

# Licensing Sub-Committee

## Agenda

Wednesday 19 April 2023 at 6.30 pm

This meeting will be held remotely

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

### MEMBERSHIP

Administration:	Opposition:
Councillor Mercy Umeh (Chair) Councillor Patrick Walsh	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: 06 April 2023

# Licensing Sub-Committee Agenda

19 April 2023

<u>Item</u>		<u>Pages</u>
<b>1.</b>	<b>APOLOGIES FOR ABSENCE</b>	
<b>2.</b>	<b>DECLARATIONS OF INTEREST</b>	
	<p>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.</p> <p>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.</p> <p>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.</p> <p>Councillors are not obliged to withdraw from the meeting where a dispensation to that effect has been obtained from the Standards Committee.</p>	
<b>3.</b>	<b>ALCOHOL VIRGIN, UNIT 3054, 29 SEAGRAVE ROAD, LONDON, SW6 1RP.</b>	<b>3 - 59</b>

# Agenda Item 3

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## 1. THE APPLICATION

On 23 February 2023, Arlene Auf Der Mauer on behalf of Parth Anilbhai Patel (“the applicant”) submitted an application for a new premises licence to be granted in respect of the premises known as Alcohol Virgin located at Unit 3054, 29 Seagrave Road, London, SW6 1RP.

### 1.1 Application Requested

The applicant has applied for a new premises licence for the sale of alcohol off the premises via their online grocery store as outlined below:

#### **The sale of alcohol - Off the premises only**

Mondays to Sundays 19:00 to 06:00

#### **The opening hours of the premises**

Not open to the public

A copy of the application form and plan can be seen on pages 12-30 of this report.

### 1.2 Applicants Operating Schedule

The applicant has proposed a number of additional steps to promote the four licensing objectives if the application is granted. A copy of the proposed conditions can be seen on page 22 of this report.

On the 07 March 2023, the applicant amended their application by amending the hours for the sale of alcohol as shown below:

#### **The sale of alcohol - Off the premises only**

Mondays to Sundays 09:00 to 18:00

#### **The opening hours of the premises**

Not open to the public

A copy of this amendment can be seen on pages 31 of this report.

On 09 March 2023, following correspondence received from the Police, the applicant agreed to add 6 further conditions to the licence, if granted. A copy of this correspondence can be seen on pages 32 of this report.

Proposed conditions:

1. A Challenge 21 or Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
2. A warning shall be displayed on the digital platform on which an order is placed informing customers that they must be aged 18 or over to make a purchase of

alcohol and notifying customers that the delivery rider will carry out age verification on delivery. The customer will be asked to provide ID to prove their age in accordance with Challenge 25 scheme. If the rider is not satisfied then the alcohol in the order will be withheld.

3. A record shall be kept detailing all refused sales of alcohol upon delivery. The record should include the date and time of the refused sale and the name of the member of staff who refused the sale. The refusals log shall be made available for inspection upon request by the Licensing Team, Police or Trading Standards.
4. Any alcohol sold for consumption off the premises shall be sold in a sealed containers.
5. Deliveries shall only be made to bona fide residential or business addresses.
6. Members of the public will not be permitted to enter the premises.

## **2. BACKGROUND**

The main access to the premise's unit is located within the Safestore Self Storage on Seagrave Road. The applicant has stated that alcohol will be handed to delivery drivers at the main entrance of the facility. A map showing the location of the premises and neighbouring licensed premises can be seen on pages 33-34 of this report.

There are several options for transport away from the area including buses and taxis which run from in and around the Lillie Road area. West Brompton tube station is a 3-minute walk away and Fulham Broadway tube stations is a 13-minute walk away.

## **3. CONSULTATION**

A public notice was displayed at the premises for 28 days. 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 all those parties that have made representations in respect of the application.

### **3.1. Relevant Representations**

The licensing section received 15 representations from local residents objecting to the licence application. A copy of these representations can be seen on pages 35-58 of this report.

## **4. OTHER INFORMATION**

### **4.1 Enforcement History**

There have not been any warnings, simple cautions or prosecutions given in respect of the premises during the past three years.

### **4.2 Temporary Event Notices ("TENS")**

No TENs have been submitted in respect of this premises in the past twelve months.

## **5. POLICY CONSIDERATIONS**

**5.1** Section 5 pages 12 and 13 of the Statement of Licensing Policy (“SLP”) states that in order to ensure the promotion of the four Licensing Objectives the Licensing Authority will require applicants to detail in their operating schedule:

- the steps proposed to promote the licensing objective of the prevention of crime and disorder on, and in the vicinity of, the premises, having regard to their location, character, condition, the nature and extent of the proposed use and the persons likely to use the premises;
- the steps proposed to ensure the physical safety of people using the relevant premises or place;
- 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;
- the measures and management controls in place to protect children from harm. Where appropriate a written childcare policy should be available and be incorporated in the induction of staff.

**5.2** Policy 3 page 21 of the 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:

- 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;
- b) Whether there will be a substantial increase in the cumulative adverse impact from these or similar activities, on an adjacent residential area;
- c) Whether there is a suitable level of public transport accessibility to and from the premises at the appropriate times;
- 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;
- e) Whether there have been any representations made by Responsible Authorities, or other relevant agency or representative.

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. If an ‘hours’ restriction is imposed, the Licensing Authority will normally require that customers should be allowed a minimum of thirty minutes to consume alcohol.

**5.3** Policy 4 pages 22 and 23 of the 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 effect of the number, type and density of licensed premises already existing in the area. Consideration will be given to the proximity to any drug and alcohol treatment site, A&E department or homeless hostel in a local area type remit ie applicants need to make the case for how they would not increase further problems for residents/clients nearby.

In coming to any decision regarding cumulative impact the Licensing Authority will consider other mechanisms outside of the licensing regime which may also be available to address this issue, these include but are not limited to:

- Planning controls (where development or change of use is involved, or where trading hours are limited by planning conditions)
- Police and other enforcement of the normal law concerning disorder and anti-social behaviour.
- 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 antisocial behaviour is taking place at licensed premises under the Anti-social Behaviour, Crime and Policing Act 2014.
- To ensure that residents are protected from the negative impact of late-night local licensing activities the Licensing Authority may decide to adopt an Area Specific Cumulative Impact Policy in relation to a specific area; where the number, type and density of premises providing licensable activities is having a serious negative impact on the local community and local amenities.

**5.4** Policy 11 page 30 of the SLP states that Licensing law is not the primary mechanism for the general control of nuisance and anti-social behaviour caused by people once they are away from the licensed premises and, therefore, beyond the direct control of the licensee. However, licensing is a key aspect of such control and licensing law is part of a holistic approach to the management of the night time economy.

As a matter of policy the council expects every holder of a licence, certificate or permission, to accept and be responsible for minimising the impact of their activities and anti-social behaviour by their patrons within the vicinity of their premises by taking appropriate measures and action consistent with that responsibility. Licensees and certificate holders should take reasonable steps to prevent the occurrence of crime and disorder and public nuisance immediately outside their premises, for example on the pavement, in a beer garden or in a smoking area, to the extent that these matters are within their control.

Population densities in this borough are high, with many residential premises located above or in close proximity to licensed premises. This means that the public nuisance and crime and disorder objectives will be of paramount concern when evaluating Operating Schedules. Licensing Committees will place high regard on the control measures put in place by the applicant to ensure that our residents are protected from the potential detrimental effects of any licensed premises.

**5.5** Policy 13 page 31 of the SLP states that the local planning authority has powers to control opening times of all new establishments seeking planning permission, where harm might occur.

Licensing applications will not be a re-run of the planning application. If the licensing committee grants any variation of a licence which involves a material alteration to a building, the applicant still needs to apply for planning permission, or building regulation control, where appropriate.

Where an applicant is granted a premises licence with operating hours that are different to the hours permitted by the premises planning permission, the applicant must observe the earlier closing time. Premises operating in breach of their planning permission would be liable to prosecution under planning law. We would suggest that the applicant contacts Planning apply to vary their conditions.

The Licensing Authority may refuse to grant a licence if a representation from the Planning Department has been received AND ONE or more of the licensing objectives would not be promoted.

**5.6** Policy 14 pages 32 and 33 of the SLP in relation to delivery services states that the Licensing Authority has concerns with the potential for the following:

- Age verification at both purchase point and delivery point;
- The safety of delivery drivers at the point of delivery;
- Safety of the premises from which orders are taken and sent out for deliver; and,
- Possible public nuisance and anti-social behaviour (ASB) caused by delivery drivers collecting deliveries from the licensed premises.

The Licensing Authority is likely to place the following conditions on to a premises licence for delivery services where it is appropriate and relevant to the individual licence application:

- A standard age verification check shall be undertaken on entering the website.
- A signature at the point of delivery must be obtained. No delivery shall be left without a signature.
- Alcohol shall only be delivered to a residential or business address and not to a public place.
- Every third-party courier delivery box shall be labelled with the words "Age Restricted Product".
- Any delivery driver or third-party courier will be required to have appropriate age verification training, particularly they will be required to have training in refusal of supply where age verification is not provided.
- A refusals log will be maintained for deliveries.
- Appropriate security will be in place at the premises as agreed with Police.
- Measures for minimising noise and disturbance and anti-social behaviour (ASB) caused by the dispatch of deliveries to be identified in the operating schedule. In particular applicants are expected to consider the use of electric vehicles to minimise air pollution and noise. The Licensing Authority expects that applicants will make arrangements for all deliveries after 8 pm to be made using electric vehicles or non motorised vehicles i.e. bicycles.
- A requirement for a specific delivery collection area to be made clear to any third party delivery service. This area may not be directly outside the licensed premises to



take account of any residential accommodation close by or obstructing the pavement/highways.

**5.7** Annex 1 pages 35 and 36 of the SLP in relation to the prevention of crime and disorder states licence applicants will be expected to demonstrate the following in their operating schedules:

g) Conditions will, so far as possible, reflect local crime prevention strategies, and the Licensing Authority will also have regard to the views of the local Crime and Disorder Reduction Partnership.

h) **Crime and disorder in the vicinity of the premises:** this may include the crime and disorder risks arising from persons queuing to enter the premises; persons exiting the premises and customers smoking eating or drinking in outdoor areas and on the highway outside the premises. This can also include crime arising from pickpockets and bag snatchers, particularly in open spaces or crowded areas where alcohol is being consumed.

j) **CCTV** - using CCTV inside and/or outside the premises together with appropriate procedures and having staff properly trained to use CCTV equipment.

l) **dealing with and reporting crime and disorder** - training for staff and door security aimed at reducing crime and disorder in the premises and its vicinity and dealing with and reporting incidents if they occur.

p) **local schemes** – joining and attending local Pubwatch meetings and participating in the Behave or Be Banned Scheme (BOBB) and/or signing up and using the Council's Safety Net Radio scheme.

**5.8** Annex 1 pages 38 to 40 of the SLP in relation to the prevention of public nuisance states that the Licensing Authority will particularly consider the following matters where they are material to the individual application:

- ii. The proximity of residential accommodation;
- iii. The type of use proposed, including the likely numbers of customers, proposed hours of operation and the frequency of activity;
- iv. 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;
- v. The steps taken or proposed to be taken by the applicant to prevent disturbance by customers arriving at or leaving the premises.
- viii. 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;
- ix. The steps taken or proposed to be taken by the applicant to ensure staff leave the premises quietly;
- x. The arrangements made or proposed for parking by patrons, and the effect of parking by patrons on local residents;
- xii. The level of likely disturbance from associated vehicular and pedestrian movement to and from the premises;
- xiii. The delivery and collection areas and delivery/collection times;
- xv. The arrangements for refuse disposal, storage and the prevention/tidying of litter (including fly posters and illegal placards);
- xix. Any other relevant activity likely to give rise to nuisance;

xx. Any representations made by the Police, or other relevant agency or representative;

The following provides a non-exhaustive list of risks associated with the public nuisance objective that applicants may want to consider when preparing their Operating Schedule:

j) **Deliveries/collections** – noise from deliveries to and/or collections (e.g. refuse) from the premises are another common source of complaint. Consider the times of such deliveries/collections and make sure you specify to any contractors that deliveries/collections should not be made at anti-social times. As a guide, the Noise and Nuisance Service recommend that deliveries/collections should only be made between the hours of 7:30am and 9:00pm, depending on the proximity of residential and/or other noise sensitive properties.

l) **Light pollution** – this is an increasingly common source of complaint, particularly from illuminated signs and external security lighting. Where provided, illuminated signs should not cause glare to neighbouring properties, ideally being turned off at night, and external lighting should be angled and/or diffused to also prevent nuisance.

m) **Noise and/or vibration** breakout from the provision of regulated entertainment, particularly from (but not limited to) live music – consider what type of entertainment is to be provided, in what room/area of the premises and the suitability of the construction of this room/area to contain sound. Windows are a particular weak-point for noise break-out so consider providing regulated entertainment in a room without windows or with as few windows as possible, particularly windows that face towards nearby 40 residential properties. Where suitable, install a lobby to prevent spillage of noise each time an entrance/exit door is opened.

p) **Queue management** - establishing appropriate procedures to avoid the need for customers to queue before entering the premises or, where queuing cannot be avoided, to manage queues so as to minimise the potential for crime and disorder or public nuisance by customers who are queuing.

r) **Waste** – consider how and where waste will be stored/disposed of at the end of trading hours, particularly if trading until late at night. This is important because the disposal of glass and/or cans to outside bin areas can be very noisy and give rise to complaints, so it may be necessary to store such items and other non-degradable refuse inside the premises until the next trading day. Consideration should also be given to the time of deliveries to minimize disruption to local residents.

## 6. DETERMINATION

6.1 In determining this application, the Committee must have regard to the representations and take such of the following steps as it considers necessary for the promotion of the licensing objectives. The steps are:

- (a) Grant the application in full
- (b) Grant the application in part – modifying the proposed hours, activities or conditions.
- (c) Reject the application

It is the Council's duty under the Licensing Act 2003 ("The Act") 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.

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 Act.

If the Committee is minded to grant the application conditions may be attached to the licence to alleviate the concerns raised through the representations.

\* required information

### Section 1 of 21

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

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

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

Are you an agent acting on behalf of the applicant?

- Yes  No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

### Applicant Details

\* First name

\* Family name

\* E-mail

Main telephone number  Include country code.

Other telephone number

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

Is the applicant:

- Applying as a business or organisation, including as a sole trader  
 Applying as an individual

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

Continued from previous page...

**Address**

\* Building number or name

\* Street

District

\* City or town

County or administrative area

\* Postcode

\* Country

**Agent Details**

\* First name

\* Family name

\* E-mail

Main telephone number  Include country code.

Other telephone number

Indicate here if you would prefer not to be contacted by telephone

Are you:

- An agent that is a business or organisation, including a sole trader
- A private individual acting as an agent

A sole trader is a business owned by one person without any special legal structure.

**Your Address**

Address official correspondence should be sent to.

\* Building number or name

\* Street

District

\* City or town

County or administrative area

\* Postcode

\* Country

*Continued from previous page...*

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 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.

### Premises Address

Are you able to provide a postal address, OS map reference or description of the premises?

Address       OS map reference       Description

### Postal Address Of Premises

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

### Further Details

Telephone number

Non-domestic rateable value of premises (£)

## Section 3 of 21

### APPLICATION DETAILS

In what capacity are you applying for the premises licence?

- An individual or individuals
- A limited company / limited liability partnership
- A partnership (other than limited liability)
- An unincorporated association
- Other (for example a statutory corporation)
- A recognised club
- A charity
- The proprietor of an educational establishment
- A health service body
- A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- The chief officer of police of a police force in England and Wales

### Confirm The Following

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
- I am making the application pursuant to a statutory function
- I am making the application pursuant to a function discharged by virtue of Her Majesty's prerogative

## Section 4 of 21

### INDIVIDUAL APPLICANT DETAILS

#### Applicant Name

Is the name the same as (or similar to) the details given in section one?

- Yes  No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

First name

Family name

Is the applicant 18 years of age or older?

- Yes  No

Continued from previous page...

### Current Residential Address

Is the address the same as (or similar to) the address given in section one?

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Yes  No

Building number or name	<input type="text"/>
Street	<input type="text"/>
District	<input type="text"/>
City or town	<input type="text" value="London"/>
County or administrative area	<input type="text"/>
Postcode	<input type="text"/>
Country	<input type="text" value="United Kingdom"/>

### Applicant Contact Details

Are the contact details the same as (or similar to) those given in section one?

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Yes  No

E-mail	<input type="text"/>
Telephone number	<input type="text"/>
Other telephone number	<input type="text"/>
* Date of birth	<input type="text"/> / <input type="text"/> / <input type="text"/> dd mm yyyy
* Nationality	<input type="text"/>
Right to work share code	<input type="text"/>

[Documents that demonstrate entitlement to work in the UK](#)  
[Right to work share code if not submitting scanned documents](#)

## Section 5 of 21

### OPERATING SCHEDULE

When do you want the premises licence to start?  /  /   
dd mm yyyy

If you wish the licence to be valid only for a limited period, when do you want it to end  /  /   
dd mm yyyy

Provide a general description of the premises



*Continued from previous page...*

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off- supplies you must include a description of where the place will be and its proximity to the premises.

Single storage unit within Safe Storage storage facilities, sale of alcohol online to be delivered under the name Alcohol Virgin.

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

### Section 6 of 21

#### PROVISION OF PLAYS

[See guidance on regulated entertainment](#)

Will you be providing plays?

- Yes  No

### Section 7 of 21

#### PROVISION OF FILMS

[See guidance on regulated entertainment](#)

Will you be providing films?

- Yes  No

### Section 8 of 21

#### PROVISION OF INDOOR SPORTING EVENTS

[See guidance on regulated entertainment](#)

Will you be providing indoor sporting events?

- Yes  No

### Section 9 of 21

#### PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

[See guidance on regulated entertainment](#)

Will you be providing boxing or wrestling entertainments?

- Yes  No

### Section 10 of 21

#### PROVISION OF LIVE MUSIC

[See guidance on regulated entertainment](#)

Will you be providing live music?

- Yes  No

### Section 11 of 21

#### PROVISION OF RECORDED MUSIC

[See guidance on regulated entertainment](#)

Continued from previous page...

Will you be providing recorded music?

- Yes  No

**Section 12 of 21**

**PROVISION OF PERFORMANCES OF DANCE**

[See guidance on regulated entertainment](#)

Will you be providing performances of dance?

- Yes  No

**Section 13 of 21**

**PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE**

[See guidance on regulated entertainment](#)

Will you be providing anything similar to live music, recorded music or performances of dance?

- Yes  No

**Section 14 of 21**

**LATE NIGHT REFRESHMENT**

Will you be providing late night refreshment?

- Yes  No

**Section 15 of 21**

**SUPPLY OF ALCOHOL**

Will you be selling or supplying alcohol?

- Yes  No

**Standard Days And Timings**

MONDAY

Start

End

Start

End

Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

Continued from previous page...

FRIDAY

Start	<input type="text" value="19:00"/>	End	<input type="text" value="06:00"/>
Start	<input type="text"/>	End	<input type="text"/>

SATURDAY

Start	<input type="text" value="19:00"/>	End	<input type="text" value="06:00"/>
Start	<input type="text"/>	End	<input type="text"/>

SUNDAY

Start	<input type="text" value="19:00"/>	End	<input type="text" value="06:00"/>
Start	<input type="text"/>	End	<input type="text"/>

Will the sale of alcohol be for consumption:

- On the premises       Off the premises       Both

If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

**Name**

First name

Family name

Date of birth  /  /

Continued from previous page...

**Enter the contact's address**

Building number or name	209
Street	
District	
City or town	London
County or administrative area	
Postcode	
Country	United Kingdom
Personal Licence number (if known)	H06132
Issuing licensing authority (if known)	Hounslow

**PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT**

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

- Electronically, by the proposed designated premises supervisor
- As an attachment to this application

Reference number for consent form (if known)

If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.

**Section 16 of 21**

**ADULT ENTERTAINMENT**

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

**Section 17 of 21**

**HOURS PREMISES ARE OPEN TO THE PUBLIC**

**Standard Days And Timings**

MONDAY

Start

End

Start

End

Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

Continued from previous page...

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Safe Storage (storage facility the unit to be licensed is part of) is open 24 hours, however members of the public will not be permitted in the unit to be licensed.

**Section 18 of 21**

**LICENSING OBJECTIVES**

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

a) General – all four licensing objectives (b,c,d,e)

*Continued from previous page...*

List here steps you will take to promote all four licensing objectives together.

Safe Storage is responsible for fire safety and security of the premises. There is extensive CCTV throughout the facility in order to monitor all comings and goings.

b) The prevention of crime and disorder

The public will not be allowed beyond the lobby of the facility. There will be no sales at the premises. The main facility is equipped with CCTV throughout.

c) Public safety

Facility is all metal and facility has fire extinguishers, sprinklers and fire detection and smoke detection are in place. The entire facility is monitored by CCTV so any persons entering or exiting the facility will be seen. The facility is guarded by 24 hour security guards.

d) The prevention of public nuisance

Online sales only, individuals will not be allowed in the unit. Alcohol will be handed to the drivers at the main entrance of the facility. Drivers will be collecting the alcohol for delivery from a part of the facility unlikely to cause noise disturbances to the nearest neighbors.

e) The protection of children from harm

The owner of the premises unit is a trained personal licence holder. The delivery companies will be providing riders who are trained in age verification procedures to challenge the end customer before handing over alcohol.

**Section 19 of 21**

**NOTES ON DEMONSTRATING ENTITLEMENT TO WORK IN THE UK**

*Continued from previous page...*

### **Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships:**

A licence may not be held by an individual or an individual in a partnership who is resident in the UK who:

- does not have the right to live and work in the UK; or
- is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any premises licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have an entitlement to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity. They do this in one of two ways: 1) by providing with this application copies or scanned copies of the documents listed below (which do not need to be certified), or 2) by providing their 'share code' to enable the licensing authority to carry out a check using the Home Office online right to work checking service (see below).

### **Documents which demonstrate entitlement to work in the UK**

- An expired or current passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies having the right of abode in the UK [please see note below about which sections of the passport to copy].
- An expired or current passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland.
- A Registration Certificate or document certifying permanent residence issued by the Home Office to a national of a European Economic Area country or Switzerland.
- A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK.
- A **current** passport endorsed to show that the holder is exempt from immigration control, is allowed to stay indefinitely in the UK, has the right of abode in the UK, or has no time limit on their stay in the UK.
- A **current** Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK or has no time limit on their stay in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A certificate of registration or naturalisation as a British citizen, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.

*Continued from previous page...*

- A **current** passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is allowed to work relation to the carrying on of a licensable activity.
- A **current** Residence Card issued by the Home Office to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights or residence.
- A **current** Immigration Status Document containing a photograph issued by the Home Office to the holder with an endorsement indicating that the named person may stay in the UK, and is allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A Certificate of Application, **less than 6 months old**, issued by the Home Office under regulation 18(3) or 20(2) of the Immigration (European Economic Area) Regulations 2016, to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence.
- Reasonable evidence that the person has an outstanding application to vary their permission to be in the UK with the Home Office such as the Home Office acknowledgement letter or proof of postage evidence, or reasonable evidence that the person has an appeal or administrative review pending on an immigration decision, such as an appeal or administrative review reference number.
- Reasonable evidence that a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence in exercising treaty rights in the UK including:-
  - evidence of the applicant's own identity – such as a passport,
  - evidence of their relationship with the European Economic Area family member – e.g. a marriage certificate, civil partnership certificate or birth certificate, and
  - evidence that the European Economic Area national has a right of permanent residence in the UK or is one of the following if they have been in the UK for more than 3 months:
    - (i) working e.g. employment contract, wage slips, letter from the employer,
    - (ii) self-employed e.g. contracts, invoices, or audited accounts with a bank,
    - (iii) studying e.g. letter from the school, college or university and evidence of sufficient funds; or
    - (iv) self-sufficient e.g. bank statements.

Family members of European Economic Area nationals who are studying or financially independent must also provide evidence that the European Economic Area national and any family members hold comprehensive sickness insurance in the UK. This can include a private medical insurance policy, an EHIC card or an S1, S2 or S3 form.

**Original documents must not be sent to licensing authorities.** If the document copied is a passport, a copy of the following pages should be provided:-

- (i) any page containing the holder's personal details including nationality;
- (ii) any page containing the holder's photograph;
- (iii) any page containing the holder's signature;
- (iv) any page containing the date of expiry; and
- (v) any page containing information indicating the holder has permission to enter or remain in the UK and is permitted to work.



*Continued from previous page...*

If the document is not a passport, a copy of the whole document should be provided.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.

### **Home Office online right to work checking service**

As an alternative to providing a copy of the documents listed above, applicants may demonstrate their right to work by allowing the licensing authority to carry out a check with the Home Office online right to work checking service.

To demonstrate their right to work via the Home Office online right to work checking service, applicants should include in this application their 9-digit share code (provided to them upon accessing the service at <https://www.gov.uk/prove-right-to-work>) which, along with the applicant's date of birth (provided within this application), will allow the licensing authority to carry out the check.

In order to establish the applicant's right to work, the check will need to indicate that the applicant is allowed to work in the United Kingdom and is not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

An online check will not be possible in all circumstances because not all applicants will have an immigration status that can be checked online. The Home Office online right to work checking service sets out what information and/or documentation applicants will need in order to access the service. Applicants who are unable to obtain a share code from the service should submit copy documents as set out above.

## **Section 20 of 21**

### **NOTES ON REGULATED ENTERTAINMENT**

*Continued from previous page...*

In terms of specific **regulated entertainments** please note that:

- Plays: no licence is required for performances between 08:00 and 23:00 on any day, provided that the audience does not exceed 500.
- Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08:00 and 23:00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
- Indoor sporting events: no licence is required for performances between 08:00 and 23:00 on any day, provided that the audience does not exceed 1000.
- Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08:00 and 23:00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
- Live music: no licence permission is required for:
  - o a performance of unamplified live music between 08:00 and 23:00 on any day, on any premises.
  - o a performance of amplified live music between 08:00 and 23:00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - o a performance of amplified live music between 08:00 and 23:00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
  - o a performance of amplified live music between 08:00 and 23:00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - o a performance of amplified live music between 08:00 and 23:00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- Recorded Music: no licence permission is required for:
  - o any playing of recorded music between 08:00 and 23:00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - o any playing of recorded music between 08:00 and 23:00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - o any playing of recorded music between 08:00 and 23:00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.

*Continued from previous page...*

- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
  - o any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
  - o any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
  - o any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
  - o any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

## Section 21 of 21

### PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Premises Licence Fees are determined by the non domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at [http://www.voa.gov.uk/business\\_rates/index.htm](http://www.voa.gov.uk/business_rates/index.htm)

Band A - No RV to £4300 £100.00

Band B - £4301 to £33000 £190.00

Band C - £33001 to £8700 £315.00

Band D - £87001 to £12500 £450.00\*

Band E - £125001 and over £635.00\*

\*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then your are required to pay a higher fee

Band D - £87001 to £12500 £900.00

Band E - £125001 and over £1,905.00

There is an exemption from the payment of fees in relation to the provision of regulated entertainment at church halls, chapel halls or premises of a similar nature, village halls, parish or community halls, or other premises of a similar nature. The costs associated with these licences will be met by central Government. If, however, the licence also authorises the use of the premises for the supply of alcohol or the provision of late night refreshment, a fee will be required.

Schools and sixth form colleges are exempt from the fees associated with the authorisation of regulated entertainment where the entertainment is provided by and at the school or college and for the purposes of the school or college.

If you operate a large event you are subject to ADDITIONAL fees based upon the number in attendance at any one time

Capacity 5000-9999 £1,000.00

Capacity 10000 -14999 £2,000.00

Capacity 15000-19999 £4,000.00

Capacity 20000-29999 £8,000.00

Capacity 30000-39000 £16,000.00

Capacity 40000-49999 £24,000.00

Capacity 50000-59999 £32,000.00

Capacity 60000-69999 £40,000.00

Capacity 70000-79999 £48,000.00

Capacity 80000-89999 £56,000.00

Capacity 90000 and over £64,000.00

\* Fee amount (£)

70.00

### DECLARATION

*Continued from previous page...*

\* I/we understand it is an offence, liable on conviction to a fine up to level 5 on the standard scale, under section 158 of the licensing act 2003, to make a false statement in or in connection with this application.

Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

\* Full name

\* Capacity

\* Date  /  /   
dd mm yyyy

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...

2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/hammersmith-and-fulham/apply-1> to upload this file and continue with your application.

Don't forget to make sure you have all your supporting documentation to hand.

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

**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**

**OFFICE USE ONLY**

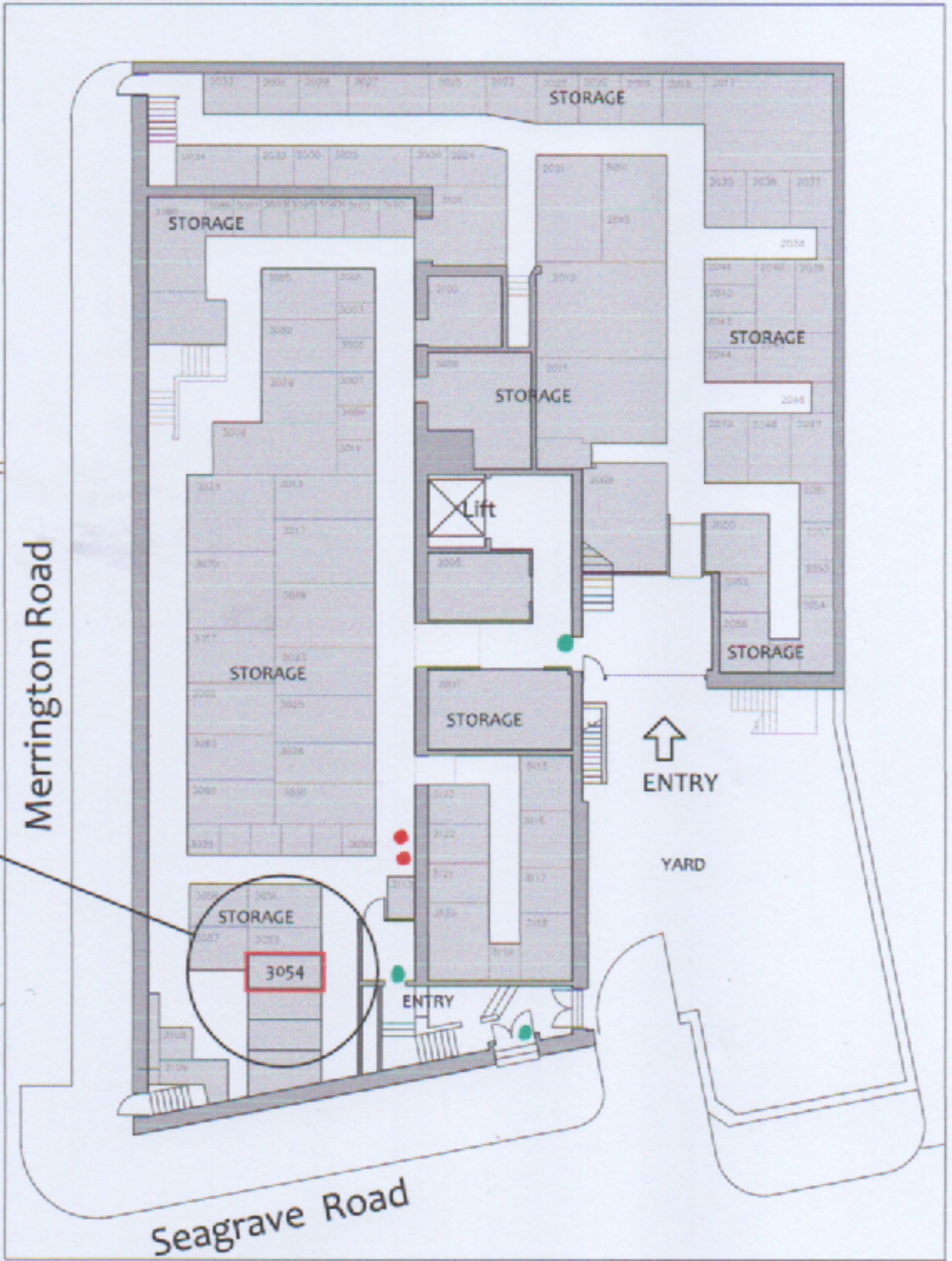
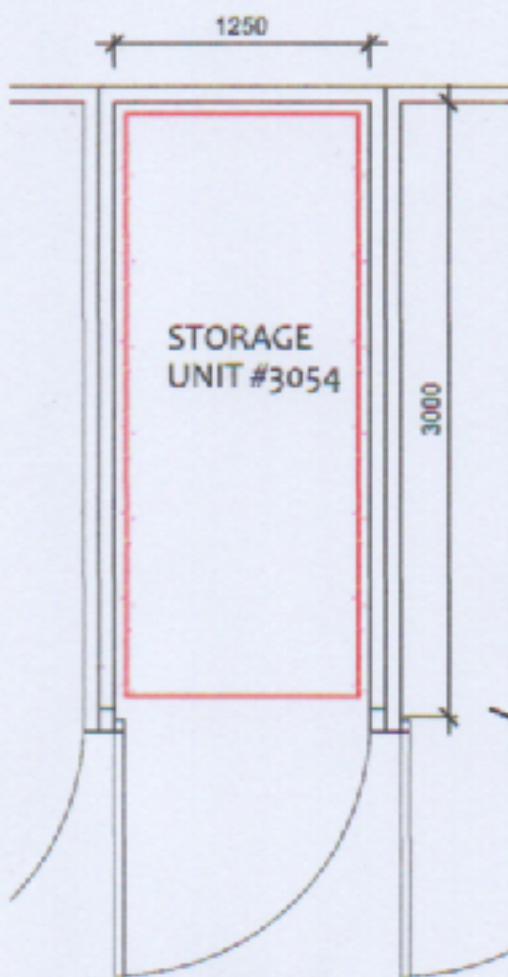
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Payment authorisation code	<input type="text"/>
Payment authorisation date	<input type="text"/>
Date and time submitted	<input type="text"/>
Approval deadline	<input type="text"/>
Error message	<input type="text"/>
Is Digitally signed	<input type="checkbox"/>

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) [Next >](#)

Note: Drawing issued for licencing purposes only.

Legend:

Outline of area for which licence to store alcohol is sought



Storage Unit  
Plan scale 1/50@A4

Ground Floor Plan scale 1/250 @A4

- Fire extinguishers - CO<sub>2</sub>, foam
- Fire exits

Property:  
Safestore, 29 Seagrave Rd.  
Earls Court SW6 1RP  
Project:  
**Licencing Application**

**A.D.M.** Food Safety  
& Licencing  
Tel: 0208 8861 0400  
Mob: 07950 685397  
Em: admtraining58@gmail.com

Title:  
**Storage Unit Plan**

Proj. No: **AM.02.23A**  
Scale: **A4 1/250 -1/50**  
Dwg No: **GA-01**

**From:** Arlene auf der Mauer  
**Sent:** 07 March 2023 14:45  
**To:** Licensing HF: H&F  
**Subject:** Re: FW: Licensing Act 2003 - Premises Licence Number: 2023/00297/LAPR

Good afternoon,

I have attached the amended version of the form to adjust the operating hours for the sale of alcohol from 19:00 – 06:00 to 09:00 - 18:00.

Regards,

Arlene

#### **ADM Training Services**

On Mon, 6 Mar 2023, 16:53 Licensing HF: H&F, wrote:

Dear Arlene,

**Licensing Act 2003**  
**Premises Licence Number: 2023/00297/LAPR**

**Premises name: Alcohol Virgin - Unit 3054**

**Premises address: 29 Seagrave Road London SW6 1RP**

We have been notified by the noise department that your client wishes to amend the operating hours for the sale of alcohol from 19:00 – 06:00 to 09:00 - 18:00, please confirm if that is the case. If so please amend any currently exhibited site notices with the new operating hours and forward us the photographs of the updated notices. In addition the application form shall need to be amended and sent to the responsible authorities, the licensing team can do this on your behalf with written consent.

Kind Regards,

**William Asante**

Licensing Compliance Assistant

**From:** Kristen.Cardwell  
**Sent:** 09 March 2023 18:07  
**To:** Licensing HF: H&F  
**Subject:** RE: Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP :- 2023/00297/LAPR

Good Evening Licensing,

Please refer to the conditions agreed (highlighted in red below) between the Police and the applicant for the above application.

Kind regards,  
Kris.

1. A Challenge 21 or Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.
2. A warning shall be displayed on the digital platform on which an order is placed informing customers that they must be aged 18 or over to make a purchase of alcohol and notifying customers that the delivery rider will carry out age verification on delivery. The customer will be asked to provide ID to prove their age in accordance with Challenge 25 scheme. If the rider is not satisfied then the alcohol in the order will be withheld.
3. A record shall be kept detailing all refused sales of alcohol upon delivery. The record should include the date and time of the refused sale and the name of the member of staff who refused the sale. The refusals log shall be made available for inspection upon request by the Licensing Team, Police or Trading Standards.
4. Any alcohol sold for consumption off the premises shall be sold in a sealed containers.
5. Deliveries shall only be made to bona fide residential or business addresses.
6. Members of the public will not be permitted to enter the premises.

Kris Cardwell  
Police Constable 3286AW

**From:** Cardwell Kris J - AW-CU  
**Sent:** 09 March 2023 18:04  
**To:** Arlene auf der Mauer  
**Subject:** RE: Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP :- 2023/00297/LAPR

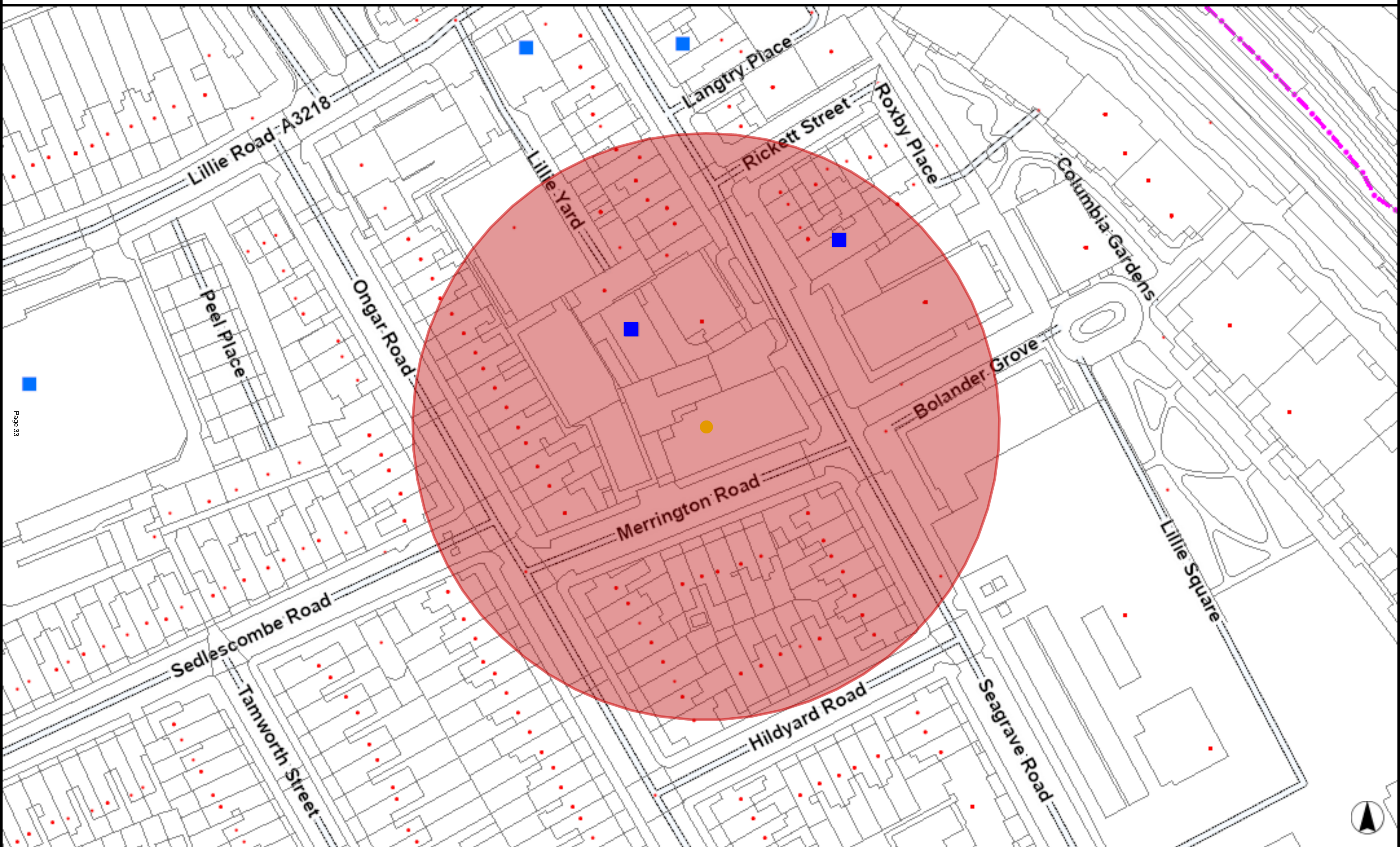
Hi Arlene,  
Many thanks for your email and confirming that your client will add the proposed conditions to the premises licence. I will inform the Local Authority who will amend the application.

Have a nice weekend,

Kind regards,  
Kris.



# London Borough of Hammersmith & Fulham



Page 33

LICENCE NO	TRADING AS	ADDRESS	ACTIVITY	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2018/00889/LAPR	Roberson Wine	21 - 27 Seagrave Road London SW6 1RP	Playing of Recorded Music	10:00:00 - 22:15:00	10:00:00 - 22:15:00	10:00:00 - 22:15:00	10:00:00 - 22:15:00	10:00:00 - 22:15:00	12:00:00 - 22:15:00	
			Sale of Alcohol On and Off the Premises	12:00:00 - 22:15:00	12:00:00 - 22:15:00	12:00:00 - 22:15:00	12:00:00 - 22:15:00	12:00:00 - 22:15:00	12:00:00 - 22:15:00	
2018/00860/LAPR	The Atlas	The Atlas 16 Seagrave Road London SW6 1RX	Exhibition of a Film	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00
			Indoor Sporting Event	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00
			Performance of Live Music	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00
			Playing of Recorded Music	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00
			Entertainment Similar to Music or Dance	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00
			Provision of Late Night Refreshment	23:00:00 - 00:00:00	23:00:00 - 00:00:00	23:00:00 - 00:00:00	23:00:00 - 00:00:00	23:00:00 - 01:00:00	23:00:00 - 01:00:00	23:00:00 - 00:00:00
			Sale of Alcohol On and Off the Premises	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00

Dear Sir/Madam,

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

Comments were submitted at 25/02/2023 2:35 PM from

### Customer Details

Name:

---

Email:

---

Address:

---

### Comments Details

Commenter Type: Residents Group

---

Stance: Customer objects to the Licensing Application

---

Reasons for comment:

Comments: 25/02/2023 2:35 PM This will mean lots of delivery drivers coming and going in the neighbourhood during the night/early hours of the morning. Causing noise pollution in the hours that are statutory 'quiet time.'

---

Kind regards

Dear Sir/Madam,

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

Comments were submitted at 04/03/2023 11:47 AM from

### Customer Details

Name:

---

Email:

---

Address:

---

### Comments Details

Commenter Type: Neighbour

---

Stance: Customer objects to the Licensing Application

---

Reasons for comment:

Comments: 04/03/2023 11:47 AM I am objecting to this application on the grounds of increased noise & air pollution. As the application is for night time delivery of alcohol, there will be implication be an increase of night time traffic and noise in the surrounding streets. I live in Lillie Road and we already experience significant late night noise from Chelsea football fans & traffic, the Ibis Hotel & as people leave nearby licenced premises. This application will increase traffic & noise and on those grounds I object. Do we really need all night alcohol delivery?

---

Dear Sir/Madam,

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

Comments were submitted at 04/03/2023 10:47 AM from

### **Customer Details**

Name:

---

Email:

---

Address:

---

### **Comments Details**

Commenter Type: Neighbour

---

Stance: Customer objects to the Licensing Application

---

Reasons for comment:

Comments: 04/03/2023 10:47 AM Yet another person who wants to wreck all sense of a good night's sleep by aiming to setup a nonstop alcohol delivery site from a local goods storage location! I strongly object to this as this breeds nothing but problems for an inner city society. Who needs alcohol at these hours? Only party animals and alcoholics! You are not solving a real problem with this solution, only perpetuating an unhealthy lifestyle that gets people drunk way beyond the limits of pub

---

and club closing hours. This alcohol will be most likely consumed in homes where music is loud, smoking is done and drugs being taken. This is not the sort of neighbour anyone wants to have next to them!! Therefore, a business owner who applies for such a license also becomes a public nuisance to the rest of us. We already stood firm to a similar license application at Access Storage and this was thankfully declined. This becomes a society with no rules and restrictions whatsoever if this is granted. It is to nobody's benefit except the consumer of alcohol, which then breeds social nuisance, crimes, etc, and the business owner as way to make money. The rest of us won't tolerate this!! You will also affect people's sleep by noisy motorbikes and delivery drivers talking! The basic sleep minimum we need is from 12 midnight to 6am daily, and especially Sunday to Friday (workdays and school days), we should not be disturbed more than necessary and this possible license would wreck that!. This does not meet the 4 licensing objectives and I hate to think that one person of legal age could order from this business and the alcohol is consumed by minors in a house. There is no way to check this whatsoever. Please decline this ludicrous application.

---

**From:**

**Sent:** 08 March 2023 09:49

**To:** Licensing HF:

**Subject:** Re: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Lorna,

Thanks. This is a very surprising amendment from taking their original idea of an all-night alcohol delivery business into an all-day delivery business? Is this a trick to get the day operations started only to request a later amendment to the hours?

Safestore Seagrave Rd close at 6pm daily so they cannot legally operate outside of these hours anyway since storage customers don't have 24/7 access to their lockups? Safestore should also have to give its written consent for anything to happen outside these hours but this would also mean a separate application from them?

The basic principle of the daytime hours are acceptable because we wanted to avoid any night-time alcohol deliveries. However, at this point, there are still a variety of questions about the applicant's future intentions and how they propose to work together with the business owner, Safestore. The community also need assurances that alcohol consumption in homes is as regulated as possible - daytime or night-time.

Best regards,

**From:**

**Sent:** 08 March 2023 09:54

**To:** Licensing HF: H&F

**Subject:** Re: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Lorna,

I also forgot to mention we need to know much more about the applicant! Who are they? What is their experience in the area of alcohol delivery? Have you done a thorough DBS background check on them as they could be convicted criminals for all we know?!

Best regards,

**From:**

**Sent:** 08 March 2023 13:08

**To:** Licensing HF:

**Subject:** Re: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Lorna,

Thanks. I still feel this one needs a hearing so won't be withdrawing my representation for now.

App-based alcohol delivery businesses via motorbikes from storage locations need thoroughly understanding and strict regulations. There are many unanswered questions around one this including further knowledge about the particular applicant (know your applicant), premises rules (Safestore links to all tenants), alcohol consumption laws (especially to minors), possible enforcement by council / police (how do you monitor them) etc.

We also have numerous football matches locally with Chelsea, Fulham, Brentford, QPR etc where tens of thousands gather so daytime deliveries could serve this market. Delivery and consumption could be done away from the more watchful eyes of pubs, restaurants, venues which often have CCTV and have their own strict licensing rules around consumption. For example, like Uber, could a delivery point be in Eel Brook Common where the app user just drops a pin for the alcohol delivery driver to find?

Therefore, although we are relieved the amendment no longer seeks a crazy all-night license from 7pm to 6am 7 days a week, the daytime activities of such a proposal need properly vetting by all of us. I hope you can understand. If we don't get it right, there are numerous knock-on effects that are negative, unlawful and dangerous that could arise from granting this license.

Best regards,

Dear Sir/Madam,

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

Comments were submitted at 04/03/2023 10:46 AM from

### **Customer Details**

Name:

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Email:

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Address:

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### **Comments Details**

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 04/03/2023 10:46 AM I strongly oppose the application for the premises licence for the sale of alcohol from Seagrave Road residential street between the hours of 1900- 0600 7 days per week on the following grounds: Public Nuisance and Prevent crime and disorder: if successful, the application will severely disrupt sleeping particularly in Summer time when windows are open and change the peace of the road to enable one non council tax paying business and/or resident to operate a 'night-time economy'. This is not proportionate, reasonable or necessary when there are a number of vacant business premises available in nearby retail high streets. In addition, the applicant has failed to engage with residents about their plan as to how they will regulate this operation and how they will resolve any resulting problems - which will be inevitable by the very nature of the business. These type of business would place an unfair burden on the residents to act if problems arise and this could be dangerous - particularly in future if customers pick up from onsite. The council should therefore consider their duty of care to residents in respect of foreseeable risk. Increased noise and pollution from mopeds and other vehicles, music systems, people being noisy whilst waiting for delivery. Public Safety: To date residents have been confronting the drug problems on the road. Both LBH&F and Hammersmith Police are aware and have a duty of care to minimise

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the risk, not encourage it. I would also expect LBH&F to support the police at a time of limited resources by not creating an unnecessary and avoidable problem.

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Kind regards

Dear Sir/Madam,

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

Comments were submitted at 02/03/2023 6:44 PM from

### Customer Details

Name:

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Email:

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Address:

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### Comments Details

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 02/03/2023 6:44 PM This business will increase the risk of crime in the area, the site could become targets for robbery and a security issue in general. The added traffic will be very disturbing for the local residents, especially in the night-time and early morning period of this application (until 6am). Delivery drivers, particularly on mopeds, are extremely noisy with engines left running while goods are loaded and drive at dangerous speeds putting local families and children at risk. This is a residential area, with families with young children living on this road, and no business, particularly running from 12am until 6am (key sleeping hours), should be permitted, and certainly not one that supplies alcohol. I object to the granting of this license.

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**From:**

**Sent:** 28 March 2023 21:14

**To:** Licensing HF: H&F

**Subject:** Re: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP



Dear Licensing,

Firstly, my Objection still stands. After conversing with my neighbours - we are all in agreement and request that the council note the below, which has been pulled together by one of our neighbours due to time constraints.

We/I object on the following grounds:

1. This applicant does not have any ties or responsibilities to the community. He is based in Hounslow and does not pay council tax rates as like a business owner or residential council tax. They are simply sub-letting from Safe Storage.
2. This is not a legitimate business address – anyone renting a SafeStore unit are not supposed to run a business out of the unit. See point 9.2 of SafeStore Self Storage Terms and Conditions here: <https://www.safestore.co.uk/terms-and-conditions/>
3. Point 8.9 of the above Terms and conditions also state no alcohol storage.
4. When searching online HMRC company records (14625508) – this applicant incorporated ‘Virgin Alcohol Ltd’ only in January 2023. (See link: <https://find-and-update.company-information.service.gov.uk/company/14625508>)  
The applicant and his application provide no sound credentials/experience in dealing with alcohol sales and more importantly they do not provide any supporting basic information such as site plan, risk analysis, operational management, type of delivery vehicles etc and how this business is aligned with the councils ULEZ green plans?
5. Further, how can someone apply to run an all-night time business to deliver alcohol and then suddenly say they only want to run a daytime business? That’s a totally different business model. And highly likely a license tactic to only later apply for all night hours.
6. Why is there necessity to provide more 'instant alcohol delivery' before noon? It supports drinking alcohol when you don’t need it i.e. those who drink it have the potential to cause a public nuisance. We should be supporting responsible drinking in some way via the licensing objectives. Has the council done a simple analysis on alcohol premises in the area? This is adding to unwanted Saturation problems.
7. This proposed business will affect income from a local store – My Shop, who is part of the community and acts responsible with residents. They also pay council tax.
8. This business will only cause ongoing noise nuisance problem from delivery vehicles/motorbikes/mopeds etc.
9. This business will add to additional traffic problems for the NHS ambulances trying to get to and from their station on Seagrave Road.

Please add this email as further evidence to my objection made previously.

The community needs assurances – particularly as we have experienced serious problems with ASB, drug dealing, noise and nuisance when it comes to the sale of

alcohol. At the very least, this license if successful should carry strict conditions such as; no extension of hours unless applied for, no customer pick-ups, and a clear outline of which business (Safestore or applicant) will be responsible for addressing any ASB, litter, Noise and Nuisance etc should they arise.

Yours sincerely

Dear Sir/Madam,

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

Comments were submitted at 02/03/2023 6:18 PM from

### Customer Details

Name:

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Email:

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Address:

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### Comments Details

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 02/03/2023 6:18 PM My neighbour has alerted me to this application. We find this totally unacceptable for the following reasons: Increased traffic Increased noise level (starting and stopping engines, banging of car doors, continued opening of the large gate access at Safe Store), Increased air pollution, danger of crime, public nuisance with stops off for collections, and compromised safety of children coming to harm through increased traffic, sleep disturbance, and exposure to anti-social behaviour should this business start offering customers to collect onsite. We have a young child who like many, are sensitive to noise and commotion which would make his and our lives unbearable during these proposed hours. There are many families living on this street and particularly at Seagrave Lodge which is adjacent to the Safe Storage site and we also have a school at the end of the road. What provisions have been considered by the applicant in terms of noise and nuisance, crime prevention, anti-social behaviour and its impact on our community? We would therefore ask you to abstain from this request. My neighbours and fellow residence friends are strongly objecting to the request in our vicinity.

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**From:**

**Sent:** 28 March 2023 21:34

**To:** Licensing HF: H&F

**Subject:** Re: FW: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29  
Seagrave Road London SW6 1RP

Dear Licensing,

Firstly, my Objection still stands. After conversing with my neighbours - we are all in agreement and request that the council note the below, which has been pulled together by one of our neighbours due to time constraints.

We/I object on the following grounds:

1. This applicant does not have any ties or responsibilities to the community. He is based in Hounslow and does not pay council tax rates as like a business owner or residential council tax. They are simply sub-letting from Safe Storage.
2. This is not a legitimate business address – anyone renting a SafeStore unit are not supposed to run a business out of the unit. See point 9.2 of SafeStore Self Storage Terms and Conditions here: <https://www.safestore.co.uk/terms-and-conditions/>
3. Point 8.9 of the above Terms and conditions also state no alcohol storage.
4. When searching online HMRC company records (14625508) – this applicant incorporated ‘Virgin Alcohol Ltd’ only in January 2023. (See link: <https://find-and-update.company-information.service.gov.uk/company/14625508>)  
The applicant and his application provide no sound credentials/experience in dealing with alcohol sales and more importantly they do not provide any supporting basic information such as site plan, risk analysis, operational management, type of delivery vehicles etc and how this business is aligned with the councils ULEZ green plans?
5. Further, how can someone apply to run an all-night time business to deliver alcohol and then suddenly say they only want to run a daytime business? That’s a totally different business model. And highly likely a license tactic to only later apply for all night hours.
6. Why is there necessity to provide more 'instant alcohol delivery' before noon? It supports drinking alcohol when you don’t need it i.e. those who drink it have the potential to cause a public nuisance. We should be supporting responsible drinking in some way via the licensing objectives. Has the council done a simple analysis on alcohol premises in the area? This is adding to unwanted Saturation problems.
7. This proposed business will affect income from a local store – My Shop, who is part of the community and acts responsible with residents. They also pay council tax.
8. This business will only cause ongoing noise nuisance problem from delivery vehicles/motorbikes/mopeds etc.
9. This business will add to additional traffic problems for the NHS ambulances trying to get to and from their station on Seagrave Road.

Please add this email as further evidence to my objection made previously.

The community needs assurances – particularly as we have experienced serious problems with ASB, drug dealing, noise and nuisance when it comes to the sale of alcohol. At the very least, this license if successful should carry strict conditions such as; no extension of hours unless applied for, no customer pick-ups, and a clear outline of which business (Safestore or applicant) will be responsible for addressing any ASB, litter, Noise and Nuisance etc should they arise.

Yours sincerely

Dear Sir/Madam,

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

Comments were submitted at 01/03/2023 9:00 PM from

### **Customer Details**

Name:

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Email:

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Address:

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### **Comments Details**

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 01/03/2023 9:00 PM I object to the application licence. It will attract additional traffic, delivery scooters and cars - already there is a problem with Uber drivers parking here, leaving rubbish on the street, chatting outside cars, leaving their engines idling, creating noise and pollution. The proposal would severely impact on residents trying to sleep.

This location is envisaged to disrupt traffic flow. As is, Seagrave Road is narrow and vehicles normally have to pull to the side to let the other side pass. There are not many empty parking spaces along the roads. Additional trade traffic could disrupt access for the Ambulances at Seagrave Road Ambulance station. Alcohol is flammable and poses risk when stored in bulk - there is nothing to accompany this

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application that addresses any license policies and risks? Such as fire regulations, traffic management, and how the applicant would address Noise and Nuisance etc.

I believe the selling of alcohol would endanger our rights for the prevention of crime and disorder public safety - this area is already a magnet for local youths to gather and use drugs and party. Should the premises allow customer pickups in the future - then this would further encourage ASB and crime. Lillie Square development has invested millions into Seagrave Road and created a residential destination for families and young professionals. This premises is located opposite the development and will undo all the positive that has been achieved - nobody wants to live in a location whereby sleep is continually disrupted and anti-social behaviour is literally on your doorstep. Please accept my objections. such a licence should not be granted.

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Dear Sir/Madam,

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

Comments were submitted at 01/03/2023 4:27 PM from

### **Customer Details**

Name:

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Email:

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Address:

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### **Comments Details**

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 01/03/2023 4:27 PM Please do not accept this application - it would destroy the safety and quietness on Seagrave Road during key sleeping hours for all neighbours. Residents and established shops are paying council taxes. As it stands with this type of operation being proposed, with running a business from Self Store storage facility - it would likely be exempt from even paying council tax rates. This proposed business brings zero enhancement to this developing community. It will not only severely impact residents, with continued

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moped noise (higher on these vehicles), increase traffic problems for Ambulances coming out of the station - it will likely attract anti-social behaviour. It will also financially impede on businesses that operate 24-hour local stores on designated retail high streets who pay council tax rates and landlord rents.

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**From:**

**Sent:** 28 March 2023 19:29

**To:** Licensing HF: H&F

**Subject:** Re: FW: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Dear Licensing,

Firstly, my Objection still stands. After conversing with my neighbours - we are all in agreement and request that the council note the below, which has been pulled together by one of our neighbours due to time constraints.

We/I object on the following grounds:

1. This applicant does not have any ties or responsibilities to the community. He is based in Hounslow and does not pay council tax rates as like a business owner or residential council tax. They are simply sub-letting from Safe Storage.
2. This is not a legitimate business address – anyone renting a SafeStore unit are not supposed to run a business out of the unit. See point 9.2 of SafeStore Self Storage Terms and Conditions here: <https://www.safestore.co.uk/terms-and-conditions/>
3. Point 8.9 of the above Terms and conditions also state no alcohol storage.
4. When searching online HMRC company records (14625508) – this applicant incorporated 'Virgin Alcohol Ltd' only in January 2023. (See link: <https://find-and-update.company-information.service.gov.uk/company/14625508>)  
The applicant and his application provide no sound credentials/experience in dealing with alcohol sales and more importantly they do not provide any supporting basic information such as site plan, risk analysis, operational management, type of delivery vehicles etc and how this business is aligned with the councils ULEZ green plans?
5. Further, how can someone apply to run an all-night time business to deliver alcohol and then suddenly say they only want to run a daytime business? That's a totally different business model. And highly likely a license tactic to only later apply for all night hours.
6. Why is there necessity to provide more 'instant alcohol delivery' before noon? It supports drinking alcohol when you don't need it i.e. those who drink it have the potential to cause a public nuisance. We should be supporting responsible drinking in some way via the licensing objectives. Has the council done a simple analysis on alcohol premises in the area? This is adding to unwanted Saturation problems.
7. This proposed business will affect income from a local store – My Shop, who is part of the community and acts responsible with residents. They also pay council tax.
8. This business will only cause ongoing noise nuisance problem from delivery vehicles/motorbikes/mopeds etc.
9. This business will add to additional traffic problems for the NHS ambulances trying to get to and from their station on Seagrave Road.

Many thanks,

### Customer Details

Name:

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Email:

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Address:

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### Comments Details

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 28/02/2023 9:26 PM I object to this application on the basis of the prevention of crime and disorder, public safety, the prevention of public nuisance. A new business that attracts vehicles, delivery drivers loading and unloading throughout the early hours until 6am in the morning would be entirely inappropriate for the area and present a significant public nuisance - the proposed hours of operation would mean an onslaught of noisy scooters, traffic and vehicles loading and unloading while everyone else in the neighbourhood is trying to sleep. In the last year, Seagrave Road has seen a significant increase from heavy traffic loads, with additional taxi pickups and car parking to accommodate large venues such as The Prince Pub -this has already impeded on Ambulances access and egress. The infrastructure as it stands is simply not here to support additional traffic and as a result, a business that attracts additional vehicles to this street would present a significant public safety. Any move to attract further traffic into the area should be prohibited as it would add to already poor levels of air quality that could seriously put residents at risk of harm - particularly in the summer months when windows will be open for fresh cooler air. Finally, there is significant evidence that the more traffic that passes along a street the less neighbours are able to know one another and the greater the likelihood of crime is. A business that attracts more traffic to the neighbourhood has the potential to destroy a thriving community and drive up crime in the area. Overall, with these proposed hours, this is an entirely inappropriate business for a residential road.

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**From:**

**Sent:** 28 March 2023 19:25

**To:** Licensing HF: H&F

**Subject:** Re: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Dear licensing,

Firstly, my Objection still stands. After conversing with my neighbours - we are all in agreement and request that the council note the below, which has been pulled together by one of our neighbours due to time constraints.

We/I object on the following grounds:

1. This applicant does not have any ties or responsibilities to the community. He is based in Hounslow and does not pay council tax rates as like a business owner or residential council tax. They are simply sub-letting from Safe Storage.
2. This is not a legitimate business address – anyone renting a SafeStore unit are not supposed to run a business out of the unit. See point 9.2 of SafeStore Self Storage Terms and Conditions here: <https://www.safestore.co.uk/terms-and-conditions/>
3. Point 8.9 of the above Terms and conditions also state no alcohol storage.
4. When searching online HMRC company records (14625508) – this applicant incorporated ‘Virgin Alcohol Ltd’ only in January 2023. (See link: <https://find-and-update.company-information.service.gov.uk/company/14625508>)  
The applicant and his application provide no sound credentials/experience in dealing with alcohol sales and more importantly they do not provide any supporting basic information such as site plan, risk analysis, operational management, type of delivery vehicles etc and how this business is aligned with the councils ULEZ green plans?
5. Further, how can someone apply to run an all-night time business to deliver alcohol and then suddenly say they only want to run a daytime business? That’s a totally different business model. And highly likely a license tactic to only later apply for all night hours.
6. Why is there necessity to provide more 'instant alcohol delivery' before noon? It supports drinking alcohol when you don’t need it i.e. those who drink it have the potential to cause a public nuisance. We should be supporting responsible drinking in some way via the licensing objectives. Has the council done a simple analysis on alcohol premises in the area? This is adding to unwanted Saturation problems.
7. This proposed business will affect income from a local store – My Shop, who is part of the community and acts responsible with residents. They also pay council tax.



8. This business will only cause ongoing noise nuisance problem from delivery vehicles/motorbikes/mopeds etc.

9. This business will add to additional traffic problems for the NHS ambulances trying to get to and from their station on Seagrave Road.

Please add this email as further evidence to my objection made previously.

The community needs assurances – particularly as we have experienced serious problems with ASB, drug dealing, noise and nuisance when it comes to the sale of alcohol. At the very least, this license if successful should carry strict conditions such as; no extension of hours unless applied for, no customer pick-ups, and a clear outline of which business (Safestore or applicant) will be responsible for addressing any ASB, litter, Noise and Nuisance etc should they arise.

Yours sincerely

Dear Sir/Madam,

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

Comments were submitted at 28/02/2023 7:20 PM from

### **Customer Details**

Name:

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Email:

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Address:

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### **Comments Details**

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 28/02/2023 7:20 PM I'm writing to formally object to this application on the grounds of; The prevention of crime and disorder; Public safety; The prevention of public nuisance; and the protection of children from harm. I am the Freeholder of a block of flats at 11 Seagrave Road which is within a few meters of this premises and fear that our tenants' lives will be severely affected. This might render the property difficult to let.

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Dear Sir/Madam,

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

Comments were submitted at 06/03/2023 11:38 AM from

### Customer Details

Name:

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Email:

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Address:

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### Comments Details

Commenter Type: Residents Group

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 06/03/2023 11:38 AM Firstly, I have met with the Safe Store Storage Manager today for which this application applies too - the applicant leases unit 3054 from their premises. He confirmed that they were unaware of the application and that the applicant had not been given consent, and that none of their leases allows persons to run a business from their storage facility and nor can this applicant or any other persons gain access to units outside of their stated website hours. He confirmed that the applicant requested a floor plan at the start of his lease on 17th January 2023 which they denied. This applicant is aware of his above unit lease terms.  
As a resident, and leading Seagrave Road Residents Association, I strongly object to this and any future applications that request to operate this type of business daily during key sleeping hours on grounds of; public nuisance, prevention of crime and disorder; public safety. During quieter times between 12am-6am (particularly with open windows in Summer), PTW (Powered Two Wheelers) which mainly carry out online 'instant' deliveries are actually the most annoying environmental noise sources and would have a devastating impact on residents - many studies have shown PTW's degrades the urban environment with noise levels up to 90 decibels. Also, should a customer collection service be added, it would without doubt create

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ASB. We've witnessed this first hand including attracting drug dealers when businesses selling/delivering alcohol after midnight on Seagrave Road. To this, if this application were successful, it would undo all the positive work residents, local businesses, along with police have achieved to date.

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**From:**

Sent: 13 March 2023 20:11

**To:** Licensing HF: H&F

**Subject:** RE: Attention Lorna McKenna

Dear Lorna and Team,

**Re: License Application 2023/00297/LAPR: Alcohol Virgin – Unit 3054: Safe Store 29 Seagrave Road London SW6 1RP**

Following applicants' recent changes, I ask that this email to be formally included as an amendment to my original objection (6<sup>th</sup> March). The applicant originally applied for all-night alcohol delivery license until 6am – following a number of comments/objections – a 180 turnaround seems to have come about with application now being 9am until 6pm? I'll be honest, I'm inclined to see this as a tactic to gain the license for day operations only to request a later amendment to the hours.

With this change in hours, it further raises concerns in terms of public safety, safe guarding children, noise and nuisance (detailed below) – and as stated previously seems to contradict the council's and UK Government goal's regarding climate change and environment – particularly pertinent now that Sir David Attenborough's BBC Earth Experience will be opening on Seagrave Road's doorstep end of March 2023.

I hope that the below is seriously taken into consideration, especially when this applicant is simply sub-letting from Safe Store storage facility - and therefore exempt from business council rates and nor will they carry the same responsibilities to the local community as like a business property owner would. This is clearly demonstrated already with no supporting information regarding operations, written consent from Safestore Storage facility, risk/traffic management, type of delivery vehicles being used etc etc.

**Public Safety, Nuisance/Noise & Environment:**

Seagrave Road is narrow and does not have the infrastructure to handle additional parking, delivery vehicles, nuisance mopeds that speed along roads – particularly at the pinch point junction of Lillie Road/Seagrave Road – which is where these vehicles will access and exit. We foresee the following issues:

1. Ambulance access & egress to and from Seagrave Road Ambulance Station (we already have problems particularly at weekends).
2. The London Oratory School is situated meters from Safe Storage and naturally children are walking past the premises morning, afternoon and early evenings – points 3 & 4 need to be considered.
3. Delivery drivers parking and waiting for pick-ups. There are 3 spaces for parking (which is normally taken by residents). The nature of this business means delivery drivers will be hanging around on double yellow lines by Lillie Square development and pavements etc waiting for pick-ups. This will become a public nuisance and more so if this operator further extends hours.
4. Impede further on the section of pavements between Safe Storage entrance – as it's a blind spot due a curved wall, it's not easy to see people on the pavement when turning into Safestore entrance gate via the road. Moped delivery drivers are notorious for speeding on roads often using pavement sections.

5. Should this applicant offer customer pick-ups in future, this will heighten safety and security concerns – particularly for school children and residents. We have found through experience that alcohol pick-ups attract anti-social behaviour.
6. With expected additional visitors to the area for Sir David Attenborough BBC Earth Experience (entrance; Empress Place on the pinch point of Lillie Road/Seagrave Road) – there needs to be a serious consideration for traffic management and safety.
7. Pollution - This application goes against wider Climate and Clean Air neighbourhood initiatives – see quote/press link for BBC Earth Opening: “It’s exciting that the borough will soon be home to such a valuable exhibition space,” said Cllr Sharon Holder, H&F Cabinet Member for Public Realm. “We’re committed to protecting and looking after our environment. That’s why we declared a climate emergency in 2019 and why we’re introducing [Clean Air Neighbourhoods](#). We’re able to extend this commitment by providing a home for this important educational space.”  
<https://www.lbhf.gov.uk/articles/news/2022/11/bbc-earth-invites-sir-david-attenborough-new-home-fulham>

**Lack of Any Supporting Documentation for application:**

8. See link to Safestore Terms & Conditions. Application seems to contradict it:  
<https://www.safestore.co.uk/terms-and-conditions/>
  - Point: 9.2 use the storage unit as an address for a business
  - Point: 8.9 No alcohol storage
9. Consent from SafeStore? I spoke with Safestore branch Manager who stated he was unaware of the application. The manager stated that they don’t allow customers to run a business from their storage facility, he noted that the applicant only rented the unit on 17<sup>th</sup> January 2023 and requested a floor plan which the Safestore Manager denied.
10. Due to the 180 turnaround on hours, I believe it’s a fair to request supporting information such as risks, operational/traffic management issues, future intentions around hours/customer pick-up’s etc as many of these ‘instant delivery’ online businesses allow for customer collections. It would be good to understand how they propose to work together with the business owner, Safestore?
11. From a license perspective - does this affect Safestore existing license? Fire regulations etc with large storage of Alcohol? And who will be responsible for dealing with ASB, Noise & Nuisance, traffic management etc when issues arise? Safestore? Or Applicant?
12. Food & Drink safety standards I would assume normally applies to businesses selling alcohol – how does this relate to Safestore premises? Would be good to understand the applicants experience within this industry? I looked up their company on HMRC and to date there are zero tax filings.

Ultimately, there’s a lot of grey areas with this application, and we can only foresee problems arising and more so, when they are not the premises business owner or contributing to council business rates.

The community needs assurances – particularly as we have experienced serious problems with ASB, drug dealing, noise and nuisance when it comes to the sale of alcohol. At the very least, this license if successful should carry strict conditions such as; no extension of hours unless applied for, no customer pick-ups, and a clear outline of which business (Safestore or

applicant) will be responsible for addressing any ASB, litter, Noise and Nuisance etc should they arise.

Yours sincerely

Dear Sir/Madam,

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

Comments were submitted at 28/02/2023 2:05 PM from

### Customer Details

Name:

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Email:

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Address:

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### Comments Details

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 28/02/2023 2:05 PM I strongly object to this application on the grounds of noise, nuisance, disruption of our lives and sleep. The proposal will involve delivery vehicles, and very likely the noisiest being mopeds and motorbikes (which sound very loud in quite hours) in and out of the Seagrave Road, at a completely unpredicted and unspecified rate, every day until 6am. This is totally unsuitable use for a residential street. During the Summer months, many neighbours like ourselves open windows at night - and as this street is predominantly terrace houses, noise echoes off them. Allowing this would create an unprecedented negative impact on our sleep, health and general well-being. My partner works as a nurse in the local hospital and its imperative that we achieve normal undisturbed sleep.

It may be that in the future the address of the property will be available online which will mean that members of the public could arrive to collect alcohol, causing a public nuisance. Seagrave Road has had problems in the past year with ASB and drug dealing with the last arrest involving ASB/Drug dealing was on 20th January 2023. We are working closely with our fellow neighbours along with the police and council noise and nuisance LET team - should this be approved by license committee, then effectively, it will undo all the positive actions we have achieved in the last few months.

I sincerely hope that all this is taken into account, as this application does not provide any key information such as impact study on noise/nuisance, operation plans etc and how this is inline with Hammersmith & Fulham's statement of licensing.

Yours sincerely

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Kind regards

**From:**

**Sent:** 29 March 2023 00:18

**To:** Licensing HF: H&F

**Subject:** Re: FW: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Dear Licensing,

Firstly, my Objection still stands. After conversing with my neighbours - we are all in agreement and request that the council note the below, which has been pulled together by one of our neighbours due to time constraints.

We/I object on the following grounds:

1. This applicant does not have any ties or responsibilities to the community. He is based in Hounslow and does not pay council tax rates as like a business owner or residential council tax. They are simply sub-letting from Safe Storage.
2. This is not a legitimate business address – anyone renting a SafeStore unit are not supposed to run a business out of the unit. See point 9.2 of SafeStore Self Storage Terms and Conditions here: [www.safestore.co.uk/terms-and-conditions/](http://www.safestore.co.uk/terms-and-conditions/)
3. Point 8.9 of the above Terms and conditions also state no alcohol storage.
4. When searching online HMRC company records (**14625508**) – this applicant incorporated 'Virgin Alcohol Ltd' only in January 2023. (See link: [find-and-update.company-information.service.gov.uk/company/14625508](http://find-and-update.company-information.service.gov.uk/company/14625508))

The applicant and his application provide no sound credentials/experience in dealing with alcohol sales and more importantly they do not provide any supporting basic information such as site plan, risk analysis, operational management, type of delivery vehicles etc and how this business is aligned with the councils ULEZ green plans?

5. Further, how can someone apply to run an all-night time business to deliver alcohol and then suddenly say they only want to run a daytime business? That's a totally different business model. And highly likely a license tactic to only later apply for all night hours.
6. Why is there necessity to provide more 'instant alcohol delivery' before noon? It supports drinking alcohol when you don't need it i.e. those who drink it have the potential to cause a public nuisance. We should be supporting responsible drinking in some way via the licensing objectives. Has the council done a simple analysis on alcohol premises in the area? This is adding to unwanted Saturation problems.
7. This proposed business will affect income from a local store – My Shop, who is part of the community and acts responsible with residents. They also pay council tax.
8. This business will only cause ongoing noise nuisance problem from delivery vehicles/motorbikes/mopeds etc.
9. This business will add to additional traffic problems for the NHS ambulances trying to get to and from their station on Seagrave Road.

Please add this email as further evidence to my objection made previously.

The community needs assurances – particularly as we have experienced serious problems with

ASB, drug dealing, noise and nuisance when it comes to the sale of alcohol. At the very least, this license if successful should carry strict conditions such as; no extension of hours unless applied for, no customer pick-ups, and a clear outline of which business (Safestore or applicant) will be responsible for addressing any ASB, litter, Noise and Nuisance etc should they arise.

Yours sincerely

Dear Sir/Madam,

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

Comments were submitted at 28/02/2023 6:24 PM from

### Customer Details

Name:

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Email:

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Address:

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### Comments Details

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 28/02/2023 6:24 PM I am the owner of Wyatt Accountants, and 1a York House Residential block on Seagrave Road. As a business operating in this neighbourhood, I am very pro developing Fulham and favourably supported The Lillie Road Square and The Earls court Development. However, I strongly object to this and believe this proposed license would be extremely detrimental to the ambiance and safety of this neighbourhood street. I am very concerned about the increase of moped and van traffic that this alcohol delivery service would cause - particularly in the early hours of the morning - and the noise and nuisance this would cause. Noisy mopeds speeding along our road, vans taking up parking spaces and drivers hanging around waiting for jobs. There is no need for this 'late night' venture to be situated in a residential street, with so many empty retail units currently available on a designated

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commercial streets such as Northend Road.

I also question the legitimacy of this application - being the 3054 unit resides in Safe Store's Storage premises. The hours proposed over a seven-day period for distribution of alcohol from the premises, combined with the bulk storage of alcohol on the premises - seems to completely contradict Safe Store Storage unit leases? Safe Store's website clearly states unit access is only during website hours (mainly 8am to 6pm) and that the storage of combustible/hazardous liquids is prohibited. Therefore, surely this application should include documentation of support by Safe Store Ltd - together with the necessary documentation such as appropriate fire regulations, planning permission (i.e. does the sale of alcohol change Safe Store's own current business Use Classes?) along with the appropriate impact studies? Sincerely

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Dear Sir/Madam,

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

Comments were submitted at 08/03/2023 1:16 PM from

### **Customer Details**

Name:

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Email:

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Address:

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### **Comments Details**

Commenter Type: Residents Group

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 08/03/2023 1:16 PM We strongly object to this application on behalf of Lillie Square Residential Development (LSD) which currently encompasses 421 new homes with further planned. We are very keen to support new businesses that contribute to the community and further enhance the environment; however, we only foresee future problems that will likely arise such as anti-social behaviour, safety of children on roads/pavements, and security concerns surrounding the selling/distribution of alcohol via online instant deliveries facilitated by

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the likes of Uber/Just Eat etc.

Our development has been very conscious in creating a residential oasis to attract families and professionals to the area - encompassing green quite spaces, in line with climate initiatives. This proposed daily business operation (located opposite LSD), could impact very negatively with additional traffic and pollution, noise and nuisance of mopeds, and vehicles taking up parking spaces and drivers hanging around waiting for jobs. The applicant only 'sublets' a unit at the Safe Store facilities - and as such, would benefit financially without contributing business rates or having to deal with community issues, should they arise, as like a business property owner would. Originally the application was to operate until 6am and the likelihood with the nature of this business would want to extend hours and include customer collections in future which will attract anti-social behaviour. Currently there is no supporting operational data/studies regarding traffic management, safety, ASB and security risks and its impact in the vicinity. We believe this needs to be considered particularly with a school and ambulance station within walking distance to these premises

Sincerely

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**From:**

**Sent:** 03 April 2023 13:42

**To:** Licensing HF: H&F

**Subject:** RE: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Dear Licensing,

Firstly, my Objection still stands. After conversing with my neighbours - we are all in agreement and request that the council note the below, which has been pulled together by one of our neighbours due to time constraints.

We/I object on the following grounds:

1. This applicant does not have any ties or responsibilities to the community. He is based in Hounslow and does not pay council tax rates as like a business owner or residential council tax. They are simply sub-letting from Safe Storage.
2. This is not a legitimate business address – anyone renting a SafeStore unit are not supposed to run a business out of the unit. See point 9.2 of SafeStore Self Storage Terms and Conditions here: <https://www.safestore.co.uk/terms-and-conditions/>
3. Point 8.9 of the above Terms and conditions also state no alcohol storage.
4. When searching online HMRC company records (14625508) – this applicant incorporated ‘Virgin Alcohol Ltd’ only in January 2023. (See link: <https://find-and-update.company-information.service.gov.uk/company/14625508>)

The applicant and his application provide no sound credentials/experience in dealing with alcohol sales and more importantly they do not provide any supporting basic information such as site plan, risk analysis, operational management, type of delivery vehicles etc and how this business is aligned with the councils ULEZ green plans?

5. Further, how can someone apply to run an all-night time business to deliver alcohol and then suddenly say they only want to run a daytime business? That's a totally different business model. And highly likely a license tactic to only later apply for all night hours.
6. Why is there necessity to provide more 'instant alcohol delivery' before noon? It supports drinking alcohol when you don't need it i.e. those who drink it have the potential to cause a public nuisance. We should be supporting responsible drinking in some way via the licensing objectives. Has the council done a simple analysis on alcohol premises in the area? This is adding to unwanted Saturation problems.
7. This proposed business will affect income from a local store – My Shop, who is part of the community and acts responsible with residents. They also pay council tax.
8. This business will only cause ongoing noise nuisance problem from delivery vehicles/motorbikes/mopeds etc.
9. This business will add to additional traffic problems for the NHS ambulances trying to get to and from their station on Seagrave Road.

Please add this email as further evidence to my objection made previously.

The community needs assurances – particularly as we have experienced serious problems with ASB, drug dealing, noise and nuisance when it comes to the sale of alcohol. At the very least, this license if successful should carry strict conditions such as; no extension of hours unless applied for, no customer pick-ups, and a clear outline of which business (Safestore or applicant) will be responsible for addressing any ASB, litter, Noise and Nuisance etc should they arise.

Yours sincerely

Comments were submitted at 10/03/2023 6:19 PM from

### **Customer Details**

Name:

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Email:

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Address:

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### **Comments Details**

Commenter Type: Residents Group

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 10/03/2023 6:19 PM From  
SafeStore does not allow customers to store alcohol so it looks like Applicant is not well informed. A neighbour close by is leading this and we are supporting her objection and the other objections because Licensing Matters in Fulham.  
As more evidence emerges I will add that to my Representation. There is growing concern about the menace of motorbike deliveries and the lack of age control handovers etc. LBHF needs a strong policy on this, similar to the robust alcohol delivery scheme of the 600-plus Shell petrol stations/Little Waitrose collaboration. I have spoken to their licensing agent who explained the liabilities involved, even for the Council itself.

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**From:**  
**Sent:** 28 March 2023 17:12  
**To:** Licensing HF: H&F  
**Subject:** Re: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Dear Licensing

1. My representation still stands as this storage facility does not allow storage of Fine Wine and various forms of alcohol! Also, the business itself does not exist.
2. Further, how can someone apply to run a night time business to deliver alcohol and then suddenly say they'll only run a daytime business? That's a totally different business model! Who needs alcohol delivery before noon anyway? It supports drinking alcohol when you don't need it ie those who drink it have the potential to cause a public nuisance. We should be supporting responsible drinking in some way via the licensing objectives.
3. This business will cause ongoing noise nuisance problem from delivery vehicles/motorbikes etc. they will also cause problems for the NHS ambulances trying to get to and from their base in this road, Seagrave Road.
- 4 Further, they are not supposed to run a business out of the unit as per 9.2 of the Terms and Conditions.

[9.2 use the Unit as offices or living accommodation or as a home or business address and not use the address of the site or Unit for receiving mail;](#)

5. Without them explaining themselves, they are now very suspect. They are eating away at the Lic Authority's previous time, in my opinion. And once again, residents have to dig deeper for the truth so that a Licensing sub-Committee has all the facts.

We need HONEST businesses around here in Fulham, not ones that are skirting the law from the outset.

There is no business called Active Virgin; at least I can't find it. Perhaps Mr Patel could tell us more about this business that does not exist?

6. Please add this email as further evidence to my Representation made previously.