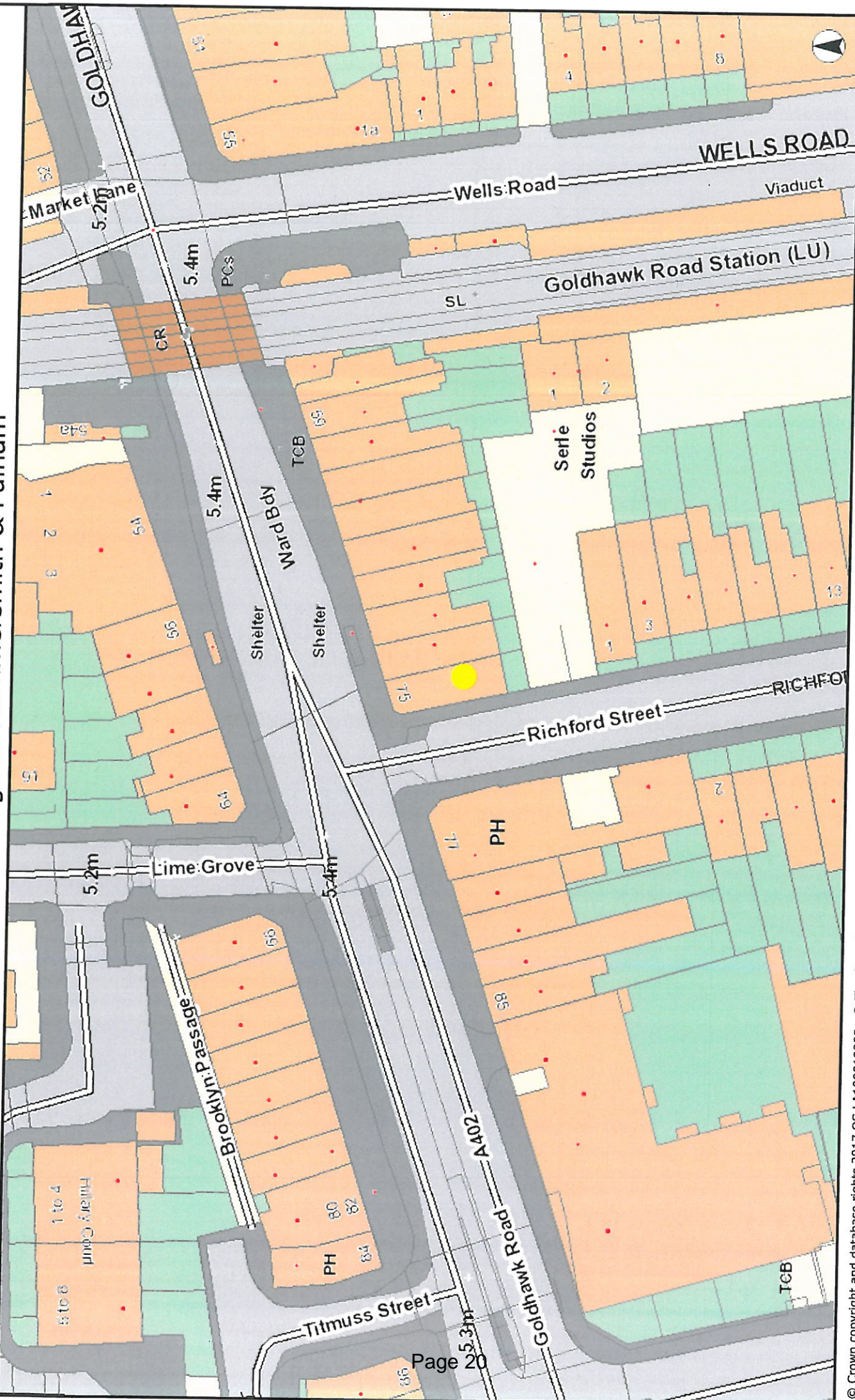
JOB NO: 180117/01	DRAWING NO: LP01	REVISION: 1:100/9A3	SCALE(S): 1:100/9A3
DRAWN: AYH	CHECKED: YES	LEASE	DATE: 19.01.17

GROUND FLOOR PLAN 1:100

BASEMENT FLOOR PLAN 1:100



London Borough of Hammersmith & Fulham



Scale 1:650

Printed on 21 Sep 2017



**SWALLOW COFFEE SHOP LIMITED
75 GOLDHAWK ROAD
LONDON W12 8EG**

Hammersmith & Fulham Licensing Team
By email

12 September 2017

Dear Sir/Madam

I am writing further to the application of Swallow Coffee Shop Ltd for an alcohol licence.

I have seen an objection to the application sent by Amir Shah of K2 Chicken. He makes a number of points I wish to respond to:

- Whilst I appreciate that there may be alcohol related issues in the Goldhawk Road area, I do not believe that the grant of that application will exacerbate those issues. First, alcohol will not be available for off-sales. Secondly, alcohol will be served only with food. Thirdly, the premises will be monitored by CCTV. Fourthly, my staff and I will be operating the Challenge 25 policy (dealing specifically with the issue of drunken youngsters raised by Mr Shah). Fifthly, we already operate a policy of not allowing people onto the premises who appear to be under the influence of alcohol or drugs; that policy will continue.
- I would note that my premises were previously used by Kerr & Co. They moved to the opposite corner of Richford Street/Goldhawk Road into premises that were formerly a public house. In addition, other local pubs (such as The Goldhawk) have closed down. Moreover, my offering is nothing like that of a public house. My experience suggests that any problems arising from drunken behaviour (certainly during the hours that I propose being open, ie no later than 8pm including 'drinking up time') stem from off-sales of alcohol at a cheap price, rather than from those who have drunk alcohol with food in a restaurant or café.

- Even if relevant, I do not believe that my business is competitive with that of other local businesses: Swallow will remain predominantly a coffee shop serving food and, I hope, will be able to serve alcohol to those who wish to have a glass of wine or a beer with their food.

I note that Mr Shah's objection is said to be supported by a "number of other small restaurant owners" but he has failed to identify who they might be. I am not aware myself of any other local objections.

I would add that I am acutely sensitive to the issues caused by excessive alcohol and drug use in the area, as I have witnessed the effects myself (both as a shop owner and as a local resident). The very last thing I would wish to do is add to those issues.

I have also attached an unsolicited email from the Richford Street Residents' Association, which appears to indicate support for my proposal. I believe that the coffee shop will provide a safe and calm place for local residents to enjoy a pleasant drink with their food.

I have also seen the helpful observations of Keith Mehaffy, Area Senior Environmental Health Officer. In response to his proposed conditions, I would note:

- All food and drinks purchased for consumption on the premises are ordered and paid for at the counter (ensuring that ordering and payment are monitored by the staff and will also, under my proposal, be monitored by CCTV), but are delivered by staff to the table. This model would continue and would apply equally to alcoholic drinks. Only products for consumption off the premises are passed over at the counter and, as noted above, I will not be selling alcoholic drinks for consumption off the premises.
- I am entirely content that the premises close and all patrons depart from the premises no later than 30 minutes after the terminal hour for the sale by retail of alcohol on the premises.

Please do let me know if I can be of any further assistance.

Yours faithfully

Matt Parkes
Director

Layug Karen: H&F

Subject: Hello from your Resident's Association

From: Richford Residents [mailto:richfordstreetw6@gmail.com]

Sent: 11 September 2017 16:21

To:

Subject: Hello from your Resident's Association

Hi Matt,
it's Claudine from the Resident's Association, we met a few weeks back.

I came in this afternoon hoping to have a quick chat about hosting the next meeting but also to check in on your drinks license request.

Your lovely barista told me that one of the chicken shops contested, claiming it will encourage bad behavior...not sure the drinking happening in the streets (and particularly at the moment) is going to be affected by that...fingers crossed the answer you are due to get this Wednesday will be positive for your business.

Now, on a lighter topic, would you still be open to host our next resident's meeting?

We are aiming at scheduling a new meeting in the next 2/3 weeks and feel it would be a fantastic opportunity for the residents to discover your delicious coffee (if they have not yet), and meet you.

In return, when sending invites and reminders, we would present your coffee shop with content you would supply - I will share with you separately an example email from our last meeting at Bertotti.

Of course, during the meeting we would encourage participants to thank you for offering your space by buying a drink/food.

If so, what would be best for you: an evening during the week after 6pm (to ensure working residents can join) or a Saturday morning?

Many Thanks for your response,

Claudine

- on behalf of the residents association -

Layug Karen: H&F

Subject: Appeal against approval of Swallow Coffee shop for Alcohol licence - 75 Goldhawk Rd, W12 8EG
Attachments: image1.JPG; ATT00001.txt

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

From: Amir Shah

Sent: 06 September 2017 18:21

To: licensing <licensing@lbhf.gov.uk>

Subject: Appeal against approval of Swallow Coffee shop for Alcohol licence - 75 Goldhawk Rd, W12 8EG

I'm the owner of small restaurant opposite the Swallow Coffee shop which has recently applied for licence to sell alcohol and food. I along with number of other small restaurant owners appeal against this approval for the following reason:

- the consumption of alcohol in the above Coffee shop will affect the local communities which are already suffering from serious alcohol related issues where as number of youngsters and some older persons drink during the day and cause serious nuisance to local shops in the area.
- also there are far too many restaurants/shops serving alcohol during the day along the Goldhawk Road and therefore, instead of controlling the sale of alcohol, council shouldn't encourage any more sale of the alcohol.
- the small restaurants are already suffering from serious issues related to increase in cost base and poor sales do not need yet another outlet converting from Coffee shop in to alcohol serving outlet.

Annex 4-

Special licensing policy for the Shepherd's Bush Area

1. The Council has decided to introduce a special policy relating to cumulative impact (as provided by the Secretary of State in the Guidance issued under section 182 of the Licensing Act 2003 (paragraphs 13.24 to 13.39) and the Council's own Statement of Licensing policy dated January 2011 (paragraph 6.1 to 6.7) to the Shepherd's Bush Area (being the area outlined and all premises which have a principal form of access onto the outlined area as shown on the attached map).
2. "Cumulative impact" means the potential impact on the promotion of the licensing objectives of a significant number of licensed premises concentrated in one area.
3. The four licensing objectives are:-
 - The prevention of Crime and Disorder
 - Public Safety
 - The prevention of Public Nuisance
 - The protection of Children from Harm
 - Protection
4. This policy will apply to all licensed premises as the Shepherd's Bush Area has been identified as being adversely affected in terms of the licensing objectives because of the cumulative impact of the concentration of licensed premises.

5. There is evidence that the cumulative impact includes serious problems of crime, disorder and public nuisance. Having regard to the evidence, the Licensing Authority has been satisfied that it is appropriate and necessary to include an approach to cumulative impact. The evidence for this special policy may be viewed on request at the Council Offices.
6. Applications for new premises licences, club premises certificates or any variations within the Shepherd's Bush Area that are likely to add to the existing cumulative impact will normally be refused where a relevant representation has been made, unless the applicant can demonstrate that there will be no negative cumulative impact on one or more of the four licensing objectives. Accordingly, the presumption of refusal in this policy is not absolute and the circumstances of each application will be considered where a relevant representation has been made.
7. The presumption of refusal does not relieve responsible authorities or interested parties of the need to make a relevant representation. Applicants will need to address the special policy issues in their operating schedules. If there are no representations the licensing authority must grant the application in terms consistent with the operating schedule submitted.
8. The cumulative impact policy will be kept under review by the Licensing Authority

ANNEX 5

Shepherds Bush Area Cumulative Impact Zone Data Report 2015

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1. THE APPLICATION

On the 19 August 2017, Chelsea Grill Limited submitted an application for a premises licence to be granted in respect of the premises known as Chelsea Grill 301 North End Road, London, W14 9NS.

1.2 Application Requested

The applicant is applying for a new premises licence for the provision of late night refreshment indoors and outdoors.

1.3 Proposed Hours of Operation

Provision of late night refreshment on and off the premises

Monday to Sunday	23:00 until 01:30
------------------	-------------------

Hours premises open to the public

Monday to Sunday	23:00 until 01:30
------------------	-------------------

A copy of the application can be seen on pages 34-39 of this report.

On 23 August 2017 the applicant amended his application in agreement with the police as follows:

Provision of late night refreshment on and off the premises

Monday to Saturday	23:00 until 01:00
--------------------	-------------------

Sunday	23:00 until 00:30
--------	-------------------

Hours premises open to the public

Monday to Saturday	23:00 until 01:00
--------------------	-------------------

Sunday	23:00 until 00:30
--------	-------------------

A copy of the correspondence with the police can be seen on page 40 of this report.

1.4 Applicants Operating Schedule

The applicants are proposing in their application steps to promote the four licensing objectives. The steps proposed can be seen on pages 36-37 of this report.

2. BACKGROUND

2.1. The premises are located on North End Road near its junction with Lillie Road. The premises operates as a fast food restaurant and takeaway on the ground floor of the building, with residential premises on the first to third floor of the building. A plan of the premises can be seen on page 41 of this report.

2.2. The main access to the premises is located on North End Road. There is a mixture of both commercial and residential properties located within the North End Road area. A map showing the location of the premises can be seen on page 42 of this report.

- 2.3. There are several options of transport away from the area including buses and taxis which run from in and around the North End Road and Lillie Road area. West Kensington tube station and West Brompton Rail station are a 7 minute walk away from the premises and Fulham Broadway station a 10 minute walk away.

3. CONSULTATION

A public notice was displayed at the premises. The application was advertised in a local circular and all statutory consultees were notified as required by the Regulations. The Council has served written notice of hearing upon the applicant and parties that have made representations in respect of the application.

3.1 Relevant Representations

The licensing section has received 1 representation from the Noise and Nuisance Officer who has recommended that the hours be amended to Sunday to Thursday 23:00 to 00:00 and Friday and Saturday 23:00 to 01:00, the Officer has also recommended 5 conditions to be attached to the licence if granted. A copy of the representation from the Noise and Nuisance Officer can be seen on pages 43-44 of this report. The licensing section has also received 1 representation from a local resident. A copy of the representation from the local resident and the response from the applicant can be seen on pages 45-46 of this report.

4. POLICY CONSIDERATIONS

- 4.1. Section 5.1 page 12 of the Council's Statement of Licensing Policy ("SLP") states that where there is a relevant representation, the Licensing Authority will consider each particular case on its merits having regard in particular to the following matters:
- 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;
 - Whether there will be a substantial increase in the cumulative adverse impact from these or similar activities, on an adjacent residential area;
 - Whether there is a suitable level of public transport accessibility to and from the premises at the appropriate times; and
 - 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 and nuisance.
 - Whether there have been any representations made by Responsible Authorities, or other relevant agency or representative.
- 4.2. Section 5.2 page 12 of the SLP states that the Licensing Authority will closely scrutinise extended hours applications to ensure that the Licensing Objectives are met. In determining an application the licensing committee might decide that the circumstances are such that a restriction on hours is the only appropriate means to achieve the Licensing Objectives.
- 4.3. Section 10.1 page 18 of the SLP states that the Licensing Authority will require the applicant to demonstrate within the operating plan how they intend to prevent nuisance arising, prevent disturbance and protect amenity so far as is appropriate to ensure that the Licensing Objectives are met. Where there is a relevant representation regarding extended hours, the

Licensing Authority will not permit an extension unless it is satisfied that the Licensing Objectives would be met.

- 4.4. Section 10.2 page 19 of the SLP states that in considering an application, the Licensing Authority will consider the adequacy of proposed measures to remove or effectively manage the potential for public nuisance and anti-social behaviour.
- 4.5. Section 10.3 page 19 of the SLP states that the Licensing Authority will particularly consider the following matters where they are material to the individual application:
- One of the most common complaints the Licensing Authority receive is about nuisance caused by customers as they leave licensed premises at night. The Licensing Authority recommends that primarily alcohol led premises such as nightclubs and pubs, located close to any residential premises, implement a dispersal policy at their venue. All relevant staff should be trained on any policy, and all reasonable steps should be taken to ensure it is fully implemented and adhered to at all times.
 - The proximity of residential accommodation;
 - The type of use proposed, including the likely numbers of customers, proposed hours of operation and the frequency of activity;
 - 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. Such measures may include the installation of soundproofing, air conditioning, acoustic lobbies and sound limitation devices;
 - The steps taken or proposed to be taken by the applicant to prevent disturbance by customers arriving at or leaving the premises. This will usually be of greater importance late at night and/or in the early hours of the morning. However, nuisance can arise at any time of the day or night so the Licensing Authority will consider representations from Responsible Authorities and/or Interested Parties relating to potential nuisance from any activity at all times dependent on the merits of the application/steps taken or proposed to prevent nuisance.
 - Limiting the number of people permitted to use a garden or other open-air areas, including those for the use of smoking, at any one time.
 - Restricting the use of a garden or other open-air areas, including those for the use of smoking, after a particular time e.g. 11:00pm (or such earlier time as may be considered appropriate).
 - 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;
 - The steps taken or proposed to be taken by the applicant to ensure staff leave the premises quietly;
 - The arrangements made or proposed for parking by patrons, and the effect of parking by patrons on local residents;
 - The provision for public transport in the locality (including taxis and private hire vehicles) for patrons;
 - The level of likely disturbance from associated vehicular and pedestrian movement to and from the premises;
 - The delivery and collection areas and delivery/collection times;
 - The siting of external lighting, including security lighting that is installed inappropriately;

- The arrangements for refuse disposal, storage and the prevention/tidying of litter (including fly posters and illegal placards);
- The history of previous nuisance complaints proved against the premises, particularly where statutory notices have been served on the present licence holder;
- The history of the applicant in controlling anti-social behaviour and preventing nuisance;
- The generation of odour, e.g. from the preparation of food;
- Any other relevant activity likely to give rise to nuisance;
- Any representations made by the Police, or other relevant agency or representative;

5. PROPOSED CONDITIONS

- 5.1. It is the Council's duty under the Licensing Act 2003 to determine applications with a view to promoting the four licensing objectives; Prevention of Crime and Disorder, Public Safety, Prevention of Public Nuisance and the Protection of Children from Harm.
- 5.2. In reaching a decision the Council shall consider the details of any relevant representations received; the applicant's Operating Schedule; the Council's adopted Statement of Licensing Policy and the guidance issued by the Secretary of State under section 182 of the Licensing Act.
- 5.3. The operating schedule and the comments made by responsible authorities and interested parties are clearly important considerations.
- 5.4. Should the committee decide to grant the application it is requested that consideration be given to any additional conditions to promote further the licensing objections that may be offered by the applicant at the hearing.

Layug Karen: H&F

From: noreply@lbhf.gov.uk
Sent: 19 August 2017 11:11
To: licensing
Subject: Online application

Dear Hammersmith and Fulham Licensing Team,

Your reference for this application is **2017/01101/LAPR**.

A summary of **New Premises licence** application is below:

Licence type : New Premises licence	
PREMISES DETAILS	
Premises name and address :	301 North End Road London W14 9NS
Occupier :	kasim chaudry T/A Chelsea Grill LTD
Trade As :	Chelsea Grill Ltd
Telephone number at premises :	
General description of premises :	ITS A FAST FOOD TAKEWAY. WE SELL GRILL FOOD BURGERS SOFT DRINKS ETC...
Premises rateable value :	£25000
Premises still being built :	No
APPLICANT DETAILS	
I/We apply for a premises licence under section 17 of the Licensing Act 2003 and I/We are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003	
Applicant type :	Organisation
If a person other than an individual :	as a limited company
Company name :	CHELSEA GRILL LTD
Registered company number :	09887340
Company address :	301, North End Road, London, W14 9NS
Company telephone number :	
Company email address :	
Description of organisation :	FAST FOOD TAKEWAY.

I/We are carrying on or proposing to carry on a business which involves the use of the premises for licensable activities			
Date you wish this application to take effect : 19/08/2018			
If for a limited period, when do you want it to end? : Null			
Are you expecting 5,000 or more people to attend the premises at any one time? : No			
If you are expecting more than 5000 people please state the number : Null			
What licensable activities do you intend to carry on from the premises? :			
Activity type :		Late Night Refreshment	
Will the provision of late night refreshment take place inside, outside or both? : Both			
Standard days and timings :		Day	Start time End time
		Monday	23:00:00 01:30:00
		Tuesday	23:00:00 01:30:00
		Wednesday	23:00:00 01:30:00
		Thursday	23:00:00 01:30:00
		Friday	23:00:00 01:30:00
		Saturday	23:00:00 01:30:00
		Sunday	23:00:00 01:30:00
Please give further details :		N A	
State any seasonal variations :		N A	
Non-standard timings - Where do you intend to use the premises at different times to those listed, please specify :		N A	
<i>Designated Premises Supervisor's (DPS) details</i>			
Details of designated premises supervisor not known at this time :		Yes	

Adult entertainment or services :	n a no adult activities here.		
Hours premises are open to the public - Standard days and timings :	Day	Start time	End time
	Monday	23:00:00	01:30:00
	Tuesday	23:00:00	01:30:00
	Wednesday	23:00:00	01:30:00
	Thursday	23:00:00	01:30:00
	Friday	23:00:00	01:30:00
	Saturday	23:00:00	01:30:00
	Sunday	23:00:00	01:00:00
Hours the premises are open to the public - Seasonal variations :	N A		
Hours the premises are open to the public - Non-standard timings :	n a		
Licensing objectives - General details :	floor plan red line.pdf		
Licensing objectives - The prevention of crime and disorder :	<p>CCTV shall be working and recording correctly at all times. All images shall be stored for a minimum of 31 days. At least one member of staff on duty whilst this licence is being used shall be trained in the requirements of the Licensing Act 2003 in terms of the licensing objectives offences committed under the Act and conditions of the Premises Licence. Written records of this training shall be retained and made available to police and authorised officers of the Licensing Authority on request.</p>		
Licensing objectives - Public safety :	<p>CCTV shall be working and recording correctly at all times. All images shall be stored for a minimum of 31 days. At least one member of staff on duty whilst this licence is being used shall be trained in the requirements of the Licensing Act 2003 in terms of the licensing</p>		

Licensing objectives - The prevention of public nuisance :	Signs shall be prominently displayed inside the premises reminding patrons there are residents living nearby and instructing them to respect the neighbours and to conduct their behaviour accordingly. A responsible member of staff shall carry out proactive litter patrols outside the premises at least twice 2 throughout the premises opening hours and specifically at the end of trading hours to ensure that there is no litter associated with the premises in the immediate vicinity and any such litter found shall be collected and returned to the premises for disposal with the premises normal waste refuse collection.
Licensing objectives - The protection of children from harm :	CCTV covering areas inside and outside of the premises shall be installed and maintained to police recommendations with properly maintained log arrangements. A staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times that the premises are open to the public. This staff member will be able to show police or authorised officers of the Licensing Authority recent data footage with the minimum of delay when requested. This data or footage reproduction shall be almost instantaneous.
CHECKLIST AND DECLARATIONS	
I have attached a plan of the premises :	Yes
I have attached a copy of the consent form completed by the individual I wish to be premises supervisor :	No
I understand that I must now advertise my application :	Yes
I understand that if I do not comply with the above requirements my application will be rejected :	Yes
<i>Correspondence Details</i>	

Correspondence name :	Mr Kasim Chaudry
Correspondence capacity :	Applicant
Correspondence address :	301, North End Road, London, W14 9NS
Correspondence telephone number :	
Correspondence alternate telephone number :	02073845687
Correspondence email address :	
<p>IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.</p> <p>IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971] FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND, PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED</p>	
SIGNATURE DETAILS	
Signatures name :	CHELSEA GRILL LTD
Capacity :	Applicant
Date :	19/08/2017
<p>I have included documents demonstrating my entitlement to work in the United Kingdom [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] is now included onscreen and I have uploaded a document, I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK</p> <p>The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate</p>	
<p>I accept the information contained in this application is correct to the best</p> <p style="text-align: right;">Yes</p>	

of my knowledge and belief, and I am authorized to make this application on behalf of all the named applicant(s) :	
PAYMENT DETAILS	
Fee :	£190
Payment reference :	Payment is yet to be processed for this application, at the time of this email.

Thank you,
Hammersmith and Fulham My Account Support
<http://www.lbhf.gov.uk/>

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Layug Karen: H&F

Subject:

FW: Licensing Act - Premises Licence 2017/01101/LAPR

From: Kasim Chaudry

Sent: 23 August 2017 12:29

To: Stewart Tom - FH

Subject: Re: Licensing Act - Premises Licence 2017/01101/LAPR

Dear sir

I am agree with the timing schedule as you said. Do i need to re inform the council about these timings and also i have given advertise in the newspaper. Do i need to inform them ?

Regard

Kasim chaudry

Chelsea grill ltd

Sent from my iPhone

On 23 Aug 2017, at 1:04 pm, <Tom.Stewart@met.pnn.police.uk> <Tom.Stewart@met.pnn.police.uk> wrote:

Good Afternoon,

My name is Tom Stewart and I am the Police Licensing Officer for Hammersmith and Fulham.

I am writing to you in regards to your application for a Late Night Refreshment Licence for Chelsea Grill.

I have read your application and I appreciate the measures that you will put in place under your operating schedule. As I understand it you wish to serve food from 2300-0130 Monday to Saturday and 2300-0100 Sunday.

North End Road, particularly the area North of Lillie Road, is increasingly becoming a hot-spot for anti-social behaviour, especially around the hours of 2300-0200. This is causing police resources to become stretched. My concern is that allowing Late Night Refreshment to continue into the early hours of the morning will only increase this issue. That is not to say it can't be allowed if it is well managed by the licensee, with appropriate times.

The Metropolitan Police will have no formal objection to your application if you were to amend your times to 2300-0100 Monday to Saturday and 2300-0030 Sunday.

I feel that these above times will allow the Licensing Objectives to be promoted, and will have as little effect as possible on local residents.

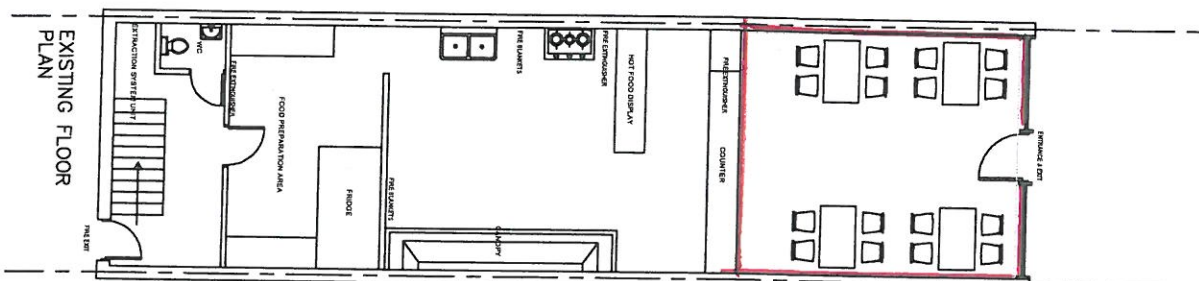
Please let me know if you agree to these timings.

Kind Regards

Pc Tom Stewart 230FH | Hammersmith and Fulham Police Licensing Unit |

Shepherds Bush Police Station, 253 Uxbridge Road W12 7JA

Int: 742715 | Ext Telephone 020 8246 2715 | Mobile 07825098276 Email
tom.stewart@met.police.uk



LATE NIGHT REFRESHMENT

MR KASIM

NOTES

PLEASE NOTE THAT BEFORE BUILDING WORKS COMMENCES IT IS THE RESPONSIBILITY OF THE
 BUILDER OR OWNER TO SERVE PARTY WALL NOTICES TO ALL NEIGHBOURS. NO CONSTRUCTION
 WORK TO BE STARTED PRIOR TO COUNCIL'S APPROVAL. DRAWINGS NOT TO BE READ IN
 CONJUNCTION WITH RELEVANT DRAWING AND SPECS. DIMENSIONS ONLY. ANY DISCREPANCIES ARE TO BE POINTED OUT TO THE COMPANY. THE COMPANY
 IS NOT LIABLE FOR ANY FAULTS NOT RAISED. DRAWINGS NOT TO BE SCALED FOR LAND
 TRANSFER PURPOSES.

PROJECT

301 NORTH END ROAD,
 LONDON, W14 9NS

DRAWING TITLE

FLOOR PLAN

PROJECT TITLE

INSTALLATION OF NEW
 FLUE DUCT TO THE REAR



DESIGNER

DESIGN GHAR LIMITED
 ARCHITECTURAL DESIGNERS AND STRUCTURAL ENGINEERS
 Office Suite 1, 30 Uphall Road, Ilford, Essex, IG1 2JF
 Phone: 0203 5146305, Email: dgild@yahoo.co.uk

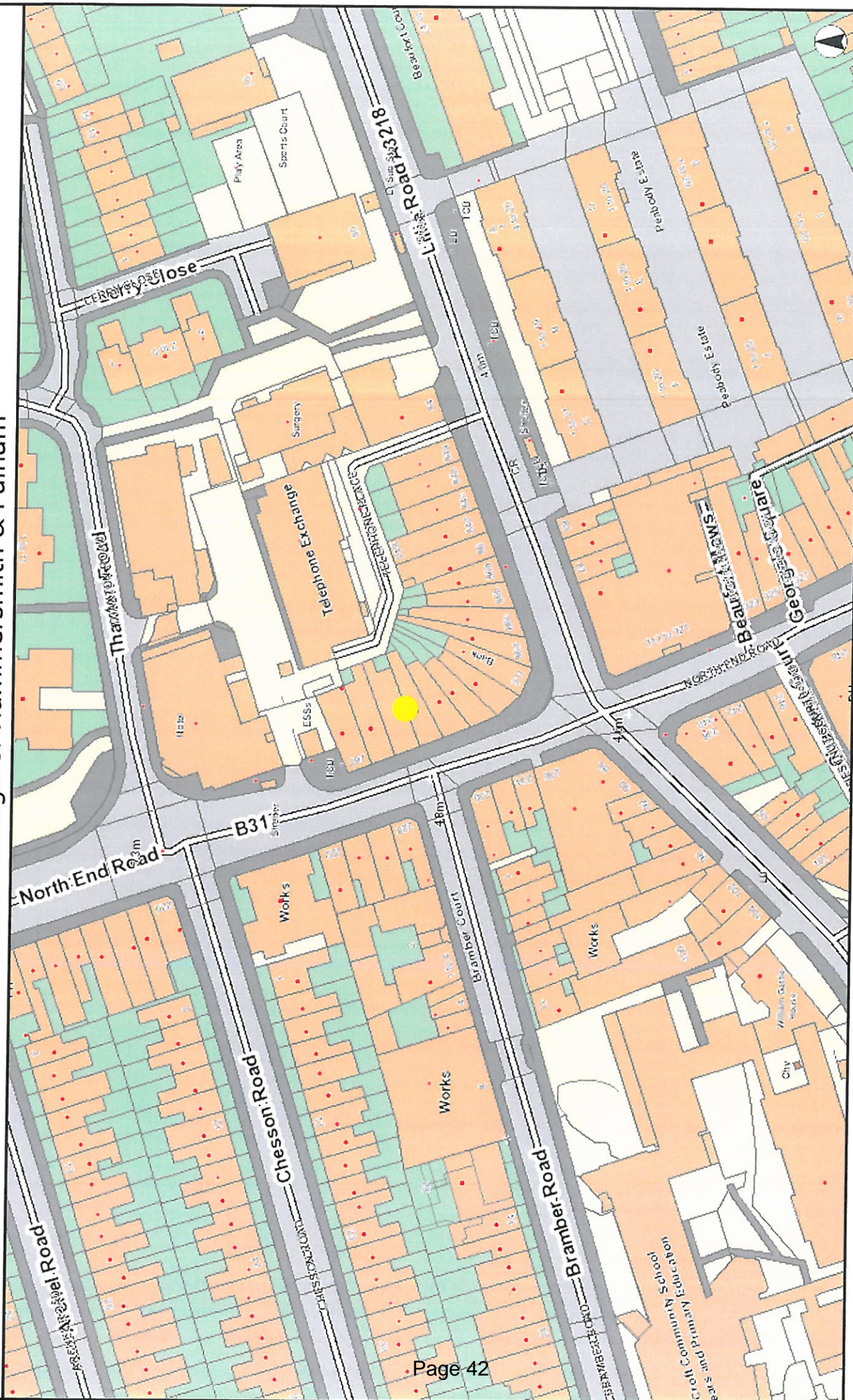
DATE

JULY
 2017

SHEET NO.

01

London Borough of Hammersmith & Fulham



Memorandum

DATE: September 19, 2017

TO: Hammersmith and Fulham Licensing Team

FROM: Keith Mehaffy extension 5702

RE: Application for the grant of a premises licence at
Chelsea Grill 301 North End Road London W14 8EG.
UNIFORM Reference 2017/01101/LAPR-NEW GRANT

I am in receipt of the application for the grant of a new premises licence at the above premises. The application is for a take away premises on ground floor and requests the following licensable activity.

Late night refreshment on and off the premises Monday to Sunday 23:00 to 01:30
Opening Hours Monday to Sunday 11:00 to 01:30 hours.

My concerns in regard to this application relate to the public nuisance that may arise from cooking odours and noise from the operation of the plant at the premises, the public nuisance that could arise from customers arriving at and departing the premises up till 01:30 hours and deliveries to and from the premises during the late evening and night/ early morning period.

A recent planning permission has been granted for a new kitchen extract system at the premises and this is conditioned through a stringent noise criterion for the extract system to achieve. There are usually other pieces of plant associated with these premises, such as condenser units for the fridges and freezers. The later operation of these appliances could also impact significantly on the neighbouring residents.

The operating schedule also specified that there should be two litter patrols during the daily operation of the premises and especially at the end of the operation to remove litter associated with the premises.

The premises are located on the east side of North End Road Close to the Lillie Road junction. There are double yellow lines in the road outside the premises and a pedestrian crossing close by. Any customers who travel to the premises by car late in the evening will not be permitted to stop outside the premises and will probably have to park in the quiet side streets near the premises, where residents may have bedrooms overlooking the streets. In my view there is potential for public nuisance to be created to these residents from these customers attending the premises during the early hours and I therefore have concerns about the timing requested in the application.

It is my view that the hours should be amended to midnight Sunday to Thursday with the premises operating till 01:00 the following morning on Friday and Saturday. It is for this reason that I am making representations under the prevention of public nuisance key objective.

If the Licensing Sub-Committee are minded to grant this application, I would suggest that the hours of operation are amended as above and the following condition should be considered to address these public nuisance concerns: -

1. Signs shall be prominently displayed in the outside area reminding patrons there are residents living nearby and instructing them to respect the neighbours and to conduct their behaviour accordingly.
2. A telephone number for the premises, or a responsible member of staff on duty, shall be displayed so that it is visible from the public highway for members of the public to lodge complaints.
3. Deliveries and collections (including refuse and / or recycling collections) associated with the premises shall be arranged between the hours of 08:00 to 22:00 only. Empty bottles and non-degradable refuse shall remain in the premises at the end of trading hours and will not be taken out to the refuse point between the hours of 22:00 and 08:00 hours.
4. All plant and equipment shall be correctly installed, operated, maintained and regularly serviced, all in accordance with the manufacturer's instructions, to ensure that it is operating correctly and efficiently so as not to cause a nuisance to neighbours arising from noise.
5. All ventilation and extraction systems and ducting shall be correctly installed, operated, maintained and regularly serviced, all in accordance with the manufacturer's instructions, to ensure that they are operating correctly and efficiently so as not to cause a nuisance to neighbours arising from noise or odour.

I hope that this information is useful, please do not hesitate to contact me on the above telephone number should you wish to discuss this matter further.

Mr Keith Mehaffy

Area Senior Environmental Health Officer
Noise and Nuisance Team

Subject: Re: Comments for Licensing Application 2017/01101/LAPR

From: Kasim Chaudry
Sent: 04 September 2017 14:40
To: licensing <licensing@lbhf.gov.uk>
Subject: Re: Comments for Licensing Application 2017/01101/LAPR

Dear karen

Thanks for your email.as i am on holidays thatswhy I didn't call you.

In your last email you mentioned that one of our neighbours made an objection.

Miss Elizabeth Angela Howarth talked about the litter bin which is behind the shop. Its a big commercial bin which is not possible to keep at the front of the premises.The bin is always locked. We also have contract with Viola company. They provide commercial sacs(bin bags).Which we can put at the front side of the premises at closing time and Viola will take those sacs everyday morning. 2nd issue is about the smell as she mentioned. We have already made an application in the council to change the duct pipe position . Right now we are using building chimney For duct smoke .which is bit narrow. After the duct pipe change there will not be any smell of smoke. Living above the food shop you Have smell of food sometimes. Its common. We dont have any vermin problem. Once she complained about vermin's in council. The council officer came and he didn't find any mice of other vermin in the premises. We have Pest control contract from long long time. They regularly come in the premises to treat. They also dont find any pest there. We can provide pest control contract Copy, Viola sacs contract Copy and planning application reference of duct pipe. Our customers dont come from the rear side of the premises And always keep an eye at our front side area of shop. If we find any litter we throw in the bin. We will Also Have notice in the premises for customers to leave quietly Especially at night time.

Regard

Kasim chaudry

Sent from my iPhone

From: idoxPA@hfbp.co.uk [<mailto:idoxPA@hfbp.co.uk>]
Sent: 29 August 2017 19:52
To: Layug Karen: H&F <Karen.Layug@lbhf.gov.uk>
Subject: Comments for Licensing Application 2017/01101/LAPR

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 7:52 PM on 29 Aug 2017 from Not Available.

Application Summary

Address: 301 North End Road London W14 9NS

Proposal: Licensing Act - Premises Licence

Case Officer: Karen Layug

[Click for further information](#)

Customer Details

Name: Miss Elizabeth Angela Howarth

Email:

Address: North End Road, W14 9NS

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 7:52 PM on 29 Aug 2017 I wish to object to the application to extend the license and opening hours of Chelsea Grill. I live above this take away and already there is: litter from the take away; people (presumably customers) causing public nuisance during opening hours to the front and rear of the property; rubbish collects to the rear of the property which I have complained about multiple times; the smell of the cooking & often smoke comes into the communal areas above the shop and there have been instances of vermin - mice & cockroaches. Therefore I object to the application based on it will only increase the public nuisance as above.

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