

# Licensing Sub-Committee

## Agenda

Monday 27 January 2025 at 6.30 pm

This meeting will be held remotely

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

### MEMBERSHIP

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

**CONTACT OFFICER:** Charles Francis  
Committee Co-ordinator  
Governance and Scrutiny  
Tel: 07776 672945  
E-mail: Charles.Francis@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](https://youtube.com/hammersmithandfulham)

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

Date Issued: 16 January 2025

# Licensing Sub-Committee Agenda

27 January 2025

<u>Item</u>		<u>Pages</u>
<b>1.</b>	<b>APOLOGIES FOR ABSENCE</b>	
<b>2.</b>	<b>DECLARATIONS OF INTEREST</b>	
	<p>If a Councillor has a disclosable pecuniary interest in a particular item, whether or not it is entered in the Authority's register of interests, or any other significant interest which they consider should be declared in the public interest, they should declare the existence and, unless it is a sensitive interest as defined in the Member Code of Conduct, the nature of the interest at the commencement of the consideration of that item or as soon as it becomes apparent.</p> <p>At meetings where members of the public are allowed to be in attendance and speak, any Councillor with a disclosable pecuniary interest or other significant interest may also make representations, give evidence or answer questions about the matter. The Councillor must then withdraw immediately from the meeting before the matter is discussed and any vote taken.</p> <p>Where Members of the public are not allowed to be in attendance and speak, then the Councillor with a disclosable pecuniary interest should withdraw from the meeting whilst the matter is under consideration. Councillors who have declared other significant interests should also withdraw from the meeting if they consider their continued participation in the matter would not be reasonable in the circumstances and may give rise to a perception of a conflict of interest.</p> <p>Councillors are not obliged to withdraw from the meeting where a dispensation to that effect has been obtained from the Standards Committee.</p>	
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# Agenda Item 3

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## 1. THE APPLICATION

On the 16<sup>th</sup> October 2024, the Licensing Authority received a valid application for a new premises licence in respect of the premises known as Popeye's, 348 North End Road, London, SW6 1NB submitted by Mr Mark Browning of BA Law, on behalf of PLK Chicken UK Limited ('the applicant').

### 1.1 Application Requested

The applicant has applied for a premises licence to permit late night refreshment indoors and outdoors as outlined below:

#### The Provision of Late-Night Refreshment - Indoors and Outdoors

Monday to Sunday 23.00 to 02:00

#### Hours Premises is Open to the Public

Monday to Sunday 07:00 to 02:30

A copy of the application form and plan can be seen on pages **15-37** of this report.

On the 24<sup>th</sup> October 2024, following receipt of the Environmental Protection teams' representation, the applicant agreed to reduce the hours applied to as follows:

#### Provision of Late-Night Refreshment - Indoors and Outdoors

Sunday to Wednesday 23:00 until 00:00

Thursday to Saturday 23:00 until 01:00

#### Provision of Late-Night Refreshment - Outdoors Only

Sunday to Wednesday 00:00 until 01:00 (deliveries only – no access to members of the public)

Thursday to Saturday 01:00 until 02:00 (deliveries only - no access to members of the public)

#### Hours Premises is Open to the Public

Sunday to Wednesday 07:00 until 00:00

Thursday to Saturday 07:00 until 01:00

A copy of the relevant correspondence can be seen on pages **38-45** of this report.

### 1.2 Applicants Operating Schedule

The applicant has proposed a number of additional steps to promote the four licensing objectives in their operating schedule, if the application is granted. A copy of this can be seen on pages **34-36** of this report.

## **2. BACKGROUND**

The main access to the premises is located on North End Road. There is a mixture of commercial and residential premises within the area. A map showing the location of the premises and neighbouring licensed premises can be seen on pages **46-51** of this report.

There are several options for transport away from the area including buses and taxis which run from in and around the North End Road area. Fulham Broadway tube station is a 6-minute walk away, West Brompton tube station is a 14-minute walk away and Parsons Green tube station is a 15-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 twenty-one representations objecting to the licence application.

One representation was received from John Garcia of the Environmental Protection team, objecting to the licence application. A copy of the representation can be seen on pages **52-54** of this report.

One representation was received on behalf of the Barclay Road Conservation Area Neighbourhood Watch ("Barclay Road Residents"), one representation was received on behalf of the Vanston Place Management Company, one representation was received on behalf of the Co-Chair of Walham Green Ward Panel, one representation was received on behalf of the Secretary of the Fulham Island Residents Association ("FIRA"), and sixteen representations were received from local residents, all objecting the license application. A copy of the representations can be seen on pages **55-99** of this report.

On 5<sup>th</sup> December 2024, the Licensing Team sent an email to all objectors with the reduction of hours mentioned in section 1.1 of the report. A copy of the correspondence and responses can be seen on pages **100-106** of this report.

## **4. OTHER INFORMATION**

### **4.1 Enforcement History**

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

## **4.2 Temporary Event Notices (“TENs”)**

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

## **5. POLICY CONSIDERATIONS**

**5.1** Section 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** Policy 1 pages 18 of the SLP states that applicants are expected to undertake a local area risk assessment as part of any licensing application.

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’.

**5.4** Policy 3 page 21 of the SLP states that where there is a relevant representation, the Licensing Authority will consider each particular case on its merits having regard in particular to the following matters:

- a) Whether the licensed activities are likely to have an adverse impact especially on local residents and, if there is potential to have an adverse impact, what, if any, appropriate measures will be put in place to prevent it;
- b) Whether there will be a substantial increase in the cumulative adverse impact from these or similar activities, on an adjacent residential area;
- c) Whether there is a suitable level of public transport accessibility to and from the premises at the appropriate times;
- d) Whether the activity will be likely to lead to a harmful and unmanageable increase in car parking demand in surrounding residential streets suffering high levels of parking stress or on roads forming part of the Strategic London Road Network or the London Bus Priority Network leading to a negative impact on the Licensing Objectives relating to the prevention of crime, disorder, anti-social behaviour (ASB), nuisance and vehicle emissions;
- e) Whether there have been any representations made by Responsible Authorities, or other relevant agency or representative.

The Licensing Authority will closely scrutinise extended hours applications to ensure that the Licensing Objectives are met. In determining an application, the licensing committee might decide that the circumstances are such that a restriction on hours is the only appropriate means to achieve the Licensing Objectives. If an ‘hours’ restriction is imposed, the Licensing Authority will normally require that customers should be allowed a minimum of thirty minutes to consume alcohol.

To act as a guide for new or existing operators we have set out the suggested closing times for licensed premises below:

<b>Type of premises</b>	<b>Town centres</b>	<b>Mixed use areas</b>	<b>Residential areas</b>
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Late night refreshment premises (Takeaways)	Fri – Sat 01:00 Sun – 00:00	Fri – Sat 01:00 Mon - Thurs 00:00 Sun – 23:00	Not considered Appropriate
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**5.5** Policy 4 pages 22 and 23 of the SLP states that in determining an application where there has been a relevant representation the Licensing Authority will, where appropriate, take into account the cumulative effect of the number, type and density of licensed premises already existing in the area. Consideration will be given to the proximity to any drug and alcohol treatment site, A&E department or homeless hostel in a local area type remit i.e. 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:

- Police and other enforcement of the normal law concerning disorder and anti-social behaviour.
- Police powers to close down instantly any licensed premises or temporary events on grounds of disorder, the likelihood of disorder or excessive noise emanating from the premises, for up to 24 hours.
- The power of the police, other responsible authorities, a local resident, business or Councillor to seek a review of the licence or certificate in question.
- Police and Local Authority power to issue a Closure Notice for up to 48 hours where serious antisocial behaviour is taking place at licensed premises under the Anti-social Behaviour, Crime and Policing Act 2014.
- To ensure that residents are protected from the negative impact of late-night local licensing activities the Licensing Authority may decide to adopt an Area Specific Cumulative Impact Policy in relation to a specific area; where the number, type and density of premises providing licensable activities is having a serious negative impact on the local community and local amenities.

**5.6** Policy 11 pages 29 to 30 of the SLP states that Licensing law is not the primary mechanism for the general control of nuisance and anti-social behaviour caused by people once they are away from the licensed premises and, therefore, beyond the direct control of the licensee. However, licensing is a key aspect of such control and licensing law is part of a holistic approach to the management of the nighttime 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.

**5.7** Policy 13 pages 31 and 32 of the SLP in relation to alignment with planning states that despite Licensing and Planning being under different legislation, the Licensing Authority will ensure that the licensing regime is in line with the planning regime in Hammersmith & Fulham as far as is possible.

The local planning authority has powers to control opening times of all new establishments seeking planning permission, where harm might occur. A link to the Planning web page to make a planning application, to find out about planning rules and policy and our regeneration projects, is below:

<https://www.lbhf.gov.uk/planning>

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

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

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

**5.8** Policy 14 pages 32 and 33 of the SLP states that the Licensing Authority expects licence applications for delivery services, which include late night refreshment after 11pm or the delivery of alcohol, to consider how to reduce public nuisance related to delivery vehicles, ensure the security of premises and delivery drivers and to protect children.

Since the last Statement of Licensing Policy there have been an increasing number of applications for licences relating to delivery services, these tend to fall into three groups:

- Premium specialist product mail-order type services;
- Food delivery services (both meal and grocery) that include alcohol delivery but are primarily food lead; and,
- Convenience type alcohol delivery services that are targeted at convenience for those drinking at home.

Although these types of services are not provided for in the Licensing Act 2003 or in the s182 guidance in any way differently from other licensed premises they do provide

their own unique circumstances that need to be addressed. In particular the Licensing Authority has concerns with the potential for the following:

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

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

- Alcohol shall only be delivered to a residential or business address and not to a public place.
- Appropriate security will be in place at the premises as agreed with Police.
- Measures for minimising noise and disturbance and anti-social behaviour (ASB) caused by the dispatch of deliveries to be identified in the operating schedule. In particular applicants are expected to consider the use of electric vehicles to minimise air pollution and noise. The Licensing Authority expects that applicants will make arrangements for all deliveries after 8 pm to be made using electric vehicles or non-motorised vehicles i.e. bicycles.
- A requirement for a specific delivery collection area to be made clear to any third-party delivery service. This area may not be directly outside the licensed premises to take account of any residential accommodation close by or obstructing the pavement/highways.

**5.9** <sup>(OBJ)</sup> Policy 16 pages 33 and 34 of the SLP in relation to the safety of women and girls in a licensed setting states the Licensing Authority expects licence applications to specifically include measures to ensure the safety of women and girls in licensed premises.

The Licensing Authority will use its powers to regulate the night-time economy, both with specific regard to spiking incidents and more generally in relation to violence against women and girls. This may include:

- a) Using the Licensing Authority's powers to impose conditions or revoke premises licenses, where venues do not take sufficient measures to protect and provide support to customers in spiking incidents;
- b) Considering the prevalence, prevention and reporting of sexual harassment and misconduct and gender-based violence in licensed premises.
- c) Requiring the presence of suitably trained and accredited door staff,
- d) Require presence of CCTV, or to introduce entry searches for example.

Licence applicants and existing licence holders are encouraged to include in their operating schedules clear policies relating to potential abuse or violence against women and girls.

This would include, but is not limited to the 'Ask for Angela' programme, Welfare and Vulnerability Engagement' training package (WAVE) for staff to identify and assist women and girls being at risk or being subjected to violence, and the implementation of clear policies in the premises on preventing and addressing violence against women and girls. The Licensing Authority would also encourage off licensed premises to take part in the Ask for Angela scheme in an effort to increase the visible promotion of the scheme in all licensed premises across the borough.

Implementing these measures, particularly for on-licence premises, providing training for staff to increase awareness and provide skills and tools for identifying and assisting when it is at risk of happening or is happening, and having clear policies against violence against women and girls provide a solid basis for addressing the issue when it occurs in licensed premises. Furthermore, having policies on staff reporting incidents to Police and Council officers will help to ensure that these incidents are addressed.

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

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

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

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

k) **dispersal procedures** - establishing appropriate dispersal procedures to minimise the potential for crime and disorder when customers are leaving the premises.

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.

m) **door staff** - considering whether the premises employs enough SIA registered door staff, whether Door Premises Supervisors check the legitimacy of the badges and whether SIA staff display their badges prominently. (Note: All door supervisors must be Security Industry Authority (SIA) registered).

n) **drugs and weapons** - ensuring compliance with relevant guidance regarding illegal drugs and weapons. Attention should be paid to search procedures, procedures for the safe storage and surrender of seized drugs and weapons and drug awareness issues, designing out the ability to take drugs in the premises, etc.

**5.9** Annex 1 pages 37 to 38 of the SLP in relation to the prevention of 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. This is expected to include:

a) Maximum occupancy limits will be specified on the licence only where necessary for the promotion of public safety or the prevention of disorder. Where a capacity limit is already specified in a fire risk assessment, the Licensing Authority will not normally include that limit as a licence condition.

c) The Licensing Authority will, where appropriate, attach conditions to a licence to ensure public safety, dealing with, but not limited to, the following:

- i. Checks on equipment at specified intervals, e.g. gas safety checks;
- ii. Standards to be maintained, e.g. temporary electrical installations to comply with British Standards;
- iii. The number of people on the premises to ensure it is appropriate having regard to the activities taking place and reliable ways of counting the number;
- iv. The use of door supervisors to manage the entrance and exit from the premises and to protect public safety as customers leave the premises;
- v. The provision of air conditioning and ventilation;

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.

**g) getting home safely** - providing information to customers and staff (including contact telephone numbers) regarding safer options available for travelling home late at night - including night buses, licensed taxis and private hire (mini-cabs).

**h) overcrowding** - developing policies and procedures regarding capacity to prevent overcrowding and patrons possibly becoming aggressive.

**i) premises environment** - applicants should consider the physical environment of the premises and have regard to issues that could increase the likelihood of patrons becoming agitated or aggressive. This may include procedures regarding door supervision, identification and management of drunken customers and issues of overcrowding and capacity, which may result in patrons becoming aggressive or rowdy.

**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 particularly consider the following matters where they are material to the individual application:

- ii. The proximity of residential accommodation;
- iii. The type of use proposed, including the likely numbers of customers, proposed hours of operation and the frequency of activity;
- iv. The steps taken or proposed to be taken by the applicant to prevent noise and vibration escaping from the premises, including music, noise from ventilation equipment, and human voices. Such measures may include the installation of soundproofing, air conditioning, acoustic lobbies and sound limitation devices;
- v. The steps taken or proposed to be taken by the applicant to prevent disturbance by customers arriving at or leaving the premises.
- viii. The steps taken or proposed to be taken by the applicant to prevent queuing (either by pedestrian or vehicular traffic). If some queuing is inevitable then queues should be diverted away from neighbouring premises or be otherwise managed to prevent disturbance or obstruction;
- ix. The steps taken or proposed to be taken by the applicant to ensure staff leave the premises quietly;

- x. The arrangements made or proposed for parking by patrons, and the effect of parking by patrons on local residents;
- xi. The provision for public transport in the locality (including taxis and private hire vehicles) for patrons;
- xii. The level of likely disturbance from associated vehicular and pedestrian movement to and from the premises;
- xiii. The delivery and collection areas and delivery/collection times;
- xv. The arrangements for refuse disposal, storage and the prevention/tidying of litter (including fly posters and illegal placards);
- xviii. The generation of odour, e.g. from the preparation of food;
- xix. Any other relevant activity likely to give rise to nuisance;
- xx. Any representations made by the Police, or other relevant agency or representative;

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

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

k) **Late night refreshment** - applicants in respect of late night takeaways should demonstrate that they have assessed the risk of persons congregating in large numbers in the vicinity of their premises. Where appropriate, applicants should demonstrate suitable measures to address this problem.

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

n) **External Areas** – External areas such as gardens can be the source of noise disturbance to surrounding premises. Consider limiting the use of the garden to a reasonable time and number of people.

o) **Odour** – odour from cooking is a common source of complaint, particularly from restaurants and fast[1]food takeaways. The Council's Noise and Nuisance Service may therefore require evidence that the kitchen ventilation and/or extract systems are regularly maintained and serviced to ensure that it is operating efficiently and with minimal nuisance to neighbours arising from odour and also noise. This includes the siting of BBQs.

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

q) **Ventilation** – where regulated entertainment is to be provided there may be a requirement to keep doors and/or windows closed during its provision to limit noise breakout, consider therefore the provision of air conditioning for the comfort of your customers if doors and windows have to be closed during the summer. However, also note air conditioning can be the source of noise complaints in itself, so careful consideration also needs to be given to the siting of this equipment.

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 page 40 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.

## **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

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

**PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST**

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

You may wish to keep a copy of the completed form for your records.

**I/We** PLK CHICKEN UK LIMITED

*(Insert name(s) of applicant)*

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

**Part 1 – Premises details**

Postal address of premises or, if none, ordnance survey map reference or description POPEYES 348 North End Road			
<b>Post town</b>	LONDON	Postcode	<b>SW6 1NB</b>

Telephone number at premises (if any)	
Non-domestic rateable value of premises	<b>34250</b>

**Part 2 - Applicant details**

Please state whether you are applying for a premises licence as      Please tick as appropriate

- a) an individual or individuals \*       please complete section (A)
- b) a person other than an individual \*
  - i as a limited company/limited liability partnership       please complete section (B)
  - ii as a partnership (other than limited liability)       please complete section (B)
  - iii as an unincorporated association or       please complete section (B)
  - iv other (for example a statutory corporation)       please complete section (B)
- c) a recognised club       please complete section (B)
- d) a charity       please complete section (B)

- e) the proprietor of an educational establishment  please complete section (B)
- f) a health service body  please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales  please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England  please complete section (B)
- h) the chief officer of police of a police force in England and Wales  please complete section (B)

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

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

**(A) INDIVIDUAL APPLICANTS** (fill in as applicable)

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

**SECOND INDIVIDUAL APPLICANT** (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
-----------------------------	------------------------------	-------------------------------	-----------------------------	--------------------------------	--



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

**(B) OTHER APPLICANTS**

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

Name PLK CHICKEN UK LIMITED
Address 27 Old Gloucester Street, London, United Kingdom, WC1N 3AX
Registered number (where applicable) 13135583
Description of applicant (for example, partnership, company, unincorporated association etc.) PRIVATE LIMITED COMPANY
Telephone number (if any) 0207 993 4040
E-mail address (optional) mbrowning@balaw.co.uk

**Part 3 Operating Schedule**

When do you want the premises licence to start?

DD	MM	YYYY
<input type="text"/>	<input type="text"/>	<input type="text"/>

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

DD	MM	YYYY
<input type="text"/>	<input type="text"/>	<input type="text"/>

<p>Please give a general description of the premises (please read guidance note 1)</p> <p><a href="https://popeyesuk.com/our-story">https://popeyesuk.com/our-story</a> See above. Popeyes is a Louisiana chicken restaurant serving nationwide in the UK.</p> <p>Popeyes DOES NOT SERVE ALCOHOL. This application is for the supply of hot food and drink only (Late Night Refreshment "LNR")</p> <p>Popeyes is requesting LNR until 2am daily.</p>
--

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

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

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

Provision of regulated entertainment (please read guidance note 2)

Please tick all that apply

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

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

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

**In all cases complete boxes K, L and M**

**A**

<b>Plays</b> Standard days and timings (please read guidance note 7)			<b><u>Will the performance of a play take place indoors or outdoors or both – please tick</u></b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<b><u>Please give further details here</u></b> (please read guidance note 4)		
Tue			<b><u>Please give further details here</u></b> (please read guidance note 4)		
Wed			<b><u>State any seasonal variations for performing plays</u></b> (please read guidance note 5)		
Thur			<b><u>State any seasonal variations for performing plays</u></b> (please read guidance note 5)		
Fri			<b><u>Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6)		
Sat					
Sun					

## B

<b>Films</b> Standard days and timings (please read guidance note 7)			<b>Will the exhibition of films take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<b>Please give further details here</b> (please read guidance note 4)		
Tue					
Wed			<b>State any seasonal variations for the exhibition of films</b> (please read guidance note 5)		
Thur					
Fri			<b>Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list</b> (please read guidance note 6)		
Sat					
Sun					

C

<b>Indoor sporting events</b> Standard days and timings (please read guidance note 7)			<b><u>Please give further details</u></b> (please read guidance note 4)
Day	Start	Finish	
Mon			
Tue			<b><u>State any seasonal variations for indoor sporting events</u></b> (please read guidance note 5)
Wed			<b><u>Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6)
Thur			
Fri			
Sat			
Sun			

**D**

<b>Boxing or wrestling entertainments</b> Standard days and timings (please read guidance note 7)			<b><u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</u></b> (please read guidance note 3)	Indoors	<input type="checkbox"/>																							
				Outdoors	<input type="checkbox"/>																							
<table border="1"> <thead> <tr> <th>Day</th> <th>Start</th> <th>Finish</th> </tr> </thead> <tbody> <tr> <td>Mon</td> <td></td> <td></td> </tr> <tr> <td>Tue</td> <td></td> <td></td> </tr> <tr> <td>Wed</td> <td></td> <td></td> </tr> <tr> <td>Thur</td> <td></td> <td></td> </tr> <tr> <td>Fri</td> <td></td> <td></td> </tr> <tr> <td>Sat</td> <td></td> <td></td> </tr> <tr> <td>Sun</td> <td></td> <td></td> </tr> </tbody> </table>				Day	Start	Finish	Mon			Tue			Wed			Thur			Fri			Sat			Sun			Both
Day	Start	Finish																										
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			<b><u>Please give further details here</u></b> (please read guidance note 4)																									
			<b><u>State any seasonal variations for boxing or wrestling entertainment</u></b> (please read guidance note 5)																									
			<b><u>Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6)																									

**E**

<b>Live music</b> Standard days and timings (please read guidance note 7)			<b>Will the performance of live music take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<b>Please give further details here</b> (please read guidance note 4)		
Tue					
Wed			<b>State any seasonal variations for the performance of live music</b> (please read guidance note 5)		
Thur					
Fri			<b>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</b> (please read guidance note 6)		
Sat					
Sun					



**F**

<b>Recorded music</b> Standard days and timings (please read guidance note 7)			<b><u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u></b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<b><u>Please give further details here</u></b> (please read guidance note 4)		
Tue			<b><u>Please give further details here</u></b> (please read guidance note 4)		
Wed			<b><u>State any seasonal variations for the playing of recorded music</u></b> (please read guidance note 5)		
Thur			<b><u>State any seasonal variations for the playing of recorded music</u></b> (please read guidance note 5)		
Fri			<b><u>Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6)		
Sat					
Sun					

# G

Performances of dance Standard days and timings (please read guidance note 7)			<b><u>Will the performance of dance take place indoors or outdoors or both – please tick</u></b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Mon			<b><u>Please give further details here</u></b> (please read guidance note 4)		
Tue			<b><u>Please give further details here</u></b> (please read guidance note 4)		
Wed			<b><u>State any seasonal variations for the performance of dance</u></b> (please read guidance note 5)		
Thur			<b><u>State any seasonal variations for the performance of dance</u></b> (please read guidance note 5)		
Fri			<b><u>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6)		
Sat			<b><u>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6)		
Sun			<b><u>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6)		

# H

<b>Anything of a similar description to that falling within (e), (f) or (g)</b> Standard days and timings (please read guidance note 7)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	<b><u>Will this entertainment take place indoors or outdoors or both – please tick</u></b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			<b><u>Please give further details here</u></b> (please read guidance note 4)		
Wed					
Thur			<b><u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u></b> (please read guidance note 5)		
Fri					
Sat			<b><u>Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6)		
Sun					

**I**

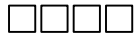
<b>Late night refreshment</b> Standard days and timings (please read guidance note 7)			<b>Will the provision of late night refreshment take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input checked="" type="checkbox"/>
Day	Start	Finish	<b><u>Please give further details here</u></b> (please read guidance note 4)		
Mon	2300	0200			
Tue	2300	0200			
			<b><u>State any seasonal variations for the provision of late night refreshment</u></b> (please read guidance note 5)		
Wed	2300	0200			
Thur	2300	0200			
			<b><u>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list</u></b> (please read guidance note 6)		
Fri	2300	0200			
Sat	2300	0200			
Sun	2300	0200			

**J**

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 7)			<b>Will the supply of alcohol be for consumption – please tick</b> (please read guidance note 8)	On the premises	<input type="checkbox"/>			
				Off the premises	<input type="checkbox"/>			
				Both	<input type="checkbox"/>			
Day	Start	Finish	<b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 5)					
Mon								
Tue								
Wed								
Thur								
Fri								
Sat								
Sun								
						<b>Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list</b> (please read guidance note 6)		

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

Name NO DPS IS REQUIRED	
Address	
Postcode	
Personal licence number (if known)	
Issuing licensing authority (if known)	



K

**Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children** (please read guidance note 9).  
NONE

L

<b>Hours premises are open to the public</b> Standard days and timings (please read guidance note 7)			<b>State any seasonal variations</b> (please read guidance note 5)
Day	Start	Finish	
Mon	0700	0230	<b>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</b> (please read guidance note 6)
Tue	0700	0230	
Wed	0700	0230	
Thur	0700	0230	
Fri	0700	0230	
Sat	0700	0230	
Sun	0700	0230	

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

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

Please find proposed conditions attached

**b) The prevention of crime and disorder**

Please find proposed conditions attached

**c) Public safety**

Please find proposed conditions attached

**d) The prevention of public nuisance**

Please find proposed conditions attached

**e) The protection of children from harm**

Please find proposed conditions attached

**Checklist:**

**Please tick to indicate agreement**

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

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

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

**Part 4 – Signatures** (please read guidance note 11)

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



<b>Declaration</b>	<ul style="list-style-type: none"> <li>[Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).</li> <li>The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)</li> </ul>
Signature	<i>Bakad</i>
Date	16 OCTOBER 2024
Capacity	BA LAW OBO THE APPLICANTS

**For joint applications, signature of 2<sup>nd</sup> applicant or 2<sup>nd</sup> applicant's solicitor or other authorised agent** (please read guidance note 13). **If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14) MARK BROWNING BA LAW 357 WIMBLEDON PARK ROAD			
Post town	LONDON	Postcode	SW19 6NS
Telephone number (if any)	[REDACTED]		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) [REDACTED]			

**Notes for Guidance**

- 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.
- In terms of specific regulated entertainments please note that:

## POPEYES HAMMERSMITH

Popeyes is aware of Hammersmith & Fulham's Statement of Licensing Policy.

The application is made until 02:00 as the premises are situated in a commercial area next to a busy road.

Popeyes works hard to ensure that their operations do not impact the main concerns associated with restaurants and take-aways such as;

- ✚ Noise from patrons or delivery vehicles
- ✚ Litter dropped by patrons.
- ✚ Cooking smells.
- ✚ People congregating after late-night drinking, where there is a small associated risk for violence and anti-social behaviour to occur as a result.

Much of the late night concerns are caused by alcohol led premises. Even though Popeyes do not serve or sell alcohol, Popeyes recognise that after 1am there is a chance that persons could be attracted to the restaurant from alcohol premises. Popeyes therefore propose to close to the public at 01:00 on Sunday to Wednesday and to request delivery only on those days until 02:00.

In addition, the Proposed conditions below have therefore been designed to promote the Licensing Objectives. Popeyes does everything to ensure that staff are adequately trained to run a safe, ordered and family-friendly restaurant.

1. A CCTV system with recording equipment must be installed and maintained at the premises and operated with cameras in positions agreed with the Police. All recordings used in conjunction with CCTV must:
  - Be of evidential quality in all lighting conditions;
  - Indicate the correct time and date; and
  - Be retained for a period of 31 consecutive days.

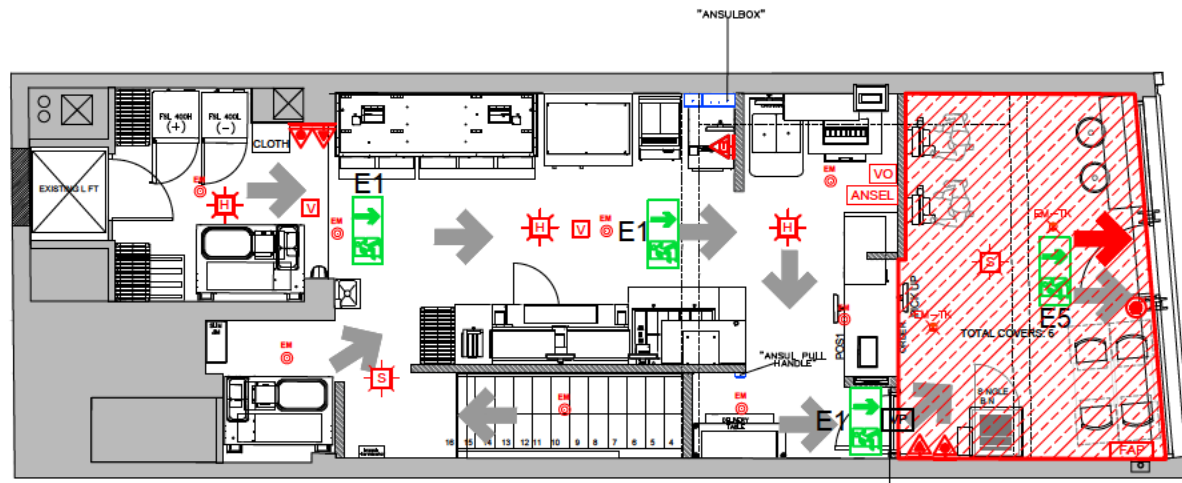
A member of staff trained to use the system must be on duty at all times licensable activities are taking place, as the recorded images must be available for inspection immediately upon request to all officers of Responsible Authorities. A system must be in place to provide images for uploading upon request to the Police. There must also be adequate portable hardware (such as compact disks or USB storage devices) at the premises, as the recorded images must be available for downloading immediately upon request to officers of other Responsible Authorities.

2. All images downloaded from the CCTV system, must be provided in a format that can be viewed on readily available equipment without the need for specialist software.
3. An incident/accident book or electronic record will be kept to record all instances of disorder, damage to property and personal injury at the premises. Such records are

to be made available for inspection and copying by the Police and other officers of Responsible Authorities immediately upon request, and all such records to be retained at the premises for at least 12 months.

4. Persons carrying any open vessel(s) that may contain alcohol must not be admitted to the premises.
5. All areas of the premises, that the public have access to, must be 'glass free' at all times the premises are open to the public.
6. Deliveries must only be delivered to a residential or business address and not to an open public space such as a street corner, park etc.
7. Clear and legible notices must be prominently displayed requesting delivery drivers not to loiter unnecessarily in any area outside the premises and to leave in a quiet and orderly manner.
8. Delivery drivers will be managed by staff to ensure that they do not cause a nuisance.
9. Staff must ensure that the front of the premises is swept and kept clean.
10. Staff must ensure that patrons do not congregate outside the restaurant.
11. When the Premises is open to and accessible by members of the general public a minimum of one Security Industry Authority (SIA) Door Supervisors will be employed at the Premises on Fridays and Saturdays from 22:00hrs until close.
12. On other days and at other times, Security Industry Authority licensed door supervisors must be employed at the premises on occasions as deemed necessary by the Premises Licence Holder and/or premises management following a risk assessment and on occasions when requested by, and following consultation with the Police.
13. A register of door supervisors shall be kept at the Premises. The Register shall show the full name and SIA registration number of each door supervisor, stating the start and end duty times from each door supervisor. The Register shall be kept by the DPS for a minimum of 12 months and will be made available to a Police employee on request.
14. The Premises Management must ensure that any WIFI System used by patrons at the Premises can be switched off between 23:00-02:00hrs to prevent or defuse any antisocial behaviour or at the request of Police.
15. The Premises shall have a policy to ensure the welfare and safeguarding of vulnerable patrons. Staff shall be able to support and assist people who feel unsafe, vulnerable or threatened. Should customers approach the venue for assistance, these incidents shall be recorded in an

incident log. This policy shall be made available to police or authorised officers of the Licensing Authority upon request.



PROPOSED GROUND FLOOR PLAN  
SCALE 1:50 @ A1, 1:100 @ A3

- ZONE TO BE SPRINKLERED (IF APPLICABLE)
- FIRE BOUNDARY INDICATING PARTITION TO HAVE 60MINS FIRE RATING IN ADDITION TO WALL CONSTRUCTION REFERENCE, ANY DOORS WITHIN INDICATED PARTITION TO HAVE 30 MINUTES FIRE RATING. BUILDING CONTROL TO CONFIRM.
- FIRE BOUNDARY INDICATING PARTITION TO HAVE 30MINS FIRE RATING IN ADDITION TO WALL CONSTRUCTION REFERENCE, ANY DOORS WITHIN INDICATED PARTITION TO HAVE 30 MINUTES FIRE RATING. BUILDING CONTROL TO CONFIRM.

NOTES  
VOID DETECTION TO BE INSTALLED TO ALL CEILING VOIDS OF 800MM OR GREATER DEPTH. FINAL POSITIONS TO BE AGREED FOLLOWING SITE STRIP OUT.

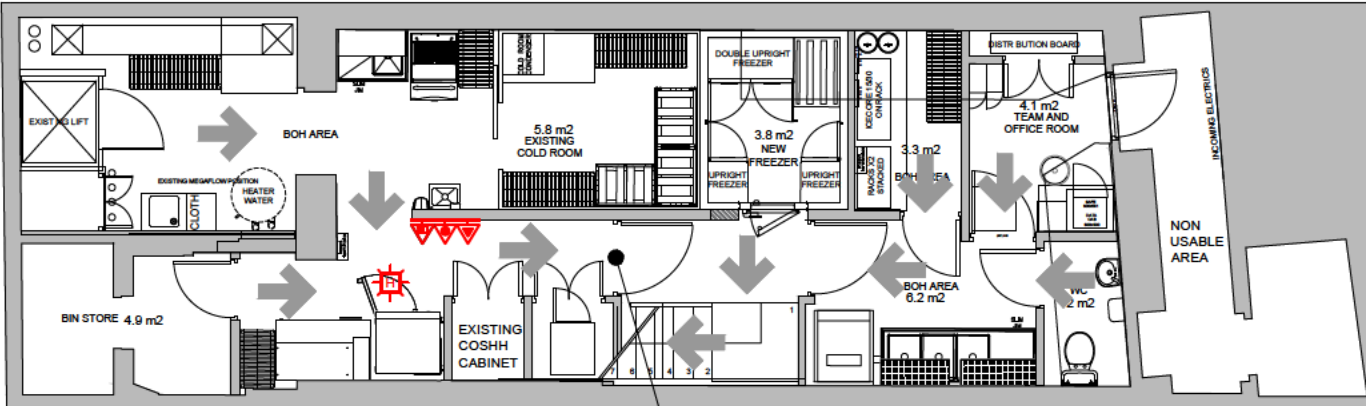
LICENSED PREMISES  
THE LOCATION AND TYPE OF FIRE SAFETY EQUIPMENT IS SHOWN AS AT PRESENT. THIS MAY BE VARIED FROM TIME TO TIME WITH THE AGREEMENT OF THE FIRE OFFICER OR AFTER A FIRE RISK ASSESSMENT.

- INTERNAL LICENSABLE AREA
- EXTERNAL LICENSABLE AREA

INTERNAL LICENSABLE AREA : 15.8 sq.m / 170 sq.ft  
EXTERNAL LICENSABLE AREA : 0 sq.m / 0 sq.ft  
TOTAL LICENSABLE AREA : 15.8 sq.m / 170 sq.ft  
TOTAL NUMBER OF COVERS: 6

FIRE ALARM	
A CATEGORY L1 FIRE ALARM SYSTEM WILL BE INSTALLED TO BS5839 PART 1 2017 CODE OF PRACTICE FOR SYSTEM DESIGN, INSTALLATION, COMMISSIONING AND MAINTENANCE, COMPRISING OF DEVICES AS INDICATED.	
FAP	FIRE ALARM PANEL
MH	MAGNETIC DOOR HOLDER
MC	MANUAL CALL POINT
H	HEAT DETECTOR
HS	HEAT SOUNDER
HSB	HEAT/SOUNDER/BEACON
S	SMOKE DETECTOR
SS	SMOKE/SOUNDER
SSB	SMOKE/SOUNDER/BEACON
I	INDICATOR FOR VOID DETECTOR
V	VOID DETECTOR
VO	INTERFACE
SO	SOUNDER
B	BEACON
INT	INTERFACE M = MUSIC H = HVAC A = ANSUL L = LANDLORD S = SPRINKLER D = DOOR MAG P = PAVA
DR	DISABLED ALARM RESET BUTTON
DC	DISABLED ALARM PULL CORD
DO	DISABLED OVER DOOR BEACON
TO BE READ IN CONJUNCTION WITH LEACROFT PLAN - POP PIC SYS-FA-REV A	

FIRE SIGN	
ALL FIRE SAFETY SIGNS TO BE SUPPLIED AND INSTALLED IN ACCORDANCE WITH BS 5499	
MANDATORY SIGNS	
FDKS	WHITE LETTERING ON A BLUE CIRCLE STATING FIRE DOOR KEEP SHUT
FDKL	WHITE LETTERING ON A BLUE CIRCLE STATING FIRE DOOR KEEP LOCKED
FDKC	WHITE LETTERING ON A BLUE CIRCLE STATING FIRE DOOR KEEP CLEAR
PROHIBITION SIGNS	
BLACK GRAPHIC SYMBOL ON A WHITE BACKGROUND WITH A RED CIRCLE AND RED BAND	
NS	NO SMOKING SIGN 150x125mm FROM SETON OR SIMILAR APPROVED IN POLISHED CHROME EFFECT REF. ML020GSLM
SAFE CONDITION SIGNS	
THESE SIGNS INDICATE EXIT ROUTES, IN THE EVENT OF A FIRE ARE NORMAL GREEN TEXT/SYMBOL ON A WHITE BACKGROUND	
PB	PUSH BAR TO OPEN, NOTICE TO BE FITTED ABOVE PUSH BAR IN 80mm HIGH LETTERING, SIGN TO BE INSTALLED 900-1100mm AFFL
AS	ASSEMBLY POINT SIGN
SUPPLEMENTAL INFORMATION	
FA	FIRE ACTION NOTICE - NORMALLY LOCATED WITHIN OFFICE AREA
FIRE DOORS	
ALL TO BE SUPPLIED AND INSTALLED TO ACHIEVE THE RELEVANT FIRE PROTECTION INCLUDING INTUMESCENT STRIPS/SMOKE SEALS/ ENSURE THE GAP AROUND THE DOOR IS NO LARGER THAN 5mm	
FD30S	30min FIRE RATED SOLID CORE DOOR WITH COLD SMOKE SEALS & INTUMESCENT STRIPS
FD60S	60min FIRE RATED SOLID CORE DOOR WITH COLD SMOKE SEALS & INTUMESCENT STRIPS
VP	DOOR WITH VISION PANEL



PROPOSED BASEMENT FLOOR PLAN  
SCALE 1:50 @ A1, 1:100 @ A3

ALLOW TO RETAIN EXISTING EMERGENCY LIGHTING AND DETECTORS THROUGHOUT THE BASEMENT LEVEL, ALLOW FOR A NEW HEAT DETECTOR TO PROPOSED OVEN AS REQUIRED

FLOOR PLAN GENERAL NOTES

- THIS DRAWING IS TO BE READ IN CONJUNCTION WITH SPECIFICATIONS, SCHEDULES & DRAWINGS BY DESIGN FIRST STUDIO.
- ALL DIMENSIONS TO BE CHECKED ON SITE PRIOR TO MANUFACTURE.
- SAMPLE OF ALL FINISHES TO BE SUBMITTED TO DESIGN FIRST STUDIO FOR APPROVAL.
- ALL DISCREPANCIES AND OMISSIONS ON SITE MUST BE REPORTED TO DESIGNER COMMENTS OR APPROVAL PRIOR TO COMMENCING WORK.
- ALL ELECTRICAL, LIGHTING, HVAC AND PLUMBING ISSUES TO BE REFERRED TO ENGINEERS DRAWINGS PRIOR TO COMMENCEMENT OF WORKS.
- THE DESIGNS ARE SUBJECT TO APPROVAL BY STATUTORY AUTHORITIES AND ANY NECESSARY ALTERATIONS SHOULD BE MADE IF REQUIRED TO COMPLY WITH STATUTORY REQUIREMENTS.
- EGRESS DOORS SHALL BE READILY OPENABLE FROM THE EGRESS SIDE WITHOUT THE USE OF A KEY OR SPECIAL KNOWLEDGE OR EFFORT.
- ALL FIRE RATED DOORS TO BE SELF-CLOSING.
- ALL INTERIOR FINISHES TO BE MINIMUM CLASS 1 FLAME SPREAD RATING.
- SEE REFLECTED CEILING PLAN FOR LIGHTING AND DUCTWORK LAYOUT.
- DO NOT FASTEN STUDS OR PLASTERBOARD TO TOP RUNNER OF NON-BEARING PLASTERBOARD PARTITIONS. CUT STUDS AND PLASTERBOARD 10mm MAX. SHORT TO ALLOW FOR VERTICAL SLAB DEFLECTION.
- ALL DIMENSIONS TO BE FINISHED SURFACE UNLESS NOTED OTHERWISE.
- CONTRACTOR TO COORDINATE ALL CEILING HEIGHTS WITH BUILDING SYSTEMS. OWNER TO APPROVE ALL CEILING HEIGHTS BEFORE INSTALLATION.

LIGHT FITTING SCHEDULE		
IMAGES	SYMBOL	DESCRIPTION
	EM	TRAY, GRID AND MF - EMERGENCY LIGHT Name 3W LED Emergency Compact Downlight Finish White Notes: Suitably IP rated for internal use. Item Supplier LYCO Contact Laura Mutch Phone 01908 651102 Address 24-26 Vincent Ave, Crownhill, Milton Keynes, MK3 0AB Website www.lyco.co.uk
	E1	X-MPR3M-UP - RECESSED LED EXIT SIGN, MAINTAINED 3HR 16M IP20 EXIT UP. FINISH - WHITE.
	E5	EMERGENCY DIRECTIONAL LIGHT Name AADL3M/BLK Finish Black Lamp 2W LED Dimensions [mm] 266mm (w) x 212mm (h) x 35mm(d) Notes: Suitably IP rated for internal use. Item Supplier LYCO Contact Laura Mutch Phone 01908 651102 Address 24-26 Vincent Ave, Crownhill, Milton Keynes, MK3 0AB Website www.lyco.co.uk
	EM-REC	TRACK MOUNTED 3W LED - EMERGENCY LIGHT Name 3HR Non maintained emergency light with global track adaptor Finish BLACK Notes IP20 Item Supplier ModernLightingSolutions.co.uk

FIRE ROUTES	
	CUSTOMER ESCAPE ROUTE
	STAFF ESCAPE ROUTE
FIRE PRECAUTIONS	
	6LTR FOAM FIRE EXTINGUISHER (1x)
	2KG CO2 FIRE EXTINGUISHER (2x)
	FIRE BLANKET (1x)
ALL FIRE EXTINGUISHERS TO BE SUPPLIED AND INSTALLED BY SPECIALIST CONTRACTOR COMPLETE WITH APPROPRIATE WALL MOUNTING FIXINGS	
FIRE EXTINGUISHERS TO BE FIXED AT A HEIGHT OF 1000mm TO THE TOP OF THE EXTINGUISHER FROM THE FFL	
ALL EXTINGUISHERS TO BE SUPPLIED IN CHROME TO FOH + RED/BLACK IN ALL OTHER AREAS OUTSIDE THE VIEWING AREAS OF THE PUBLIC	
NOTE: DRAWING TO BE READ IN CONJUNCTION WITH PROPOSED FIRE ALARM LAYOUT BY LEACROFT REFERENCE - POP LEW-STS-FA-REV A	

**From:** mbrowning  
**Sent:** 25 October 2024 12:18  
**To:** Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>  
**Subject:** RE: Environmental Protection Representation - 2024/01664/LAPR - POPEYES 348 North End Road London SW6 1NB

Hi Lorna

Sorry if the below is confusing. The proposed revised timings would be as follows;

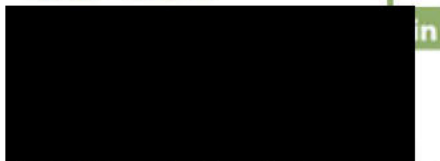
- ✚ Sunday to Wednesday LNR 23:00 until 00:00 for members of the public. 00:00 to 01:00 deliveries only. Closing Hours 00:00 with a note to make clear that deliveries would take place until 01:00
- ✚ Thursday to Saturday LNR 23:00 until 01:00 for members of the public. 01:00 to 02:00 deliveries only. Closing Hours 01:00 with a note to make clear that deliveries would take place until 02:00

Many thanks

Mark



Mark Browning  
Director | BA LAW



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**From:** mbrowning  
**Sent:** 24 October 2024 14:55  
**To:** 'Mckenna Lorna: H&F' <[Lorna.Mckenna@lbhf.gov.uk](mailto:Lorna.Mckenna@lbhf.gov.uk)>  
**Subject:** RE: Environmental Protection Representation - 2024/01664/LAPR - POPEYES 348 North End Road London SW6 1NB

Many thanks Lorna.

@John Garcia –

Dear John

Pepe's Peri Peri operates until 0130 on a Friday and Saturday. 264 North End Road operates nightly until 0100. Popeyes do appreciate your concerns, but are very conscious of their neighbours and of ensuring that they manage any potential nuisance very carefully.

With that said, Popeyes would propose to cut back their hours as follows;

- ✚ Sunday to Wednesday until Midnight (premises closed to the public)
- ✚ Thursday to Saturday until 01:00 (premises closed to the public)

One hour extra on the above times for delivery only (the premises would be closed to the public hence no cumulative impact or licensing objectives issues).

Please let me know if that compromise would be acceptable to you and your team?

Many thanks and I look forward to hearing from you.

Regards

Mark



Mark Browning  
Director | BA LAW



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**From:** Mckenna Lorna: H&F <[Lorna.Mckenna@lbhf.gov.uk](mailto:Lorna.Mckenna@lbhf.gov.uk)>

**Sent:** 24 October 2024 11:10

**To:** mbrowning

**Subject:** RE: Environmental Protection Representation - 2024/01664/LAPR - POPEYES 348 North End Road London SW6 1NB

Hi Mark,

The link to the public register is as follows: [Public Access applications search | London Borough of Hammersmith & Fulham](#)

I can confirm your screenshots below are correct and have re added below.

**Pepe's Peri Peri, 607 Fulham Road:**

## Licensing – Activities

[Help with this page](#)

2021/00123/LAPR | Licensing Act – Premises Licence | Current Licence | 607 Fulham Road London SW6 5UA

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[Summary](#) [Important Dates](#) [Conditions](#) [Opening Hours](#) **Activities** [Contacts \(2\)](#) [Additional Information](#)

Activity	Location	Indoors/Outdoors	Alcohol Consumed	Capacity	Time Period	From	To
Provision of Late Night Refreshment	Not Available	Both	Not Available	Not Available	Monday	11:00 PM	12:00 AM
Provision of Late Night Refreshment	Not Available	Both	Not Available	Not Available	Tuesday	11:00 PM	12:00 AM
Provision of Late Night Refreshment	Not Available	Both	Not Available	Not Available	Wednesday	11:00 PM	12:00 AM
Provision of Late Night Refreshment	Not Available	Both	Not Available	Not Available	Thursday	11:00 PM	12:00 AM
Provision of Late Night Refreshment	Not Available	Both	Not Available	Not Available	Friday	11:00 PM	01:30 AM
Provision of Late Night Refreshment	Not Available	Both	Not Available	Not Available	Saturday	11:00 PM	01:30 AM
Provision of Late Night Refreshment	Not Available	Both	Not Available	Not Available	Sunday	11:00 PM	12:00 AM

## Domino's, 613 Fulham Road

### Licensing – Activities

[Help with this page](#)

2005/05884/LAPR | Licensing Act – Premises Licence | Current Licence | 613 Fulham Road London SW6 5UQ

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[Summary](#) [Important Dates](#) [Conditions](#) [Opening Hours](#) **Activities** [Contacts \(2\)](#) [Additional Information](#)

Activity	Location	Indoors/Outdoors	Alcohol Consumed	Capacity	Time Period	From	To
Provision of Late Night Refreshment	Not Available	Indoors	Not Available	Not Available	Monday to Sunday	11:00 PM	12:00 AM

## , 264 North End Road



## Licensing – Activities

[Help with this page](#)

2018/01301/LAPR | Licensing Act – Premises Licence | Current Licence | 264 North End Road London SW6 1NJ

[Back to search results](#)

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Activity	Location	Indoors/Outdoors	Alcohol Consumed	Capacity	Time Period	From	To
Provision of Late Night Refreshment	Not Available	Both	Not Available	Not Available	Monday to Sunday	11:00 PM	01:00 AM

an idox solution

Kind regards

**Lorna McKenna**

Licensing Compliance Officer

Licensing

Place Department

Hammersmith & Fulham Council

020 8753 3081

07786747257

[www.lbhf.gov.uk](http://www.lbhf.gov.uk)

Have you signed up to our email notifications to receive alerts of relevant applications received by this department? If you would like to sign up, please click the link below:

[email notification service](#)



We would be grateful if you could spare a few minutes to complete this short [Customer Satisfaction Survey](#) about your recent interaction with our team.



**From:** [REDACTED]

**Sent:** 23 October 2024 12:38

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Cc:** Mckenna Lorna: H&F <[Lorna.Mckenna@lbhf.gov.uk](mailto:Lorna.Mckenna@lbhf.gov.uk)>

**Subject:** RE: Environmental Protection Representation - 2024/01664/LAPR - POPEYES 348 North End Road London SW6 1NB

Dear Lorna

I can't see a Public Licensing Register on the LBHF website, so grateful if you could help with this query. My understanding is that the following premises have the following hours?



Could you please confirm?

Many thanks

Mark

Pepes

---

 607 Fulham Broadway, London SW6 5UA 

[Copy address](#)

Open now ^

Tuesday	11am–12am
Wednesday	11am–12am
Thursday	11am–12am
Friday	11am–1:30am
Saturday	11am–1:30am
Sunday	11am–12am
Monday	11am–12am

[Suggest new hours](#)

Dominos

^ Domino's Pizza - London - Fulham

- Tuesday 11am-12 am
- Wednesday 11 am-12 am
- Thursday 11 am-12 am
- Friday 11 am-1 am
- Saturday 11 am-1 am
- Sunday 11 am-12 am
- Monday 11 am-12 am

Chicken Hiub

 264 North End Rd, London SW6 1NJ

Copy address

 Open now ^

- Tuesday 10 am-1 am
- Wednesday 10 am-1 am
- Thursday 10 am-1 am
- Friday 10 am-1 am
- Saturday 10 am-1 am
- Sunday 10 am-1 am
- Monday 10 am-1 am



Mark Browning  
Director | BA LAW



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**From:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Sent:** 18 October 2024 16:26  
**To:** mbrowning [REDACTED]  
**Cc:** Mckenna Lorna: H&F <[Lorna.Mckenna@lbhf.gov.uk](mailto:Lorna.Mckenna@lbhf.gov.uk)>  
**Subject:** Environmental Protection Representation - 2024/01664/LAPR - POPEYES  
348 North End Road London SW6 1NB

Dear Mr Browning,

**Licensing Act 2003**  
**Premises Licence Number: 2024/01664/LAPR**  
**Premises name: POPEYES**  
**Premises address: 348 North End Road London SW6 1NB**

I hope you're well.

I am forwarding you the below representation which we have received from the Environmental Protection team.

Please let me know if you have any comments.

Kind regards  
**Lorna McKenna**  
Licensing Compliance Officer  
Licensing

**From:** Environmental Protection: H&F <[noise@lbhf.gov.uk](mailto:noise@lbhf.gov.uk)>  
**Sent:** 18 October 2024 14:25  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Cc:** Ullah Abdul: H&F <[Abdul.Ullah@lbhf.gov.uk](mailto:Abdul.Ullah@lbhf.gov.uk)>  
**Subject:** RE: 2024/01664/LAPR - POPEYES 348 North End Road London SW6 1NB

Good afternoon Licensing Team,

Having checked and considered the location, neighbouring premises and other business operating in the same area, the Noise and Nuisance Team have to object the proposed extended hours of service.

There are similar business in that neighbourhood and the latest closing time is from Mc Donalds at midnight.

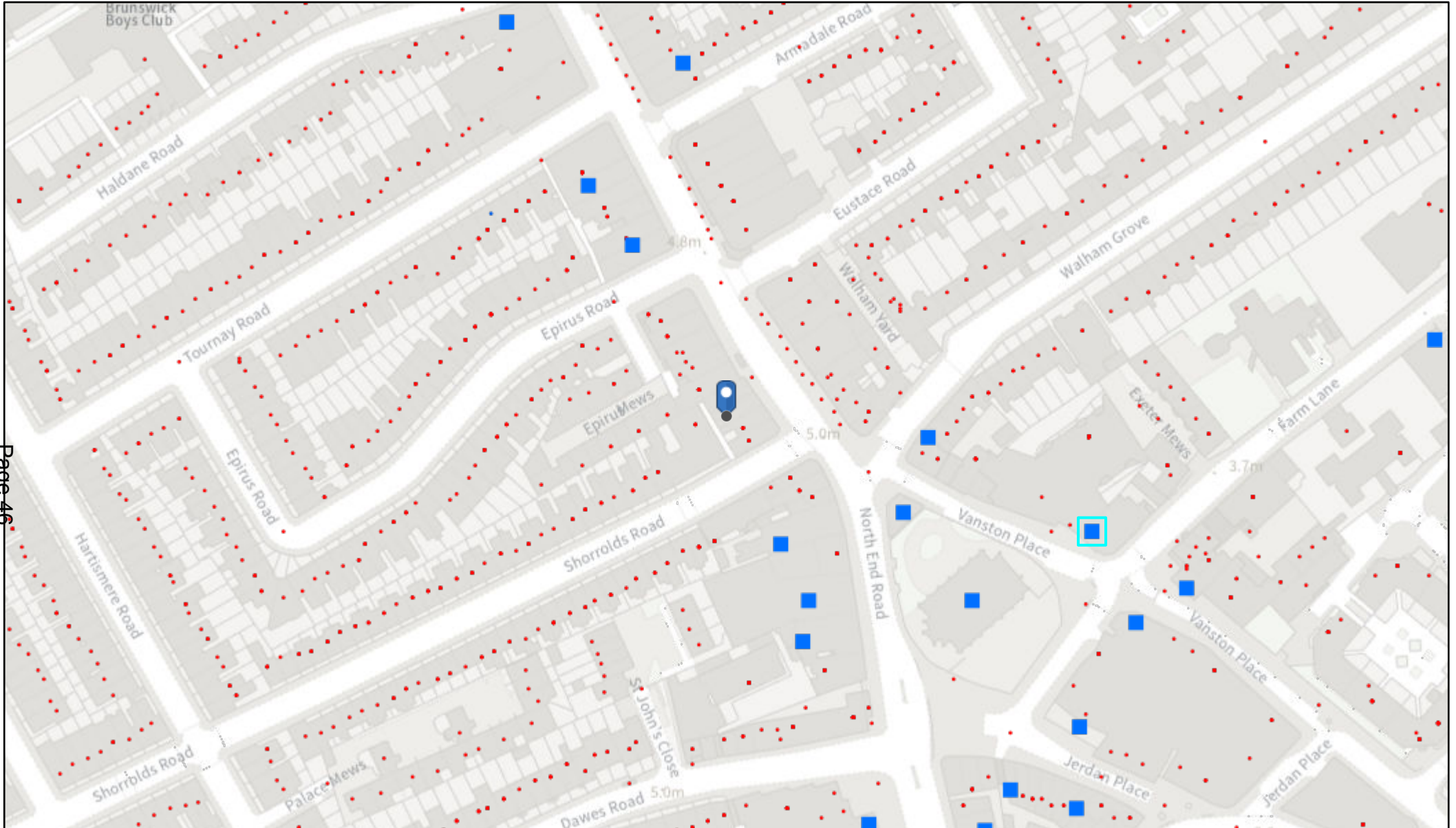
There are many residential premises above Popeyes and this application to extend the hours can cause disturbance and significant increase in noise complaints, we think if it is approved more business would follow them requesting to extend also their hours of trading.

Please don't hesitate to contact me if you want to discuss it further.

Kindest regards,

John Garcia (Investigator)

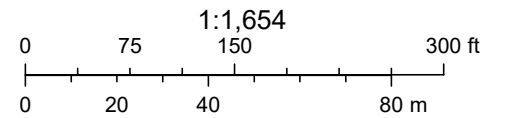
# eGIS Web Map



Page 46

10/01/2025, 12:28:22

- Licensing Points
  - Within Borough
  - Out of Borough
- Property Gazetteer



Licence number	Trasding name	Address	Licensable activity	Monday to Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2013/01213/LAPR	Dance Attic Studios	368 North End Road London SW6 1LY	Performance of Dance		09:00:00 - 23:00:00	09:00:00 - 23:00:00	09:00:00 - 23:00:00	09:00:00 - 23:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 22:30:00
			Exhibition of a Film		09:00:00 - 23:00:00	09:00:00 - 23:00:00	09:00:00 - 23:00:00	09:00:00 - 23:00:00	09:00:00 - 23:00:00	09:00:00 - 23:00:00	09:00:00 - 22:30:00
			Performance of Live Music						18:00:00 - 23:00:00	18:00:00 - 23:00:00	18:00:00 - 22:30:00
			Playing of Recorded Music		09:00:00 - 23:00:00	09:00:00 - 23:00:00	09:00:00 - 23:00:00	09:00:00 - 23:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 22:30:00
			Performance of a Play							18:00:00 - 23:00:00	18:00:00 - 22:30:00
			Late Night Refreshment						23:00:00 - 01:00:00	23:00:00 - 01:00:00	
			Sale of Alcohol On the Premises		09:00:00 - 23:00:00	09:00:00 - 23:00:00	09:00:00 - 23:00:00	09:00:00 - 23:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 22:30:00
2024/00734/LAPR	Kentucky Fried Chicken		Late Night Refreshment		23:00:00 - 23:30:00	23:00:00 - 23:30:00	23:00:00 - 23:30:00	23:00:00 - 23:30:00	23:00:00 - 23:30:00	23:00:00 - 23:30:00	
2024/00836/LAPR	Savers Health And Beauty Limited	332 - 334 North End Road London SW6 1NF	Sale of Alcohol Off the Premises		09:00:00 - 19:00:00	09:00:00 - 19:00:00	09:00:00 - 19:00:00	09:00:00 - 19:00:00	09:00:00 - 19:00:00	09:00:00 - 19:00:00	10:00:00 - 18:00:00
2024/00692/LAPR	Simmons Bar	374 North End Road London SW6 1LY	Performance of Live Music		18:00:00 - 00:00:00	18:00:00 - 00:00:00	18:00:00 - 00:00:00	18:00:00 - 00:00:00	18:00:00 - 01:00:00	18:00:00 - 01:00:00	18:00:00 - 00:00:00
			Playing of Recorded Music		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00
			Entertainment Similar to Music or Dance		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00
			Sale of Alcohol On the Premises		11:00:00 - 23:45:00	11:00:00 - 23:45:00	11:00:00 - 23:45:00	11:00:00 - 23:45:00	11:00:00 - 01:00:00	11:00:00 - 01:00:00	11:00:00 - 23:45:00
2023/00575/LAPR	Harwood Arms	Harwood Arms Walham Grove London SW6 1QP	Exhibition of a Film		10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 23:00:00

			Indoor Sporting Event		10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 23:00:00
			Performance of Live Music		10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 23:00:00
			Playing of Recorded Music		10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 23:00:00
			Entertainment Similar to Music or Dance		10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00
			Performance of a Play		10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 23:00:00
			Late Night Refreshment						23:00:00 - 00:00:00	23:00:00 - 00:00:00	
			Sale of Alcohol On and Off the Premises		10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 23:00:00
2023/01965/LAPR	Brazuka Meat and Groceries	413 North End Road London SW6 1NS	Sale of Alcohol On and Off the Premises		08:00:00 - 22:00:00	08:00:00 - 22:00:00	08:00:00 - 22:00:00	08:00:00 - 22:00:00	08:00:00 - 22:00:00	08:00:00 - 22:00:00	08:00:00 - 18:00:00
2023/01096/LAPR	Papa Johns Pizza	63 Walham Grove London SW6 1QR	Late Night Refreshment	23:00:00 - 23:30:00							
2023/00265/LAPR	The Cock Tavern	The Cock Tavern 360 North End Road London SW6 1LY	Exhibition of a Film		10:00:00 - 23:30:00	10:00:00 - 23:30:00	10:00:00 - 23:30:00	10:00:00 - 23:30:00	10:00:00 - 00:30:00	10:00:00 - 00:30:00	10:00:00 - 23:30:00
			Playing of Recorded Music		10:00:00 - 23:30:00	10:00:00 - 23:30:00	10:00:00 - 23:30:00	10:00:00 - 23:30:00	10:00:00 - 00:30:00	10:00:00 - 00:30:00	10:00:00 - 23:30:00
			Late Night Refreshment		23:00:00 - 23:30:00	23:00:00 - 23:30:00	23:00:00 - 23:30:00	23:00:00 - 23:30:00	23:00:00 - 00:30:00	23:00:00 - 00:30:00	23:00:00 - 23:30:00
			Sale of Alcohol On and Off the Premises		10:00:00 - 23:30:00	10:00:00 - 23:30:00	10:00:00 - 23:30:00	10:00:00 - 23:30:00	10:00:00 - 00:30:00	10:00:00 - 00:30:00	10:00:00 - 23:30:00
2023/00753/LAPR	McDonald's Restaurants (312-314)	312 North End Road London SW6 1NG	Late Night Refreshment	23:00:00 - 00:00:00							



2024/00388/LAPR	The Malt House	Jolly Maltster17 Vanston PlaceLondon SW6 1AY	Performance of Live Music		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00
			Playing of Recorded Music		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00
			Late Night Refreshment		23:00:00 - 00:00:00	23:00:00 - 00:00:00	23:00:00 - 00:00:00	23:00:00 - 00:00:00	23:00:00 - 01:00:00	23:00:00 - 01:00:00	23:00:00 - 00:00:00
			Regulated Entertainment for Private Use								
			Sale of Alcohol On and Off the Premises		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00
2013/01483/LAPR	St Johns Church	St John's Church Walham GreenNorth End RoadLondon SW6 1PB	Performance of Live Music	17:00:00 - 23:00:00							
			Performance of a Play	17:00:00 - 23:00:00							
			Sale of Alcohol On the Premises	17:00:00 - 23:00:00							
2024/00593/LAPR	Vagabond Wines	18 - 22 Vanston PlaceLondon SW6 1AX	Sale of Alcohol On and Off the Premises		10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 23:00:00	10:00:00 - 20:00:00
2008/04115/LAPR	Cafe Blue	12 Jerdan PlaceLondon SW6 1BH	Late Night Refreshment	23:00:00 - 00:00:00							
			Sale of Alcohol On the Premises	11:00:00 - 23:00:00							
2020/00447/LAPR	Foxden	24 Jerdan PlaceLondon SW6 1BH	Late Night Refreshment	23:00:00 - 00:30:00							
			Sale of Alcohol On and Off the Premises	10:00:00 - 23:00:00							



		Sale of Alcohol On and Off the Premises		10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	12:00:00 - 00:30:00
--	--	--	--	------------------------	------------------------	------------------------	------------------------	------------------------	------------------------	------------------------

**From:** Environmental Protection: H&F <[noise@lbhf.gov.uk](mailto:noise@lbhf.gov.uk)>

**Sent:** 18 October 2024 14:25

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Cc:** Ullah Abdul: H&F <[Abdul.Ullah@lbhf.gov.uk](mailto:Abdul.Ullah@lbhf.gov.uk)>

**Subject:** RE: 2024/01664/LAPR - POPEYES 348 North End Road London SW6 1NB

Good afternoon Licensing Team,

Having checked and considered the location, neighbouring premises and other business operating in the same area, the Noise and Nuisance Team have to object the proposed extended hours of service.

There are similar business in that neighbourhood and the latest closing time is from Mc Donalds at midnight.

There are many residential premises above Popeyes and this application to extend the hours can cause disturbance and significant increase in noise complaints, we think if it is approved more business would follow them requesting to extend also their hours of trading.

Please don't hesitate to contact me if you want to discuss it further.

Kindest regards,  
John Garcia (Investigator)

**From:** Mckenna Lorna: H&F <[Lorna.Mckenna@lbhf.gov.uk](mailto:Lorna.Mckenna@lbhf.gov.uk)>

**Sent:** 29 October 2024 15:11

**To:** Garcia John: H&F <[John.Garcia@lbhf.gov.uk](mailto:John.Garcia@lbhf.gov.uk)>

**Cc:** Environmental Protection: H&F <[noise@lbhf.gov.uk](mailto:noise@lbhf.gov.uk)>;

**Subject:** Reduction in Hours - Popeyes, 348 North End Road London SW6 1NB

Dear John,

**Licensing Act 2003**

**Premises Licence Number: 2024/01664/LAPR**

**Premises name: POPEYES**

**Premises address: 348 North End Road London SW6 1NB**

I am contacting you in regards to your representation objecting to the above application. The applicants agent (on copy) has request the below is sent to you:

@John Garcia –

Dear John

Pepe's Peri Peri operates until 0130 on a Friday and Saturday. 264 North End Road operates nightly until 0100. Popeyes do appreciate your concerns, but are very conscious of their neighbours and of ensuring that they manage any potential nuisance very carefully.

With that said, Popeyes would propose to cut back their hours as follows;

- Sunday to Wednesday LNR 23:00 until 00:00 for members of the public. 00:00 to 01:00 deliveries only. Closing Hours 00:00 with a note to make clear that deliveries would take place until 01:00
- Thursday to Saturday LNR 23:00 until 01:00 for members of the public. 01:00 to 02:00 deliveries only. Closing Hours 01:00 with a note to make clear that deliveries would take place until 02:00

Please let me know if that compromise would be acceptable to you and your team?

Many thanks and I look forward to hearing from you.

Regards

Mark

Please can you let me know if the above amendments addresses your concerns raised, and if you are mind to withdraw your representation?

Kind regards

**Lorna McKenna**

Licensing Compliance Officer

**From:** Garcia John: H&F <[John.Garcia@lbhf.gov.uk](mailto:John.Garcia@lbhf.gov.uk)>

**Sent:** 31 October 2024 01:41

**To:** Mckenna Lorna: H&F <[Lorna.Mckenna@lbhf.gov.uk](mailto:Lorna.Mckenna@lbhf.gov.uk)>

**Cc:** Arthur Anona: H&F <[Anona.Arthur@lbhf.gov.uk](mailto:Anona.Arthur@lbhf.gov.uk)>

**Subject:** RE: Reduction in Hours - Popeyes, 348 North End Road London SW6 1NB

Good morning Lorna,

I have looked into our noise database and there are noise complaints from the residents regarding the kitchen ventilation system and the condenser units.

There is insufficient evidence to support the extension of the business hours as they encroach into the night time.

The applicant did not provide a noise management report to support this application.

I am concerned about the following:

- Noise from the extractor ventilation system
- Noise from condenser units
- Human voices and human activity
- Noise from cooking activities
- Cleaning after closing hours
- Deliveries drivers gathering outside the premises
- Deliveries using motorbikes after closing time and rev. engines
- Deliveries using their phones and talking loud

Therefore The Environmental Protection Team object this application.

Yours Sincerely,

Mr John Garcia (Investigator)  
Environmental Protection Team  
Place Department  
[John.garcia@lbhf.gov.uk](mailto:John.garcia@lbhf.gov.uk)

**From:** Barclay Road Residents

**Sent:** 11 November 2024 09:32

**To:** Mckenna Lorna: H&F <[Lorna.Mckenna@lbhf.gov.uk](mailto:Lorna.Mckenna@lbhf.gov.uk)>

**Cc:** [REDACTED]

**Subject:** URGENT: application pls 2024/01664/LAPR - 348 NER, Popey's chicken (former Nando's till 23:00) restaurant extended off premises late night refreshment (deliveries) sales from 11pm – 02:30 seven days a week– deadline 13 November

Lorna

1) Pls send the licensing application 2024/01664/LAPR to all of us (various residential roads around Fulham BroadWay whose residents are suffering increased, uncontrollable nuisance from deliveries), as the deadline for us to comment to you is 13 Nov.

2) Have the hours changed since first published 26 days ago? If so, why, ie who suggested that they be changed/who agreed what? They seem different now on the public register. See screenshot attached. Current status pls and pls share my contact details with agent.

3) Pls also take this email as the initial representation from Barclay Road Conservation Area Neighbourhood Watch (Barclay Road Residents) against this application on the grounds of Prevention of Nuisance as well as Prevention of Crime in this North End Road Met Police 'Crime Hotspot'. We reserve our right to comment further and provide further evidence for the Licensing Committee to support this Representation against the application.

Thank you.

[REDACTED]

**From:** Barclay Road Residents

**Sent:** 12 November 2024 11:21

**To:** Mckenna Lorna: H&F <[Lorna.Mckenna@lbhf.gov.uk](mailto:Lorna.Mckenna@lbhf.gov.uk)>

**Cc:** [REDACTED]

**Subject:** DEADLINE 13 Nov Revised Rep against amended hours 2024/01664/LAPR - 348 NER, Popey's chicken (former Nando's till 23:00) restaurant extended off premises late night refreshment (plus deliveries only times) deadline 13 November

Dear Lorna

Pls include this email trail as part of our revised Rep against this application.

As stated below in 1) and 3) residential roads around Fulham Broadway and this part of North End Road are experiencing ever-increasing nuisance from delivery drivers, en mass.

There seems to be no end to their

- illegal residential roads race track antics (crime),

- illegal residential roads cut through tactics (crime) and

- leading to overall nuisance, including

  - causing residents to awake from the slumber of very necessary sleep (noise),

  - causing emissions nuisance from scooters/motorbikes

  - causing noise increase of a zooming sound from electric bicycles and the new very large golf open buggy-type electric delivery vehicles being used now by delivery services which make a high pitched humming, intruding noise when ambient noise levels have finally decreased a bit, but the ambient sound levels make residents and pets more sensitive to noise intrusion. This happens now many times per hour after 22:00/23:00.

Thousands of residents in this extended Town Centre:

Scores of Residents live directly above and across from this 348 NER address.

Thousands more live in the immediate residential roads directly off North End Road through which delivery drivers will speed their way to deliver

Would the Committee please take residents needs for sleep into consideration as promised in your Statement of Licensing Policy so many times and in so many places that we simply commend it to you in full.

Opening Hours after 23:00 rather se far too many problems n North End Road.

Crime Hot Spot:

This stretch of North End Road is a defined Metropolitan Police Crime Hot Spot.

Only shorter operating hours will assist in decreasing crime by not attracting customers during food service operating hours and not attracting delivery drivers during the proposed 'delivery only'/so-called 'Outdoors only' hours, in licensing parlance.

Bus stop J:

348 North End Road is directly at the TfL Bus Stop J (which stretches from the Charity Shop to Ladbrokes betting shop @344 NER).

According to Google Maps, this Ladbrokes opens at 08:00 and closes at 22:00 Mon-Fri, 21:00 Sat and 21:30 Sun (this timing on Sunday seems odd—later on Sun than Sat—, I am asking for the licensed hours as they are not available on the Public Register.

2007/O3366/GBETSF | Betting Shop - Fast Track | )

In any case, it closes well before 10pm/22:00, apparently.



348 North End Road was a Nando's which closed at 23:30, and opened at 11:30.

346 North End Road is a Tattoo shop which closes at 19:00 and opens at 11am.

338 NER British Heart Charity shop closes at 18:00

336 NER Rymans stationary shop closes at 18:00

A retail parade of shops:

This parade is predominantly a daytime use offering with a few food offerings that end around 23:00/23:30.

Presumably this developed as such due to the number of residents living above, across and around.

Ramping up an after 23:00 hours delivery service based at 348 NER will bring at least 30-50 deliveries per hour after 23:00 from this premises, and with it, the usual increase in nuisance, crime etc. As well, an industry has developed of delivery drivers 'owning' certain pitches/territory in front of premises. This can turn into problems involving innocent bystanders at the bus stop. This territorial approach leads to the delivery guys returning to their pitch, so multiply  $30/50 \times 2 = 100$  per hour. The commercial pressure is built into the formula of no passing trade means more orders needed to make hours till 2am viable.

07:00am opening takeaways

H&F Council has a policy not to allow takeaways within 400 meters of where children congregate especially this includes schools, bus stops etc. we have plenty of schools within 400 meters as well as places where children congregate.

Therefore this premises should at least not open before 10am.

In theory, it should not be allowed to operate at all. We need to protect our children.

The H&F Plan 2018 specifically states that other legislation will be used to curtail hours if planning hours are not conditioned. That is the case here. Therefore we ask the Committee to use their appropriate authority to curtail hours to reduce crime and nuisance and to protect children from harm.

Policy TLC5, page 133 Local Plan 2018

8.31

Where premises do not require planning permission or already have consent, it will not be possible to control hours of operation through the planning process. Through town centre management initiatives the council will endeavour to ensure that the night time economy is managed in a way that benefits residents, visitors and businesses.

We reserve our right to comment further.



**From:** [REDACTED]  
**Sent:** 13 November 2024 15:18  
**To:** Mckenna Lorna: H&F <[Lorna.Mckenna@lbhf.gov.uk](mailto:Lorna.Mckenna@lbhf.gov.uk)>  
**Subject:** Objection to 2024/01664/LAPR Attention: Lorna McKenna

Regarding:  
2024/01664/LAPR  
348 North End Road London SW6 1NB

Hi Lorna

I am choosing to send an email for this representation (rather than using your portal) as I'm including three images. Please acknowledge receipt of this within the allotted time.

I am writing on behalf of Vanston Place Management Company, who look after the interests of the residents of Dungannon House, a block of 42 residential apartments fronting onto Vanston Place a stones throw from Popeyes .  
Our block consists of 8 floors with 12 flats including 24 bedrooms - many of them children's bedrooms, directly facing Vanston Place, and many more at the side of our building partially facing Vanston Place.

Popeyes is on the North End Road, which as they mention in their application is a main road, **by day**.

However **by night**, the road quietens considerably after the neighbouring food outlets close - KFC and Amigos 11pm and Papa Johns 11.30. Then after the evening flights into Heathrow end and there is little traffic, quietness descends. This is the time residents should be able to sleep.

We mustn't forget that although there are many retail units on the NER there are residents in flats above them, to all sides of them, and in all the neighbouring roads that would be affected greatly by an increase of hours, particularly with motorbike delivery services. For most of this area on the NER there is one floor of retail with three floors of flats above. Residential square footage far out weighing that of retail.

It's not just the increased hours but particularly the delivery only times that worry us a lot. This will result in noise as the drivers arrive/depart or congregate waiting for deliveries. We are not sure of the numbers of delivery bikes that would be used, but to make the business viable I suggest they will be quite numerous. One main route the scooters will take is past the front of our building along Vanston Place, cutting through the pedestrianised section beside Vagabond (illegally) and onto the Broadway. As I mentioned the NER and even more so Vanston Place, is currently a quiet area in the early hours of the morning and all noise like this is loud and troublesome, having a negative impact on our residents' sleep and in particular our children's sleep.

Along with the scooters racing past the front of our building it must be of concern when the riders reach their destination in the early hours. Neighbours will be woken by motorbikes arriving, bells ringing, conversations being had at the point of drop off. This will impact many residents' sleep and will have a negative effect on the promotion of licensing objective of prevention of public nuisance.

It is well documented that in this section of Fulham we have a high level of crime and disorder with people fighting, taking drugs, urinating on our residential premises and we feel that by increasing the hours will only add to this sort of anti-social behaviour.

Popeyes is next door to a bus stop (see attached image) and we are concerned that the early opening of 7 am may well encourage school children to take on board this fast food. This is something that should not be encouraged and by simply having a later opening time when school children are in school, say 9.30am, this would negate this issue.

Finally I would like to point out that as of today - 13th November there is no notice visible on the front of the premises detailing this application, which I believe there should be. My attached image was taken today at 11.34 am.

The Vanston Place Management Company objects to this application, on the grounds it would likely cause increased crime and disorder, noise and nuisance to local residents and also cause children harm.

Kind Regards  
Yours sincerely

[REDACTED]  
[REDACTED]

Vanston Place Management Company Limited.







Attached 3 images

1. Illegal cut through on Vanston Place used continuously by motorbikes.
2. Position of Bus stop outside Popeyes
3. Front of Popeyes not obviously showing any sign of this application.
- 12.

**From:** Ward Panel Chair Walham Green

**Sent:** 13 November 2024 23:59

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Cc:** Ward Panel Chair Walham Green <>

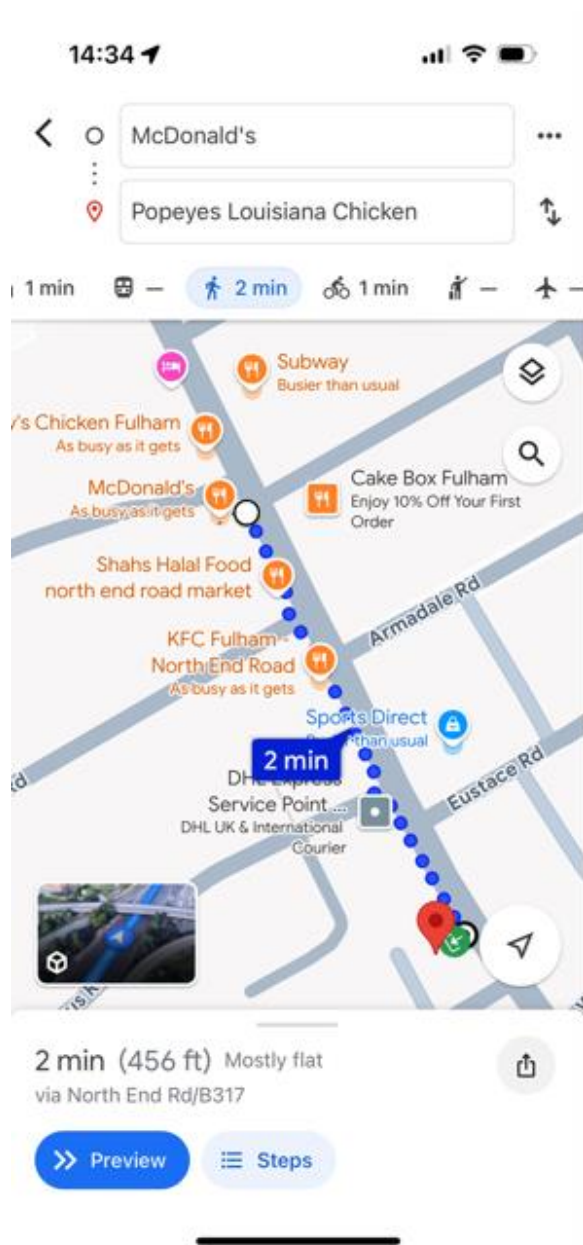
**Subject:** 2024/01664/LAPR - 348 North End Road London SW6 1NB

Good evening,

I wish to submit an objection to this application from PLK Chicken Uk Limited to increase the opening hours at this premises known as Popeyes to 1am on Thursday to Saturday and for late night refreshment (to be used for deliveries) to 1am on certain nights and 2am on other nights.

I am writing in my capacity as Co-Chair of Walham Green Ward Panel, with this premises being situated in this ward. The premises is situated in a stretch of the North End Road which is classified as the crime hot spot of Fulham by the local Safer Neighbourhood team of the Metropolitan Police. The centre of the hotspot is MacDonalds at 312 North End Road, which is 2 minutes' walk from Popeyes.





This crime spot is regularly referred to at the quarterly ward panel meetings and has been the focus of a considerable amount of police time and resources to reduce crime and anti-social behaviour. There has also been a recent focus by the police on tackling rising crime and violence in the nearby Clem Atlee estate, which is only 5 minutes' walk from Popeyes.

Having extended hours at Popeyes will only add to the continuing policing challenges and is very likely to result in increased crime and anti-social behaviour on the North End Road and nearby side streets. This application does not support the licensing objectives of preventing crime and disorder and preventing public nuisance.

The application also ignore the impact of extended hours on local residents in the form of noise and pollution. The North End Road isn't solely a commercial street, there are many residents who live above the commercial premises the length of the road including several large mansion blocks. Residents including young children on the North End Road and side streets such as Shorrolds Road, Epirus Road and other nearby side streets will have their sleep disturbed by customers, delivery drivers collecting take away orders and delivery drivers delivering supplies to the premises. In addition to the direct noise at the premises, the residents will be woken by the sound of additional delivery drivers whizzing around. The noise of their e-bikes, motor scooters and motor bikes interrupts the sleep of residents and makes a significant contribution to the pollution in this built-up area. This conflicts with the licensing objectives of protecting children from harm and public safety.

The Walham Green Ward Panel and local residents would be very grateful if the Licensing Committee could please reject this application for extended hours and keep the existing hours.

Kind regards

[Redacted]

Co-Chair Walham Green Ward Panel

[Redacted]

From: [REDACTED]  
Sent: 13 November 2024 22:50  
To: Mckenna Lorna: H&F <[Lorna.Mckenna@lbhf.gov.uk](mailto:Lorna.Mckenna@lbhf.gov.uk)>  
Cc: [REDACTED]  
Subject: 2024/01644/LAPR - 348 North End Road SW6 1NB

[REDACTED]  
Dear Lorna

**Ref: 2024/01644/LAPR Popeyes 348 NER Resident Objection**

Please accept this email as my written OBJECTION to the above application where the Applicant runs a Louisiana Chicken Restaurant/Takeaway. I am writing in my capacity as Secretary of the Fulham Island Residents Association (FIRA), and also as the owner of [REDACTED]  
[REDACTED]

Fulham Island comprises 32 flats, which are members of the Association, and a further 8 flats in Albion House (fronting Vanston Place), which are not part of the Association. We have approximately 80 residents ranging in age from 92 to 6 years of age, not including those in Albion House.

The Fulham Island site is bounded by two pedestrianised roads: Jerdan Place, Vanston Place and to a degree Farm Lane, as there is no through access on Farm Lane.

It is a very short walk from the North End Road and, inevitably, both Jerdan Place and Vanston Place are used as cut-throughs from the North End Road to Fulham Broadway and beyond.

My concerns are written under the headings of three of the four licensing objectives.

**1. Prevention of crime and disorder**

I am sure you are aware that the Metropolitan police have designated the NER as a "hotspot" for anti-social behaviour and disorder. Adding another takeaway, open until the early hours, even if it is just for "outside" deliveries and not in-person purchases can only add to the issue of public safety. There is no mention in their application as to how they will prevent customers trying to access the takeaway after official closing times, as surely they will need the doors open for delivery drivers to enter.

The police are under-resourced at the best of times – more potential for crime and disorder will only exacerbate their ability to police our streets safely.

## 2. Prevention of nuisance

The wards of Walham Green, Lillie Road and West Kensington consist of residential roads, all leading off the semi-residential / semi-commercial North End Road (NER).

As residents of Fulham, we are becoming increasingly concerned with the increase in the number of take-aways situated on the NER, and the noise nuisance this causes.

Not only in terms of the delivery drivers themselves, who seem to totally disregard road safety, cutting in front of cars, not signalling etc., and who are a clear danger to other road users and pedestrians, but the noise their (mostly L-plated) scooters make, especially during the quiet hours of the night, when residents are sleeping.

The drivers generate noise whilst they congregate waiting for take-aways to deliver; noise as they speed away and noise when they deliver.

My particular road – Vanston Place, despite being partly pedestrianised and despite a prominent notice stating “no through route to Fulham Road” is regularly used as a cut through, to avoid the traffic lights on the corner of Dawes Road and NER and also the roundabout between NER and Fulham Road. The noise of the scooters at night is an issue.

We residents have a “window” of quiet for sleeping, which would be considerably jeopardised with delivery drivers on the roads up until

1.00 am. Sleep deprivation, which is well documented in Fulham, is a big issue for residents and any increase in noise generation will only have the potential to worsen the situation.

## 3. Public Safety

The applicant’s premises are very close to a four-way junction of the NER, Shorrolds Road, Walham Grove and Vanston Place, all of which comprise 100% residential properties.

The delivery drivers at other take-away venues in the area all park outside the premises, waiting to collect deliveries (sometimes illegally).

If the Applicants' delivery drivers choose to congregate outside the applicant’s premises, they will be parking on a designated bus stop, which will cause a public safety issue for other road users. The NER is constantly snarled up with traffic, and delivery bikes/scooters parked illegally, on a designated bus stop, will only exacerbate the traffic situation.

General Observations:

1. The “overview” on Google maps states that they are open from 8.00 am until 11.00 pm seven nights a week.

Their application to extend their opening hours asks for new hours as follows: 07.30 am daily until 12.00 am Monday, Tuesday, Wednesday and Sunday, and until 1.00 am Thursday, Friday and Saturday.

These closing hours are substantially beyond the closing hours of other "restaurants"/takeaways already operating on the NER.

If the Committee approves this application then it is a foregone conclusion that the other establishments will seek to extend their hours of operation as well, to the detriment of all residents in the surrounding area.

2. Please see

<https://www.medrxiv.org/content/10.1101/2024.07.18.24310617v1>

This evaluation essentially states:

**Introduction** Access to hot food takeaways, particularly near schools, is of growing concern for policymakers seeking to reduce childhood obesity globally. In England, United Kingdom (UK), local government jurisdictions are implementing planning policies to reduce access by restricting or denying planning permission for new takeaway outlets near schools.

**Results** Participants explained that they mostly thought the policies facilitated the refusal of applications for new takeaways near schools. However, participants speculated that businesses identified alternative opportunities to operate including functioning as 'restaurants' or within other locations. Effective working relationships between planners and public health officers were important for adoption and implementation, although planning and public health agendas did not always align and there were tensions between economic development and health improvement goals.

**Conclusion** Although sometimes challenging, the policies were commonly described as feasible to implement. However, they may not completely prevent new takeaways opening, particularly where takeaways are relied upon to enhance local economies or where takeaway businesses find alternative ways to operate. Nevertheless, the policies can serve to shift the balance of power that currently favours commercial interests over public health priorities.

ALSO:

In [London, a ban on fast-food takeaways](#) opening within 400 metres of schools was put in place in 2017, in an attempt to tackle the [capital's child obesity epidemic](#). The Mayor said the move would help deal with the “ticking time bomb” of childhood obesity in London.

The new Fulham Boys School on the Fulham Road is 321.869 metres from Popeyes, and clearly falls within the ban implemented by the mayor of London in 2017.

For these reasons and the further reasons set out by other residents, I ask the H&F Licensing Sub-Committee to reject the application.

I reserve my right to comment further, and to provide further supplementary evidence to this application without prejudice.

If I am unable to attend the hearing (date to be notified), I appoint [REDACTED] or her representative to use my five minutes.

PLEASE CONFIRM RECEIPT OF THIS EMAIL.

Sincerely,

[REDACTED]  
[REDACTED]  
[REDACTED]

**From:**

**Sent:** 30 October 2024 18:23

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>; Valerie Lepnikova

**Subject:** Objection to Premises Licence Application for 348 North End Road

Dear Licensing Team,

I am writing to formally object to the premises licence application for late-night operations at Popeyes, 348 North End Road, London SW6 1NB. I am a resident of 346C North End Road, and my neighbours and I have already experienced considerable disturbance due to noise from this establishment.

- Noise During Renovations:** On multiple occasions during renovations, Popeyes played loud music at 1:00 AM and 2:00 AM for three consecutive days. The noise was loud enough to travel through the building's structure, disturbing residents in adjacent apartments. I personally had to go downstairs several times to request they lower the volume. Other residents, including Andrew Noakes of 346B and Yann of 348B, also experienced similar disruptions.
- Noise from Fridge Units:** Popeyes has installed fridge units behind the building, directly adjacent to the bedrooms of flats 346B, 346C, and 348B. These units produce a high-pitched noise that disrupts our sleep, especially during the night. Despite our repeated requests to management to address this issue, their response has been dismissive. One manager even remarked, "I have Heathrow planes flying over my house, why are you complaining?"
- Planning Concerns:** To the best of my knowledge, some of these fridge units were installed without proper planning permission from the council. This disregard for proper procedures further raises concerns about the company's commitment to being a responsible and considerate neighbor.

Given these past incidents and Popeyes' apparent lack of respect for the surrounding community, I strongly believe they are not capable of managing noise levels during late-night hours. Approving this application would likely lead to ongoing disruptions and further negative impact on residents' quality of life.

Thank you for considering this objection. I am happy to provide further information or discuss this matter if necessary.

Sincerely,

[Redacted Signature]

**From:** [REDACTED]

**Sent:** 30 October 2024 19:40

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Subject:** Re: Objection to Premises Licence Application for 348 North End Road

Dear Licensing Team,

To further support this objection, this licensing application seems extremely similar to the one Pepe's Chicken was trying to get approved and that was denied by your team. I believe that the residents of Reeves Yard and the surrounding buildings on Shorrolds Road have the same concerns as residents of Barclays Road had. I'd also like to add that Nando's, the previous tenant had a license to operate until 11pm. We are struggling to understand how the rules are any different for Popeyes.

In addition, none of the potentially affected residents were notified by Popeyes, which as Andriy Marin has pointed out seems to be a pattern with this business tenant. Luckily, we've noticed the tiny obligatory paper sign in their window.

I'm hoping that your team will take all of the above into consideration when making a decision.

[REDACTED]

[REDACTED]



Licensing Team  
Hammersmith & Fulham Council  
Town Hall  
King Street  
London  
W6 9JU



**Date: 03 November 2024**

**Subject: Representation objecting to licence application reference 2024/01664/LAPR for PLK Chicken Uk Limited, trading under the name POPEYES at 348 North End Road, SW6 1NB.**

Dear Sir/Madam,

I am writing to formally object to the license application reference 2024/01664/LAPR submitted by PLK Chicken Uk Limited for extended opening hours from 7:00 AM to 2:30 AM. As a resident of North End Road, I am concerned about the potential impact of this application on our community.

**Reasons for Objection:**

- 1. Prevention of crime and Disorder:** Operating a food establishment until 2:30 am in a residential area may attract patrons involved in late-night drinking and socializing, increasing the risk of criminal behavior. Late-night openings often correlate with heightened incidents of public disorder, vandalism, and anti-social behavior, which could disrupt the safety and peace of the community. Additionally, extended hours could place a strain on local police resources, detracting from overall community safety.
- 2. Public Safety:** Late-night opening hours could lead to increased risks of anti-social behavior, including noise and altercations, compromising neighborhood safety. With customers likely to congregate outside or around the shop, especially during late hours, there is a greater likelihood of disturbances. This could inadvertently encourage loitering in the area, increasing the potential for accidents and confrontations. Operating late in a largely residential zone jeopardizes the welfare of residents, who may feel unsafe traversing the area.
- 3. Prevention of Public Nuisance:** Extended hours may lead to increased noise and smell levels during the late night and early morning hours, negatively affecting the quality of life for nearby residents. The area is primarily residential, and late-night

operations could disrupt the peaceful environment that we currently enjoy. Additionally, Delivery drivers arriving on scooters and motorcycles contribute to loud noise, both in front of the shop on North End Road and on Shorrolds Road where they usually gather. There is also an existing issue with littering; many neighbors including myself, have reported bags and leftover food littered on the street. Extended hours will likely exacerbate this problem.

**4. The Protection of Children From Harm: Late operating hours for a fast-food chain in a residential area raise significant concerns for the well-being of children. The noise and disturbances mentioned above could disrupt the sleep of residents, including children. North End Road is home to some of the most vulnerable families in the borough, and disturbed sleep can adversely affect children's school performance. Furthermore, children walking in the area late in the evening may encounter undesirable activity or individuals, creating risks that would be mitigated with earlier closing hours.**

I respectfully urge the council to consider these points and deny the application for extended hours. I believe that maintaining a balance between local business operations and the quality of life for residents is essential.

Thank you for considering my objection.

Yours sincerely,

██████████

From: [REDACTED]

Sent: 01 November 2024 18:22

To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

Subject: Objection to Premises License Application for Late-Night Operations at Popeyes, 348 North End Road

[REDACTED]

Dear Licensing Team,

I am writing to object to the premises license application for late-night operations at Popeyes, located at 348 North End Road, London SW6 1NB. I am a resident of [REDACTED] and there has already been a lot of noise from their premises.

When they were setting up shop they made a lot of noise before 8am in the morning consistently. At times I could feel the vibration in my building, and I live in the building next theirs.

There is also a fridge condensing unit outside my bedroom window they have installed. It wakes me up in the night when it starts up. I have filed a noise complaint with H&F Noise Complaints department, but they have not sound proofed the unit. Was this installed with proper planning?

Given these previous issues I am concerned they will not management noise levels late at night properly and keep the concerns of the neighbourhood in mind. I feel like the it is making quality of life worse and they will not work with the community to keep things nice for all.

Thank you and please let me know if you need more information.

Best regards,

[REDACTED]

[REDACTED]

**From:** [REDACTED]

**Sent:** 06 November 2024 12:54

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Subject:** Objection to late night licence for Popeyes

Dear Sir as I live [REDACTED] to the proposed Popeyes chicken shop at 348 North End Road.

I wish to object to a late licence as the current burger shop Amigos seems to attract noisy and litter scattering youths throughout the evenings. Operating until 2.30am would I believe make matters worse

Thank you

[REDACTED]  
[REDACTED]  
[REDACTED]

**From:** [REDACTED]

**Sent:** 06 November 2024 13:31

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Subject:** Objection to late night license at Popeyes 348 North End Road.

To whom it concerns,

I am owner of [REDACTED] and wish to object in the strongest terms to the issuing of a late night license to Popeyes, 348 North End Road.

Firstly, a late night take away in a residential area can attract patrons involved in late night drinking. This immediately causes problems with noise levels in the area. It is also likely that it becomes a place for late nighters to congregate. This increases the possibility of public disorder, vandalism and anti-social behaviour.

Secondly, as North End Road was designated a problem area in 2022 by H&F, relating to crime and anti-social behaviour, and landlords were required to pay for a license to help finance the "cleaning up" of the area, granting this licence would be contradictory to both your efforts to improve the area and all our efforts working alongside you.

Thirdly, after all the work done on landscaping and improving the aesthetic of North End Road, which we residents have added to by planting and improving outside our own properties, a late night take-away has the potential to undo all of this work with litter being the biggest issue.

There is a great need to continue the work of creating community here and to protect and increase the sense of pride we all want and are working towards. Is a late night take-away really necessary to the positive development of our neighbourhood.

Thank you for taking time to consider my concerns and I look forward to your response.

Yours Sincerely,

[REDACTED]  
[REDACTED]  
[REDACTED]

**From:** [REDACTED]

**Sent:** 08 November 2024 13:51

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Subject:** Objection to late night licence - 348 North End Road - Popeyes

Dear Sir,

I am the landlord [REDACTED], which is located [REDACTED] to the Popeyes at 348 North End Road.

I wish to object to a late licence as I believe it would be detrimental to my tenant's right of peaceful enjoyment of the property.

I am told that the nearby burger shop Amigos often attracts noisy customers in the evenings. Littering has also been a problem at times. A similar food outlet open till 2:30am will exacerbate issues of anti social behaviour.

Thanks of your consideration.

Kind regards,

[REDACTED]  
[REDACTED]  
[REDACTED]

## Comments summary

Dear Sir/Madam,

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

Comments were submitted at 09/11/2024 7:49 AM from [REDACTED].

### Application Summary

Address: 348 North End Road London SW6 1NB

Proposal: Licensing Act - Premises Licence

Case Officer: 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: 09/11/2024 7:49 AM By allowing these extended opening and delivery hours, will risk a significant increase in the noise nuisance to residents caused by dispatch riders/food delivery motorbike drivers and potentially night crime.

There is a lot of study done on the critically of sleep for humans and any living creatures. Please refer to John Walker Why we sleep and other works.

The area is already very noisy from McDonald extractor fan working

most of the hours at night to provide unhealthy fast food to people that causes obesity, shortens people's life and uses tax payer's money, constant noise from airplanes heading to and from Heathrow and noise from the commercial activities on North end road. Adding more deliveries at night time will make the noise nuisance situation even worse and will be detrimental to the people's physical and mental health.

I reserve the right to make further submissions before any hearing;

if I am not able to attend the hearing then I nominate [REDACTED] to represent me at the hearing".

---

Kind regards

Dear Sir/Madam,

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



Comments were submitted at 09/11/2024 8:02 AM from [REDACTED].

### Application Summary

Address: 348 North End Road London SW6 1NB

---

Proposal: Licensing Act - Premises Licence

---

Case Officer: Lorna McKenna

---

[Click for further information](#)

### Customer Details

Name: [REDACTED]

---

[REDACTED]

---

Address: [REDACTED]

---

### Comments Details

Commenter Type: Neighbour

---

Stance: Customer objects to the Licensing Application

---

Reasons for comment:

Comments: 09/11/2024 8:02 AM Such a request simply cannot be supported because:

- late evening and early morning hours are when residents are trying to sleep and recover from the working day (or a day at school for children) or simply reenergise;
- all the delivery drivers will increase the noise at these hours in the neighbourhood, adversely affecting sleep;
- if the licence were to be granted, it would open the floodgates for other similar shops to request the same, thereby further increasing the noise nuisance;
- the North End Road is well known for being a Metropolitan Crime Hotspot, and extending the opening hours will increase the risk of anti-social behaviours at hours where the police are understaffed.

I reserve the right to make further submissions before any hearing.  
if I am not able to attend the hearing then I reserve my right to nominate someone who has made a submission to represent me.

Kind regards,

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Dear Sir/Madam,

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

Comments were submitted at 09/11/2024 8:08 AM from [REDACTED]

### Application Summary

Address: 348 North End Road London SW6 1NB

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Proposal: Licensing Act - Premises Licence

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Case Officer: Lorna McKenna

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[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: 09/11/2024 8:08 AM 1. the proposed fall significantly outside those recommended for mixed use (residential/commercial areas) for takeaways (Friday/Saturday 00:30 and Sunday 23:30);  
2. this will cause a significant increase in the noise nuisance to residents ( dispatch riders/food delivery motorbike drivers in the street)  
3 North End Road (NER) is a Metropolitan Crime Hotspot where most of the crime (across the whole range) and drug sales take place late at night where people can congregate at a time when the police are seriously under resourced to respond to or attend crime scenes.  
4If LBHF were to grant this license, then there is nothing to stop every takeaway or food retailer in the area (not just on the NER) applying to do the same. There are 32 such retailers on the NER alone between Popeye and West Kensington Tube Station. The floodgates would open. Put another way, if Popeye expect 15 deliveries per hour (conservative estimate, but what they probably need to make it commercially worthwhile) for each of the three additional hours from 11pm - 02:00 that

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is 45 additional pick-up/delivery journeys on our streets. If half (16) other takeaways follow suit, then that is 720 deliveries in this area per night seven days a week. There is no cap on this and in truth the numbers could be much larger. We note that there is no enforceable condition that could be attached to any license that could prevent this; and

5 whilst earlier decisions of the licensing committee on the same issue of late opening hours opening are not binding, it is noted that recently the committee has recognised the above concerns by rejecting applications from the likes of Papa Johns, Selekt Chicken, Morleys and other

Please note that I reserve the right to make further submissions before any hearing; and if I am not able to attend the hearing then I nominate

██████████ to represent me there.

---

Dear Sir/Madam,

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

Comments were submitted at 09/11/2024 10:01 AM from [REDACTED]

### Application Summary

Address: 348 North End Road London SW6 1NB

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Proposal: Licensing Act - Premises Licence

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Case Officer: Lorna McKenna

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[Click for further information](#)

### Customer Details

Name: [REDACTED]

---

Email:

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Address: [REDACTED]

---

### Comments Details

Commenter Type: Residents Group

---

Stance: Customer objects to the Licensing Application

---

Reasons for comment:

Comments: 09/11/2024 10:01 AM Please consider our profound objections to any proposed extension of opening hours beyond the current LBHF policy. The area surrounding north end road is residential, with a very large number of families with children. We are concerned that any exemptions granted for prolonged opening hours would create precedence, leading to a significant increase in late night traffic, noise and potential for delinquencies.

If I am not able to attend the hearing in person, I nominate John Skoulding to represent me at the hearing

---

Dear Sir/Madam,

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

Comments were submitted at 10/11/2024 9:05 AM from [REDACTED].

### Application Summary

Address: 348 North End Road London SW6 1NB

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Proposal: Licensing Act - Premises Licence

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Case Officer: Lorna McKenna

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[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: 10/11/2024 9:05 AM We object strongly to the proposed application by Popeyes Chicken to have their opening hours extended from 11pm to 2am. This will cause significant noise nuisance to our residential area with delivery drivers/ customer to-ing and fro-ing in the middle of the night whilst we are trying to sleep. We already suffer considerable disturbance during the daytime and worse, the evening from Getir/Uber drivers parked on our road. Also, bad enough that nearby, McDonalds have been permitted to operate between the unsociable hours of 12am - 1am and we only have respite from their noisy exhaust fan between 2am and 4am. We're already concerned about the level of petty crime on the North End Road and fear that this new license would exacerbate the problem. And, it seems the proposed hours are beyond the LBHF policy limits for takeaways in residential areas.

We'd like to add that we reserve the right to make further submissions before any hearing and if we're unable to attend the hearing ourselves, we nominate our neighbour, [REDACTED] to represent us.

---



Dear Sir/Madam,

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

Comments were submitted at 11/11/2024 9:09 AM from [REDACTED]

### Application Summary

Address: 348 North End Road London SW6 1NB

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Proposal: Licensing Act - Premises Licence

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Case Officer: Lorna McKenna

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[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: 11/11/2024 9:09 AM I object to Popeye wanting to extend their opening hours for late night closing times from 11pm to 02:00/02:30.

1. the proposed extended hours fall significantly outside those recommended for mixed use (residential/commercial areas) for takeaways (the recommended closing time in the LBHF Statement of Licensing Policy 2022 - 2027 is Friday/Saturday 00:30 and Sunday 23:30 - page 22);

2. This will risk a significant increase in the noise nuisance to residents caused by dispatch riders/food delivery motorbike drivers (Getir, Uber, Just Eat etc.). These riders leave their bikes on Tournay Road where they congregate whilst picking up deliveries.

3. The noise nuisance will take place during the hours critical to sleep and each residents right to quietly enjoy their property at night.

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4 the North End Road (NER) is a Metropolitan Crime Hotspot where most of the crime (across the whole range) and drug sales take place late at night where people can congregate at a time when the police are seriously under resourced to respond to or attend crime scenes.

I think it is also unacceptable that another fast food shop has been allowed to open in the area and that Fulham and Hammersmith council have a blatant disregard for the health of its residents.

---

[REDACTED]  
**Sent:** 13 November 2024 14:25

**To:** Mckenna Lorna: H&F <[Lorna.Mckenna@lbhf.gov.uk](mailto:Lorna.Mckenna@lbhf.gov.uk)>

**Cc:** John Skoulding

**Subject:** 2024/01664/LAPR: POPEYES 348 North End Road London SW6 1NB - deadline today 13 November [MDR-LEGAL1.FID2365760]

Dear Lorna

Having again been timed out on the LBHF site please accept this email as my objection to the above application.

[REDACTED]  
[REDACTED]  
[REDACTED]

**OBJECT**

I and my family are residents on [REDACTED] and have been for 24 years. We live a [REDACTED] [REDACTED] walk away from the Application site. The site is in an intensely residential area with 100% residential roads in the immediate and very close proximity. These roads include Shorrolds, Epirus, Tournay, Walham Grove, Farm Lane, Vanston Place, Eustace, Armadale, Halford, Haldane, Knivet, Anselm, Racton, Barclay, Dawes being just those on the doorstep.

The applicant wants to extend their opening hours for late night refreshment (on and off the premises) from 23:00 to 01:00 Sunday – Wednesday (so plus 2 hours for deliveries) and 23:00 – 02:00 Thursday – Saturday (plus 3 hours for deliveries). Our objection and very real concerns about this application are that, in summary, it is inconsistent with the licensing objectives because:

1. the proposed extended hours fall significantly outside those recommended for mixed use (residential/commercial areas) for takeaways (the recommended closing time in the LBHF Statement of Licensing Policy 2022 – 2027 is Friday/Saturday 00:30 and Sunday 23:30 – page 22). I note that the application is for hours which also fall outside the guide hours for town centres or extended town centres! Whilst guidance is not binding it is a useful and sensible set of handrails by reference to which decisions should be made on the merits or otherwise of each case;

2. this will risk a significant increase in the noise nuisance to residents caused by dispatch riders/food delivery motorbike drivers (Getir, Uber, Just Eat etc.). The vast majority of riders drive pollution emitting diesel or petrol motorbikes (not bicycles or electric bikes) that regularly travel at speeds in excess of the speed limit, are noisy when they use 100% residential roads to find the fastest route to make a delivery and also make noise at the point of delivery;
3. the noise nuisance will take place during the hours critical to sleep and in which each resident has a right to sleep and quietly enjoy their property at night – sleep is essential for all; a chicken burger is a nice to have luxury for some;
4. the North End Road (NER) is a Metropolitan Crime Hotspot where most of the crime (across the whole range) and drug sales take place late at night where people can congregate. This reality is at a time when the police are seriously under resourced to respond to let alone attend crime scenes. We have worked with the Police to support local initiatives and regenerate the NER. Late night hours for takeaways will significantly undo all the good work that has been done. The Application brings with it a significant increase in the risk of anti-social behaviour (drug sales, littering, vomit, urination, broken glass, harassment of women all sadly features of late-night behaviour that we witness regularly and all too often on our roads);
5. the consequences of doing this. If LBHF were to grant this license, then there is nothing to stop every takeaway or food retailer in the area (not just on the NER) applying to do the same. There are 32 such retailers on the NER alone between Popeye and West Kensington Tube Station. The floodgates would open. Put another way, if Popeye expect 15 deliveries per hour (super conservative low estimate, but maybe what they need to make it commercially worthwhile) for each of the three additional hours from 11pm – 02:00 that is 45 pick-up/delivery journeys and drop offs on our streets. If half (16) the other takeaways follow suit in addition to the Applicant, then that is 765 deliveries in this area per night seven days a week. How can LBHF prevent this if they grant this application? There is no cap on this and in truth the numbers could be much much larger. We note that there is no enforceable condition that could be attached to any license to prevent this;
6. condition 8 is meaningless and unenforceable in any real sense in the face of the nuisance caused by the congregation of numbers of drivers and people at the site and the immediate vicinity and the noise nuisance referred to above. The reality is that once drivers and customers have left the site there is nothing the applicant can do to prevent crime. Disorder or noise nuisance;

7. there is a significant public safety issue with the ever-increasing use of unregulated delivery drivers. As you know residents must pay to park on the road they live on (in addition to paying Council Tax and the usual car tax and cost of insurance as required by law). Dispatch/delivery riders are neither required to register with LBHF, pay to park on any road and to operate their vehicle they are not required to hold anything more than a "L plate". For me to insure my car I must have a full driver's license - a mere L plate is not acceptable. The standard of driving of delivery/dispatch riders for the large part is poor. They consistently exceed the speed limit, park on pavements, fail to signal, drive on the wrong side of the road, fail to stop at junctions and become irate if you don't give them enough space when they do so, they very often play roulette by forcing drivers to stop when they speed into small and narrow spaces, they cut in without signalling and rarely look left or right when pulling out rather they expect everyone else to break and let them through. Sadly, several residents have had their vehicles scratched and damaged by this type of activity. The fundamental point is that in increasing the demand for and use of such riders (if they allow this application) LBHF will be sanctioning and permitting a significantly lower standard of driving by L plate riders when compared to the legal requirements of fully insured, permit paying, full license holding residents. The motorcycle bay on our road is not used by residents because it is overrun by dispatch/delivery riders from early in the morning to late at night. The numbers far outweigh the allotted parking space, so they encroach into the resident parking bays which we have paid to use. They are effectively allowed to carry out a commercial activity on residential roads for free 7 days a week when we must pay to park and comply with higher (and rightly safer) driving standards;
8. whilst earlier decisions of the licensing committee on the same issue of late opening hours opening are not binding, it is noted that recently the committee has recognised the above concerns by rejecting applications from the likes of Papa Johns, Selekt Chicken, Morleys and others. This is an important indication and reflection of the Committee's view of how the Committee consistently balances the competing issues on applications like these; and
9. the extension of early hour opening times is also extremely concerning given that the application site is right next to a bus stop that is used by large numbers of school children.

I reserve the right to make further submissions before any hearing. I aim to attend any hearing but if I am not able to attend the hearing then I reserve my right to nominate someone who has made a submission to represent me. Please reject this application.

I am happy for you to give my mobile/email contact details to the Applicant and would encourage them to contact me to start a dialogue about the issues.

Kind regards



Dear Sir/Madam,

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

Comments were submitted at 13/11/2024 11:13 PM from [REDACTED].

### Application Summary

Address: 348 North End Road London SW6 1NB

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Proposal: Licensing Act - Premises Licence

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Case Officer: Lorna McKenna

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[Click for further information](#)

### Customer Details

Name: [REDACTED]

---

Email:

---

Address: [REDACTED]

---

### Comments Details

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 13/11/2024 11:13 PM My husband and I would like to object for a number of reasons; 1. We believe this application is not within the recommended closing time of the LBHF Statement of Licensing Policy 2022-2027 of Friday/Saturday 00.30 and Sunday 23.30. 2. This will risk a marked increase in the noise nuisance to local residents, particularly in Tournay Road, where a large number of dispatch riders wait for their deliveries, and it's currently very bad already. 3. This noise nuisance will fall in the hours critical to sleep and each residents right to quietly enjoy their evening. 4. The North End Road is a Metropolitan Crime Hotspot where most of the crime and drug sales take place late at night, will Popeyes staff be safe? 5. If LBHF were to grant this license, they would be setting a president, and the flood gates would open with all the other fast food companies trying to do the same thing of which there are many on the North End Road. 6. As it is, we have noticed that the committee has

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recognised the above concerns by rejecting recent applications from other similar companies, such as Papa Johns, Selett Chicken, Morleys and others.

We wish to reserve the right to make further submissions before any hearing, and if we are not able to attend the hearing then we nominate [REDACTED] to represent us at the hearing.

---

**From:** [REDACTED]

**Sent:** 13 November 2024 22:55

**To:** Mckenna Lorna: H&F <[Lorna.Mckenna@lbhf.gov.uk](mailto:Lorna.Mckenna@lbhf.gov.uk)>

**Cc:** [REDACTED]

**Subject:** Re: DEADLINE 13 Nov Revised Rep against amended hours 2024/01664/LAPR - 348 NER, Popey's chicken (former Nando's till 23:00) restaurant extended off premises late night refreshment (plus deliveries only times) deadline 13 November

Dear Lorna and the Licensing Committee,

Please consider this a statement of objection to the licensing application from Popeye's Chicken. As a resident on nearby [REDACTED], we are plagued by delivery drivers both from a noise, disturbance and criminal standpoint. If they are permitted to operate late into the night, this will disturb the sleep of the hardworking residents and their children nearby even more. Need I remind you of the severe implications of lack of sleep on mental health and school attainment (protection of children from harm).

Additionally, on many occasions I have witnessed the illegal behaviour of these delivery drivers (Crime). For example, they frequently drive illegally at 60+mph the wrong way down Haldane Road, to reach their fast food outlets faster so they can make more money, from more deliveries, with total disregard for other vehicles going the right way, as well as pedestrians / animals on what should be a quiet residential street (public safety). Additionally, they park their bikes in the middle of the road and pavements, making it impossible to enter the street either by foot or by vehicle (public nuisance), also restricting wheelchair access for some senior residents who live on the street. They also drop litter repeatedly (public nuisance), and the fast food venues have no inclination despite being asked to go and pick it up. Lastly, I have witnessed them leering and acting aggressively at passer's by, as well as having fights amongst themselves (public safety). This creates an incredibly threatening and hostile atmosphere for the residents. To extend the opening hours of this premises well into the night would only provide additional (generally unpoliced) time for these issues to spread.

Lastly, I'm sure you are well aware of the crime issues plaguing the North End Road already. Creating a late night hotspot will only further exacerbate this, and as you know, the police do not have the resources to deal with this, as if anything, it has only got worse. I implore you to please consider your residents and deny this application.

Kind regards



[REDACTED]

**From:** [REDACTED]

[REDACTED] 2024 11:59

**To:** Mckenna Lorna: H&F <[Lorna.Mckenna@lbhf.gov.uk](mailto:Lorna.Mckenna@lbhf.gov.uk)>

**Cc:** [REDACTED] Barclay Road Residents

**Subject:** Re: DEADLINE 13 Nov Revised Rep against amended hours 2024/01664/LAPR - 348 NER, Popey's chicken (former Nando's till 23:00) restaurant extended off premises late night refreshment (plus deliveries only times) deadline 13 November

Thanks Lorna. If I am unable to attend the hearing, now set for 11 Dec, Wednesday, my Fulham neighbour [REDACTED] or his representative, will represent me.  
My address is [REDACTED]

Best,

[REDACTED]

## Comments summary

Dear Sir/Madam,  
Licensing Application comments have been made. A summary of the comments is provided below  
Comments were submitted at 09/11/2024 8:38 AM from [REDACTED]

### Application Summary

Address:	348 North End Road London SW6 1NB
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

### Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

### Comments Details

Commenter Type: Petition

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 09/11/2024 8:38 AM Objecting on Popeyes extended working hours!  
North end Road is becoming so unsafe, constant movement and traffic. Drugs and alcohol are in constant dealing and use! We feel unsafe living here especially worried about the safety for our young children

Kind regards

Dear Sir/Madam,

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

Comments were submitted at 13/11/2024 11:13 PM from [REDACTED]

### Application Summary

Address: 348 North End Road London SW6 1NB

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Proposal: Licensing Act - Premises Licence

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Case Officer: Lorna McKenna

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[Click for further information](#)

### Customer Details

Name: [REDACTED]

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[REDACTED]

---

[REDACTED]

---

[REDACTED]

Commenter Type: Neighbour

---

Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 13/11/2024 11:13 PM My husband and I would like to object for a number of reasons; 1. We believe this application is not within the recommended closing time of the LBHF Statement of Licensing Policy 2022-2027 of Friday/Saturday 00.30 and Sunday 23.30. 2. This will risk a marked increase in the noise nuisance to local residents, particularly in Tournay Road, where a large number of dispatch riders wait for their deliveries, and it's currently very bad already. 3. This noise nuisance will fall in the hours critical to sleep and each residents right to quietly enjoy their evening. 4. The North End Road is a Metropolitan Crime Hotspot where most of the crime and drug sales take place late at night, will Popeyes staff be safe? 5. If LBHF were to grant this license, they would be setting a precedent, and the flood gates would open with all the other fast food companies trying to do the same thing of which there are many on the North End Road. 6. As it is, we have noticed that the committee has recognised the above concerns by rejecting recent applications from other similar companies, such as Papa Johns, Selett Chicken, Morleys and others. We wish to reserve the right to make further submissions before any hearing, and if we are not able to attend the hearing then we nominate [REDACTED] to represent us at the hearing.

---

**From:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Sent:** 05 December 2024 16:10

**Subject:** Amendments to Hours - Popeye's, 348 North End Road

Dear all,

**Licensing Act 2003**

**Reference: 2024/01664/LAPR**

**Premises: POPEYES 348 North End Road London SW6 1NB**

I am contacting you, as you submitted an objection to the above application which is due to be heard before the Licensing Sub-Committee at a re-adjudged date which will be confirmed at a later date.

During the consultation period, the applicant amended their hours applied for which has been outlined below.

Originally the below was applied for:

**The provision of late-night refreshment - Indoors and Outdoors**

Monday to Sunday            23:00 to 02:00.

**Hours premises is open to the public:**

Monday to Sunday            07:00 to 02:30

The applicant during the consultation period **has now reduced the hours being applied for** as follows:

**Provision of Late-Night Refreshment - Indoors and Outdoors**

Sunday to Wednesday            23:00 until 00:00

Thursday to Saturday            23:00 until 01:00

**Provision of Late-Night Refreshment - Outdoors Only**

Sunday to Wednesday            00:00 until 01:00 (deliveries only)

Thursday to Saturday            01:00 until 02:00 (deliveries only)

**Opening Hours of the Premises is open to the public**

Sunday to Wednesday            07:30 until 00:00

Thursday to Saturday            07:30 until 01:00

The reason the opening hours are showing as the same time as the Indoors and Outdoors, is because the premises will not be open to the public in the hours for outdoors only as it is deliveries only.

**Please let me know by return of email, if the above amendments addresses your concerns raised, and you are minded to withdraw your representation? If you are not minded to withdraw, you will be invited to attend a licensing sub-committee to provide your representation and supporting evidence verbally.**

Kind regards

**Lorna McKenna**

Licensing Compliance Officer

Licensing

Place Department

Hammersmith & Fulham Council

**From:** Ezeoguine Kevin: H&F <[Kevin.Ezeoguine@lbhf.gov.uk](mailto:Kevin.Ezeoguine@lbhf.gov.uk)>  
**Sent:** 03 January 2025 13:41  
**To:** Gwam Okechukwu: H&F <[Okechukwu.Gwam@lbhf.gov.uk](mailto:Okechukwu.Gwam@lbhf.gov.uk)>  
**Cc:** Arthur Anona: H&F <[Anona.Arthur@lbhf.gov.uk](mailto:Anona.Arthur@lbhf.gov.uk)>  
**Subject:** RE: Amendments to Hours - Popeye's, 348 North End Road

Hi Chuks

Thank you for your email.

Assuming my late response is still relevant, I would still object on the grounds of likelihood of noise nuisance from the food delivery riders ((loud voices, loud music and revving of moped engines) which would disturb the sleep of local residents.

From my experience, food business operators (FBOs) tend to de-associate themselves from the activities of the food despatch riders, arguing that they are 'self-employed' persons/contractors.

On a more positive note, the adjusted hours are better, seeing the Noise Team will still be on duty during those hours to investigate any complaints from residents.

In the event that the Council opts to grant the extended hours of operation, I would strongly recommend that the FBO be requested to provide a written undertaking that they will be responsible for the management and supervision of the despatch riders so as not to cause nuisance to nearby occupied residential premises. This should also be inserted as a **condition** of the new licence.

I hope the above helps.

Kind Regards

Kevin

**From:** Ward Panel Chair Walham Green

**Sent:** 05 December 2024 21:54

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Subject:** Re: Amendments to Hours - Popeye's, 348 North End Road

Dear Lorna,

Many thanks for your email.

Our objections to this application still stand despite the amended hours, as the revised hours are still very likely to lead to increased crime and anti-social behaviour in and around the premises, which is situated in an official police crime hot spot. Residents will still have disturbed sleep caused by customers and delivery drivers at the premises, and from early hours deliveries through the side streets.

This premises should close at midnight at the latest, including deliveries for consumption off premises.

Kind regards





Co-Chairs Walham Green Ward Panel

**From:** [REDACTED]  
**Sent:** 05 December 2024 19:07  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** Re: Amendments to Hours - Popeye's, 348 North End Road

Hi,  
The amendments below do not address the concerns I raised.  
I am not minded to withdraw my representation.

Thanks

[REDACTED]

**From:** Barclay Road Residents  
**Sent:** 05 December 2024 16:31  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** Re: Amendments to Hours - Popeye's, 348 North End Road

No. We are being deluged with deliveries. [REDACTED]

[REDACTED]  
[REDACTED]



**From:** [REDACTED]  
**Sent:** 05 December 2024 16:53  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** Amendments to Hours - Popeye's, 348 North End Road

Dear Lorna

Thank you for the email.

The above amendments do not address my concerns, and I am not withdrawing my representation.

I have been very busy at work but aim to reply to the Applicant's lawyer soon to set up a call or meeting.

Kind regards

[REDACTED]

**From:** [REDACTED]  
**Sent:** 08 December 2024 22:37  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** Re: Amendments to Hours - Popeye's, 348 North End Road

Dear Lorna

This amendment does not address my concerns and therefore my objection still stands.

Thank you,

[REDACTED]

**From:** [REDACTED]  
**Sent:** 05 December 2024 16:20  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** Re: Amendments to Hours - Popeye's, 348 North End Road

Dear Lorna, thank you for your email. I'm not minded to withdraw the representation, as the same concerns still remain.

Kindest regards,

[REDACTED]

[REDACTED] [REDACTED]  
**Sent:** 09 December 2024 12:50  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** RE: Amendments to Hours - Popeye's, 348 North End Road

Dear Ms McKenna,

Thank you for your message below.

We are not minded to withdraw our objection to the application. We wish to maintain our objection.

Yours sincerely,

[REDACTED]

[REDACTED]

[REDACTED]