

Licensing Sub-Committee

Agenda

Tuesday 10 December 2024 at 6.30 pm

This meeting will be held remotely

Watch the meeting live: youtube.com/hammersmithandfulham

MEMBERSHIP

Administration:	Opposition:
Councillor Mercy Umeh (Chair) Councillor Florian Chevoppe-Verdier	Councillor Dominic Stanton

CONTACT OFFICER: Amrita White
Committee Co-ordinator
Governance and Scrutiny
Tel: 07741234765
E-mail: Amrita.White@lbhf.gov.uk

Public Notice

This meeting will be held remotely. Members of the press and public can watch the meeting live on YouTube: youtube.com/hammersmithandfulham

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

Date Issued: 27 November 2024

Licensing Sub-Committee Agenda

10 December 2024

<u>Item</u>		<u>Pages</u>
1.	APOLOGIES FOR ABSENCE	
2.	DECLARATIONS OF INTEREST	
	<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>	
3.	SAINSBURY'S, 48 - 50 SHEPHERD'S BUSH ROAD, LONDON, W6 7PH	3 - 95

Agenda Item 3

<u>Contents</u>	<u>Page</u>
1. THE APPLICATION	4
1.1. Current Hours of Operation	4
1.2. Application Requested	4
1.3. Applicants Operating Schedule	4
2. BACKGROUND	4
3. CONSULTATION	5
3.1 Relevant Representations	5
4. OTHER INFORMATION	5
4.1 Enforcement History	5
4.2 Temporary Event Notices (“TENS”)	5
5. POLICY CONSIDERATIONS	5-12
6. DETERMINATION	12
 <u>APPENDICES</u>	
Copy of current licence and plan	13-21
Copy of application form	22-33
Map showing location of premises and neighbouring premises	34
Copy of objection from Councillor Daly	35
Copy of objections from local residents	36-95

1. THE APPLICATION

On 20th September 2024, the Licensing Authority received a valid application for a variation to the premises licence in respect of the premises known as Sainsbury's, 48 - 50 Shepherd's Bush Road, London, W6 7PH submitted by Winckworth Sherwood LLP on behalf of Sainsbury's Supermarkets Ltd ('the applicant').

1.1 Current Hours of Operation

The premises currently benefit from a premises licence which permits the following:

Sale of Alcohol - Off the Premises

Monday to Sunday 11:00 - 23:00

Opening Hours of the Premises

No restrictions

A copy of the current premises licence and plan can be seen on pages **13-21** this report.

1.2 Application Requested

The applicant has applied to vary the hours for the sale of alcohol off the premises as follows:

Sale of Alcohol - Off the Premises

Monday to Sunday 07:00 - 23:00

A copy of the application form can be seen on pages **22-33** of this report.

1.3 Applicants Operating Schedule

The applicant has not proposed any additional steps to promote the four licensing objectives if the application is granted. A copy of the current conditions can be seen on pages **14-17** of this report.

2. BACKGROUND

The main access to the premises is located on Shepherd's Bush Road at its junction with Poplar Grove. There are mainly residential premises within the area. A map showing the location of the premises and neighbouring licensed premises can be seen on pages **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 Shepherd's Bush Road area. Goldhawk Road underground station is a 7-minute walk away, Shepherds Bush tube station is a 9-minute walk away and Shepherd's Bush Market tube stations is a 10-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 one representation from Councillor Jacolyn Daly objecting to the licence application. A copy of this representation can be seen on page **35** of this report.

The licensing section received thirty-four representations objecting to the licence application from local residents. A copy of these representations can be seen on pages **36-95** of this report.

4. OTHER INFORMATION

4.1 Enforcement History

On 2nd March 2022 an inspection sheet was left at the premises as a warning letter as the summary licence was not displayed and condition 16 was breached. Condition 16 requires the premises to have signage requesting customers to leave quietly to be displayed at the premises.

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 2 pages 7-8 of the Statement of Licensing Policy (“SLP”) states the Licensing Authority is keen to support the licensed sector and leisure offer within the borough, with a particular focus on business resilience and growing a robust and thriving cultural and leisure sector.

To achieve this the Licensing Authority has identified three key themes of the Licensing Policy and the Licensing Authority’s approach to implementing it. These are:

- A sustainable, well-run licensed sector;
- Hammersmith & Fulham as a good place to live, work and enjoy leisure; and,
- A safe licensing environment and night-time economy.

5.2 Section 5 pages 12 and 13 of the SLP states that 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.

5.3 Section 7 page 15 of the SLP states that for sales of alcohol for consumption off the premises – applicants in respect of off licences and other premises selling alcohol for consumption off the premises may need to consider whether:

- there are shutters to prevent alcohol from being selected in non-licensed periods.
- there are appropriate numbers of staff on duty to deal with possible ‘intimidation’ to sell alcohol.
- there are restrictions required on the sale of low price, high strength alcohol and drink promotions.
- an incident log book is available to record incidents.
- there are measures in place necessary to prevent underage sales.
- there are measures in place necessary to prevent alcohol from being sold outside permitted hours where the operating hours of the premises exceed those for the sale of alcohol.
- there are procedures in place to prevent sales of alcohol to intoxicated persons (with particular attention to street drinkers) or individuals leaving premises in the vicinity such as a late night bar; where there is evidence to suggest this is a problem the Licensing Authority may require a temporary cessation of alcohol sales during high risk times.

5.4 Policy 1 page 18 confirms that The Secretary of State’s Guidance states that applicants are expected to obtain sufficient information to enable them to demonstrate, the steps they propose to take to promote the licensing objectives; and that they understand the layout of the local area and physical environment including:

- a) crime and disorder hotspots;
- b) proximity to residential premises;
- c) proximity to areas where children may congregate;
- d) any risk posed to the local area by the applicants’ proposed licensable activities; and
- e) participation in any local initiatives (for example, local crime reduction initiatives or voluntary schemes, such as ‘Ask for Angela’, local taxi-marshalling schemes, street pastors and other schemes) which may help to mitigate potential risks.

Applicants are expected to include positive proposals in their application on how they will manage any potential risks.

The Guidance goes on to state that ‘Applicants are expected to provide licensing authorities with sufficient information in this section to determine the extent to which

their proposed steps are appropriate to promote the licensing objectives in the local area. Applications must not be based on providing a set of standard conditions to promote the licensing objectives and applicants are expected to make it clear why the steps they are proposing are appropriate for the premises.'

The Licensing Authority notes the contents of these paragraphs from the Secretary of State's Guidance and, in particular, the use of the word 'expected'. Licence applications that do not in any way address the contents of these paragraphs in their operating schedules may be returned to the applicant as 'incomplete'.

5.5 Policy 3 pages 21 and 22 of the SLP states that the Licensing Authority may consider specific restrictions on hours of sale and operation in certain circumstances. 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.

It will be the normal policy of the Licensing Authority to allow shops, stores and supermarkets to provide sales of alcohol for consumption off the premises at any times (in line with permitted planning hours) when the retail outlet is open for shopping unless there are good reasons based on the Licensing Objectives for restricting those hours. Should there be evidence regarding street drinking issues, child protection issues, cumulative impact, anti-social behaviour (ASB), issues in relation to public nuisance and disorder in the vicinity of this type of premises, the Licensing Authority may restrict the hours of the sale of alcohol or decide to review the licence. To act as a guide for new or existing operators we have set out the suggested closing times for licensed premises below:

Type of premises	Town centres	Mixed use areas	Residential areas
Off-licences and alcohol sales in supermarkets	23:00 daily	23:00 daily	22:00 daily

5.6 Policy 4 pages 22 and 23 of the SLP states that the Licensing Authority will have regard to cumulative impact generally during the duration of this policy. 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.
- Prosecution or other enforcement of any personal licence holder or member of staff at such premises who is selling alcohol to people who are drunk
- Prosecution or other enforcement of any personal licence holder or member of staff at such premises who is selling to underage persons or selling illegal alcohol or tobacco
- Police powers to close down instantly any licensed premises or temporary events on grounds of disorder, the likelihood of disorder or excessive noise emanating from the premises, for up to 24 hours.
- The power of the police, other responsible authorities, a local resident, business or Councillor to seek a review of the licence or certificate in question.
- Police and Local Authority power to issue a Closure Notice for up to 48 hours where serious 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.

5.7 Policy 11 page 30 of the SLP states that that the Licensing Authority expects that any licence applicant will give due consideration to the needs of Hammersmith & Fulham residents and any negative impacts from licensable activities and business operations. with reference to taking place in their premises and how these may impact in the direct locality and further afield.

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.

5.8 Annex 1 pages 35 and 36 of the SLP in relation to the prevention of crime and disorder 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; Licence applicants will be expected to demonstrate the following in their operating schedules:

- a) Measures to control excessive consumption and intoxication.
- b) Consideration of any additional measures or restrictions that may be placed on alcohol sales to prevent binge drinking and promote 'sensible drinking'.
- c) Operators of off-licences in areas problems relating to street drinking and underage drinking are prevalent, measures should be outlined to strictly monitor the way alcohol is sold, specifically where the premises are located close to schools and hostels and similar premises that provide shelter or services to alcohol dependent persons.
- d) It is important to ensure that staff working at off licences are suitably trained and receive appropriate refresher training in their responsibilities under the Act and can discharge their duties in full compliance with the licence conditions and requirements of the Act. This includes the ability to competently check a customer's age with acceptable forms of identification where necessary. The Licensing Authority will particularly consider the following matters where they are material to the individual application:
 - I. The likelihood of any violence, public order or policing problem if the licence is granted;
 - II. The measures taken to control admission to the premises, and to take reasonable steps to prevent the occurrence of crime and disorder and public nuisance immediately outside the premises, where and to the extent that these matters are within their control.
 - III. Past conduct and prior history of complaints against the premises;
 - IV. Whether a dispersal policy has been prepared to minimise the potential for disorder as customers leave the premises; and
 - V. Any relevant representations.

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.

o) excessive drinking - training for staff to recognise when customers are becoming drunk and adopting appropriate 'cut off' procedures for drunken customers, so as to reduce the likelihood of fights or aggressive behaviour.

5.9 Annex 1 pages 37 to 38 of the SLP in relation to public safety states that the Licensing Authority will require the applicant to demonstrate the steps proposed to ensure the physical safety of people using the relevant premises or place. This does not cover the separate need for applicants to provide relevant public safety requirements dealt with by Environmental Health.

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

e) **incident and occurrence book** – keeping an incident book on the premises so staff can record any instances of crime, disorder, refused sales, ejections and intimidating behaviour.

5.10 Annex 1 pages 38 to 40 of the SLP in relation to the prevention of public nuisance states that the Licensing Authority will require the applicant to demonstrate within the operating plan how they intend to prevent nuisance arising, prevent disturbance and protect amenity so far as is appropriate to ensure that the Licensing Objectives are met. Where there is a relevant representation regarding extended hours, the Licensing Authority will not permit an extension unless it is satisfied that the Licensing Objectives would be met. This is expected to include:

a) In considering an application, the Licensing Authority will consider the adequacy of proposed measures to remove or effectively manage the potential for public nuisance and anti-social behaviour and any Public Spaces Protection Orders (PSPOs) in place.

b) 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;

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

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

- xv. The arrangements for refuse disposal, storage and the prevention/tidying of litter (including fly posters and illegal placards);
- xvii. The history of the applicant in controlling anti-social behaviour and preventing nuisance;
- xix. Any other relevant activity likely to give rise to nuisance;

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:

- 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.
- s) **Litter** – for example, litter patrols for late night take-away premises

5.11 Annex 1 pages 40 to 41 of the SLP in relation to the protection of children from harm states that the Licensing Authority will require operating plans to specify 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. This is expected to include:

b) The Licensing Authority will particularly consider whether:

vi. There are licensable activities that are likely to appeal to minors/children under 16 taking place during times when children under 16 may be expected to be attending compulsory full-time education;

c) The sale of alcohol to a minor is a criminal offence and Trading Standards officers will conduct appropriate covert test purchasing exercises and will take account of any complaints and intelligence. The Act permits the use of children under the age of 18 to undertake test purchases when they have been directed to do so by a duly authorised officer.

d) Where a sale of alcohol has been made on the same premises to a minor on two or more different occasions within a period of three months the premises licence could be suspended for a defined period.

g) The Licensing Authority will expect operating plans to specify the measures and management controls in place to prevent alcohol being served to children, other than in those limited circumstances permitted by the Act. The Council's Trading Standards officers have a role to play in the protection of children from harm, and proof of age schemes, and are able to provide advice in relation to measures that can be taken to help prevent the sale of alcohol to underage children. Potential licence holders should also be aware of the Proof of Age London (PAL) Scheme hosted by Southwark Council.

The 'Responsible Authority' in relation to the protection of children from harm is the council's Local Safeguarding Children Board. The Trading Standards service will also have certain responsibilities particularly in relation to the underage sales of age restricted products and providing advice about measures that can be taken to reduce the risk of alcohol sales to under eighteens. The following provides a non-exhaustive

list of risks associated with the protection of children from harm objective that applicants may want to consider when preparing their Operating Schedule:

i) Where premises are subject to age-restrictions, the procedures in place to conduct age verification checks. The Council will expect premises only to accept current passports, driving licences or documents bearing the national PASS logo, such as Citizencard. The Proof of Age Standards Scheme (PASS) is the UK's national guarantee scheme for proof-of- age cards as endorsed by the Home Office. More information can be found on The Proof of Age Standards Scheme (PASS) website.

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.

Licensing Act 2003

Premises Licence



Premises Licence Number: 2024/01088/LAPR

Part 1 – Premises details

Postal address of premises, or if none, OS map reference or description of the premises

Sainsbury's
48 - 50 Shepherd's Bush Road

Post town: London

Post code: W6 7PH

Telephone:

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Sale of Alcohol Off the Premises

The licence authorises the carrying out of the following licensable activities on the days and at the times specified below:

Sale of Alcohol Off the Premises
Monday to Sunday

11:00 - 23:00

The opening hours of the premises:

No Restrictions

Where the licence authorises supplies of alcohol whether these are on and / or off supplies:

Off the premises only

Part 2

Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:

Sainsbury's Supermarkets Ltd
33 Holborn
London
EC1N 2HT

Registered number of holder, for example company number, charity number (where applicable):

03261722

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol:

Papinder Suri
[REDACTED]
[REDACTED]
[REDACTED]

Licensing Authority: London Borough Of Ealing
Personal Licence Number: 01628

Annex 1 – Mandatory Conditions

1. Mandatory Condition

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

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

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

- (a) a holographic mark, or
- (b) an ultraviolet feature.

2. Mandatory Condition

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

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

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

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

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

where—

(i) P is the permitted price,

(ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and

(iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

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

(i) the holder of the premises licence,

(ii) the designated premises supervisor (if any) in respect of such a licence, or

(iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

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

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

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

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

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

3. Mandatory Condition

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

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

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

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

Annex 2 – Conditions consistent with the operating Schedule

4. The licence holder shall ensure that the premises benefit from a CCTV system that operates at all times when licensable activities are taking place. The CCTV system is to be to the reasonable satisfaction of the police.

5. The system shall incorporate a camera covering each of the entrance doors and the main alcohol display area and shall be capable of providing an image which is regarded as identification standard. The precise positions of the cameras may be agreed, subject to compliance with Data Protection legislation, with the police from time to time.

6. The system shall incorporate a recording facility and any recording will be retained and stored in a suitable and secure manner for a minimum of 30 days and shall be made available, subject to compliance with Data Protection legislation, to the police for inspection on request.

7. The system must be able to export recorded images to a removable means e.g. CD/DVD and have its own software enabled to allow playback/review.

8. A member of staff trained in the use of the CCTV system must be available at the premises at all times that the premises are open to the public.

9. The system shall display, on any recording, the correct time and date of the recording.

10. Appropriate signage shall be displayed, in a prominent position, informing customers they are being recorded on CCTV.

11. A staff member from the premises who is conversant with the operation of the CCTV system will be on the premises at all times that the premises are open to the public. This staff member shall be able to show police recent footage with the minimum of delay when requested. This data or footage reproduction should be given within a reasonable time period.

12. No super-strength beer, lagers or ciders of 5.5% ABV (alcohol by volume) or above shall be sold at the premises save for premium beer or ciders in glass bottles.

13. There shall be no sale of single cans of beer, lager or cider from the premises and no single bottles of beer, lager or cider in vessels of less than 500ml.

14. A member of staff shall be left in charge at all times and able to present themselves to police or a relevant Licensing Authority officer, as the person in charge when the premises are open to the public.

15. The premises licence holder shall at all times maintain adequate levels of staff and security. Such staff and security levels shall be disclosed, on request, to the licensing authority and police.

16. Signage shall be displayed at the exit of the premises requesting customers leaving the premises late at night to do so quietly and with consideration so as not to disturb nearby residents.

17. The premises licence holder shall ensure that an age verification policy will apply to the premises whereby all cashiers shall be trained to ask any customer attempting to purchase alcohol, who appears to be under the age of 25 years (or older if the

licence holder so elects) to produce, before being sold alcohol, identification being a passport or photocard driving licence bearing a holographic mark or other form of identification bearing the customer's photograph, date of birth and the Proof of Age Standards Scheme (or similarly accredited scheme) hologram.

18. The designated premises supervisor or store manager shall regularly check the electronic refusals register to ensure it is being consistently used by all staff, and this shall be recorded.

19. Any cashier under the age of 18 is required to call a supervisor (who is over the age of 18) to authorise the sale of alcohol and the supervisor must adopt the age verification policy in deciding whether to authorise the sale.

20. All cashiers shall be trained to record refusals of sales of alcohol in a refusals register. The register shall contain:

- details of the time and date the refusal was made;
- the identity of the staff member refusing the sale;
- details of the alcohol the person attempted to purchase.

This register shall be available for inspection by a police officer on request.

21. All staff to be engaged or to be engaged in the sale of alcohol on the premises shall receive the following training in age restricted sales:

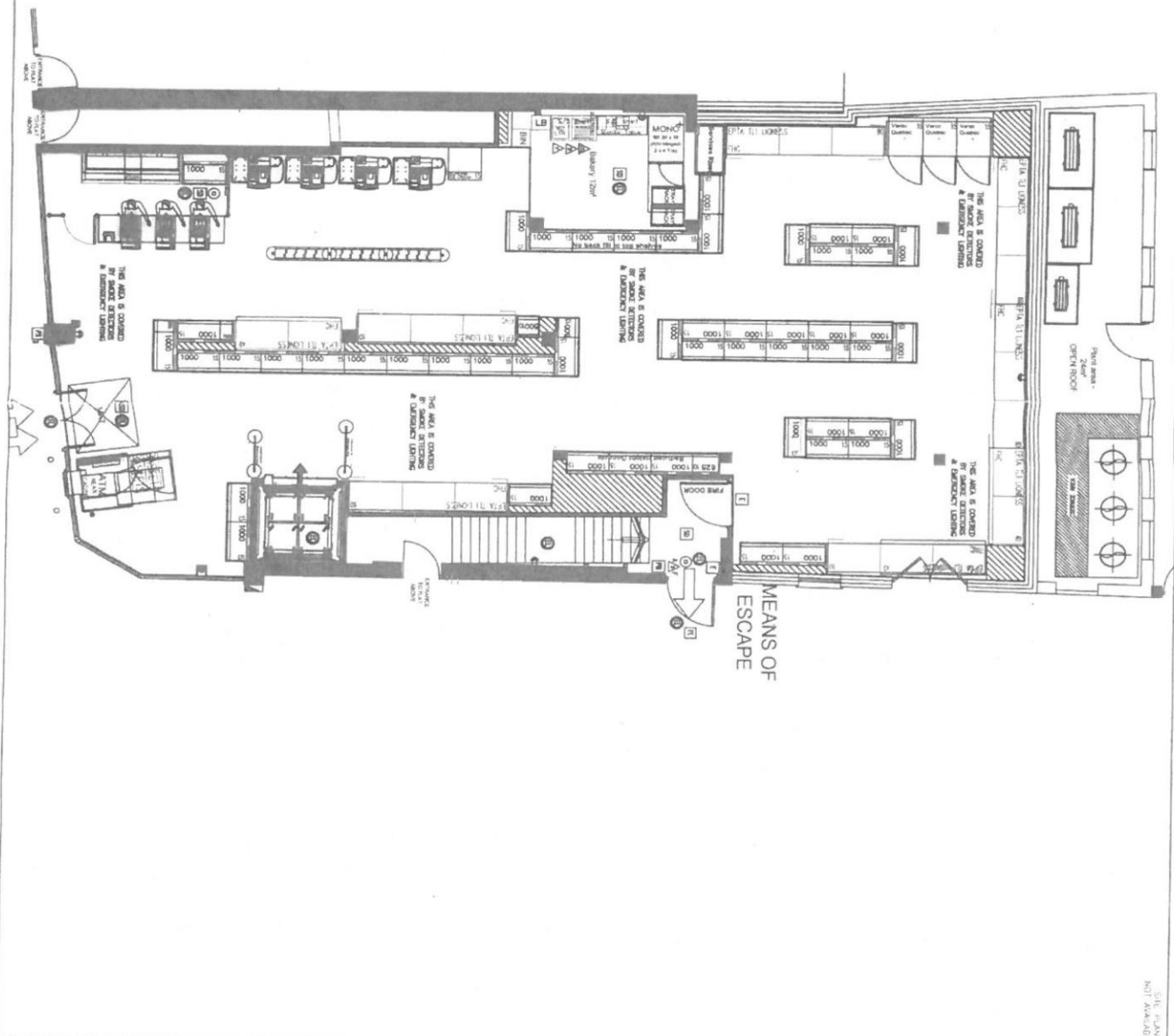
- Induction training which must be completed and documented prior to the sale of alcohol by the staff member;
- Refresher/reinforcement training at intervals of no more than 6 months.

Training records shall be kept at the premises available for inspection by a police officer on request.

Annex 3 – Conditions attached after a hearing by the licensing authority

Signed: 
Authorised Officer

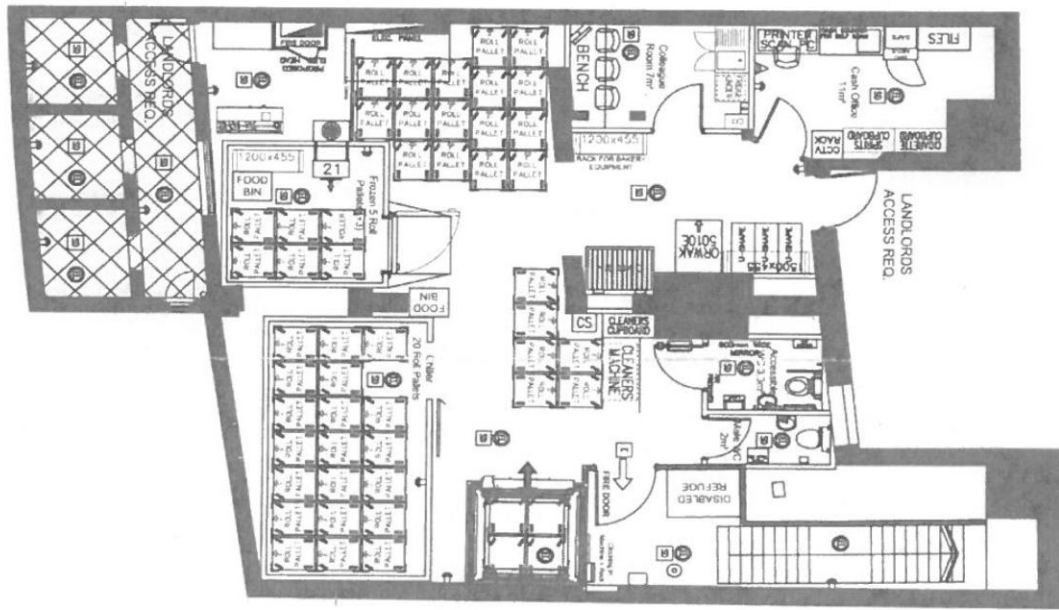
Date: 18.07.2024



NOTES
SITE PLAN
NOT AVAILABLE

<p>PROPOSED GROUND FLOOR STORE PLAN</p>	
<p>12459 SHEPHERDS BUSH ROAD LONDON</p>	
<p>12459G01</p>	
<p>Sainsbury's</p>	

BASEMENT FLOOR PLAN



NOTES

REVISIONS:

NO.	DATE	DESCRIPTION

12459
SHEPHERDS BUSH ROAD
LONDON

PROPOSED
BASEMENT
STORE PLAN

12459B01-1

Sainsbury's

PROJ. NO. 12459B01-1

DATE: 20/10/18

SCALE: 1:50

BY: CAD

CHECKED: CAD

APPROVED: CAD

Licensing Act 2003

Premises Licence



Premises Licence Summary

Premises Licence Number: 2024/01088/LAPR

Premises details

Postal address of premises, or if none, OS map reference or description of the premises

Sainsbury's
48 - 50 Shepherd's Bush Road

Post town: London

Post code: W6 7PH

Telephone:

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Sale of Alcohol Off the Premises

The licence authorises the carrying out of the following licensable activities on the days and at the times specified below:

Sale of Alcohol Off the Premises	
Monday to Sunday	11:00 - 23:00

The opening hours of the premises:

No restriction

Where the licence authorises supplies of alcohol whether these are on and / or off supplies:

Off the premises only

Name, (registered) address, of holder of premises licence:

Sainsbury's Supermarkets Ltd
33 Holborn
London
EC1N 2HT

Registered number of holder, for example company number, charity number (where applicable):

03261722

Name of designated premises supervisor where the premises licence authorises the supply of alcohol:

Papinder Suri

State whether access to the premises by children is restricted or prohibited:

No Restrictions

Signed: 
Authorised Officer

Date: 18.07.2024

* required information

Section 1 of 18

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

Not Currently In Use

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

Your reference

TLV/26508/1717

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

Sainsbury's Supermarkets Ltd

* Family name

Sainsbury's Supermarkets Ltd

* E-mail

tvlahovic@wslaw.co.uk

Main telephone number

Include country code.

Other telephone number

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

Is the applicant:

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

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

Applicant Business

Is the applicant's business registered in the UK with Companies House?

Yes No

Note: completing the Applicant Business section is optional in this form.

Registration number

03261722

Business name

Sainsbury's Supermarkets Ltd

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

VAT number

- N/A

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

Legal status

Private Limited Company

Continued from previous page...

Applicant's position in the business

Home country

The country where the applicant's headquarters are.

Registered Address

Address registered with Companies House.

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.

Agent Business

Is your business registered in the UK with Companies House? Yes No

Note: completing the Applicant Business section is optional in this form.

Registration number

Business name

If your business is registered, use its registered name.

VAT number

Put "none" if you are not registered for VAT.

Legal status

Continued from previous page...

Your position in the business

Home country

The country where the headquarters of your business is located.

Agent Registered Address

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Section 2 of 18

APPLICATION DETAILS

This application cannot be used to vary the licence so as to extend the period for which the licence has effect or to vary substantially the premises to which it relates. If you wish to make that type of change to the premises licence, you should make a new premises licence application under section 17 of the Licensing Act 2003.

I/we, as named in section 1, being the premises licence holder, apply to vary a premises licence under section 34 of the Licensing Act 2003 for the premises described in section 2 below.

* Premises Licence Number

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

Premises Contact Details

Telephone number

Continued from previous page...

Non-domestic rateable value of premises (£)

71,500

Section 3 of 18

VARIATION

Do you want the proposed variation to have effect as soon as possible? Yes No

Do you want the proposed variation to have effect in relation to the introduction of the late night levy?

Yes No

You do not have to pay a fee if the only purpose of the variation for which you are applying is to avoid becoming liable to the late night levy.

If your proposed variation would mean that 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend

Describe Briefly The Nature Of The Proposed Variation

Describe the premises. 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.

The premises is a convenience store located on Shepherds Bush Road, London, W6 7PH.

The variation is to extend the sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises.

Section 4 of 18

PROVISION OF PLAYS

[See guidance on regulated entertainment](#)

Will the schedule to provide plays be subject to change if this application to vary is successful?

Yes No

Section 5 of 18

PROVISION OF FILMS

[See guidance on regulated entertainment](#)

Will the schedule to provide films be subject to change if this application to vary is successful?

Yes No

Section 6 of 18

PROVISION OF INDOOR SPORTING EVENTS

Continued from previous page...

[See guidance on regulated entertainment](#)

Will the schedule to provide indoor sporting events be subject to change if this application to vary is successful?

- Yes No

Section 7 of 18

PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

[See guidance on regulated entertainment](#)

Will the schedule to provide boxing or wrestling entertainments be subject to change if this application to vary is successful?

- Yes No

Section 8 of 18

PROVISION OF LIVE MUSIC

[See guidance on regulated entertainment](#)

Will the schedule to provide live music be subject to change if this application to vary is successful?

- Yes No

Section 9 of 18

PROVISION OF RECORDED MUSIC

[See guidance on regulated entertainment](#)

Will the schedule to provide recorded music be subject to change if this application to vary is successful?

- Yes No

Section 10 of 18

PROVISION OF PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

Will the schedule to provide performances of dance be subject to change if this application to vary is successful?

- Yes No

Section 11 of 18

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

[See guidance on regulated entertainment](#)

Will the schedule to provide anything similar to live music, recorded music or performances of dance be subject to change if this application to vary is successful?

- Yes No

Section 12 of 18

PROVISION OF LATE NIGHT REFRESHMENT

Continued from previous page...

Will the schedule to provide late night refreshment be subject to change if this application to vary is successful?

- Yes No

Section 13 of 18

SUPPLY OF ALCOHOL

Will the schedule to supply alcohol be subject to change if this application to vary is successful?

- Yes No

Standard Days And Timings

MONDAY

Start

End

Start

End

Provide 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

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Continued from previous page...

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 above, list below.

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

Section 14 of 18

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.

Provide 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.

N/A

Section 15 of 18

HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

MONDAY

Start

End

Start

End

TUESDAY

Start

End

Start

End

Provide 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...

WEDNESDAY

Start	<input type="text" value="00:00"/>	End	<input type="text" value="24:00"/>
Start	<input type="text"/>	End	<input type="text"/>

THURSDAY

Start	<input type="text" value="00:00"/>	End	<input type="text" value="24:00"/>
Start	<input type="text"/>	End	<input type="text"/>

FRIDAY

Start	<input type="text" value="00:00"/>	End	<input type="text" value="24:00"/>
Start	<input type="text"/>	End	<input type="text"/>

SATURDAY

Start	<input type="text" value="00:00"/>	End	<input type="text" value="24:00"/>
Start	<input type="text"/>	End	<input type="text"/>

SUNDAY

Start	<input type="text" value="00:00"/>	End	<input type="text" value="24:00"/>
Start	<input type="text"/>	End	<input type="text"/>

State any seasonal variations.

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

The opening hours of the store are not a licensable activity and the applicant asks that the hours not be restricted by the premises licence.

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

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

Identify those conditions currently imposed on the licence which you believe could be removed as a consequence of the proposed variation you are seeking.

None, the existing conditions will remain on the licence.

I have enclosed the premises licence

Continued from previous page...

I have enclosed the relevant part of the premises licence

Reasons why I have failed to enclose the premises licence or relevant part of premises licence.

Section 16 of 18

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)

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

The existing conditions will remain on the licence.

b) The prevention of crime and disorder

The existing conditions will remain on the licence.

c) Public safety

The existing conditions will remain on the licence.

d) The prevention of public nuisance

The existing conditions will remain on the licence.

e) The protection of children from harm

The existing conditions will remain on the licence.

Section 17 of 18

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 18 of 18

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.

Variation 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

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

If you own a large premise 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 (£)

315.00

DECLARATION

* It is an offence, under section 158 of the licensing act 2003, to make a false statement in or in connection with this application. Those who make a false statement may be liable on summary conviction to a fine of any amount.

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?"

Continued from previous page...

* Full name	<input type="text" value="Winckworth Sherwood LLP"/>
* Capacity	<input type="text" value="Agent"/>
* Date	<input type="text" value="20"/> / <input type="text" value="09"/> / <input type="text" value="2024"/> 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/change-1> to upload this file and continue with your application.
- Don't forget to make sure you have all your supporting documentation to hand.

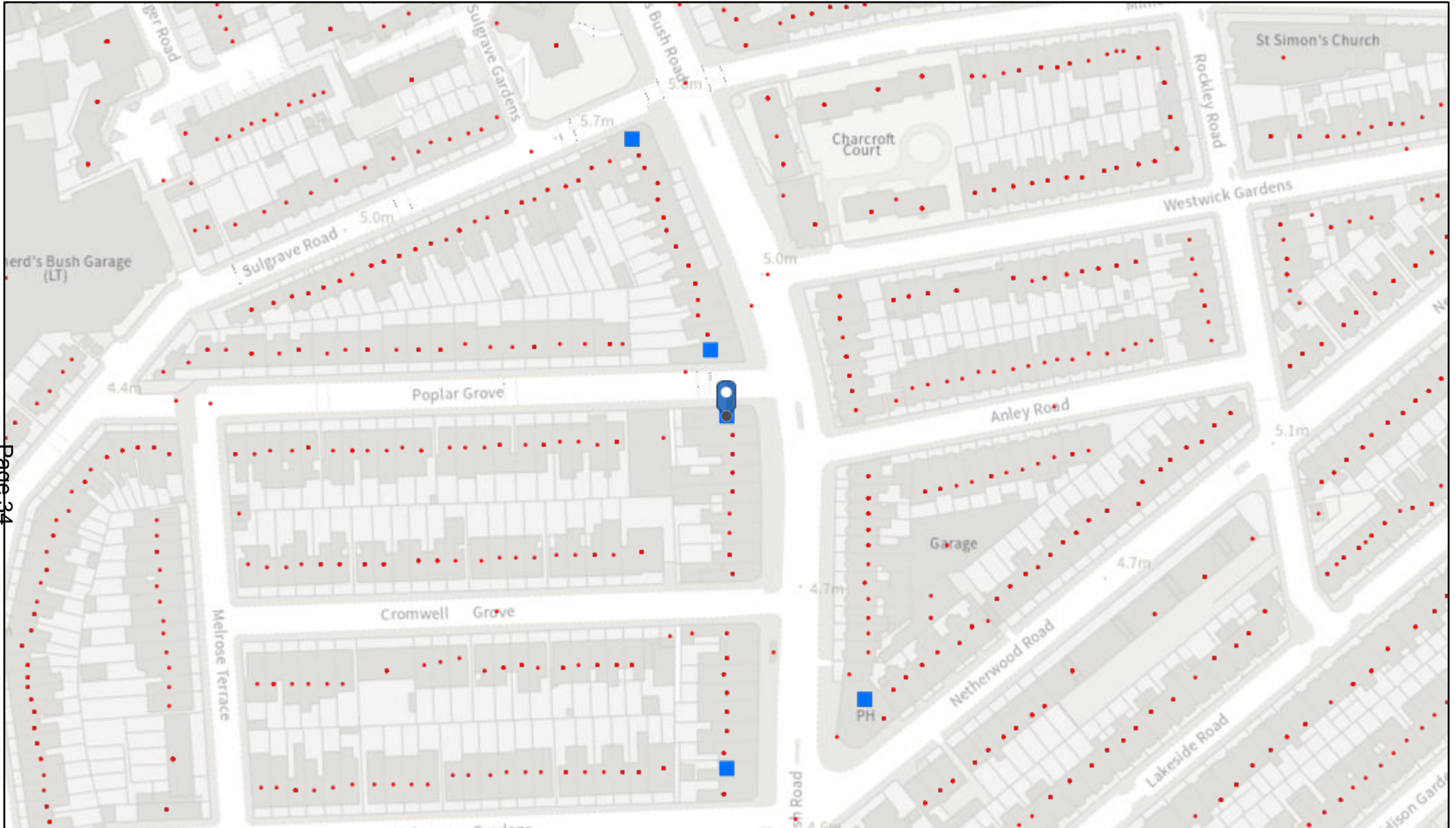
IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

OFFICE USE ONLY

Applicant reference number	<input type="text" value="TLV/26508/1717"/>
Fee paid	<input type="text"/>
Payment provider reference	<input type="text"/>
ELMS Payment Reference	<input type="text"/>
Payment status	<input type="text"/>
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](#) [Next >](#)

eGIS Web Map



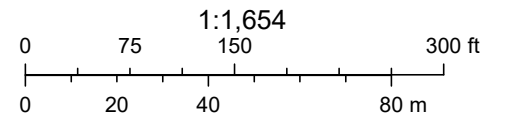
Page 34

26/11/2024, 10:58:56

■ Licensing Points

Property Gazetteer

● Within Borough



From: Cllr Daly Jacolyn: H&F
Sent: 18 October 2024 18:27
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: 2024/01507/LAPR

I would like to make a representation to application [2024/01507/LAPR](#) (Sainsbury's, Shepherds Bush Road) as I believe it undermines licensing objectives:

- the prevention of public nuisance.
- the protection of children from harm

I will write with further details next week.

Best

Cllr Jacolyn Daly
London Borough of Hammersmith & Fulham

From: [REDACTED]

Sent: 18 October 2024 15:39

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

Cc: Cllr Daly Jacolyn: H&F <Jacolyn.Daly@lbhf.gov.uk>; Cllr Melton Ross: H&F

<Ross.Melton@lbhf.gov.uk>; [REDACTED]

Subject: 2024/01507/LAPR Granville Mansions OBJECTION

Adrian Overton
Licensing Team Manager
LB Hammersmith & Fulham

Dear Adrian Overton,

2024/01507/LAPR | Licensing Act - Premises Licence 48 - 50 Shepherd's Bush Road London W6 7PH

Granville Mansions Association OBJECTS to this proposed extension of licensing hours at Sainsbury's supermarket on the grounds that the Council would be failing in its statutory duties if it were to allow it.

Under the Licensing Act 2003, the Council has a statutory duty to carry out its function with a view to promoting the four licensing objectives:

- The prevention of crime and disorder
- Public safety
- The prevention of public nuisance
- The protection of children from harm

None of these objectives would be met in the granting of this application.

Granville Mansions residents suffer considerable nuisance, noise and disturbance from the activities and behaviour of street drinkers on Shepherd's Bush Common and in the area immediately to the South, which includes the application site. Drunken youths often get into our garden, to urinate and/or cause damage. We know well that street drinking leads to other forms of crime including abusive behavior or physical assault. South of the Common is a highly

residential area. Residents here are closer to the application site and would suffer these nuisances more.

It is predominantly single young men, not families, who would take advantage of an early extension of licensing hours. The Council's objectives would not be met by encouraging drunken anti-social behaviour during the hours when children are on their way to school. Far from protecting children, an extension would create new dangers for them.

This extension is not in the interests of the Borough or its residents. It is in the interests of the applicants alone and a retailer's profits should not be considered when the Council makes its decision.

Finally, we remind the Council that the regeneration of Shepherds Bush is hindered by permissions which discourage those developments and businesses which tend to improve the area.

For all the above reasons, we ask the Council to refuse this extension of licensing hours.

Yours sincerely,

[Redacted signature]

Granville Mansions Association

[Redacted address line 1]

[Redacted address line 2]

[Redacted address line 3]

Cc Addison ward councillors Jacolyn Daly and Ross Melton,

[Redacted contact information]

Dear Sir/Madam,

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

Comments were submitted at 25/09/2024 12:33 PM from [REDACTED]

Application Summary

Address: 48 - 50 Shepherd's Bush Road London W6 7PH

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 25/09/2024 12:33 PM There would seem to be no need to extend alcohol selling hours.

The shop is in a residential area and extending the hours will only mean there are more intoxicated people in the area and in the early morning which is not wanted in the area.

This request has been asked for in the past and been soundly rejected and there has been no reason for this to change.

This request seems to be based on commercial greed rather than any consideration on the community in which it is based.

From:

Sent: Wednesday, September 25, 2024 3:41 PM

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

Subject: Objection to Licensing application by Sainsbury's to extend sale of alcohol at 48/50 Shepherd's Bush Road W6 7PH

Dear Sir/Madam

I am writing to object strongly to the application to extend the hours for sale of alcohol at the above address.

The application is to start alcohol sales at 7am. This is far too early. I live in [REDACTED], the adjacent street and we regularly see people on our street drunk or under the influence of alcohol.

They cause excess noise and litter. I have witnessed regular public urination and my children and I have been verbally abused.

Allowing people to buy alcohol from 7am will just encourage this behaviour and our street will bear the brunt of it.

I sit as a magistrate and I'm aware of the additional criminality that alcohol causes and also aware of the high incidences of anti-social behaviour on Shepherd's Bush Road and surrounding streets.

There are several hostels and hotels nearby that house people on license from prison and on probation. Many have alcohol issues. Please don't give them further opportunities to buy alcohol.

Regards

[REDACTED]

[REDACTED]

From: [REDACTED]

Sent: Wednesday, September 25, 2024 6:05 PM

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

Subject: Sainsbury's 48/50 Shepherd's Bush Road, London W6 7PH

Dear Sir

I am writing regarding the application to extend the hours which Sainsbury's on Shepherd's Bush Road is able to sell alcohol. When Sainsbury's was opened, it was mandated by the borough of Hammersmith and Fulham that the licensing hours would be restricted as we have a problem in the area with homeless alcoholics. This problem has been getting worse recently - more of the houses on the Shepherd's Bush Road have been made into hostels. We have persistent problems with these people hanging round outside Sainsbury's begging. They spill over into our street which is adjacent and sit in the doorways and on the street and need to be moved on regularly.

I hope that you will therefore not agree to extend the licensing hours as it will only exacerbate the existing problems.

Yours faithfully

[REDACTED]
[REDACTED]
[REDACTED]

From: [REDACTED]
Sent: Wednesday, September 25, 2024 8:25 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Sainsbury's Variation of premises license - Shepherds Bush Road

Dear London Borough of Hammersmith and Fulham

I am writing to object to the variation of premises license that Sainsbury's on the Shepherds Bush Road has applied for.

I have been a resident on [REDACTED] for 21 years and we have a serious issue with drug dealing and drunk people, on our street and on the Shepherds Bush Road - there are often multiple drugged and drunk people begging and sleeping outside the Sainsburys and I believe that by allowing Sainsbury's this license, will encourage more of this anti social behaviour.

We have three children who walk to Hammersmith tube station to get to school at 7.30am and as such this anti social behaviour has been contained by the fact that Sainsbury's does not sell alcohol before midday.

I was under the impression that there is a borough policy on this and all the Off Licences on the Shepherds Bush Road have similar to restrictions to discourage street drinking.

It is unacceptable that a large company like Sainsbury's does not take accountability for this. I have seen countless thefts occurring in that Sainsbury's store and opening up a licence to allow the earlier selling of alcohol will only encourage further unacceptable behaviour and more importantly further risk to the safety of residents and their young children.

All the surrounding streets have a problem with drug dealing, damage and theft of cars and countless attempted break ins. We barely have enough police street presence, by allowing this to happen, LBHF will and should be held accountable for enabling further disruptive behaviour in an area that is already deprived of funding for police security.

I sincerely hope that this application will be seriously considered and given its due diligence before a decision is made. I would recommend coming down to the Sainsburys and doing some research to see what it is really like!

Yours sincerely

[REDACTED]



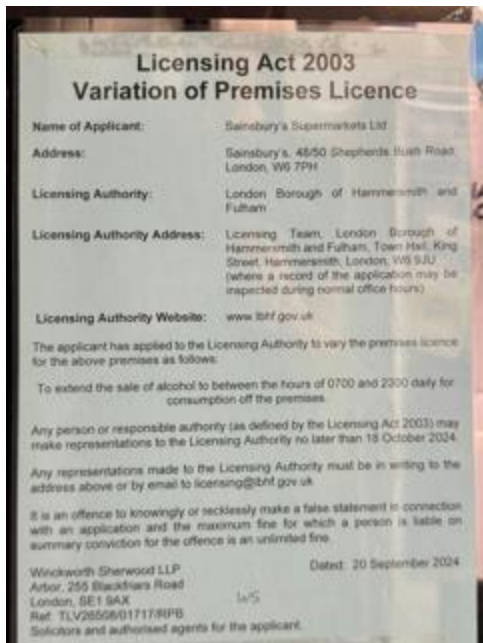
From: [REDACTED]
Sent: Friday, September 27, 2024 4:54 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection to Sainsbury's licence application

To whom it may concern,

We sincerely object to the variation set out below. We have enough crime on the streets here and this will not help.

Best wishes,

[REDACTED]



[REDACTED]

Hello again,

My full address is [REDACTED].

MANY THANKS.

[REDACTED]

From: [REDACTED]
Sent: Wednesday, October 2, 2024 6:37 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Sainsbury's Shepherds Bush Road

I was very alarmed to hear that the Sainsbury's local is applying for an alcohol license starting at 7am in the morning. We have had enough anti social behaviour problems due to early access to alcohol in the past. Please let me know how to formally object to this application. Many thanks

Yours

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

From: [REDACTED]
Sent: Wednesday, October 9, 2024 11:34 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection to: Licensing Application 2024/01507/LAPR

Dear Sir/Madam,

Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application 2024/01507/LAPR

I am writing to object to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

The Law - Licensing objectives

As explained at page 6 of LBHF's 'Statement of Licensing Policy 2022-2027' the law provides a clear focus on the promotion of four statutory licensing objectives which must be promoted when licensing functions are undertaken. These are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and
- The protection of children from harm.

Location and Current Situation

- Sainsbury's location on the Shepherd's Bush Road places it in the middle of a busy residential neighbourhood which also contains many hotels.
- There are numerous pre-nursery, primary and secondary schools within a short walk from the shop. Nearby Pre- and Primary schools include: Lena Gardens Primary, Flora Gardens Primary, Addison Primary, St Mary's Primary, Larmenier Primary, Bute House, École Française Jacques Prevert, One World Montessori, Two Hands Preschool, etc). Most of the children living locally travel to and from home by foot, often unaccompanied. Many other children arrive by bus and finish their journey on foot.
- There are numerous hostels and care centres in and around Shepherd's Bush Road catering for people with mental and addiction problems, the homeless and others.
- The area - and its local residents and shops - has a significant problem with street drinkers on the Shepherd's Bush Road, in adjacent streets and in larger nearby public areas such as outside the W12 Centre and at Brook Green (where drinking groups have recently established themselves day and night).

- Some local off licences on Shepherd's Bush Road are allowed to sell alcohol from 0800, but none can do so earlier. (Note: this in itself is too early. In 2008 or 2009, local residents and I successfully objected to and prevented any licenses being granted for the sale of alcohol before 1100 by any premises in Shepherd's Bush Road as well as banning the sale of extra strength so-called 'cidars' and 'beers', such as White Lightning. This led to a significant improvement in achieving all the licensing objectives. We are surprised and concerned that LBHF allowed the changes in subsequent applications.)

In view of this situation, I object to the license being granted for the sale of alcohol before 0800 for the following 4 reasons:

1st Objection - This license will increase crime and disorder

The 1st statutory licensing objective to prevent crime and disorder cannot be met. The relaxing of licensing hours to allow the sale of alcohol from 0700 is only likely to increase the risk of crime and disorder rather than reduce it.

In speaking with the owners of local premises licensed to sell alcohol from 0800 (which is still too early, in our opinion), they all said that (i) few if any purchasers at that hour were sober, or if they were sober they were seeking to drink immediately, (ii) street drinkers caused them problems, not least by stealing alcohol whenever possible.

Despite LBHF's ban on drinking in public - which is rarely if ever enforced despite numerous daily incidents in this area by the same groups in the same places - people do drink in public, causing crime and disorder. The local police at Hammersmith Police Station can confirm this. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public disorder.

2nd Objection - This license will be at the expense of public safety

The 2nd statutory licensing objective to promote public safety cannot be met. Local residents and shopkeepers with whom we have spoken confirm that they have been subject to, or have witnessed, provocative and/or aggressive and/or intimidating acts by street drinkers directed at all age groups from young children to elderly residents. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to ensure public safety.

3rd Objection - This license will increase the risk of public nuisance

The 3rd statutory licensing objective to prevent public nuisance cannot be met. Anyone who has lived or stayed in this area, whether for years or days, is aware of the constant nuisance caused by street drinkers. My own personal experience and that of others (including children) includes: seeing people defecating / urinating / vomiting in local

streets regardless of who is around them, drunken abuse, intimidation of children and families walking to and from school, littering in gardens and on the street, genital exposure, aggressive behaviour, swearing, etc. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public nuisance.

4th Objection - This license does not help to protect children from harm

The 4th statutory licensing objective to protect children from harm cannot be met. ‘Harm’ is not just restricted to physical harm (which is a crime and would fall under the 1st objection) but also includes psychological harm (e.g., fear, disgust, etc). My personal experience as well as that of local parents is that all our young children have witnessed drinkers locally being abusive and/or aggressive and/or exposing themselves and/or urinating/defecating/vomiting, etc. As stated above, this area benefits from numerous schools and the pupils attending those schools walk there from 0700 (or earlier) in the morning. To add earlier access to alcohol and to increase the risk of further alcohol consumption during this period cannot be reconciled with the objective to protect children from harm.

Conclusion

For the reasons above, I object to this license and request that it be refused. I am also disappointed to learn that Sainsbury’s is making similar applications for its other outlets nearby and in other boroughs. The only benefit is to Sainsbury’s bottom line. It is the local community and the emergency services who would have to pick up the cost and inconvenience if these licenses were approved.

Note

The content of this email has been sent to our local councillors, the local SNT, the heads of local schools, Hammersmith Police Station, local media outlets, local social media (e.g., Nextdoor and Facebook groups), and other relevant people and bodies.

Please kindly confirm receipt of this objection and please also confirm if and when a hearing is to take place so that I can attend and raise my objections in person.

Yours faithfully,

[Redacted signature block]

From: [REDACTED]
Sent: Wednesday, October 9, 2024 11:34 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection

Dear Sir/Madam,

Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application 2024/01507/LAPR

I am writing to object to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

The Law - Licensing objectives

As explained at page 6 of LBHF's 'Statement of Licensing Policy 2022-2027' the law provides a clear focus on the promotion of four statutory licensing objectives which must be promoted when licensing functions are undertaken. These are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and • The protection of children from harm.

Location and Current Situation

- Sainsbury's location on the Shepherd's Bush Road places it in the middle of a busy residential neighbourhood which also contains many hotels.
- There are numerous pre-nursery, primary and secondary schools within a short walk from the shop. Nearby Pre- and Primary schools include: Lena Gardens Primary, Flora Gardens Primary, Addison Primary, St Mary's Primary, Larmenier Primary, Bute House, École Française Jacques Prevert, One World Montessori, Two Hands Preschool, etc). Most of the children living locally travel to and from home by foot, often unaccompanied. Many other children arrive by bus and finish their journey on foot.

- There are numerous hostels and care centres in and around Shepherd's Bush Road catering for people with mental and addiction problems, the homeless and others.
- The area - and its local residents and shops - has a significant problem with street drinkers on the Shepherd's Bush Road, in adjacent streets and in larger nearby public areas such as outside the W12 Centre and at Brook Green (where drinking groups have recently established themselves day and night).
- Some local off licences on Shepherd's Bush Road are allowed to sell alcohol from 0800, but none can do so earlier. (Note: this in itself is too early. In 2008 or 2009, local residents and I successfully objected to and prevented any licenses being granted for the sale of alcohol before 1100 by any premises in Shepherd's Bush Road as well as banning the sale of extra strength so-called 'ciders' and 'beers', such as White Lightning. This led to a significant improvement in achieving all the licensing objectives. We are surprised and concerned that LBHF allowed the changes in subsequent applications.)

In view of this situation, I object to the license being granted for the sale of alcohol before 0800 for the following 4 reasons:

1st Objection - This license will increase crime and disorder The 1st statutory licensing objective to prevent crime and disorder cannot be met. The relaxing of licensing hours to allow the sale of alcohol from 0700 is only likely to increase the risk of crime and disorder rather than reduce it.

In speaking with the owners of local premises licensed to sell alcohol from 0800 (which is still too early, in our opinion), they all said that (i) few if any purchasers at that hour were sober, or if they were sober they were seeking to drink immediately, (ii) street drinkers caused them problems, not least by stealing alcohol whenever possible. Despite LBHF's ban on drinking in public - which is rarely if ever enforced despite numerous daily incidents in this area by the same groups in the same places - people do drink in public, causing crime and disorder. The local police at Hammersmith Police Station can confirm this. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public disorder.

2nd Objection - This license will be at the expense of public safety The 2nd statutory licensing objective to promote public safety cannot be met. Local residents and shopkeepers with whom we have spoken confirm that they have been subject to, or have witnessed, provocative and/or aggressive and/or intimidating acts by street drinkers directed at all age groups from young children to elderly residents. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to ensure public safety.

3rd Objection - This license will increase the risk of public nuisance

The 3rd statutory licensing objective to prevent public nuisance cannot be met. Anyone who has lived or stayed in this area, whether for years or days, is aware of the constant nuisance caused by street drinkers. My own personal experience and that of others (including children) includes: seeing people defecating / urinating / vomiting in local streets regardless of who is around them, drunken abuse, intimidation of children and families walking to and from school, littering in gardens and on the street, genital exposure, aggressive behaviour, swearing, etc. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public nuisance.

4th Objection - This license does not help to protect children from harm The 4th statutory licensing objective to protect children from harm cannot be met. 'Harm' is not just restricted to physical harm (which is a crime and would fall under the 1st objection) but also includes psychological harm (e.g., fear, disgust, etc). My personal experience as well as that of local parents is that all our young children have witnessed drinkers locally being abusive and/or aggressive and/or exposing themselves and/or urinating/defecating/vomiting, etc. As stated above, this area benefits from numerous schools and the pupils attending those schools walk there from 0700 (or earlier) in the morning. To add earlier access to alcohol and to increase the risk of further alcohol consumption during this period cannot be reconciled with the objective to protect children from harm.

Conclusion

For the reasons above, I object to this license and request that it be refused. I am also disappointed to learn that Sainsbury's is making similar applications for its other outlets nearby and in other boroughs. The only benefit is to Sainsbury's bottom line. It is the local community and the emergency services who would have to pick up the cost and inconvenience if these licenses were approved.

Note

The content of this email has been sent to our local councillors, the local SNT, the heads of local schools, Hammersmith Police Station, local media outlets, local social media (e.g., Nextdoor and Facebook groups), and other relevant people and bodies.

Please kindly confirm receipt of this objection and please also confirm if and when a hearing is to take place so that I can attend and raise my objections in person.

Yours faithfully,

██████████
████████████████████
████████████████████

From: [REDACTED]
Sent: Wednesday, October 9, 2024 11:47 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Extended license application

Dear Sir/Madam,

Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application 2024/01507/LAPR

I am writing to object to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

The Law - Licensing objectives

As explained at page 6 of LBHF's 'Statement of Licensing Policy 2022-2027' the law provides a clear focus on the promotion of four statutory licensing objectives which must be promoted when licensing functions are undertaken. These are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and
- The protection of children from harm.

Location and Current Situation

•

Sainsbury's location on the Shepherd's Bush Road places it in the middle of a busy residential neighbourhood which also contains many hotels.

•

There are numerous pre-nursery, primary and secondary schools within a short walk from the shop. Nearby Pre- and Primary schools include: Lena Gardens Primary, Flora Gardens Primary, Addison Primary, St Mary's Primary, Larmenier Primary, Bute House, École Française Jacques Prevert, One World Montessori, Two Hands Preschool, etc). Most of the children living locally travel to and from home by foot, often unaccompanied. Many other children arrive by bus and finish their journey on foot.

•

There are numerous hostels and care centres in and around Shepherd's Bush Road catering for people with mental and addiction problems, the homeless and others.

•

The area - and its local residents and shops - has a significant problem with street drinkers on the Shepherd's Bush Road, in adjacent streets and in larger nearby public areas such as

outside the W12 Centre and at Brook Green (where drinking groups have recently established themselves day and night).

-

Some local off licences on Shepherd's Bush Road are allowed to sell alcohol from 0800, but none can do so earlier. (Note: this in itself is too early. In 2008 or 2009, local residents and I successfully objected to and prevented any licenses being granted for the sale of alcohol before 1100 by any premises in Shepherd's Bush Road as well as banning the sale of extra strength so-called 'cidars' and 'beers', such as White Lightning. This led to a significant improvement in achieving all the licensing objectives. We are surprised and concerned that LBHF allowed the changes in subsequent applications.)

In view of this situation, I object to the license being granted for the sale of alcohol before 0800 for the following 4 reasons:

1st Objection - This license will increase crime and disorder

The 1st statutory licensing objective to prevent crime and disorder cannot be met. The relaxing of licensing hours to allow the sale of alcohol from 0700 is only likely to increase the risk of crime and disorder rather than reduce it.

In speaking with the owners of local premises licensed to sell alcohol from 0800 (which is still too early, in our opinion), they all said that (i) few if any purchasers at that hour were sober, or if they were sober they were seeking to drink immediately, (ii) street drinkers caused them problems, not least by stealing alcohol whenever possible.

Despite LBHF's ban on drinking in public - which is rarely if ever enforced despite numerous daily incidents in this area by the same groups in the same places - people do drink in public, causing crime and disorder. The local police at Hammersmith Police Station can confirm this. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public disorder.

2nd Objection - This license will be at the expense of public safety

The 2nd statutory licensing objective to promote public safety cannot be met. Local residents and shopkeepers with whom we have spoken confirm that they have been subject to, or have witnessed, provocative and/or aggressive and/or intimidating acts by street drinkers directed at all age groups from young children to elderly residents. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to ensure public safety.

3rd Objection - This license will increase the risk of public nuisance

The 3rd statutory licensing objective to prevent public nuisance cannot be met. Anyone who has lived or stayed in this area, whether for years or days, is aware of the constant nuisance caused by street drinkers. My own personal experience and that of others (including children) includes: seeing people defecating / urinating / vomiting in local streets regardless of who is around them, drunken abuse, intimidation of children and families walking to and from school, littering in gardens and on the street, genital exposure, aggressive behaviour, swearing, etc. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public nuisance.

4th Objection - This license does not help to protect children from harm

The 4th statutory licensing objective to protect children from harm cannot be met. 'Harm' is not just restricted to physical harm (which is a crime and would fall under the 1st objection) but also includes psychological harm (e.g., fear, disgust, etc). My personal experience as well as that of local parents is that all our young children have witnessed drinkers locally being abusive and/or aggressive and/or exposing themselves and/or urinating/defecating/vomiting, etc. As stated above, this area benefits from numerous schools and the pupils attending those schools walk there from 0700 (or earlier) in the morning. To add earlier access to alcohol and to increase the risk of further alcohol consumption during this period cannot be reconciled with the objective to protect children from harm.

Conclusion

For the reasons above, I object to this license and request that it be refused.

I am also disappointed to learn that Sainsbury's is making similar applications for its other outlets nearby and in other boroughs. The only benefit is to Sainsbury's bottom line. It is the local community and the emergency services who would have to pick up the cost and inconvenience if these licenses were approved.

Note

The content of this email has been sent to our local councillors, the local SNT, the heads of local schools, Hammersmith Police Station, local media outlets, local social media (e.g., Nextdoor and Facebook groups), and other relevant people and bodies.

Please kindly confirm receipt of this objection and please also confirm if and when a hearing is to take place so that I can attend and raise my objections in person.

Yours faithfully,

[REDACTED]

From: [REDACTED]

Sent: Wednesday, October 9, 2024 11:56 AM

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

Subject: Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application 2024/01507/LAPR



Dear Sir/Madam,

Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application 2024/01507/LAPR

I am writing to object to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

The Law - Licensing objectives

As explained at page 6 of LBHF's 'Statement of Licensing Policy 2022-2027' the law provides a clear focus on the promotion of four statutory licensing objectives which must be promoted when licensing functions are undertaken. These are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and
- The protection of children from harm.

Location and Current Situation

- Sainsbury's location on the Shepherd's Bush Road places it in the middle of a busy residential neighbourhood which also contains many hotels.
- There are numerous pre-nursery, primary and secondary schools within a short walk from the shop. Nearby Pre- and Primary schools include: Lena Gardens Primary, Flora Gardens Primary, Addison Primary, St Mary's Primary, Larmenier Primary, Bute House, École Française Jacques Prevert, One World Montessori, Two Hands Preschool, etc). Most of the children living locally travel to and from home by foot, often unaccompanied. Many other children arrive by bus and finish their journey on foot.
- There are numerous hostels and care centres in and around Shepherd's Bush Road catering for people with mental and addiction problems, the homeless and others.
- The area - and its local residents and shops - has a significant problem with street drinkers on the Shepherd's Bush Road, in adjacent streets and in larger nearby public areas such as outside the W12 Centre and at Brook Green (where drinking groups have recently established themselves day and night).
- Some local off licences on Shepherd's Bush Road are allowed to sell alcohol from 0800, but none can do so earlier. (Note: this in itself is too early. In 2008 or 2009, local residents and I successfully objected to and prevented any licenses being granted for the sale of alcohol before 1100 by any premises in Shepherd's Bush Road as well as banning the sale of extra strength so-called 'ciders' and 'beers', such as White Lightning. This led to a significant improvement in achieving all the licensing objectives. We are surprised and concerned that LBHF allowed the changes in subsequent applications.)

In view of this situation, I object to the license being granted for the sale of alcohol before 0800 for the following 4 reasons:

1st Objection - This license will increase crime and disorder

The 1st statutory licensing objective to prevent crime and disorder cannot be met. The relaxing of licensing hours to allow the sale of alcohol from 0700 is only likely to increase the risk of crime and disorder rather than reduce it.

In speaking with the owners of local premises licensed to sell alcohol from 0800 (which is still too early, in our opinion), they all said that (i) few if any purchasers at that hour were sober, or if they were sober they were seeking to drink immediately, (ii) street drinkers caused them problems, not least by stealing alcohol whenever possible.

Despite LBHF's ban on drinking in public - which is rarely if ever enforced despite numerous daily incidents in this area by the same groups in the same places - people do drink in public, causing crime and disorder. The local police at Hammersmith Police Station can confirm this. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public disorder.

2nd Objection - This license will be at the expense of public safety

The 2nd statutory licensing objective to promote public safety cannot be met. Local residents and shopkeepers with whom we have spoken confirm that they have been subject to, or have witnessed, provocative and/or aggressive and/or intimidating acts by street drinkers directed at all age groups from young children to elderly residents. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to ensure public safety.

3rd Objection - This license will increase the risk of public nuisance

The 3rd statutory licensing objective to prevent public nuisance cannot be met. Anyone who has lived or stayed in this area, whether for years or days, is aware of the constant nuisance caused by street drinkers. My own personal experience and that of others (including children) includes: seeing people defecating / urinating / vomiting in local streets regardless of who is around them, drunken abuse, intimidation of children and families walking to and from school, littering in gardens and on the street, genital exposure, aggressive behaviour, swearing, etc. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public nuisance.

4th Objection - This license does not help to protect children from harm

The 4th statutory licensing objective to protect children from harm cannot be met. 'Harm' is not just restricted to physical harm (which is a crime and would fall under the 1st objection) but also includes psychological harm (e.g., fear, disgust, etc). My personal experience as well as that of local parents is that all our young children have witnessed drinkers locally being abusive and/or aggressive and/or exposing themselves and/or urinating/defecating/vomiting, etc. As stated above, this area benefits from numerous schools and the pupils attending those schools walk there from 0700 (or earlier) in the morning. To add earlier access to alcohol and to increase the risk of further alcohol consumption during this period cannot be reconciled with the objective to protect children from harm.

Conclusion

For the reasons above, I object to this license and request that it be refused.

I am also disappointed to learn that Sainsbury's is making similar applications for its other outlets nearby and in other boroughs. The only benefit is to Sainsbury's bottom line. It is the local community and the emergency services who would have to pick up the cost and inconvenience if these licenses were approved.

Note

The content of this email has been sent to our local councillors, the local SNT, the heads of local schools, Hammersmith Police Station, local media outlets, local social media (e.g., Nextdoor and Facebook groups), and other relevant people and bodies.

Please kindly confirm receipt of this objection and please also confirm if and when a hearing is to take place so that I can attend and raise my objections in person.

Yours faithfully,

[Redacted signature]

[Redacted contact information]

[Redacted contact information]

From: [REDACTED]
Sent: Wednesday, October 9, 2024 1:48 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: tom machale <machale_tom@live.com>
Subject: Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application
2024/01507/LAPR

Dear Sir/Madam,

Re: Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application
2024/01507/LAPR

I am writing to object to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

The Law - Licensing objectives

As explained at page 6 of LBHF's 'Statement of Licensing Policy 2022-2027' the law provides a clear focus on the promotion of four statutory licensing objectives which must be promoted when licensing functions are undertaken. These are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and • The protection of children from harm.

Location and Current Situation

- Sainsbury's location on the Shepherd's Bush Road places it in the middle of a busy residential neighbourhood which also contains many hotels.
- There are numerous pre-nursery, primary and secondary schools within a short walk from the shop. Nearby Pre- and Primary schools include: Lena Gardens Primary, Flora Gardens Primary, Addison Primary, St Mary's Primary, Larmenier Primary, Bute House, École Française Jacques Prevert, One World Montessori, Two Hands Preschool, etc). Most of the children living locally travel to and from home by foot, often unaccompanied. Many other children arrive by bus and finish their journey on foot.
- There are numerous hostels and care centres in and around Shepherd's Bush Road catering for people with mental and addiction problems, the homeless and others.
- The area - and its local residents and shops - has a significant problem with street drinkers on the Shepherd's Bush Road, in adjacent streets and in larger nearby public areas such as outside the W12 Centre and at Brook Green (where drinking groups have recently established themselves day and night).
- Some local off licences on Shepherd's Bush Road are allowed to sell alcohol from 0800, but none can do so earlier. (Note: this in itself is too early. In 2008 or 2009, local residents and I successfully objected to and prevented any licenses being granted for

the sale of alcohol before 1100 by any premises in Shepherd's Bush Road as well as banning the sale of extra strength so-called 'ciders' and 'beers', such as White Lightning. This led to a significant improvement in achieving all the licensing objectives. We are surprised and concerned that LBHF allowed the changes in subsequent applications.)

In view of this situation, I object to the license being granted for the sale of alcohol before 0800 for the following 4 reasons:

1st Objection - This license will increase crime and disorder The 1st statutory licensing objective to prevent crime and disorder cannot be met. The relaxing of licensing hours to allow the sale of alcohol from 0700 is only likely to increase the risk of crime and disorder rather than reduce it.

In speaking with the owners of local premises licensed to sell alcohol from 0800 (which is still too early, in our opinion), they all said that (i) few if any purchasers at that hour were sober, or if they were sober they were seeking to drink immediately, (ii) street drinkers caused them problems, not least by stealing alcohol whenever possible. Despite LBHF's ban on drinking in public - which is rarely if ever enforced despite numerous daily incidents in this area by the same groups in the same places - people do drink in public, causing crime and disorder. The local police at Hammersmith Police Station can confirm this. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public disorder.

2nd Objection - This license will be at the expense of public safety The 2nd statutory licensing objective to promote public safety cannot be met. Local residents and shopkeepers with whom we have spoken confirm that they have been subject to, or have witnessed, provocative and/or aggressive and/or intimidating acts by street drinkers directed at all age groups from young children to elderly residents. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to ensure public safety.

3rd Objection - This license will increase the risk of public nuisance

The 3rd statutory licensing objective to prevent public nuisance cannot be met. Anyone who has lived or stayed in this area, whether for years or days, is aware of the constant nuisance caused by street drinkers. My own personal experience and that of others (including children) includes: seeing people defecating / urinating / vomiting in local streets regardless of who is around them, drunken abuse, intimidation of children and families walking to and from school, littering in gardens and on the street, genital exposure, aggressive behaviour, swearing, etc. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public nuisance.

4th Objection - This license does not help to protect children from harm The 4th statutory licensing objective to protect children from harm cannot be met. 'Harm' is not just restricted to physical harm (which is a crime and would fall under the 1st objection) but also includes psychological harm (e.g., fear, disgust, etc). My personal experience as well as that of local parents is that all our young children have witnessed drinkers locally being abusive and/or aggressive and/or exposing themselves and/or urinating/defecating/vomiting, etc. As stated above, this area benefits from numerous schools and the pupils attending those schools walk there from 0700 (or earlier) in the morning. To add earlier access to alcohol and to increase the risk of further alcohol consumption during this period cannot be reconciled with the objective to protect children from harm.

Conclusion

For the reasons above, I object to this license and request that it be refused. I am also disappointed to learn that Sainsbury's is making similar applications for its other outlets nearby and in other boroughs. The only benefit is to Sainsbury's bottom line. It is the local community and the emergency services who would have to pick up the cost and inconvenience if these licenses were approved.

Note

The content of this email has been sent to our local councillors, the local SNT, the heads of local schools, Hammersmith Police Station, local media outlets, local social media (e.g., Nextdoor and Facebook groups), and other relevant people and bodies.

Please kindly confirm receipt of this objection and please also confirm if and when a hearing is to take place so that I can attend and raise my objections in person.

Yours faithfully,

██
██
██

From: [REDACTED]
Sent: Wednesday, October 9, 2024 2:45 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection to licence application made my Sainsbury's on Shepherds Bush Road.

Dear Sir/Madam,

Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application 2024/01507/LAPR

I am writing to object to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

The Law - Licensing objectives

As explained at page 6 of LBHF's 'Statement of Licensing Policy 2022-2027' the law provides a clear focus on the promotion of four statutory licensing objectives which must be promoted when licensing functions are undertaken. These are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and
- The protection of children from harm.

Location and Current Situation

- Sainsbury's location on the Shepherd's Bush Road places it in the middle of a busy residential neighbourhood which also contains many hotels.
- There are numerous pre-nursery, primary and secondary schools within a short walk from the shop. Nearby Pre- and Primary schools include: Lena Gardens Primary, Flora Gardens Primary, Addison Primary, St Mary's Primary, Larmenier Primary, Bute House, École Française Jacques Prevert, One World Montessori, Two Hands Preschool, etc). Most of the children living locally travel to and from home by foot, often unaccompanied. Many other children arrive by bus and finish their journey on foot.
- There are numerous hostels and care centres in and around Shepherd's Bush Road catering for people with mental and addiction problems, the homeless and others.
- The area - and its local residents and shops - has a significant problem with street drinkers on the Shepherd's Bush Road, in adjacent streets and in larger nearby public areas such as outside the W12 Centre and at Brook Green (where drinking groups have recently established themselves day and night).
- Some local off licences on Shepherd's Bush Road are allowed to sell alcohol from 0800, but none can do so earlier. (Note: this in itself is too early. In 2008 or 2009, local residents and I successfully objected to and prevented any licenses being granted for the sale of alcohol before 1100 by any premises in Shepherd's Bush Road as well as banning the sale of extra strength so-called 'ciders' and 'beers', such as White Lightning. This led to a significant improvement in achieving all the licensing objectives.

We are surprised and concerned that LBHF allowed the changes in subsequent applications.)

In view of this situation, I object to the license being granted for the sale of alcohol before 0800 for the following 4 reasons:

1st Objection - This license will increase crime and disorder The 1st statutory licensing objective to prevent crime and disorder cannot be met. The relaxing of licensing hours to allow the sale of alcohol from 0700 is only likely to increase the risk of crime and disorder rather than reduce it.

In speaking with the owners of local premises licensed to sell alcohol from 0800 (which is still too early, in our opinion), they all said that (i) few if any purchasers at that hour were sober, or if they were sober they were seeking to drink immediately, (ii) street drinkers caused them problems, not least by stealing alcohol whenever possible. Despite LBHF's ban on drinking in public - which is rarely if ever enforced despite numerous daily incidents in this area by the same groups in the same places - people do drink in public, causing crime and disorder. The local police at Hammersmith Police Station can confirm this. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public disorder.

2nd Objection - This license will be at the expense of public safety The 2nd statutory licensing objective to promote public safety cannot be met. Local residents and shopkeepers with whom we have spoken confirm that they have been subject to, or have witnessed, provocative and/or aggressive and/or intimidating acts by street drinkers directed at all age groups from young children to elderly residents. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to ensure public safety.

3rd Objection - This license will increase the risk of public nuisance The 3rd statutory licensing objective to prevent public nuisance cannot be met. Anyone who has lived or stayed in this area, whether for years or days, is aware of the constant nuisance caused by street drinkers. My own personal experience and that of others (including children) includes: seeing people defecating / urinating / vomiting in local streets regardless of who is around them, drunken abuse, intimidation of children and families walking to and from school, littering in gardens and on the street, genital exposure, aggressive behaviour, swearing, etc. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public nuisance.

4th Objection - This license does not help to protect children from harm The 4th statutory licensing objective to protect children from harm cannot be met. 'Harm' is not

just restricted to physical harm (which is a crime and would fall under the 1st objection) but also includes psychological harm (e.g., fear, disgust, etc). My personal experience as well as that of local parents is that all our young children have witnessed drinkers locally being abusive and/or aggressive and/or exposing themselves and/or urinating/defecating/vomiting, etc. As stated above, this area benefits from numerous schools and the pupils attending those schools walk there from 0700 (or earlier) in the morning. To add earlier access to alcohol and to increase the risk of further alcohol consumption during this period cannot be reconciled with the objective to protect children from harm.

Conclusion

For the reasons above, I object to this license and request that it be refused. I am also disappointed to learn that Sainsbury's is making similar applications for its other outlets nearby and in other boroughs. The only benefit is to Sainsbury's bottom line. It is the local community and the emergency services who would have to pick up the cost and inconvenience if these licenses were approved.

Note

The content of this email has been sent to our local councillors, the local SNT, the heads of local schools, Hammersmith Police Station, local media outlets, local social media (e.g., Nextdoor and Facebook groups), and other relevant people and bodies.

Please kindly confirm receipt of this objection and please also confirm if and when a hearing is to take place so that I can attend and raise my objections in person.

Yours faithfully,

████████████████████
██

From: [REDACTED]
Sent: Thursday, October 10, 2024 9:12 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection of alcohol consumption Beginning at 7am - 2024/01570LAPR

Hi

We live on [REDACTED] and object to the application for Sainsbury's to extend its alcohol between the hours of 0700 and 2300 daily for the consumption off premises.

There is no need to sell alcohol as early as 7am in the morning and will only encourage the awful antisocial behaviour we have to endure at the moment which is at the top of our road due to alcohol.

Best wishes

[REDACTED]

From: [REDACTED]

Sent: Thursday, October 10, 2024 9:33 AM

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

Subject: Objection to licensing application 2024/01507/LAPR Sainsbury's



Dear Licensing team,

I strongly object to licensing application 2024/01507/LAPR being given to Sainsbury's on Shepherd's Bush Road to extend it's sale of alcohol.

I can't understand how our priorities are to support the pockets of big corporations rather than trying to promote a safe environment for our children where allowing for alcohol to be purchased for longer periods can only have a negative impact as it's clearly intended to facilitate selling to those already vulnerable and suffering from addiction.

I live very close to the Sainsbury's and we are constantly battling rubbish including empty bottles/cans of alcohol as well as the smell of urine on top of drunks hanging around the Sainsbury's itself.

There also appears to be a large number of people with addiction problems living in the hotels/hostels close by on Shepherd's Bush Road who can be quite intimidating and having a source of supply on their doorstep would make the situation worse not only for residents but for the police and staff who I'm sure are already struggling with issues such as theft which will only be exasperated by further access to alcohol.

Please take this into consideration and the damage it will cause which heavily outweighs any benefit of selling alcohol from 7am when we already have a huge issue with anti social behaviour because of alcohol and drug abuse in the area.

Kind regards,



From: [REDACTED]

Sent: Thursday, October 10, 2024 1:00 PM

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

Subject: Re: Objection to licensing application 2024/01507/LAPR Sainsbury's

Dear Lorna,

Thank you. My full address is:

[REDACTED]

[REDACTED]

Is it possible to also include [REDACTED] as part of the objection as he is in full support as well but just to save time in having to send another email?

[REDACTED]

From: [REDACTED]

Sent: Thursday, October 10, 2024 11:51 AM

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

Subject: Regarding license application 2024/01570/LAPR

Dear Licensing Team,

I am writing to formally object to the recent application by Sainsbury's on Shepherd's Bush Road to extend its alcohol sale hours to between 0700 and 2300 daily for consumption off the premises. As a local resident, I believe that granting this extension will have a detrimental impact on our community, setting a concerning precedent and undermining the current balance we have worked to maintain in the area.

Firstly, as far as I know no other shop along Shepherd's Bush Road, including existing off-licences, is permitted to sell alcohol as early as 7 a.m. Extending Sainsbury's hours would establish a precedent that may encourage other retailers to seek similar permissions, potentially leading to a proliferation of early-morning alcohol availability. This would erode the well-established norms in our neighbourhood, which are crucial in maintaining a calm and family-friendly atmosphere, particularly during morning hours when children and families are most active.

Furthermore, from a social standpoint, there is little justification for the sale of alcohol so early in the day. Increasing access to alcohol during these early hours could encourage public consumption, loitering, and anti-social behaviour, particularly when people are travelling to work or dropping off children at nearby schools. The local area has already seen its share of alcohol-related disturbances, and I fear this decision would exacerbate such problems, potentially leading to increased noise, litter, and other nuisances during what are typically quieter hours.

On a legal note, the licensing objectives under the Licensing Act 2003 aim to prevent public nuisance, crime, and disorder while promoting public safety and protecting children from harm. Extending alcohol sale hours in a family-oriented area, especially in the mornings, could directly contradict these objectives by increasing the risk of alcohol-related disruptions and exposing younger members of the community to unwanted influences.

In summary, I urge you to reject this application in order to safeguard the current community standards, ensure a balanced neighbourhood atmosphere, and prevent a negative domino effect from occurring in the local area.

Thank you for considering my concerns. I trust that you will prioritise the welfare of the local community in your decision.

Kind regards,

--

[Redacted]

[Redacted]

Sent: Thursday, October 10, 2024 12:58 PM

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

Subject: Re: Regarding license application 2024/01570/LAPR

Sure. My full address is

[Redacted]

[Redacted]

[Redacted]

[Redacted]

From: [REDACTED]
Sent: Thursday, October 10, 2024 12:15 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Application 2024/01570/LAPR

Dear Licensing Team,

I am writing to formally object to the recent application by Sainsbury's on Shepherd's Bush Road to extend its alcohol sale hours to between 0700 and 2300 daily for consumption off the premises. As a local resident, I believe that granting this extension will have a detrimental impact on our community, setting a concerning precedent and undermining the current balance we have worked to maintain in the area.

Firstly, no other shop along Shepherd's Bush Road, including existing off-licences, is permitted to sell alcohol as early as 7 a.m. Extending Sainsbury's hours would establish a precedent that may encourage other retailers to seek similar permissions, potentially leading to a proliferation of early-morning alcohol availability. This would erode the well-established norms in our neighbourhood, which are crucial in maintaining a calm and family-friendly atmosphere, particularly during morning hours when children and families are most active.

Furthermore, from a social standpoint, there is little justification for the sale of alcohol so early in the day. Increasing access to alcohol during these early hours could encourage public consumption, loitering, and anti-social behaviour, particularly when people are travelling to work or dropping off children at nearby schools. The local area has already seen its share of alcohol-related disturbances, and I fear this decision would exacerbate such problems, potentially leading to increased noise, litter, and other nuisances during what are typically quieter hours.

On a legal note, the licensing objectives under the Licensing Act 2003 aim to prevent public nuisance, crime, and disorder while promoting public safety and protecting children from harm. Extending alcohol sale hours in a family-oriented area, especially in the mornings, could directly contradict these objectives by increasing the risk of alcohol-related disruptions and exposing younger members of the community to unwanted influences.

In summary, I urge you to reject this application in order to safeguard the current community standards, ensure a balanced neighbourhood atmosphere, and prevent a negative domino effect from occurring in the local area.

Thank you for considering my concerns. I trust that you will prioritise the welfare of the local community in your decision.

Kind regards,

██████

From: ████████████████████
Sent: Thursday, October 10, 2024 1:22 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Application 2024/01570/LAPR

My address is

████████████████████
██████████
██████████
██████

From: [REDACTED]
Sent: Thursday, October 10, 2024 1:04 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Licensing Application 2024/01507/LAPR - Sainsburys

Dear LBHF Licensing,

I strongly object to the above application being granted to Sainsburys to extend it's sale of alcohol.

I cannot comprehend why a so called family grocer wants to sell alcohol from 7.00 am without any

consideration to the people living in an area where there is already considerable anti social behaviour

due to alcohol and drug abuse.

Living close to the vicinity, I frequently walk along Shepherds Bush Road in the mornings and opposite the

Sainsburys store on the corner of Anley Road there is already piles of rubbish, mainly beer cans and empty

spirit bottles and the stink of urine.

There also appears to be a large number of people with addiction problems living in the hotels/hostels

close by on Shepherds Bush Road and whilst I sympathise with their problems, they can be quite intimidating

and having source of supply on their doorstep would make the situation worse for everybody.

Thank you,

[REDACTED]

[REDACTED]
Sent: Thursday, October 10, 2024 4:27 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Licensing Application 2024/01507/LAPR - Sainsburys

Dear Lorna,

Thank you for your email.

My address is: [REDACTED]

Apologies for not including it earlier.

■■■■

From: ■■■■

Sent: Thursday, October 10, 2024 2:10 PM

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

Subject: 2024/01570/LAPR

Dear Licensing Team,

We have been residents of the brook green area for almost 10 years.

Our address is ■■■■.

I am writing to formally express my objection to the recent application by Sainsbury's on Shepherd's Bush Road to extend its alcohol sale hours to 07:00-23:00 daily for off-premises consumption.

As a local resident, I am concerned that this extension could negatively affect our community by disrupting the balance we've worked so hard to maintain and setting an unwelcome precedent.

To begin with, no other shop on Shepherds' Bush road, including existing off-licences is permitted to sell alcohol as early as 7a.m. Allowing Sainsbury's to do so would create a precedent that could encourage other retailers to seek similar approvals, possibly leading to increased-early morning alcohol sales.

This could undermine the established norms that help maintain a calm and family-friendly atmosphere in the neighbourhood, particularly during mornings when children and families are active.

From a social standpoint, our area is already dealing with regular alcohol-related disturbances and evening disruptions due to individuals consuming alcohol and engaging in antisocial behavior. Allowing this to continue would only exacerbate these problems, resulting in more noise and a decline in the safety of our community, especially for children who commute to school in the mornings. As a parent of three young children who make this daily commute, I am deeply concerned about their safety.

In conclusion, I urge you to reject this application to preserve our community, maintain the neighbourhood's balance and prevent potential negative ripple effects.

Thank you for considering my concerns. I trust that you will prioritise the well-being of the local community on your decision.

Sincerely yours,
Best Regards,

[REDACTED]
[REDACTED]

Sent: Thursday, October 10, 2024 1:41 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: License Application 2024/01570/LAPR

[REDACTED]

To whom it may concern

OBJECTION TO LICENCE APPLICATION

I live on [REDACTED] - off of Shepherds Bush Road and [REDACTED] question.

Mine and surrounding streets have been significantly impacted by anti-social behaviour brought about by drinking - predominantly, but not exclusively, by residents of nearby hostels including urinating in my street, shouting, swearing, and altercations with Sainsburys staff.

In the absence of any meaningful action being taken to remedy the already existing situation (by Sainsburys own staff, the neighbourhood team or the Police) I wish to object to this application in the strongest possible terms.

[REDACTED]
[REDACTED]
[REDACTED]

From: [REDACTED]
Sent: Thursday, October 10, 2024 5:20 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Extension to Sainsbury's Shepherds Bush Road licensing

Dear LBH&F Licensing Department,

I understand from my neighbours on [REDACTED] that the Sainsbury's Local on Shepherd's Bush Road has applied for an extension to its alcohol licence for consumption off the premises from 07.00 to 23.00 daily.

I strongly object to this extension on the grounds that the only people it would serve would be Sainsbury's and the local alcoholics. I have no objection to the current hours provided for the sale of alcohol, which are perfectly reasonable for normal consumption, but who would be buying alcohol at 07.00 in the morning for normal consumption?

I feel very sorry for people with an alcohol problem, but this extension will certainly not help them. And we already have an issue with drunks hanging around and peeing in the residential streets around Sainsbury's. So please do not agree to this application.

With kind regards,

[REDACTED]
[REDACTED]
[REDACTED]

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

From: [REDACTED]

Sent: Thursday, October 10, 2024 5:30 PM

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

Subject: 2024/01517/LAPR

[REDACTED]
[REDACTED]
[REDACTED]

Dear Licensing Team,

We are writing in respect of the application of Sainsburys Local - 48-50 Shepherds Bush Road - ref 2024/01517/LAPR. We are writing to formally object to the application to extend the sale of alcohol to start at 7am. This was proposed and rejected when the store opened some years ago and we do not believe there is any benefit to amending the current licence. In fact we strongly feel that the proposed extension would be extremely detrimental to the local community. In the past few years there has been a noticeable increase in street drinking and anti social behaviour (including public urinating) that the local police have been aware and have to tried to tackle. In addition there has been an increase in the dumping of used alcohol receptacles. We believe that the early sale of alcohol will only increase both. The reality is that it will mainly be the street drinkers who would want to and in fact be encouraged to purchase alcohol so early in the day. The area has a lot of families with children (as do we) and believe that this is not appropriate for the area, particularly when children are leaving to go to school. The area also has a number of hostels with people with addiction issues and the early opening would exacerbate the struggles that that they are dealing with.

We are also concerned that this will set a precedent for other licences premises on Shepherds Bush Road who currently have the same restrictions as Sainsburys.

This application seems to be a cynical ploy to put profit at the expense of the more unfortunate members of the population and the local community and as a family very close to the store respectively ask that this proposal is rejected.

Kind regards

[REDACTED]

From: [REDACTED]
Sent: Thursday, October 10, 2024 5:47 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Licensing Application 2024/01507/LAPR

Dear Sir/Madam,

Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application 2024/01507/LAPR

I am writing to object to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

The Law - Licensing objectives

As explained at page 6 of LBHF's 'Statement of Licensing Policy 2022-2027' the law provides a clear focus on the promotion of four statutory licensing objectives which must be promoted when licensing functions are undertaken.

These are:

- The prevention of crime and disorder; • Public safety; • The prevention of public nuisance; and
- The protection of children from harm.

Location and Current Situation

- Sainsbury's location on the Shepherd's Bush Road places it in the middle of a busy residential neighbourhood which also contains many hotels.
- There are numerous pre-nursery, primary and secondary schools within a short walk from the shop. Nearby Pre- and Primary schools include: Lena Gardens Primary, Flora Gardens Primary, Addison Primary, St Mary's Primary, Larmenier Primary, Bute House, École Française Jacques Prevert, One World Montessori, Two Hands Preschool, etc). Most of the children living locally travel to and from home by foot, often unaccompanied. Many other children arrive by bus and finish their journey on foot.
- There are numerous hostels and care centres in and around Shepherd's Bush Road catering for people with mental and addiction problems, the homeless and others.
- The area - and its local residents and shops - has a significant problem with street drinkers on the Shepherd's Bush Road, in adjacent streets and in larger nearby public areas such as outside the W12 Centre and at Brook Green (where drinking groups have recently established themselves day and night).
- Some local off licences on Shepherd's Bush Road are allowed to sell alcohol from 0800, but none can do so earlier. (Note: this in itself is too early. In 2008 or 2009, local residents and I successfully objected to and prevented any licenses being granted for the sale of alcohol before 1100 by any premises in Shepherd's Bush Road as well as banning the sale of extra strength so-called 'ciders' and 'beers', such as White Lightning. This led to a significant improvement in

achieving all the licensing objectives. We are surprised and concerned that LBHF allowed the changes in subsequent applications.)

In view of this situation, I object to the license being granted for the sale of alcohol before 0800 for the following 4 reasons:

1st Objection - This license will increase crime and disorder The 1st statutory licensing objective to prevent crime and disorder cannot be met. The relaxing of licensing hours to allow the sale of alcohol from 0700 is only likely to increase the risk of crime and disorder rather than reduce it.

In speaking with the owners of local premises licensed to sell alcohol from 0800 (which is still too early, in our opinion), they all said that (i) few if any purchasers at that hour were sober, or if they were sober they were seeking to drink immediately, (ii) street drinkers caused them problems, not least by stealing alcohol whenever possible.

Despite LBHF's ban on drinking in public - which is rarely if ever enforced despite numerous daily incidents in this area by the same groups in the same places - people do drink in public, causing crime and disorder. The local police at Hammersmith Police Station can confirm this. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public disorder.

2nd Objection - This license will be at the expense of public safety The 2nd statutory licensing objective to promote public safety cannot be met. Local residents and shopkeepers with whom we have spoken confirm that they have been subject to, or have witnessed, provocative and/or aggressive and/or intimidating acts by street drinkers directed at all age groups from young children to elderly residents. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to ensure public safety.

3rd Objection - This license will increase the risk of public nuisance

The 3rd statutory licensing objective to prevent public nuisance cannot be met. Anyone who has lived or stayed in this area, whether for years or days, is aware of the constant nuisance caused by street drinkers. My own personal experience and that of others (including children) includes: seeing people defecating / urinating / vomiting in local streets regardless of who is around them, drunken abuse, intimidation of children and families walking to and from school, littering in gardens and on the street, genital exposure, aggressive behaviour, swearing, etc. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public nuisance.

4th Objection - This license does not help to protect children from harm The 4th statutory licensing objective to protect children from harm cannot be met. 'Harm' is not just restricted to physical harm (which is a crime and would fall under the 1st objection) but also includes psychological harm (e.g., fear, disgust, etc). My personal experience as well as that of local

parents is that all our young children have witnessed drinkers locally being abusive and/or aggressive and/or exposing themselves and/or urinating/defecating/vomiting, etc. As stated above, this area benefits from numerous schools and the pupils attending those schools walk there from 0700 (or earlier) in the morning. To add earlier access to alcohol and to increase the risk of further alcohol consumption during this period cannot be reconciled with the objective to protect children from harm.

Conclusion

For the reasons above, I object to this license and request that it be refused.

I am also disappointed to learn that Sainsbury's is making similar applications for its other outlets nearby and in other boroughs. The only benefit is to Sainsbury's bottom line. It is the local community and the emergency services who would have to pick up the cost and inconvenience if these licenses were approved.

Note

The content of this email has been sent to our local councillors, the local SNT, the heads of local schools, Hammersmith Police Station, local media outlets, local social media (e.g., Nextdoor and Facebook groups), and other relevant people and bodies.

Please kindly confirm receipt of this objection and please also confirm if and when a hearing is to take place so that I can attend and raise my objections in person.

Yours faithfully,

██
██
██

From: [REDACTED]
Sent: Thursday, October 10, 2024 5:50 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Sainsbury's on the Shepherd's Bush Road - application to extend its alcohol sale hours - MY OBJECTION

From:

[REDACTED]
[REDACTED]
[REDACTED]

Dear LBHF

As you can see from my address I live very near Sainsbury's on the Shepherd's Bush Road and I am writing to formally object to the recent application by Sainsbury's on Shepherd's Bush Road to extend its alcohol sale hours to between 0700 and 2300 daily for consumption off the premises. As a local resident, I believe that granting this extension will have a detrimental impact on our community, setting a concerning precedent and undermining the current balance we have worked to maintain in the area.

Firstly, no other shop along Shepherd's Bush Road, including existing off-licences, is permitted to sell alcohol as early as 7 a.m. Extending Sainsbury's hours would establish a precedent that may encourage other retailers to seek similar permissions, potentially leading to a proliferation of early-morning alcohol availability. This would erode the well-established norms in our neighbourhood, which are crucial in maintaining a calm and family-friendly atmosphere, particularly during morning hours when children and families are most active.

Furthermore, from a social standpoint, there is little justification for the sale of alcohol so early in the day. Increasing access to alcohol during these early hours could encourage public consumption, loitering, and anti-social behaviour, particularly when people are travelling to work or dropping off children at nearby schools. The local area has already seen its share of alcohol-related disturbances, and I fear this decision would exacerbate such problems, potentially leading to increased noise, litter, and other nuisances during what are typically quieter hours.

On a legal note, the licensing objectives under the Licensing Act 2003 aim to prevent public nuisance, crime, and disorder while promoting public safety and protecting children from harm. Extending alcohol sale hours in a family-oriented area, especially in

the mornings, could directly contradict these objectives by increasing the risk of alcohol-related disruptions and exposing younger members of the community to unwanted influences.

In summary, I urge you to reject this application in order to safeguard the current community standards, ensure a balanced neighbourhood atmosphere, and prevent a negative domino effect from occurring in the local area.

Thank you for considering my concerns. I trust that you will prioritise the welfare of the local community in your decision.

Kind regards

████████████████████ ██████████

From: [REDACTED]
Sent: Thursday, October 10, 2024 6:17 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Sainsbury's Licensing Application

Dear Sir/Madam,

Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application 2024/01507/LAPR

I am writing to object to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

The Law - Licensing objectives

As explained at page 6 of LBHF's 'Statement of Licensing Policy 2022-2027' the law provides a clear focus on the promotion of four statutory licensing objectives which must be promoted when licensing functions are undertaken. These are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and • The protection of children from harm.

Location and Current Situation

- Sainsbury's location on the Shepherd's Bush Road places it in the middle of a busy residential neighbourhood which also contains many hotels.
- There are numerous pre-nursery, primary and secondary schools within a short walk from the shop. Nearby Pre- and Primary schools include: Lena Gardens Primary, Flora Gardens Primary, Addison Primary, St Mary's Primary, Larmenier Primary, Bute House, École Française Jacques Prevert, One World Montessori, Two Hands Preschool, etc). Most of the children living locally travel to and from home by foot, often unaccompanied. Many other children arrive by bus and finish their journey on foot.
- There are numerous hostels and care centres in and around Shepherd's Bush Road catering for people with mental and addiction problems, the homeless and others.
- The area - and its local residents and shops - has a significant problem with street drinkers on the Shepherd's Bush Road, in adjacent streets and in larger nearby public areas such as outside the W12 Centre and at Brook Green (where drinking groups have recently established themselves day and night).
- Some local off licences on Shepherd's Bush Road are allowed to sell alcohol from 0800, but none can do so earlier. (Note: this in itself is too early. In 2008 or 2009, local residents and I successfully objected to and prevented any licenses being granted for the sale of alcohol before 1100 by any premises in Shepherd's Bush Road as well as banning the sale of extra strength so-called 'ciders' and 'beers', such as White

Lightning. This led to a significant improvement in achieving all the licensing objectives. We are surprised and concerned that LBHF allowed the changes in subsequent applications.)

In view of this situation, I object to the license being granted for the sale of alcohol before 0800 for the following 4 reasons:

1st Objection - This license will increase crime and disorder The 1st statutory licensing objective to prevent crime and disorder cannot be met. The relaxing of licensing hours to allow the sale of alcohol from 0700 is only likely to increase the risk of crime and disorder rather than reduce it.

In speaking with the owners of local premises licensed to sell alcohol from 0800 (which is still too early, in our opinion), they all said that (i) few if any purchasers at that hour were sober, or if they were sober they were seeking to drink immediately, (ii) street drinkers caused them problems, not least by stealing alcohol whenever possible. Despite LBHF's ban on drinking in public - which is rarely if ever enforced despite numerous daily incidents in this area by the same groups in the same places - people do drink in public, causing crime and disorder. The local police at Hammersmith Police Station can confirm this. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public disorder.

2nd Objection - This license will be at the expense of public safety The 2nd statutory licensing objective to promote public safety cannot be met. Local residents and shopkeepers with whom we have spoken confirm that they have been subject to, or have witnessed, provocative and/or aggressive and/or intimidating acts by street drinkers directed at all age groups from young children to elderly residents. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to ensure public safety.

3rd Objection - This license will increase the risk of public nuisance The 3rd statutory licensing objective to prevent public nuisance cannot be met. Anyone who has lived or stayed in this area, whether for years or days, is aware of the constant nuisance caused by street drinkers. My own personal experience and that of others (including children) includes: seeing people defecating / urinating / vomiting in local streets regardless of who is around them, drunken abuse, intimidation of children and families walking to and from school, littering in gardens and on the street, genital exposure, aggressive behaviour, swearing, etc. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public nuisance.

4th Objection - This license does not help to protect children from harm The 4th statutory licensing objective to protect children from harm cannot be met. 'Harm' is not just restricted to physical harm (which is a crime and would fall under the 1st objection) but also includes psychological harm (e.g., fear, disgust, etc). My personal experience as well as that of local parents is that all our young children have witnessed drinkers locally being abusive and/or aggressive and/or exposing themselves and/or urinating/defecating/vomiting, etc. As stated above, this area benefits from numerous schools and the pupils attending those schools walk there from 0700 (or earlier) in the morning. To add earlier access to alcohol and to increase the risk of further alcohol consumption during this period cannot be reconciled with the objective to protect children from harm.

Conclusion

For the reasons above, I object to this license and request that it be refused. I am also disappointed to learn that Sainsbury's is making similar applications for its other outlets nearby and in other boroughs. The only benefit is to Sainsbury's bottom line. It is the local community and the emergency services who would have to pick up the cost and inconvenience if these licenses were approved.

Note

The content of this email has been sent to our local councillors, the local SNT, the heads of local schools, Hammersmith Police Station, local media outlets, local social media (e.g., Nextdoor and Facebook groups), and other relevant people and bodies.

Please kindly confirm receipt of this objection and please also confirm if and when a hearing is to take place so that I can attend and raise my objections in person.

Yours faithfully,

████████████████████
████████████████████
████████████████
████████████████

From: [REDACTED]
Sent: Thursday, October 10, 2024 11:13 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Licensing application 2024/01570/lapr

To whom it may concern.

I understand that the Sainsbury Local on Shepherds Bush Road is seeking to extend the hours when it is licensed to sell alcohol.

I am a near neighbour living in [REDACTED] and wish to object. The shop is already a magnet for beggars and others who threaten and intimidate passers by and shoppers and extending the hours it sells alcohol will only worsen the effect on the neighborhood.

Yours Sincerely

[REDACTED]
[REDACTED]
[REDACTED]

Dear Sir/Madam,

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

Comments were submitted at 12/10/2024 6:50 PM from [REDACTED].

Application Summary

Address: 48 - 50 Shepherd's Bush Road London W6 7PH

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 12/10/2024 6:50 PM I object strongly to the proposal to sell alcohol at this premises from 7am when the store opens. The reason that the store was prevented from selling alcohol originally before 11am related to the significant number of street drinkers congregating in Shepherds Bush Road. I believe that since then more hostels for the support of homeless people have opened in the vicinity and extending licensing hours works against the support of those vulnerable individuals and the charities running the hostels. The store already appears to have a full time security guard in place which indicates it's own concerns about some individuals visiting the shop.

My understanding is that the store is also prohibited from selling high strength low price alcohol and I believe that that restriction should be maintained.

In practice there is no 'need' for the shop to sell alcohol first thing in the

morning, it remains open until late evening so commuters can shop later in the day if necessary.

To allow this shop to extend its licensed hours would also be unfair to the other off-licenses in the locality, particularly sole traders on the Shepherds Bush Road who would still be restricted.

Regarding the use of local Sainsbury's by alcoholics and street drinkers, I comment from personal experience of an alcoholic family member who used a Sainsbury's local store (not this one) to purchase alcohol throughout the day. Restricting sales does not inconvenience those without a troubled relationship with alcohol but does help those people who do have one. This is an area where convenience can go too far.

I am disappointed that Sainsbury's is seeking this licence extension, which does not seem to be in the interest of the local neighbourhood and hope the Council will reject their application.

Dear Sir/Madam,

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

Comments were submitted at 13/10/2024 5:21 PM from [REDACTED]

Application Summary

Address: 48 - 50 Shepherd's Bush Road London W6 7PH

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

[REDACTED] [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 13/10/2024 5:21 PM I strongly object to the proposal to allow Sainsbury to sell alcohol from 7am when the shop opens. The licence was originally only granted to sell alcohol from 11am because of the large number of street drinkers that congregate on the Shepherd's Bush Road. There are now more hostels open in the area and on the Shepherd's Bush Road, and an increase in opening hours can only add to the temptations and difficulties of a greater number of those vulnerable people and those who are trying to support them.

The shop in question is open until 11pm so there is scope for commuters/those going out to work to purchase alcohol at other times of the day and there seems to be no obvious reason to permit alcohol sales early in the morning.

I note that the shop already employs a security guard at this store which implies that there are already problems, whether from street drinkers or thieves; allowing earlier alcohol sales and the likely greater use of the

store by those with alcohol problems earlier in the day cannot help this. Restrictions on making alcohol available from early in the morning can only help people with a difficult relationship with alcohol, with little impact on others; I say this based on my alcoholic brother's experience with a Sainsbury Local round the corner from him (elsewhere in the UK) where the ready availability of alcohol throughout the day only exacerbated his problems.

I do not believe that this request for an extended licence is in the interests of the local neighbourhood and therefore hope that this will be rejected by the Council.

From: [REDACTED]
Sent: Friday, October 11, 2024 7:07 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: license application 2024/01570/LAPR

Dear Licensing Team,

We am writing as we strongly object to the recent application by Sainsbury's on Shepherd's Bush Road to extend its alcohol sale hours to between 0700 and 2300 daily for consumption off the premises.

We live very close by & believe that granting this extension will have a detrimental impact on our community, & set a concerning precedent and undermine the current balance we have worked hard to maintain in the area.

No other shops along Shepherd's Bush Road are permitted to sell alcohol as early as 7 a.m.

Extending our local Sainsbury's hours would establish a precedent that may encourage others for a similar permission, potentially leading to a proliferation of early-morning alcohol availability, early morning public consumption, loitering, and general anti-social behaviour, (which sadly we already suffer from considerably)

The local area already has its share of alcohol-related disturbances, and we sincerely fear that granting this application would exacerbate such problems as listed above.

On a legal note, the licensing objectives under the Licensing Act 2003 aim to prevent public nuisance, crime, and disorder while promoting public safety and protecting children from harm. Extending alcohol sale hours in a family-oriented area, especially in the mornings, could directly contradict these objectives by increasing the risk of alcohol-related disruptions and exposing younger members of the community to unwanted influences.

All in all we urge you to reject this application in order to safeguard the current community standards, ensure a balanced neighbourhood atmosphere, and prevent a negative domino effect from occurring in the local area.

Thank you for considering our concerns. We trust that you will prioritise the welfare of the local community in your decision.

[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]
Please keep well & stay safe

From: [REDACTED]

Sent: Friday, October 11, 2024 7:25 PM

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

Subject: 2024/01570/LAPR - Objection to extension of licencing

Dear Hammersmith and Fulham

2024/01570/LAPR - Objection to extension of licencing

My home address is [REDACTED] and I live [REDACTED] from Sainsburys.

I am writing to object against the request for extension in alcohol licence (too sell alcohol from 7 am) for Sainsbury's on the following grounds:

1. The supermarket already has an alcohol licence that starts later in the day. Purchasing alcohol at 7 am does not offer community benefit. Residents are able to buy alcohol later in the day and so allowing much earlier purchase at 7 am will only attract antisocial behaviour.
2. There is already extensive antisocial behaviour around this shop with people begging and selling drugs (including at the end of Anley Road). Extending earlier licencing will encourage this further.
3. Some of the antisocial behaviour around Sainsbury's (e.g. begging) is from residents of Mungo's homeless shelters on Shepherds Bush road – and we have extensively complained to them about it. It is unfair to those residents of these hostels to provide them with greater access to alcohol at unreasonable times of day. This is a negative public health intervention for vulnerable people.
4. No other shops on Shepherds Bush Road have a licence for selling alcohol at 7 am – and this precedent will mean others will follow.

I implore you to make reasonable rejection of this application on these grounds

[REDACTED]

From: [REDACTED]
Sent: Friday, October 11, 2024 7:54 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Licensing application 2024/01570/LAPR

Dear Licensing Team,

I am writing to object to Sainsbury's application to extend its alcohol sale hours on Shepherd's Bush Road from 7:00 a.m. to 11:00 p.m. daily. As a local resident, I believe this change would negatively impact our community.

No other shop along the road, including off-licences, is permitted to sell alcohol as early as 7:00 a.m., and allowing Sainsbury's to do so could set a precedent for others to follow. This could lead to increased early-morning alcohol availability, which would disrupt the current balance in our family-friendly neighbourhood.

There is little need for alcohol sales that early in the day, and I am concerned that this could lead to more public drinking, loitering, and antisocial behaviour, especially during school drop-off hours. Our area has already dealt with alcohol-related disturbances, and this decision could worsen those issues.

Under the Licensing Act 2003, the objectives are to prevent public nuisance and crime, and protect children from harm. Extending these hours contradicts those aims, particularly in a family-oriented area like ours.

I urge you to reject this application to maintain the community's standards and atmosphere.

Thank you for considering my concerns.

Kind regards,

[REDACTED]
[REDACTED]

From: [REDACTED]

Sent: Monday, October 14, 2024 10:23 PM

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

Subject: Objection to licensing application 2024/01507/LAPR Sainsbury's

Dear Licensing team,

I strongly object to licensing application 2024/01507/LAPR being given to Sainsbury's on Shepherd's Bush Road to extend it's sale of alcohol.

I can't understand how our priorities are to support the pockets of big corporations rather than trying to promote a safe environment for our children where allowing for alcohol to be purchased for longer periods can only have a negative impact as it's clearly intended to facilitate selling to those already vulnerable and suffering from addiction.

I live very close to the Sainsbury's and we are constantly battling rubbish including empty bottles/cans of alcohol as well as the smell of urine on top of drunks hanging around the Sainsbury's itself.

There also appears to be a large number of people with addiction problems living in the hotels/hostels close by on Shepherd's Bush Road who can be quite intimidating and having a source of supply on their doorstep would make the situation worse not only for residents but for the police and staff who I'm sure are already struggling with issues such as theft which will only be exasperated by further access to alcohol.

Please take this into consideration and the damage it will cause which heavily outweighs any benefit of selling alcohol from 7am when we already have a huge issue with anti social behaviour because of alcohol and drug abuse in the area.

My address for logging this objection [REDACTED]

Regards,
[REDACTED]

From: [REDACTED]
Sent: 13 October 2024 17:45
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: 2024/01507/LAPR

I am writing to object strongly to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

In a mainly residential area with many children we do not need any encouragement for more antisocial behaviour on the street.

There is already a huge problem with drugs, homeless people and aggressive alcoholics and for all people who are in the area, children, teenagers and adults it is becoming intolerable. Please do not let Sainsbury's make this even more so.

Thank you.

I trust common sense will prevail.

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 16 October 2024 12:16
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: 2024/01507/LAPR

Hello my address is

[REDACTED]
[REDACTED]
[REDACTED].
[REDACTED]

From: [REDACTED]

Sent: 18 October 2024 13:51

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

Cc: Cllr Daly Jacolyn: H&F <Jacolyn.Daly@lbhf.gov.uk>; Cllr Melton Ross: H&F <Ross.Melton@lbhf.gov.uk>

Subject: Objection to Licensing Application: 2024/01507/LAPR

Dear H&F Lisencing Team,
(cc Addison Ward councillors)

Please find attached my objection to the application 2024/01507/LAPR.

Best wishes,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Adrian Overton

Licensing Team Manager

London Borough of Hammersmith & Fulham

18/10/2024

Dear Adrian Overton,

OBJECTION to Application: 2024/01507/LAPR

Premises Licence: 48-50 Shepherd's Bush Road, London W6 7PH

I am a resident of [REDACTED], [REDACTED]

[REDACTED] I strongly object to the above application to extend the licencing hours at this local Sainsbury's supermarket.

We have a serious issue with drunken and anti-social behaviour in our neighbourhood, particularly on Shepherd's Bush Green, with congregations of

individuals causing disturbances, drinking alcohol and using drugs. We frequently have individuals trespassing into the front garden of Granville Mansions to urinate, drink alcohol and use drugs, since the surrounding fencing allows them to hide from any onlookers and police officers.

As a parent to a 7-year-old child, I am increasingly concerned about the deteriorating safety of our neighbourhood. Selling alcohol in the early hours, as proposed by this licencing extension, would mainly cater to those with alcohol dependency, and is therefore not in the interests of residents. We walk to my son's local primary school on Brook Green, a daily journey that takes us immediately in front of this particular Sainsbury's. Therefore, this proposal risks exposing him and many other young families to even further drunken and disorderly behaviour.

For all the above reasons, I strongly object to this application and request for the Council to refuse the proposed extension of licensing hours at this Sainsbury's supermarket (2024/01507/LAPR).

Yours sincerely,

[Redacted signature]

[Redacted address line 1]

[Redacted address line 2]

[Redacted address line 3]

[Redacted address line 4]