

Licensing Sub-Committee

Agenda

Wednesday 28 May 2025 at 6.30 pm

This meeting will be held remotely

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

MEMBERSHIP

Administration:	Opposition:
Councillor Patrick Walsh (Chair) Councillor Jacolyn Daly	Councillor Dominic Stanton

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

Public Notice

This meeting will be held remotely. Members of the press and public can watch the meeting live on YouTube: [youtube.com/hammersmithandfulham](https://www.youtube.com/hammersmithandfulham)

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

Date Issued: 19th May 2025

Licensing Sub-Committee Agenda

28 May 2025

<u>Item</u>		<u>Pages</u>
1.	APOLOGIES FOR ABSENCE	
2.	DECLARATIONS OF INTEREST <p>If a Councillor has a disclosable pecuniary interest in a particular item, whether or not it is entered in the Authority's register of interests, or any other significant interest which they consider should be declared in the public interest, they should declare the existence and, unless it is a sensitive interest as defined in the Member Code of Conduct, the nature of the interest at the commencement of the consideration of that item or as soon as it becomes apparent.</p> <p>At meetings where members of the public are allowed to be in attendance and speak, any Councillor with a disclosable pecuniary interest or other significant interest may also make representations, give evidence or answer questions about the matter. The Councillor must then withdraw immediately from the meeting before the matter is discussed and any vote taken.</p> <p>Where Members of the public are not allowed to be in attendance and speak, then the Councillor with a disclosable pecuniary interest should withdraw from the meeting whilst the matter is under consideration. Councillors who have declared other significant interests should also withdraw from the meeting if they consider their continued participation in the matter would not be reasonable in the circumstances and may give rise to a perception of a conflict of interest.</p> <p>Councillors are not obliged to withdraw from the meeting where a dispensation to that effect has been obtained from the Standards Committee.</p>	
3.	MCDONALD'S, 312-314 NORTH END ROAD, LONDON, SW6 1NG	3 - 330

<u>Contents</u>	<u>Pages</u>
1. THE APPLICATION	4-5
1.1. Current Hours of Operation	4
1.2. Application Requested	4
1.3. Applicants Operating Schedule	4-5
2. BACKGROUND	5
3. CONSULTATION	5-6
3.1 Relevant Representations	6-6
4. OTHER INFORMATION	6-7
4.1 Enforcement History	6
4.2 Temporary Event Notices (“TENs”)	6-7
5. POLICY CONSIDERATIONS	7-18
6. DETERMINATION	18

APPENDICES:

Copy of Current Licence and Plan	19-27.
Copy of Full Variation Application Form	28-42.
Premises Location Map and Neighbouring Premises	43-45.
Further Conditions Agreed With Metropolitan (Met) Police	46-49.
Dispersal Policy Information from Applicant	50-52.
Valid Representations Received	53-330.

1. THE APPLICATION

On 8th April 2025, the Licensing Authority ('the Authority') received a valid application for a Full Variation to the premises licence in respect of the premises known as McDonald's, 312-314 North End Road, London, SW6 1NG, submitted by Shoosmiths LLP ('the Applicant'), on behalf of Smash Operations Limited T/A McDonald's (the Premises Licence Holder).

1.1 Current Hours of Operation

The premises has a licence which permits the following:

Provision of Late Night Refreshment (both Indoors and Outdoors):

Monday to Sunday 23:00 - 00:00

Opening Hours of the Premises:

Monday to Sunday 05:00 - 00:00

A copy of the premises licence and plan can be seen on pages **19-27** of this report.

1.2 Application Requested

The Applicant had originally applied for the following changes:

Provision of Late Night Refreshment (both Indoors and Outdoors):

Monday to Sunday 23:00 - 05:00

Proposed Opening Hours

Monday to Sunday 05:00 - 05:00

A copy of the application form can be seen on pages **30-48** of this report.

Following discussions with the Metropolitan Police, as well as agreeing to a number of additional conditions (shown on pages **46-49** of this report) the Applicant has agreed to amend the applications hours to the following:

Provision of Late Night Refreshment (both Indoors and Outdoors):

Sunday to Thursday 05:00 to 01:00

Friday and Saturday 05:00 to 03:00 (with one SIA on duty from 00:00 to 03:00)

Proposed Opening Hours

Sunday to Thursday 05:00 to 01:00

Friday and Saturday 05:00 to 03:00

It is, therefore, these revised hours that the Sub-Committee are being asked to consider.

1.3 Applicant's Operating Schedule

The Applicant has completed the sections relevant to upholding the four licensing objectives as part of their variation application form. Again, a copy of the current premises licence conditions can be seen on pages **19-27** of this report.

2. BACKGROUND

The main entrance and exit access points to the site 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 **43-45** of this report.

The site is relatively well connected bus-wise. It is also approximately 8 minutes' walk to Fulham Broadway Underground Station, 12 minutes' walk from West Brompton Overground Station and 14 minutes' walk to West Kensington Underground Station.

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

As part of the consultation process, the Licensing Section received 169 Representations, comprising 166 against and 3 in favour of the Application. No Representations were received from any of the Responsible Authorities.

The 166 Representations against the Application (which can be seen on pages **54-327** of this report), came from the following:

- 1 person (on behalf of the Fulham Society).
- 1 person (on behalf of the North End Road Action Group).
- 1 person (on behalf of the Crabtree Estate Residents Association).
- 2 persons (on behalf of the Seagrave Road Residents Group).
- 1 person (on behalf of the Fulham Island Residents Association).
- 1 person (on behalf of the Tournay Road Neighbourhood Watch Group).
- 1 person (on behalf of the Walham Green Ward Panel).
- 1 person (on behalf of the Vanston Place Management Company Limited).
- 1 person (on behalf of the Lillie Ward Safer Neighbourhood Panel).
- 1 person (on behalf of the Barclay Road Conservation Area Neighbourhood Watch).
- 1 person (on behalf of St John's Church, Fulham).
- 2 people (on behalf of (Epirus Road, Epirus Mews and Piedemont Walk Neighbourhood Watch Groups).
- 147 other individual members of the public.
- Councillor Lydia Painter (Lillie Ward Councillor).
- Councillor Trey Campbell-Simon (Walham Green Ward Councillor).
- Councillor Sharon Holder (Lillie Ward Councillor).
- Councillor Paul Alexander (Sands End Ward).
- Ben Coleman MP (Member of Parliament for Chelsea and Fulham).

The 3 Representations in support of the Application (which can be found on pages **328-331** of this report) all came from individual members of the public.

As mentioned above, the Met Police did not formally represent against the proposed application as a Responsible Authority. However, on 2 May 2025, they and the Applicant did agree on some reduced hours and additional conditions designed to help uphold the licensing objectives. Again, this agreement can be found in pages **46-49** of this report.

Following the close of the consultation period on 6 May 2025, the Applicant sent on 15 May 2025 further information to the Licensing Section on its dispersal policy. This document can be found on pages **50-53** of this report.

On 16 May 2025, all 166 Objectors were sent a copy of both the agreement, and dispersal policy, of 2 and 15 May 2025, respectively. All Objectors were asked to notify the Licensing Section in writing if these additional steps suitably mitigated their concerns to the extent that they wished to withdraw their Representation. Any updates in this regard will be provided by the lead Officer in due course, or at the very least, as part of their Sub-Committee Hearing presentation.

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”)

The following TENs have been applied for in the last twelve months in relation to the Premises:

From	To	Times	Activities	Date Granted
Saturday 30 November 2024	Sunday 1 December 2024	00:00 to 05:00	Provision of late night refreshment (for no more than 151 people)	15 November 2024 (subject to reduction in hours to 00:00 to 03:00 following discussions with the Met Police)
Saturday 7 December 2024	Sunday 8 December 2024	00:00 to 03:00	Provision of late night refreshment (for no more than 124 people)	19 November 2024
Saturday 14 December 2024	Sunday 15 December 2024	00:00 to 03:00	Provision of late night refreshment (for no more than 151 people)	19 November 2024

Saturday 21 December 2024	Tuesday 24 December 2025	00:00 to 03:00	Provision of late night refreshment (for no more than 151 people)	19 November 2024
Saturday 28 December 2024	Wednesday 1 January 2025	00:00 to 03:00	Provision of late night refreshment (for no more than 151 people)	19 November 2024

As Members will be aware, any licenced premises is entitled to seek an extension of any current granted hours by way of a TEN, subject to consultation with both the Met Police and the Council's Environmental Health Team. Any formal objections by either body to a Standard TEN (late TENs are automatically rejected) would have to be considered by a Licensing Sub-Committee.

5. POLICY CONSIDERATIONS

5.1 Section 2 pages 7 and 8 of the Statement of Licensing Policy ("SLP") states the 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 Authority has identified three key themes of the SLP and the Authority's approach to implementing it, as follows:

- 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 3 on pages 10 to 11 of the SLP state that, in relation to potential impact of an Application on a particular area, the following is expected:

- Where relevant Representations have been received by the Council, conditions attached to licences, certificates and Temporary Event Notices will be tailored to the individual style and characteristics of the premises and events concerned. They will relate to the licensing objectives and be restricted to matters within the control of individual licence holders;
- In making decisions on licensing applications and imposing conditions, the Licensing Authority will primarily focus on the direct impact of the activities taking place at the licensed premises on members of the public living, working or engaged in normal activity in the area concerned relating to the four Licensing Objectives.

5.3 Section 5 on pages 12 and 13 of the SLP states that to ensure the promotion of the four licensing objectives, the 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.

5.4 Section 7 pages 13 to 15 of the SLP states that operating schedules for premises licences are the key to ensuring compliance with the four licensing objectives. The measures proposed in the operating schedule will normally be converted into conditions to be attached to the premises licence and should therefore fulfil the following criteria:

- (i) Be precise and enforceable
- (ii) Be unambiguous
- (iii) Not duplicate other statutory provisions
- (iv) Be clear in what they intend to achieve, and
- (v) Be appropriate, proportionate and justifiable

Operators of licensed premises will have to comply with planning, environmental health, trading standards, fire safety, licensing and building control legislation when opening or adapting licensed premises. The Authority will seek to avoid confusion and duplication by not imposing licence conditions relating to matters that are required or controllable under other legislation, except where they can be exceptionally justified to promote the Licensing Objectives.

5.5 Policy 1 page 18 confirms that The Secretary of State's Guidance under Section 182 of the Act (the 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 Authority notes the contents of these paragraphs from the Guidance and, in particular, the use of the word 'expected'. Licensing 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'.

5.6 Policy 2 page 20 of the SLP states that the Authority acknowledges that it is unique in the fact that it has three major football clubs within its boundaries. Given the size of our borough and the raised level of risk of crime and disorder occurring on match days, any premises in the vicinity of our football grounds will be expected to robustly deal with this issue in their operating schedule.

Where a relevant representation is made by the Police, another Responsible Authority, or 'other person' in respect of an application made by a licence holder, the Authority may apply enhanced "match day" conditions to ensure the Licensing Objectives are promoted. This may include, but is not limited to, the following conditions:

- a) Restriction of hours in the run up to and after 'Kick Off'
- b) Restriction of sales of alcohol in glass bottles or the use of glass for any drinks on match days
- c) Conditions for premises to robustly control the spillage of customers onto the highway through overcrowding
- d) Conditions to prevent customers from drinking or taking alcohol out onto the street outside the premises on match days
- e) The ability for the Police or Licensing Authority to require the premises to close on grounds of Public Safety if required to do so
- f) Having door supervisors on duty
- g) Having a Designated Premises Supervisor (DPS) / Personal Licence Holder on the premises
- h) Using display cabinets with shutters for alcohol
- i) Conditions to support the prevention of violence against women and girls and other vulnerable people on match days

Similar conditions may also be applied on 'victory day' or similar large crowd parades.

It has also been the experience of the Authority that at times it may be required to completely close 'off' and 'on' licensed premises depending on the information received by the Football Intelligence Unit. In order to ensure this can be effectively controlled the Authority and the Football Intelligence Unit will liaise with relevant premises operators at the earliest opportunity in order to discuss closure. Informal cooperation will always be preferred. However, review proceedings will necessarily follow when a Magistrates' Court has made a closure order under Section 80 of the Anti-Social Behaviour, Crime and Policing Act 2014, or the Crown Court has made a closure order on appeal under Section 84 of that Act.

5.7 Policy 3 page 21 and 22 of the SLP states that where there is a relevant Representation, the 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 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 Authority will normally require that customers should be allowed a minimum of thirty minutes to consume alcohol.

The SLP also suggests the following terminal hours in respect of late night refreshment:

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

Evidently, the Application (even with its amended hours) goes beyond the suggested hours listed above. However, it is ultimately the decision of the Sub-Committee whether the premises licence should be varied by this application and, if so, to what extent. Clearly, part of that consideration will be whether what the Applicant has supplied by way of their Application, as well as their agreement with the Met Police on additional conditions, suitably mitigates the concerns raised by those objecting to the application.

5.6 Policy 4 pages 22 and 23 of the SLP states that in determining an Application where there has been a relevant Representation, the 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 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.
- Prosecution or other enforcement of any personal licence holder or member of staff at such premises who is selling alcohol to people who are drunk.
- Prosecution or other enforcement of any personal licence holder or member of staff at such premises who is selling to underage persons or selling illegal alcohol or tobacco.
- Police powers to close down instantly any licensed premises or temporary events on grounds of disorder, the likelihood of disorder or excessive noise emanating from the premises, for up to 24 hours.
- The power of the police, other responsible authorities, a local resident, business or Councillor to seek a review of the licence or certificate in question.
- Police and Local Authority power to issue a Closure Notice for up to 48 hours where serious antisocial behaviour is taking place at licensed premises under the Anti-social Behaviour, Crime and Policing Act 2014.
- To ensure that residents are protected from the negative impact of late-night local licensing activities the Authority may decide to adopt an Area Specific Cumulative Impact Policy in relation to a specific area; where the number, type and density of premises providing licensable activities is having a serious negative impact on the local community and local amenities.

5.7 Policy 5 pages 24 to 26 of the SLP states where appropriate, the Authority will consider to what extent applications are aligned and show support for other council policies and strategies that support the four licensing objectives and key themes and principles in this SLP.

The council recognises that as part of implementing cultural strategies, account needs to be taken of the need to encourage and promote a broad range of entertainment, particularly live music, dancing, street arts and theatre for the wider cultural benefit of the community.

The Authority will monitor the impact of licensing on the provision of regulated entertainment, and particularly live music and dancing. Only appropriate, proportionate and reasonable licensing conditions will be imposed on such events.

Arrangements will be made for the licensing committee and other key stakeholders to receive, when appropriate, reports on the status and identified needs for a safe and accessible nighttime economy.

5.9 Policy 11 pages 30 and 31 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.

5.10 Policy 12 pages 30 and 31 of the SLP states that we are committed to the Regulators Code and supporting businesses.

- i.) We will work with businesses in our borough and provide the advice you need to help you comply with the law. This may be through meeting with you at your premises or at our offices, providing written advice in an email or letter or verbally over the telephone.
- ii.) We will usually confirm any technical/ legal advice in writing. For applicants and agents, we also offer a pre-application advice service. Further details about this service can be found on our website.
- iii.) We will attend pub watch meetings and work with local businesses, including the Hammersmith Business Improvement District (BID) and Fulham BID, to help facilitate the sharing of information and advice amongst licensees in our borough.
- iv.) We are continuously working to improve our online application process for a range of licence permissions. If you want to know what services are available or you want to make an application online, please check our website for further details.
- v.) We want to ensure that businesses comply with the law. Where this has not been possible through advice and education, we will carry out enforcement action in accordance with our enforcement policy and as part of our commitment to the Regulators Code.
- vi.) We want local businesses in our borough to thrive and survive. We recognise that the law can be complex at times and that despite trying to resolve issues through discussion in the first instance, enforcement will be necessary on some occasions. We also recognise that attitudes, circumstances and personnel often change over time.

Where enforcement action has been taken against a business in the past, relevant Responsible Authorities will be mindful of this when considering any new Applications. However, all new Applications e.g. variations to hours or licensable activities will be decided on their merits and the information provided to demonstrate promotion of the four licensing objectives. Where a premises licence or club premises certificate has previously been reviewed or the business has been prosecuted for licensing offences, licensees are advised to discuss any new/proposed changes with the Authority and/or the relevant Responsible Authority e.g. The Police, to resolve any ongoing concerns and/or issues.

5.10 Policy 14 pages 32 to 33 of the SLP in relation to delivery services cites that these have increasingly fallen 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-led;
- Convenience type alcohol delivery services that are targeted at convenience for those drinking at home.

Whilst Policy 14 addresses many alcohol-led issues, we are only dealing with late night refreshment in this case. Therefore, the Licensing Authority would only have 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.

In the case of a late night refreshment only, 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:

- 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 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:

- Robust measures in place to avoid the presence of weapons on their premises and should agree a protocol with the Authority and the police on the handling of weapons found on their premises.
- Conditions will, so far as possible, reflect local crime prevention strategies, and the Authority will also have regard to the views of the local Crime and Disorder Reduction Partnership.

The Police and the Authority will need to work closely together in order to ensure that this important objective of the Act is fulfilled by any applicants/operators. As a result, the Authority and the Police have signed a Memorandum of Understanding. This document

provides an outline of how the Authority will liaise, communicate and work to ensure full and proper consultation and effective joint working with this key responsible authority.

It is recommended that applicants discuss the crime prevention procedures in their premises with the Authority and the Police before making a formal application. Licences for any form of regulated entertainment will be subject to conditions to prohibit entertainment (including film exhibitions) which are likely to lead to disorder or stir up hatred or incite violence towards any section of the public on the grounds of colour, race, ethnic or national origin, disability, religious beliefs, sexual orientation or gender.

To assist potential licence applicants the Council now offers a pre-application advice service. Details of this service can be found on the licensing pages of the LBHF website.

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

- 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.
- **alternative to glass bottles and glasses** - restricting the use of glass bottles and beer glasses to customers in preference for containers made from polycarbonate materials.
- **CCTV** - using CCTV inside and/or outside the premises together with appropriate procedures and having staff properly trained to use CCTV equipment.
- **dispersal procedures** - establishing appropriate dispersal procedures to minimise the potential for crime and disorder when customers are leaving the premises.
- **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.
- **door staff** - considering whether the premises employs a sufficient number of 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).
- **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.
- **prevention of theft** - using bag hooks and signage to warn customers of pickpockets and bag snatchers.

5.10 Annex 1 page 37 and 38 of the SLP states the 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:

- 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 Authority will not normally include that limit as a licence condition.
- Safe capacities will be imposed where necessary for the promotion of public safety or the prevention of disorder on the relevant premises. If no safe capacity has been imposed through other legislation, a responsible authority may consider it necessary for a new capacity to be attached to the premises which would apply at any material time when the licensable activities are taking place and may make representations to that effect. The types of premises that may be subject to safe capacities will be the following;
 - Nightclubs
 - Cinemas
 - Theatres
 - Other premises where regulated entertainment is being provided within the meaning of the Act, e.g. open public spaces

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

- Checks on equipment at specified intervals, e.g. gas safety checks;
- Standards to be maintained, e.g. temporary electrical installations to comply with British Standards;
- 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;
- The steps taken to manage the risk from glass, the use of bottle bins, glass collectors and door supervisors to prevent glass being taken off the premises;
- The use of door supervisors to manage the entrance and exit from the premises and to protect public safety as customers leave the premises;
- The provision of air conditioning and ventilation;
- Measures to protect against overcrowding; and
- Implement access/support needs for disabled people

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:

d) special effects - whether music and dance venues and performance venues will use equipment or special effects, e.g. moving equipment, vehicles, pyrotechnics, strobe lights, smoke machines, etc.

- 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.
- risks associated with special promotions/events – ensuring compliance with guidance from the Metropolitan Police relating to specific event risk assessments for externally promoted live music events well in advance of the event. Risk assessment forms can be obtained from the Metropolitan Police Licensing Officer.

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

5.11 Annex 1 pages 38 to 40 of the SLP in relation to the prevention of public nuisance states that the Authority will require the applicant to demonstrate within the operating plan how they intend to prevent nuisance arising, prevent disturbance and protect amenity so far as is appropriate to ensure that the Licensing Objectives are met. This is expected to include:

- In considering an application, the Authority will consider the adequacy of proposed measures to remove or effectively manage the potential for public nuisance and anti-social behaviour and any Public Spaces Protection Orders (PSPOs) in place.
- Licensing Authority will particularly consider the following matters where they are material to the individual application:
 - The proximity of residential accommodation;
 - The type of use proposed, including the likely numbers of customers, proposed hours of operation and the frequency of activity;
 - The steps taken or proposed to be taken by the applicant to prevent noise and vibration escaping from the premises, including music, noise from ventilation equipment, and human voices. Such measures may include the installation of soundproofing, air conditioning, acoustic lobbies and sound limitation devices;
 - The steps taken or proposed to be taken by the applicant to prevent disturbance by customers arriving at or leaving the premises.
 - The steps taken or proposed to be taken by the applicant to prevent queuing (either by pedestrian or vehicular traffic). If some queuing is inevitable then queues should be diverted away from neighbouring premises or be otherwise managed to prevent disturbance or obstruction;
 - The steps taken or proposed to be taken by the applicant to ensure staff leave the premises quietly;
 - The arrangements made or proposed for parking by patrons, and the effect of parking by patrons on local residents;
 - The provision for public transport in the locality (including taxis and private hire vehicles) for patrons;
 - The level of likely disturbance from associated vehicular and pedestrian movement to and from the premises;
 - The delivery and collection areas and delivery/collection times;
 - The arrangements for refuse disposal, storage and the prevention/tidying of litter (including fly posters and illegal placards);

- The history of previous nuisance complaints proved against the premises, particularly where statutory notices have been served on the present licence holder;
- The history of the applicant in controlling anti-social behaviour and preventing nuisance;
- The generation of odour, e.g. from the preparation of food;
- Any other relevant activity likely to give rise to nuisance;

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:

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

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

5.12 Annex 1 pages 40 and 41 of the SLP in relation to the protection of children from harm states the Authority will require operating plans to specify the measures and management controls in place to protect children from harm. Where appropriate a written childcare policy should be available and be incorporated in the induction of staff. This is expected to include:

- The Licensing Authority will particularly consider whether:
 - There is entertainment or services of an adult nature commonly provided;
 - There have been convictions, Penalty Notices for Disorder (PND) or cautions for serving alcohol to minors or premises with a reputation for under-age drinking;
 - There is a known association with drug taking or dealing.

6. DETERMINATION

6.1 In determining this Application, the Sub-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.

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

Licensing Act 2003

Premises Licence



Premises Licence Number: 2023/00753/LAPR

Part 1 – Premises details

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

McDonald's Restaurants
312-314 North End Road

Post town: London

Post code: SW6 1NG

Telephone:

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Provision of Late Night Refreshment - Both Indoors and Outdoors

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

Provision of Late Night Refreshment - Both Indoors and Outdoors
Monday to Sunday 23:00 - 00:00

The opening hours of the premises:

Monday to Sunday 05:00 - 00:00

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

Not Applicable

Part 2

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

Smash Operations Limited
32 High Street
Wall Heath
Kingswinford
West Midlands
DY6 0HB

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

12601217

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

Not Applicable

Annex 1 – Mandatory Conditions

Not Applicable

Annex 2 – Conditions consistent with the operating Schedule

1. CCTV shall be installed and maintained at the premises and shall cover all areas open to members of the public in the dining area. All images shall be stored for a minimum of one month.
2. Access to the CCTV system shall be provided to Police Officers on request.
3. Signage shall be displayed at the premises, informing customers that CCTV is in operation.
4. A minimum of three Shift Managers shall be trained in the retrieval of CCTV footage.
5. A minimum of five staff members shall be on the premises whilst open for licensable activities.
6. The premises shall operate a no open alcohol containers policy.
7. Customers shall only be permitted access to the ground floor dining area and disabled toilet during the hours for licensable activities.
8. All doors at the premises shall be fitted with a self-closing device.
9. All packaging supplied to customers at the premises shall display "Bin It".

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

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

12. A responsible member of staff shall carry out proactive litter patrols outside the premises at least hourly throughout the premises' opening hours and specifically at the end of trading hours to ensure that there is no litter associated with the premises in the immediate vicinity and any such litter found shall be collected and returned to the premises for disposal with the premises' normal waste / refuse collection.

13. Any mechanical plant/equipment associated with the premises shall be correctly installed, operated, maintained, and regularly serviced, all in accordance with the manufacturer's instructions, to ensure that it is operating correctly and efficiently so as not to cause a nuisance to neighbours arising from noise.

14. Any ventilation and extraction systems and ducting associated with the premises shall be correctly installed, operated, maintained, and regularly serviced, all in accordance with the manufacturer's instructions, to ensure that they are operating correctly and efficiently so as not to cause a nuisance to neighbours arising from noise or odour.

15. Deliveries and collections (including refuse and/or recycling collections) associated with the premises shall be arranged between the hours of 06:00 to 22:00 hours only.

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

Signed: 
Authorised Officer

Date: 19.05.2023

Annex 4- Plans:

Please insert plans at pages 4 and 5

Licensing Act 2003

Premises Licence



Premises Licence Summary

Premises Licence Number: 2023/00753/LAPR

Premises details

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

McDonald's Restaurants (312-314)
312 North End Road

Post town: London

Post code: SW6 1NG

Telephone:

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Provision of Late Night Refreshment -Both Indoors and Outdoors

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

Provision of Late Night Refreshment - Both Indoors and Outdoors
Monday to Sunday 23:00 - 00:00

The opening hours of the premises:

Monday to Sunday 05:00 - 00:00

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

Not Applicable

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

Smash Operations Limited
32 High Street
Wall Heath
Kingswinford
West Midlands
DY6 0HB

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

12601217

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

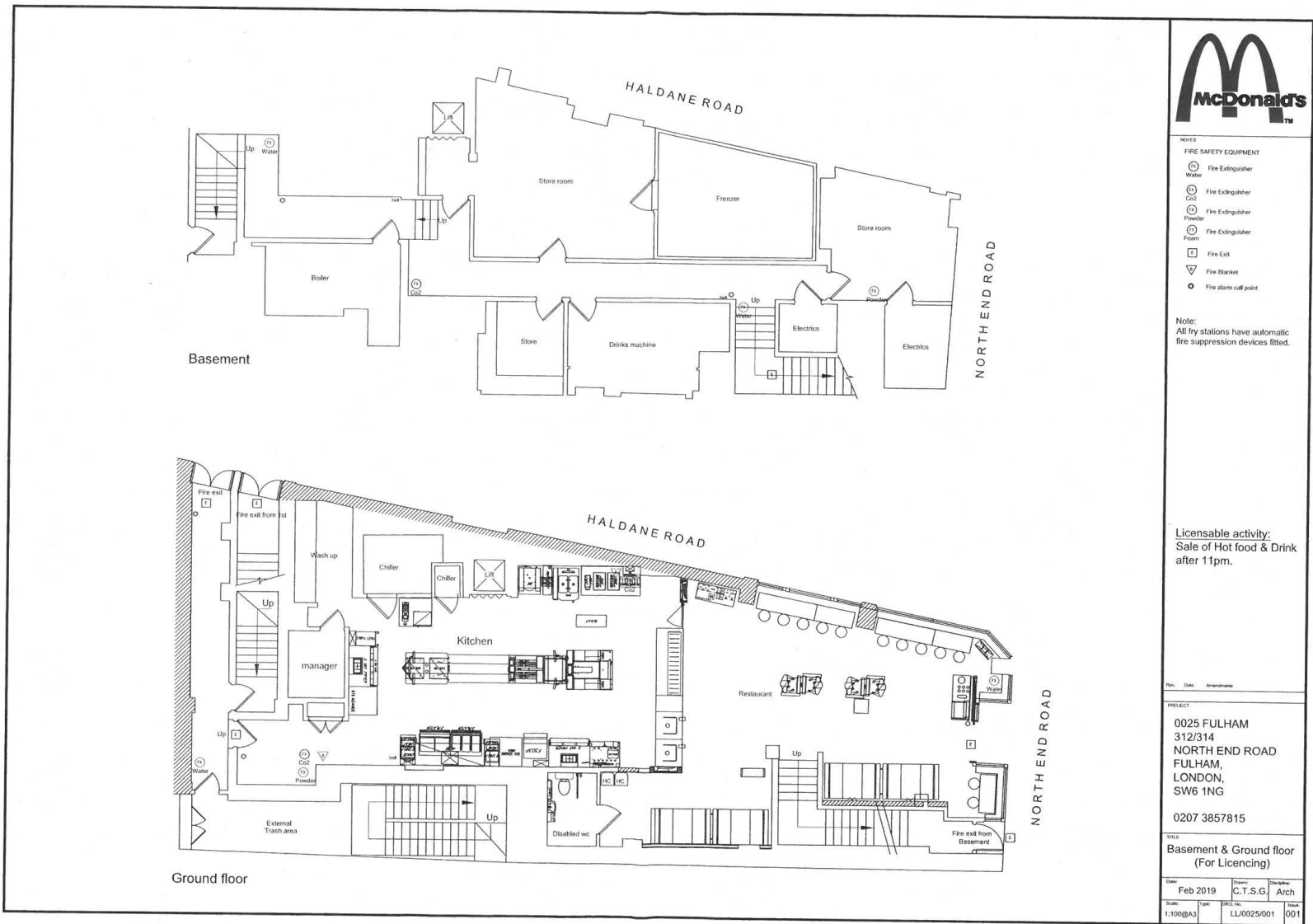
Not Applicable

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

No Restrictions

Signed: 
Authorised Officer

Date: 19.05.2023



* required information

Section 1 of 18

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

System reference	Not Currently In Use	This is the unique reference for this application generated by the system.
Your reference	M-01056902	You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

☒ Yes ☐ No

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

Applicant Details

* First name	Smash Operations Limited t/a McDonald's	
* Family name	Smash Operations Limited t/a McDonald's	
* E-mail	Lorna.Jolly@shoosmiths.com	
Main telephone number		Include country code.
Other telephone number		

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

Is the applicant:

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

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

Applicant Business

Is the applicant's business registered in the UK with Companies House? ☒ Yes ☐ No

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

Registration number	12601217	
Business name	Smash Operations Limited t/a McDonald's	If the applicant's business is registered, use its registered name.
VAT number	- 	Put "none" if the applicant is not registered for VAT.
Legal status	Private Limited Company	

Continued from previous page...

Applicant's position in the business

Home country

The country where the applicant's headquarters are.

Registered Address

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Agent Details

* First name

* Family name

* E-mail

Main telephone number

Include country code.

Other telephone number

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

Are you:

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

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

Agent Business

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

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

Registration number

Business name

If your business is registered, use its registered name.

VAT number

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

Legal status

Continued from previous page...

Your position in the business

Home country

United Kingdom

The country where the headquarters of your business is located.

Agent Registered Address

Address registered with Companies House.

Building number or name

5

Street

The Lakes

District

City or town

Northampton

County or administrative area

Postcode

NN4 7SH

Country

United Kingdom

Section 2 of 18

APPLICATION DETAILS

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

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

* Premises Licence Number

2023/00753/LAPR

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

☒ Address ☐ OS map reference ☐ Description

Postal Address Of Premises

Building number or name

McDonald's, 312-314

Street

North End Road

District

City or town

London

County or administrative area

Postcode

SW6 1NG

Country

United Kingdom

Premises Contact Details

Telephone number

Continued from previous page...

Non-domestic rateable
value of premises (£)

102,000

Section 3 of 18

VARIATION

Do you want the proposed
variation to have effect as
soon as possible?

☒

Yes

☐

No

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

☐

Yes

☒

No

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

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

Describe Briefly The Nature Of The Proposed Variation

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

The variation is to extend the hours authorised for Late Night Refreshment from 23:00-00:00 to 23:00-05:00 every day and the opening hours of the premises from 05:00-00:00 to 05:00-05:00 every day for instore service, takeaways and deliveries.

Section 4 of 18

PROVISION OF PLAYS

[See guidance on regulated entertainment](#)

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

☐

Yes

☒

No

Section 5 of 18

PROVISION OF FILMS

[See guidance on regulated entertainment](#)

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

☐

Yes

☒

No

Section 6 of 18

PROVISION OF INDOOR SPORTING EVENTS

Continued from previous page...

[See guidance on regulated entertainment](#)

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

☐ Yes ☒ No

Section 7 of 18

PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

[See guidance on regulated entertainment](#)

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

☐ Yes ☒ No

Section 8 of 18

PROVISION OF LIVE MUSIC

[See guidance on regulated entertainment](#)

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

☐ Yes ☒ No

Section 9 of 18

PROVISION OF RECORDED MUSIC

[See guidance on regulated entertainment](#)

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

☐ Yes ☒ No

Section 10 of 18

PROVISION OF PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

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

☐ Yes ☒ No

Section 11 of 18

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

[See guidance on regulated entertainment](#)

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

☐ Yes ☒ No

Section 12 of 18

PROVISION OF LATE NIGHT REFRESHMENT

Continued from previous page...

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

☒ Yes ☐ No

Standard Days And Timings

MONDAY

Start

End

Start

End

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

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Will the provision of late night refreshment take place indoors or outdoors or both?

☐ Indoors ☐ Outdoors ☒ Both

Where taking place in a building or other structure select as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

Continued from previous page...

State any seasonal variations.

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

Non standard timings. Where the premises will be used for the provision of late night refreshment at different times from those listed above, list below.

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

Section 13 of 18

SUPPLY OF ALCOHOL

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

☐ Yes ☒ No

Section 14 of 18

ADULT ENTERTAINMENT

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

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

No adult entertainment will take place at the premises.

Section 15 of 18

HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

MONDAY

Start

End

Start

End

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

TUESDAY

Start

End

Start

End

Continued from previous page...

WEDNESDAY

Start	<input type="text" value="05:00"/>	End	<input type="text" value="05:00"/>
Start	<input type="text"/>	End	<input type="text"/>

THURSDAY

Start	<input type="text" value="05:00"/>	End	<input type="text" value="05:00"/>
Start	<input type="text"/>	End	<input type="text"/>

FRIDAY

Start	<input type="text" value="05:00"/>	End	<input type="text" value="05:00"/>
Start	<input type="text"/>	End	<input type="text"/>

SATURDAY

Start	<input type="text" value="05:00"/>	End	<input type="text" value="05:00"/>
Start	<input type="text"/>	End	<input type="text"/>

SUNDAY

Start	<input type="text" value="05:00"/>	End	<input type="text" value="05:00"/>
Start	<input type="text"/>	End	<input type="text"/>

State any seasonal variations.

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

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

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

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

N/a

☒ I have enclosed the premises licence

Continued from previous page...

☐ I have enclosed the relevant part of the premises licence

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

Section 16 of 18

LICENSING OBJECTIVES

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

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

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

The Premises Licence Holder recognises that by extending the opening hours at the restaurant to allow for the sale of hot food and drinks, it has a duty to promote the Licensing Objectives. The systems that are in place are robust, thorough and will, as far as reasonably practicable, secure the promotion of the four licensing objectives.

No alcohol is served at any McDonald's restaurant within the United Kingdom serves alcohol.

None of our drinks or food are served to customers in glass receptacles.

The Premises Licence Holder will work in partnership with all responsible authorities to ensure the promotion of the four licensing objectives and engage with the local communities to promote a successful relationship between its business operations and its neighbours.

The Premises Licence Holder is part of a group of companies which operates 14 restaurants, and which has been operating restaurants for over 4 years. None of the group of companies has been subject to revocation or review proceedings in respect of the Premises Licences and all are of good repute.

b) The prevention of crime and disorder

Incident log

A daily incident log shall be kept at the Premises for a period of at least 12 months from the date of last entry and made available on request to an authorised officer of the council or the Police, which will record the following:

- a) All crimes reported to the venue;
- b) All ejections of patrons;
- c) Any complaints received;
- d) Any incidents of disorder;
- e) All seizures of drugs or offensive weapons;
- f) Any faults in the CCTV repaired within 24 hrs;
- g) Any visit by a relevant authority or emergency service;
- h) Any other relevant incidents.

CCTV

The Premises Licence Holder operates a digital CCTV system.

Appropriate signage shall be displayed in a prominent position informing customers they are being recorded by the CCTV.

- a) A member of staff who has been nominated in writing and who is conversant with the operation of the CCTV system shall be on the Premises at all times when the Premises are open to the public;

Continued from previous page...

- b) If the Premises are not open, and subject to the tests set out by virtue of the Data Protection Act, within 24 hours of a request for access to the CCTV system from either the Police or licensing authority, this staff member must be able to show a Police, HMRC or authorised council officer recent data or footage with the absolute minimum of delay when requested;
- c) All recordings shall be stored for a minimum period of 31 days with date and time stamping.
- d) Recordings shall be made available immediately upon the request of a Police or Licensing Officer throughout the preceding 31-day period;
- e) the CCTV system shall be maintained according to the current Home Office specification for premises of this type;
- f) should the equipment become faulty then the Metropolitan Police will be notified by email and all reasonable efforts made to have any fault rectified within 24 hours;
- g) the corridor leading to the toilets on the first floor and all entry and exit points will be covered enabling frontal identification of every person entering in any light condition.

Training

All members of staff shall be properly trained in the legal requirements and restrictions relating to the provision of late-night refreshment. A record shall be maintained and kept at the Premises detailing the name of each member of staff trained; the date training was provided; details of the person who provided the training and an acknowledgment that staff have been so trained. The record shall be kept for a period of at least 12 months from the date of last entry and shall be available for inspection by authorised officers of the Licensing Authority and the Police at all times the Premises are open.

All shift managers have safety and security training including Maybo SIA accredited Conflict Management Training.

Door Staff

The need for door staff is risk assessed, and if the assessment indicates that door staff are a suitable control measure, registered SIA door staff will be on duty as required. The risk assessment shall be carried out on a quarterly basis (or sooner if it becomes apparent that a SIA registered door supervisor is needed in the interim). A copy of the risk assessments will be kept on the Premises for a minimum of 6 months. The risk assessments are to be signed and dated and shall be made available immediately on request to the Police or authorised officers of the Licensing Authority.

Where SIA registered door supervisors are used at the Premises, a record shall be kept of their SIA registration number and the dates and times when they are on duty. The SIA registered door supervisor(s) shall wear a high visibility jacket and shall be equipped with digitally recording body worn videos. The body worn videos shall be switched on and record continuously images and audio, any incidents which occur inside or outside of the Premises involving customers, prospective customers or any staff members that impact on any of the four licensing objectives until all customers have dispersed. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Recordings shall be made available immediately upon the request of the Police or an authorised officer of the Licensing Authority throughout the preceding 31-day period.

Management/staff shall proactively monitor the conduct and behaviour of patrons and staff on the public highway immediately outside the Premises and take all reasonable steps to ensure there is no noisy, rowdy or anti-social behaviour (this includes loud talking/shouting and people congregating in large groups on the pavement obstructing the highway).

Staffsafe

A Staffsafe™ system with both audio and visual monitoring capability will be installed in the restaurant, this system, can be activated by either fixed or mobile panic buttons. Once activated the system links the restaurant to an external monitoring centre capable of intervening to resolve crime and disorder issues and/or provide the appropriate advice or instruction to support and protect the restaurant's staff and customers.

c) Public safety

The Premises Licence Holder works in partnership with the local Fire Service and Environmental Health Officer to ensure public safety and to ensure compliance, as far as reasonably practicable, with relevant Health and Safety and Fire Safety

Continued from previous page...

Legislation.

There are safety systems in place to protect the safety of customers and staff at all times (such as Staffsafe). We work with the local Environmental Health Office and local Fire Service.

All staff receive comprehensive safety training to ensure that safe working methods are adopted and all staff are trained on the evacuation procedure in the event of a fire or other dangerous occurrence.

This store operates a "No Open Alcohol Containers" policy to prevent persons carrying open alcohol into the in-store area.

d) The prevention of public nuisance

Litter

McDonald's were the first company in our sector to introduce litter patrols in the early 1980's. McDonald's is committed to carry out litter patrols collecting both McDonald's packaging and any other litter that has been carelessly discarded. We are happy to act on recommendations from the Environmental Health Officer should they feel that we should extend our patrol to a nearby area, as far as this is reasonably practicable.

All of McDonald's packaging displays the recycle symbol to encourage our customers to deal with their waste responsibly. Further details regarding McDonald's commitment to reducing waste and litter nuisance can be found at the "Our World" section of the McDonald's website:

<https://www.mcdonalds.com/gb/en-gb/our-plan-for-change.html>

Regular Litter patrols within a 100-metre radius of the premises shall be carried out at least four times daily during the opening hours of the premises. The litter patrols are to be carried out between the following times 08:00 to 09:00, 14:00 to 15:00, 19:00 to 20:00 and 00:00 to 01:00 daily.

Resident Engagement

The Premises Licence Holder shall organise and accommodate meetings every six months with the local ward councillors and representatives from local residents' associations to discuss the operation of the Premises (unless it is agreed in writing by the local ward councillors and the aforementioned residents' associations that a meeting is not necessary in any given period). The details of the proposed meeting shall be clearly displayed on a window or door visible to people outside the Premises and the Premises Licence Holder shall directly notify local ward councillors and the aforementioned residents' associations of the meeting date at least two weeks before the meeting. The Premises Licence Holder shall take the minutes of the meetings, and they shall be circulated to the local ward councillors, aforementioned residents' associations and to the Licensing Authority and copies shall be readily available at the Premises upon request.

Noise/odour

The Premises Licence Holder shall ensure that no music or amplified sound shall be generated within the Premises so as to give rise to nuisance within neighbouring dwellings.

The Premises Licence Holder shall ensure that no noise or vibration associated with the operation of plant at the Premises shall give rise to a nuisance to the occupiers of neighbouring properties.

The Premises Licence Holder shall ensure that no smells generated from the cooking processes at the Premises, shall give rise to nuisance to occupiers of neighbouring properties.

Clearly legible notices shall be displayed at all exits from the premises requesting patrons to respect the needs of local residents and to leave the premises and area quietly.

The Premises Licence Holder shall use its reasonable endeavours to ensure that delivery drivers shall behave in such a

Continued from previous page...

manner that will not cause noise disturbance to (i) the occupiers of any nearby residential properties or outside the Premises and the surrounding area, and (ii) at the delivery address, for example by not slamming doors, playing loud music, shouting, overrevving engines and sounding horns to signal their arrival.

Dispersal Policy

The Premises Licence Holder operates a Dispersal Policy which will be provided separately.

Deliveries

The restaurant has a dedicated area for delivery drivers to wait for deliveries inside the premises.

e) The protection of children from harm

The Premises Licence Holder does not anticipate that unaccompanied children will use the restaurant in the extended hour's period covered by this licensing application. We do however take their safety extremely seriously and will continue to employ the same practices to ensure that they are protected from harm at all times when visiting the restaurant.

Section 17 of 18

NOTES ON REGULATED ENTERTAINMENT

Continued from previous page...

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

- Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
- Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
- Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
- Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
- Live music: no licence permission is required for:
 - o a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
 - o a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - o a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
 - o a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - o a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- Recorded Music: no licence permission is required for:
 - o any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - o any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - o any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.

Continued from previous page...

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

Section 18 of 18

PAYMENT DETAILS

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

Variation Fees are determined by the non-domestic rateable value of the premises.

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

Band A - No RV to £4300 £100.00

Band B - £4301 to £33000 £190.00

Band C - £33001 to £8700 £315.00

Band D - £87001 to £12500 £450.00*

Band E - £125001 and over £635.00*

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

Band D - £87001 to £12500 £900.00

Band E - £125001 and over £1,905.00

If you own a large premise you are subject to additional fees based upon the number in attendance at any one time

Capacity 5000-9999 £1,000.00

Capacity 10000 -14999 £2,000.00

Capacity 15000-19999 £4,000.00

Capacity 20000-29999 £8,000.00

Capacity 30000-39000 £16,000.00

Capacity 40000-49999 £24,000.00

Capacity 50000-59999 £32,000.00

Capacity 60000-69999 £40,000.00

Capacity 70000-79999 £48,000.00

Capacity 80000-89999 £56,000.00

Capacity 90000 and over £64,000.00

* Fee amount (£)

450.00

DECLARATION

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



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

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

Continued from previous page...

* Full name

Lorna Jolly

* Capacity

Shoosmiths LLP, Solicitors on behalf of applicant

* Date

08

/

04

/

2025

dd

mm

yyyy

Add another signatory

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

1. Save this form to your computer by clicking file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/hammersmith-and-fulham/change-1> to upload this file and continue with your application.

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

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

OFFICE USE ONLY

Applicant reference number

M-01056902

Fee paid

Payment provider reference

ELMS Payment Reference

Payment status

Payment authorisation code

Payment authorisation date

Date and time submitted

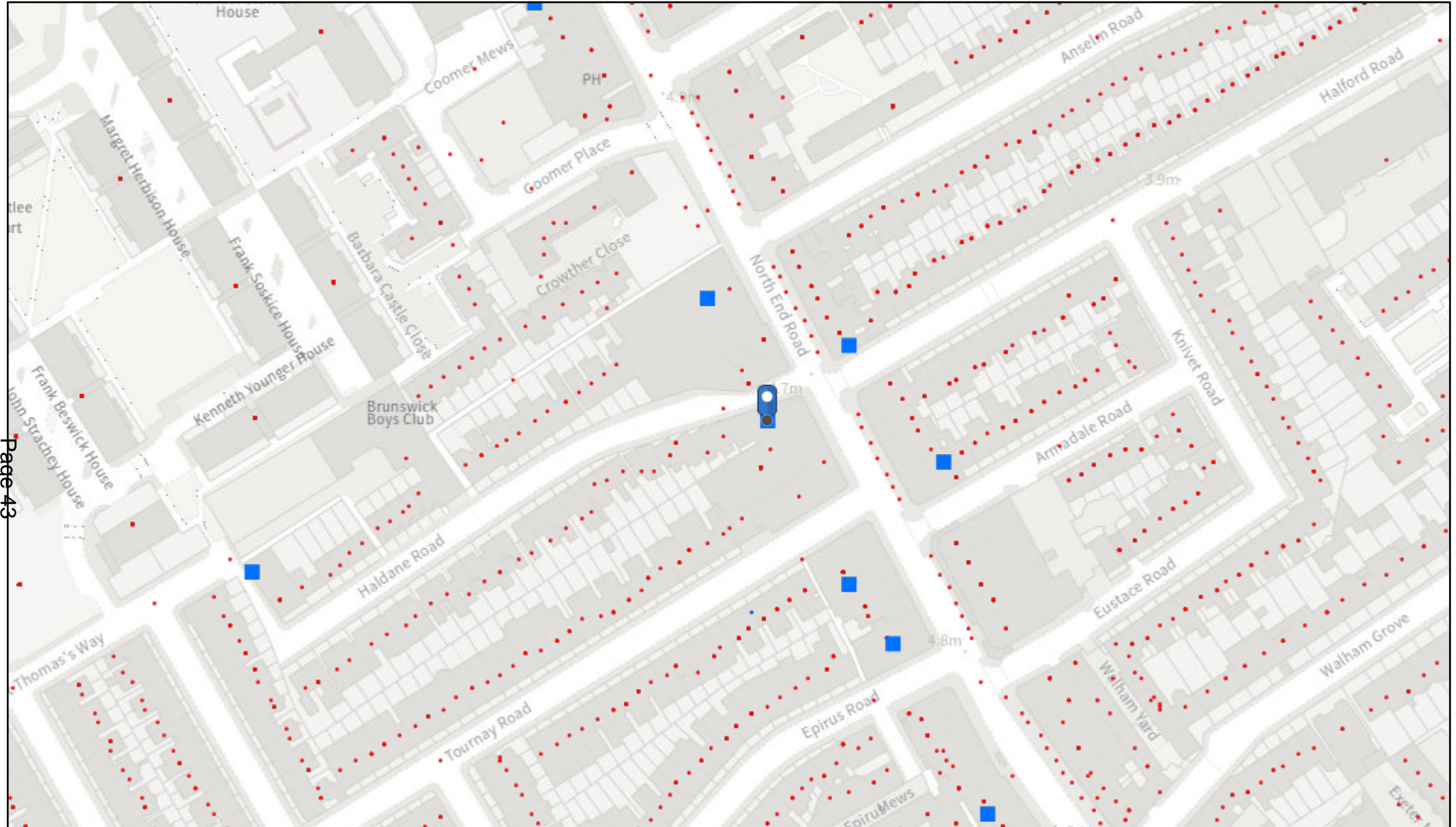
Approval deadline

Error message

Is Digitally signed

☐

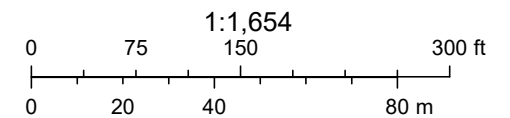
eGIS Web Map



Page 43

16/05/2025, 10:56:29

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



REF	TRADE AS	ADDRESS	ACTIVITY	Monday to Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2018/01301/LAPR	Chicken Cottage	264 North End Road London SW6 1NJ	Late Night Refreshment	23:00:00 - 01:00:00							
2021/00024/LAPR	The Wellington	The Wellington 56 Haldane Road London SW6 7EU	Playing of Recorded Music						20:30:00 - 23:30:00	20:30:00 - 23:30:00	20:30:00 - 23:30:00
			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
			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	11:00:00 - 23:00:00
2024/01664/LAPR	Popeyes	348 North End Road London SW6 1NB	Late Night Refreshment Outdoors						00:00:00 - 01:00:00	00:00:00 - 01:00:00	
			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 - 00:00:00	23:00:00 - 00:00:00	
2024/00734/LAPR	Kentucky Fried Chicken	326 North End Road London SW6 1NF	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
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

2024/00485/LAPR	Iceland	290 - 302 North End Road London SW6 1NQ	Sale of Alcohol Off the Premises	07:00:00 - 23:00:00							
2012/01353/LAPR	Hair Of The Dog	401 North End Road London SW6 1NR	Sale of Alcohol Off the Premises		11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 22:30:00

From: Jolly, Lorna <Lorna.Jolly@shoosmiths.com>
Sent: 02 May 2025 15:38
To: Gareth.O'Brien@met.police.uk
Cc: Clark Avril [FS] <avril.clark@uk.mcd.com>; Hughes, Kirsty <Kirsty.Hughes@shoosmiths.com>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: RE: 2025/00525/LAPR - McDonalds, 312-314 North End Road London SW6 1NG (Full Variation) [SHOO-SMITHS.722685.M-01056902.FID1166484]

Good afternoon Gareth,

I hope you are well.

My client has confirmed that they are happy to agree to the conditions as detailed in the emails below.

I have also copied in the Licensing Officer, Matt Tucker, to ensure he is aware of our agreement.

Kind regards,
Lorna

Lorna Jolly
Paralegal

T +44 (0)3700 861 954
M +44 (0)7729 071 628

SHOOSMITHS

[LINKEDIN](#) | [YOUTUBE](#) | [INSTAGRAM](#)

**FOR
WHAT
MATTERS**

From: Gareth.O'Brien@met.police.uk <Gareth.O'Brien@met.police.uk>
Sent: 29 April 2025 16:14
To: Jolly, Lorna <Lorna.Jolly@shoosmiths.com>
Subject: [EXTERNAL] RE: 2025/00525/LAPR - McDonalds, 312-314 North End Road London SW6 1NG (Full Variation) [SHOO-SMITHS.722685.M-01056902.FID1166484]

Lorna,

Having agreed to the conditions below we would not object to your application to vary the hours on the current variation as discussed.

In relation to TENS, I would not be able to commit to supporting them until the time they were submitted and I would then need to review them as they are applied for and look at the general crime footprint in the area and whether or not the premise is a contributor to this.

Im sure you can understand committing in advance is not practical or in fact correct for the police to do.

I hope that clears it up, and of course happy to discuss if required.

Regards



Sergeant Gareth O'Brien 576AW
Hammersmith & Fulham Licensing Sergeant – AW BCU
Hammersmith Police Station 225 Shepherds Bush Road
W6 7NX

For operational updates visit Twitter [@MPSHammFul](#) or
[@MPSKenChel](#)

From: Jolly, Lorna <Lorna.Jolly@shoosmiths.com>

Sent: 29 April 2025 15:15

To: O'Brien Gareth - AW-CU <Gareth.O'Brien@met.police.uk>

Cc: Sondh Nicole K - AW-CU <Nicole.Sondh@met.police.uk>; Matt.Tucker@lbhf.gov.uk;
Clark Avril [FS] <avril.clark@uk.mcd.com>; Hughes, Kirsty
<Kirsty.Hughes@shoosmiths.com>

Subject: RE: 2025/00525/LAPR - McDonalds, 312-314 North End Road London SW6
1NG (Full Variation) [SHOO-SMITHS.722685.M-01056902.FID1166484]

Dear Gareth,

I hope you are well.

Following my discussion with Matt Tucker today, I wanted to follow up on your email correspondence with my client, which I have included below for your reference.

For clarity, could you please confirm that if we amend the application as outlined below, you will support and not object to any TENs we submit for extended opening hours until 5am over the next 6-12 months? This would allow us to evidence safe and responsible late-night trading, and we would really appreciate your support in this respect.

Please feel free to give me a call if you would like to discuss this matter further.

Many thanks,
Lorna

Lorna Jolly

Paralegal

T +44 (0)3700 861 954

M +44 (0)7729 071 628

SHOOSMITHS

[LINKEDIN](#) | [YOUTUBE](#) | [INSTAGRAM](#)

**FOR
WHAT
MATTERS**

From: Gareth.O'Brien@met.police.uk <Gareth.O'Brien@met.police.uk>

Sent: 24 April 2025 13:49

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

Cc: Nicole.Sondh@met.police.uk

Subject: FW: Variation Fulham Broadway McDonald's

Importance: High

Hello all,

Please see below, the agreed conditions between the police and McDonalds for there full variation.

Regards



Sergeant Gareth O'Brien 576AW

Hammersmith & Fulham Licensing Sergeant – AW BCU

Hammersmith Police Station 225 Shepherds Bush Road

W6 7NX

For operational updates visit Twitter [@MPSHammFul](#) or [@MPSKenChel](#)

From: Clark Avril [FS] <avril.clark@uk.mcd.com>

Sent: 14 April 2025 19:34

To: O'Brien Gareth - AW-CU <Gareth.O'Brien@met.police.uk>

Cc: Sondh Nicole K - AW-CU <Nicole.Sondh@met.police.uk>; Campos Abel [F] <Abel.Campos@uk.mcd.com>

Subject: Variation Fulham Broadway McDonald's

Importance: High

Hi Gareth,

Thank you again for taking the time to meet with us on Friday—especially on your day off. We truly appreciated the opportunity to walk through the application in detail, hear your perspective first-hand, and discuss how we can work together.

We're very grateful for your support and the guidance you've provided throughout. I wanted to take a moment to acknowledge and thank you for clearly outlining the conditions under which you'd be able to support our application without objection. As discussed, these are:

Trading Hours:

- Sunday to Thursday: trade until 1am
- Friday and Saturday: trade until 3am, with 1 SIA on duty from 00:00 to 03:00

Conditions:

- Upstairs closed from midnight
- Wi-Fi switched off
- Classical music playing
- No open alcohol containers
- Store advertised as a safe space
- Delivery drivers to wait inside the store (noting this would be positioned as advisory, given they are not directly employed by us—we will of course ensure a safe and welcoming environment)

As you know, we previously applied for TENs at the end of 2024 but were unfortunately unable to trade beyond 3am. Following our discussion, and subject to no material issues with trading up to 3am, we would appreciate your support in trialling TENs from 3am–5am within the next 6 months. This would allow us to evidence safe and responsible late-night trading ahead of a potential further application. I believe this reflects what we discussed, and your willingness to support this approach is very much appreciated. If happy to support TENS what assurances can we have here so we are able to means test these hours?

Once again, thank you for your time, patience, and continued support as we look to find common ground and progress our application.

Feel free to give me a call to discuss further as appreciate from tomorrow you are on holiday.

Regards,

Avril

From: Jolly, Lorna <Lorna.Jolly@shoosmiths.com>
Sent: 15 May 2025 17:23
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>; Hughes, Kirsty <Kirsty.Hughes@shoosmiths.com>
Subject: FW: 2025/00525/LAPR Notice of Hearing [SHOO-SMITHS.722685.M-01056902.FID1166484]

Hi Matt,

I hope you are well.

I attach a copy of the Dispersal Policy implemented by the applicant. Could you please ensure that this document is included in the report?

Additionally, my client has taken on board the concerns raised by the residents and as agreed with the Police, we would like to vary the Late Night Refreshment hours on the application as follows (bearing in mind that their current Licence already authorises trading until midnight everyday):

- Sunday to Thursday: 11pm-1am

- Friday and Saturday: 11pm-3am

The specific agreement with the Police can be found in the attached email, which I believe you have already reviewed.

Could you please communicate these changes to the objectors?

Many thanks,

Lorna

Lorna Jolly

Paralegal

T +44 (0)3700 861 954

M +44 (0)7729 071 628

SHOOSMITHS

[LINKEDIN](#) | [YOUTUBE](#) | [INSTAGRAM](#)

**FOR
WHAT
MATTERS**

Smash Operations Limited

Dispersal Policy

1. Purpose

- 1.1 This policy provides guidance for Smash Operations Limited ('Smash') managers and employees to assist the dispersal of customers from the premises. It sets out the reasonable steps which will be taken to avoid adverse impact on the local community.
- 1.2 The intention is to assist with dispersal from the premises and to promote the four licensing objectives, with a particular focus on preventing noise nuisance and anti-social behaviour as people are leaving. This policy will be followed throughout the licensing hours but with particular attention to closing time.
- 1.3 All managers will be trained in this policy and appropriate skills to achieve an orderly and safe dispersal from the premises.
- 1.4 Smash values its good reputation, wants good relationships with its neighbours and the statutory authorities, and is committed to trade lawfully and with the highest standards.

2. Dispersal

- 2.1 It is anticipated that there will be a natural dispersal of customers throughout the licensing hours in a controlled manner.
- 2.2 At closing time, staff members will visit each group or individual in the premises and advise them in a friendly manner that the premises are closing and asking them to leave quietly and to move away from the premises as quickly as possible.
- 2.3 Classical music will be played from 9pm each day.
- 2.4 Dispersal will take place through the front door(s) of the premises. Staff will assist with the dispersal of customers as required, including directing customers to the nearest taxi rank, tube station, bus stop or railway station. Staff will be able to assist customers with contact details for private taxis and black cabs are readily available in the area.
- 2.5 Signage is displayed outside of the premises asking customers to respect the neighbours and to keep noise to a minimum.
- 2.6 There is visible management and staff presence in the public areas during closing time (if applicable) to make sure all customers leave quietly, orderly and quickly.

Door supervisors

- 2.7 Smash will regularly assess the need for door supervisors. Any door supervisors employed will assist with the dispersal of customers from the immediate vicinity by encouraging them to move away from the premises and, as far as reasonably practicable, control the noise from customers entering and leaving the premises.

Waiting areas

- 2.8 If the premises are open for deliveries to customers away from the site, the restaurant remains open for delivery drivers to wait inside for orders or whilst the food orders are being prepared. Smash welcomes all delivery drivers, not just those collecting or delivering McDonald's orders. This will help to reduce noise in the vicinity of the premises.

3. Transport

- 3.1 There are various transportation options available for customers and staff when leaving the premises. Please refer to the restaurant/area specific document for further information on the available transport options.

4. Compliance measures

- 4.1 To ensure compliance with this policy, the following measures will be implemented:
- 4.1.1 **Training:** All managers/staff will receive training on this policy, the conditions related to dispersal on the premises licence (if any) and the transport options available to people dispersing from the premises. This training will be refreshed regularly to ensure ongoing compliance.
- 4.1.2 **Monitoring:** Dispersal will be monitored by a manager to ensure that it is conducted in accordance with this policy.
- 4.1.3 **Incident reporting:** Any incidents related to dispersal, including noise complaints from neighbours, will be documented in the incident log. A manager will investigate these incidents and take appropriate action to resolve them. The log is available for inspection by the responsible authorities on request.
- 4.1.4 **Review and updates:** This policy will be reviewed annually or whenever Smash become aware of issues associated with the dispersal of customers to ensure its effectiveness. Any updates to the policy will be communicated to all relevant staff and incorporated into their training.

5. Examples of incidents and appropriate action

- 5.1 **Noise complaints:** A manager will investigate the complaint, create a new entry in the incident log, speak to the staff on duty, and take reasonable steps to resolve the issue and prevent it from happening again.
- 5.2 **Congregation outside of the premises:** The door supervisor (if applicable), or a member of staff will encourage customers to move on and not to gather outside of the premises.
- 5.3 **Transport issues:** A manager will provide information on nearby taxi ranks and public transportation options to assist with dispersal.

Policy Approved By	Avril Clark
Dated	14/05/2025
Review Date	14/05/2026

Dear Sir/Madam,

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

Comments were submitted at 09/04/2025 3:07 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: Fulham Society 1 Rosaville Road London

Comments Details

Commenter Type: Amenity Group

Stance: Customer objects to the Licensing Application

Reasons for
comment:

Comments: 09/04/2025 3:07 PM With regard to this application the Fulham Society would like to comment as follows: we are totally opposed to the variation to extend the hours authorised for late night refreshment - indoors and outdoors- Mondays to Sundays between 23.00 to 05.00 and and proposed opening hours Mondays to Sundays between 00.00 to 00.00 on the grounds that it will cause disturbance and noise to in what is essentially a residential neighbourhood and encourage non local traffic to come to visit the area throughout the night.

We see no good reason why traffic of any sort should be encouraged to enter a residential area during sleeping hours.

From: [REDACTED]
Sent: 08 April 2025 15:49
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: McDonald's 312-314 North end Road

As three residents of Haldane Road we see with horror that McDonalds are once again trying for a 24 hour licence.

We, and we are sure, all other residents, cannot oppose this strongly enough.

McDonald is already a blight on our lives within its current opening hours. Attracting scores of Deliveroo etc riders parked on the narrow entrance to Haldane Road. Leading to so much litter just dropped on the road. There would be a massive increase in the number of cars with their music blaring and engines running whilst eating the food going on through the night. At the moment quiet descends when McDonalds closes.

We are not exaggerating when we say it would be verging on the unbearable for residents of Haldane Road if this licence were approved.

[REDACTED] 22 Haldane Road

[REDACTED] 24 Haldane Road

From: [REDACTED]
Sent: 08 April 2025 16:01
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection to Smash Operations Limited t/a McDonalds

Objection to McDonald's extending their opening hours

Representation Against the variation of a Licence:

Applicant: *Smash Operations Limited t/a McDonalds*

Name and address of premises: *McDonald's, 312-314 North End Road, London, SW6 1NG*

I am a resident of Haldane Road and I would like to oppose the application that McDonald's has to extend their license.

This is a really important issue for our street. We already suffer significantly from the presence of the McDonald's at the current opening hours and the prospect of extending these hours is really concerning and frightening for the street. I have briefly outlined the current issues we have on our street:

- Terrible littering on our with McDonalds packing in our front gardens, littered on the pavement and between cars.
- Terrible youth gang activities which we have had to get police involvement and officers patrolling our street especially on friday and saturday evenings.
- moped drivers taking up all the space on the start of the road, blocking the road for drivers at the entry of the road (where McDonald's is) but more importantly blocking the pavements whilst they wait for rides to come through smoking and chatting with one another. As a mother with a baby I find it incredibly dangerous having to step onto the road with my pushchair as that is often the only way down the road as the pavement is blocked. This is unacceptable and poses a huge risk. There are disabled locals in chairs who don't have this option.
- cars park up on the double yellow line outside the shop to 'run in' and grab their takeaway. The entrance to our road is very narrow and this combined with Iceland vans loading means that often you cannot get through. This blocks the road for not just the residents but is a huge safety risk for police and ambulance access.
- The McDonalds food delivery trolleys that they line up outside the shop ready to go in the back door along the pavement sometimes block access along the pavement and make it too tight for a pushchair because they dont leave enough space between the

lamps and the trolleys. Increased opening hours means an increase of food deliveries and increase of this sort of issue.

Extending the opening hours will exasperate all the above issues. The littering will be worse, especially as between 12am-6am most of the customers will have been drinking. The kids and gangs meeting up on our road will increase as they often buy their drinks and food at McDonalds and then sit on our walls and steps and congregate down the road. We have had multiple threats and damage to property on our street already due to this. There will be more mopeds doing online deliveroo/just eat orders making a huge accessibility hazard to the road and increasing the noise of the loud mopeds driving down our street and the pollution it brings. They park up on both sides of the street making it impossible to get through and it can sometimes feel like driving through a swarm of bees already as it is. There is no designated space for them. There will be more illegal parking (pulling up on the double yellow) on the street making it a hazard for local and emergency access.

Please consider the impact this will have on the local residents, the safety of our children and the effect it will have on our homes and community.

Thanks



25 Haldane Road

From: [REDACTED]
Sent: 08 April 2025 16:19
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: McDonald's, 312-314 North End Road, London, SW6 1NG

Hello,

I trust you are well.

Please find attached a letter opposing the extended hours of the McDonalds on North End Road. As highlighted in the emails this would have detrimental effects to the road and affect many other factors as well. We already must deal with a lot with the Social Club and McDonalds normal hours of operation. We couldn't be more opposed to this.

Thanks,

[REDACTED] 46 Haldane Road
[REDACTED]
[REDACTED] 

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

08/04/2025

Representation Against the variation of a Licence:

Applicant: *Smash Operations Limited t/a McDonalds*

Name and address of premises: *McDonald's, 312-314 North End Road, London, SW6 1NG*

To Whom It May Concern,

I am writing to formally oppose the proposed extension of the license for Smash Operations Limited t/a McDonalds located at McDonald's, 312-314 North End Road, London, SW6 1NG. As a resident of the surrounding neighbourhood, (specifically Haldane Road) I believe this extension will have a significant and negative impact on the local community area, and I respectfully request that the application be denied for the following reasons:

1. Safety and Anti-Social Behaviour

As a result of the location of McDonalds at the end of our road, we already suffer with anti-social behaviour on Haldane Road. Met Office data website highlights that on Haldane Road, and Tournay Road alone, in the last 12 months there have been >25 criminal complaints relating to antisocial behaviour. With 144 crimes reported in the area surrounding McDonalds over the same period.

As a resident of the neighbourhood, I am greatly concerned that extended operating hours could further exacerbate the issues of public safety and anti-social behaviour in the area. Experience has shown that late-night patrons, particularly in fast food establishments, can lead to an increase in disruptive behaviour, including fights, and other criminal activities. This would further disrupt the local neighbourhood who already suffer with this issue and would place an undue strain on local law enforcement and could result in a decline in the overall safety and security of our neighbourhood.

2. Increased Pollution

The proposed extension would allow Smash Operations Limited t/a McDonalds to operate 24/7. This will create further pollution on our street from patrons exiting the premises and not correctly disposing of their rubbish. Many residents on the street already find their front patio's strewn with the unwanted remains of McDonalds wrappers and food, and I fear that further extending their opening hours will only exacerbate this issue. Particularly as this will run through the night when patrons may be intoxicated. This is a serious concern for residents whose quality of life will be adversely impacted.

3. Increased Noise Pollution

In line with the above paragraph, the proposed extension would allow Smash Operations Limited t/a McDonalds to operate during hours that will disrupt the peaceful atmosphere of the neighbourhood. As a residential street, many of us rely on evenings and nights for rest. The extended hours of operation would result in an increase in noise levels, particularly during late-night hours when most people are attempting to sleep. This includes not only the noise from patrons exiting the premises but also potential disturbances from traffic, and delivery drivers who already park illegally and block the end of the road. Increased noise pollution is a serious concern for the well-being of residents and is known to contribute to sleep disturbances, stress, and decreased quality of life.

4. Increased Traffic and Congestion

Allowing for extended hours of operation will inevitably lead to a surge in delivery related traffic, particularly in the late evening. This would result in further congestion on the North End Road, (an already busy local road). It will also cause further problems for the residents of Haldane Road with scooter and motorcycle delivery drivers regularly parking and blocking the end of our road through parking on the double yellow lines. This will lead to potential delays, safety hazards, and a decrease in the general accessibility of the neighbourhood for residents and emergency services. The increase in foot and vehicle traffic would also increase the likelihood of accidents, especially with the nearby pedestrian crossing, where children and families are frequently present.

5. Impact on Local Residents' Well-being

The negative impacts of noise, congestion, and safety concerns can lead to heightened stress and anxiety among local residents. Extended operating hours disrupt the cohesiveness of the community and would significantly damage wellbeing on Haldane Road. This would impact families, the elderly, and people who rely on a quiet, safe environment to maintain their health and well-being. The intrusion of commercial activity into what should be a peaceful residential area would also undermine the quality of life for many, reducing the appeal of the neighbourhood as a place to live and raise families.

6. Adverse Effect on Property Values

The introduction of extended (24/7) business hours, coupled with the negative consequences outlined above, is likely to decrease property values in the immediate

vicinity. Potential homebuyers may be deterred from purchasing homes in the area due to concerns about noise, safety, and the overall environment. As a result, local homeowners could face financial losses if property values decline due to the changes in the neighbourhood dynamic caused by the extended license.

Conclusion

Given the significant concerns regarding noise, safety, traffic, and the general well-being of local residents, I strongly urge the Hammersmith and Fulham Council to reject the extension to Smash Operations Limited t/a McDonalds opening hours.

The negative impact this extension would have on our neighbourhood cannot be understated, and it is in the best interest of the community and its residents that this application is rejected.

Thank you for considering my views on this matter.

Sincerely,



46 Haldane Road, SW6 4LQ

From: [REDACTED]

Sent: 08 April 2025 17:09

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

Cc: [REDACTED]

Subject: Objection to Licence Variation – McDonald's, 312–314 North End Road, SW6 1N

Dear Licensing Team,

I am writing as a local resident of 23 Haldane Road to strongly oppose the proposed extension of the premises licence for McDonald's at 312–314 North End Road, allowing the store to operate 24 hours a day.

This location already generates significant disruption to our neighbourhood, and I am extremely concerned that extended hours will only worsen the situation. I respectfully ask that the application be denied for the following reasons:

1. Ongoing Noise, Antisocial Behaviour, and Litter

We already experience regular disturbances from the existing opening hours, including late-night noise, antisocial behaviour, and constant littering — often directly outside our homes. These issues have been reported to the council and relevant authorities on several occasions. Allowing the premises to operate 24/7 would only exacerbate these problems, especially during the early hours when residents are trying to rest.

2. Haldane Road is Used as a Cut-Through by youths

Haldane Road is frequently used by local youths as a walking route to and from McDonald's. Extending the hours could lead to increased loitering and activity during the early morning or late at night, raising safety concerns for children and families.

3. Impact on Resident Wellbeing and Peace

This is a residential street. Many families, including mine, rely on peaceful evenings and nights for rest. The existing levels of noise from customers, delivery scooters, and vehicles are already disruptive. Extending operations into the early hours would significantly impact the wellbeing and sleep quality of residents — especially those with young children or elderly relatives.

4. Increase in Traffic and Illegal Parking

The end of Haldane Road is frequently blocked by delivery drivers, often parked illegally on double yellow lines while waiting for orders. This creates congestion and poses safety risks, particularly around the nearby pedestrian crossing. A 24-hour operation would likely increase this traffic and worsen the situation.

5. Deterioration of the Neighbourhood

The cumulative impact of the above concerns is a decline in the quality of life and sense of community on our street. Extending the licence could also have a negative effect on property values in the area, as potential buyers may be put off by the prospect of living near a 24-hour fast food establishment

Conclusion

We are not against local businesses, but they must operate responsibly and with consideration for the community. Unfortunately, this proposal does not. I urge the

council to reject the application to protect the safety, wellbeing, and peace of the residents of Haldane Road and surrounding streets.

Kind regards,

[REDACTED]

23 Haldane Road
London, SW6 7ET

From: [REDACTED]
Sent: 08 April 2025 20:41
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Cllr Campbell-Simon Trey: H&F <Trey.Campbell-Simon@lbhf.gov.uk>; Cllr Nwaogbe Genevieve: H&F <Genevieve.Nwaogbe@lbhf.gov.uk>; ben.coleman.mp@parliament.uk; Hewitt Dawna: H&F <Dawna.Hewitt@lbhf.gov.uk>
Subject: McDonald's, 312-314 North End Road, London, SW6 1NG

Representation Against the variation of a Licence:

Applicant: *Smash Operations Limited t/a McDonalds*

Name and address of premises: *McDonald's, 312-314 North End Road, London, SW6 1NG*

To Whom It May Concern,

I am writing to formally oppose the proposed extension of the license for Smash Operations Limited t/a McDonalds located at McDonald's, 312-314 North End Road, London, SW6 1NG. As a resident of the surrounding neighbourhood, (specifically Haldane Road) I believe this extension will have a significant and negative impact on the local community area, and I respectfully request that the application be denied for the following reasons:

1. Safety and Anti-Social Behaviour

As a result of the location of McDonalds at the end of our road, we already suffer with anti-social behaviour on Haldane Road. Met Office data website highlights that on Haldane Road, and Tournay Road alone, in the last 12 months there have been >25 criminal complaints relating to antisocial behaviour. With 144 crimes reported in the area surrounding McDonalds over the same period.

As a resident of the neighbourhood, I am greatly concerned that extended operating hours could further exacerbate the issues of public safety and anti-social behaviour in the area. Experience has shown that late-night patrons, particularly in fast food establishments, can lead to an increase in disruptive behaviour, including fights, and other criminal activities. This would further disrupt the local neighbourhood who already suffer with this issue and would place an undue strain on local law enforcement and could result in a decline in the overall safety and security of our neighbourhood.

2. Increased Pollution

The proposed extension would allow Smash Operations Limited t/a McDonalds to operate 24/7. This will create further pollution on our street from patrons exiting the premises and not correctly disposing of their rubbish. Many residents on the street already find their front patio's strewn with the unwanted remains of McDonalds wrappers and food, and I fear that further extending their opening hours will only exacerbate this issue. Particularly as this will run through the night when patrons may be intoxicated. This is a serious concern for residents whose quality of life will be adversely impacted.

3. Increased Noise Pollution

In line with the above paragraph, the proposed extension would allow Smash Operations Limited t/a McDonalds to operate during hours that will disrupt the peaceful atmosphere of the neighbourhood. As a residential street, many of us rely on evenings and nights for rest. The extended hours of operation would result in an increase in noise levels,

particularly during late-night hours when most people are attempting to sleep. This includes not only the noise from patrons exiting the premises but also potential disturbances from traffic, and delivery drivers who already park illegally and block the end of the road. Increased noise pollution is a serious concern for the well-being of residents and is known to contribute to sleep disturbances, stress, and decreased quality of life.

4. Increased Traffic and Congestion

Allowing for extended hours of operation will inevitably lead to a surge in delivery related traffic, particularly in the late evening. This would result in further congestion on the North End Road, (an already busy local road). It will also cause further problems for the residents of Haldane Road with scooter and motorcycle delivery drivers regularly parking and blocking the end of our road through parking on the double yellow lines. This will lead to potential delays, safety hazards, and a decrease in the general accessibility of the neighbourhood for residents and emergency services. The increase in foot and vehicle traffic would also increase the likelihood of accidents, especially with the nearby pedestrian crossing, where children and families are frequently present.

5. Impact on Local Residents' Well-being

The negative impacts of noise, congestion, and safety concerns can lead to heightened stress and anxiety among local residents. Extended operating hours disrupt the cohesiveness of the community and would significantly damage wellbeing on Haldane Road. This would impact families, the elderly, and people who rely on a quiet, safe environment to maintain their health and well-being. The intrusion of commercial activity into what should be a peaceful residential area would also undermine the quality of life for many, reducing the appeal of the neighbourhood as a place to live and raise families.

6. Adverse Effect on Property Values

The introduction of extended (24/7) business hours, coupled with the negative consequences outlined above, is likely to decrease property values in the immediate vicinity. Potential homebuyers may be deterred from purchasing homes in the area due to concerns about noise, safety, and the overall environment. As a result, local homeowners could face financial losses if property values decline due to the changes in the neighbourhood dynamic caused by the extended license.

Conclusion

Given the significant concerns regarding noise, safety, traffic, and the general well-being of local residents, I strongly urge the Hammersmith and Fulham Council to reject the extension to Smash Operations Limited t/a McDonalds opening hours.

The negative impact this extension would have on our neighbourhood cannot be understated, and it is in the best interest of the community and its residents that this application is rejected.

Thank you for considering my views on this matter.

Sincerely,



35, Haldane Road,
London
SW6 7ET

From: [REDACTED]

Sent: 08 April 2025 20:42

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

Subject: Representation against the variation of a licence: McDonald's 312-314 North End Road, London, SW6 1NG

Dear Hammersmith and Fulham Planning and Licencing Team,

Representation Against the variation of a Licence:

Applicant: *Smash Operations Limited t/a McDonalds*

Name and address of premises: *McDonald's, 312-314 North End Road, London, SW6 1NG*

I am writing to formally oppose the proposed extension of the license for Smash Operations Limited t/a McDonalds located at McDonald's, 312-314 North End Road, London, SW6 1NG. As a resident of the surrounding neighbourhood, (specifically Haldane Road) I believe this extension will have a significant and negative impact on the local community area, and I respectfully request that the application be denied for the following reasons:

1. Safety and Anti-Social Behaviour

As a result of the location of McDonalds at the end of our road, we already suffer with anti-social behaviour on Haldane Road. Met Office data website highlights that on Haldane Road, and Tournay Road alone, in the last 12 months there have been >25 criminal complaints relating to antisocial behaviour. With 144 crimes reported in the area surrounding McDonalds over the same period.

As a resident of the neighbourhood, I am greatly concerned that extended operating hours could further exacerbate the issues of public safety and anti-social behaviour in the area. Experience has shown that late-night patrons, particularly in fast food establishments, can lead to an increase in disruptive behaviour, including fights, and other criminal activities. This would further disrupt the local neighbourhood who already suffer with this issue and would place an undue strain on local law enforcement and could result in a decline in the overall safety and security of our neighbourhood.

2. Increased Pollution

The proposed extension would allow Smash Operations Limited t/a McDonalds to operate 24/7. This will create further pollution on our street from patrons exiting the premises and not correctly disposing of their rubbish. Many residents on the street already find their front patio's strewn with the unwanted remains of McDonalds wrappers and food, and I fear that further extending their opening hours will only exacerbate this issue. Particularly as this will run through the night when patrons may be intoxicated. This is a serious concern for residents whose quality of life will be adversely impacted.

3. Increased Noise Pollution

In line with the above paragraph, the proposed extension would allow Smash Operations Limited t/a McDonalds to operate during hours that will disrupt the peaceful atmosphere of the neighbourhood. As a residential street, many of us rely on evenings and nights for rest. The extended hours of operation would result in an increase in noise levels, particularly during late-night hours when most people are attempting to sleep. This

includes not only the noise from patrons exiting the premises but also potential disturbances from traffic, and delivery drivers who already park illegally and block the end of the road. Increased noise pollution is a serious concern for the well-being of residents and is known to contribute to sleep disturbances, stress, and decreased quality of life.

4. Increased Traffic and Congestion

Allowing for extended hours of operation will inevitably lead to a surge in delivery related traffic, particularly in the late evening. This would result in further congestion on the North End Road, (an already busy local road). It will also cause further problems for the residents of Haldane Road with scooter and motorcycle delivery drivers regularly parking and blocking the end of our road through parking on the double yellow lines. This will lead to potential delays, safety hazards, and a decrease in the general accessibility of the neighbourhood for residents and emergency services. The increase in foot and vehicle traffic would also increase the likelihood of accidents, especially with the nearby pedestrian crossing, where children and families are frequently present.

5. Impact on Local Residents' Well-being

The negative impacts of noise, congestion, and safety concerns can lead to heightened stress and anxiety among local residents. Extended operating hours disrupt the cohesiveness of the community and would significantly damage wellbeing on Haldane Road. This would impact families, the elderly, and people who rely on a quiet, safe environment to maintain their health and well-being. The intrusion of commercial activity into what should be a peaceful residential area would also undermine the quality of life for many, reducing the appeal of the neighbourhood as a place to live and raise families.

6. Adverse Effect on Property Values

The introduction of extended (24/7) business hours, coupled with the negative consequences outlined above, is likely to decrease property values in the immediate vicinity. Potential homebuyers may be deterred from purchasing homes in the area due to concerns about noise, safety, and the overall environment. As a result, local homeowners could face financial losses if property values decline due to the changes in the neighbourhood dynamic caused by the extended license.

Conclusion

Given the significant concerns regarding noise, safety, traffic, and the general well-being of local residents, I strongly urge the Hammersmith and Fulham Council to reject the extension to Smash Operations Limited t/a McDonalds opening hours.

The negative impact this extension would have on our neighbourhood cannot be understated, and it is in the best interest of the community and its residents that this application is rejected.

Thank you for considering my views on this matter, which I am sending on behalf of myself and my spouse, who is resident at my address.

Sincerely,


26 Haldane Road Fulham, London, SW6 7EU

From: [REDACTED]
Sent: 08 April 2025 21:19
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Ben.coleman.mp@parliament.uk
Subject: Objection to 24-Hour Licensing Request – McDonald's, North End Road

Dear Licensing Team,

I am writing to formally object to the application submitted by McDonald's on North End Road, Fulham SW6 1NG, requesting to operate 24 hours a day.

As a local resident who has recently invested in a property adjacent to this location, I am extremely concerned about the implications of this request. The area is already saturated with fast food outlets—this McDonald's is one of three within close proximity—and the current level of disruption is already challenging for those of us living nearby.

Extending their hours to operate 24/7 will only amplify the existing issues:

- Noise pollution: The area already experiences excessive shouting and general disturbance late into the night. Extending hours will inevitably make this worse and eliminate any respite residents currently have.
- Littering: Gardens and doorsteps are regularly littered with packaging and food waste from late-night customers.
- Traffic nuisance: Cars double-park or idle for extended periods waiting for food, often with engines running, creating unnecessary noise and air pollution.
- Public order concerns: Late-night gatherings and intoxicated customers have, in the past, led to antisocial behaviour that risks increasing with a 24-hour licence.

North End Road is a mixed-use area, but it remains predominantly residential. There needs to be a balanced approach that considers the quality of life for residents, not just commercial interests.

I urge the licensing committee to reject this application and uphold the current closing time.

Kindly confirm receipt of this objection.

Best regards,

[REDACTED]

Flat 6 Barrow Apartments
10A Haldane road SW6 7EU London

From: [REDACTED]
Sent: 09 April 2025 08:12
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: McDonald's North End Road

I oppose the application for 24 hour opening; the shop is already a blight on this primarily residential area and any extension of its opening times will create further problems for neighbours, including litter, noise, antisocial behaviour and petrol fumes from idling engines of waiting customers.

An extension would further damage the area's fragile regeneration.

Regards

[REDACTED]

38 Saint Maur Road
SW6 4DP

From: [REDACTED]
Sent: 09 April 2025 10:06
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Proposed extension of North End Road McDonalds' opening hours to 24/7

Dear Sir/Madam

I live at No. 39 Haldane Road and, like many of my neighbours, am very concerned that we are once again facing an application for McDonalds on the North End Road (corner of Haldane Road) for extended opening hours.

The venue is a hub of crime and disruptive behaviour, and as your own records will show - police and noise/nuisance call-outs to Haldane Road have been legion over the past few years, and if anything problems have only intensified in recent months, with groups of young people walking back to the Clem Atleee Estate from McDonalds (the rubbish dumped in gutters and our gardens testifies to where they have come from) kicking doors and cars, shouting, fighting and aggressing residents.

Add to that the constant noise and disruption of Deliveroo and Uber Eats drivers using the street and pavement like a common room at all hours and you have a neighbour whose presence already impinges on an otherwise quiet residential street.

A previous application for extended hours was denied, and so this new appeal for 24/7 opening seems deeply ill-judged, prioritising a small commercial gain over the wellbeing of the surrounding community.

Yours Faithfully

[REDACTED]

From: [REDACTED]

Sent: 08 April 2025 16:34

To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Hewitt Dawna: H&F <Dawna.Hewitt@lbhf.gov.uk>; ben.coleman.mp@parliament.uk; Cllr Nwaogbe Genevieve: H&F <Genevieve.Nwaogbe@lbhf.gov.uk>; Cllr Campbell-Simon Trey: H&F <Trey.Campbell-Simon@lbhf.gov.uk>

Cc:

Subject: Opposition against the variation of license from McDonalds 312-314 north end Road SW6 1NG

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

08/04/2025

Representation Against the variation of a Licence:

Applicant: *Smash Operations Limited t/a McDonalds*

Name and address of premises: *McDonald's, 312-314 North End Road, London, SW6 1NG*

To Whom It May Concern,

I am writing to formally oppose the proposed extension of the license for Smash Operations Limited t/a McDonalds located at McDonald's, 312-314 North End Road, London, SW6 1NG. As a resident of the surrounding neighbourhood, (specifically Haldane Road) I believe this extension will have a significant and negative impact on the local community area, and I respectfully request that the application be denied for the following reasons:

1. Safety and Anti-Social Behaviour

As a result of the location of McDonalds at the end of our road, we already suffer with anti-social behaviour on Haldane Road. Met Office data website highlights that on Haldane Road, and Tournay Road alone, in the last 12 months there have been >25 criminal complaints relating to antisocial behaviour. With 144 crimes reported in the area surrounding McDonalds over the same period.

As a resident of the neighbourhood, I am greatly concerned that extended operating hours could further exacerbate the issues of public safety and anti-social behaviour in the area. Experience has shown that late-night patrons, particularly in fast food establishments, can lead to an increase in disruptive behaviour, including fights, and other criminal activities. This would further disrupt the local neighbourhood who already suffer with this issue and would place an undue strain on local law enforcement and could result in a decline in the overall safety and security of our neighbourhood.

2. Increased Pollution

The proposed extension would allow Smash Operations Limited t/a McDonalds to operate 24/7. This will create further pollution on our street from patrons exiting the premises and not correctly disposing of their rubbish. Many residents on the street already find their front patio's strewn with the unwanted remains of McDonalds wrappers and food, and I fear that further extending their opening hours will only exacerbate this issue. Particularly as this will run through the night when patrons may be intoxicated. This is a serious concern for residents whose quality of life will be adversely impacted.

3. Increased Noise Pollution

In line with the above paragraph, the proposed extension would allow Smash Operations Limited t/a McDonalds to operate during hours that will disrupt the peaceful atmosphere of the neighbourhood. As a residential street, many of us rely on evenings and nights for rest. The extended hours of operation would result in an increase in noise levels, particularly during late-night hours when most people are attempting to sleep. This includes not only the noise from patrons exiting the premises but also potential disturbances from traffic, and delivery drivers who already park illegally and block the end of the road. Increased noise pollution is a serious concern for the well-being of residents and is known to contribute to sleep disturbances, stress, and decreased quality of life.

4. Increased Traffic and Congestion

Allowing for extended hours of operation will inevitably lead to a surge in delivery related traffic, particularly in the late evening. This would result in further congestion on the North End Road, (an already busy local road). It will also cause further problems for the residents of Haldane Road with scooter and motorcycle delivery drivers regularly parking and blocking the end of our road through parking on the double yellow lines. This will lead to potential delays, safety hazards, and a decrease in the general accessibility of the neighbourhood for residents and emergency services. The increase in foot and vehicle traffic would also increase the likelihood of accidents, especially with the nearby pedestrian crossing, where children and families are frequently present.

5. Impact on Local Residents' Well-being

The negative impacts of noise, congestion, and safety concerns can lead to heightened stress and anxiety among local residents. Extended operating hours disrupt the cohesiveness of the community and would significantly damage wellbeing on Haldane Road. This would impact families, the elderly, and people who rely on a quiet, safe environment to maintain their health and well-being. The intrusion of commercial activity into what should be a peaceful residential area would also undermine the quality of life for many, reducing the appeal of the neighbourhood as a place to live and raise families.

6. Adverse Effect on Property Values

The introduction of extended (24/7) business hours, coupled with the negative consequences outlined above, is likely to decrease property values in the immediate vicinity. Potential homebuyers may be deterred from purchasing homes in the area due to concerns about noise, safety, and the overall environment. As a result, local

homeowners could face financial losses if property values decline due to the changes in the neighbourhood dynamic caused by the extended license.

Conclusion

Given the significant concerns regarding noise, safety, traffic, and the general well-being of local residents, I strongly urge the Hammersmith and Fulham Council to reject the extension to Smash Operations Limited t/a McDonalds opening hours.

The negative impact this extension would have on our neighbourhood cannot be understated, and it is in the best interest of the community and its residents that this application is rejected.

I also want to add how this will affect my 6 year old daughter, who is already scared by the youth on the street who unfortunately terrorises the houses kicking on our door every weekend, and how much the noise and disruption will affect her sleep, to which is crucial for her well being since our house is one of the closest to McDonalds and is always full off delivery drives parked on our door.

Thank you for considering my views on this matter.

Sincerely,

[REDACTED]

2 Haldane Road, SW6 7ET

From: [REDACTED]
Sent: 09 April 2025 16:51
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: McDonalds North End Road...

Thank you Lorna.

My address is 16 Elmstone Road, SW65TN.

Regards,

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 08 April 2025 17:50
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: McDonalds North End Road...

Hello,

I note that McDonalds in the North End Road have applied for 24/7 operation. The immediate and extended neighbourhood is residential. There is already excessive noise and litter generated by people visiting McDonalds, so the idea of their hours being extended to all night will make the problems worse and miserable for all the side roads. It is an astonishing application that shows absolutely no respect for the area and is surely based on greed. It shouldn't be allowed.

Regards,

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 09 April 2025 15:11
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: McDonald's North End application

Thank you for your response.
Full address is
32 Bramber Road
W149PB
Kind regards
[REDACTED]

From: [REDACTED]
Sent: 09 April 2025 10:04
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: McDonald's North End application

McDonald's on the North End Road has submitted a license request to serve customers 24 hours.

I am fully supportive of a thriving North End Road (and night time economy) but I do not agree it is a good idea to grant this in a highly residential area. This specific McDonald's already face crowds being disruptive at all hours with noise / shouting to the point that it feels unsafe. I made a conscious decision not to go to this specific McDonald's in the evening as I feel totally unsafe inside or even walking past!

I have witnessed scenes of groups of youth misbehaving towards staff and being unruly and almost violent towards staff. Police is very often called at the premises to support staff and stop violent events happening outside with groups fighting and showing threatening behaviour.

I have also reported this to McDonald's centrally in the past.

I urge you to consider the consequences of a 24 licence at premises which are already causing trouble to the community and take up time for the police. At night North End road already feels unsafe and this would exacerbate the issue with little or no benefits to the area.

I am confident you will not accept this application and do not grant permission.

Kind regards,
[REDACTED]

From: [REDACTED]
Sent: 09 April 2025 14:55
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Denning Christopher: H&F <Christopher.Denning@lbhf.gov.uk>;
ben.coleman.mp@parliament.uk; [REDACTED]
Subject: Re: Representation Against the Variation of a Licence: McDonald's, 312 - 314 North End Road, London, SW6 1NG

Dear Lorna

Of course. Our address is 54 Haldane Road,
London, SW6 7EU.

Kind regards.

[REDACTED]

From: [REDACTED]
Sent: 09 April 2025 12:53
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Denning Christopher: H&F <Christopher.Denning@lbhf.gov.uk>;
ben.coleman.mp@parliament.uk; [REDACTED]
Subject: Representation Against the Variation of a Licence: McDonald's, 312 - 314 North End Road, London, SW6 1NG

To Whom It May Concern

I am writing to formally oppose to the proposed extension of the license for Smash Operations Limited t/a McDonald's located at 312-314 North End Road, London, SW6 1NG. My mother (cc'd) and I are long term residents of Haldane Road (over 40 years) and believe that this will have a significantly detrimental impact of local residents in the vicinity but in particular for Haldane Road for a number of reasons which I set out below.

1. **Anti - Social Behaviour** - I have copied in Chris Denning in the LET team as we have a very big problem with anti-social behaviour on Haldane Road which has seen me or my mother have to call 999 and request police presence (3 occasions since January this year) and the majority of Friday and Saturday nights, I email the LET team to attend owing to these behaviours. The young people use Haldane Road as a rat run between the Clem Attlee Estate and McDonald's, loitering, kicking front doors, despositing rubbish and generally making Haldane Road residents lives a misery on a daily basis. This will only increase if McDonald's extension request is granted.
2. **Traffic & Noise Pollution** - We have a significant problem at the top of Haldane Road by the McDonald's with Uber Eats & Deliveroo drivers who park on double yellow lines and there are consistently around 20 drivers parked all over the road in indeed the pavement. Should someone who is disabled need to come down

the footpath, they wouldn't be able to half the time. Extending McDonald's hours is going to mean that the mopeds will increase, that roar up and down the street picking up deliveries from McDonald's and whilst we currently seem to have a respite between the hours of 12am and 6am currently, their request will see this diminish. It is unfair on residents that there appears to be no control over the parking of delivery drivers, they drive the wrong way up a one-way street, they fly down this road and they are on loud mopeds. Extending their licence to 24/7 will only make this problem worse and give residents of Haldane Road no peaceful enjoyment of their homes.

3. **Litter** - McDonald's years ago were requested to do litter picks on Haldane Road which seem to have completely stopped but the amount of litter that is found from McDonald's in the gutters and also our front gardens is actually appalling. If they can't deal with this problem now, how do they expect to deal with it with extended opening hours?
4. **Impact on Local Residents Well-Being** - The negative impacts of ASB, traffic, noise pollution and litter will lead to heightened stress and anxiety among residents of Haldane Road, in particular, given that we already have a very serious and upsetting problem with ASB. A 24/7 expansion of McDonald's licence will directly impact residents ability to live in what should be a quiet, safe street. The intrusion of commercial activity in what should be a peaceful residential street will undermine the quality of life for all of us even further.

My mother and I have significant concerns with this application and I strongly urge the Licensing team to reject the extension to the opening hours for all of the reasons set out above. I also feel it is cruel and unkind that Smash Operations Limited t/a McDonald's have not reached out to any residents of Haldane Road before applying for this extension given all of the above. It challenges belief that a business such as McDonald's could have so little regard to its neighbours and believe that they currently do not have to do anything to keep their neighbours happy.

Thank you for considering our views on this matter.

Yours faithfully,

[Redacted Signature]

From: [REDACTED]

Sent: 09 April 2025 18:29

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

Subject: Opposition to the proposed application by Smash Operations Ltd for a Full Variation of the Licence at the McDonald's premises on 312-314 North End Road, London SW6 1NG

Importance: High

Good evening

I live at No 28 Haldane Road and I write to express my strong opposition to Smash Operations Limited's proposed application for a Full Variation of a Licence to extend the opening hours at the McDonald's branch situated on the North End Road and on the corner of Haldane Road. According to the very nondescript blue notices which we luckily happened to see being put up yesterday in the McDonald's windows, Smash Operations t/a McDonald's have applied to be able to remain open for business 24/7. (Strangely, I haven't seen any official notices posted on any of the lampposts in the close vicinity to the premises as is the norm, I believe, in connection to licencing matters which will, undoubtably, have an impact on the community/local residents.) It feels as if the application is being silently slipped in under the radar. I'm led to believe that a similar application to extend the McDonald's opening hours was applied for last year and that this application was turned down.

As I'm sure you know, Haldane Road is a quiet residential one-way street leading off the extremely busy North End Road. There is already a never-ending stream of delivery e-bikes, scooters, etc (Uber Eats, Deliveroo, and the like) who park up outside the McDonald's, either on the pavements (usually blocking them) or along each side of the road at the road entrance or in front of residents' houses. The noise pollution, quite apart from when the scooters, etc set off having collected their orders, also includes the waiting drivers hanging around and their incessant chat). The start of the road is extremely narrow which is why there are, for very good reason, double yellow lines painted on both sides of the road. Sometimes it is nigh on impossible to drive down having turned off the North End Road from either direction due to all the bike traffic, bags, etc, heaven forbid if an emergency vehicle needs urgent access. There is also a very busy pedestrian crossing close by.

In addition to the above, McDonald's clientele drive into Haldane Road and park, often taking up residential parking spaces. Engines are usually kept running despite the clear No Idling signs. Once they (plus the numerous others eating 'on the hoof') have consumed their meal, the packaging, including uneaten food, ketchup, etc, is just chucked out onto the pavement or gutter or, far worse, into people's private property

and front gardens. (I must make mention here of the fantastic H & F road sweepers who do their utmost to keep the road clean and tidy, this will prove impossible to manage in future if the 24/7 application is granted.) Clearly these 'visitors' feel that as it is 'NIMBY', meaning the fumes, rubbish and noise pollution is not their problem. This is completely unacceptable and the thought that this behaviour could happen **all** night and **all** day, **seven** days a week, does not bear thinking about, especially for those residents who live next to and in even closer proximity to McDonald's than I do. This 24/7 opening will affect their wellbeing and quality of life immeasurably, local residents deserve far better, and their voice **must** be heard.

With the current licenced opening hours, we are all aware that the noise pollution has an end time in sight of 11.00pm which is acceptable and hopefully the road becomes more peaceful for all residents. Sadly, however, there have been a number of instances of antisocial behaviour recently with incidents such as doors being kicked in late at night, etc. and the police have had to be called.

In summary, may I urge you, please, to refuse this application for a Full Variation of the licencing hours on the grounds of the obvious negative impact it will have on the community and all the residents of Haldane Road in particular. Residents are naturally deeply concerned about this recent application, lodged even though one similar was rejected not so long ago.

I thank you for taking the time to consider my email.

Yours sincerely



28 Haldane Road
London SW6 7EU

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

From: [REDACTED]

Sent: 09 April 2025 13:40

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

Subject: Proposed Extension of hours at McDonald's 312-314 North End Road Fulham

Please accept this as a letter of strong opposition to the proposed plan extending the hours of the McDonald's restaurant at the top of our road.

As current residents of Haldane Road we have witnessed and had to deal with an abundance of litter from the restaurant strewn along our road on a daily basis which would just get worse..

The noise and obstruction caused by the Delivery driver's not only to the entrance to our street but also their blocking of our pavement access outside McDonalds is constant. We also have many cars parking temporarily and often idling their engines while people eat in their cars. Having this continue throughout the night would severely impact the residents during the night.

We have also found that outside McDonalds has become a gathering point for groups of young people which has become disruptive from both a noise and occasionally an anti social behaviour point of view. Extending the hours would risk this behaviour continuing through the night and being even more disruptive to local residents.

The negative impact of extending this business hours would be insurmountable for the local residents and we feel it is totally unnecessary for them to extend their business hours. We therefore strongly object to their application.

Kind regards

[REDACTED] (21 Haldane Road)

From: [REDACTED]
Sent: 10 April 2025 11:18
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection to Licensing Application (2025/00525/LAPR) for Extended Hours at McDonald's North End Road

Dear Licensing Committee and dear Lorna McKenna,
I am writing to formally object to the licensing application (2025/00525/LAPR) submitted by Smash Operations Limited (McDonald's Restaurants) 312-314 on North End Road to extend their operating hours to 24 hours a day. While I support a vibrant local economy, I believe this proposal is inappropriate for our residential community. Living on Tournay Road, in close proximity to McDonald's, residents already contend with significant challenges including litter accumulation in gardens, persistent car idling during late hours, and disruptive noise and disturbances in the vicinity until the current closing time of midnight. Granting a 24-hour license would exacerbate these issues, further compromising the quality of life for local residents.
I urge the Licensing Committee to consider the negative impact this extended hours proposal would have on the peaceful coexistence of residential and commercial activities in our neighborhood. It is crucial to prioritise the well-being and tranquility of residents who call this area their home.
Please find my objections formally submitted through the council website, and I encourage you to carefully review all objections raised by concerned residents. Should you require any further information or clarification regarding my objection, please do not hesitate to contact me.
Thank you for considering my concerns.
Sincerely,

[REDACTED]
2 Tournay House, Tournay Road SW67UF Flat 8

--

[REDACTED]

From: [REDACTED]
Sent: 12 April 2025 13:09
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/00525/LAPR - McDonald's Restaurants 312-314 North End Road (Full Variation Application)

Hi

The protection of public nuisance and the prevention of crime and disorder! We residents deserve some peace and quiet after the market stalls close.

There is already noise disturbance (cars parking and people talking loudly /fights) at night and crimes related to the Merkur slots being open 24/7 which I would officially oppose if there was an opportunity to do so.

Many thanks



Sent from my iPhone

From: [REDACTED]
Sent: 09 April 2025 11:53
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection

[You don't often get email from [REDACTED]. Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

Hi

I would like to object to McDonalds on North End road opening 24 hours. We already have trouble caused by Merkur slots being open 24 /7.

Thanks



3 Racton Road

Sent from my iPhone

From: [REDACTED]
Sent: 13 April 2025 18:35
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: North End McDonalds - No to 24H opening

I live in 30 Anselm Road and I'm against the North End McDonald's staying open 24H.
The road is not a safe and clean and quiet place in the evening and the 24h opening can only worsen the neighborhood! NO WAY, please!

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 14 April 2025 23:34
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 14/04/2025 11:33 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	58 Anselm Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	14/04/2025 11:33 PM I object on the basis of personal safety and potential for increased crime near my house

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 15 April 2025 08:55
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below. Comments were submitted at 15/04/2025 8:54 AM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 22 Delaford Street Fulham

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 15/04/2025 8:54 AM The introduction of a late-night food establishment operating around the clock would significantly disrupt the peace and quality of life for local residents. Concerns include:

* Noise pollution: Increased foot traffic, vehicle activity, and late-night gatherings would inevitably lead to disturbances during unsociable hours.

* Litter and anti-social behaviour: Extended opening hours often correlate with a rise in street litter, loitering, and anti-social behaviour, especially during the early morning hours.

* Traffic and parking issues: A 24-hour business could increase congestion and illegal parking on residential streets, particularly when public transport is limited.

* Public safety concerns: Continuous operation may attract large crowds at night, increasing the burden on local police and emergency services.

*Precedent for further disruption: Approving this application could set a precedent, encouraging other nearby establishments to extend their hours, compounding the negative effects on the neighbourhood.

Fulham is a predominantly residential neighbourhood and relies on night time quiet for rest and wellbeing. The proposed 24-hour schedule is wholly incompatible with the character and needs of the area.

I respectfully urge the council to reject this application.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 15 April 2025 09:08
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 15/04/2025 9:08 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	22 Delaford Street London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 15/04/2025 9:08 AM Having a late night fast food restaurant will not be conducive with the councils scheme to revamp the North End Rd making it a welcoming, safe, neighbourhood. McDonald's already has excessive Deliveroo / Just Eat (etc) drivers congregating outside and in the nearby streets and taking up the pavement and making noise. Opening later will mean this continues into the night. People live on the North End Rd and the surrounding streets, extended opening hours will mean disruptions during sleeping hours. Late night opening will also encourage anti social behaviour, it should be noted there has been a rise in serious (probably gang related) incidents in the area over the pass couple of years. Encouraging more young people into the area will only exacerbate this (the predominant demographic of a UK McDonald's customer is male age 18 - 24.) As a female who often has to walk home alone late at night, due to work, I would not feel very safe. This is not a great idea.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 15 April 2025 09:24
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 15/04/2025 9:24 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	44 Walham Grove London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 15/04/2025 9:24 AM North end road has been notoriously an area of anti social behaviour especially around the McDonald. The presence of security guards employed by McDonald is a confirmation that they recognise this issue. Increasing the opening hours especially at night is bound to increase the security issues in our neighbourhood. With the number of increased events (chelsea football club), opening of new restaurants/ bars and in particular take away shops only increase the noise, detritus and overall wellbeing of our neighbourhood. A shame the council does not realise our neighbourhood is going downhill. I firmly oppose to any extension of hours of this restaurant as it will also open the floodgates for others to follow suite..

From: [REDACTED]
Sent: 15 April 2025 09:44
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: 2025/00525/LAPR: McDonald`s Restaurants (312-314): 312 North End Road London SW6 1NG

I would like to object to the 24/7 opening hours of McDonald's North End Road

I am disappointed to hear that McDonalds on the North End Road has applied for the licence to be varied for 24/7 hour opening.

I feel very strongly that this application should not be granted by the council licensing committee. It will have a huge negative impact on the neighbourhood and set a dangerous precedent.

I believe it is very likely to lead to increased crime and anti-social behaviour at and around the McDonalds. We already have witnessed issues in the immediate vicinity and the neighbouring side streets and the area has already had reported incidence of crime. I have two young teenagers and this does not give me any comfort about their safety as they make their way to and from school or other activities.

I am very concerned about the disturbance and lack of sleep which will result from the extra traffic (on foot, on bikes or in cars) to and from the McDonald's 24/7. We already have to deal with delivery drivers of fast food and this would add to the problem.

This is an almost entirely residential area and the proposed hours are totally unsuitable to this area. Residents need their sleep, whether children, busy workers or the elderly. I am concerned about increased crime and disorder not to mention and increase in public nuisance that we already experience with late night drinkers or consumers of fast food around the area that regularly urinate in our front gardens or litter our street. Even something as simple as walking my dogs is a struggle trying to ensure they don't eat the chicken bones left along our road.

Mostly I worry about my children and as such am making a strong objection.

Regards

[REDACTED]
47 Walham Grove
SW6 1QR

From: [REDACTED]
Sent: 15 April 2025 09:56
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Objection to Application 2025/00525/LAPR – McDonald's 312 North End Road

Dear Licensing Team,

I am writing to submit a formal representation in relation to the application to vary the licence for McDonald's at 312 North End Road (Ref: 2025/00525/LAPR), which seeks permission to open 24 hours a day, 7 days a week.

My partner and I are homeowners on Walham Grove, just a few minutes' walk from the restaurant. We moved to the area because it felt like a safe, family-friendly neighbourhood – a place where we could put down roots. We have a six-month-old daughter, and as you can imagine think very carefully about the kind of environment we want her to grow up in.

The thought of a 24/7 McDonald's operating at the end of our road concerns us deeply. The area already suffers from episodes of noise, loitering, and anti-social behaviour late at night, and extending opening hours into the early hours of the morning will only make that worse. It's not just a question of inconvenience – it's about safety. This part of Fulham is the only one that has been identified by the Met as a crime hotspot. Why would we want to encourage even more late-night activity in that kind of setting? Furthermore, this application is completely at odds with the character of the neighbourhood – a largely residential area filled with young families, schools, and elderly residents. Granting a 24-hour licence sets a dangerous precedent and will almost certainly encourage other businesses to follow suit. Before long, the North End Road could become a late-night strip. Once that happens, it will be impossible to reverse.

We respectfully urge the committee to reject this application in full, on the grounds of all four licensing objectives:

- Prevention of crime and disorder: Increased late-night opening will attract loitering, fights, and other antisocial behaviour in an area already flagged by the Met as a crime hotspot
- Public safety: Greater activity at all hours will lead to more aggressive behaviour, fast-moving mopeds, and a higher risk of accidents or harm to pedestrians
- Prevention of public nuisance: 24/7 operations will generate constant noise, litter, and disturbances to residents on North End Road and neighbouring streets
- Protection of children from harm: As parents, we are deeply concerned about the normalisation of aggressive, unsafe environments where children live and walk every day

We are not opposed to local businesses thriving – quite the opposite – but not at the expense of the safety, security and well-being of the local community.

Thank you for your time and consideration.

Warm regards,

[REDACTED]
37 Walham Grove SW6 1QR

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 15 April 2025 09:41
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 15/04/2025 9:41 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	73 Epirus Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	15/04/2025 9:41 AM I object to the 24 hour opening of McDonald's North End Road. This brings no local benefit to the community and will increase noise and antisocial behaviour in the area.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 15 April 2025 10:04
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 15/04/2025 10:04 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	16 Walham Grove London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	15/04/2025 10:04 AM

I would like to object to the 24/7 opening hours of McDonald's North End Road

I am disappointed to hear that McDonalds on the North End Road has applied for the licence to be varied for 24/7 hour opening.

I feel very strongly that this application should not be granted by the council licensing committee. It will have a huge negative impact on the neighbourhood and set a dangerous precedent.

I believe it is very likely to lead to increased crime and anti-social behaviour at and around the McDonalds. We already have witnessed issues in the immediate vicinity and the neighbouring side streets and the area has already had reported incidence of crime. I have two young teenagers and this does not give me any comfort about their safety as they make their way to and from school or other activities.

I am very concerned about the disturbance and lack of sleep which will result from the extra traffic (on foot, on bikes or in cars) to and from the McDonald's 24/7. We already have to deal with delivery drivers of fast food and this would add to the problem.

This is an almost entirely residential area and the proposed hours are totally unsuitable to this area. Residents need their sleep, whether children, busy workers or the elderly. I am concerned about increased crime and disorder not to mention and increase in public nuisance that we already experience with late night drinkers or consumers of fast food around the area that regularly urinate in our front gardens or litter our street.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 15 April 2025 10:39
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 15/04/2025 10:38 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:

Email:

Address: 1, The Cottage 21 Colehill Lane London

Comments Details

Type:	Commenter	Neighbour
-------	-----------	-----------

Stance:	Customer objects to the Licensing Application
---------	---

Reasons for
comment:

Comments: 15/04/2025 10:38 AM The premises already have a licence to remain open until midnight which is quite late enough for the area which is surrounded by residential property. As there are no 24 hour businesses around, the customers after midnight are likely to be of an undesirable nature increasing the likelihood of crime in the area. Take-away/delivery trade generates traffic during what should be the silent hours. Given that, at those hours, those who are drunk will be attracted, will make intemperate noises, leave packaging all over the pavements and, quite possibly, top it off with a gift of vomit. This is unpleasant for residents and disturbing for children. Any extension, whatsoever, of the licence would have nothing but a damaging effect on the area and I object strongly to the the grant of the application.

From: [REDACTED]
Sent: 15 April 2025 11:19
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>;
[REDACTED] Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re planning application 2025/00525

Dear Mr Tucker

I write as a resident of 36a Walham Grove SW61QR to object to the 24 hour licensing proposed by MacDonalds on the North End Road SW6.

My grounds for objecting are:

- A) noise nuisance and disruption to residents living on surrounding streets during the night. This may occur outside the shop but also from noisy delivery scooters
- B) the risk the site becomes a magnet for nighttime congregation if people and potential drug dealing and violence and criminality
- C) the problem of environmental degradation caused by a massive increase in litter in surrounding streets. Experience shows many late night meals are eaten in static cars and the packaging is then dropped outside or thrown from a moving car somewhere in Fulham when finished.

I urge you to reject this application

Yours

[REDACTED]

[REDACTED]

Sent from my iPhone

From: [REDACTED]
Sent: 15 April 2025 11:48
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Macdonalds

Thank you for your quick follow-up.

Indeed, full night opening of MacDonalds N-End Rd Fulham would increase crime and cause more disorder certainly at night when residents are entitled to get some rest.

Also, these places are often a meeting point for individuals who come from outside the area often to 'scan' the adjacent residential streets.

Consequently, more nuisance, less public safety

We don't have children but are vulnerable old people who don't feel safe going out even during daytime. We move slowly, are scared of the e-bikes which don't make any sound and drive fast

Hope you understand why we object to late opening of Mac Donalds on NErd Fulham

[REDACTED]
1Walham Grove
London SW61QP

Sent from [Outlook for Android](#)

From: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Sent: Tuesday, April 15, 2025 12:27:43 PM
To: [REDACTED]
Subject: RE: Macdonalds

Dear [REDACTED] – thank you for your e-mail, the contents of which I note.

For us to accept your comments as a valid representation under the Licensing Act 2003 (the Act), you would need to clarify how you think the application will affect the licensing objectives as follows:

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

I look forward to hearing from you.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: [REDACTED]
Sent: 15 April 2025 10:43
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Macdonalds

We are against the whole night opening of the fast food chain.

[REDACTED]
1 WALHAM GROVE

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 15 April 2025 13:26
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 15/04/2025 1:26 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	62b Epirus rd London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	15/04/2025 1:26 PM I object to McDonald's decision to extend their hours because it's already a problem with gatherings inside & outside & can be very loud & although they have a bin outside people don't discard their rubbish until after they've eaten they're food which occasionally gets thrown on the street where I live & if the hours are extended it would only cause more noisy people walking by at a more unsociable hour

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 15 April 2025 13:49
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 15/04/2025 1:49 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	18 Epirus Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	<p>15/04/2025 1:49 PM An extension of opening hours for MacDonald's would be a disapproving it's neighbours. Late night noise, huge increase in rubbish; often dumped in side roads, such as Epirus Road where I live and who really needs a Big Mac at 3.30 am?! There is another element too; the sheer greed of this company that has no genuine feeling for the local neighbourhood but sees only profits. Plus those unfortunates who will be employed on minimum wages to work their graveyard shifts. Please take local feelings into account and squash this application.</p>
-----------	---

From: [REDACTED]
Sent: 15 April 2025 15:10
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection to Application to Vary Premises Licence for 24/7 Opening – McDonald's, North End Road

Dear Licensing Committee,
2025/00525/LAPR 24/7 Application by McDonalds 312 North End Road

I am writing to register my strong objection to the application by McDonald's on North End Road to vary its premises licence to allow 24-hour opening, seven days a week. I believe this proposed change would have a significantly negative impact on the local community and urge the Council to refuse the application.

This is an overwhelmingly residential area, and extending opening hours to operate 24/7 is wholly unsuitable. It would increase late-night footfall, vehicle traffic, and noise levels, all of which would result in sleep disruption for local residents - including families with young children, shift workers, and the elderly.

I am particularly concerned about the heightened risk of crime and anti-social behaviour. There have already been recorded incidents of such behaviour in and around the area, and permitting a fast food outlet to operate through the night will likely exacerbate this. My two teenage children regularly walk through this area on their way to and from school and activities - and I worry for their safety, especially in the darker hours.

We already face issues with late-night littering, public urination, and other disruptive behaviour from people congregating after hours. Increasing the operating hours of a premises like McDonald's will only add to this problem. Even everyday tasks such as walking the dog have become a challenge, as I constantly have to ensure they don't ingest food debris and chicken bones left strewn across the pavement.

While I understand that businesses must serve their customers and stay competitive, this should not come at the expense of the health, safety, and wellbeing of local residents. Approving this application would also set a concerning precedent for other establishments, potentially encouraging more 24-hour operations in a primarily residential neighbourhood.

For all the reasons outlined above, I ask the Licensing Committee to reject this application in full.

Yours sincerely,

[REDACTED]
3 Walham Grove, London, SW6 1QP
[REDACTED]

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 15 April 2025 15:49
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 15/04/2025 3:48 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 73 Epirus Road London

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for
comment:

Comments: 15/04/2025 3:48 PM Please don't permit the McDonald's to be open 24 hours, it will increase antisocial behaviour and noise and reduce residents safety at night

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 15 April 2025 16:07
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 15/04/2025 4:07 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 23 Walham Grove London

Comments Details

Commenter
Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for
comment:

Comments: 15/04/2025 4:07 PM Late night fast food bring their cohort of antisocial behaviour. This is a residential area, people need to be able to sleep without the disturbances of late night noise.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 15 April 2025 16:10
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 15/04/2025 4:09 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 35 Epirus Road London

Comments Details

Commenter
Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for
comment:

Comments: 15/04/2025 4:09 PM As a resident nearby to these premises, I feel extremely worried that the 24 hour opening will attract the gathering of young people, which can lead to fights, drug dealing, aggression. Honestly, we just don't need this . Please.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 15 April 2025 16:14
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 15/04/2025 4:13 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 32 Epirus Road London

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 15/04/2025 4:13 PM There is already much noise and rubbish disturbance (left over food/wrappers etc) around the north end road and all the residential streets close by including ours- this requested extension will only make things worse when we are all fighting to improve the area for families who live here
It will only attract those who have drunk too much in the pubs and bars around Fulham Broadway to walk down north end road afterwards to McDonalds
There is absolutely no need to have a fast food restaurant open 24 hours - there is no benefit whatsoever to those living in the area
We strongly request that consideration be given to neighbours and that this request is turned down please

From: [REDACTED]
Sent: 15 April 2025 15:03
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection to 2025/00525/LAPR 24/7

Ref : 2025/00525/LAPR 24/7 Application by McDonalds 312 North End Road

Dear Mr Tucker,

My husband and I (at 4 Walham Grove) object to the 24/7 opening hours of McDonald's North End Road.

We feel very strongly that the Council Licensing Committee should not grant permission to this application. It will have a huge negative impact on the neighbourhood and set a dangerous precedent.

We believe it is very likely to lead to increased crime and anti-social behaviour at and around the McDonalds. We already have witnessed issues in the immediate vicinity and the neighbouring side streets and the area has already had reported incidence of crime. We have 3 children under the age of 5 and would feel uneasy walking around this McDonald's at various times of the day.

We are also concerned about the disturbance of sleep which will result from the extra traffic (on foot, on bikes or in cars) to and from the McDonald's 24/7. We already have to deal with delivery drivers of fast food and this would add to the problem.

This is an almost entirely residential area with both young and elderly people, and the proposed hours are totally unsuitable to this area.

Thank you for your consideration.

Best regards,

[REDACTED]
4 Walham Grove, SW6 1QP

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 15 April 2025 16:20
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 15/04/2025 4:19 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	14a, Basement Flat Halford Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	15/04/2025 4:19 PM I live across the road and it's already a very noisy street, especially with the Chelsea fans who are there late and can be intimidating so adding a 24hr license to McDonalds would just encourage drunk people to hang around later at night.
-----------	--

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 15 April 2025 16:25
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 15/04/2025 4:25 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	Basement Flat 14 Halford Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	15/04/2025 4:25 PM The North End Road is already a noisy place to be and in the evening I feel extremely unsafe walking down it. I'm a 28 year old woman who lives on the road opposite the McDonalds and I already am worried about the amount of people who are walking around late at night under the influence. The opening of this establishment until midnight will only make this worse. It is meant to be a safe community for all and I would hope the council would want to make improvements to the already unsafe environment rather than make it worse. I object strongly.
-----------	---

From: [REDACTED]
Sent: 15 April 2025 17:09
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Cllr Campbell-Simon Trey: H&F <Trey.Campbell-Simon@lbhf.gov.uk>; Cllr Nwaogbe Genevieve: H&F <Genevieve.Nwaogbe@lbhf.gov.uk>
Cc: [REDACTED]
Subject: 2025/00525/LAPR: McDonald's Restaurants (312-314): 312 North End Road London SW6 1NG

I am writing to you as a longterm resident of Epirus Road and also as an active member of the North End Road Action Group, (NERAG), which was set up by this Council administration, spearheaded by our, then local councillor now MP, Ben Coleman, to improve the North End Road and its Market circa 2014.

The aim of the North End Road Action Group was 'to protect and improve the North End Road.' <https://www.fulhamsw6.com/#!/pages/fulhamsw6:info:fulpac002>

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

Whilst I understand that the Chelsea fans need to be catered for, it is very disappointing that the street is becoming 'Fast Food Chicken Mile' - McDonalds, Morleys, KFC and Popeyes are within a stone's throw (not even a mile!) of each other. Not exactly healthy options for the population (more strain on the NHS) and whilst I have absolutely no complaint about the hard working street cleaners there is no doubt that these outlets lead to antisocial behaviour and litter, adding further strain to council resources and policing.

With Wendy's and Wetherspoons amongst other fast food joints just around the corner I feel it would be irresponsible of the Council to extend McDonald's hours as all the other businesses will want to follow suit.

I urge you please not to extend the hours but instead to carry on the good works of improving the North End Road.

Kind regards

[REDACTED]
29 Epirus Road
SW6 7UR

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 15 April 2025 18:05
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 15/04/2025 6:05 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	28 Walham Grove London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	15/04/2025 6:05 PM I think this would be very negative for the area. It would encourage people hanging around all night, people who have been out drinking & are in search of food on their way home. Other than the North End Road itself, it's a very residential area & would undoubtedly create disturbance & lead to anti social behaviour in an area which suffers that already. The local community would not benefit from this were it to go ahead.
-----------	---

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 16 April 2025 10:09
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 16/04/2025 10:09 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	54 Walham Grove London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 16/04/2025 10:09 AM Hello, I strongly object on the grounds that this is a residential area and it is already intimidating to walk past McDonalds on the North End Road at night as young boys and men gather at the entrance. Its customers often leave litter on the streets and are noisy when people are trying to sleep. This is a residential area and awarding them this extension of opening hours would only contribute to public nuisance and to crime as it becomes a meeting point for gangs and wrong-doers and leads to serious problems. We already have a high incidence of crime in this area with bikes getting stolen, parts taken from cars, shop lifting etc. I am disappointed that we residents constantly have to be alert and spend time objecting. Surely the council wants to preserve some peace and law and order in the area and shouldn't even allow these sorts of applications. The only beneficiary would be the shareholders of McDonalds. It's not as if these late night restaurants are going to create meaningful employment with these proposals.

From: [REDACTED]
Sent: 16 April 2025 11:07
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: licensing@lbhf.gov.uk; [REDACTED]
Subject: Objection to McDonalds License Application: North End Road

You don't often get email from chloe.august@mischiefpr.com. [Learn why this is important](#)

Hi Matt,

I hope you are well.

I have tried to submit an objection to the 24 hour license for McDonald's on the North End Road today but the portal will not accept it.

Please can you confirm you are in receipt of the below and let me know if you need any more details?

I live at 12 Haldane Road; I am objecting and am doing so as a 'neighbour' of the property.

Many thanks,

[REDACTED]

(PS: you may receive an out of office from this email if you reply; please be assured that I will be checking this email).

OBJECTION

As a resident who lives a few doors down from McDonald's I am begging you to not grant this license. I am deeply concerned on the impact it will have on my family (which includes two young children under the age of four).

We already experience several issues relating to McDonald's; this will be dramatically heightened if the restaurant is able to stay open 24 hours and have a serious impact on the wellbeing of local residents.

I object the license application for the following reasons:

Prevention of crime and disorder:

- The North End Road, especially the roads near to McDonald's, are a designated crime hotspot (Met Police). We do not need McDonald's which already brings large and intimidating crowds (see more below), to be encouraging more people to the area in the early hours of the morning

- Traffic disorders: we already have delivery drivers block pavements, drive up Haldane Road the wrong way, and become violent and aggressive if you politely ask them to stop doing this. This activity will only increase and happen at all hours of the day if McDonald's gains a 24 hour license (McDonald's managers are aware of an incident that happened to my family in October 2024 where a delivery driver blocked access to our taxi and swore and threatened to hit my husband in front of my two children after he asked them to not drive the wrong way down Haldane Road.)

Public Safety

- As a woman who has to walk home sometimes late at night after work and is regularly at home alone with two young children, I am very concerned that custom after midnight will bring increased criminality and disorder to Haldane Road

Prevention of public nuisance

- On a regular basis the following happens either outside my property or on it:
 - Urination; I have seen people come out of McDonald's and use the street as a public toilet. I have concerns this will now occur throughout the night if McDonald's is able to stay open 24 hours
 - Littering – specifically McDonald's cartons and wrappers that are thrown down the street and into our garden
 - Cars idling / engines; this happens throughout the day as people “park up” and wait for people to collect their order. It's likely this will happen throughout the night if McDonald's is allowed to open 24 hours. It increases pollution and will affect our sleep
 - Noise from cars – loud music etc. Again, we are likely to have further disturbed sleep if McDonald's is granted a 24 hour license
 - Large, disruptive groups – from 7pm on Friday & Saturday night, Haldane Road becomes a “ playground” for gangs of youths who litter McDonald's wrappers, come into our gardens, are intimidating and shout and scream. The closure of McDonald's at midnight stops this; if McDonald's is able to open 24 hours, we expect it to happen throughout the night.

Protection of children from harm:

- My children (and other local children) should be protected to have a good night's sleep and not feel scared about what is happening outside their front door



From: [REDACTED]
Sent: 16 April 2025 12:54
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Earnest objection to 24/7 licence for McDonald's on North End Road

To: The Council
London Borough of Hammersmith & Fulham
Hammersmith Town Hall
King Street
London W6 9JU
Subject: Objection to License Application – McDonald's, North End Road (24-Hour Operation, 7 Days a Week)

Dear Licensing Committee,

I write to formally object to the application by McDonald's for a 24-hour, 7-day-a-week license to operate its premises on North End Road.

Under the Licensing Act 2003, the Licensing Authority is charged with promoting four key objectives:

1. The prevention of crime and disorder
2. Public safety
3. The prevention of public nuisance
4. The protection of children from harm

I strongly believe that granting this application would run contrary to each of these objectives.

Crime and Disorder:

Extended late-night hours are consistently correlated with increased anti-social behaviour, particularly in areas with a high density of food and alcohol outlets. A 24-hour McDonald's will undoubtedly become a magnet for late-night loitering, drunken altercations, and public disturbances. These activities would place unnecessary and costly pressure on local police services already stretched to their limits.

Public Safety:

An around-the-clock operation will contribute to increased foot and vehicular traffic at all hours, potentially endangering pedestrians and residents. This is particularly concerning in a densely populated urban setting where vulnerable individuals—especially the elderly, women, and the unhoused—could be exposed to unsafe situations in the early hours of the morning.

Public Nuisance:

There is no doubt that this license would lead to a sharp rise in noise pollution, littering, and other nuisances in the local area. The smell, waste, and noise generated by a fast

food establishment—especially one open throughout the night—will further disrupt the peace and quality of life for nearby residents, already suffering from the noise and physical pollution and disturbance from Iceland and other establishments’ activities, and by the incredible nuisance and illegal acts perpetrated by the Deliveroo/UberEats delivery persons. No resident should be forced to endure the sound of car engines, shouting, or delivery trucks at 3 a.m.

Protection of Children from Harm:

The normalization of 24-hour fast food consumption undermines public health messaging aimed at children and families. Moreover, late-night activity in and around the store may expose young people to unsafe environments, including exposure to intoxicated individuals and potential criminal activity.

The only conceivable justification for this license would be a financial one—a misguided balancing of corporate income against the real and ongoing well-being of the borough’s citizens. But this is not merely an economic matter. It is a social, ethical, and civic decision. We stand at a moment where we can choose to protect our communities, uphold public standards, and promote a healthy, safe, and respectful environment for all. The only responsible choice is to reject this application in full.

I urge you to uphold the spirit and purpose of the Licensing Act 2003 and deny this application.

Sincerely,

[REDACTED]

34 Hamble Street
London SW6 2RS

[REDACTED]

From: [REDACTED]
To: Matt.Tucker@lbhf.gov.uk; [REDACTED] Trey.campbell-simon@lbhf.gov.uk; Genevieve.nwaogbe@lbhf.gov.uk; ben.coleman.mp@parliament.uk
Sent: Wednesday, April 16th 2025, 14:04
Subject: 2025/00525/LPR:McDonalds Restaurant (312-314):312 North End Rd SW61NG

I am writing to you as someone who has lived in Epirus Rd for over thirty years and strongly object to the proposed 24 hour Opening Licence being considered for McDonalds on the NER.

The streets off the NER are mostly residential and would most definately suffer many more inconveniences to those already suffered, if the proposed Licence was granted.

My objections can be summarised as a follows:

1. Prevention of Crime and Disorder:

The North End Road area, as already identified by the Metropolitan Police, is the only officially designated crime hotspot in Fulham. Extending McDonald's operating hours to 24/7 can only lead to an increased level of already existing issues, related to crime and antisocial behaviour. We need to learn by recent history: It did not go well at similar 24-hour McDonald's locations, such as those in Shepherd's Bush Green, who have, as a result, experienced higher levels of antisocial incidents, necessitating measures like enhanced security to mitigate disturbances.

2. Public Safety

The proposed extension of hours raises significant public safety concerns. Increased footfall during late-night hours will only strain already limited local police resources, especially in light of reported budget cuts.

This increased disturbance will pose additional risks, not only to patrons, but also to long suffering residents and passersby in the vicinity.

3. Prevention of Public Nuisance

The introduction of 24-hour operations can only lead to increased noise levels from patrons, delivery drivers, particularly during night time hours. The residential density in this area is four times the London average, with many families residing above *commercial premises, my own daughter being one. The constant movement of delivery vehicles and patrons during late hours is likely to disrupt the peace and quiet of the neighborhood, leading to sleep disturbances and a decline in the quality of life for residents.

4 Protection of Children from harm.

As the father of a daughter who lives on the *NER with a young child this is a very serious issue already. Noise levels, already very high at night would be intolerable if 24 hr operating was granted.

The vicinity includes mainly residential areas with families and children. The increased activity during late-night hours could expose children to additional inappropriate

behavior and environments, potentially causing psychological harm and disrupting their sleep patterns, which are crucial for their development and well-being.

My only conclusion is that granting this licence variation would be a very serious mistake for the existing residents: The potential negative impacts on crime rates, public safety, community well-being, and the protection of children are substantial.

We urge the Licensing Committee to consider these factors and reject the 24 hr Application.

[REDACTED]
51 Epirus Rd
Fulham
SW6 7UR
[REDACTED]

From: [REDACTED]
Sent: 16 April 2025 15:37
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/00525/LAPR 24/7

My address is 39 Walham Grove, Sw6 1QR

Many thanks
[REDACTED]

Sent from my iPhone

> On 16 Apr 2025, at 12:27, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:
>
> Dear [REDACTED] - thank you for your e-mail and for sending in these comments. I hope you are keeping well.
>
> Would you mind confirming to me your full postal address please?
>
> Kind regards
>
>
> Matt Tucker
> Interim Licensing Policy and Administration Team Leader Licensing
> Place Department Hammersmith & Fulham Council
>
> T: 07778 966423
> E: Matt.Tucker@lbhf.gov.uk
> W: www.lbhf.gov.uk
>
> Sign up to our H&F Climate Connects newsletter.
>
> -----Original Message-----
> From: [REDACTED]
> Sent: 16 April 2025 11:08
> To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
> Cc: Licensing HF: H&F <licensing@lbhf.gov.uk>
> Subject: 2025/00525/LAPR 24/7
>
> Dear Mr Tucker
>
> I am a resident who lives near North End Road and I would like to object to the application by Macdonalds for a 24 hour licence. I have serious concerns about the impact this will have on local residents, both on terms of noise late at night and disturbance more generally.
>
> Many thanks, [REDACTED]

From: [REDACTED]
Sent: 16 April 2025 15:50
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED] Licensing HF: H&F
<licensing@lbhf.gov.uk>; [REDACTED]
Subject: Re: Objection: McDonald's North End Road 24/7 opening hours

Hi Matt,

No problem. Our full address is 49 Walham Grove.

Kind regards
[REDACTED]

On 16 Apr 2025, at 15:18, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:

Dear [REDACTED] – thank you for your e-mail and I hope you are well.

For us to consider these comments as a valid under the Licensing Act 2003 (the Act), I would require you to disclose your full address.

If you could let me know that at your earliest convenience, I would be grateful.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: [REDACTED]
Sent: 16 April 2025 14:52
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]; Licensing HF: H&F
<licensing@lbhf.gov.uk>; [REDACTED]
Subject: Objection: McDonald's North End Road 24/7 opening hours

Hi Matt,

My husband [REDACTED] and I would like to object to the 24/7 opening hours of McDonald's North End Road.

We feel very strongly that this application should not be granted by the council licensing committee. It will have a huge negative impact on the neighbourhood (which is an entirely residential area) and set a dangerous precedent, for the following reasons:

1. It will lead to increased crime and anti-social behaviour at and around the McDonalds. We already have witnessed issues in the immediate vicinity and the neighbouring side streets.
 1. I am particularly concerned for my safety in the area as a woman, especially as I sometimes get home late from work in the office, and walk home at night time alone. I have already had some incidents in the area of strange men approaching me or making comments that I have "nice hair" trying to get my attention as I walk past, which makes me feel very uncomfortable and unsafe.
2. It will cause disturbance due to extra traffic (on foot, on bikes or in cars) to and from the McDonald's 24/7, which could affect our sleep and downtime on weekends and weeknights.
3. We are concerned about increased crime and disorder not to mentioned and increase in public nuisance that we already experience with late night drinkers or consumers of fast food around the area that regularly urinate in our front gardens or litter our street.

As new home owners in the area, we are deeply concerned about our safety, the safety of our neighbours and the new family we would like to raise in this area, as well as maintaining the peace and order of this residential area.

Kind regards,

[REDACTED]

Residents and home owners on Walham Grove

From: [REDACTED]
Sent: 16 April 2025 15:55
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Objecting to 2025/00525/LAPR: McDonald`s Restaurants (312-314): 312 North End Road London SW6 1NG

You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear LBHF Planning Team,

Here are my objections to McDonald's application to extend their opening hours - 2025/00525/LAPR:

Prevention of Crime and Disorder - the area around McDonalds is already known as a trouble-spot for criminal and antisocial behaviour so extending their opening hours will only increase this.

The prevention of public nuisance – This is a mainly residential area. We already get disturbed by bikes charging up our street, ringing doorbells - often the wrong ones late into the night. Extending McDonald's opening hours will only make this problem worse. Drunks having collected their burgers or fried chicken have been seen by ring doorbells both urinating and defecating into neighbours gardens at the North End Road end of Walham Grove. They also chuck their rubbish into our properties.

Setting a Precedent

If LBHF grants McDonalds a 24 hour license this will set a precedent for all the other fast food outlets around Fulham Broadway and the North End Road to demand the same which would make the area a minefield for crime and anti-social behaviour.

Yours sincerely,

[REDACTED]

(35 Walham Grove, SW6 1QR)

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 16 April 2025 16:26
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 16/04/2025 4:25 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 71 King Henrys Reach, Manbre Road, London W6 9RH

Comments Details

Commenter Type: Residents Group

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 16/04/2025 4:25 PM Extending opening hours through the night will have an immediately dangerous impact on the predominantly residential neighbourhood, and set a dangerous precedent for other parts of the borough. 24/7 opening is very likely to lead to increased crime and anti-social behaviour (especially as it's in a known crime hot spot) as the only place open in the morning hours. There will be increased noise from customers and drivers etc, so the families who live on the North End Road and neighbouring streets will be disturbed. Myself and local neighbours and members of residents' groups all see this as a backwards step, and we object in the strongest terms.

From: [REDACTED]
Sent: 16 April 2025 17:22
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Extension of Mc Donalds in North End Road

Dear Matt Tucker

Thank you so much for your reply. My address is 43 Walham Grove. SW6 1 QR

Regards
[REDACTED]

Sent from [Outlook for iOS](#)

From: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Sent: Wednesday, April 16, 2025 4:58:09 PM
To: [REDACTED]
Subject: RE: Extension of Mc Donalds in North End Road

Dear [REDACTED] – thank you for your e-mail and I hope you are well.

I appreciate you sharing your views on the above application. However, for us to consider this as a valid representation under the Licensing Act 2003 (the Act), I would require confirmation of your home address.

I look forward to hearing from you.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: [REDACTED]
Sent: 16 April 2025 16:44
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Extension of Mc Donalds in North End Road

2025/00525/LAPR 24/7

I would like to object to the extension of the opening hours of Mc Donald's in North End Road

I live in Walham Grove and I am concerned about the extra noise at night particularly from delivery bikes which consistently use Walham Grove the wrong way.

I am also worried about the increase in crime and disgusting behaviour of some late-night customers.

This is a pleasant residential area and should stay so.

There are a lot of children and teenagers living here and safety is very important.

There is also a risk of increased damage to vehicles which is already happening when people have too much to drink.

sincerely,

[REDACTED]

From: [REDACTED]
Sent: 16 April 2025 20:13
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Variation of hours for McDonald's Restaurant NorthEnd Road, Fulham SW6

Dear Matt

I am writing as a resident of 19 Barclay Road, London SW6 1EJ.

I am against the extension of McDonald's hours for the following reasons:

- 1.This is a very residential area and both customers and delivery drivers will create noise at uncivilised hours, disturbing residents' sleep.
- 2.There is nowhere suitable for bikes to safely park in this area.
- 3.The proposed timings are not in line with LBHF guidelines for opening times.
- 4.Allowing these hours would set a precedent for every other restaurant in the borough.
- 5.We simply don't have the police to patrol this area during the night.
6. Late hours only encourage people to hang around after pubs and clubs have closed.
7. Inevitably people would congregate on the pavement outside and this is where fights could ensue, drug deals take place and other crimes.

I urge you to stick to the current opening times. If I am unable to make the meeting, I will appoint Sarah Chambers to represent me.

Kind regards

[REDACTED]

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 16 April 2025 17:28
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 16/04/2025 5:27 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	19 Walham Grove London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	16/04/2025 5:27 PM I would like to object to the 24/7 opening hours of McDonald's North End Road

I am very disappointed to hear that McDonalds on the North End Road has applied for the licence to be varied for 24/7 hour opening.

I believe it is very likely to lead to increased crime and anti-social behaviour at and around the McDonalds. We already have witnessed issues in the immediate vicinity and the neighbouring side streets and the area has already had reported incidence of crime. I have two young teenagers and this does not give me any comfort about their safety as they make their way to and from school or other activities.

I am very concerned about the disturbance and lack of sleep which will result from

the extra traffic (on foot, on bikes or in cars) to and from the McDonald's 24/7. We already have to deal with delivery drivers of fast food and this would add to the problem.

This is an almost entirely residential area and the proposed hours are totally unsuitable to this area. Residents need their sleep, whether children, busy workers or the elderly. I am concerned about increased crime and disorder not to mentioned and increase in public nuisance that we already experience with late night drinkers or consumers of fast food around the area that regularly urinate in our front gardens or litter our street.

I strongly object to more anti social behavior around North End Road.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 17 April 2025 15:46
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 17/04/2025 3:45 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 80 Rannoch Road London London

Comments Details

Commenter Type: Residents Group

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 17/04/2025 3:45 PM This is on behalf of the Crabtree Estate Residents Association and I write as Co Chair
We as a matter of precedent would object to such opening hours in residential areas given the potential for noise and anti social behaviour by extending the existing hours of operation. Such extending hours are detrimental to neighbourhood especially when residents have a right to undisturbed sleep and as such would not be viewed as a positive to allow such an extension

From: [REDACTED]
Sent: 18 April 2025 11:04
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>
Cc: [REDACTED]
Subject: McDonald's (12 North End Road) Application 2025/00525/LAPR for a 24-hour license,

To: The Licensing Authority, Borough of Hammersmith and Fulham, London

I am writing to object to the application 2025/00525/LAPR, McDonald's on 312 North End Road for a 24-hour license, specifically a 'hot food' licence from 11pm to 5am which equals 24/7 opening hours.

If I am unable to attend the Zoom meeting about this 24/7 application, date not yet set, I would like my Fulham neighbour, [REDACTED] or his representative to represent me. Also, to assist with GDPR constraints, it is fine for the Licensing Authority to share my representation/my name/my email with other representatives, including [REDACTED], who are organising the residents' presence at the hearing.

I am against the extension of McDonald's hours, currently 5am to 12 midnight, in our neighbourhood, and join my MP in opposing this application.

1. North End Road is a densely populated residential area and the extension of opening hours will worsen the already excessive noise created by both customers and delivery drivers at uncivilised hours, disturbing residents' sleep. Dogs bark, children awake as delivery drivers speed down residential roads, particularly Barclay Rd. (since it's a popular, though illegal, rat run in both directions for delivery drivers on motorbikes/scooters to avoid two sets of traffic lights on the Fulham road). This creates noise nuisance of the worst kind for the health of all residents.

2. There is no adequate and suitable parking for Delivery motorbikes to safely park at or near 312 North End Road. This is a public safety issue that no one is able to control. Delivery motorbikes are already abusing the parking spaces in Barclay Rd., constantly, making a mess, dealing in their other 'side businesses', blasting music, and creating a constant nuisance that disturbs residents and their pets alike.

3. The proposed timings are not in line with H&F Council's guidelines for opening times. McDonald's should not be given exceptional hours that go far beyond the policy hours set out in H&F's Statement of Licensing Policy 2022-2027.

4. Allowing these hours would set an unwelcome precedent other takeaway businesses might want to follow.

5. The Met Police have told us time and again at our quarterly meetings with them that they do not have the capacity to respond to constant problems that arise now, and will

increase directly at 312 North End Road if hours are extended. Police resources are being cut again; this was announced only two weeks ago. We will be losing significant football police presence and mounted (horses) police resources are being cut as well.

6. Late hours only encourage people to hang around places that remain open (McDonald's, for instance) after pubs and clubs have closed.

7. Inevitably, people would congregate even more than now on the pavement directly outside 312 North End Road and this is where fights do occur and could ensue, drug deals do take place and other crimes are committed .

I urge the Hammersmith and Fulham Licensing Committee to stick to the current hours of 5am to midnight only. In fact, a reduction in hours to, say 11pm, would in fact improve an already tense situation as far as noise and antisocial behavior is concerned and would surely be welcomed by the Met Police and the local residents.

With kind regards,



1 Barclay Rd.
London SW6 1EJ

From: [REDACTED]
Sent: 19 April 2025 00:57
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Fw: Application2025/00525/LAPR

Sorry typo

[Sent from Yahoo Mail for iPhone](#)

Begin forwarded message:

On Saturday, April 19, 2025, 7:53 AM, [REDACTED] wrote:
For the McDonald's on 312 North End Road.

We oppose the granting of a 24 hour license for "hot food". We are unable to the Zoom meeting due to travel plans.

I would like my Fulham neighbour, Adrian Murray or his representative to speak for us . We are very concerned about the environment of a densely populated area with many children. Delivery drivers already create noise at all hours. There is already a parking problem. The opening times do not meet your guidelines

We also would like to mention policing is a problem. The Metropolitan Police department has already stated this to us. Crime, drugs, drunkenness, garbage etc are already a problem. These hours will only make the existing problem worse. Extending these hours will only make these problems worse. There is no benefit to granting this license, only negative results. It makes the area worse

Thank you.

[REDACTED]
53 Britannia Road
London SW6

From: [REDACTED]
Sent: 21 April 2025 10:43
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Fwd: Extended opening hours for McDonalds

Dear Mr Tucker,

I am writing to express my concerns regarding the proposed extension of opening hours for the McDonald's located in Fulham, North End Road. While I understand the potential business benefits of longer operating hours, I believe that such a change will have significant negative impacts on the neighbourhood, particularly in relation to crime prevention, public safety, public nuisance like it is regularly happening in Barclay Road SW6, a cul-de-sac typically expected to experience minimal traffic; however, for years, we have unfortunately witnessed a rise in anti-social behaviour and criminal activity. Despite consistent reports to the authorities, the situation has not improved.

1. ****Prevention of Crime and Disorder****: Extending the hours of operation into late night or early morning will attract undesirable activities. Police records have already shown that the McDonald's in Hanworth, Twickenham Road, has been the site of several incidents after such measure was granted. Officers confirmed that extending the opening hours did exacerbate crime, disorder, and anti-social behaviour. Similar situations have been observed in other cities, where longer hours at fast-food establishments have correlated with increased loitering, petty crime and ASB.


2. ****Public Safety****: With extended hours, there is an increased risk to public safety. Patrons leaving the establishment during late hours may become targets for crime or more people may engage in altercations, especially if alcohol consumption is involved. This area has already a significant level of noise, littering and ASB without constantly adding more.

3. ****Prevention of Public Nuisance****: Noise pollution is another significant issue. The late-night operation of a McDonald's will lead to disturbances caused by increased traffic, loud conversations, and even altercations. It will be leading to a decline in neighbourhood tranquility and quality of life.

4. ****Protection of young people from Harm****: Extended hours could inadvertently expose under 18 to harmful environments. The presence of a 24-hour fast-food outlet may encourage late-night outings among teenagers, increasing their exposure to potential harm.

While the economic benefits of extended hours may be appealing, it is crucial to weigh these against the known risks and negative impacts on the community. I urge the licensing team to consider these factors carefully and prioritise the well-being and safety of the residents who will have to endure the consequences.

Thank you for considering my concerns. Yours faithfully,


49 Granville House
Barclay Road
SW6 1EZ

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 21 April 2025 12:45
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 21/04/2025 12:45 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	28 Tournay Rd London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	21/04/2025 12:45 PM The reason I object this is in order to preventing more crime in the area, protecting my children from harm and improving public safety.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 21 April 2025 15:01
To: Licensing HF: H&F <licensing@lbhf.gov.uk>

Comments summary

Subject: Comments for Licensing Application 2025/00525/LAPR

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 21/04/2025 3:00 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	71 Moore Park Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	21/04/2025 3:00 PM We already have too many fastfood chains on North End Road, increasing litters, and giving a 24:7 license would only increase noise and anti-social behaviour.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 21 April 2025 15:11

To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 21/04/2025 3:11 PM from [REDACTED]
Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	62 Tournay Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	21/04/2025 3:11 PM As a neighbour to this McDonalds I have seen the crime associated with it's late nigh opening and I object as a way of preventing the spread of crime. The police have identified the area as a crime hot spot and I strongly object to this application. Also, the noise and traffic at a time when neighbours are trying to sleep would be a public nuisance. Cinsidering the concerns of residents should be the paramount issue for the Council.
-----------	---

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 21 April 2025 15:44
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 21/04/2025 3:44 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 41A Tournay Road Fulham London

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 21/04/2025 3:44 PM 312 North End Road is the only 'crime hot spot' of the Metropolitan Police in all of Fulham. It has been a crime problem area since before 2012 when an application was rejected for hours after 11pm. In April, 2019 Mcdonalds were allowed to extend their hours from 11pm to midnight. It continues to be a magnet for increased crime. The H&F licensing committee should consider this matter very seriously. We want to improve public safety not harm it further.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 21 April 2025 16:10
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 21/04/2025 4:10 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 61A Epirus Road London

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 21/04/2025 4:10 PM North End Road is already a crime hot spot in Fulham and neighbours are suffering. Nearby streets are full of garbage from fast food chains like McDonald's, our houses and cars are constantly sacked, our driveways are always busy with delivery drivers. The job of the council is to protect children from harm and improve public safety. Why would we invite more crime to an already complicated road?

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 21 April 2025 19:27
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 21/04/2025 7:27 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	65 Epirus Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	21/04/2025 7:27 PM UNRESERVEDLY OBJECT THIS IS A RESIDENTIAL AREA IT WILL BE A HONEY POT FOR CRIME SHOCKING THAT THIS EVEN BEING CONSIDERED BY HAMMERSMITH AND FULHAM COUNCIL SHOCKING . SHAME ON YOU
-----------	--

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 21 April 2025 19:52
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 21/04/2025 7:51 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	London 24 Epirus Road Fulham London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 21/04/2025 7:51 PM We are a family living on Epirus Road who strongly object to a license of this nature giving MacDonald's the right to open 24 hours a night and setting a precedent for other simile fast food chains and restaraunts to request the same throughout the Northend road and Fulham Broadway. It will be incredible disruptive in terms of increased crime rates and issues with late night and early morning drunken disorder and issues with safety - we live in a residential community and opening this fast food, low-end eatery 24/7 will create more requests for the same and attract even more fast food service restaraunts bringing if the entire area down in standard and attract .
A terrible decision that will see demand and house prices in the borough decrease as well as the standard of Fulham on the whole.
The North and Road area was starting to become visibly attractive with investments

in some interesting boutique restaurants and companies opening on Vandon Place and the other pedestrianised areas near Fulham Broadway before Covid - we need to come back to that. It was attracting a lot of different and interesting clientele, families and young professionals as well as the larger community. It was a positive uptick that everyone noticed and now feels we are going in the opposite direction by focusing on allowing antisocial rules to infiltrate our area.

North End Road and the Fulham Broadway to Earl's Court area has to be designed to move in the right direction. There are many international restaurants of good quality, they will suffer IF these fast food restaurants like MacDonalds and Wendy's etc are given licences to open late or round the clock and it WILL BE DETRIMENTAL TO THE Neighbourhoods AND WILL make the area far less desirable for investors who are looking to breathe life into its identity to shape it and make it a destination for the right reasons.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 21 April 2025 20:07
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 21/04/2025 8:06 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 9 Epirus Mews Fulham

Comments Details

Commenter Type: Petition

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 21/04/2025 8:06 PM I am writing to formally object to the proposed 24-hour operation of the McDonald's located on North End Road on the grounds that this change poses a significant risk to community safety, public order, and the wellbeing of local residents.

Extending the hours of operation into the late night and early morning will inevitably attract increased footfall during times when anti-social behaviour and criminal activity are statistically more likely to occur. Fast food establishments open during the early hours often become hotspots for noise disturbances, loitering, public intoxication, vandalism, and even violent incidents. The combination of late-night gatherings and a lack of surrounding business activity or supervision creates an environment where law enforcement may be stretched thin and residents feel

unsafe.

This proposed change prioritises commercial interests at the expense of the community. It is vital that business operations respect the character of the neighbourhood and the right of residents to live in a safe, quiet, and secure environment. A 24-hour McDonald's would directly undermine these conditions.

I urge the relevant authorities to seriously consider the broader social and environmental consequences before approving this proposal.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 21 April 2025 21:00
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 21/04/2025 9:00 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	31 Epirus road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	21/04/2025 9:00 PM This McDonald licence will bring ASB and rubbish in out streets, bring pollution and youngster violence as it happens each time such licence is granted. This junk food culture is against england health policies. McDonald is already doing enough bad things for their employees. We don't need to help them doing even more
-----------	--

Kind regards

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 21 April 2025 21:54
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 21/04/2025 9:54 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	40 epirus road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	21/04/2025 9:54 PM Safety on north end road has massively deteriorated over the past 3yrs since we have moved to the area, i think a 24/7 mcdonalds will make this even worse than it is at night time.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 21 April 2025 22:08
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

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

Comments were submitted at 21/04/2025 10:07 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 2 Moore Park Road London

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 21/04/2025 10:07 PM Residents around McDonalds already have to cope with excessive noise, anti-social behaviour, rubbish dropped, and disruption from delivery riders

Extending licensing to 24/7 would create a McDonalds Delivery Hub in the middle of the residential North End Road area. Why Increase noise and nuisance for residents when they are trying to sleep.

I live near a main road which is relatively quiet at night time but it will get noisier through the night thanks to all night delivery scooters

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 22 April 2025 08:57
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 22/04/2025 8:56 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	8 Tournay Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	22/04/2025 8:56 AM We are not happy about this and strongly object to McDonalds application to remain open for 24hours. It will mean more traffic, more litter, more anti-social behaviour and worst of all, more NOISE! We already have to endure the constant whirring of their exhaust fan until 1am which then starts up again at 4am (being close neighbours) - aside from disrupting our sleep, we have to put up with whiffs of chip fat on our top floor! The NorthEnd Road is already busy at night being a main thoroughfare and this would only make it worse. Not a good idea for anyone's quality of life - surely there are more important things to consider than boosting the profits of an already fat corporation!
-----------	--

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 22 April 2025 09:44
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 22/04/2025 9:44 AM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 2 Moore Park Road Fulham London

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 22/04/2025 9:44 AM I am writing to object to the proposal to extend the license to 24/7. This extension would result in a delivery hub being located in the middle of a residential area, which would significantly disrupt local residents, particularly families with young children. The excessive noise from delivery bikes, customer chatter late at night, and littering would create an unsightly and unhygienic environment, attracting pests.
Furthermore, I am concerned about the potential for increased anti-social behavior, as the area may attract a crowd of young people, particularly at night. This could lead to disturbances and exacerbate existing policing challenges.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 22 April 2025 14:29
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 22/04/2025 2:28 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	9 B Tournay Road Fulham

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	22/04/2025 2:28 PM Having this establishment on a 24hr delivery hub is only going to make living here even more unbearable. North end road is a crime hot spot the delivery drivers are a nuisance and along with McDonald's rubbish being discarded in our front gardens and outside bins. The safety of our residents and public are at risk with this imposing idea also we have to keep our children safe from harm. This will only encourage more nuisance and anti social behaviour for our residents and those who live like myself in the direct vicinity of this establishment.
-----------	--

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 22 April 2025 18:52
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 22/04/2025 6:52 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	Flat 2, Tournay House 2 Tournay Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	22/04/2025 6:52 PM McDonald's should not be permitted to further extend their opening hours, in objecting to this, I know that as a community we will be helping in preventing further crime in the area. Currently, the amount of mopeds and delivery bikes which park on Tournay Road to service McDonald's, cause extreme nuisance for us as residents.

From: [REDACTED]
Sent: 26 April 2025 09:00
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Fwd: Representation - North End rd McDonald's 24/7

Hi,

About the following application:
SMASH Operations Limited t/a McDonald's
Location: McDonald's, 312-314 North End road, London, SW6 1NG

The application for 24/7 is unacceptable for the following reasons:

1) the prevention of public nuisance

This would create a new point of attraction in an area that is currently quiet during the night.

There is no other shop open at night, currently very little transit.

This is mainly a residential area, with many houses immediately on the side roads. The proximity of school means many families live here, with working parents. It is undesirable for this to become a busy spot during the night.

We deserve some respite, for an already busy day-time.

2) the prevention of crime and disorder

North End road has, unfortunately, regularly suffered serious crimes. From robbery, to several knife attacks (during the day!). It doesn't make sense to encourage the aggregation of people between 00:00 and 5AM in an area that is already a hot spot for crime. I don't think I need to explain why the type of people hanging at McDonald's between 00:00 and 5AM is NOT the safest?

Here are knife attacks on / near North End road in the past.

2025:

<https://www.yourlocalguardian.co.uk/news/25000873.north-end-road-fulham-stabbing-man-hospital/>

2021:

<https://www.mylondon.news/news/west-london-news/fulham-stabbing-live-updates-boy-20406292>

2011:

<https://www.bbc.co.uk/news/uk-england-london-13685055>

3) public safety

Night time economy often involves alcohol, which increases the risk of violence, lower safety.

source: https://www.police-foundation.org.uk/wp-content/uploads/2017/06/ideas_night_time_economy.pdf

4) the protection of children from harm

The night hours can cause disorderly people to remain in the area in the early morning.

This area has several schools with children walking alone past this area.

- Fulham Primary School (very very near McDonald's)
- Nursery at The Brunswick Club For Young People (very near)
- The London Oratory School
- Fulham Boys School

Some of them start very early (7:30AM), either for breakfast clubs, extracurricular activities, or school-driven activities. It means there would be an increased risk for children, whether accompanied or alone.

My details:

[REDACTED]

104 Farm lane, SW6 1QH, Fulham, London

[REDACTED]

Best regards,

[REDACTED]

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 26 April 2025 10:46
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 26/04/2025 10:45 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	Flat 7 15 Vanston Pl Vanston Place London

Comments Details

Commenter Type:	Residents Group
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	26/04/2025 10:45 AM Please do not allow bigmac hub because I think that it will increase crime (crime rates are already high in the borough), antisocial behaviour, noise nuisance and harmful for young children.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 26 April 2025 11:02
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 26/04/2025 11:02 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	5, Greswell Street London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	26/04/2025 11:02 AM We do not need any more delivery riders driving dangerously and noisily through the night from and to a crime hot spot. Residents want to sleep undisturbed and preserve all that is good about Fulham. It is not a 24/7 area. North End Road needs improving not degrading.
-----------	--

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 26 April 2025 13:36
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 26/04/2025 1:35 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 42 Dungannon House 15 Vanston Place london

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 26/04/2025 1:35 PM Extra noise, nuisance and trafic out of hours
Increase crime
More antisocial behaviour
Protecting children from disturbing noise (eg delivery scooters) when they try to sleep

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 26 April 2025 15:31
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 26/04/2025 3:31 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: Flat 36 Dungannon House 15 Vanston Place London

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 26/04/2025 3:31 PM I object the proposal of having a 24/7 McDonald's delivery hub in North End Road due to the probable likelihood of increased crime rate in our neighbourhood.

We have had previously 2 break-ins in our apartment building and we don't feel safe to have more delivery scooter bikes roaming in our close neighbourhood.

Fulham should be catered around families and children. I urge the council to reconsider the addition of more delivery motorbikes and strangers going in and out our building in the late hours, which will immensely disturb the currently peaceful and safe community atmosphere.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 26 April 2025 17:04
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 26/04/2025 5:04 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	15 Vanston Place London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	26/04/2025 5:04 PM I am against the opening 24 hours of McDonald. The nuisance (noise, insecurity) will far exceed the benefit

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 27 April 2025 09:54
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 27/04/2025 9:54 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	Flat 28 Dungannon House LONDON

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	27/04/2025 9:54 AM I object to the licensing agreement on the grounds of: Increased late night delivery driver traffic, causing safety issues for local residents. Increased late night antisocial behaviour and potential crime driving undue burden on local policing. Increase in noise for local residents at a time when all should be able to sleep.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 27 April 2025 13:40
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 27/04/2025 1:40 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	71 Epirus Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	27/04/2025 1:40 PM This is an absolutely terrible idea and will have a clear detrimental impact to the community. It will no doubt attract more anti-social behaviour as well as create mess & noise. I don't see any commercial benefit to the council / area so this is really a no-brainer and should be strongly opposed and denied
-----------	---

From: [REDACTED]
Sent: 28 April 2025 13:41
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Application 2025/00525/LAPR, McDonald's on 312 North End Road for a 24-hour license

Date: Monday, 28 April 2025

I am writing to object to the application 2025/00525/LAPR, McDonald's on 312 North End Road for a 24-hour license, namely a 'hot food' licence from 11pm to 5am which will mean 24/7 opening.

I understand that I need to explain the following to the Licensing Authority: if I am unable to attend the Zoom hearing about this 24/7 application, date not set, I would like my Fulham neighbour, [REDACTED], or his representative to represent me. Also, to assist with GDPR constraints, it is fine for the Licensing Authority to share my representation/my name/my email with other representers, including [REDACTED], who are organising the residents' presence at the hearing.

I am against the extension of McDonald's hours. At present they are open daily from 5am until 12 midnight.

I join my MP in opposing this application.

North End Road is a residential area, and it is densely populated. Both customers and delivery drivers will cause noise while people are trying to sleep: they already do.

Dogs bark and children wake up, as delivery drivers speed down residential roads, including my road, which is used by them as a cut-through to Eel Brook Common.

Delivery motorbikes illegally drive through at speed to reach the Wandsworth Bridge Road.

This creates noise of the worst kind for the health of our children and all of us. Sleep is essential for mental health and the high court has confirmed that we have the right to a good night's sleep, even in this global city.

In any case, the proposed timings are not in line with H&F Council's guidelines for opening times. McDonald's should not be given extended hours that go far beyond the Policy hours set out in H&F's Statement of Licensing Policy 2022-2027.

Allowing these hours would set a worrying example for every other takeaway, cafe, restaurant and eatery in our own Fulham Broadway neighbourhood, as well as in the entire borough.

There is no precedent in licensing, but it would give a strong signal to others that Fulham could become a magnet for more early morning, 24/7 hot food (of dubious nutritional value) delivery hubs.

If we need to grow the economy and improve the productivity, we need healthy and rested citizens. We want our rights respected.

I therefore request the Hammersmith and Fulham Licensing Committee to stick to the current hours of 5am to midnight only.

Kind regards

[REDACTED]

28A Barclay Road, SW6 1eh

From: [REDACTED]
Sent: 28 April 2025 14:46
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Adrian.Overton@lbhf.gov.uk
Subject: Fwd: By May 6, oppose 24/7 McDonald's Delivery Hub, 312 North End Road

To: The Licensing Authority, Borough of Hammersmith and Fulham, London

I am writing in the strongest possible terms to object to the application 2025/00525/LAPR, McDonald's on 312 North End Road for a 24-hour license, namely a 'hot food' licence from 11pm to 5am which will mean 24/7 opening. I am aware that this objection along with those of hundreds of my near neighbours is supported by my local MP.

At present this branch of McDonalds has a very healthy and reasonable opening hours between 5am and [11.pm](#) and I am nonplussed as to why this needs to be extended to a 24/7 license. I have also had an unfortunate family experience in recent weeks whereby my daughter who was coming home to Farm Lane around 10.30 was unpleasantly harrassed by a group of Deliveroo drivers hanging around that shop (waiting, we assume, for orders to be sent in), one of whom followed her down the street on his motorcycle making inappropriate remarks and suggestive threatening comments. She is a very resilient young lady and capable of holding her own, but frankly, why should she? This is where we live, this is our home and we should be free to live in a safe, clean, and at that time of night, a noise free environment.

As I understand it, the proposed new timings are not in fact in line with Hammersmith and Fulham's existing guidelines for opening times. What is the Council doing even allowing these applications to be made? Is there some new policy which has not been taken out to the wider voting residents to garner our views on extending these timings? Surely this is contrary to our rights as residents? It therefore follows logically that should McDonalds be successful in this application, this throws open the floodgates to the numerous other fast food outlets in this area to follow suit? Then there is the inevitable impact of pressure on our already over extended local police to deal with the rise in crime, because at the most basic fact, nothing good happens on the streets where people are encouraged to 'hang around' after midnight and into the small hours of the morning.

I understand that I need to explain the following to the Licensing Authority: if I am unable to attend the Zoom hearing about this 24/7 application, date not set, I would like my Fulham neighbour, [REDACTED], or his representative to represent me. Also, to assist with GDPR constraints, it is fine for the Licensing Authority to share my representation/my name/my email with other representers, including [REDACTED], who are organising the residents' presence at the hearing.

Yours sincerely

[REDACTED] Apt 208, 4 Farm Lane, London SW6 1DG [REDACTED]

From: [REDACTED]
Sent: 29 April 2025 10:02
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: License Application - McDonald's 312-314 North End Road, SW6 1NG

Dear Ben

Thank you for your follow up email & my apologies for not giving my full address.

My address is:
66 Hartismere Road
SW6 7UD

Please let me know if you require any further information.

Kind regards

[REDACTED]
Sent from my iPhone

On 29 Apr 2025, at 08:05, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:

Dear [REDACTED] – thank you for your e-mail and I hope you are well.

For us to consider this as a valid representation under the Licensing Act 2003, I would require confirmation of your full address please.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: [REDACTED]
Sent: 28 April 2025 12:58
To: Licensing HF: H&F <licensing@lbhf.gov.uk>

Cc: Ben.coleman.mp@parliament.uk

Subject: License Application - McDonald's 312-314 North End Road, SW6 1NG

Good afternoon

It has come to my attention that McDonald's is applying for a licence to open 24 hours a day at the premises situated at 312-314 North End Road, on the corner of Haldane Road and wish to register my strong objection to this application. It would mean large numbers of delivery drivers/motorscooters/late night revellers coming and going at all hours of the day and night. The proposed premises are on the corner of a residential street, which is a one way street. Given that there is no parking on North End Rd I would assume the drivers will park on Haldane Road or other close-by residential streets. Haldane Road, just outside McDonald's, is often congested with delivery drivers bikes etc. This is essentially a residential area and will cause a lot of unwanted disturbance. I live on Hartismere Road and do not want to hear scooters zooming up and down the road all times of the day and night, it is bad enough currently without adding to the traffic.

I would urge to you not to grant this licence to McDonald's, given the location I feel it is totally inappropriate. I believe that McDonald's run a 24 hour drive through premises on the south side of Wandsworth Bridge. Having two 24 hour premises in such close proximity is, I feel, unwarranted.

Regards

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 25 April 2025 00:47
To: Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>
Subject: MacDonald's, 312 North End Road proposed license 2025/00525/LAPR

Dear Adrian,

I am writing as an incredulous Fulham resident to ask that MacDonald's on 312 North End Road not to be granted a proposed license 2025/005/LAPR to serve HOT food (late night refreshment) longer than it has a present, midnight. In fact 11 p.m. would protect us more from crime and disorder and I ask the Committee to consider the 11 p.m. closing.

Such 24/7 hours will not only increase the unfortunate ever growing incidences of crime at, around and nearby the Premises 24/7 will create an expanded, dedicated 24/7 hub for deliveries throughout SW6, SW7, SW10, W6 etc, in what is a LNR extremely dense residential area, but for shop fronts at street level which close mainly well before 10 p.m.

A delivery hub out of 312 North End Road would mean more noisy nuisance scooters directly in front of the Premises who shift around from front to side of the Premises (in Haldane Road) to further inside nearby roads such as Tournay Road and Epirus Road.

There is also the associated nuisance of drivers who not only park but also eat, urinate, do 'deals' have fun threatening neighbours by banging on front doors of houses on Haldane Road and Tournay Road, blast music etc. No matter who tries to ring Police or LBHF noise nuisance, these perpetrators can rarely be caught in the act. This rarely is anything enforced. .

Preventing children from harm : having read the 2003 Licensing Act. its Sec 182 Guidance and the Council's scores of times since the late 1990's I understand that it is there to protect children from harm and from noise nuisance. This exact area of North End Road is very much a family residential area and both parents and children and their pets need to have a good night's sleep so that they can work and study the next day.

Residents also do not need speeding motorcyclists delivering burgers - winidng through the very densely populated streets 24/7 .

Police tell us time and again that drunks gravitate towards a fast food outlet that is opened until all hours and dealing with drunken abusive people puts an extra strain on our over stretched police and now, under funded - cuts announced 1st April. The Premises License holder cannot prevent crime around 312 North End Road. This is a fact and others will be presenting evidence regarding these appalling, growing and very concerning statistics which keep this very address as the only Metropolitan Police-designated official 'hot spot' in all of Fulham.

As well, often students and young people work at such establishments and have to deal with drunks being abusive, sick and causing immense nuisance. These people work

directly inside these Premises. Yes, the Premises do their best, but it cannot do anything about the nuisance that these workers are continually confronted with.

The psychological nuisance that MCDonald's employees are forced to endure starts inside the Premises, which moves out onto the pavements and sometimes a few to several steps beyond the Premises.

Please turn down this application for the sake of the local families who want to lead a normal life and get the sleep they deserve. The Licensing Act 2003 and the H & F Licensing Policy goes into immense details about the need for residents to be the central consideration in deciding to grant or reject any licence in the case for LNR Late Night Refreshment. The Premises Licence Holder cannot promote fully the objective to preventing crime, no matter how many well meant conditions are added to the License. This has been proven by the police themselves time and time again.

Please use all the power in the Act and your own Licensing Policy to reject this application.

 79 Kenyon Street, SW6 6LA

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 29 April 2025 12:59
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 29/04/2025 12:59 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 106 Fame Lane London

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 29/04/2025 12:59 PM There is absolutely no need for this fast food restaurant to be open 24 hours a day in this location. This is a dense residential area and the change with increase noise, crime, gatherings and pollution.
The increase in deliveries will mean more delivery drivers speeding round local road with reckless driving.
A high proportion of people visiting McDonald's after midnight will have no doubt consumed alcohol which can often lead to verbal abuse to staff and locals along with fighting and shouting.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 01 May 2025 14:10
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 01/05/2025 2:10 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: The Penthouse, Epirus Mansions Epirus Road London

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 01/05/2025 2:10 PM Dear Sir or Madam,

I wish to object in the strongest possible terms to the application by McDonald's Restaurant on North End Road to extend their hours.

312 North End Road is already an area of high crime and nuisance, resulting from the McDonald's restaurant, and extending the opening hours will only further increase this. North End Road is not a 24hr area and so there is no justification to extend the hours. The only local beneficiary will be the restaurant - it will not be local residents.

Extending the opening hours will clearly increase nuisance to neighbours - there will be late night noise by customers and delivery motorbikes (Deliveroo etc), and an increase in litter (already a problem around the restaurant and surrounding streets - I

live two streets down, Epirus Road, and McDonald's litter can regularly be found in the morning).

Late night opening will increase crime rates which are already a problem at the restaurant. This will clearly have an impact on public safety as women will not feel safe to walk alone in the area if it becomes a magnet for late night drinkers seeking some food.

Regarding preventing children from harm, increasing the provision of fast food cannot be a good thing for children's health.

I sincerely hope you will agree with these comments and reject the application.

Yours,

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 01 May 2025 14:15
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 01/05/2025 2:14 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	The Penthouse, Epirus Mansions Epirus Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 01/05/2025 2:14 PM To Whom It May Concern,

I am writing to express my strong opposition to the application submitted by McDonald's Restaurant at 312 North End Road to extend their opening hours.

This particular location is already associated with significant levels of antisocial behavior and crime, much of which appears to stem from the restaurant itself. Allowing it to operate for longer hours will only exacerbate these existing issues. North End Road is not a 24-hour commercial zone, and there appears to be no compelling reason-beyond commercial gain-for extending operations into the night. Any benefits would be confined to the business, not to the wider community.

An extension of hours will almost certainly result in increased noise disturbances from late-night patrons and delivery services, along with a rise in littering, which is already a persistent issue.

There are also safety concerns. The location already struggles with crime, and longer hours risk attracting more disruptive behavior, potentially making the area feel less safe-particularly for women like myself walking alone at night.

Finally, from a public health perspective, extending access to fast food late into the night offers no benefit, particularly in the context of efforts to protect and promote children's health - I have children so this concerns me greatly.

I urge you to consider these points seriously and reject the application.

Kind regards,



From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 01 May 2025 14:17
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 01/05/2025 2:16 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	Flat 2, Epirus Mansions Epirus Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 01/05/2025 2:16 PM Dear Planning Committee,

I am writing to object-firmly and unequivocally-to McDonald's proposal to extend its opening hours at 312 North End Road.

Let me be blunt: this restaurant is already a magnet for crime, noise, and litter. Extending its hours will make a bad situation worse. The area is not designed or suitable for late-night activity of this kind, and the surrounding community should not be expected to absorb the consequences so that one business can increase its profits.

Residents are already dealing with the constant disruption caused by crowds,

delivery bikes, and rubbish-often fast food packaging strewn across nearby streets.

There are real safety concerns here. This stretch of North End Road already feels unsafe at night. Keeping McDonald's open later will draw in more late-night crowds, often rowdy and under the influence.

And what message are we sending by making fast food even more accessible late at night? Certainly not one that supports the health or wellbeing of local families-especially children.

This application serves no one but McDonald's interests. Local residents will pay the price. I urge you in the strongest possible terms to reject this proposal.

Sincerely,

[REDACTED]

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 01 May 2025 15:48
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 01/05/2025 3:48 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: Flat 17 Tournay House 2 Tournay Road London

Comments Details

Commenter
Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for
comment:

Comments: 01/05/2025 3:48 PM I am currently living right above the McDonald's at North End Road. It is clear that this location attracts a lot of crime, in particular, crimes by young adults. It is obvious when the surrounding shops have signs to only allow 3 school pupils at a time, showing that public safety is already at risk. I regularly see public nuisance in my location and there is a lack of security within McDonald's to deal with this.

From: [REDACTED]
Sent: 01 May 2025 21:01
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: Cllr Brocklebank-Fowler Victoria: H&F <Victoria.Brocklebank-Fowler@lbhf.gov.uk>;
Cllr Dinsmore Andrew: H&F <Andrew.Dinsmore@lbhf.gov.uk>; Licensing HF: H&F
<licensing@lbhf.gov.uk>
Subject: Re: McDonald's 24 hour opening

Dear Matt,

Many thanks for your email - not sure why my comments did not go through, but glad I have not missed the deadline! Please see below for my comments. My address is 31 Lilyville Road, London SW6 5DP and I am writing as a local resident. I would be grateful if you would keep my name, email and phone confidential on the website (I realise they may appear on the pack for the hearing).

Best regards,
[REDACTED]

++++

Comments on licensing application 2025/00525/LAPR

I am writing to object to this proposed licensing application, for the following reasons:

1. Preventing crime and disorder:

1.a. I believe that the proposed license will lead to an increase in crime and disorder. As the coordinator of my Neighbourhood Watch, and member of the Fulham Town Police Ward Panel, I am very aware of the crime issues in Fulham.

1.b. All-night opening of the restaurant will attract patrons, many of whom will be intoxicated, seeking food and drink after pub and nightclub closing hours. This will likely lead to violence between intoxicated restaurant customers, both inside the restaurant and on North End Road.

1.c. The location will likely attract drug dealers seeking to sell illegal drugs to patrons at the end of their nights out - as was the case with drug dealers on Barclay Road selling to patrons after closing time of the (now shut down) Redback Bar on Fulham Broadway.

1.d. The presence of large numbers of potentially inebriated individuals late at night will attract opportunistic criminals such as mobile phone snatchers. The Fulham Town Ward Panel, which covers the ward immediately adjacent to that of the restaurant, were made aware of several such crimes in the Parsons Green area recently (all reported to the police), including one at knife-point.

1.e. The combination of these issues is likely to drain police resources from elsewhere in Fulham. I do not believe that these issues can be addressed by security measures in the restaurant, as they relate to crime and disorder requiring the presence of police.

2. Preventing public nuisance:

2.a. The presence of raucous, inebriated patrons will inevitably lead to increased noise and disruption, even if it does not descend to the level of criminality. This will impact on the sleep of local residents in the adjacent residential streets.

2.b. The restaurant currently attracts a large number of delivery drivers on e-bikes and mopeds. These drivers congregate on Haldane Rd, obstructing the road and causing noise. Later operating hours will increase the duration of this public nuisance. It will also extend the noise pollution to late hours of the night, impacting on the sleep of local residents. Many residents on North End Road and surrounding streets are lower-income and living in rented accommodation who have less flexibility to deal with disrupted sleep.

2.c. The restaurant is likely to be used by out-of-hours and shift workers seeking food either on their way home or during breaks. Many will likely travel to the restaurant by car, as the Tube is shut at that time and bus services are limited. This will lead to an increase in vehicle traffic, with associated noise from motors, vehicle doors opening and closing, etc.

2.d. The restaurant will likely attract many patrons who choose to take away their food, perhaps to consume on their walk home after a night out drinking. This will lead to an increase in litter, as patrons discard empty wrappings around the area. I do not believe that the proposed litter control approach will address this issue, given it is likely to be widespread across Fulham.

2.e. In addition to discarding litter, intoxicated patrons may vomit or urinate on the street after consuming the food they purchased in the restaurant. This will create nuisance for local residents, as well as creating costs for clean-up by the Council.

3. Public safety:

3.a. The proposed licensing application will reduce public safety. It will attract a large number of delivery drivers, many of whom will use illegally modified e-bikes capable of high speeds. This will create risks to the safety of pedestrians in Fulham.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 01 May 2025 17:08
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 01/05/2025 5:08 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: Flat 4, Epirus Mansions, Epirus Road London

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 01/05/2025 5:08 PM Dear Sir or Madam,

I am writing to express my objection to the application by McDonald's Restaurant on North End Road to extend their opening hours.

The area around 312 North End Road already experiences issues related to crime and public nuisance, some of which appear to be associated with activity around the McDonald's premises. Extending the restaurant's hours is likely to exacerbate these problems. North End Road is not currently a 24-hour zone, and the proposed change seems to serve the interests of the business rather than those of the local community.

Longer opening hours will result in increased noise late at night from customers and delivery services such as Deliveroo, as well as more litter-an issue that is already noticeable in nearby streets. As a resident of Epirus Road, just two streets away, I frequently see McDonald's packaging and leftover food discarded in the mornings.

There is also concern that extended hours may contribute to a rise in anti-social behaviour and crime, which would impact public safety. Women, in particular, may feel less safe walking in the area late at night if it becomes a hub for late-night visitors.

Finally, from a public health perspective, increasing access to fast food at late hours may not align with efforts to promote healthy habits, particularly for younger residents.

I hope these concerns will be taken into consideration when reviewing the application, and I respectfully urge you to reject it.

Yours sincerely,

A small black rectangular box used to redact the signature of the sender.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 01 May 2025 17:13
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 01/05/2025 5:13 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	Epirus Mansions Flat 4 London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 01/05/2025 5:13 PM Dear Sir or Madam,

I am writing to formally oppose the proposed extension of opening hours for the McDonald's restaurant at 312 North End Road.

This location already contributes significantly to anti-social behaviour in the area, and extending its hours would only make matters worse. North End Road is not suited to 24-hour activity, and this change would bring more disruption to a neighbourhood that already faces considerable challenges. The primary beneficiary of this extension would be McDonald's itself-not the local community.

Longer hours are likely to increase late-night noise from customers and food delivery

drivers, particularly in the early hours. I regularly find McDonald's litter on Epirus Road, where I live just two streets away, and extending the hours would only worsen this ongoing issue.

The restaurant has already been associated with increased crime and disturbances. Extending its operation into the night would further impact public safety. Women in particular may feel increasingly unsafe if the area becomes a hotspot for late-night gatherings and drinking.

Furthermore, from a public health perspective, encouraging greater access to fast food late at night sends the wrong message-especially when it comes to protecting children from harm and promoting healthier lifestyles.

I urge you to take these points into serious consideration and reject the application to extend the operating hours of this establishment.

Yours faithfully,



From: [REDACTED]
Sent: 02 May 2025 10:31
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Objection - 2025/00525/LAPR McDonald's

To Whom It May Concern,

I vehemently object to the proposed of 24/7 operation of the McDonald's (McDs) on North End Road from multitude of reasons, main ones listed below.

As a resident of No.52 Haldane Road (in which McDs is on the corner of where Haldane Road joins North End Road), I am extremely worried and concerned this proposal will have on the safety, mental well-being of residents and their negative quality of life and adverse impact (pollution - noise, rubbish) this will have on the local community. I as well as my household and neighbours are immediately impacted by this more than any other surrounding road.

Having lived at this address for 6 years we deal with

- a) weekly antisocial behaviour / fights / loitering in residents front gardens from McDs customers in which police is involved (for this road there have been 150 crimes reported in last 12m)
- b) increased noise from illegally parked scooters and car engines on double yellow lines
- c) littering from food packaging in residents front gardens(!) and all the way along the road
- d) delivery scooters not only blocking the pavements (I have pushchair and a walking toddler which is scary in itself when I have to approach these men) and entrance to Haldane Road for our car
- e) scooters and cars loitering with engines running increasing noise and fumes AND speeding down Haldane Road with no respect for walkers or residents

All the above results in an unsafe environment resulting in myself and many others feeling anxious and nervous to leave home, especially by myself with my children. It's terrifying. All of the above contributes to the disruption of any peaceful environment for residents when needing or requiring their children to sleep like me. Everything that comes with McDs is awful as it is currently and operating hours should not be extended.

For 24/7 operation of McDs, this will heighten all of these worries for residents and put a further strain on local Law Enforcement and Police resources which are already stretched. We need to protect ourselves, the elderly, protect our children from harm.

This operation will increase the crime in Fulham's "hot spot" which is sky high.

Finally, the potential extended hours of McDs will decrease property values for Haldane Road and surrounding roads, as well as discourage potential homebuyers from wanting

to purchase homes here because of the disruption and concerns raised above. This is not welcomed and worst case would make myself and others consider putting our house up for sale.

The negative impact this extension would have on our neighbourhood cannot be understated and I urge the council to consider its impact on North End Road and Fulham. It is in the best interest of the community and its residents that this application is rejected.

If I am unable to attend or choose not to speak the hearing on the 28th of May I appoint my Fulham neighbour [REDACTED] or his representative to represent me.

This 24/7 operation would be a travesty and the end of lovely Fulham.

[REDACTED]

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 02 May 2025 11:50
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 02/05/2025 11:50 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	54 TOURNAY ROAD LONDON

Comments Details

Commenter Type:	Residents Group
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	<p>02/05/2025 11:50 AM I am writing to formally object to the application submitted by McDonald's for extending their opening hours. My objection is based on the following grounds:</p> <ol style="list-style-type: none">1. Crime and Disorder: Extending the opening hours of McDonald's is likely to increase the incidence of crime and disorder in the area. Longer operating hours can attract individuals who may engage in criminal activities, leading to an unsafe environment for residents and visitors.2. Public Safety: The extended hours pose a significant risk to public safety. Increased foot traffic and late-night operations can result in higher chances of accidents, altercations, and other safety concerns. It is crucial to prioritize the well-being of the community and ensure that public spaces remain safe for everyone.3. Prevention of Public Nuisance: Longer opening hours can lead to an increase in
-----------	---

antisocial behavior, such as noise disturbances, littering, and vandalism. These nuisances can negatively impact the quality of life for residents living nearby and create an unpleasant atmosphere in the neighborhood.

4. Protection of Children from Harm: Extending the opening hours may expose children to harmful situations. Late-night operations can attract individuals who may not have the best intentions, putting children at risk. It is essential to protect the younger members of our community from potential harm and ensure their safety. In light of these concerns, I strongly urge the authorities to reject McDonald's application for extended opening hours. The potential negative impacts on crime and disorder, public safety, prevention of public nuisance, and protection of children from harm outweigh any benefits that may arise from longer operating hours. Thank you for considering my objection.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 02 May 2025 11:57
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below. Comments were submitted at 02/05/2025 11:56 AM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 54 Tournay road London

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/05/2025 11:56 AM 4/ opening hours may expose children to harmful situations. Late-night operations can attract individuals who may not have the best intentions, putting children at risk. It is crucial to protect the younger members of our community from potential harm and ensure their safety.

Given these concerns, I strongly urge the authorities to reject McDonald's application for extended opening hours. The potential negative impacts on crime and disorder, public safety, prevention of public nuisance, and protection of children from harm far outweigh any benefits that may arise from longer operating hours.

Thank you for considering my objection.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 02 May 2025 11:34
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 02/05/2025 11:34 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	33 Tournay Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/05/2025 11:34 AM Dear Members of the Licensing Committee,

While the area may be mixed-use during the day, it is a residential neighbourhood at night. Extending McDonald's hours into the early morning risks attracting serious anti-social behaviour and crime, including gang-related activity, which has been an increasing concern across parts of the borough.

Fast food outlets open overnight in other parts of London have frequently become focal points for loitering, drug dealing, intimidation, and gang gatherings. The late-night availability of a space like McDonald's will likely draw individuals and groups with no connection to the local community, particularly during hours when the area

should be quiet and safe for residents.

This is not just about minor nuisance or occasional noise. It is about the risk of the restaurant becoming a hub for criminal activity, putting both residents and local workers at risk. There is a real concern that, once granted, this licence would be extremely difficult to reverse - even if crime and disorder increase, as many expect they will.

Families, older residents, and shift workers living nearby deserve to feel safe walking home at night and should not be subjected to the risks associated with a 24/7 operation. I urge the Committee to consider the serious long-term consequences for public safety and community wellbeing, and to reject this application.

Many thanks,



From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 02 May 2025 12:16
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 02/05/2025 12:15 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	35 Tournay Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	02/05/2025 12:15 PM The street is already noisy because of scooters taking people delivery meals through the night. In addition on the weekends we get drunk people shouting in the street. A 24 hour restaurant would lead to this problem going through the night.

[REDACTED]
Flat 2nd & 3rd Floors
348 North End Road
London
SW6 1NB
[REDACTED]

Date: 30 April 2025

Subject: Representation objecting to licence application reference 2025/00525/LAPR for Smash Operations Limited, trading under the name McDonald's at 312-314 North End Road, SW6 1NB.

Dear Sir/Madam,

I am writing to formally object to the license application reference 2025/00525/LAPR, McDonald's on 312-314 North End Road for a 24/7 license. 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 24/7 in a residential area may attract patrons involved in late-night drinking and socializing, increasing the risk of criminal behavior. Night time 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, 24/7 opening hours could place a strain on local police resources, detracting from overall community safety.
2. Public Safety: Night time 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 at night, 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: 24/7 opening hours may lead to increased noise and smell levels not only during the day but also all night long, negatively affecting the quality of life for nearby residents. The area is primarily residential, and 24/7 operations could disrupt the peaceful environment that we currently enjoy. Additionally, delivery drivers arriving on scooters and motorcycles will contribute to loud noise all night long. There is also an existing issue with littering; I often see bags and leftover food littered on North End Road. A 24/7 operations will likely exacerbate this problem.
4. The Protection of Children From Harm: 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.

I respectfully urge the council to consider these points and deny the application. 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,

A solid black rectangular box used to redact the signature of the person writing the letter.

From: [REDACTED]
Sent: 02 May 2025 14:10
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Opposing the proposed extension of opening Hours for McDonald's on Haldane Road

Sure, I am the owner at 33 Haldane road

On Fri, May 2, 2025 at 10:44 AM Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:
Dear [REDACTED] – thank you for your e-mail and I hope you are keeping well.

For us to class this as a valid representation under the Licensing Act 2003 (the Act), I would require your full address.

If you could provide this to me by midnight on 6 May 2025, I would be very grateful.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: [REDACTED]
Sent: 02 May 2025 09:39
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Opposing the proposed extension of opening Hours for McDonald's on Haldane Road

To Whom it may concern,

I am a resident of Haldane Road with my husband and our baby daughter. We are deeply concerned about the application put forth to extend the opening hours of the McDonald's on our street to 24 hours a day.

As you may have already been made aware, the McDonald's is already a gathering spot for idling customers and delivery drivers for most of the day. It is also a hub for crime and disruptive behaviour, with many customers engaging in antisocial behavior on our street (the residents of Haldane Road have complained many times about people littering, throwing milkshakes at properties on our street, kicking doors, being

aggressive towards residents and more). I have personally been affected by this and had to call the police more than once.

We are concerned the extended hours will only increase these health and safety concerns. The late night hours will attract more drunk and rowdy customers taking part in antisocial behaviour and littering our street, it will also be the thoroughway for all the delivery drivers speeding on our street at all hours of the night, waking up residents and young children.

At the moment we are already negatively affected by the McDonalds, but get some respite at night when it closes, where we can finally enjoy some peace and quiet on our otherwise peaceful and family friendly street.

Please take our concerns into account when considering the approval of this application. All of the residents of our street would like to keep our street safe for all of us.

Kindly,

[REDACTED]

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 02 May 2025 14:08
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 02/05/2025 2:08 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	31 Haldane Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/05/2025 2:08 PM I strongly object to the 24/7 Delivery hub at McDonald We already have to put up with delivery Riders blocking the pavements either side of Haldane Rd and driving the wrong way up Haldane Rd. This is very dangerous for the children and elderly of this road. Kids gather already screaming down the street littering and banging on doors terrifying inhabitants. If this were to go through the night more anti social behaviour would occur, noise nuisance disturbing the sleep of both children and adults, who pay Council Tax and are entitled in a residential area not to put up with greedy commercial enterprises wanting to make money 24hrs a day with little consideration of negative effects on residents. Drink people using this

facility will no doubt increase crime for parked cars, bikes at all hours and I really think this should not be allowed.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 02 May 2025 14:13
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 02/05/2025 2:12 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 48 Tournay Road Fulham

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/05/2025 2:12 PM I strongly oppose the application for 24 hour opening of the McDonald's at the end of our road, which is a residential area not suited to the level of disruption this would cause. Already, the noise from Deliveroo drivers on motorbikes late into the evening is intrusive, and extending hours would only intensify this problem. The road, intended to be a quiet, family-friendly street, is increasingly dominated by fast-moving cars and motorbikes, posing a real danger to children who may step out unexpectedly. Additionally, the congregation of delivery bikes and vehicles at the end of the road frequently results in blocked pavements, making it difficult for pedestrians to pass safely. It is also uncomfortable to observe that some drivers remain parked for extended periods, sometimes behaving in a

manner that is intimidating, particularly to women walking past. Approving a 24 hour license would further encourage this environment and is incompatible with the needs of a peaceful residential community.

Kind regards

From: [REDACTED]
Sent: 02 May 2025 16:24
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Objection to McDonald's Application for 24/7 Operation – North End Road

Sure. Confirming my address is 11B Epirus Road, SW67UR. Thank you.

From: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Sent: Friday, May 2, 2025 5:21:59 PM
To: [REDACTED]
Subject: RE: Objection to McDonald's Application for 24/7 Operation – North End Road

Dear [REDACTED] – thank you for your e-mail of 14 April 2025 and I hope you are keeping well.

For us to class this as a valid objection under the Licensing Act 2003 (the Act), I would require confirmation of your residential address.

If you could supply this by midnight on 6 May 2025, I would be grateful.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: [REDACTED]
Sent: 12 April 2025 08:20
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection to McDonald's Application for 24/7 Operation – North End Road

Dear Council / To Whom It May Concern,

I am writing to formally object to the application submitted by McDonald's on North End Road seeking permission to operate 24 hours a day, 7 days a week.

As a local resident living in close proximity to the premises, I am deeply concerned about the significant negative impact this extension of operating hours would have on our community. The area is already struggling with excessive noise, anti-social

behaviour, and littering – much of it concentrated around late-night food venues. Allowing McDonald's to remain open throughout the night would only exacerbate these issues.

Some key concerns I would like to raise:

- **Noise Pollution:** Extended hours will inevitably lead to increased noise during unsociable hours – from idling delivery vehicles, late-night customers, and general street activity. This is highly disruptive to local residents, especially families and those who work early hours.
- **Littering and Hygiene:** The presence of fast food waste on our streets is already a problem, and extending opening hours will lead to more litter in the area, particularly after public cleaning services have finished for the day.
- **Public Safety and Anti-Social Behaviour:** Extended late-night trading often attracts loitering and, in some cases, intoxicated behaviour. This not only creates an intimidating atmosphere but raises concerns around safety and policing resources.
- **Impact on Residential Quality of Life:** North End Road is a mixed-use area, but it remains a residential neighbourhood. Granting 24/7 permission to a major fast-food outlet prioritises commercial interests over the wellbeing and peace of local residents.

I urge the council to prioritise the needs of the community and reject this application. Late-night activity must be managed with care and respect for those who live in the area. A 24/7 operation is simply not suitable for this location.

Thank you for your attention to this matter. I am happy to provide further information if needed.

Yours sincerely,



Local Resident – Epirus Road

From: [REDACTED]
Sent: 02 May 2025 17:27
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: RE: McDonald's North End Road proposed 24 hour opening.

Hi Matt,

Thank you for your email, my address is 35 Walham Grove, London, SW61QR

If you need anything else just let me know... we really don't want 24 hour fast food outlets ...!

All the best

[REDACTED]

From: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Sent: 02 May 2025 17:10
To: [REDACTED]
Subject: RE: McDonald's North End Road proposed 24 hour opening.

Dear [REDACTED] – thank you for your e-mail of 15 May 2025 and I hope you are keeping well.

For us to class this as a valid objection under the Licensing Act 2003 (the Act), we would require confirmation of your residential address.

If you could supply this to me by midnight on 6 May 2025, I would be grateful.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: [REDACTED]
Sent: 15 April 2025 12:56
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: McDonald's North End Road proposed 24 hour opening.

Dear LBHF Planning Team,

I am writing to strongly object to the proposed 24 hour opening of the McDonalds on the North End Road.

2025/00525/LAPR: McDonald`s Restaurants (312-314): 312 North End Road London SW6 1NG

The reasons for this are

The prevention of crime and disorder - the area around McDonalds is already a crime hotspot on the Metropolitan Police reported crimes database.

Public safety – There are many scooters, pushbikes and motorbikes in the area waiting for collections they have no or little regard for road safety and often ride on the footpath to avoid traffic on the North End Road.

The prevention of public nuisance – This is a residential area and we don't want delivery drivers whizzing around 24 hours a day, the bikes create noise, the riders are noisy shouting into their phones, the door bells are noisy particularly Ring Doorbells and often the delivery drivers will get the wrong house causing late night chaos for families with children who tend to go to bed earlier

The protection of children from harm – There are many reasons to worry about children who hang around fast food chains, they get recruited into gangs (a very big problem in LBHF at the moment), temptation from drugs but also the one probably most overlooked is obesity... the government recently released figure that showed children (and adults) in the UK are among the highest for obesity and all the issues that go with it costing the NHS billions of pounds.

I have posted my previous response to applications for very late night / 24 hour opening which I would like to be included. I still can't believe that we have to go through the process of objecting every time a single fast food restaurant wants to change it's opening hours. Please can we have a discussion with the council to block all these requests and save us and the council a huge amount of time and money

Yours sincerely



Previous objection – nothing has changed!

I can't believe we are going to waste more valuable council time on another application to ruin a residential area by opening fast food restaurants 24 hours a day. There have been many previous applications rejected and the reasons why are still the same. Increased noise from mopeds and doorbells going off late at night,

loud telephone calls trying to find the correct address (delivery drivers don't take their crash helmets off when on the phone they just shout louder. Crime hotspot - the MacDonald's is already known by the police as a hotspot for crime and fights regularly break out between the delivery drivers, there is often a smell of cannabis while they wait for orders. The other reasons for objecting to 24 hour opening is that this will set a precedent for the 30+ other fried chicken and other fast food restaurants on the North End road as they will all want parity and apply to open later or for 24 hours as well. The by-product of this activity, as we have witnessed is an increase in litter, noise and also in antisocial behaviour which has included urination and defecation in the gardens in our street and when confronted the drivers have resorted to intimidation. I object very strongly to this application for this and any 24 hour opening in this residential area.

From: [REDACTED]
Sent: 02 May 2025 20:04
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Objection to McDonald's (North End Road 312) Application for 24-Hour Trading Licence

Hi Matt
My address is 50 Haldane road, Sw67eu

Thanks

[REDACTED]

From: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Sent: Friday, May 2, 2025 3:46:35 PM
To: [REDACTED]
Subject: RE: Objection to McDonald's (North End Road 312) Application for 24-Hour Trading Licence

Dear Astrid – thank you for your e-mail of 10 April 2025 and I hope you are keeping well.

For us to consider this a valid representation under the Licensing Act 2003 (the Act), we would require confirmation of your address.

If you could provide this to me by midnight on 6 May 2025, I would be grateful.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: Licensing HF: H&F <licensing@lbhf.gov.uk>
Sent: 11 April 2025 09:14
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: FW: Objection to McDonald's (North End Road 312) Application for 24-Hour Trading Licence

From: [REDACTED]
Sent: 10 April 2025 20:22
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection to McDonald's (North End Road 312) Application for 24-Hour Trading Licence

Dear Sir/Madam,

I am writing as a local resident to strongly object to the application submitted by McDonald's to extend their trading hours from the current 5:00am–12:00am to a full 24-hour operation.

This proposal raises serious concerns about the impact it would have on the residential quality of life in our area. Specifically, I would like to raise the following issues:

1. Noise and Constant Disturbance: The restaurant already generates significant noise late into the evening. Extending hours would only worsen this, with activity continuing through the night. This includes customers, vehicles, and late-night footfall—all of which are deeply disruptive when residents expect quiet.
2. Persistent Presence of Delivery Drivers: There is already a constant presence of multiple motorcycles from food delivery services (e.g., Deliveroo, Uber Eats) parked outside the premises, waiting for orders. Extending the service hours would result in these drivers being present at all hours of the night, increasing noise, congestion, and nuisance in an area that should be calm during overnight hours.
3. Litter and Hygiene Issues: The increased hours will likely lead to more food waste and rubbish, which is already a concern. This attracts animals and degrades the appearance and hygiene of the area.
4. Loss of Residential Amenity: The proposal represents a shift toward a 24/7 commercial operation in what is still a residential neighbourhood. This undermines the sense of safety, peace, and community for those of us who live here.

For these reasons, I urge the council to reject this application and maintain the current licensing hours

From: [REDACTED]
Sent: 03 May 2025 07:57
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Mc Donald North End Road

Dear Matt,

Thankyou for your reply.
My residential address is 11B Epirus Road.

Best,
[REDACTED]

On Fri, 2 May 2025 at 17:26, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:
Dear [REDACTED] – thank you for your e-mail of 14 April 2025 and I hope you are keeping well.

For us to class this as a valid objection under the Licensing Act 2003 (the Act), I would require confirmation of your residential address.

If you could supply this by midnight on 6 May 2025, I would be grateful.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: Licensing HF: H&F <licensing@lbhf.gov.uk>
Sent: 14 April 2025 09:07
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: FW: Mc Donald North End Road

From: [REDACTED]
Sent: 12 April 2025 19:33
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Mc Donald North End Road

Dear Council / To Whom It May Concern,

I am writing to formally object to the application submitted by McDonald's on North End Road seeking permission to operate 24 hours a day, 7 days a week.

As a local resident living in close proximity to the premises, I am deeply concerned about the significant negative impact this extension of operating hours would have on our community. The area is already struggling with excessive noise, anti-social behaviour, and littering – much of it concentrated around late-night food venues. Allowing McDonald's to remain open throughout the night would only exacerbate these issues.

Some key concerns I would like to raise:

- **Noise Pollution:** Extended hours will inevitably lead to increased noise during unsociable hours – from idling delivery vehicles, late-night customers, and general street activity. This is highly disruptive to local residents, especially families and those who work early hours.
- **Littering and Hygiene:** The presence of fast food waste on our streets is already a problem, and extending opening hours will lead to more litter in the area, particularly after public cleaning services have finished for the day.
- **Public Safety and Anti-Social Behaviour:** Extended late-night trading often attracts loitering and, in some cases, intoxicated behaviour. This not only creates an intimidating atmosphere but raises concerns around safety and policing resources.
- **Impact on Residential Quality of Life:** North End Road is a mixed-use area, but it remains a residential neighbourhood. Granting 24/7 permission to a major fast-food outlet prioritises commercial interests over the wellbeing and peace of local residents.

I urge the council to prioritise the needs of the community and reject this application. Late-night activity must be managed with care and respect for those who live in the area. A 24/7 operation is simply not suitable for this location.

Thank you for your attention to this matter. I am happy to provide further information if needed.

Yours sincerely,



Local resident Epirus Road

From: [REDACTED]
Sent: 03 May 2025 15:44
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: McDonald's (Case Ref: 2025/00525/LAPR)

Hi Matt,

No worries, my address is 1 Haldane Road, SW6 7ET. Please note that I have changed the email address I am emailing from, as I realised that I wasn't using my main personal email address.

Please could the following also be attached to my objection:

'If I am unable to attend or choose not to speak, but still attend the Zoom 28 May hearing starting at 18:30, I appoint my Fulham neighbour, [REDACTED] or his representative, to represent me.'

Please could you confirm my objection has been amended with the above statement.

Thanks

[REDACTED]

Sent from [Outlook for Android](#)

From: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Sent: Saturday, May 3, 2025 2:00:21 am
To: [REDACTED]
Subject: McDonald's (Case Ref: 2025/00525/LAPR)

Dear [REDACTED]

I must apologise for not asking for this earlier, but we would require your residential address to ensure your comments are compliant with the Licensing Act 2003 (the Act).

If you could supply this to me by midnight on 6 May 2025, I would be grateful.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk

W: www.lbhf.gov.uk

From: Tucker Matt: H&F

Sent: 22 April 2025 12:09

To: [REDACTED]

Subject: [REDACTED]

Dear [REDACTED] – thank you for your e-mail and I hope you are well.

I can certainly accept your representation regarding McDonalds and add this to our list. However, we would need you to submit a separate representation for [REDACTED] and highlight to us how you think this affects the licensing objectives.

[REDACTED]

Kind regards

Matt Tucker

Interim Licensing Policy and Administration Team Leader

Licensing

Place Department

Hammersmith & Fulham Council

T: 07778 966423

E: Matt.Tucker@lbhf.gov.uk

W: www.lbhf.gov.uk

From: [REDACTED]

Sent: 21 April 2025 22:36

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

Subject: Objection to McDonald's (Case Ref: 2025/00525/LAPR) [REDACTED]

To Whom it May Concern,

I am writing to object to McDonald's (312 North End Road; 2025/00525/LAPR) request to operate 24/7 [REDACTED]

[REDACTED]

I believe I speak for all residents of the local area (whom I am sure have made their feelings clear through objections to these licenses) when I say we are wholeheartedly against this proposal that would have a significant negative impact on our community.

These reasons include (as I have previously stated when opposing McDonald's clarification of the legal hours in November 2024):

- An increase in litter (Focused on McDonald's as I live on an adjoining road)
 - As I write this email, I am able to see a significant amount of litter outside my property (Haldane Road) that would be made worse by the 24hr operation of McDonald's
 - The distinctive packaging of the brand means that a significant proportion of this litter can be directly attributed to McDonald's , and often involves food which has the potential to attract vermin
 - Every morning / evening on my commute I am able to see litter from McDonald's left on the road and pavement, the volume of this would undoubtedly increase if the McDonald's were allowed to open 24/7
- An increase in noise and disturbances throughout the night from delivery drivers (Applicable to both premises)
 - As one of the very few locations that would open past midnight, a 24hr McDonald's [REDACTED] would increasingly attract more delivery drivers throughout the night, creating more noise and disturbances on a residential street throughout the night, every day of the week
 - Delivery drivers currently use Haldane Road as a car park, lining up at the end of the road on double yellow lines and ignoring parking restrictions. In some cases, they park across the pavement and block access, presenting a hazard for wheelchair users
 - This means that they often drive through Haldane Road, creating significant noise due to the use of loud motorbikes late into the night. A 24/7 McDonald's [REDACTED] would mean that this continues throughout the night with no respite for residents
 - These drivers almost entirely have 'L plates' which means they have only had half a day's training and often pose a hazard to others on the road
- An increase in anti-social behaviour (Applicable to both premises)
 - As a community, we have faced significant challenges with anti-social behaviour with both the Met Police and LBHF Law Enforcement Team (LET) unable to remedy the situation. It is well-established that a 24/7 McDonald's [REDACTED] would attract further anti-social behaviour, and so would worsen the already unacceptable situation
 - At least once a week (sometimes multiple times a week) the police are called due to large groups of teenagers roaming the area, setting off firecrackers in the street, banging on windows and doors, and damaging fences (I have personally had teenagers violently bang on my door before running off)
 - A 24/7 McDonald's [REDACTED] would be a magnet for these teenagers throughout the night and further impact the resident's safety and well-being
 - As Fulham is a crime hotspot (as stated by the Met Police) and both the police and the LET have been unable to rectify the current situation, I believe that this application should be rejected as it risks making a bad situation, worse

From the LBHF's own stated policy with regards to licensing, it would seem that granting either of these extensions would go against Council Policy (Statement of Licensing Policy 2022-2027).

In short, a 24hr McDonald's [REDACTED] would not be serving the local community. I hope that you take into consideration the strength of feeling within the local community and reject this application.

Many Thanks,

[REDACTED]

From: [REDACTED]
Sent: 03 May 2025 15:49
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Opposition to Operating Hours Extension for McDonald's (Case Ref: 2025/00525/LAPR) [REDACTED]

Hi,

Following on from my address below, could the below also be added to me objection:

'If I am unable to attend or choose not to speak, but still attend the Zoom 28 May hearing starting at 18:30, I appoint my Fulham neighbour, [REDACTED] or his representative, to represent me.'

Regards,
[REDACTED]

From: [REDACTED]
Sent: 25 April 2025 23:11
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Opposition to Operating Hours Extension for McDonald's (Case Ref: 2025/00525/LAPR) [REDACTED]

Hi,

Thanks for your reply. My legal name is [REDACTED] and my full address is 1 Haldane Road, SW6 7ET.

Thanks,
[REDACTED]

From: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Sent: Tuesday, April 22, 2025 12:11:14 PM
To: [REDACTED]
Subject: RE: Opposition to Operating Hours Extension for McDonald's (Case Ref: 2025/00525/LAPR) [REDACTED]

Dear [REDACTED] – thank you for your e-mail and I hope you are well.

For us to consider this a valid representation under the Licensing Act 2003 (the Act), I would require your full residential address please.

I look forward to hearing from you.

Kind regards

Matt Tucker

Interim Licensing Policy and Administration Team Leader

Licensing

Place Department

Hammersmith & Fulham Council

T: 07778 966423

E: Matt.Tucker@lbhf.gov.uk

W: www.lbhf.gov.uk

From: [REDACTED]

Sent: 21 April 2025 23:11

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

Subject: Opposition to Operating Hours Extension for McDonald's (Case Ref: 2025/00525/LAPR) [REDACTED]

To whom it may concern,

I am a resident at Haldane Road SW6 7ET. I am writing to object to McDonald's (312 North End Road; 2024/02708/CLP) planning request to open for 24 hours every day and [REDACTED] request to extend operating hours to 5am.

Please see my reasons for the objection below:

- Noise from delivery drivers would increase - delivery drivers use Haldane road to park their bikes and often drive loudly through the street. This would continue throughout the night with a 24hr McDonald's and extended hours for Kaspas, rather than stopping at midnight currently
- Litter will increase on the street, above the existing levels - there is already lots of McDonald's packaging thrown into the street
- Anti-social behaviour would increase - the police are often called to the street due to anti social behaviour, this would increase with a 24hr McDonald's [REDACTED]

I hope that you reject this application in consideration of the local residents.

Kind Regards,

[REDACTED]

From: [REDACTED]
Sent: 04 May 2025 08:51
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Mac Donald's North End Road late night licence

31 Walham Grove, London, SW6 1QR.

> On 2 May 2025, at 16:38, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:
>
> Dear [REDACTED] - thank you for your e-mail of 15 April 2025 and I hope you are keeping well.
>
> For us to class these comments as valid under the Licensing Act 2003 (the Act), I would require confirmation of your residential address.
>
> If you could get this to me by midnight on 6 May 2025, I would be grateful.
>
> Kind regards
>
>
> Matt Tucker
> Interim Licensing Policy and Administration Team Leader Licensing
> Place Department Hammersmith & Fulham Council
>
> T: 07778 966423
> E: Matt.Tucker@lbhf.gov.uk
> W: www.lbhf.gov.uk
>
>
> -----Original Message-----
> From: Licensing HF: H&F <licensing@lbhf.gov.uk>
> Sent: 15 April 2025 09:35
> To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
> Subject: FW: Mac Donald's North End Road late night licence
>
> -----Original Message-----
> From: [REDACTED]
> Sent: 15 April 2025 09:04
> To: Licensing HF: H&F <licensing@lbhf.gov.uk>
> Cc: [REDACTED]
> Subject: Mac Donald's North End Road late night licence
>
>
> The MacDonalds is not in a suitable location for late night operations. It uses residential streets for its delivery drivers who create noise and hazards for children.
> The area is densely residential and not suitable for late night operations or increased commercial traffic.

- > The area is already suffering high levels of crime and nuisance. Something needs to be done to reduce both of these factors and certainly no extension of any license should be granted until solutions to the crime and anti-social behaviours already at very high levels are dealt with. We suffer drug dealers, drunk people urinating in our gardens, fast food litter, high levels of theft and well above average violent crime that would only be encouraged with late night fast food.
- > We need to clean up the area or families will continue to have to leave to protect their children. These families bring far more to the local economy than late night fast food.
- > Please put a blanket ban on any licenses for fast food past midnight to protect Fulham from crime, nuisance and danger to our & children's safety.

From: [REDACTED]
Sent: 04 May 2025 10:52
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Comments for Licensing Application 2025/00525/LAPR

Dear Mr Tucker,

Thank you for your email.

I have lived in Tournay Rd, SW6 7UG, for 14 years. It happened that we got nuisance at night from group of peoples who was shouting on our road, fighting between them, eating food then throwing food packaging every where, sometimes, I noticed McDonalds on the packaging. I object the Licence Application McDonalds 24/7 opening at 312/314, as it will cause more nuisance and violence on our street.

I hope you understand my position.

Best wishes,

[REDACTED]

[REDACTED]

On 29 Apr 2025, at 10:08, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:

Dear [REDACTED] – thank you for your e-mail and I hope you are well.

I appreciate your comments which appear to be more of a statement than a specific comment on the proposed application.

For us to accept any comments from you as a valid objection under the Licensing Act 2003 (the Act), you would need to highlight to us in writing any comments you may have in and how you think it relates to the one or more the licensing objectives (below):

1. the prevention of crime and disorder.
2. public safety.
3. the prevention of public nuisance.
4. the protection of children from harm.

I look forward to hearing from you.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader

Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 28 April 2025 16:49
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 28/04/2025 4:49 PM from [REDACTED].

Application Summary

Address:	312 North End Road London SW6 1NG
----------	-----------------------------------

Proposal:	Licensing Act - Premises Licence
-----------	----------------------------------

Case Officer:	Lorna McKenna
---------------	---------------

[Click for further information](#)

Customer Details

Name:	[REDACTED]
-------	------------

Email:	[REDACTED]
--------	------------

Address:	29 Tournay Rd London
----------	----------------------

Comments Details

Commenter Type:	Neighbour
-----------------	-----------

Stance:	Customer objects to the Licensing Application
---------	---

Reasons for comment:

Comments:	28/04/2025 4:49 PM We want to prevent Crime and Nuisance in our area.
-----------	---

From: [REDACTED]
Sent: 04 May 2025 13:57
To: Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: objection to the application 2025/00525/LAPR

Dear Adrian and All,

Apologies, please note there was a typo and one of the links to relevant case did not work. I have amended this. Please find attached amended objection letter for use at the Licensing Hearing, should this still go ahead.

Yours sincerely

[REDACTED]
Seagrave Road Residents Group
1 Seagrave Road, SW6 1RP

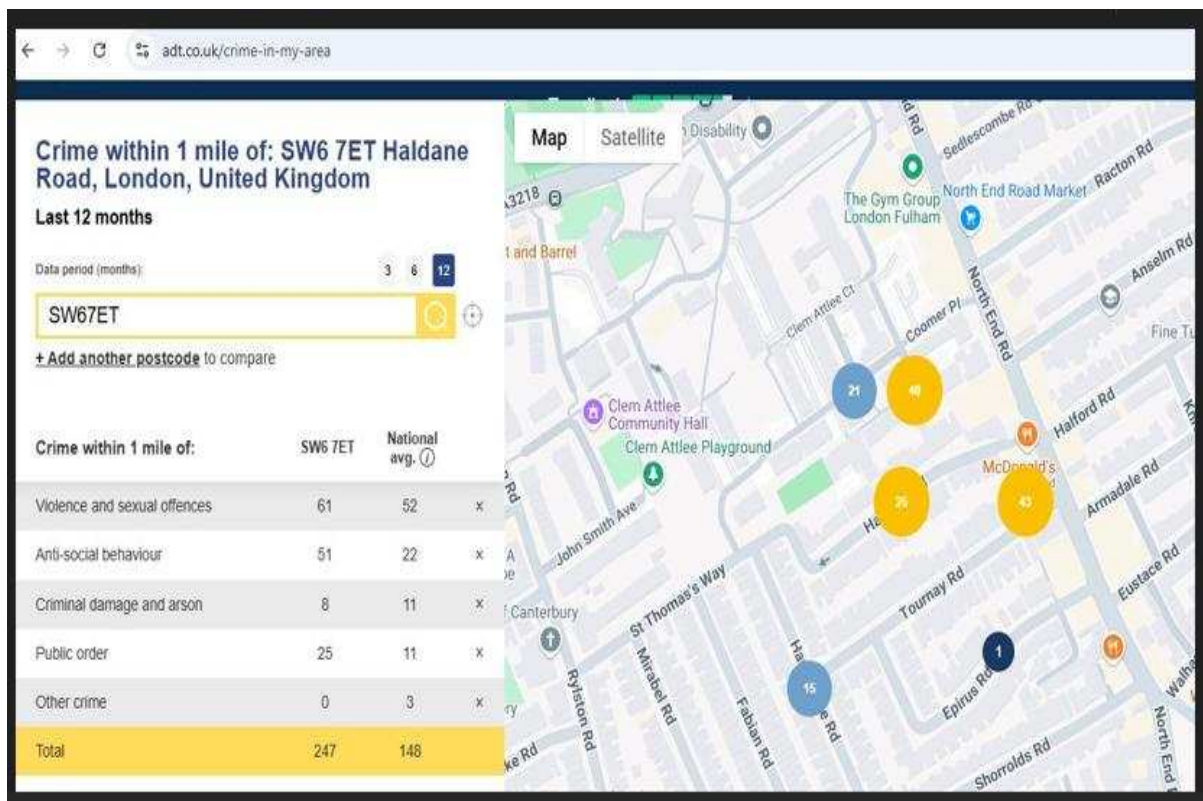
Dear Adrian and Licensing Team,

I am writing to object to the application 2025/00525/LAPR, McDonald's on North End Road for a 24-hour license on behalf of Seagrave Road Residents Group.

We are extremely concerned about this application and have outlined below our key reasoning for objecting:

1a. Prevention of crime and disorder: McDonalds has historically and continues to be at the forefront of key crime in the area – whether this be directly outside on the pavement or to the side at the top of Haldane Road. Below and attached is a map of the last 12-month list of Crime in this key postcode area (official MET crimes stats) which supports residential and police testimonies of continued problems. It should be noted that Violence and Sexual offences are above the national average – and Anti-Social Behaviour is over double the national average.

1b. My recent conversation with two of the LET police team members on 17.04.25 confirmed that this key junction on Northend road and Haldane road continues to be a key crime hot spot. Extending hours of a premises which unfortunately already attracts groups of delinquents will only exacerbate the problem.



2a. Protection of children from harm: This neighbourhood has a highly dense population with many families living in the surrounding residential streets, demonstrated by the high number of schools in the immediate area. Constant background noise during core sleeping hours whether that be from nuisance persons outside of premises or created by delivery persons has a significant impact on overall health. 2022 Lancet research found that children with insufficient sleep had more mental health and behavioural challenges. Link to research: <https://www.nih.gov/news-events/nih-research-matters/children-s-sleep-linked-braindevelopment#:~:text=The%20researchers%20found%20that%20children,aggressive%20behavior%2C%20and%20thinking%20problems>

3a. Right to Residential Quiet Enjoyment: The Courts have long recognised the rights of householders to the quiet enjoyment of their homes, now found in Article 8 of the European Convention on Human Rights. In *Hampstead & Garden Properties v Diomedous* [1968], Mr Justice Megarry was dealing with music from a restaurant but he said – “It is the home rather than the meal table which must prevail. A home in which sleep is possible is a necessity whereas loud music as an accompaniment is for those who enjoy it, a luxury.” The Judge’s comment is no less relevant to the loud noise and disturbance caused by late night meal sales on and off premises as well as delivery vehicles motorbikes as per outlined below.

3b. Recent Licensing Appeal (Sept 2021) in Highbury Camden Magistrates Court Establishes nuisance at the point of delivery; Judge Newman decides:

117. “I accept that deliveries after 23:00 are likely to be to residential addresses and there is a risk of noise at the delivery point. As pointed out, where premises comprise blocks of flats, the sound of the main doorbell to 20 one flat can be audible in another.

Doors opening and closing and conversation at the point of delivery is also capable of disturbing neighbours late at night.

118. "...When a delivery is made, it is not possible to manage the situation...

140. "The responsible authorities are unable effectively to monitor couriers in a delivery only model..." No Delivery Driver can be controlled at the point of delivery whether that be McDonalds employed delivery drivers or third party deliver drivers (Deliveroo, Uber Eats, Just Eats etc). Source below:

https://www.ftbchambers.co.uk/images/uploads/documents/Shoaib__LBC.pdf

The Residents throughout Fulham have an entitlement to live in their homes without sleep disruption caused by substantial increase in later operating hours and delivery activities taking place during the most sensitive hours of the late evening when most people and particularly children are sleeping.

4a. Prevention of public nuisance: The applicant cannot control patrons as well as delivery drivers when offsite.

Applicant's due diligence: LBH&F Statement of Licensing policy 2022-27 – POLICY 1: LOCAL AREA RISK ASSESSMENTS states "Applicants are expected to undertake a local area risk assessment as part of any licensing application".

These proposed hours are Major Variations of H&F own Licensing policy FRAMEWORK guidelines – even with its known historical police CADS and continued neighbourhood crime and residential complaints. Mcdonalds has failed to provide any information nor undertaken any assessment towards understanding the impact on Resident Amenity and/or on Crime & Disorder, Nuisance & Public Safety.

Conclusion:

We respectfully ask the Sub Committee to consider the serious concerns of Residents regarding the high level of crime, antisocial behaviour already in the area and that extending these hours will only exacerbate the problems. We are also understandably concerned about setting a precedence on Take-away hours and respectfully ask this application to be refused outright.

Yours sincerely



Seagrave Road Residents Group
1 Seagrave Road, SW6 1RP

From: [REDACTED]
Sent: 04 May 2025 18:02
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: OBJECTION TO 2025/00525/LAPR: 24/7 Opening Application by McDonalds, 312 North End Road SW6

Hello, our residential address is 7 Walham Grove, London, SW6 1QP.

Kind regards,

[REDACTED]

On 2 May 2025, at 17:31, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:

Dear [REDACTED] – thank you for your e-mail of 15 April 2025 and I hope you are keeping well.

For us to class your comments as valid under the Licensing Act 2003 (the Act), we would require confirmation of your full residential address.

If you could supply this by midnight on 6 May 2025, I would be grateful.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: [REDACTED]
Sent: 15 April 2025 16:24
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: Licensing HF: H&F <licensing@lbhf.gov.uk>; Peter Meijer
[REDACTED]
Subject: OBJECTION TO 2025/00525/LAPR: 24/7 Opening Application by McDonalds, 312 North End Road SW6

Objection to 24/7 Opening Hours for McDonald's on North End Road | License Ref 2025/00525/LAPR

To whom it may concern,

We are writing to formally object to the application submitted by McDonald's on North End Road to extend their operating hours to a 24/7 schedule.

We are extremely disappointed to learn of this proposal, as we believe it will have a profoundly negative impact on the local neighbourhood and set an alarming precedent for future applications. This surrounding area is predominantly residential, and the proposed round-the-clock operation is wholly inappropriate for our local community. Extending McDonald's opening hours is likely to result in a significant increase in crime and anti-social behaviour in and around the premises. We are already contending with such issues in nearby streets, and this move would only exacerbate the problem. As parents of two teenagers, we are deeply concerned about their safety while walking to and from school and other activities, especially with the potential for heightened late-night disturbances.

Additionally, the increase in foot, bicycle, and car traffic—particularly from delivery drivers — would undoubtedly cause further disruption, especially during night hours.

Noise, littering, and general disturbances are already challenges we face, and this extension would only make matters worse. There are already issues associated with the delivery drivers and a local dealing drug and other antisocial behaviour.

Sleep is essential for everyone— children, working adults, and elderly residents alike—and we fear that the 24/7 operation will significantly affect the wellbeing of those living nearby. We are already dealing with public nuisance issues such as late-night drinking, littering, and even public urination in our front gardens. It's disheartening to say that even a simple activities for locals walking their dogs has become stressful, as they constantly have to steer them away from discarded food and other waste on the street.

For these reasons, I urge the licensing committee to reject this application. Our community's safety, wellbeing, and quality of life must be the top priority.

Thank you for your consideration. We are hopeful that this application will be rejected and hope to hear thus in due course.

Yours sincerely,

[Redacted Signature]

Walham Grove, SW6

From: [REDACTED]
Sent: 05 May 2025 11:36
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Objection to Application 2025/00525/LAPR – 312 North End Road

Dear Licensing Team,

I'm writing to object to the application for a 24/7 hot food licence by McDonald's at 312 North End Road (Application 2025/00525/LAPR).

I live locally and already experience the negative impact McDonald's has on the surrounding streets. Groups of teenagers regularly gather on Haldane Road and neighbouring roads after collecting food, often staying late into the night. They litter the pavements and private properties (which then have to be cleaned using council tax paid by residents like myself), drink openly, kick doors for fun, and shout aggressively at residents — including myself — when we ask them to be more considerate about the noise.

Allowing the site to operate through the night would only make this worse. This neighbourhood is already listed as a Metropolitan Police crime hot spot. A 24-hour delivery hub will bring:

- More antisocial behaviour in our residential streets,
- Uncontrollable noise nuisance from delivery scooters at all hours,
- Increased crime and safety issues — particularly concerning for those walking home late or trying to sleep nearby.

I urge you to reject this application and prioritise the safety and wellbeing of local residents in what is already a densely populated and overstretched part of Fulham.

Kind regards,

[REDACTED] 4a Haldane Road, SW6 7ET

From: [REDACTED]
Sent: 05 May 2025 11:37
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>
Cc: [REDACTED]
Subject: McDonald's hearing representation

Dear Licensing Authority,

I am writing to object to the licensing application 2025/00525/LAPR for McDonald's at 312 North End Road to operate 24 hours a day. I am a resident of 346 North End Rd, Flat C, Reeves Yard. I live 100 yards away from 312 North End Rd.

Should I be unable to attend the Zoom hearing, I authorise my neighbour, [REDACTED] or his representative, to speak on my behalf. I am happy for my representation to be shared with other local residents involved in organising our response, in line with GDPR.

[REDACTED]
My objection is based on the Licensing Act 2003 objectives, specifically:

- The prevention of crime and disorder
- The prevention of public nuisance

North End Road is a busy market area during the day, with dense residential housing above shops. The community is made up of working families, and affordable housing is essential to the area's character.

Crime and disorder are already serious concerns here. I've personally experienced harassment near our building, particularly at night, from individuals loitering around fast food outlets and delivery scooter drivers. This has made the area feel unsafe—especially for women.

While McDonald's cannot control the wider street, it does contribute to late-night issues. Similar concerns arise from neighbouring takeaways such as Morley's and Popeyes. These venues attract problems that escalate later in the evening—issues the police are best placed to explain in full during the hearing.

Granting a 24-hour license would effectively turn this location into a late-night delivery hub in the middle of a residential area. Why invite further disruption in a neighbourhood where people need rest to function? If McDonald's near Piccadilly closes by 23:45, there is no justification for 24/7 operations here.

I urge you to reject this application—and any others seeking extended nighttime hours—on North End Road.

Thank you for your consideration.

Sincerely,
[REDACTED]

From: [REDACTED]

16:13

To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>

Cc: [REDACTED]

Subject: Objection to the application 2025/00525/LAPR, McDonald's

To: H&F Licensing Authority

matt.tucker@lbhf.gov.uk

adrian.overton@lbhf.gov.uk

From: [REDACTED], 21A, Barclay Road, SW6 1EJ

Date: 5 May 2025.

I am writing to object to the application 2025/00525/LAPR, McDonald's on 312 North End Road for a 24-hour license. I understand that I need to explain the following to the Licensing Authority: Please note that if I am unable to attend the Zoom hearing, date not set, I would like my Fulham neighbour, [REDACTED] or his representative to represent me. Also, to assist with GDPR constraints, it is fine for the Licensing Authority to share my representation with other representers, who are organising the residents' presence at the hearing. [REDACTED]

I am objecting for the following reasons under the 2003 Licensing Act...

As a single female resident living just a few minutes away from North End Road, I have serious concerns regarding the detrimental impact that granting this licence would have on the safety, well-being, and character of our community.

In particular, I am concerned that extending operations to 24 hours would significantly increase late-night disturbances, attracting after-party crowds and leading to a rise in antisocial behaviour, public drunkenness, and loitering. This would not only degrade the quality of life for local residents but would also heighten the risks to our personal safety during nighttime hours.

As someone who already feels uneasy returning home during later hours, I would no longer feel safe passing through the vicinity of a 24-hour McDonald's. It would effectively make part of my Fulham neighbourhood inaccessible to me at night, which is unacceptable for any resident.

Furthermore, I chose to reside in Fulham and pay a premium precisely because of the area's relative safety, peaceful nights, and strong community character. Granting this licence would set a dangerous precedent for future 24-hour operations across Fulham, fundamentally altering the residential nature of our neighbourhood.

I urge the Council to seriously consider the disproportionate negative effects on local residents, particularly vulnerable groups, and to reject this application in the interest of preserving public safety, residential amenity, and community welfare in Fulham Broadway and North End Road.

Please reject this unnecessary application.

Please acknowledge the receipt of this email.

Kind regards,

[REDACTED]

From: [REDACTED]
Sent: 05 May 2025 20:39
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; [REDACTED]
[REDACTED] Mckenna Lorna: H&F
<Lorna.Mckenna@lbhf.gov.uk>
Subject: 2025/00525/LAPR - McDonalds

Dear Matt / Lorna

Ref: 2025/00525/LAPR McDonald's (Smash Operations Limited) 312-314 North End Road, SW6 1NG - Resident Objection

Please accept this email as my written OBJECTION to the above application where the Applicant has applied to extend their hours of operation to 24-hour trading operating a dine-in, takeaway and delivery burger fast food outlet. I am writing in my capacity as Secretary of the Fulham Island Residents Association (FIRA), and also as owner / occupier of a flat in Fulham Island, 4 Farm Lane, SW6 since 2006.

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.

If I am unable to attend the Licensing hearing for application 2025/00525/LAPR (date to be notified), I appoint [REDACTED] to represent me and the residents of Fulham Island, in addition to representing [REDACTED] Tournay Road Neighbourhood Watch.

My concerns, and those of residents living in Fulham Island, are written under the headings of three of the four licensing objectives.

1. Prevention of crime and disorder

The Metropolitan Police designates the locality of Haldane Road, which runs alongside McDonalds, situated on North End Road, as a "crime hotspot" for anti-social behaviour and disorder. Please see attached map of crime hotspots for February 2025.

Giving permission for McDonalds to open until 5am every day of the week, can only add to the issue of public safety, in terms of people congregating on the pavements; the potential for disorderly drunk customers, and sheer number of delivery drivers waiting to pick up orders.

The Police list ALL CRIMES on or near Haldane Road, from September 2024 to February 2025, as follows:

September 2024 – 10 offences, of which 2 were for violence and sexual offences; 3 for shop lifting; 1 for anti-social behaviour and 4 for all "other" crimes

October 2024 – 9 offences, of which 2 were for public order; 2 for drugs and 5 for anti-social behaviour

November 2024 – 8 offences, of which 2 were for violence and sexual offences; 1 for burglary; 1 for drugs and 4 for all “other” crimes

December 2024 – 10 offences, of which 2 were for violence and sexual offences; 3 for shop lifting; 2 for bicycle theft and 3 for all “other” crimes

January 2025 – 3 offences, of which 1 was for violence and sexual offence; 1 for theft from a person and 1 for criminal damage and arson

February 2025 – 10 offences, of which 3 were for violence and sexual offences; 2 were for public order; 1 for criminal damage and arson and 4 for all “other” crimes

All of the above crimes are not insubstantial, and are only ACTUAL reported crimes, many more will be unreported.

Allowing McDonalds to open on a 24-hour basis will only increase the incidence of crime.

There is generally no security or police presence after midnight in this locality.

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 Walham Green ward consists of residential roads, all leading off the semi-residential / semi-commercial North End Road.

As residents of Fulham, we are becoming increasingly concerned with the increase in the number of take-aways situated in the Walham Green ward, 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” (please see photo below) 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 throughout the night. 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 states

“the premises Licence holder shall use its reasonable endeavours to ensure that delivery drivers shall behave in such a manner that will not cause noise disturbance to (i) the occupiers of any nearby residential properties or outside the premises and the surrounding area, and (ii) at the delivery address, for example by not slamming doors, playing loud music, over revving engines and sounding horns to signal their arrival”

And

“the restaurant has a dedicated area for delivery drivers to wait for deliveries inside the premises”

3a) looking at the plan, and having been into the premises, there is a small disabled seating area. There does not appear to be a dedicated area for drivers to sit at any time of the day. And, to be honest, their general clothing would not blend in with the customers, and would perhaps not adhere to McDonald’s hygiene standards.

In practice, no delivery driver leaves their means of transport to wait outside. Instead, they congregate on the roads adjacent and opposite McDonalds. Please see photo below taken on 30 April 2025 at 17.12pm.

3b) the applicant’s premises are a take-away (not a restaurant with table service) and are situated on the corner of Haldane Road and North End Road (NER), with parking restrictions directly outside (zigzag road markings indicating no stopping at any time), as there is a pedestrian crossing almost directly outside McDonalds.

Haldane Road has double yellow lines right up to the corner of NER and Haldane Road. Haldane Road has a narrow entrance, and delivery drivers routinely park on the double yellow lines blocking safe vehicular access and hindering pedestrians from crossing the road safely.

Directly opposite McDonalds is Halford Road, which also has double yellow lines right up to the junction with NER.

Delivery drivers park on both sides of Halford Road, which creates a driving hazard as well as a public nuisance to pedestrians.

Please also note the Highway Code, which states “double yellow lines mean no waiting at any time”.

3c) the applicant has applied to extend their opening hours from 7am to 5am seven days a week, effectively a 24-hour operation.

North End Road is dominated by fast-food outlets. The “suggested” hours for take-aways is clear in the Council’s Statement of Licensing Policy (SLP). Please see pages 21 and 22 of the SLP 2022 – 2027.

During the 2022 annual Licensing Committee hearing, which signed off on this SLP, these “suggested” hours were to act as a guide for future decisions, because the existing Cumulative Impact Policy had been deleted from the proposed updated Statement of Licensing Policy for 2022-2027.

Therefore, 23.00 from Monday-Sunday continues to be the “suggested” terminal hour for the serving of alcohol and / or hot food i.e. “late night refreshment”.

In fact, during the hearing for Morley’s Chicken take-away (which is directly next door to McDonalds), held on 5 July 2023, the Licensing sub-committee acknowledged that the hours for “residential areas” would be used due to the high density of residential properties in this part of the NER and its side roads e.g. Haldane Road, Tournay Road, Halford Road and Walham Grove, in addition to the flats above all the shops on this part of the NER. As a result, the Licensing Committee refused to grant a hot food licence from 11pm onwards, nor an alcohol licence at any time.

There must be a consistent “residential area” policy concerning the suggested operating hours of these fast-food outlets, to enable residents to live safely in the knowledge that their sleep is not going to suffer, because of constant night-time noise disturbance.

McDonalds’ current licence: 2023/00753/LAPR dated 19.05.2023 allows for:
Clause 15) deliveries and collections (including refuse and/or recycling collections) associated with the premises shall be arranged between the hours of 06.00 to 22.00 only.

This Clause is for a good reason, so that local residents can enjoy a night of uninterrupted sleep during the hours of 22.00 to 06.00.

If this Licence is superseded and this Clause vanishes, there is no guarantee of a decent sleep for any resident living within one mile of this fast-food outlet.

3d) interestingly, McDonalds applied to extend their opening hours in 2012. Please see Licence application 2012/00464/LAPR dated 14.05.2012. This application asked for extended hours for provision of late-night refreshment, both indoors and outdoors until 00.00 from Sundays to Mondays. Even the Metropolitan Police objected to this application, stating the following:

Stuart Ratcliffe, Licensing Sergeant of the Metropolitan Police, objected to the award of a late night refreshment licence on the grounds of the prevention of crime and disorder. Sergeant Ratcliffe presented a schedule to the Sub-Committee of 31 crimes at the venue which had been reported to the Police in the three year period since April 2009. The crimes ranged from low level assault and theft to criminal damage and violent incidents within the restaurant. The crimes tended to involve young people and reflected difficulties experienced within the wider local area. The premises were on the junction of North End Road and Haldane Road on a busy main thoroughfare but Haldane Road and

the surrounding area were primarily residential and there had been issues with anti social behaviour in the area. He was concerned that the premises were a generator of crime and the additional hour of trading would be likely to attract a further increase in criminal activity. Sergeant Ratcliffe also contended that it would complicate the dispersal policies agreed with local pubs and other establishments in order to move customers out of the area as soon as possible after closing time to prevent the development of potential flashpoints.

09/04/2025, 19:00 Agenda item - McDonalds, 312 North End Road, Fulham, London, SW6 1NG (Application Number: 2012/00464/LAP)

Sergeant Ratcliffe mentions 31 crimes reported to the police over a three-year period. Note that from October 2024 to February 2025 (A SIX-MONTH PERIOD) there were 50 REPORTED CRIMES.

For the above 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.

Sincerely,

[REDACTED]

Flat 214, Fulham Island, 4 Farm Lane, London SW6 1DG

[REDACTED]





About this crime map

This map uses data from local forces. The hotspots give only a loose idea of where crimes happened. Actual locations and details of crimes are kept anonymous.

Please note that not all crimes that occurred can be shown on the map.

0 incidents of Crime occurred in Metropolitan Police Service could not be mapped to a location and therefore are not on this map. [Learn more about how data is managed on police.uk.](#)

Location anonymisation is accurate to 2012 and 2022 population and housing developments. Known issues with forces' data are set out in the [changelog](#) on [data.police.uk](#).

From: [REDACTED]
Sent: 05 May 2025 23:07
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Objection to McDonald's application to stay open 24/7 (ref 2025/00525/LAPR)

I understand that McDonald's in North End Road has applied to stay open 24/7, and wish to object to this. My reasons are as follows:

- it is likely to result in increased crime and anti-social behaviour in a spot that is already quite unsafe even during the day, so it's in the interest of public safety and crime prevention to decline the application -it's in a residential area: noise and nuisance around McDonald's is already quite bad with delivery drivers going to and from the venue or blocking the road outside. If the application is approved the residents in all neighbouring streets will also have disrupted sleep.
- other food venues will want to follow so it will set a worrying precedent and will work against your ambitions to continue to regenerate North End Road

With best wishes,

[REDACTED]

55 Hartismere Road
SW6 7UE

From: [REDACTED]
Sent: 06 May 2025 08:17
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: MacDonalds Extended Opening Hours / 312 North End Road SW6

Hi Matt

I hope you had an enjoyable bank holiday weekend.

A couple of other points please I would like to add to my representation:

If I am unable to attend the zoom licensing hearing on 28 May 2025 at 18:30, I appoint my neighbour [REDACTED] or his representative to represent me please.

Further to my point regarding increased crime. I would like to bring to the attention of the committee the stabbing on 11 March 2025 close to MacDonald's at Iceland. To give the green light to MacDonald's opening 24/7 is to encourage other fast food outlets to follow in their steps. This is not sensible in view of the limited resources to check anti social behaviour and criminal activity.

Kind regards

[REDACTED]
51 Walham Grove, SW6 1QR

From: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>

Sent: 02 May 2025 11:05

To: [REDACTED]
[REDACTED]

Subject: RE: MacDonalds Extended Opening Hours / 312 North End Road SW6

Thank you for confirming [REDACTED] – much appreciated.

I have now added your comments to the list of objections. We will be in touch shortly regarding next steps, including a Hearing to consider the item.

I hope that covers everything for the moment. However, please let me know if not and I hope you have a great weekend.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: [REDACTED]
Sent: 02 May 2025 11:48
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: MacDonalds Extended Opening Hours / 312 North End Road SW6

Sorry Matt yes of course

51 Walham Grove
SW6 1QR

[REDACTED]

Sent from [Outlook for Android](#)

From: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Sent: Friday, May 2, 2025 11:46:55 AM
To: [REDACTED]
[REDACTED]
Subject: RE: MacDonalds Extended Opening Hours / 312 North End Road SW6

Dear [REDACTED] – thank you for your e-mail and I hope you are keeping well.

For us to class this as a valid objection under the Licensing Act 2003 (the Act), we would require confirmation of your residential address.

If you could provide this to me by midnight on 6 May 2025, I would be grateful.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: [REDACTED]
Sent: 02 May 2025 10:52
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: MacDonalds Extended Opening Hours / 312 North End Road SW6

I am oppose this application by MacDonalds to open 24 hours a day, 7 days a week on the grounds of noise and litter nuisance. In addition, there is the prospect of increased crime and anti social behaviour in what is considered to be by the Met Police a 'crime hot spot' in Fulham. Is there the capacity for the police to deal with incidents of crime should the outlet stay open for longer hours?

Further more, the delivery scooters will distribute obtrusive disruption to residents' sleep during the night that will eventually impact on people's mental health. To allow this to happen will give the green light to other fast food outlets to follow suite. This must not happen.

Regards
[REDACTED]

From: [REDACTED]
Sent: 06 May 2025 09:23
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: RE: LAPR/2025/00525: 312/314 North End Road SW6 1NG Smash Operations Limited [MDR-LEGAL1.FID2389324]

Morning

With apologies I am resubmitting yesterday's objection as some words were missing from the final paragraph and this is corrected in the draft below..

Kind regards

[REDACTED]

[REDACTED]

Tournay Road Neighbourhood Watch Group

[REDACTED]

From: [REDACTED]
Sent: 05 May 2025 12:22
To: licensing@lbhf.gov.uk
Cc: Matt.Tucker@lbhf.gov.uk; Lorna McKenna <Lorna.Mckenna@lbhf.gov.uk>
Subject: LAPR/2025/00525: 312/314 North End Road SW6 1NG Smash Operations Limited [MDR-LEGAL1.FID2389324]

[REDACTED]

10 Tournay Road, Fulham, London, SW6 7UF

[REDACTED]

Tournay Road Neighbourhood Watch Group
OBJECT

I have been unable to submit my objection this weekend using my online account. I receive an error message each time I have tried.

Please accept this email as my objection to, and expression of deep concern regarding, the application by Smash Operations Limited (the Applicant) t/a McDonalds for extended (effective 24/7) opening hours at 312/314 North End Road SW6 1NG (NER/the Site): LAPR/2025/00525 (the Application). I am a resident of more than twenty years in the same house and live a short 40 metre walk from the front entrance to the Site. My garden is very close to/ literally borders onto the rear of the Site. I organise the Tournay Road Neighbourhood Watch Group (TRNWG) for the road and have been in contact with the residents regarding this matter. I object principally because:

- 1 I believe that 24/7 opening hours is as a matter of policy completely inappropriate for densely residential areas. All the roads off the NER are 100% residential and the NER itself is semi residential/commercial. This part of LBHF is one of the most densely residential parts of Fulham.
- 2 24/7 trading will significantly increase the risk of noise nuisance on residential roads. My road is already over-burdened by more delivery/dispatch riders than the motorcycle bay can cope with from very early in the morning to 00:00 at night. The Applicant cannot control or influence this outcome (as reflected by the complete absence of any meaningfully enforceable conditions to prevent nighttime noise in the Application). There is no background or ambient noise between 00:00 - 05:00 so the sound of diesel/petrol engine scooters and motorbikes on the road is an immediate penetrating source of sleep disturbance. We have also experienced and continue to experience significant nighttime noise nuisance from the extractor fan at the rear of the Site. We live with the constant risk of cooking smells being blown into our garden – cooking oils or fats for chips or burgers and burger smells. The only break for this is in between the hours of 00:00 to 05:00. Such risks prevent us from being able to open our windows at night;
- 3 24/7 trading will significantly increase the risk of crime, disorder, and anti-social behaviour (ASB). The NER is classified and a Metropolitan Crime Hotspot with crime levels considerably higher than the national average. I like many feel threatened by the presence of late-night drug dealers who deal on our road. They thrive on places where, or near to where, people congregate or meet. Their threats are all too real. Women and young girls on our road do not feel safe after dark and have reported unwanted attention from dispatch riders and those using late night takeaways. Cars, vans, and lorries regularly park on the road, the occupants buy their takeaway and eat it in their vehicle, they listen to music, make calls using hands free speaker-based devices or stand in the road talking when we are trying to sleep. This contributes to noise nuisance but also attracts to the road people sadly for a whole range of anti-social or criminal reasons. If approached some are understanding but equally others are not. Having dropped the takeaway packaging out of the window or completed a transaction they then very quickly leave. All this anti-social behaviour will increase throughout the night if the trading hours are extended.
- 4 I can see no cohesive or justifiable reason for the Committee granting the Applicant trading hours outside the Guideline hours set out in the LBHF Statement of Licensing Policy (SLP). No other operator on the NER has 24/7 opening hours (Greggs, Popeyes, Wendy's, Morley's, KFC, Amigos, Papa John's etc). The Applicant's requested opening from 00:00 – 05:00 for Late Night Refreshment (LNR) is four hours more than the Guideline hours for Friday to Saturday, five hours more than the Guideline hours for Sunday and "off the scale" for Mondays to Thursdays. I note that there are no Guideline hours for Monday to Thursday implying that late night trading even in a Town Centre is not appropriate. When read together with the Guideline hours for residential areas which state, "not considered appropriate" and given the

densely residential nature of the immediate vicinity to the Site I ask the Committee to conclude that, there can be no grounds for the Committee granting non-Guideline hours i.e. no grounds for 24/7 opening in intensely residential areas. If they do then clear, distinct, and cohesive reasons should be stated in the decision.

- 5 The fear of residents like me is that if the Committee grant non-Guideline hours to the Applicant other operators will quickly pursue processes and applications that will request 24/7 opening – the floodgates will open. Let's assume that the Applicant needs 20 orders an hour (being conservative) to make late night opening profitable so 100 orders in the five hours from 00:00 – 05:00. Let's assume that the majority of these are off premises sales that require collection and delivery by a delivery/dispatch rider (so two journeys). To satisfy 20 orders per hour would entail 40 journeys unavoidably using local residential roads. If a small percentage of operators on the NER sought the same 24/7 opening terms, then hundreds upon hundreds of journeys will take place throughout the night. The adverse impact of one such operator is unthinkable and would create a hub for an unlimited delivery business 24/7 (and one not permitted by the Guidelines), the aggregate impact of many operators would be a living nightmare. The area would be turned from a predominantly residential area into a quasi-industrial estate and rat-run for takeaway deliveries. All the hard work and efforts of the Police working with the Community and LBHF to regenerate the NER would be lost in an instant.

I very much ask all the Committee to reflect on the matters set out above, think hard about the implications of what the Applicant is asking them to do and the concerns and position of residents, recognise that the application is ill-conceived, fails to address how they would prevent the increase risks to the licensing objectives (even though the Applicant is fully aware of these and has been for some time), and to firmly reject any form of extended hours to the hours essential for sleep as simply inappropriate to highly residential areas. Indeed, as I understand that this a full variation application, please would the Committee restrict late night refreshment hours Monday to Thursday by imposing a closing time of 23:00 and moving opening to 06:00 from 05:00 thereby protecting the essential hours needed for sleep.

I plan to attend the hearing to represent the TRNWG. If other Fulham residents or neighbours request that I represent them I reserve the right to appoint a representative to represent those individuals on my behalf. If I am not able to attend the hearing for any reason, then I reserve the right to nominate a representative to speak at the hearing on my behalf. I also reserve the right to make further submissions before the hearing. I also give permission to LBHF Licensing to share my representation and my contact details with anyone who makes a representation.

Thank you.



Tournay Road Neighbourhood Watch Group

From: [REDACTED]
Sent: 06 May 2025 11:09
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: Licensing of MacDonalds

[REDACTED]
76 St Dionis Road, SW6 4TU

Dear All

I write to object on behalf of my husband and myself regarding the potential of giving MacDonalds a 24 hour licence to be open to business.

We truly feel this is a we need to preserve the historic value of our neighbourhood. Having MacDonalds as a 24 hour delivery hub would create a serious increase in motorbikes, noise and turning this area into an industrial estate type vibe.

We strongly vote against these proposed licensing hours and hope that as a Council will be fully appreciate our fervent desire to keep Fulham as a desirable atmosphere in which to live.

New ideas are always good to hear but some of them are not good in practice. We feel that this idea is NOT a good one.

This will most certainly open the idea that other business can have deliveries and movement all day and night which is not conducive to a busy yet calm neighbourhood.

We look forward to your support in not allowing this important change of life as we know it.

All good wishes

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: 06 May 2025 11:23
To: [REDACTED] Licensing HF: H&F <licensing@lbhf.gov.uk>;
Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Licence application: 2025/00525/LAPR; McDonalds 312 North End Road

Good morning,
I am objecting to the licencing application above on the following grounds.

Two of the The Licencing Act 2003 objectives are crime prevention and preventing public nuisance.

Granting the licence for a 24 hour operation will likely increase criminality and anti-social behaviour in Fulham's only Met Police crime hotspot. Granting the licence will inevitably increase noise, disruption and resulting loss of sleep for local residents.

If the licence is granted, it sets a dangerous precedent for granting other late night/24 hours licences for other premises across Fulham and the borough.

I object to this application.

Kind regards,

[REDACTED]
31 Beaufort Court
49 Lillie Road
SW6 1UA

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 04 May 2025 09:44
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 04/05/2025 9:44 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	16 Tournay Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 04/05/2025 9:44 AM By allowing the extended opening hours to McDonalds, the local government will increase the risk of a significant spike in the noise and wider public nuisance including night crime in the area caused by dispatch riders/food delivery drivers and late night customers. It will also set a precedent for other similar cases, turning North End Road and residential areas around McDonald into a crime spot.

There is a lot of study done on the critically of sleep for humans and the area is already very noisy as a result of McDonald extractor fan working around the clock, with recurring technical faults in their equipment (myself and other residents have complained to the LBHF Council's noise police and McDonald with no success so far), coupled with noise from dispatch motorbikes. In addition to the operational and traffic pollution, we've observed people gathering on our residential street, leading to litter from take away and increased noise and antisocial behaviour. The public nuisance issues will get worse if the operating hours of McDonalds are extended

further.

I reserve the right to make further submissions before any hearing;
if I am not able to attend the hearing then I nominate someone else who also made
an objection to represent me at the hearing.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 04 May 2025 10:02
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 04/05/2025 10:02 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	31 tournay Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	04/05/2025 10:02 AM Dear Licensing Team, I am a resident of Tournay Road and a mother of two young children, writing to strongly object to the application for a 24-hour licence at McDonald's. This quiet residential area is not suited to late-night commercial activity, and the proposed round-the-clock opening raises serious concerns about crime, safety, and the wellbeing of families. Extending hours into the night will attract groups during unsociable hours, increasing the risk of crime such as vandalism, drug use, and antisocial behaviour. I already worry about safety walking home in the evening-with a 24-hour McDonald's, this will only get worse. The noise and disturbance during sleeping hours-from shouting, car engines, and loitering-will seriously affect the rest and mental health of local families, especially children. As a parent, I am particularly concerned about the effect on young people, who may be exposed to inappropriate behaviour on their doorsteps. The increased traffic and footfall also pose a danger to children walking or cycling locally. Our community values safety, sleep, and a peaceful environment for families. A 24-hour McDonald's
-----------	---

puts those things at risk. I urge you to consider the real, everyday impact this would have on residents like myself, and reject this application in the best interests of our neighbourhood.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 04 May 2025 11:20
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 04/05/2025 11:20 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	48 tournay road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	04/05/2025 11:20 AM There is no problem in principle with McDonald's opening 24 hours on North End Road, however taking into account the realities of the situation, it would materially worse quality of life for local residents. The mopeds used for takeaway orders are often very loud and a single moped disrupts the sleep of hundred of residents for the benefit of just one takeaway food order. Secondly, law and order has collapsed in London in recent years, with police presence being limited to football matches and sensitive areas like Whitehall. Most crimes have effectively been decriminalised, with criminals justifiably feeling like they can operate in the open. A 24 hour McDonald's would be a hub for late night activities of all varieties. In a different world, where mopeds were all electric and silent, and the country had functioning law enforcement and justice, I wouldn't oppose the 24 hour licence, however, that is not the world we live in.
-----------	--

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 04 May 2025 11:37
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 04/05/2025 11:36 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	17 Tournay Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 04/05/2025 11:36 AM Dear team
In solidarity with my neighbors I am submitting this objection for McDonalds request to operate 24/7
North end Road is becoming very unsafe especially for families with young children. Allowing the fast food chain to operate 24/7 will be devastating for our neighbourhood. There's a lot crime already, people hanging out, exchanging drugs and alcohol, violence and noise. Please consider this objection and refuse the request of McDonald's to operate 24/7

My kind regards
[REDACTED]

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 04 May 2025 11:38
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 04/05/2025 11:37 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	33 Tournay Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 04/05/2025 11:37 AM I object to McDonald's being open late. I am pregnant and about to give birth and concerned about the noise of the delivery bikes up and down our road late into the night and the anti-social behaviour that will come with this. This will also attract more and more people to come down the north end road at 2am to pick up McDonald's when drunk on the way home and they will be very loud and be disorderly. This will then need extra policing and be a strain on the council and borough funds. Take the McDonald's that is open later in Earl's Court and Wandsworth bridge Road attracts people to come late there from all over south west London.
If we set the precedent for fast food shops on the north end road to be open later then this will open the door for all the other fast food chains to do the same and it will be a slippery slope.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 04 May 2025 15:53
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 04/05/2025 3:52 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	6 Epirus Mansions Epirus Road Fulham

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 04/05/2025 3:52 PM I strongly object to the application by McDonald's Restaurant on North End Road to extend their hours.
Extending the opening hours will clearly increase nuisance to neighbours - there will be late night noise by customers and delivery motorbikes (Deliveroo etc), and an increase in litter (already a problem around the restaurant and surrounding streets - I am the landlord of a property two streets down, Epirus Road, and my tenants tell me McDonald's litter can regularly be found in the morning).

312 North End Road is already an area of high crime and nuisance, resulting from the McDonald's restaurant, and extending the opening hours will only further increase this. North End Road is not a 24hr area and so there is no justification to extend the hours. The only local beneficiary will be the restaurant - it will not be local residents.

Late night opening will increase crime rates which are already a problem at the restaurant. This will clearly have an impact on public safety as women will not feel safe to walk alone in the area if it becomes a magnet for all night drinkers seeking some food.

Increasing the provision of fast food cannot be a good thing for children's health. Items on the McDonald's menu has repeatedly been proven to be harmful to health and we must protect our children from harm.

I sincerely hope you will agree with these comments and reject the application.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 04 May 2025 16:16
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 04/05/2025 4:16 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	13 Tournay Road Fulham

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 04/05/2025 4:16 PM I do not wish to live in a 24hour, 7 days a week environment. It is not mentally or physically healthy both for the residents & the employees - this has been scientifically proven. With it comes noise disturbance & disturbed sleep, increase in crime, increase in pollution. This is not the safe environment in which we as families wish to raise our children, or have them exposed to the problems of a 24/7 lifestyle. I live in a friendly, family oriented neighbourhood & I wish it to stay that way.

If McDonald's are granted a 24/7 licence to operate, it will set a precedent & it will open the floodgates for all the fast food chains of which there are plenty of on the North End Road & Fulham Broadway area to apply for the same licence. I hope you will seriously consider my concerns for this proposed licence.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 04 May 2025 16:46
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 04/05/2025 4:45 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	1a Seagrave Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 04/05/2025 4:45 PM I am writing to object to the application 2025/00525/LAPR, McDonald's on North End Road for a 24-hour license.

My neighbour Ellen Lewis has contacted me regarding this application and I fully support the objection.

1. Residents around McDonald's already have to cope with excessive noise, anti-social behaviour. Police resources are being cut and as it stands cannot cope with the existing crime problems at and around this McDonald's.

2. Extending the licensing hours to 24/7 would create a Delivery Hub in the middle of our densely residential North End Road. Why increase nuisance problems for local residents, especially during core sleeping hours?

3. The hours requested are grossly excessive and not in line with H&F Licencing guidelines. These guidelines were created to allow businesses to expand into local London residential areas but are also there to protect Residents Amenity. McDonalds was fully aware of these guideline hours before leasing the unit.

Yours sincerely

A black rectangular box redacting the signature of the sender.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 04 May 2025 16:58
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 04/05/2025 4:58 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	Flat B, 3 Seagrave Road Fulham

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 04/05/2025 4:58 PM We are part of Seagrave Road Residents Group. [REDACTED] has contacted me regarding this application.

I am against the extension of McDonald's hours. At present they are open daily from 5am, mainly for the market traders, until 12 midnight.

1. North End Road is a densely residential area and both customers and delivery drivers will create noise during core sleeping hours. This is nuisance of the worst kind for the health of our children and all of us.
2. Allowing these hours would set a precedent for every other takeaway, cafe, restaurant and eatery in the borough.
3. Late hours only encourage people to hang around after pubs and clubs.

Extending the hours will naturally add to the already high crime and Anti social behaviour. Police resources are already overwhelmed as it stands.

We urge you to stick to the current hours of 5am to midnight only.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 04 May 2025 17:12
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 04/05/2025 5:12 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	Flat b, 3 seagrave road london

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 04/05/2025 5:12 PM My neighbour has alerted our residents group to this application. I fully support the objection outlining what has been sent through to you previous on behalf of Seagrave Road Residents as follows:

1. Prevention of crime and disorder: McDonalds has historically and continues to be at the forefront of key crime in the area - whether this be directly outside on the pavement or to the side at the top of Haldane Road. Violence and Sexual offences are above the national average - and Anti-Social Behaviour is over double the national average.

2. Protection of children from harm: This neighbourhood has a highly dense population with many families living in the surrounding residential streets, demonstrated by the high number of schools in the immediate area. Constant background noise during core sleeping hours not only affects adults but is hugely

detrimental to children.

3. Prevention of public nuisance: The applicant cannot control patrons as well as delivery drivers when offsite. Mcdonalds has failed to provide any information nor undertaken any assessment towards understanding the impact on Resident Amenity and/or on Crime & Disorder, Nuisance & Public Safety.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 04 May 2025 17:24
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 04/05/2025 5:24 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	13 Tournay Road Fulham

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	04/05/2025 5:24 PM I am writing to put forward my objections to McDonalds application for 24/7 trading. It will create excess noise by delivery drivers & pedestrians, possibly drunk, when we should be able to have a peaceful nights sleep. It will be harmful to our children, & there are many families in our street, not only as a noise nuisance, but also for teenagers being targeted & groomed by gangs going in there late at night. It will create more pollution, as people already discard their eaten take aways in our street at all the existing trading times of the day. It will also undoubtedly increase crime & disorder, as it will certainly attract drunk people looking for food, & again gangs. If this license is granted it will set a precedent for other fast food outlets on the North End Road & Fulham Broadway & it will open the floodgates & will create a 24/7 culture which is harmful to everyone's health & well being. I strongly object to McDonalds application.
-----------	---

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 04 May 2025 17:50
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 04/05/2025 5:49 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	Flat E, 3 Seagrave Road london

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	<p>04/05/2025 5:49 PM 1. Noise & disruption - More late-night delivery drivers speeding through residential roads will disturb families, shift workers, essential health workers, and our community.</p> <p>2. Crime & anti-social behaviour - The hours after midnight see higher street crime. McDonald's is the epicentre of The Met Police 'crime hot spot' in Fulham; problems at and around 312 North End Road are unending. More after-midnight food outlets mean more disturbances, loitering, increased crime and safety risks.</p> <p>3. Quality of life - Our children, elderly residents, and even our pets need a peaceful night's sleep. Granting this 24/7 licence would set a concerning and dangerous precedent and will alter the character and safety of our Fulham neighbourhood.</p>

I understand that I need to explain the following to the Licensing Authority: Please

note that if I am unable to attend the Zoom hearing, date not set, I would like my Fulham neighbour, [REDACTED] or his representative to represent me. Also, to assist with GDPR constraints, it is fine for the Licensing Authority to share my representation/my name/my email with other representers, who are organising the residents' presence at the hearing.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 04 May 2025 18:08
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 04/05/2025 6:08 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	7 Seagrave Road (Basement flat) London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 04/05/2025 6:08 PM

1. Crime: McDonalds is known in our neighbourhood as a key crime hot spot. Late hours only encourage people to hang around after pubs and clubs have closed. Inevitably people would congregate on the pavement outside and this is where fights could ensue, drug deals take place and other crimes.
2. Harm against Children: North End Road is a densely residential area and both customers and delivery drivers will create noise (they already do), disturbing residents' sleep. Dogs bark, children awake as delivery drivers speed down residential roads. This is nuisance and severely impacts on the health of our children and all of us.
3. Residential Amenity: These proposed hours are not in line with licensing policy guidelines. The guidelines are there to protect Residents. We are not against businesses wanting to thrive, but this 24/7 application is far beyond reasonable.

I understand that I need to explain the following to the Licensing Authority: Please note that if I am unable to attend the Zoom hearing, date not set, I would like my Fulham neighbour, [REDACTED], or his representative to represent me. Also, to assist with GDPR constraints, it is fine for the Licensing Authority to share my representation/my name/my email with other representers, who are organising the residents' presence at the hearing.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 04 May 2025 18:35
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 04/05/2025 6:34 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	15 Seagrave Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 04/05/2025 6:34 PM My neighbour has informed me of this application, and I fully support her detailed submission of objection on behalf of Seagrave Road Residents.

Residents on Haldane Road specifically have to cope with excessive anti-social behaviour and sleep disturbances from delivery drivers and public using this branch. Extending the licensing hours to permit the branch to stay open all day and all night long would considerably increase crime in the area and be severely detrimental to residents.

I understand that I need to explain the following to the Licensing Authority: Please note that if I am unable to attend the Zoom hearing, date not set, I would like my Fulham neighbour, [REDACTED] or his representative to represent me. Also, to assist with GDPR constraints, it is fine for the Licensing Authority to share my representation/my name/my email with other representers, who are organising the residents' presence at the hearing.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 04 May 2025 21:19
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 04/05/2025 9:18 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	37 Tournay Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 04/05/2025 9:18 PM I am writing to formally object to the planning consent application for a 24-hour McDonald's branch on the North End Road. While extended hours may be convenient, there are serious concerns regarding crime, public safety, antisocial behaviour, and the protection of children.

1. Crime and Disorder

24-hour fast-food outlets often attract criminal activity, especially during late hours. Increased traffic at night can lead to vandalism, drug misuse, and violence. The area around the proposed site already experiences occasional crime, and extending the hours would likely worsen this situation, making the neighbourhood less safe.

2. Public Safety

A 24-hour McDonald's would significantly increase foot and vehicle traffic at night, creating safety risks for pedestrians and drivers. With limited public transport

services during these hours, the risk of accidents or vulnerable individuals being left stranded would rise, further endangering public safety.

3. Prevention of Public Nuisance

Late-night fast food outlets are magnets for antisocial behaviour, including noise, loitering, and littering. A 24-hour McDonald's would likely attract individuals who disrupt the area, particularly at night. This would affect residents, with increased disturbances and rubbish in the surrounding area.

4. Protection of Children from Harm

The extended hours would likely draw children and young people to the site, exposing them to inappropriate behaviour and unsafe situations. The late-night environment, with its noise and potential for alcohol or drug misuse, poses a significant risk to their safety and well-being.

In conclusion, while extended hours may be desirable for some, the potential risks to crime, safety, antisocial behaviour, and children's welfare are too great to ignore. I urge the council to reject the planning application for a 24-hour McDonald's.

Thank you for considering this objection.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 05 May 2025 07:10
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 05/05/2025 7:10 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	39 Tournay Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	05/05/2025 7:10 AM I am worried that the planned 24/7 opening of Mc Donald's at 312/314 North End Road brings much noise, disorder, crime to our neighborhood. I am worried about the safety and quality of life for me and my family & kids and see this potential opening as a clear risk for the safety of our neighborhood.
-----------	---

From: Rowena Skoulding [REDACTED]
Sent: 05 May 2025 11:12
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection to licensing application 2025/00525/LAPR

I am emailing as the system would not let me submit.

Application reference 2025/00525/LAPR	
Address:	312 North End Road London SW6 1NG
Licence Category:	Licensing Act - Premises Licence
Application Type:	Variation

[REDACTED]
10 Tournay Road
London SW6 7UF
[REDACTED]

Neighbour
Objecting

I strongly object to the proposed extension of trading hours for Smash Operations Limited (McDonald's) at 312–314 North End Road, SW6 1NG. As a resident of Tournay Road, I can confirm that even current operating hours have a significant negative impact on our community. An extension would only worsen this.

1. Public Safety and Anti-Social Behaviour

McDonald's has become a magnet for anti-social behaviour. In the past 12 months, over 25 incidents of ASB and 144 crimes have been reported near the site. The premises attract gangs and criminal activity. Many residents, including myself, avoid walking past the area. Extended hours would likely increase drug dealing, aggressive behaviour, public urination, littering, and fights. Residents feel intimidated—those who challenge bad behaviour are threatened. Police are under-resourced and often unable to respond in time.

2. Noise Pollution

Late-night noise from customers, traffic, and delivery drivers already disrupts our sleep. Delivery riders gather on Tournay Road, talking loudly, revving engines, playing music, and leaving litter. Many idle in their vehicles while eating or making loud calls, often well into the night. Even with windows closed, the noise is constant and intrusive. Allowing longer hours would make it impossible to rest peacefully between midnight and 6 a.m.

Additionally, noise from the extractor fan at the rear of the premises has been a long-standing issue. Despite complaints, to McDonalds and the Council, it continues to operate loudly during opening hours, adding to the disturbance. This is disturbing during the day and unbearable at night. 24/7 opening would have a catastrophic impact.

3. Traffic and Parking Issues

Tournay Road is already overwhelmed with delivery bikes, often exceeding designated bays and spilling into residents' parking and loading zones. This obstructs delivery vehicles and creates safety hazards. Many riders park illegally, drive recklessly and disregard traffic laws. Extended trading hours would increase these problems, further reducing safety and accessibility for residents and emergency services.

4. Impact on Residents' Well-being

The cumulative effects of noise, crime, congestion, and smells from cooking all contribute to anxiety, stress, and poor quality of life. Children, in particular, suffer from disrupted sleep and fear due to weekend disturbances such as door kicking and rowdy behaviour. This area is highly residential, and its character is incompatible with 24-hour commercial activity. Residents deserve a safe and peaceful living environment.

Conclusion

I urge LBHF to reject this application. The negative effects on public safety, noise levels, traffic, and residents' wellbeing are already significant. Extending hours would severely worsen them. I request that the premises be required to close no later than midnight and reopen no earlier than 6 a.m.

I reserve the right to be represented at the hearing if I cannot attend.

Thank you.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 05 May 2025 11:49
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 05/05/2025 11:49 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	2 Piemonte Walk LONDON

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 05/05/2025 11:49 AM 1. Crime and Disorder Prevention

The North End Road area is recognized by the Metropolitan Police as Fulham's only designated crime hotspot. Allowing McDonald's to operate around the clock is expected to worsen existing problems with crime and antisocial behaviour. Other McDonald's outlets with 24-hour schedules, such as the one at Shepherd's Bush Green, have experienced similar issues, often requiring increased security measures to handle the resulting disturbances.

2. Public Safety Concerns

Extending operating hours poses notable risks to public safety. A rise in late-night activity may overburden police services, particularly at a time when budget cuts are reducing their capacity. This could lead to more frequent incidents, endangering not

only customers but also local residents and pedestrians.

3. Avoidance of Public Nuisance

A shift to 24-hour service is likely to increase nighttime noise, primarily due to patrons and delivery drivers. With residential density in this area being four times higher than the London average, many families live directly above shops and restaurants. The constant traffic of people and vehicles during the night would disrupt sleep and reduce the overall quality of life for those in the neighborhood.

4. Safeguarding Children from Harm

The area includes family homes, such as those in the Clement Attlee Estate, where children reside. Higher levels of late-night activity could expose young people to inappropriate behaviour and environments. This disruption could negatively impact their sleep and well-being, potentially causing long-term developmental issues.

Conclusion

Approving this licence extension would conflict with several key licensing objectives. The likely rise in crime, pressure on public safety resources, degradation of residential peace, and risks to children's welfare all point to the need for caution. We strongly urge the Licensing Committee to decline the application for 24-hour operation.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 05 May 2025 11:52
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 05/05/2025 11:51 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	Flat 3, 12 Tournay Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 05/05/2025 11:51 AM By allowing extended 24/7 opening hours to McDonalds, the local council would increase the risk of a significant increase in noise pollution and people gathering at night which often lead to night crime in the area. Late night dispatch riders, food delivery drivers and customers would also set a precedent for other similar cases, turning North End Road and residential areas around McDonald into a crime hotspot.

Sleep is critical for health and wellbeing and the Fulham North End Road area is already too noisy as a result of McDonald extractor fan working around the clock, with recurring technical faults on this equipment (several residents have complained multiple times to the LBHF Council's noise police and McDonald to no avail), coupled with noise from dispatch motorbikes. In addition to the operational and traffic pollution, several people gathering on our residential street have been observed, leading to litter from take away food and wrapping, broken glass bottles,

and increase in night noise and antisocial behaviour. The neighbourhood nuisance will only worsen if the operating hours of McDonalds are extended further.

I sincerely hope that the council will listen to the owners of property near McDonald who simply want to enjoy a nice neighbourhood with low crime and no unnecessary noise pollution at night time.

I reserve the right to make further submissions before any hearing;
if I am not able to attend the hearing then I nominate someone else who also made an objection to represent me at the hearing.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 05 May 2025 15:37
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 05/05/2025 3:36 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	FLAT 6, EPIRUS MANSIONS EPIRUS ROAD LONDON

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 05/05/2025 3:36 PM Dear Sir or Madam,

I wish to strongly object to the application by McDonald's Restaurant on North End Road to extend their hours.

Public safety for women is one of my main concerns.

I have lived in this area for 6 years and as a young woman who has to walk home from the tube or bus at night alone, I already feel endangered in this area. Having McDonald's stay open 24 hours will make this feel so much worse. I have personally been approached late at night a few times by men making lewd suggestions and indecent propositions, I have been lucky enough to this date to get out of these situations quickly.

The extended opening hours will make North End Road so much more threatening to women.

Already so many men use our road (Epirus Road) and the main North End Road for public urination and our streets are revolting. I have no doubt extended hours will increase this happening which is unsanitary and could expose young people to having to witness atrocious behaviour and indecent exposure.

Extending the opening hours will cause late night noise by customers and delivery motorbikes (Deliveroo etc), and an increase in litter (already a constant problem on our streets around here).

I truly hope you will agree with these comments and reject the application.

Yours sincerely,

A black rectangular box used to redact the signature of the sender.

From: [REDACTED]
Sent: 05 May 2025 22:30
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]

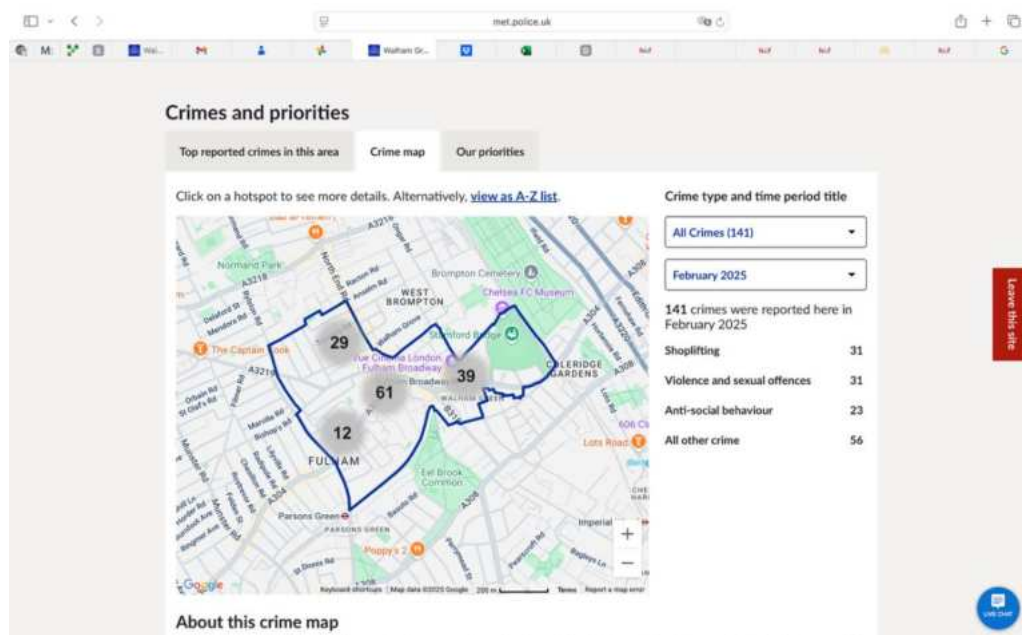
Subject: Licensing - 2025/00525/LAPR: 312 North End Road London SW6 1NG

Good evening,

I am writing in my capacity as Chair of Walham Green Ward Panel, which meets quarterly to discuss crime and anti-social behaviour with local police officers and council officers. The ward panel consists of representatives from local estates, streets, businesses and faith groups and the meetings are open to everyone. Ward panels fall under the remit of the Metropolitan Police Service, and this panel was formed from the Fulham Broadway and Fulham Town ward panels (both at least 15-20 years old) following the political boundary changes.

The McDonalds' premises at 312-314 North End Road, Fulham is located in Walham Green ward. The members of the ward panel, who represent many estates and streets across the ward, are very concerned at the application by the McDonald's franchisee to extend the opening hours from currently 5am to midnight daily to 24 hours a day. Our experience is the extended hours will result in a marked increase in crime and anti-social behaviour in and around McDonald's, including nearby side streets such as Haldane Road, Tournay Road and Halford Road. This ward already has a high number of crimes reported each month, as can be found on the Met website: <https://www.met.police.uk/area/your-area/met/hammersmith-and-fulham/walham-green/about-us/crime-map>

For instance in February 2025 (the latest available data at this date) there were 141 crimes reported, of which 29 were in the vicinity of McDonalds.



It is also worth noting this area of the ward is classified by the Met as a "crime hot spot", based on Met data. Hot spots are used to help determine resource allocation and receive extra resources when available and are occasionally the focus of special operations. This hot spot is the only hot spot in Fulham, even without local premises opening round the clock.

Extending the hours of McDonald's is very likely to lead to increased crime, including drug dealing and quite possibly prostitution as this will be the only venue in the area open through the morning hours. This isn't compatible with the licensing objective of preventing crime and disorder. The budgetary cuts at the Met means officers will be stretched even more thinly to deal with increased crime levels, and council LET officers and McDonalds security guards won't be patrolling the NER and nearby side streets in the early hours.

The area in which the premises is situated is semi-residential, in fact the council website refers to the ward being "highly densely populated" (<https://www.lbhf.gov.uk/councillors-and-democracy/about-hammersmith-fulham-council/ward-profiles/walham-green-2024> with a population of 7,952 and 3,590 households in the 5th smallest ward in the borough by area. The majority of the premises on the North End Road have flats above the premises (usually 2-4 stories), and the side streets are residential. Opening hours into the morning will result in disrupted sleep for the residents living on the North End Road and side streets, both from customers and from the delivery drivers. The drivers congregate outside the premises and on Haldane Road and Tournay Road, frequently blocking the pavement and roads with their bikes.

The photos below show three stories of flats above Poundland, next to McDonalds, and across the road above Morley's.





The residents of the North End Road and side streets deserve to have peace and quiet after midnight. Young children, teenagers studying for exams, the elderly and normal residents need their sleep to work and have healthy lives. Extended opening hours beyond midnight aren't compatible with the licensing objectives of protecting children from harm and preventing public nuisance.

It is worth noting the franchisee is asking for longer hours than the McDonald's premises in Leicester Square, Cambridge Circus, Shaftesbury Avenue and Oxford Street. Premises with 24/7 opening hours are on the Strand, the Wandsworth drive-thru and Hammersmith Broadway shopping centre. The latter three sites are all situated in commercial areas, not residential areas. 24/7 hours are not suitable for a premises in a semi-residential/residential area such as the North End Road. As one local resident remarked, "Which one of us will be buying a burger at 3am? Who is up at this time? Parents with babies? I'm not sure a tired breastfeeding mum will want a burger in the middle of the night."

There won't be much demand for a burger at 3-4 am in this neighbourhood, and furthermore a neighbourhood where the nearest tube stations will be closed and there are just occasional night buses. People can drive to the drive-thru or Hammersmith Broadway, or place an online order from these branches, if they want a burger in the early hours.

The Walham Green Ward Panel request the Licensing Committee refuse this application to extend the opening hours at McDonald's 312 North End Road, and keep them as 5am to midnight daily.

I reserve the right to submit further evidence on behalf of the Ward Panel at a later date should it become available.

Kind regards

[Redacted signature]

Chair Walham Green Ward Panel
33 Delaford Street, London SW6 7LT

From: [REDACTED]
Sent: 06 May 2025 14:19
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: [REDACTED] - mcdonalds application objection

ah, yes, pls don't attach my bill. My address is 346c north end road, sw6 1nb, london

Regards,
[REDACTED]

On Tue, 6 May 2025 at 08:49, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:
Dear [REDACTED] – thanks for your e-mail and I hope you are well.

For us to consider these comments as a valid objection under the Licensing Act 2003 (the Act), we would require confirmation of your residential address.

If you could provide this to me by midnight tomorrow, I would be grateful.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: [REDACTED]
Sent: 05 May 2025 10:21
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>
Cc: [REDACTED]
Subject: [REDACTED] mcdonalds application objection

Dear Committee,

I am writing to object to the application 2025/00525/LAPR, McDonald's on [312 North End Road](#) for a 24-hour license. I understand that I need to explain the following to the Licensing Authority: Please note that if I am unable to attend the Zoom hearing, date not set, I would like my Fulham neighbour, [REDACTED] or his representative to represent me. Also, to assist with GDPR constraints, it is fine for the Licensing Authority to share

my representation with other representatives, who are organising the residents' presence at the hearing. [REDACTED]

I am objecting for the following reasons under the 2003 Licensing Act...

I live in a flat above a shop on North End Road, one hundred yards from [312 North End Road](#). The area around McDonald's, which the Council's own Walham Green Ward Profile defines as exceptionally 'densely residential', has shops on the ground floor/street level and then 3 or 4 floors of habitable apartments above. I understand that these large, block-long buildings were built in the late 1800's/early 1900's. They have little to no soundproofing and were not designed to endure any noise or disturbance at night. I live here because this is what I can afford. It is a market street by day and from a planning standpoint it is therefore daytime shopping and nighttime sleeping, to put it simply.

Residents around McDonald's already have to cope with excessive noise, anti-social behaviour, rubbish dropped by customers and disruption from delivery drivers. And so do we. Litter from McDonald's is everywhere, including on the pavement in front of our building, on a very regular basis.

Extending the licensing hours to 24/7 would create a BigMac Delivery Hub in the middle of our densely residential North End Road. Why increase nuisance problems for local residents? McDonald's is required to close at 23:45 around Piccadilly (Shaftesbury Avenue) so why do they think they need to run a 24-hour operation in a densely residential area of London where people work hard and therefore need to sleep as soundly as possible every night? We all need our sleep. Sleep is not a luxury. Sleep is a must have. A BigMac is a luxury, not a must-have.

Police tell my neighbours that it is a big challenge to cope with adding to the crime problems that local Metropolitan Police even now cannot attend to. I am in touch with several residents who have lived here much longer than I have. They tell me that things were a bit better before 2019 when McDonald's received their hot food licence to extend their opening hours to midnight. But today problems have multiplied many fold.

The H&F Law Enforcement Team (LET)—not part of the Met Police— is not set up to deal with the ever-increasing nuisance and asb problems that would increase from 11pm to 5am and even till around 7am when the North End Road market stall holders start to set up. The LET officers cannot do much, even if they witness nuisance in person. The situation needs to improve, not descend to even lower standards. Longer hours will not be the solution for improvement. Police tell residents that longer hours attract more crime and disorder.

I ask the Licensing Committee to reject this application.

Best regards,
[REDACTED]

From: [REDACTED]
Sent: 06 May 2025 15:03
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Comments for Licensing Application 2025/00525/LAPR

Dear Mr Tucker,

Regarding crime and disorder, restaurants open 24/7 do bring non-sober customers after late parties to North End road and Tournay road, which increases significantly disorder (noise, street cleanliness problems) and possibly crime. <https://alcoholchange.org.uk/alcohol-facts/fact-sheets/alcohol-crime-and-disorder#:~:text=Alcohol%20is%20implicated%20in%20an,in%20communities%20across%20the%20country.>

Noise will be amplified by delivery scooters/motorbikes working all night long.

As for the protection of children, we want North End road to become safer, therefore increasing public disorder and crime would go against that objective.

Kind regards,

[REDACTED]

On 6 May 2025, at 14:41, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:

Dear [REDACTED] – thank you for your response to the application and I hope you are keeping well.

For us to consider this a valid objection under the Licensing Act 2003 (the Act), we would require to explain how you think the application might affect one or more of the following licensing objectives:

I would be grateful if you could supply this by **midnight tonight** (the close of the consultation). Should we not receive a response, we would be unable to count this as valid and this will not form part of the authority's decision.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk

W: www.lbhf.gov.uk

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>

Sent: 05 May 2025 08:25

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

Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 05/05/2025 8:25 AM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	49 Tournay road London

Comments Details

Commenter Type:	Residents Group
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	05/05/2025 8:25 AM Crime and disorder, public nuisance, protection of children from harm, keep North End road clean

From: [REDACTED]
Sent: 06 May 2025 15:22
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Comments for Licensing Application 2025/00525/LAPR

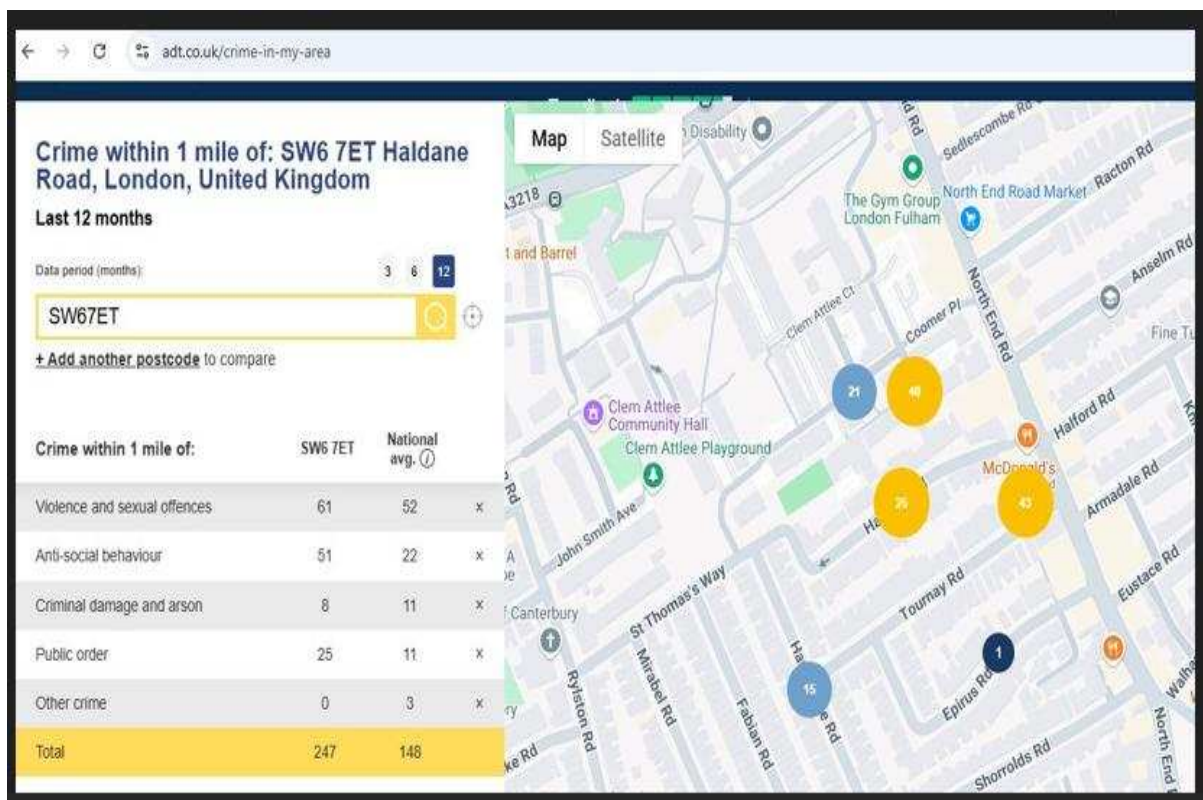
Dear Matt and Licensing Team,

I am writing to object to the application 2025/00525/LAPR, McDonald's on North End Road for a 24-hour license on behalf of Seagrave Road Residents Group.

We are extremely concerned about this application and have outlined below our key reasoning for objecting:

1a. *Prevention of crime and disorder*: McDonalds has historically and continues to be at the forefront of key crime in the area – whether this be directly outside on the pavement or to the side at the top of Haldane Road. Below and attached is a map of the last 12-month list of Crime in this key postcode area (official MET crimes stats) which supports residential and police testimonies of continued problems. It should be noted that Violence and Sexual offences are above the national average – and Anti-Social Behaviour is over double the national average.

1b. My neighbour recent conversation with two of the LET police team members on 17.04.25 confirmed that this key junction on Northend road and Haldane road continues to be a key crime hot spot. Extending hours of a premises which unfortunately already attracts groups of delinquents will only exacerbate the problem.



2a. *Protection of children from harm*: This neighbourhood has a highly dense population with many families living in the surrounding residential streets, demonstrated by the high number of schools in the immediate area. Constant background noise during core sleeping hours whether that be from nuisance persons outside of premises or created

by delivery persons has a significant impact on overall health. 2022 Lancet research found that children with insufficient sleep had more mental health and behavioural challenges. Link to research: <https://www.nih.gov/news-events/nih-research-matters/children-s-sleep-linked-braindevelopment#:~:text=The%20researchers%20found%20that%20children,aggressive%20behavior%2C%20and%20thinking%20problems>

3a. Right to Residential Quiet Enjoyment: The Courts have long recognised the rights of householders to the quiet enjoyment of their homes, now found in Article 8 of the European Convention on Human Rights. In *Hampstead & Garden Properties v Diomedous* [1968], Mr Justice Megarry was dealing with music from a restaurant but he said – “It is the home rather than the meal table which must prevail. A home in which sleep is possible is a necessity whereas loud music as an accompaniment is for those who enjoy it, a luxury.” The Judge’s comment is no less relevant to the loud noise and disturbance caused by late night meal sales on and off premises as well as delivery vehicles motorbikes as per outlined below.

3b. Recent Licensing Appeal (Sept 2021) in Highbury Camden Magistrates Court Establishes nuisance at the point of delivery; Judge Newman decides:

117. “I accept that deliveries after 23:00 are likely to be to residential addresses and there is a risk of noise at the delivery point. As pointed out, where premises comprise blocks of flats, the sound of the main doorbell to 20 one flat can be audible in another. Doors opening and closing and conversation at the point of delivery is also capable of disturbing neighbours late at night.

118. “...When a delivery is made, it is not possible to manage the situation...

140. “The responsible authorities are unable effectively to monitor couriers in a delivery only model...” No Delivery Driver can be controlled at the point of delivery whether that be McDonalds employed delivery drivers or third party deliver drivers (Deliveroo, Uber Eats, Just Eats etc). Source below:

https://www.ftbchambers.co.uk/images/uploads/documents/Shoaib_LBC.pdf

The Residents throughout Fulham have an entitlement to live in their homes without sleep disruption caused by substantial increase in later operating hours and delivery activities taking place during the most sensitive hours of the late evening when most people and particularly children are sleeping.

4a. Prevention of public nuisance: The applicant cannot control patrons as well as delivery drivers when offsite.

Applicant’s due diligence: LBH&F Statement of Licensing policy 2022-27 – POLICY 1: LOCAL AREA RISK ASSESSMENTS states “Applicants are expected to undertake a local area risk assessment as part of any licensing application”.

These proposed hours are Major Variations of H&F own Licensing policy FRAMEWORK guidelines – even with its known historical police CADS and continued neighbourhood crime and residential complaints. McDonalds has failed to provide any information nor undertaken any assessment towards understanding the impact on Resident Amenity and/or on Crime & Disorder, Nuisance & Public Safety.

Conclusion:

We respectively ask the Sub Committee to consider the serious concerns of Residents regarding the high level of crime, antisocial behaviour already in the area and that extending these hours will only exacerbate the problems. We are also understandably concerned about setting a precedence on Take-away hours and respectively ask this application to be refused outright.

Yours sincerely

[REDACTED]

On Tue, 6 May 2025 at 14:32, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:

Dear [REDACTED] – I write with reference to your apparent objection below and hope you are keeping well.

If, as appears to be the case, you are seeking to object to the proposed variation application, the Licensing Act 2003 (the Act) requires you, as an individual, to state how you think the application is likely to affect any of the following licensing objectives:

- the prevention of crime and disorder.
- public safety.
- the prevention of public nuisance.
- the protection of children from harm.

I would appreciate any response from you by midnight tonight (when the consultation closes). If we do not receive a response by then, we will have to count your comments as not valid and they will not be included as part of the authority's decision.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423

E: Matt.Tucker@lbhf.gov.uk

W: www.lbhf.gov.uk

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>

Sent: 04 May 2025 19:04

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

Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 04/05/2025 7:03 PM from [REDACTED] .

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: flat A, 3 Seagrave Road london

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 04/05/2025 7:03 PM My neighbour has informed me of this application, and I fully support the detailed submission she provided the licensing team to object on behalf of Seagrave Road Residents.

I understand that I need to explain the following to the Licensing Authority:
Please note that if I am unable to attend the Zoom hearing, date not set, I would like my Fulham neighbour, [REDACTED], or his representative to represent me. Also, to assist with GDPR constraints, it is fine for the Licensing Authority to share my representation/my name/my email with other representers, who are organising the residents' presence at the hearing.

From: [REDACTED]
Sent: 06 May 2025 15:52
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/00525/LAPR - Att: Lorna McKenna

Ok - Ill look into the video side of things.

In the meantime my address is
Flat 40
Dungannon House,
15 Vanston Place,
London SW6 1AY

Regards
[REDACTED]

From: [REDACTED]
Sent: 06 May 2025 15:42
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/00525/LAPR - Att: Lorna McKenna

Hi Matt

Thanks you very much for coming back and confirming receipt of my earlier email.

I've noted your comments about public health. Thank you.

Reading the video. I have no objection to anyone watching this and give you my authority to share. However Im not highly technical and am not sure how to give 'open access'. Do you have any suggestions on how I could do this.?

Thanks
Regards
[REDACTED]

On 6 May 2025, at 15:31, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:

Dear [REDACTED] – thank you for your e-mail and I hope you are keeping well.

By way of introduction, I am the lead officer for this application since Lorna is away on maternity leave.

I have added your comments to the list of valid representations for this application and we will be in touch once the consultation ends at midnight tonight. We are likely to be looking at a Licensing Sub-Committee for this and we can notify you further on that in due course.

In the meantime, I do wish to address a couple of the points you have made:

- You have referred to potential adverse public health impacts in the event the variation is granted. However, whilst noting these concerns, the Sub-Committee would not take such matters into account because public health considerations are not one of the licensing objectives.
- You have supplied a video along with your representation which I have accessed and note the contents of. For the Sub-Committee to take this into account, you would need to confirm that you are prepared for this video to be viewed by the Applicant, Members and our Legal and Democratic Services Teams. Assuming that is the case (I would appreciate you confirming either way), we would need you to provide some form of open access to this file that can be accessed by way of a safe weblink up to 29 June 2025.

I look forward to hearing from you.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: [REDACTED]
Sent: 06 May 2025 10:22
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: 2025/00525/LAPR - Att: Lorna McKenna

Hi Lorna
As Im attaching a video and image I thought I would email our objections through. Please acknowledge receipt of this today. I am concerned the video may block the whole email., because of the file size.

Objection to:2025/00525/LAPR
312 North End Road London SW6 1NG

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. The block consists of 8 floors, about 14 of which front onto Vanston Place.

We have a wide variety of residents in our building from singletons, to families of four and five plus cats and dogs. We have well over 100 people currently in situ including many children from babies to older teenagers.

We object to an increase of hours in this application, to in effect 24 hours, on the ground of noise and nuisance to the surrounding area., concerns of adding to the likely increase in Crime and disorder, and harm on children.

Crime

Our residents are concerned that increased opening hours will add to the crime in an area already classified as a crime 'hot spot' by the Met Police. It will become a place to hang out in the early hours, bringing more unsavoury and anti social behaviour to the area, thefts, litter, petty crime and drug abuse. We already see the fall out of this on our property where Drug users come to use, and others to urinate in our garage forecourt.

Noise and nuisance.

I will begin by saying that our building was built around 12 years ago, obviously to the latest building regulations of the time which included a high level of insulation. It is such that throughout the year we need to keep windows open at night otherwise we will overheat. Even in winter. The North End Road at night becomes a very tranquil place. I attach a video of about 45 secs showing how little traffic there is at that time in the morning. I do have a longer video but had to cut it down in length to attach to this email. Longer available if needed. The peace at this time of the night is wonderful and allows the residents a period in which to sleep.

However, Vanston Place has become a cut through (illegally) for bicycles and more pertinently delivery bikes. There is a sign (attached) saying no through road, but the growing number of delivery bikes (mostly with L plates) pay no heed to this and swoosh past our frontage, creating noise, waking barking dogs and disturbing sleep.

Fulham is one of the worst areas for sleep deprivation in London, as has been well documented. Increased traffic from noisy delivery bikes whether collecting the food, driving down roads or at the destination point, ringing doorbells, speaking into intercoms etc, will only add to misery of residents. The issue of increased disturbance by yet more take away delivery bikes is very worrying.

If you stand outside McDonalds on the NER way, you see inside a well fitted out fast food establishment befitting of a global brand, but turn around and look up. Left and right and what do you see? Windows - going up 2/3/4 storeys. And behind each of these are people. People who during the day, perhaps need burgers, but at night they need sleep. It is not just a human right it's a necessity for life. With constant comings and goings, delivery bikes arriving, drivers chatting, bikes racing away all night long, sleep will not come easy to many.

I am unsure of where the ventilation and extractions systems are for MacDonalds, but I think this should be explored because of the many flats mentioned in previous paragraph and the houses in Haldane road. Every body lives cheek by jowl around here and it is very unfair that local residents should be inconvenienced at night by noise and nuisance from machinery.

Children

I know many of our residents particularly those who are parents to young children are concerned about the constant availability of processed food. It has already known that burgers are banned within 400 metres of schools, because of concerns of childhood obesity. Plus numerous recent reports by the WHO and the BMJ continue to report the harm of burgers not only on children but the population at large.

If there is increased anti social behaviour or worse around MacDonalds at night several residents here are concerned about their kids coming home via the NER. They would be very concerned about the groups that may congregate.

Summing up

The nearest similar establishments on the NER - Morleys Chicken (immediate neighbours) and KFC (one block to the south) both open between the hours of 11 - 11pm. The application to increase hours should not only be rejected on the ground listed above, but as they are completely out of kilter with the surrounding similar establishments, we should look to bring them in line and reduce their opening hours to a similar 11- 11pm.

NER market used to be known throughout London as a wonderful healthy fruit and veg market. If this goes through and other outlets follow, NER will be known as the 'unhealthy Burger mile'. Does the Licence committee really want to be responsible for this about turn to Fulham's heritage.

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 [REDACTED] representative to use my five minutes

Yours sincerely.

[REDACTED]

**For and on behalf of
Vanston Place Management Company Limited.**

From: [REDACTED]
Sent: 06 May 2025 16:36
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: Objection against McDonald's 24/7 Application

Thank you Matt - I appreciate your quick response.

My full residential address is Flat 3 10A Haldane Road Fulham SW6 7EU.

At the hearing 28th May I would like to be represented by [REDACTED] in case I cannot attend.

Best,
[REDACTED]

Oskar Sköldberg
[REDACTED]

> On 6 May 2025, at 16:18, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:
>
> Dear [REDACTED] - thank you for your e-mail.
>
> For us to class your comments as valid under the Licensing Act 2003 (the Act), we would require confirmation of your full residential address.
>
> If you could supply this to me as soon as possible I would be grateful as the deadline for comments closes at midnight tonight and I will be expected to send all valid comments as soon as possible tomorrow to the Applicant.
>
> Kind regards
>
>
> Matt Tucker
> Interim Licensing Policy and Administration Team Leader Licensing
> Place Department Hammersmith & Fulham Council
>
> T: 07778 966423
> E: Matt.Tucker@lbhf.gov.uk
> W: <http://www.lbhf.gov.uk/>
>
>
> -----Original Message-----
> From: [REDACTED]
> Sent: 06 May 2025 15:57
> To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>

> Cc: [REDACTED]
> Subject: Objection against McDonald's 24/7 Application
>
> [You don't often get email from [REDACTED]. Learn why
> this is important at <https://aka.ms/LearnAboutSenderIdentification>]
>
> Dear Matt,
>
> I'm writing to strongly object against McDonald's application to operate their premises
on North End Road 24/7.
>
> I live in Barrow Apartments on the corner adjacent (on the corner of Haldane Road and
North End Road, same building as Morley's) to the outlet and we are already
experiencing significant issues with anti social behaviour, vandalism, loitering etc and I
believe extending McDonald's operational hours would be in direct contrast with the
Licensing Act.
>
> I already struggle at night time as my entrance is often blocked by delivery drivers who
use this location as a meet up spot and people eating McDonald's. I am also often
woken up by the significant disturbance this outlet is already causing. Please don't
make this worse.
>
> Best,
> [REDACTED]
[REDACTED]
[REDACTED]

From: [REDACTED]
Sent: 06 May 2025 21:19
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: Licensing HF: H&F <licensing@lbhf.gov.uk>; [REDACTED]
Subject: Objection - 2025/00525/LAPR McDonald's

(Email resend with full name and address noted at the bottom.)

To Whom It May Concern,

I am writing to object to the proposed of 24/7 operation of the McDonald's on North End Road.

I have lived in London my whole life, on Haldane Road in Fulham (SW67EU) for the last 6 years, and have never felt less safe at home due to the constant Anti-social behaviour that exists on the road on the weekends. Over these 6 years it has become apparent the McDonalds is a huge driver in attracting those causing the ASB, by prolonging these hours I can only see the issues we experience, outlined below, intensifying:

- McDonalds drinks thrown against our front door!
- weekly antisocial behaviour / fights / loitering in residents front gardens from McDs customers in which police are often involved (for this road there have been 150 crimes reported in last 12m).
- increased noise from wrongfully parked scooters and car engines on double yellow lines, whom also at times make it tough to even drive onto our road!
- littering from food packaging in residents front gardens(!) and all the way along the road.
- scooters and cars loitering with engines running increasing noise and fumes and frequently speeding down Haldane Road with no respect for walkers or residents

As a father of two young children I cannot stand by and let the situation worsen. I'm constantly in conversations with the LET ASB teams for Hammersmith and Fulham and just last week the police, to try to prevent the ASB continuing - this extension will without doubt have the opposite effect to what I have been trying to do for the last 6 years.

It's for all the reasons above I write this note to plead with you to reject this extension application.

Many thanks,

[REDACTED]
52 Haldane Road, SW6 7EU

From: [REDACTED]
Sent: 06 May 2025 21:42
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Licensing HF: H&F
<licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: McDonald's 312-314 North End Road

Dear Matt and LBHF Licensing Team,

I am writing to formally object to the application for the license extension for McDonalds on North End Road.

I live at 46, Haldane Road, SW67EU, which is the adjoining road to McDonald's and a one way street from North End Road.

The McDonald's already represents a concentration point for antisocial behaviour on the road, with disturbances reported often, especially when teenagers congregate there after dark. Further, the numerous delivery drivers on bikes, mopeds, and in cars are a traffic nuisance, typically ignoring the one way signs and blocking the road. It poses a health and safety issue, in addition to creating a disproportionate amount of litter.

If the extension to McDonald's hours was to be granted, these current issues would notably worsen. Haldane Road would become a car park between 11pm and 5am for late night diners and, of course, delivery drivers. These cars would naturally be filled with people who have been partying, which is normal, but will result in significant disruption to the street with noise, music, and disturbances associated with alcohol and late night activity in general. There would be a sharp increase in the need for policing on Haldane Road and North End Road, which reduces everyone's quality of life and increases burden to the police itself. The McDonald's restaurants on Putney high street and just over Wandsworth Bridge require security after 11am - is this really justified or sensible on north end road, especially when the restaurant sits at the end of a one way residential street?

Other than profit for McDonald's, there is zero tangible benefit to any of the surrounding roads or community.

I hope the deciding parties will see sense on this matter, which I believe the residents, council, and police are mostly aligned against for quite obvious reasons.

If I am unable to attend or I choose not to speak but still attend the Zoom 28 May hearing starting at 18:30, I appoint my Fulham neighbour, [REDACTED] or [REDACTED] representative, to represent me.

Best wishes,
[REDACTED]

From: [REDACTED]
Sent: 06 May 2025 22:17
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Stop 24/7 McDonalds on North End Road

Dear Matt and License Team,
Re: application number: 2025/ 00525 / LAPR
I also forgot to mention in the previous email that I am the current Chair of Lillie Ward Safer Neighbourhood Panel and thus submitting my objection in this capacity too.
Please feel free to make contact if you need more information.

With regards,
[REDACTED]

From: [REDACTED]
Sent: 06 May 2025 22:04
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Stop 24/7 McDonalds on North End Road

Dear Matt and License Team,

Re: application 2025/ 00525 / LAPR

I wish to submit my objection to permitting McDonald's restaurant to secure the license to operate on a 24/7 hour basis.

The reasons for my objection includes the following:

- The increased likelihood of antisocial behaviour as currently a hotspot for this particularly late in the evening at weekends. I have walked past the restaurant numerous times and have witnessed occasions such behaviours. I am concerned about the late night activities it will attract to the area.
- I am concerned with public safety and the potential risks when offered extended hours to operate.
- I am concerned about noise nuisance, litter and extra lighting that would impact negatively in the area.

I would like this objection to be noted.

With regards,
[REDACTED] 49 Lillie Road, SW6 1UA

From: [REDACTED]
Sent: 06 May 2025 22:14
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Objection to 24H McDonald's North End Road

Hi Tucker,

Address is:

41/20 Illawong Avenue, Tamarama, Sydney, NSW

On Wed, 7 May 2025 at 01:22, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:
Dear [REDACTED]

Without wishing to rush you, the deadline for the above application ends at midnight tonight (our time) and I will be required to send all valid objections to the Applicant shortly thereafter tomorrow (our time).

Therefore, to avoid your comments falling outside the validity bracket, I would be grateful if you could supply your current residential address as soon as possible.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: Tucker Matt: H&F
Sent: 01 May 2025 17:10
To: [REDACTED]
Subject: RE: Objection to 24H McDonald's North End Road

Dear [REDACTED] – thank you for clarifying.

If you could supply me with your current address, I would be grateful.

For information, it may be the case that the Applicant might wish to relay further messages to objectors once the consultation period has closed and we (Hammersmith and Fulham) would normally look to cascade those via e-mail.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423

E: Matt.Tucker@lbhf.gov.uk

W: www.lbhf.gov.uk

From: [REDACTED]
Sent: 30 April 2025 00:08
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Objection to 24H McDonald's North End Road

Dear Tucker,

I've lived at [number 6 Haldane Road](#) for the past few years. I've temporarily moved to Australia for work but will be returning to reside there in the near term. This situation has affected me significantly in the past and will do so in the future.

Kind regards,

[REDACTED]

On Tue, Apr 29, 2025 at 5:00 PM Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:
Dear [REDACTED] – thank you for your e-mail and I hope you are well.

For us to consider your comments valid under the Licensing Act 2003 (the Act), I would require confirmation of your full residential address please.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

From: Licensing HF: H&F <licensing@lbhf.gov.uk>
Sent: 28 April 2025 09:06
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: FW: Objection to 24H McDonald's North End Road

From: [REDACTED]
Sent: 26 April 2025 05:55
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection to 24H McDonald's North End Road

To whom it may concern,

As a close neighbour to the McDonald's (have been resident on Haldane Road) - I implore the council to reject this application for the sake of their hardworking and tax paying residents. Opening 24:7 would be catastrophic for the surrounding residential streets and would contravene all four of the licensing objectives.

McDonald's is already the source of many issues for the surrounding areas, including but not limited to vast amounts of litter, hotspot for antisocial behaviour, overrun by delivery bikes, noise pollution from patrons shouting, or playing music from their cars outside our houses (this contravenes all of the licensing objectives already). We have contacted the council and the previous CEO of McDonald's, Paul Pomroy to try and rectify these grievances on multiple occasions but nothing has been done and residents are still suffering for the benefit of a global conglomerate. To allow this substandard operation to be open all the time would be a slap in the face for residents who are doing their best to make our community a pleasant place to live.

To be crystal clear - having the premises open 24/7 would attract drunken partygoers for late night food, likely rowdy behaviour - fights - drugs - vomit and urinating on our streets. For example, one of the only other McDonald's in London that is open 24/7 is one of the highest criminal hotspots in London! To allow that to come to Fulham when the police, LET and SNT are already stretched to their maximum would be catastrophic. Additionally, having delivery drivers coming and going throughout the night would be incredible noisy, they park all over the pavements, drop litter, urinate in front gardens, fight with each other. Currently the only respite we have is when McDonald's is closed and we each night. Additionally when McDonald's has had their Temporary Event Notice later hours it was clear they were unable to manage the customers that frequented the establishment at that time. The streets were covered in vomit, there was noisy behaviour throughout the night and residents were kept awake during the holidays which negatively impacted their hard earned family time, as well as the sleep and attainment of their children.

Fulham is not fit for a 24/7 economy as it is a family residential area. People need their rest and deserve a quiet place to return to after work. There would be zero benefit to having McDonald's open 24/7 and we kindly implore the council to please consider this in rejecting this application. We thank you kindly in advance.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 06 May 2025 21:59
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 06/05/2025 9:58 PM from [REDACTED]

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	21 Barclay Road London

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	<p>06/05/2025 9:58 PM I write to object to this licensing application. Longer hours will increase, not decrease crime and nuisance around 312 North End Road. Residents around McDonald's need more support from the Council for quieter evenings, not longer hours for attracting more people to the area to hold parties in the side residential roads. Other residents are submitting numerous examples of the problems in and around McDonald's. The Committee has an opportunity to consider its constituents who are residents. Your Licensing Policy talks a lot about residents; please consider their needs in the context of the Premises' needs. The Licensing Objectives are there to temper the Premises and protect your residents. Please reject the Applicant and roll back the hours for the sake of better sleep, which is a right, not a luxury.</p>
-----------	---

From: [REDACTED]
Sent: 07 May 2025 09:29
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Comments for Licensing Application 2025/00525/LAPR

Good morning Mr Tucker,

The form was faulty and it took me several attempts to bring my comment through. Find the full text below.

Kind regards

[REDACTED]

Dear Committee,

I am writing to formally object to the proposed 24-hour operating license for McDonald's in Fulham, and I wish to underscore several critical points for your careful consideration.

Firstly, the North End Road area is a designated crime hotspot within Fulham, a matter of record with the Metropolitan Police. Extending McDonald's hours to a 24/7 operation carries a significant risk of intensifying the existing challenges related to crime and antisocial behaviour. Precedents from other 24-hour McDonald's establishments indicate a pattern of increased antisocial incidents, often requiring substantial security measures to manage disturbances.

Secondly, the proposed extended hours present considerable concerns regarding public safety. The anticipated increase in late-night foot traffic could place undue pressure on local police resources, particularly given reported budgetary constraints. This heightened activity has the potential to escalate disturbances, posing risks not only to customers but also to the safety and well-being of local residents and those passing through the area.

Thirdly, the prevention of public nuisance is a key concern. The introduction of round-the-clock operations is likely to generate increased noise from patrons and delivery vehicles, especially during the quieter nighttime hours. Given the exceptionally high residential density in this area – four times the London average, with numerous families residing above commercial properties – the continuous movement associated with a 24-hour establishment risks significantly disrupting the peace and tranquility of the neighbourhood, leading to sleep deprivation and a diminished quality of life for residents.

Fourthly, the protection of children from harm is paramount. The proximity of residential areas with families and children, such as the Clem Attlee Estate, necessitates careful consideration of the potential impact of increased late-night activity. Such an

environment could expose children to inappropriate behaviour and surroundings, potentially causing psychological distress and disrupting their essential sleep patterns, vital for their healthy development.

In conclusion, granting this licensing variation would likely be detrimental to the licensing objectives outlined. The potential for adverse effects on crime rates, public safety, community well-being, and the safeguarding of children is considerable. I respectfully urge the Licensing Committee to give these factors due weight and to refuse the application for 24-hour operation.

Thank you for your time and consideration.

Thank you.

On Wed, 7 May 2025 at 08:09, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:

Dear [REDACTED] - thank you for your message and I hope you are keeping well.

I note, from your submission, you appear to have stated '*Thirdly, the prevention of public*', then nothing more. Did you wish us to disregard this sentence, or would you like to clarify further what you meant by this?

Since we have to send all valid objections as soon as possible to the Applicant, I would appreciate you clarifying by the close of business today. If I do not hear anything, I will submit the contents below to the Applicant tomorrow morning.

I look forward to hearing from you.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 06 May 2025 23:39
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 06/05/2025 11:38 PM from [REDACTED]

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name:

[REDACTED]

Email:

[REDACTED]

Address: 59 Epirus Road London

Comments Details

Commenter
Type:

Residents Group

Stance: Customer objects to the Licensing Application

Reasons for
comment:

Comments: 06/05/2025 11:38 PM I wish to underscore several critical points for your careful consideration:

Firstly, the North End Road area is a designated crime hotspot within Fulham, a matter of record with the Metropolitan Police. Extending McDonald's hours to a 24/7 operation carries a significant risk of intensifying the existing challenges related to crime and antisocial behaviour. Precedents from other 24-hour McDonald's establishments indicate a pattern of increased antisocial incidents, often requiring substantial security measures to manage disturbances.

Secondly, the proposed extended hours present considerable concerns regarding public safety. The anticipated increase in late-night foot traffic could place undue pressure on local police resources, particularly given reported budgetary constraints. This heightened activity has the potential to escalate disturbances, posing risks not only to customers but also to the safety and well-being of local residents and those passing through the area.

Thirdly, the prevention of public

From: [REDACTED]
Sent: 06 May 2025 21:08
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: 2025/00525/LAPR: McDonald`s Restaurants (312-314): 312 North End Road London SW6 1NG

I am writing on behalf of the Parochial Church Council of St John's Church Fulham, of which I am a member.

The extension of the opening hours for McDonald's (312-314 North End Road) from 5am to midnight daily to 24 hour opening will have a hugely detrimental impact on this area at the heart of Fulham. The North End Road is not purely commercial but has residential properties of at least 2-4 stories above almost every commercial property from Fulham Road to Lillie Road. McDonalds is one of the few properties without residents living above. Our church, St John's, sits towards the bottom of the North End Road and is less than 5 minutes walk from McDonald's.

The residents of this area will suffer from disrupted sleep from the noise of customers coming and going from the premises throughout the night, possibly under the influence of drink and drugs. There is already an issue with delivery drivers hanging around outside the premises and congregating on Haldane Road and other side streets. The drivers will be standing there 24/7 and will be waking the residents with their chatter, and with the noise of their bikes (whether petrol or electric) as they speed down the side streets. Residents, including young children, the elderly and the sick, need their sleep to maintain good physical and mental health. This could be regarded as a public safety issue, a public nuisance and a harm to children.

This area of Fulham suffers from many crimes and anti-social behaviour and McDonalds lies at the heart of the impacted area. Extending the hours will result in more crime and anti-social behaviour from midnight to 5am, not just on the North End Road but also on the nearby side streets. It is very likely there will be an increase in drug dealing in the area, as well as issues such as robbery and prostitution.

Although this is not directly a licensing objection, we are also very concerned that extending the hours of McDonald's will also have a negative impact on the diet and health of residents, and will send the wrong message to both young and old people. Walham Green ward is a mixture of affluence and much poverty, which is referred to on the council's website:

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

The website states "The ward is made up of 5 Lower Super Output Areas (LSOAs). 1 is ranked within the 20% most deprived nationally." There is much more deprivation than in some other wards in Fulham and across the borough. Our parish, which is larger than Walham Green ward, has 30% of the population under the poverty line and 25% of children below the poverty line.

We strongly believe the council should not be encouraging residents to eat more fast food but to eat healthily, with well balanced diets. There is a primary school on Halford Road and a youth club on Haldane Road, whose attendees already see numerous fast food premises on the North End Road and Fulham Broadway. We note there are very few fast food premises in the more affluent parts of Fulham, instead they are almost exclusively situated on the North End Road and Fulham Broadway.

We request that the Licensing Committee considers the potential impact of extended McDonalds hours on residents; how this strongly conflicts with the licensing objectives and that the hours of McDonalds are kept the same, from 5am to midnight.

Thank you.

[REDACTED]

St John's
North End Road
London
SW6 1PB

From: [REDACTED]
Sent: 07 May 2025 10:54
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/00525/LAPR Rep against from Barclay Road Conservation Area Neighbourhood Watch

Matt

This is sliding into the ridiculous. Every attempt is being made by our licensing authority to cut out residents, even those who are in very frequent contact with the Authority.
21 Barclay Road SW6 1EJ

Barclay Road Residents
[REDACTED]
[REDACTED]
[REDACTED]

Barclay Road Conservation Area Neighbourhood Watch SW6 1EJ/EH works with our local Met Police to reduce crime in our Fulham Broadway neighbourhood whilst enhancing our historic Victorian streetscape

On 7 May 2025, at 07:27, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:

Thank you for the e-mail [REDACTED] –

I will need you to confirm your residential address as it is not on the e-mail.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: [REDACTED]
Sent: 06 May 2025 21:02
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: 2025/00525/LAPR Rep against from Barclay Road Conservation Area Neighbourhood Watch

2025/00525/LAPR Rep against from Barclay Road Conservation Area Neighbourhood Watch

Dear Licensing.

I have tried now ten times, in various browsers to submit online. This really needs looking into. It stops people from believe that they may submit their representations. This has gone on for years now with no improvement or resolution. I mention this so that the Committee can take up this point and set out a plan for improvement. Thank you.

Barclay Road Conservation Area Neighbourhood Watch residents are very concerned about this 24/7 application (or any extended hours at 312 North End Road, for that matter) as it relates to the licensing objectives of preventing crime and preventing nuisance. It has been nigh to impossible for McDonald's to prevent crime and nuisance since long before obtaining their one hour of licensed Late Night Refreshment (LNT), ie 'hot food' licence, in 2019, for 11pm to midnight. They are not the Met Police. They are not in the business of pushing crime and nuisance away from their Premises. They are set up to attract customers for BigMacs; in turn they are, like to admit it or not, a focal point for unfortunate crime, disorder, nuisance and risks to Public Safety.

The statistics are not a shining example for McDonalds; the 312 North End Road address continues to be the only Met Police 'crime hot spot' in Fulham. No amount of further conditions on the proposed licence, suggested by the Applicant to assist them in 'promoting the four licensing objectives', as set out in the 2003 Licensing Act, would reverse this trend, especially were the hours to be extended.

Other Fulham residents are commenting specifically on various aspects of the Application as it relates to the unacceptable situation to hand. The Committee will hear, first hand, of frightening encounters with crime and more nuisance than anyone wants to imagine in this area, which is our home of densely residential Walham Green Ward, Fulham.

Luckily, the Committee can and must take residents' needs into consideration, as they weigh up how residents' needs relate to the ability of the Applicant to promote the four licensing objectives. The famous 'four licensing objectives' must be considered in context, as well described and set out in the 2003 Act and the S 182 Guidance.

H&F's own Statement of Licensing Policy mentions protecting residents and respecting residents needs and engagement in the community, in their own neighbourhoods, 44 times in that Policy. Even the Council's Leader's preamble promises that nighttime late hours will be for non-residential areas. Suffice it to say that this part of Fulham is absolutely and totally residential (H&F Walham Green Ward Profile 2024 sets this out clearly), but for the ground floor shopping parades laid out for the daily (not nightly) fruit and veg traditional market road and its shopfront along what is called North End Road (essentially for the purposes of this Application, the area between St John's church and Lillie Road).

The Licensing Act 2003 was not passed by Parliament with the intent of desecrating neighbourhoods for the sake of granting a Premises licence at the extremely high cost to residents of their private, somewhat peaceful enjoyment of their homes and roads, their neighbourhoods, even in a global city like London. The Act is not there to rob residents of their sleep; sleep being a necessity, not a luxury. A BigMac is a luxury, not a necessity. The Act is not there to allow Premises a free hand to do what they like as long as they have enough Conditions on their licence to try to be a decent business. Most importantly, the Act is not there to focus only on the Premises address and the area immediately around that address. The wider context in which the Premises lies is crucial to decisions taken about licensable hours, operating hours, and general operations of a Premises. For Fulham, residents must be the premier consideration for the Committee.

The Act is there to guide a Borough's Licensing Committees to balance the needs of its neighbourhoods with the desires of commercial Premises; a challenging chess board, of sorts, that must give fair advantage to those small 'players' who actually live next to, above, across from, around and in the vicinity of as well as within the surrounding area of a Premises. And with the advent of the Delivery Economy, more is at stake than ever that a Premises admittedly cannot control, yet they contract with these 3rd parties to take possession of their parcels and speed them on their way. Burgeoning delivery hubs of mass production proportion are the new trend, using residential side roads to deliver products into the back door of outlets at all hours (illegal, but that is the trend, too). These roads are becoming parking grounds and hangouts for riders/drivers creating an unfortunate free for all as regards toileting, litter and other unsavoury businesses that Police can do very little about.

A rapid response BigMac Delivery Hub in the middle of a densely residential area such as Fulham is most definitely not what the Licensing Act envisioned. But twenty-two years on that is what is being thrust upon Fulham's residents— hard working singles, parents, families, children and pets.

The Licensing Act is there to protect residents from nuisance, from crime, from lack of public safety. What are Premises for but to serve customers? Service is the key word here. Service means respecting customers, and doing all one can for customers. Premises should not be given a licence to be the harbinger of the development of crime and nuisance in their midst. Unfortunately, the statistics show that seems to be the case here at 312 North End Road. And let's not forget that the licence is for the address, not expressly for the present Applicant. Gone tomorrow and the address's licence passes on seamlessly to the next taker, with no questions asked, no demands from the Council or Police. Once granted, granted for life, bar extreme circumstances when a Review may be called by Police or others, should they be able to amass enough evidence that could be held up at appeal and possibly Judicial Review. But everyone knows that Reviews have become a very, very rare occasion indeed. They are out of fashion, to be honest, but still there if there is a shooting, a riot, a stabbing, in other words, extremely extreme crimes that produce a raft of evidence that might, only might, be enough to convince a Licensing Committee to shut the Premises for a few weeks.

We reserve our right to comment further and submit further evidence to the committee before the 28 May licensing hearing. Please reject the application and consider 11:15pm as a closing time (giving 15 minutes of licensable hours for LNR as this is a Full Variation licence application). More takeaways are highly inappropriate for the North End Road and do not fit into the plans that the Council has for Fulham Regeneration in North End Road. We have enough of them, and worryingly they are being attracted to Fulham for its easy transport links for delivery riders (ie long residential roads that can be sped through at lightening speed the later the hour) and they need to close earlier, not later, to prevent crime and decrease nuisance around us. The Act, the S.182 Guidance and the H&F Statement of Licensing Policy spell that out and give the Committee full control to control our high streets and protect those high streets as well as our residential roads from crime and nuisance.

May 28 is an opportunity for our borough leaders to make a strong choice for preservation of our North End Road neighbourhood and its residents in 21 purely residential side roads off the North End Road, including for the hundreds who live above the North End Road shopping parades right and left between St. John's Church and Lillie Road, as well as those in the Clem Attlee Estate.

Barclay Road Residents

[REDACTED]

From: [REDACTED]
Sent: 07 May 2025 16:51
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: McDonald's

Dear Matt,
Apologies for the oversight on my part.
I reside at
Flat 10 Cairns house
291 Wandsworth bridge road
SW6 2NX
Sent from my iPhone

> On 7 May 2025, at 12:35, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:
>
> Dear [REDACTED] - I hope you are keeping well.
>
> We do not appear to have received a response to this e-mail from my colleague Lorna (below). Without this, we cannot consider your representation valid.
>
> If you could let me know your address by the end of the day today, I would be grateful. I am due to be sending details of all valid representations to the Applicant tomorrow morning.
>
> Kind regards
>
>
> Matt Tucker
> Interim Licensing Policy and Administration Team Leader Licensing
> Place Department Hammersmith & Fulham Council
>
> T: 07778 966423
> E: Matt.Tucker@lbhf.gov.uk
> W: 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.
>
>
>
> Sign up to our H&F Climate Connects newsletter.
>
> -----Original Message-----
> From: Licensing HF: H&F <licensing@lbhf.gov.uk>

> Sent: 09 April 2025 14:37
> To: [REDACTED]
> Subject: RE: McDonald's
>
> [REDACTED]
> Licensing Act 2003
> Premises Licence Number: 2025/00525/LAPR Premises name: McDonald's
> Restaurants (312-314) Premises address: 312 North End Road London SW6
> 1NG
>
> Thank you for your email objecting to Full Variation application for the above Premises Licence.
>
> Your representation is valid, however, can you please provide us with
> your full address. We require this information to ensure that the representations are not vexatious or frivolous. Additionally, the committee may give more weight to a representation as it indicates the proximity of the concerned party to the relevant premises.
>
> Please note that a copy of your representation will be sent to members of the licensing sub-committee, and a copy including your name and your street name (but not house number) will be sent to the applicant.
>
> Your representation without your name and address will be included
> with the papers for the Hearing, copies of which are available to the public. The Committee papers will also be published on our website which will also contain your representation.
>
> Virtual hearings will be made available to the general public on the day of the hearing on the Council's You Tube Channel, details of which will be published on the website. Minutes of the Hearing may include your name.
>
> Please be informed that the last day for representations is 06/05/2025. Kindly respond before this date.
>
> In the meantime, should you have any queries, I can be contacted using the information provided below.
>
> Kind regards
> Lorna McKenna
> Licensing Compliance Officer
> Licensing
> Place Department
> Hammersmith & Fulham Council
> 020 8753 3081
> 07786747257
> 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.
>
>
>
> -----Original Message-----
> From: [REDACTED]
> Sent: 09 April 2025 07:51
> To: Licensing HF: H&F <licensing@lbhf.gov.uk>
> Subject: McDonald's
>
> [You don't often get email from [REDACTED]. Learn why this
> is important at <https://aka.ms/LearnAboutSenderIdentification>]
>
> As a resident of the borough I am emailing to object to McDonalds North End rd opening 24/7.
> The waste, the rodents and the smell are all things I deem unpleasant and don't want to have to endure this more than usual.
> This is my objection
> A resident
> SW6 2NX

From: [REDACTED]
Sent: 06 May 2025 20:46
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Representation about McDonald's Licensing Application on North End Road

Hi Matt,

Thank-you for coming back to me and providing some clarity.

My address is

Warm regards,
[REDACTED]

From: [REDACTED]
Sent: 05 May 2025 20:24
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Representation about McDonald's Licensing Application on North End Road

You don't often get email from [REDACTED]. [Learn why this is important](#)
To whom this may concern,

I am writing to you today to make a representation about the licensing application for the variation in hours of the McDonald's on North End Road, London SW6 1NG.

I am a resident of Haldane Road and the idea of this being open 24/7 is rather frightening for a number of reasons.

1. We are already experiencing issues with antisocial behaviour in and around Haldane Road and North End Road. A lot of school children and teenagers hang around between the McDonald's and the Morleys and along Haldane Road and are often littering the road with McDonald's rappers, cups, paper bags and so on. They also cause a lot of damage to homes with fireworks, eggs and have even tried kicking our front door down on multiple occasions. Whilst McDonalds can't be held responsible for this, they are providing an area and a reason to "hang out". The extent of the damage they are causing has already been reported to the police on a number of occasions so there is a record should this need to be checked.
2. The delivery drivers that hang around have no social etiquette. They are loud, disruptive, litter and keep me up at night. They often arrive at speed, shout on the phone when they are stationery and speed off (often revving their mopeds) once they've picked up their order and the noise pollution is unbearable (in the knowledge that it would usually stop at 11pm, this is something that we have

learnt to live with). However this happening through the night will cause unrest and stress.

3. There is no parking associated with the McDonalds (no pay for parking, no car park and no space to pull over), which has made Haldane Road and Halford Road idling spots for people looking to pick up some food. This is a pain when parking spaces outside our home are unavailable due to these "pitstoppers". This will cause further disruption if the McDonalds is offering an all night service as you will have people showing up at all times in the night, revving their engines, parking outside, playing loud music in their cars or vans and having no thought for local residents.

I believe that the extended hours that the McDonalds are requesting is only going to cause more disruption to the residents in this area. The extended hours are going to aggravate anti-social behaviour. The extended hours are going to ruin the family friendly neighbourhood that exists in and around the area.

Lastly, I am not entirely sure who will benefit from these extended hours other than the owner of the franchise. There is no demand for this and I do not believe it to be a necessity between the hours of 00:00 and 05:00. There is a 24/7 McDonald's less than 2.2 miles away, that is away from residential streets, is near a main road and has parking.

Warm regards,

██████

From: [REDACTED]
Sent: 16 May 2025 10:11
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: RE: McD's, lost rep?? Objection by Epirus Rd NW, Epirus Mews NW and Piedmont Walk NW/Licence for 24/7 hour opening/2025/00525/LAPR: McDonald`s Restaurants (312-314):312 NER London SW6 1NG

Dear Matt,
My address is 51 Epirus Rd SW6 7UR.
I understand you need this specific address to validate this representation made by myself and [REDACTED] on behalf of our 118 Neighbour Watch Members on 15th April 2025 at 17.45.
This representation can be found in the email trail below.

sincerely

[REDACTED]
51 Epirus Rd
SW6 7UR

From: [REDACTED]
Sent: 02 May 2025 21:06
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Objection by Epirus Rd NW, Epirus Mews NW and Piedmont Walk NW/Licence for 24/7 hour opening/2025/00525/LAPR: McDonald`s Restaurants (312-314):312 NER London SW6 1NG

Dear Matt

Thank you for your response. My address is 29 Epirus Road SW6 7UR.
[REDACTED]

I hope this helps but please don't hesitate to contact me if you need any further information.

Kind regards

[REDACTED]
Sent from my iPhone

From: [REDACTED]
Sent: 15 April 2025 16:45
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Ben.Coleman@lbhf.gov.uk
Cc: [REDACTED]
Subject: Objection by Epirus Rd NW, Epirus Mews NW and Piedmont Walk

NW/Licence for 24/7 hour opening/2025/00525/LAPR: McDonald`s Restaurants (312-314):312 NER London SW6 1NG

We, [REDACTED] are writing, on behalf of our NW members to strongly object to the above Licence Application.

As the Coordinators we represent 118 members on these streets and **we all feel very strongly** that this is an unwise decision to grant the provision of Late-night Refreshment **BOTH INDOOR AND OUTDOORS** and if granted by the council licensing committee, **will have a huge negative impact on our neighbourhood and quality of life.**

We are further worried that **it may set a precedent** for the licensed premises currently on the North End Road and Fulham Road whose owners may wish to seek similar licensing hours. It is likely to lead to the expansion of fast food joints across Fulham, as owners recognise the council is amenable to 24/7 businesses, a decision **that would be totally at odds for the local families** living here. **It will make normal life impossible for children and families.**

Epirus Rd NW, Epirus Mews NW and Piedemont Walk NW and all local residents, HAVE REAL CONCERNS THAT 24/7 hours for McDonalds is very likely to lead to increased crime and even more anti-social behaviour at the venue, the immediate vicinity and the neighbouring side streets. **This area is the only crime hotspot in Fulham officially designated by the Met.** With the forthcoming budget cuts to the Met, there will be even fewer officers to respond to the many incidents already happening on a daily basis.

It is already impossible at times to pass in front of it, especially with a buggy as the pavement is so crowded with delivery bikes (on the pavement) and groups chatting, generally **causing a public nuisance.**

The most devastating consequence and concern for us locals is the disturbance and lack of sleep which will result from visitors and drivers to McDonald's, and from delivery drivers speeding down the main roads and leafy side streets, **offering no rest or respite for local families.**

This is already a very densely populated area, which is also almost entirely residential apart from commercial premises on the NER and Fulham Road. There are also many people and families currently living **above these commercial premises whose lives will will be the most adversely affected.**

The proposed hours are completely unsuitable for a semi-residential area, **this road isn't a business park where there is parking and a drive-thru.** Currently, the top of Tournay Rd is awash with take away bikes and is difficult to pass by at times. We all need our sleep, whether children, busy workers or the elderly.

[REDACTED]
NW Epirus Rd

NW Epirus Mews
NW Piedement Walk



From: [REDACTED] On Behalf Of [REDACTED]

Sent: 07 May 2025 09:19

To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; [REDACTED]

Subject: Re: Neighbour Objection Comments for McDonalds 24 hour license application on North End Rd SW6

Matt,

Thanks.

I can confirm I am a local resident since 2003 and my address is:

Top Floor Flat,
2 Effie Place
London SW6 1TA

As mentioned to the council previously, it is vital for privacy reasons that our addresses are never shared with the applicant, especially where we are trying to block what they are seeking.

[REDACTED]

I would, however, like to be put in direct contact with the applicant to ask them several questions about this ludicrous application.

[REDACTED]

Best regards,

[REDACTED]

From: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>

Sent: 07 May 2025 07:56

To: [REDACTED]

Subject: RE: Neighbour Objection Comments for McDonalds 24 hour license application on North End Rd SW6

Dear [REDACTED] – thank you for your e-mail.

For us to consider this a valid representation under the Licensing Act 2003 (the Act), we would require confirmation of your residential address to avoid it being classed as invalid.

If you could supply this to me by the end of today, I would be grateful. As mentioned, we plan to send all comments to the Applicant first thing tomorrow.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: [REDACTED] **On Behalf Of** [REDACTED]
Sent: 06 May 2025 10:30
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Neighbour Objection Comments for McDonalds 24 hour license application on North End Rd SW6

Licensing / Lorna,

I tried to submit the comments below online but as you can see from the screenshot below there was an error in your system hence this email.

Please add them this to the other 17 comments by locals.

Regards

[REDACTED]

[2025/00525/LAPR | Licensing Act - Premises Licence | Open for Consultation | 312 North End Road London SW6 1NG](#)

Yet another business who want to completely wreck any sense of normality around here with a completely ludicrous and selfish request to operate around the clock, 24/7 without rest!

There is no way at all to support this utter nonsense that would bring nothing but harm and serious issues to North End Rd and Fulham Broadway! The current license is more than sufficient to meet local needs and there is no real business case to open later than midnight.

The majority of people eat dinner between 6-8pm in UK restaurants, occasionally 9pm and seldom beyond this unless they have been to the theatre or pub beforehand. The majority of people have school or work the next day starting at 8-9am.

The needs of people wanting greasy, unhealthy food after midnight are who? Those who have nocturnal habits which most likely involve high amounts of alcohol, drugs or both. Given that many nightclubs in the UK are now going out of business post-pandemic, people are turning to all-night house parties as an alternative, lower-cost model to keep partying. Therefore, McDonalds food, ordered by takeaway or food app delivery, would only serve to perpetuate this lifestyle and also create hell for neighbours. Many Airbnb homes have been rented out for all night parties which is now illegal on their platform.

Worse still, would be people who are likely intoxicated coming into the North End Rd store and eating such food after midnight. Fights, crime and local noise and nuisance would be highly likely which then causes huge problems for locals, society and the police.

I went on a RideAlong with the Met Police on Halloween night a couple of years ago and one of the 999 calls we attended was to the McDonalds in Shepherds Bush. Three teens punched a Brazilian girl and stole her mobile. We ended up taking one of the teens back to her home around 3am and her mum was furious she was out at such an hour and doing criminal acts. The PC who was driving that night said the McDonalds there was a complete nightmare for them as it was a watering hole at unsocial hours that perpetuated and incited unlawful behaviour between people who were pulling all nighters. In other words, it did way more harm than good by being open at such hours.

McDonalds focus is purely on profit - the longer they open, the more money they try and make and to hell with locals! As a long-standing Fulham resident, we are having to battle one company after another who want to smash our sleep.

At a very minimum, the council say that any neighbour causing noise and nuisance after 11pm and up to 7am should be reported to local authorities and if necessary, the Police. At a very minimum for a good nights sleep, we need 12 midnight to 6am - these 6 hours should have little to no disturbance. What gives McDonalds the right to destroy this?

There is no justification whatsoever for this crazy application and we will fight this hard to ensure locals retain a decent neighbourhood.

From: [REDACTED]
Sent: 02 May 2025 11:58
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: Objection to Mcdonald's Licensing Application 2025/00525/LAPR

Thanks Matt. I am the owner of 6 Haldane Road, London, SW67ET.

Thank you
[REDACTED]

On 2 May 2025, at 19:46, Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:

Dear [REDACTED] – thank you for your e-mail and I hope you are keeping well.

To class this as a valid objection under the Licensing Act 2003 (the Act), we would require confirmation of your full address.

If you could provide this to me by midnight on 6 May 2025, I would be grateful.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department
Hammersmith & Fulham Council

T: 07778 966423
E: Matt.Tucker@lbhf.gov.uk
W: www.lbhf.gov.uk

From: [REDACTED]
Sent: 02 May 2025 09:46
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: Objection to Mcdonald's Licensing Application 2025/00525/LAPR

Please kindly confirm receipt of this email.

On 14 Apr 2025, at 10:45, [REDACTED] wrote:

Dear Members of the Licensing Committee,

Please confirm receipt of this email as a formal objection.

I am writing to strongly object to the licensing application submitted by McDonald's to operate 24 hours a day at its North End Road location. As a resident of the area, I am deeply concerned about the detrimental impact this extended operating schedule would have on the community, particularly in relation to crime, environmental issues, and the venue's track record.

1. Crime and Antisocial Behavior (Licensing Objectives: prevention of crime and disorder, public safety, prevention of public nuisance and protection of children from harm)

The North End Road area already suffers from significant crime and antisocial behavior, and extending McDonald's operating hours would exacerbate these issues.

Crime hotspot: Just last month, someone was stabbed within 10 meters of this location. Police records confirm that North End Road is already a crime hotspot during daylight hours, and extending hours into the night would only worsen this situation.

Longstanding issues: The area has a history of thefts and antisocial behavior, with police often understaffed and unable to attend incidents promptly.

Late-night activity: If McDonald's becomes the only establishment open late at night, it will inevitably attract a rowdier, alcohol-fueled crowd, increasing the likelihood of disturbances. Residents deserve a window of quiet during the night for sleeping.

Impact on residential roads: Youths walking to McDonald's have already terrorized neighbouring streets, kicking in doors, screaming, and intimidating residents. Extending hours would only intensify these issues, leaving residents even more fearful.

2. Environmental Concerns (Licensing Objectives: prevention of crime and disorder, public safety, prevention of public nuisance and protection of children from harm)

The environmental impact of McDonald's operations is already significant, and longer hours would worsen these problems.

Litter: The area is rife with litter, including ketchup-smearred cars and rubbish strewn across front gardens and streets. Despite multiple complaints to the council, this issue persists.

Noise pollution: Patrons frequently disturb residents by eating in front gardens, parking illegally on residential streets, and playing loud music with engines running. Residents have been subject to aggression and swearing when asking patrons to move along.

- Cars and bikes have been observed driving the wrong way down one-way streets to access McDonald's, creating dangerous situations.

- Children need uninterrupted sleep for their mental health, but the noise from late-night operations would make this impossible.

Drunk patrons: Extended hours would attract intoxicated individuals, increasing the likelihood of fights and disturbances.

3. Delivery Drivers (Licensing Objectives: prevention of crime and disorder, public safety, prevention of public nuisance and protection of children from harm)

Delivery drivers already cause significant disruption in the area, and longer hours would only amplify these issues.

Blocking streets: Delivery drivers frequently block residential roads, urinate in front gardens, and create noise with loud motorbikes.

Harassment: Women passing by have been subjected to leering, and drivers have fought amongst themselves. If this continues throughout the evening, there will be fewer passers by to intervene in order to protect women in these situations. It is unacceptable that young women are made to feel unsafe in their own streets due to the preferences of a large corporation.

Crowded pavements: Residents often struggle to access their own homes due to delivery drivers crowding the pavements.

The council should prioritize the needs of hardworking, tax-paying residents over the interests of profit-driven corporations.

4. McDonald's Track Record

McDonald's has demonstrated that it is not fit to operate responsibly in this community and should not be entrusted with a 24/7 licence as they are unable to run a business safely and responsibly even without these additional challenges.

Unaddressed complaints: Despite numerous complaints to McDonald's and the council about litter and antisocial behavior, these issues remain unresolved.

Disregard for the community: The venue has shown little regard for the residents it impacts, with the only respite being when it is closed at night.

Environmental violations: In 2023, McDonald's poured cooking oil down street drains, causing an environmental catastrophe.

Poorly run: Google reviews highlight overcrowding, litter, inattentive staff, and poor management. Extending hours would only prolong these issues.

For the reasons outlined above, I strongly urge the Licensing Committee to reject McDonald's application for 24/7 operation on North End Road. The negative impact on crime, the environment, and the community's quality of life far outweighs any potential benefits.

Thank you for considering my objection. I trust that the committee will act in the best interest of the residents and the community.

Best,

[REDACTED]

From: [REDACTED]
Sent: 02 May 2025 11:57
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: RE: 2025/00525/LAPR

Please acknowledge receipt of this letter.

Dear Mr Tucker

As the managing agent (on behalf of my daughter) of 6 Haldane Road, SW6 5UN, I **write to object** to this application for 24 hour opening of McDonalds at 312/314 North End Road.

These premises were a continual problem for my daughter when resident in Haldane Road (2020 – September 2024) and continue to be so for her tenants who have been in residence since September 2004.

The main issue is a gang of young people who rampage up and down Haldane Road, brandishing sticks, kicking in doors, damaging cars and generally intimidating the residents. The night our tenants moved in about 20 of these youths assembled outside 6 Haldane Road, throwing firecrackers at the windows and terrorising the female tenants so they were effectively held hostage for about 1 hour. This group uses Haldane Road as a route from the Clem Atlee estate to McDonalds and it seems that the police and LET are powerless or unwilling to control their activities. Just last weekend residents at the North End Road end of the street had their doors kicked and doorbell camera footage shows youths running down the road, approaching front doors and eventually discarding a long pole in the street. This is a regular occurrence and one resident says she is unable to live downstairs at the weekend because if the gang notices lights, they target her house where she lives alone with young children. It seems that the police record all incidents under one crime number dating back to 2023, so they are unable to produce evidence of all the times they have been called. It is likely, therefore, that they will not make any objection to this application. I, however, have documentary evidence through correspondence with Councillors and the MP and the Haldane Road WhatsApp group which proves that these incidents are common place and are ruining lives. It is only a matter of time before the gang succeeds in kicking open a front door and then looting, damaging property or even knifing a resident. This is not harmless fun!

The second major issue is the parking of motor bikes in the narrow entrance to Haldane Road as couriers await their next delivery. This is a hazard to pedestrians and vehicles and the couriers are rude and occasionally threatening to lone females. They have also been seen urinating in front gardens. If these premises become a '24 hour delivery hub', Haldane Rd residents will be kept awake all night by the noise of mopeds screaming down the road to their next delivery. If McDonalds wishes to create a 24 hour delivery hub, they should find premises with off road parking for delivery drivers. The building at

312/314 North End Road is totally unsuitable for this purpose and therefore the application for extended hours must be refused.

Thirdly, residents at the McDonalds end of the road, particularly nos 1 -8 Haldane Road, are frequently kept awake by car drivers who consume their Big Mac whilst playing loud music and keeping engines running. This will continue throughout the night if the variation is allowed and again make life untenable for hard working people who have to work a long day.

Finally the litter is appalling. McDonalds make no effort to clear it and residents are continually clearing disused packaging from their front gardens and the roadside gutter.

It is my view that far from being allowed to open 24/7, this McDonalds outlet should actually be permanently closed as it is a magnet for drug dealers and anti social behaviour. Lives in Haldane Road are already being ruined by problems associated with McDonalds and as stated, Ben Coleman MP, Councillors, the police and LET are signally failing to take any noticeable action despite numerous requests to do so.

We therefore request that permission is **not granted** to extend opening hours under any circumstances. If there is no possibility of closing down this outlet, the Council should provide 24 hour CCTV coverage of nos 1-9 Haldane Road with a camera erected at the entrance to the road. McDonalds should be forced to provide a security guard in Haldane Road throughout opening hours and to litter pick Haldane Road every day. Couriers must not be allowed to park in the narrow entrance to Haldane Road and riders must wait inside the premises. However, this would not prevent the disturbance from drivers consuming their food with engines on and music playing through open windows and therefore would not be an acceptable compromise for 24 hour opening.

Regards

[REDACTED]

Managing Agent
6 Haldane Road
SW6 5UN

From: COLEMAN, Ben (MP) <ben.coleman.mp@parliament.uk>

Sent: 09 April 2025 13:36

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

Subject: Objection to 2025/00525/LAPR - McDonald's North End Road

Dear Lorna

Please find attached my letter objecting to the premises licence submitted by McDonald's on North End Road (Reference Number 2025/00525/LAPR).

Regards

Ben Coleman

Member of Parliament for Chelsea and Fulham



Ben Coleman MP
Member of Parliament for Chelsea and Fulham
House of Commons, London SW1A 0AA
Tel. 020 7381 2047

Lorna McKenna
Hammersmith & Fulham Council
Town Hall, King Street
Hammersmith
London W6 9JU

9 April 2025

Dear Lorna

Premises Licence - McDonald's Restaurants (312-314), 312 North End Road LondonSW6 1NG / Reference number: 2025/00525/LAPR

I am writing to object to the application by the McDonald's on North End Road for a 24-hour license. Residents in Haldane Road and the wider area already have to cope with excessive noise, anti-social behaviour, rubbish dropped by customers and disruption from delivery drivers using this branch. Extending the licensing hours to permit the branch to stay open all day and all night long would considerably increase the detriments to local residents and present further challenges to the local police and the council's Law Enforcement Team.

Regards

Ben Coleman
Member of Parliament for Chelsea and Fulham

ben.coleman.mp@parliament.uk
www.bencoleman.uk

From: Cllr Paynter Lydia: H&F <Lydia.Paynter@lbhf.gov.uk>
Sent: 02 May 2025 19:37
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: 2025/00525/LAPR, McDonald/s 312 North End Road - Objection

Hello Licensing Team,

I am writing to object to the application by the McDonald's on North End Road for a 24-hour license. Residents living near the McDonald's, and in the surrounding area have already experienced excessive noise, anti-social behaviour, littering, and disturbances from delivery drivers coming to and from the branch.

Extending the license to 24 hours would exacerbate the issues faced by local residents, and present further challenges to the local police and the council's Law Enforcement Team in addressing the above issues 24/7. The area is already a Met Police Crime Hot Spot, and I am concerned that extending the license will make something that is already a problem for residents and police significantly more difficult to live with and manage.

Kind Regards,
Lydia

Cllr Lydia Paynter (she/her)
Councillor for Lillie Ward
London Borough of Hammersmith & Fulham
Email: Lydia.Paynter@lbhf.gov.uk
Web: www.lbhf.gov.uk
Tel: 020 8753 2018
Address: Hammersmith Town Hall, King Street, London W6 9UJ

As well as being a Councillor, I work full time so may respond to you outside of normal office hours. Whilst it suits me to email now, I do not expect a response or action outside of your own working hours.

From: Cllr Campbell-Simon Trey: H&F <Trey.Campbell-Simon@lbhf.gov.uk>
Sent: 05 May 2025 21:43
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>; Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>
Subject: Formal Objection to Licensing Application – McDonald’s, 312 North End Road (Ref: 2025/00525/LAPR)

Dear Licensing Team,

I trust this email finds you well.

As one of the elected ward councillor for Walham Green Ward, for which McDonalds is based in.

I am writing to formally object to the application made by Smash Operations Limited to vary the premises licence at McDonald’s, 312–314 North End Road, London SW6 1NG (Ref: 2025/00525/LAPR).

The application seeks to extend the provision of late-night refreshment from 23:00–00:00 to 23:00–05:00, seven days a week. I object to this proposal in the strongest terms on the following grounds:

1. Prevention of Public Nuisance

The proposed hours would result in significant late-night noise, particularly from customers, delivery drivers, and general footfall. This location is in close proximity to residential properties, and such a change would erode residents’ right to peaceful enjoyment of their homes.

2. Prevention of Crime and Disorder

There is already concern locally about anti-social behaviour along North End Road in the late evening. Extending McDonald’s hours to 5:00am may contribute to increased congregation of individuals during vulnerable hours, placing additional strain on local policing resources and potentially escalating disorder.

3. Protection of Children from Harm

Extended hours create safeguarding risks, particularly for unsupervised minors who may frequent the premises or surrounding area late at night. North End Road is near schools and youth services, and this application could undermine efforts to protect vulnerable young people.

4. Public Safety

Longer trading hours will increase pedestrian and vehicle traffic in the early morning when lighting and public transport services are reduced. This heightens the risk of accidents and public safety incidents, especially involving delivery drivers or patrons under the influence.

5. Environmental Impact and Community Amenity

The environmental impact of all-night operation — including noise from idling vehicles, littering, and increased emissions — will disproportionately affect local residents.

McDonald's already generates considerable takeaway waste, and current mitigation measures are insufficient.

In conclusion, the proposed extension would undermine the licensing objectives and have a disproportionate impact on the health, safety, and wellbeing of the local community. I therefore urge the Licensing Authority to reject this application.

Yours sincerely,

Cllr Trey Campbell-Simon

Councillor for Walham Green Ward

Lead member for Asylum Seekers, Refugees & Migrants

London Borough of Hammersmith & Fulham

From: Cllr Holder Sharon: H&F <Sharon.Holder@lbhf.gov.uk>
Sent: 06 May 2025 16:36
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: McDonalds North End Road - Licensing application - . 2025/00

Dear Licencing

My objection to the licensing application submitted for the above business primarily relates to residents' objections to any additional increase in motorcycle or EV parking outside the shop. The behaviour of young adults towards other young adults, whose safety is of concern, is only likely to increase.

Regards

Cllr Sharon Holder

From: Cllr Alexander Paul: H&F <Paul.Alexander@lbhf.gov.uk>
Sent: 06 May 2025 23:11
To: Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: 2025/00525/LAPR | 312 North End Road London SW6 1NG

Good evening, Adrian, Matt.

Re: 2025/00525/LAPR | Licensing Act - Premises Licence | 312 North End Road London SW6 1NG

I'm writing to ask the Licensing Hearing committee to consider that this restaurant's operations already have a significant impact on the environment, law & order and community safety. Any increase in operational hours will increase the existing problems. Also, extending the hours into the night/ early hours will make life miserable for all.

Thank you

Yours sincerely

Councillor Paul Alexander

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below. Comments were submitted at 11/04/2025 7:25 AM from Mr omar said.

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name:

Email:

Address: 603 Fulham Road 603 London

Comments Details

Commenter
Type: Neighbour

Stance: Customer made comments in support of the Licensing Application

Reasons for
comment:

Comments: 11/04/2025 7:25 AM I would like to express my full support for the proposal to allow McDonald's to operate 24 hours on the North End Road site. Having grown up and worked in the area, I have personally witnessed the long-term decline of North End Road market and the departure of many multinational brands over the years. Local businesses have struggled, and the area has faced significant economic challenges.

In this context, McDonald's willingness to invest in the area by extending its hours should be seen as a positive development. A 24-hour McDonald's can contribute meaningfully to the revitalization of the local economy by creating jobs, increasing foot traffic, and offering a safe, accessible option for residents and visitors alike at all hours.

Too often, applications for late-night services are met with objections citing concerns around antisocial behaviour and crime. While these concerns should not be dismissed, they should not be used as blanket reasons to deny progress-

especially when similar objections have been repeatedly raised against other businesses seeking to grow in the area.

The current economic climate, both nationally and locally, calls for forward-thinking solutions. Supporting businesses like McDonald's in their efforts to adapt and expand can only help drive social and economic improvements. North End Road needs revitalization, and this is a step in the right direction.

Let's focus on opportunity and regeneration, rather than resistance to change.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>

Sent: 11 April 2025 22:28

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

Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below. Comments were submitted at 11/04/2025 10:28 PM from Mr Julian Moran .

Application Summary

Address: 312 North End Road London SW6 1NG

Proposal: Licensing Act - Premises Licence

Case Officer: Lorna McKenna

[Click for further information](#)

Customer Details

Name:

Email:

Address: 10c Tadema Road London

Comments Details

Commenter
Type: Neighbour

Stance: Customer made comments in support of the Licensing Application

Reasons for
comment:

Comments: 11/04/2025 10:28 PM There is a need in the area for both blue light workers and tourists to be able to get food, tea, coffee around the clock. This McDonald's provides take away service during unsocial hours so I fully support these proposals. It will also go some way in supporting the night time economy of west London and catering to the changing demographic of north end road where there are new hotels planned.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 21 April 2025 15:08
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/00525/LAPR

Comments summary

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 21/04/2025 3:07 PM from Alex Wardle.

Application Summary

Address:	312 North End Road London SW6 1NG
Proposal:	Licensing Act - Premises Licence
Case Officer:	Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	Flat 2, 17 epirus road Fulham

Comments Details

Commenter Type:	Neighbour
Stance:	Customer made comments in support of the Licensing Application
Reasons for comment:	
Comments:	21/04/2025 3:07 PM Allow it