

# Licensing Sub-Committee

## Agenda

Monday 28 July 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 Callum Nimmo (Vice-Chair) To Be Confirmed	Councillor Dominic Stanton

**CONTACT OFFICER:** Liam Oliff  
Committee Co-ordinator  
Governance and Scrutiny  
E-mail: [Liam.Oliff@lbhf.gov.uk](mailto:Liam.Oliff@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: 17<sup>th</sup> July 2025  
Date Updated: 24<sup>th</sup> July 2025

# Licensing Sub-Committee Agenda

28 July 2025

<u>Item</u>		<u>Pages</u>
1.	<b>APOLOGIES FOR ABSENCE</b>	
2.	<b>DECLARATIONS OF INTEREST</b>  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.  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.  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.  Councillors are not obliged to withdraw from the meeting where a dispensation to that effect has been obtained from the Standards Committee.	
3.	<b>TOP'S PIZZA - 74 FULHAM PALACE ROAD, LONDON W6 9PL - 6:30 PM</b>	3 - 80
4.	<b>SWANSCOMBE NEWS - 4 SWANSCOMBE ROAD, LONDON, W11 4SX - 8:00 PM OR AFTER THE CONSIDERATION OF THE FIRST HEARING</b>	81 - 138

# Agenda Item 3

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## 1. THE APPLICATION:

On 22 May 2025, the Licensing Authority received a valid application ("the Application") for a new premises licence in respect of the premises known as Top's Pizza – 74 Fulham Palace Road London W6 9PL, submitted by LQAA ("the Agent"), on behalf of Tops Pizza Limited ("the Applicant").

### 1.1 Application Requested:

As Members will note from **Appendix 1**, the Applicant originally applied for a premises licence to cover the following activities:

#### Supply of Alcohol (On the Premises):

Monday to Sunday 11:00 to 23:00.

#### Late Night Refreshment (Indoors and Outdoors):

Monday to Sunday 23:00 to 03:00\*

\*deliveries only from 01:00 to 03:00

#### Hours Open To The Public:

Monday to Sunday: 11:00 to 03:00.

Following discussions with officers, however, the Applicant has confirmed that their application should, in light of deliveries only (no public access) after 01:00, read as follows:

#### Supply of Alcohol (On the Premises):

**Monday to Sunday 11:00 to 23:00.**

#### Late Night Refreshment (Indoors and Outdoors):

**Monday to Sunday 23:00 to 03:00\***

**\*deliveries only from 01:00 to 03:00**

#### Hours Open To The Public:

**Monday to Sunday: 11:00 to 01:00.**

It is, therefore, these revised hours that the Sub-Committee are required to consider in this case.

By way of context for Members, on 18 June 2024 granted a Full Variation for Top's Pizza on 18 June 2024. The link to the original Sub-Committee decision, along with the subsequent licence issued once this decision was made, can be found at <https://democracy.lbhf.gov.uk/ieListDocuments.aspx?CId=179&MId=7776&Ver=4> and **Appendix 2**, respectively.

In January 2025, however, the premises licence holder died and under the Licensing Act 2003 (the Act), a transfer application would have needed to have been placed within 28 days so that another entity (individual or company) could take on the licence. In this case though, no transfer was applied for in time, which meant that the original premises licence lapsed. As will be mentioned further in Paragraph 4.1 (below), it was not until



late April 2025 that we, as a licensing authority, were informed about the premises licence holder's death.

Since there is no active premises licence for the site, this is why a new premises licence application has been made to us, as a licensing authority. However, whilst a premises licence may have been granted for certain hours previously at this site, Members should be aware that this is an entirely new application and, under the Act, they are entitled to consider this application on its own individual merits.

## **1.2 Applicant's Operating Schedule:**

As can be seen from their original application, the Applicant originally proposed a number of steps to promote the four licensing objectives if the application is granted. Members will also note, from the last page of **Appendix 1**, that the Applicant volunteered the following conditions too:

- ***The Premises shall be closed to members of the public after 01:00. All customer orders after that time shall be made by way of delivery to a bona fide address only.***
- ***A notice shall be clearly displayed at the front of the Premises outlying the hours the premises are open to members of the public, and that customer orders between 01:00 to 03:00 are via delivery only.***
- ***From 01.00 until 03:00, an opaque blind (or similar covering) covering the length and width of both shop windows and door shall be drawn and kept closed until the Premises are open to members of the public.***

As well as this, following discussions with the Police, the Applicant also agreed the following conditions to be added in the event the licence is granted:

- ***Alcohol shall only be sold when ancillary to a food sold at the premises.***
- ***Strong beer, lager, cider and stout above 5.5% ABV shall not be displayed or sold.***

## **2. BACKGROUND:**

The main access to the proposed premises is located on Fulham Palace Road and it intends to operate as a takeaway, with no internal seating for patrons. The immediate area around the application site presents a mix of residential dwellings as well as commercial units. A map showing the location of the premises and neighbouring licensed premises can be seen in **Appendix 3**.

There are several options for transport away from the area, including buses and taxis which run from in and around the area. The Underground Stations within close proximity of the application site are Hammersmith (District and Picadilly Lines) and Hammersmith (Hammersmith and City Circle Lines), both approximately 5 minutes' walk away. Barons Court is also around 12 minutes' walk away from the application site too.

### 3. CONSULTATION:

A public notice was displayed at the premises for 28 days. The application was advertised in a local circular and all statutory consultees were notified as required by the Regulations. The Council has served written notice of hearing upon the Applicant and all those parties that have made representations in respect of the application.

#### 3.1. Relevant Representations:

The licensing section originally received 10 representations (copies of which can be seen **Appendix 5**), all objecting to the licence application. The Objectors were comprised as follows:

- A representative of Tournay Road Neighbourhood Watch Group.
- A representative of Barclay Road Conservation Area Neighbourhood Watch.
- A representative of Walham Green Ward Panel.
- A representative of Crabtree Estate Residents Association.
- 5 other individual residential objectors.
- Andy Slaughter MP (Hammersmith and Chiswick).

Following receipt of these representations, the Applicant requested that a letter was cascaded to all Objectors and this can be found at **Appendix 6**. At the time of writing this report, this had generated some responses and these can be found at **Appendix 7**. Any further comments made by any of the objectors, along with any other application-related updates, will be provided to the Sub-Committee in advance of the Hearing.

### 4. OTHER INFORMATION:

#### 4.1 Enforcement History:

As mentioned, information about the death of the original licence holder was only brought to the attention of us, as a licensing authority, on 24 April 2025. Within a day of this though, on 25 April 2025, communication had taken place with the businesses representative (the Agent in this case) about making a new premises licence application and seeking Temporary Event Notices (TENs) should they wish to trade in the meantime. This was followed up by a formal notice to the new business-holders on the same day, citing that all licensable activities should cease until such time that an appropriate licence (TEN or premises licence) had been granted.

#### 4.2 TENs:

Following the discussions set out in Paragraph 4.1 (above), the business-holder applied for the following TENs:

Application Received	TEN Type Requested (Standard or Late)	Activities Requested	Dates and Times Requested	Outcome
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29 April 2025	Late TEN	Provision of Late-Night Refreshment (off the premises - for no more than 3 people).	Thursday 8 May to Saturday 11 May 2025; 00:00 until 03:00 (delivery only after 01:00)	Granted
29 April 2025	Late TEN	Provision of Late-Night Refreshment (off the premises - for no more than 3 people).	Wednesday 14 May to Sunday 18 May 2025; 00:00 until 03:00 (delivery only after 01:00).	Granted
29 April 2025	Standard TEN	Provision of Late-Night Refreshment (off the premises - for no more than 3 people).	Wednesday 21 May to Sunday 25 May 2025; 00:00 until 03:00 (delivery only after 01:00)	Granted
29 April 2025	Standard TEN	Provision of Late-Night Refreshment (off the premises - for no more than 3 people).	Wednesday 28 May to Tuesday 6 June 2025; 00:00 until 03:00 (delivery only after 01:00)	Granted

There is no indication from any of the Responsible Authorities that these TENs caused any adverse issues.

## 5. POLICY CONSIDERATIONS:

**5.1** Section 2 pages 7 and 8 of the Statement of Licensing Policy (“SLP”), which can be found at [https://www.lbhf.gov.uk/sites/default/files/section\\_attachments/lbhf-statement-of-licensing-policy-2022-2027-150722.pdf](https://www.lbhf.gov.uk/sites/default/files/section_attachments/lbhf-statement-of-licensing-policy-2022-2027-150722.pdf), states the Licensing Authority is keen to support the licensed sector and leisure offer within the borough, with a particular focus on business resilience and growing a robust and thriving cultural and leisure sector.

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

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

**5.2** Section 5 pages 12 and 13 of the SLP states that in order to ensure the promotion of the four Licensing Objectives the Licensing Authority will require applicants to detail in their operating schedule:

- the steps proposed to promote the licensing objective of the prevention of crime and disorder on, and in the vicinity of, the premises, having regard to their location, character, condition, the nature and extent of the proposed use and the persons likely to use the premises;
- the steps proposed to ensure the physical safety of people using the relevant premises or place;

- how they intend to prevent nuisance arising, prevent disturbance and protect amenity so far as is appropriate to ensure that the Licensing Objectives are met. Where there is a relevant representation regarding extended hours, the Licensing Authority will not permit an extension unless it is satisfied that the Licensing Objectives would be met;
- the measures and management controls in place to protect children from harm. Where appropriate a written childcare policy should be available and be incorporated in the induction of staff.

**5.3** 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 Licensing 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.

For sales of alcohol for consumption off the premises – applicants in respect of off licences and other premises selling alcohol for consumption off the premises may need to consider whether:

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

**5.4** Policy 1 page 18 confirms that The Secretary of State’s Guidance (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 Licensing Authority notes the contents of these paragraphs from the Guidance and, in particular, the use of the word 'expected'. Licence applications that do not in any way address the contents of these paragraphs in their operating schedules may be returned to the applicant as 'incomplete'.

**5.5** Policy 3 page 21 and 22 of the SLP states that where there is a relevant representation, the Licensing Authority will consider each particular case on its merits having regard in particular to the following matters:

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

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

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

<b>Type of premises</b>	<b>Town centres</b>	<b>Mixed use areas</b>	<b>Residential areas</b>
Late night refreshment premises (take-aways)	Friday to Saturday: 01:00 Sunday: 00:00	Friday to Saturday: 00:30 Sunday: 23:30	Not considered Appropriate

**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 Licensing Authority will, where appropriate, take into account the cumulative effect of the number, type and density of licensed premises already existing in the area. Consideration will be given to the proximity to any drug and alcohol treatment site, A&E department or homeless hostel in a local area type remit ie applicants need to make the case for how they would not increase further problems for residents/clients nearby.

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

- Planning controls (where development or change of use is involved, or where trading hours are limited by planning conditions)
- Police and other enforcement of the normal law concerning disorder and anti-social behaviour
- Prosecution or other enforcement of any personal licence holder or member of staff at such premises who is selling alcohol to people who are drunk
- Prosecution or other enforcement of any personal licence holder or member of staff at such premises who is selling to underage persons or selling illegal alcohol or tobacco
- Police powers to close down instantly any licensed premises or temporary events on grounds of disorder, the likelihood of disorder or excessive noise emanating from the premises, for up to 24 hours.
- The power of the police, other responsible authorities, a local resident, business or Councillor to seek a review of the licence or certificate in question.
- Police and Local Authority power to issue a Closure Notice for up to 48 hours where serious antisocial behaviour is taking place at licensed premises under the Anti-social Behaviour, Crime and Policing Act 2014.
- To ensure that residents are protected from the negative impact of late-night local licensing activities the Licensing Authority may decide to adopt an Area Specific Cumulative Impact Policy in relation to a specific area; where the number, type and density of premises providing licensable activities is having a serious negative impact on the local community and local amenities.

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

As a matter of policy the council expects every holder of a licence, certificate or permission, to accept and be responsible for minimising the impact of their activities and anti-social behaviour by their patrons within the vicinity of their premises by taking appropriate measures and action consistent with that responsibility.

Licensees and certificate holders should take reasonable steps to prevent the occurrence of crime and disorder and public nuisance immediately outside their premises, for example on the pavement, in a beer garden or in a smoking area, to the extent that these matters are within their control.

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

**5.8** 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 Licensing Authority and/or the relevant Responsible Authority e.g. The Police, to resolve any ongoing concerns and/or issues.

**5.9** Policy 14 on pages 32 to 33 of the SLP refer to delivery services taking the form of:

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

Although these types of services are not provided for in the Act or in the Guidance in any way differently from other licensed premises they do provide their own unique circumstances that need to be addressed. In particular the Licensing Authority has concerns with the potential for the following:

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

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

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



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

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

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

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

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

**5.12** Annex 1 pages 37 to 28 of the SLP in relation to public safety states the Licensing Authority will require the applicant to demonstrate the steps proposed to ensure the physical safety of people using the relevant premises or place. This does not cover the separate need for applicants to provide relevant public safety requirements dealt with by Environmental Health.

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

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

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

This is expected to include:

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

b) Licensing Authority will particularly consider the following matters where they are material to the individual application:

- ii. The proximity of residential accommodation;
- iii. The type of use proposed, including the likely numbers of customers, proposed hours of operation and the frequency of activity;
- iv. The steps taken or proposed to be taken by the applicant to prevent noise and vibration escaping from the premises, including music, noise from ventilation equipment, and human voices. Such measures may include the installation of soundproofing, air conditioning, acoustic lobbies and sound limitation devices;
- v. The steps taken or proposed to be taken by the applicant to prevent disturbance by customers arriving at or leaving the premises.
- ix. The steps taken or proposed to be taken by the applicant to ensure staff leave the premises quietly;
- xvii. The history of the applicant in controlling anti-social behaviour and preventing nuisance;
- xix. Any other relevant activity likely to give rise to nuisance;

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

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

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

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

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

a) The legislation recognises the right of licence holders (serving alcohol) to allow accompanied children into their premises at any time. The Licensing Authority will not normally seek to limit their access (above that specified in the Act) to any premises unless it is necessary for the prevention of physical, moral or psychological harm, or where there are concerns about child sexual exploitation. Where this is considered likely, upon consideration of a relevant representation, conditions will be imposed that restrict children from entering all or part of licensed premises:

- i. At certain times of the day;
- ii. When certain licensable activities are taking place;
- iii. Under certain ages, e.g. 16 or 18; iv. Unless accompanied by an adult

b) The Licensing Authority will particularly consider whether:

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

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

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

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

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

## **6. DETERMINATION**

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

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

It is the Council's duty under the Act to determine applications with a view to promoting the four licensing objectives:

- Prevention of crime and disorder.
- Public safety.
- Prevention of public nuisance.
- 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 SLP and the Guidance.

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

**PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST**

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

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

**I/We Tops Pizza Limited**

*(Insert name(s) of applicant)*

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

**Part 1 – Premises details**

<b>Postal address of premises or, if none, ordnance survey map reference or description</b>  <b>Tops Pizza 74 Fulham Palace Road</b>			
<b>Post town</b>	<b>London</b>	<b>Postcode</b>	<b>W6 9PL</b>

<b>Telephone number at premises (if any)</b>	<b>020 8741 0090</b>
<b>Non-domestic rateable value of premises</b>	<b>£12,500</b>

**Part 2 - Applicant details**

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

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

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

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

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

I am making the application pursuant to a

statutory function or ☐

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

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

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

**SECOND INDIVIDUAL APPLICANT** (if applicable)

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

**(B) OTHER APPLICANTS**

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

Name <b>Tops Pizza limited</b>
Address <b>Begbies, 9 Bonhill Street, EC2A 4DJ</b>
Registered number (where applicable) <b>02229782</b>
Description of applicant (for example, partnership, company, unincorporated association etc.) <b>Company</b>
Telephone number (if any) <b>01865 507507</b>
E-mail address (optional)

### Part 3 Operating Schedule

When do you want the premises licence to start?

DD		MM		YYYY			
2	0	0	6	2	0	2	5

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

DD		MM		YYYY			

Please give a general description of the premises (please read guidance note 1)  
**A franchise take away (Tops Pizza), situated on the ground floor of facing a main road.**

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

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

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

Provision of regulated entertainment (please read guidance note 2)

Please tick all that apply

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



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



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



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

# A

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

## B

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

C

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

## D

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

# E

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

# F

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

# G

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



# H

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

# I

<b>Late night refreshment</b> Standard days and timings (please read guidance note 7)			<b>Will the provision of late night refreshment take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input checked="" type="checkbox"/>
Day	Start	Finish	<b>Please give further details here</b> (please read guidance note 4) Please Note:		
Mon	23:00	03:00			
Tue	23:00	03:00	<b>State any seasonal variations for the provision of late night refreshment</b> (please read guidance note 5)		
Wed	23:00	03:00	<b>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list</b> (please read guidance note 6)  Delivery only after 01:00, as per previous premises licence		
Thur	23:00	03:00			
Fri	23:00	03:00			
Sat	23:00	03:00			
Sun	23:00	03:00			

# J

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 7)			<b>Will the supply of alcohol be for consumption – please tick</b> (please read guidance note 8)	On the premises	<input type="checkbox"/>			
				Off the premises	<input checked="" type="checkbox"/>			
				Both	<input type="checkbox"/>			
Day	Start	Finish	<b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 5)					
Mon	11:00	23:00						
Tue	11:00	23:00						
Wed	11:00	23:00						
Thur	11:00	23:00						
Fri	11:00	23:00						
Sat	11:00	23:00						
Sun	11:00	23:00						
						<b>Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list</b> (please read guidance note 6)		

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

Name <b>Mr Sayed Gobadi</b>	
Date of birth [REDACTED]	
[REDACTED] [REDACTED] [REDACTED]	
Postcode	[REDACTED]
Personal licence number (if known) [REDACTED]	
Issuing licensing authority (if known) <b>London Borough of Barnet</b>	

□□□□

K

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

L

<b>Hours premises are open to the public</b> Standard days and timings (please read guidance note 7)			<b><u>State any seasonal variations</u></b> (please read guidance note 5)
Day	Start	Finish	
Mon	11:00	03:00	
Tue	11:00	03:00	<b><u>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</u></b> (please read guidance note 6)
Wed	11:00	03:00	
Thu	11:00	03:00	Delivery only after 01:00, as per previous premises licence
Fri	11:00	03:00	
Sat	11:00	03:00	
Sun	11:00	3:00	

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

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

All of the following conditions, are as per the previous premises licence conditions

Please note that the previous premises licence collapsed due to passing away of the premises licence holder.

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

-All staff responsible for selling alcohol shall receive relevant training before making any unsupervised sales. The training shall include:

- the Licensing Act 2003 in terms of the licensing objectives and offences committed under the Act;
- the conditions of the Premises Licence;

-Alcohol shall not be sold or supplied in an open container or be consumed in the licensed premises.

-The door to the Premises shall have a secure quality mortise lock;

(a) any visit by a relevant authority or emergency service.

The incident record shall be kept on the premises and be available for inspection by the Police or authorised officers of the Licensing Authority at all times the premises is open.

-The premises shall have a written policy in place, in relation to responding and ensuring the welfare and safeguarding of vulnerable patrons. The policy shall be made available to the Police and Authorised Officers from the Local Authority upon request.

-Appropriate signage shall be displayed in prominent positions, informing customers they are being recorded on CCTV.

-At least one member of staff on duty whilst this licence is being used shall be trained in the requirements of the Licensing Act 2003 in terms of the licensing objectives, offences committed under the Act and conditions of the Premises Licence. Staff shall sign to confirm that they have received and understood the training. Written records of this training shall be retained and made available to the Police or authorised officers of the Licensing Authority upon request.

-All incidents shall be reported to the Police;

-An incident log (electric or paper based) shall be kept at the Premises and made available on request to an authorised officer of the Council or the Police or the Fire Service which shall record the following:

- (a) all crimes reported to the venue
- (b) all ejection of patrons
- (c) any complaints received
- (d) any incidents of disorder
- (e) seizures of drugs or offensive weapons
- (f) any faults in the CCTV system

-High-Definition CCTV shall be installed, operated and maintained, at all times that the premises are open for licensable activities or customers are on the premises and;

o shall be checked every two weeks to ensure that the system is working properly and that the date and time are correct. A record of these checks, showing the date and name of the person checking, shall be kept and made available to the Police or authorised Council officers on request. o at least one camera will show a close-up of the entrance/entrances to the premises, to capture a clear, full length image of anyone entering.

o shall cover any internal or external area of the premises where licensable activities take place.

o recordings shall be in real time and stored for a minimum period of 31 days with date and time stamping.

o footage shall be provided free of charge to the Police or authorised Council officer within 24 hours of a request.

o a staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times. This staff member will be able to show Police or authorised officers of the Licensing Authority recent data footage with the minimum of delay when requested. This data or footage reproduction shall be almost instantaneous.

### **c) Public safety**

-The Premises shall be adequately ventilated;

-Streets nearby are to be monitored nightly and any rubbish generated from the Premises to be picked up by staff and disposed of correctly;

-The Premises shall provide a rubbish bin.

-A responsible member of staff shall carry out proactive litter patrols outside the premises at least twice 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.

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

-All ventilation and extraction systems including any sound insulation or odour abatement equipment 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 an odour or noise nuisance to neighbours.

**d) The prevention of public nuisance**

-The Premises shall close to members of the public at 01:00, and all lights in the customer area to be switched off.

-The Premises shall use electric mopeds with a cubic capacity of no more than 50cc;

-Delivery drivers/riders or employees shall be given clear, written instructions to use their vehicles in a responsible manner so as to not cause nuisance to any surrounding residents; to switch engines off immediately on arrival; no playing of loud music, no revving of engines or sounding of horns.

-Signs shall be prominently displayed in the outside area reminding patrons there are residents living nearby and instructing them to respect the neighbours and to conduct their behaviour accordingly.

-The Premises shall be closed to members of the public after 01:00. All customer orders after that time shall be made by way of delivery to a bona fide address only.

-A notice shall be clearly displayed at the front of the Premises outlining the hours the premises are open to members of the public, and that customer orders between 01:00 to 03:00 are via delivery only.

-From 01.00 until 03:00, an opaque blind (or similar covering) covering the length and width of both shop windows and door shall be drawn and kept closed until the Premises are open to members of the public.

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

-the sale of age-restricted products.

This training will be refreshed at least every six months. Staff shall sign to confirm that they have received and understood the training. Written records of this training shall be retained and made available to the Police or authorised officers of the Licensing Authority upon request.

-Age-restricted products training shall cover the following steps: the assessment of age; how and when to challenge for proof of age; acceptable proof of age and how to check; and recording refusals.

- The Premises shall operate a 'Challenge 25' age-restricted sales policy and

promote it through the prominent display of posters.

- The Licence Holder shall put arrangements in place to ensure that before serving alcohol or other age-restricted goods to customers they believe to be less than 25 years of age, staff ask to see accredited proof of age: that is, proof of age cards carrying the 'PASS' logo (and no others), a Passport, or UK Driving Licence bearing the photograph and date of birth of the customer.

- The Licence Holder shall require staff to note any refusals in a refusals log. The refusals log shall record the date and time of the refusal; the name of the staff member refusing; and the reason for refusal. It must be checked and signed monthly by the designated premises supervisor. The refusals log shall be made available for inspection upon request by the Licensing Team, Police or Trading Standards.

**Checklist:**

**Please tick to indicate agreement**

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



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

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

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

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

<b>Declaration</b>	<ul style="list-style-type: none"> <li>[Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).</li> <li>The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)</li> </ul>
Signature	
Date	22/05/2025
Capacity	Agent

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

Signature	
Date	

Capacity	
----------	--

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)

**LQAA**

**Westminster Business Centre**

**Printing House Lane**

Post town	<b>Hayes</b>	Postcode	<b>UB3 1AP</b>
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Telephone number (if any)	
---------------------------	--

If you would prefer us to correspond with you by e-mail, your e-mail address (optional)

**hilda@lqaa.co.uk**

### Notes for Guidance

1. 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.
2. 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:
    - a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
    - 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.
    - 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.
    - 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.

- 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:
    - 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.
    - 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.
    - 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.
  - 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:
    - any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
    - 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;
    - any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
    - 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.
3. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
  4. For example the 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.
  5. For example (but not exclusively), where the activity will occur on additional days during the summer months.
  6. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
  7. Please give timings in 24 hour clock (e.g. 16.00) and only give details for the days of the week when you intend the premises to be used for the activity.
  8. If you wish people to be able to consume alcohol on the premises, please tick 'on the premises'. If you wish people to be able to purchase alcohol to consume away from the premises, please tick 'off the premises'. If you wish people to be able to do both, please tick 'both'.

9. Please give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups or the presence of gaming machines.
10. Please list here steps you will take to promote all four licensing objectives together.
11. The application form must be signed.
12. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
13. Where there is more than one applicant, each of the applicants or their respective agent must sign the application form.
14. This is the address which we shall use to correspond with you about this application.

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

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

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

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

Applicants must demonstrate that they have an entitlement to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity. They do this by providing with this application copies or scanned copies of the following documents (which do not need to be certified).

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

- An expired or current passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies having the right of abode in the UK [please see note below about which sections of the passport to copy].
- An expired or current passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland.
- A Registration Certificate or document certifying permanent residence issued by the Home Office to a national of a European Economic Area country or Switzerland.
- A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK.
- A **current** passport endorsed to show that the holder is exempt from immigration control, is allowed to stay indefinitely in the UK, has the right of abode in the UK, or has no time limit on their stay in the UK.

- A **current** Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK or has no time limit on their stay in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A **full** birth or adoption certificate issued in the UK which includes the name(s) of at least one of the holder's parents or adoptive parents, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A certificate of registration or naturalisation as a British citizen, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A **current** passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is allowed to work relation to the carrying on of a licensable activity.
- A **current** Residence Card issued by the Home Office to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights or residence.
- A **current** Immigration Status Document containing a photograph issued by the Home Office to the holder with an endorsement indicating that the named person may stay in the UK, and is allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A Certificate of Application, **less than 6 months old**, issued by the Home Office under regulation 17(3) or 18A (2) of the Immigration (European Economic Area) Regulations 2006, to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence.
- Reasonable evidence that the person has an outstanding application to vary their permission to be in the UK with the Home Office such as the Home Office acknowledgement letter or proof of postage evidence, or reasonable evidence that the person has an appeal or administrative review pending on an immigration decision, such as an appeal or administrative review reference number.

- Reasonable evidence that a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence in exercising treaty rights in the UK including:-
  - evidence of the applicant's own identity – such as a passport,
  - evidence of their relationship with the European Economic Area family member – e.g. a marriage certificate, civil partnership certificate or birth certificate, and
  - evidence that the European Economic Area national has a right of permanent residence in the UK or is one of the following if they have been in the UK for more than 3 months:
    - (i) working e.g. employment contract, wage slips, letter from the employer,
    - (ii) self-employed e.g. contracts, invoices, or audited accounts with a bank,
    - (iii) studying e.g. letter from the school, college or university and evidence of sufficient funds; or
    - (iv) self-sufficient e.g. bank statements.

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

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

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

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

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

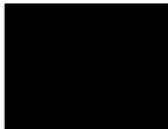
**Consent of individual to being specified as premises supervisor**

**Sayed Gobadi**

I

*[full name of prospective premises supervisor]*

Of



*[home address of prospective premises supervisor]*

hereby confirm that I give my consent to be specified as the designated premises supervisor in relation to the application for

**New Premises Licence Application**

*[type of application]*

by

**Tops Pizza Limited**

*[name of applicant]*

**Applied for**

relating to a premises licence

*[number of existing licence, if any]*

for

**Tops Pizza, 74 Fulham Palace Road, London, W6 9PL.**

*[name and address of premises to which the application relates]*

and any premises licence to be granted or varied in respect of this application made by

**Tops Pizza Limited**

*[name of applicant]*

concerning the supply of alcohol at

**Tops Pizza, 74 Fulham Palace Road, London, W6 9PL.**

*[name and address of premises to which application relates]*

I also confirm that I am entitled to work in the United Kingdom and am applying for, intend to apply for or currently hold a personal licence, details of which I set out below.

Personal licence number

[REDACTED]

*[insert personal licence number, if any]*

Personal licence issuing authority

**London Borough of Barnet**

*[insert name and address and telephone number of personal licence issuing authority, if any]*

Signed



Name (please print)

**Mr Sayed Gobadi**

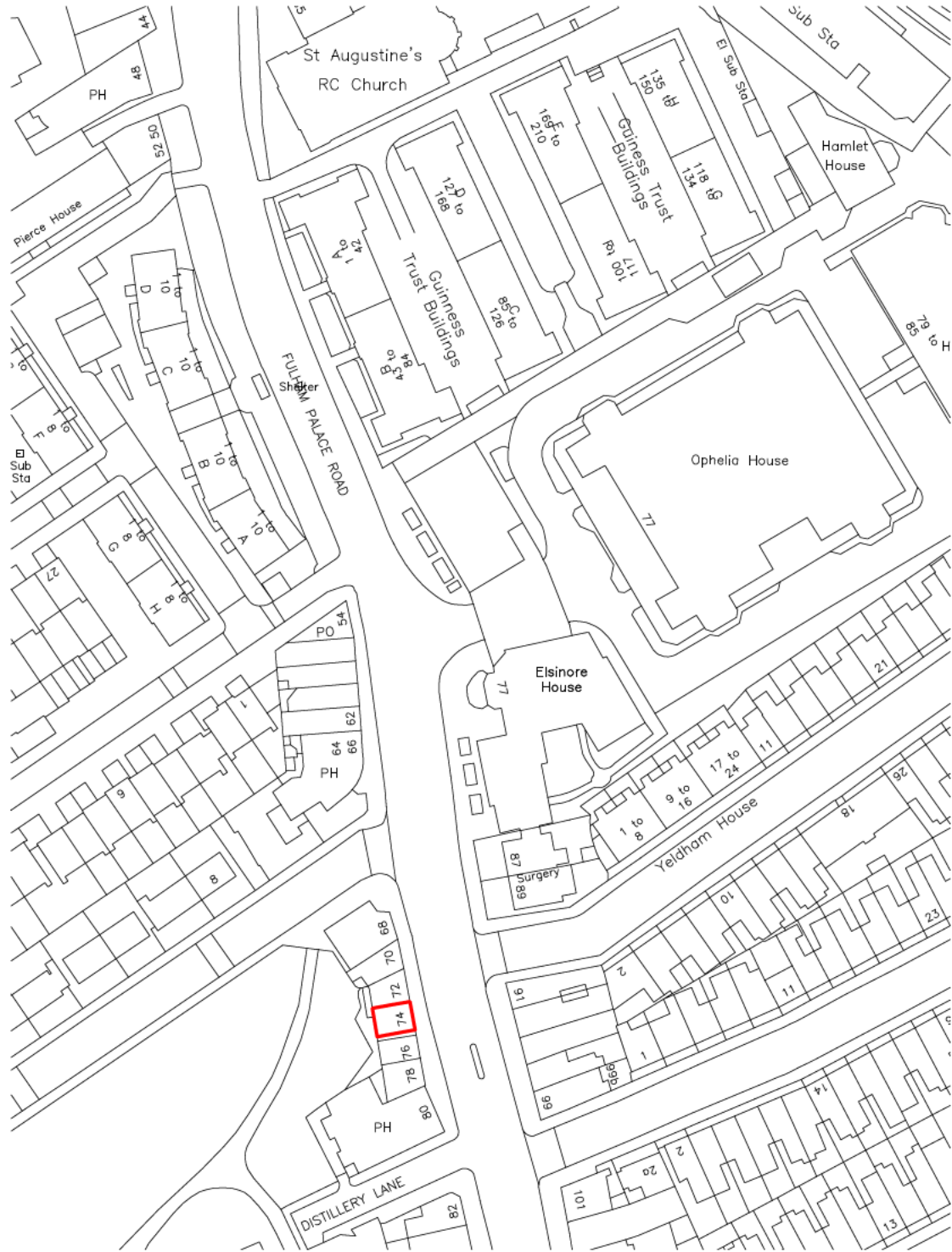
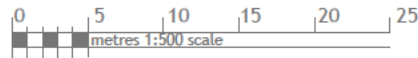
Date

**24/05/2025**

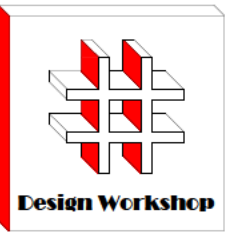
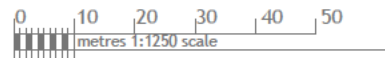




Block Plan



Site Location



Dimensions to be verified on site  
DO NOT SCALE FROM THIS DRAWING.  
Any areas indicated on this drawing are for guidance only. No responsibility is taken for their accuracy.

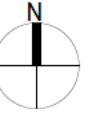
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Site Address:

74 Fulham Palace Road,  
London  
W6 9PL

Title:

Block and Location  
Plans



Scale: 1:500, 1:1250

Paper Size: A3

Rev	Date	Comments
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Drawn By:	VP
Job Ref:	25066
Date:	May 2025
Drawing No.	PL - 01



Dimensions to be verified on site  
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Site Address:

74 Fulham Palace Road,  
London  
W6 9PL

Title:

### Proposed Shop Plans

Scale:	1:50
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Paper Size:	A3
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[illegible]

Drawn By:	VP
Job Ref:	25066
Date:	May 2025
Drawing No.	PL - 02

**From:** hilda Cameron <hilda@lqaa.co.uk>  
**Sent:** 18 June 2025 13:57  
**To:** Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
**Subject:** Re: Confirmation of Proposed Activities and Opening Hours – Tops Pizza Fulham

Good afternoon, Matt,  
Please find the amended application attached. Kindly confirm if you are happy with the changes.  
For your reference, please note the conditions attached to the application regarding delivery-only hours are as follows:

-The Premises shall be closed to members of the public after 01:00. All customer orders after that time shall be made by way of delivery to a bona fide address only.

-A notice shall be clearly displayed at the front of the Premises outlining the hours the premises are open to members of the public, and that customer orders between 01:00 to 03:00 are via delivery only.

-From 01.00 until 03:00, an opaque blind (or similar covering) covering the length and width of both shop windows and door shall be drawn and kept closed until the Premises are open to members of the public.

Kind Regards  
Hilda

**Hildigar Cameron | Licensing Consultant**  
**M:07502224452 T: 01895900928**  
**Westminster Business Centre,**  
**Printing House Lane, Hayes, UB3 1AP**

[www.lqaa.co.](http://www.lqaa.co.)

# Licensing Act 2003

## Premises Licence



**Premises Licence Number:** 2024/00498/LAPR

### Part 1 – Premises details

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

Tops Pizza  
74 Fulham Palace Road

**Post town:** London

**Post code:** W6 9PL

**Telephone:** 020 8741 0090

#### 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  
Sale of Alcohol Off the Premises

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

Provision of Late Night Refreshment - Both Indoors and Outdoors  
Monday to Sunday 23:00 - 01:00

Provision of Late Night Refreshment - Outdoors Only  
Monday to Sunday 01:00 - 03:00

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

#### The opening hours of the premises:

Monday to Sunday 11:00 - 01:00

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

Off the Premises Only

## Part 2

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

Mr Ali Yazdi  
74 Fulham Palace Road  
Hammersmith  
London  
W6 9PL

**Telephone:** 02082262060

**Email:** info@topspizza.com

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

Not applicable

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

Mr Ali Morad Yazdi  
74 Fulham Palace Road  
London  
W6 9PL

**Licensing Authority:** Hammersmith And Fulham Council

**Personal Licence Number:** 2005/03676/LAPERG

## Annex 1 – Mandatory Conditions

### 1. Mandatory Condition

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

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

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

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

## 2. Mandatory Condition

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

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

- (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
- (b) "permitted price" is the price found by applying the formula—

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

where—

- (i) P is the permitted price,
  - (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
  - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
- (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence—
- (i) the holder of the premises licence,
  - (ii) the designated premises supervisor (if any) in respect of such a licence, or
  - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
- (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
- (e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

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

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

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

## 3. Mandatory Condition

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

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

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

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

## **Annex 2 – Conditions consistent with the operating Schedule**

4. Alcohol shall not be sold or supplied in an open container or be consumed in the licensed premises.

5. The door to the Premises shall have a secure quality mortise lock;

6. All incidents shall be reported to the Police;

7. The Premises shall be adequately ventilated;

8. Streets nearby are to be monitored nightly and any rubbish generated from the Premises to be picked up by staff and disposed of correctly;

9. The Premises shall close to members of the public at 01:00, and all lights in the customer area to be switched off.

10. The Premises shall use electric mopeds with a cubic capacity of no more than 50cc;

11. The Premises shall provide a rubbish bin.

14. Delivery drivers/riders or employees shall be given clear, written instructions to use their vehicles in a responsible manner so as to not cause nuisance to any surrounding residents; to switch engines off immediately on arrival; no playing of loud music, no revving of engines or sounding of horns.

15. A responsible member of staff shall carry out proactive litter patrols outside the premises at least twice 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.

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

17. An incident log (electric or paper based) shall be kept at the Premises and made available on request to an authorised officer of the Council or the Police or the Fire Service which shall record the following:

- (a) all crimes reported to the venue
- (b) all ejection of patrons
- (c) any complaints received
- (d) any incidents of disorder
- (e) seizures of drugs or offensive weapons
- (f) any faults in the CCTV system

(g) any visit by a relevant authority or emergency service.

The incident record shall be kept on the premises and be available for inspection by the Police or authorised officers of the Licensing Authority at all times the premises is open.

18. The premises shall have a written policy in place, in relation to responding and ensuring the welfare and safeguarding of vulnerable patrons. The policy shall be made available to the Police and Authorised Officers from the Local Authority upon request.

19. Signage shall be prominently displayed at the premises outlining contact details for reliable licensed minicabs / taxi services.

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

20. .High-Definition CCTV shall be installed, operated and maintained, at all times that the premises are open for licensable activities or customers are on the premises and;

- o shall be checked every two weeks to ensure that the system is working properly and that the date and time are correct. A record of these checks, showing the date and name of the person checking, shall be kept and made available to the Police or authorised Council officers on request. o at least one camera will show a close-up of the entrance/entrances to the premises, to capture a clear, full length image of anyone entering.

- o shall cover any internal or external area of the premises where licensable activities take place.

- o recordings shall be in real time and stored for a minimum period of 31 days with date and time stamping.

- o footage shall be provided free of charge to the Police or authorised Council officer within 24 hours of a request.

- o a staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times. This staff member will be able to show Police or authorised officers of the Licensing Authority recent data footage with the minimum of delay when requested. This data or footage reproduction shall be almost instantaneous.

21. Appropriate signage shall be displayed in prominent positions, informing customers they are being recorded on CCTV.

22. At least one member of staff on duty whilst this licence is being used shall be trained in the requirements of the Licensing Act 2003 in terms of the licensing objectives, offences committed under the Act and conditions of the Premises Licence. Staff shall sign to confirm that they have received and understood the training. Written records of this training shall be retained and made available to the Police or authorised officers of the Licensing Authority upon request.

23. All staff responsible for selling alcohol shall receive relevant training before making any unsupervised sales. The training shall include:

- the Licensing Act 2003 in terms of the licensing objectives and offences committed under the Act;
- the conditions of the Premises Licence;



-the sale of age-restricted products.

This training will be refreshed at least every six months. Staff shall sign to confirm that they have received and understood the training. Written records of this training shall be retained and made available to the Police or authorised officers of the Licensing Authority upon request.

24. Age-restricted products training shall cover the following steps: the assessment of age; how and when to challenge for proof of age; acceptable proof of age and how to check; and recording refusals.

25. All ventilation and extraction systems including any sound insulation or odour abatement equipment 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 an odour or noise nuisance to neighbours.

26. The Premises shall be closed to members of the public after 01:00. All customer orders after that time shall be made by way of delivery to a bona fide address only.

27. A notice shall be clearly displayed at the front of the Premises outlining the hours the premises are open to members of the public, and that customer orders between 01:00 to 03:00 are via delivery only.

28. From 01.00 until 03:00, an opaque blind (or similar covering) covering the length and width of both shop windows and door shall be drawn and kept closed until the Premises are open to members of the public.

29. Signs shall be prominently displayed in the outside area reminding patrons there are residents living nearby and instructing them to respect the neighbours and to conduct their behaviour accordingly.

30. The Premises shall operate a 'Challenge 25' age-restricted sales policy and promote it through the prominent display of posters.

31. The Licence Holder shall put arrangements in place to ensure that before serving alcohol or other age-restricted goods to customers they believe to be less than 25 years of age, staff ask to see accredited proof of age: that is, proof of age cards carrying the 'PASS' logo (and no others), a Passport, or UK Driving Licence bearing the photograph and date of birth of the customer.

32. The Licence Holder shall require staff to note any refusals in a refusals log. The refusals log shall record the date and time of the refusal; the name of the staff member refusing; and the reason for refusal. It must be checked and signed monthly by the designated premises supervisor. The refusals log shall be made available for inspection upon request by the Licensing Team, Police or Trading Standards.

**Signed:**   
**Authorised Officer**

**Date: 18.06.2024**

# Licensing Act 2003

## Premises Licence



### Premises Licence Summary

**Premises Licence Number:** 2024/00498/LAPR

### Premises details

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

Tops Pizza  
74 Fulham Palace Road

**Post town:** London

**Post code:** W6 9PL

**Telephone:** 020 8741 0090

**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  
Sale of Alcohol Off the Premises

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

Provision of Late Night Refreshment - Both Indoors and Outdoors  
Monday to Sunday 23:00 - 01:00

Provision of Late Night Refreshment - Outdoors Only  
Monday to Sunday 01:00 - 03:00

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

**The opening hours of the premises:**

Monday to Sunday 11:00 - 01:00

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

Off the Premises Only

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

Mr Ali Yazdi  
74 Fulham Palace Road  
Hammersmith  
London  
W6 9PL

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

Not applicable

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

Mr Ali Morad Yazdi

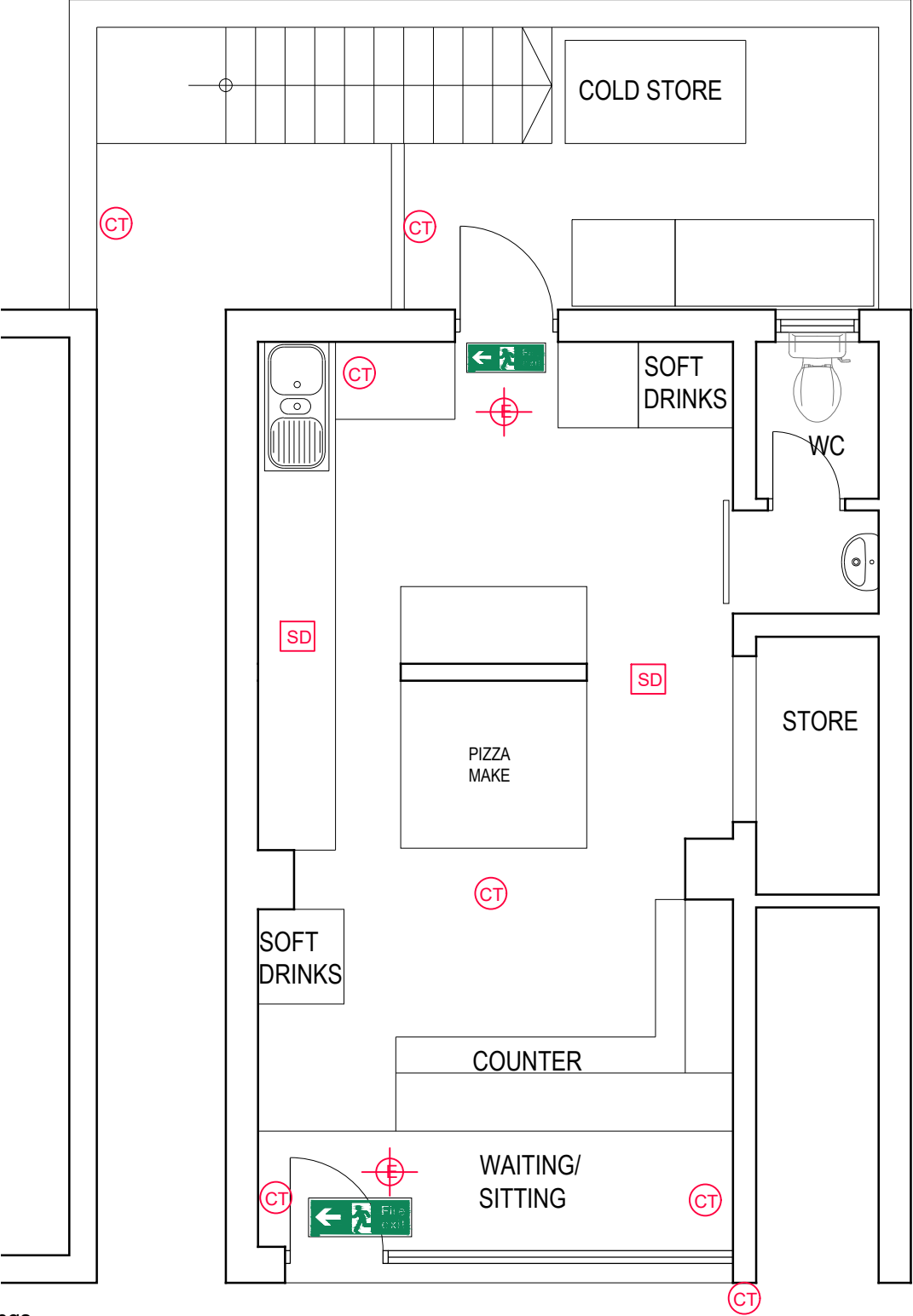
**State whether access to the premises by children is restricted or prohibited:**

No Restrictions

**Signed:**   
**Authorised Officer**

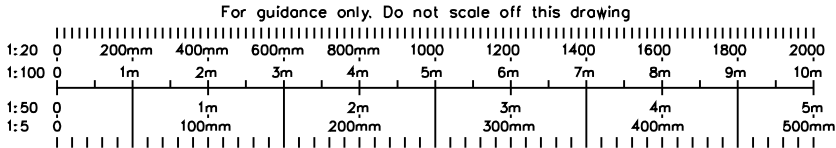
**Date: 18.06.2024**

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GROUND FLOOR PLAN

- LEGEND
- EMERGENCY LIGHT FITTING
  - SD SMOKE DETECTOR
  - FIRE EXIT
  - CT CCTV  
CCTV Monitor for Min. 31 Days



Westminster Business Centre  
Printing House Lane  
Hayes UB3 1AP  
W: lqaa.co.uk E: info@lqaa.co.uk  
T: 020 8123 690 M: 0750 222 4452

Applicant:  
TOPPS PIZZA, 24 FULHAM PALACE ROAD,  
LONDON, W6 9PL

Job Title:  
TOPPS PIZZA, 24 FULHAM PALACE ROAD,  
LONDON, W6 9PL

Drawing Title:  
GROUND FLOOR PLAN

Scale: 1:50 Date: 11/03/2024	Drawing No. 01	Print Size A3	Revision
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**From:** [Nicole.Sondh@met.police.uk](mailto:Nicole.Sondh@met.police.uk) <[Nicole.Sondh@met.police.uk](mailto:Nicole.Sondh@met.police.uk)>

**Sent:** 10 June 2025 13:43

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

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

**Subject:** FW: New Premises Licence Application - Tops Pizza, 74 Fulham Palace Road, London, W6 9PL 2025/00652/LAPR

To Licensing,

**RE: New Premises Licence Application - Tops Pizza, 74 Fulham Palace Road, London, W6 9PL 2025/00652/LAPR**

Please see the below conditions agreed with the applicant in relation to the above New Premises Licence Application;

1. **Alcohol shall only be sold when ancillary to a food sold at the premises.**
2. **Strong beer, lager, cider and stout above 5.5% ABV shall not be displayed or sold.**

Kind Regards

Nicole

PC Nicole SONDH 2438AW

Hammersmith and Fulham Police Licensing Unit

**Address:** Hammersmith and Fulham Police Station, 226 Shepherds Bush Road, London, W6 7NX

**Email:** [nicole.sondh@met.pnn.police.uk](mailto:nicole.sondh@met.pnn.police.uk)

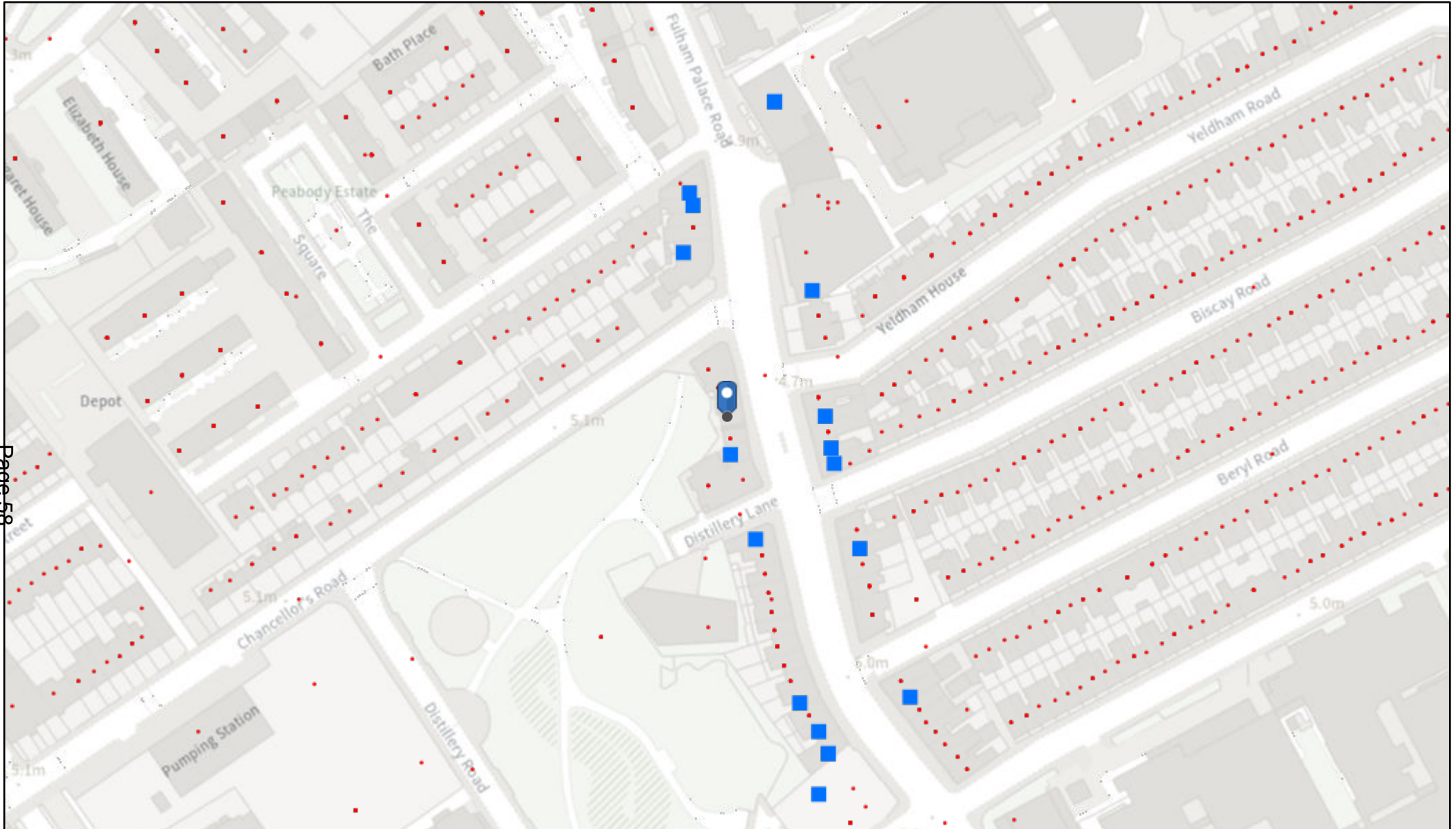


[Click here for Drink Spike Prevention and Ask for Angela materials](#)

[Click here for drink spiking advice](#)

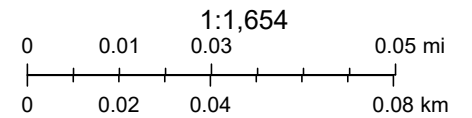
# eGIS Web Map

Page 58



14/07/2025, 17:53:35

- Licensing Points
- Property Gazetteer
- Within Borough



REFERENCE	TRADING AS	ADDRESS	ACTIVITY	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday		
2022/00019/LAPR	Mr Steak	93 Fulham Palace Road London W6 8JA	Sale of Alcohol On the Premises	12:00 - 23:00								
2022/00689/LAPR	Fulham Palace Local	97 Fulham Palace Road London W6 8JA	Sale of Alcohol Off the Premises	08:00 - 23:00								
2021/00208/LAPR	Cozco Latte Ltd	99 Fulham Palace Road London W6 8JA	Sale of Alcohol On the Premises	11:00 - 22:00								
2014/01580/LAPR	Nisa Local	103 Fulham Palace Road London W6 8JA	Sale of Alcohol Off the Premises	10:00 - 23:00								
2024/00436/LAPR	New Bangkok	58 Fulham Palace Road London W6 9PH	Sale of Alcohol On the Premises	11:00 - 22:30								13:00 - 21:30
2005/04256/LAPRT	Reun Thai	100 Fulham Palace Road London W6 9PL	Sale of Alcohol On the Premises	10:00 - 00:00							11:00 - 00:00	12:00 - 23:30
2021/01592/LAPR	Fulham Palace Wine	104 Fulham Palace Road London W6 9PL	Sale of Alcohol Off the Premises	08:30 - 00:00					08:30 - 01:00		08:30 - 00:00	
2023/00578/LAPR	Kenta	106 Fulham Palace Road London W6 9PL	Sale of Alcohol On and Off the Premises	12:00 - 23:00								

2020/01169/LAPR	Imperial Dragon	78 Fulham Palace Road London W6 9PL	Late Night Refreshment	23:00 - 01:30	23:00 - 02:00	23:00 - 01:30
2023/00447/LAPR	The Distillers Arms	Distillers Arms 64 Fulham Palace Road London W6 9PH	Performance of Dance	10:00 - 23:30	10:00 - 01:00	10:00 - 23:00
			Exhibition of a Film	10:00 - 23:30	10:00 - 01:00	10:00 - 23:00
			Performance of Live Music	10:00 - 23:30	10:00 - 01:00	10:00 - 23:00
			Playing of Recorded Music	00:00 - 00:00		
			Late Night Refreshment	23:00 - 23:30	23:00 - 01:00	
			Regulated Entertainment for Private Use	00:00 - 00:00		
			Sale of Alcohol On and Off the Premises	10:00 - 23:30	10:00 - 01:00	10:00 - 23:00
2021/00341/LAPR	Super Choice Newsagents 54-56 Fulham Palace Road	56 Fulham Palace Road London W6 9PH	Sale of Alcohol Off the Premises	08:00 - 23:00		
2024/00168/LAPR	Pad Thai Story	Basement And Ground Floors 82 Fulham Palace Road London W6 9PL	Performance of Live Music		19:00 - 00:00	
			Sale of Alcohol On and Off the Premises	11:00 - 22:30	11:00 - 00:30	11:00 - 22:30



2023/01348/LAPR	DNA VR- First Floor	Unit A 77 Fulham Palace Road London W6 8JA	Sale of Alcohol On the Premises	12:00 - 23:00	10:00 - 23:00
2022/01168/LAPR	Pide	Unit D 77 Fulham Palace Road London W6 8JA	Sale of Alcohol On the Premises	11:00 - 23:00	09:00 - 23:00
2021/00445/LAPR	Co-op	108 - 114 Fulham Palace Road London W6 9PL	Sale of Alcohol Off the Premises	08:00 - 23:00	

**From:** noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>  
**Sent:** 08 June 2025 14:05  
**To:** Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
**Subject:** Comments for Licensing Application 2025/00652/LAPR

## Comments summary

Dear Sir/Madam,  
Licensing Application comments have been made. A summary of the comments is provided below.  
Comments were submitted at 08/06/2025 2:04 PM from [REDACTED]

### Application Summary

Address:	74 Fulham Palace Road London W6 9PL
Proposal:	Licensing Act - Premises Licence
Case Officer:	Matt Tucker

[Click for further information](#)

### Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	21 Winslow Road London

### Comments Details

Commenter Type:	Amenity Group
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 08/06/2025 2:04 PM We wish to object most strongly against this 3am licencing and the sale of alcohol from these premises. Hammersmith Broadway area already has a big problem with street drinking and anti-social behaviour. This will invite more unwanted drinkers to this premise regardless if there are only takeaways after 1am. They are stating that there would be alcohol served on and off the premises. This is a very small premise and the spilling out on to the street of more drinkers and people hanging about in the early hours should be resisted. There is nothing to indicate how this will be supervised and customers could bring their own drinks and sit outside until 3am. The proximity of residential premises above and on the adjoining side streets means that local residents will be disturbed yet again late at night and early morning with more noise from yet another late night drinking venue. Please decline this request.

**From:** noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>  
**Sent:** 08 June 2025 17:01  
**To:** Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
**Subject:** Comments for Licensing Application 2025/00652/LAPR

## Comments summary

Dear Sir/Madam,  
Licensing Application comments have been made. A summary of the comments is provided below.  
Comments were submitted at 08/06/2025 5:01 PM from [REDACTED]

### Application Summary

Address:	74 Fulham Palace Road London W6 9PL
Proposal:	Licensing Act - Premises Licence
Case Officer:	Matt Tucker

[Click for further information](#)

### Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	57 Winslow Raod London

### Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	08/06/2025 5:01 PM We wish to object most strongly against this 3am licencing and the sale of alcohol from these premises. Hammersmith Broadway area already has a big problem with street drinking and anti-social behaviour. This will invite more unwanted drinkers to this premise regardless if there are only takeaways after 1am. They are stating that there would be alcohol served on and off the premises. This is a very small premise and the spilling out on to the street of more drinkers and people hanging about in the early hours should be resisted. There is nothing to indicate how this will be supervised and customers could bring their own drinks and sit outside until 3am. The proximity of residential premises above and on the adjoining side streets means that local residents will be disturbed yet again late at night and early morning with more noise from yet another late night drinking venue. Please decline this request.

**From:** noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>  
**Sent:** 09 June 2025 12:39  
**To:** Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
**Subject:** Comments for Licensing Application 2025/00652/LAPR

## Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.  
Comments were submitted at 09/06/2025 12:38 PM from [REDACTED]

### Application Summary

Address:	74 Fulham Palace Road London W6 9PL
Proposal:	Licensing Act - Premises Licence
Case Officer:	Matt Tucker

[Click for further information](#)

### Customer Details

Name:	[REDACTED]
Email:	Not specified
Address:	17winslow road Hammersmith

### Comments Details

Commenter Type:	Residents Group
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	09/06/2025 12:38 PM I see no possible reason for this license to be granted, there are sufficient outlets locally to purchase drinks, this could just add to the noise and nuisance in the area.



**From:** noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>  
**Sent:** 12 June 2025 21:04  
**To:** Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
**Subject:** Comments for Licensing Application 2025/00652/LAPR

## Comments summary

Dear Sir/Madam,  
Licensing Application comments have been made. A summary of the comments is provided below.  
Comments were submitted at 12/06/2025 9:04 PM from [REDACTED]

### Application Summary

Address:	74 Fulham Palace Road London W6 9PL
Proposal:	Licensing Act - Premises Licence
Case Officer:	Matt Tucker

[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: 12/06/2025 9:04 PM This is sent on behalf of the Crabtree Estate Residents Association and I write as Co Chair of CERA.  
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.

We note the application for McDonald's on North End was recently rejected and we see this application as similar and as such would expect the application to be rejected on a similar basis.

**From:** noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>  
**Sent:** 17 June 2025 09:46  
**To:** Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
**Subject:** Comments for Licensing Application 2025/00652/LAPR

## Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.  
Comments were submitted at 17/06/2025 9:46 AM from [REDACTED]

### Application Summary

Address:	74 Fulham Palace Road London W6 9PL
Proposal:	Licensing Act - Premises Licence
Case Officer:	Matt Tucker

[Click for further information](#)

### Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	71 King Henrys Reach Manbre Road London

### Comments Details

Commenter Type:	Amenity Group
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments:	17/06/2025 9:46 AM Tops Pizza is located in a predominantly residential area adjacent to Frank Banfield Park and many of the residents particularly along Chancellors Road have had to suffer the consequences of late night fast food availability already, including break-ins to cars parked there, dangers to pedestrian safety from the large numbers of delivery scooters, and the noise and littering which impacts the area. Many of the closest residents have small children whose sleep and safety is also impacted by the attraction of late night drinkers who are drawn to pizzas once they are significantly inebriated. The extension of these problems into the early hours of the morning will make their lives even more miserable not just at the weekends but also during the week so I urge you to please reject this application.
-----------	---

From: [REDACTED]  
Sent: 19 June 2025 22:44  
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Tucker Matt: H&F  
<Matt.Tucker@lbhf.gov.uk>  
Subject: 2025/00652/LAPR Top's Pizza 74 Fulham Palace Road London W6 9PL

Dear Matt,

I am submitting a representation regarding this application in my capacity as Chair of the Walham Green Ward Panel.

This application does not support the licensing objectives, notably with regard to prevention of crime and disorder, and the prevention of public nuisance.

Opening hours to the public until 1am will lead to increased crime and disorder in a location which is close to the Hammersmith Broadway "crime hotspot" as designated by the Metropolitan Police. In addition staying open to 3am for deliveries will lead to delivery drivers congregating in front of the premises and nearby side streets as members of the public will not be allowed to enter the premises after 1am. Groups of people hanging around to this late time will result in more crime and anti-social behaviour, such as drug dealing and shouting etc. Where will the drivers stand? On a narrow pavement and into the road. Where will they park their vehicles? On the double yellow lines outside. What will they use for bathroom facilities as they can't enter the premises after 1am? They will be using the side streets and park across the road as a public toilet.

This application also ignores the residents who live above the premises (two storeys) and in the side streets who will be kept awake by the waiting delivery drivers chatting, and then driving down the side streets to the waiting customers. Why should these residents have their sleep disturbed as a result of someone wanting a pizza at 2am? Deliveries after midnight are a luxury and not a necessity, and should not be at the expense of other residents. This will cause a public nuisance.

We ask the licensing committee to please refuse this application.

Kind regards

[REDACTED]

Walham Green Ward Panel Chair  
33 Delaford Street  
London  
SW6 7LT

From: [REDACTED]  
Sent: 20 June 2025 13:08  
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
Subject: RE: Application Reference: 2025/00652/LAPR - 74 Fulham Palace Road London W6 9PL

Commercial in Confidence

Hi Matt

I gave these as asked in the form in representation.

I am 8 Chancellors Road, Hammersmith, W6 9RS. This is directly opposite the opening of the park where people sit on the floor already inebriated and eat their pizzas come end of pub time. This will be severely exacerbated if this licence was to pass – leading to significant safety (certainly crime and disorder as occurs in smaller pockets now), public nuisance and public safety issues. There is no where for people to eat or drink at these times given the park is shut and there is no provision anywhere else in the area. The pavements are extremely narrow, takeaway bikes park along the front of the pizza takeaway leading to cars swerving round them and this is all bursting at the seams due to all the additional traffic channelled by the missing Hammersmith bridge so all drivers have to use Fulham palace road.

Squeezing drink and late night takeaway will, mark my words (and as documented here), lead to certain disaster which absolutely poses risk to children – my children.

Can you please confirm that this is included and documented against his application.

I would like to also raise and enquire, we had nothing through the door on this application. How is it that local residents are supposed to be made aware of this and such critical applications please. I believe you will have had a significant more objection if this had indeed been publicised – I instead heard about it under word of mouth which is clearly haphazard.

I appreciate you taking the time to pick up on these significant concerns.

Regards

[REDACTED]

From: Tucker Matt: H&F <[Matt.Tucker@lbhf.gov.uk](mailto:Matt.Tucker@lbhf.gov.uk)>  
Sent: 19 June 2025 16:32  
To: [REDACTED]



Subject: RE: Application Reference: 2025/00652/LAPR - 74 Fulham Palace Road London W6 9PL

Email from EXTERNAL source - Please exercise caution and validate email before accessing links or files

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Dear [REDACTED] – thank you for your e-mail regarding Top's Pizza and I hope you are keeping well.

For us to class your comments as a valid representation under the Licensing Act 2003 (the Act), we would require confirmation of your residential address. If you could provide that to me by midnight tomorrow (Friday 20 June 2025) by return e-mail, I would be grateful. Otherwise, regrettably, I will not be able to accept your representation.

Also, if, as you state, other residents wish to object by the above deadline to [Licensing@lbhf.gov.uk](mailto:Licensing@lbhf.gov.uk). However, any comments cannot be a simple 'we don't want it'; their comments have to be linked to one or more of the following licensing objectives (as yours has been).

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

Any comments received after 00:00 hours would also not be counted.

I would also, in response to your overall comments, highlight that the application is likely to be heard by a Licensing Sub-Committee (which valid Representors will be sent details of), rather than us as officers. In the absence of any Cumulative Impact Zones (CIZs), which have not been in place in the Borough since 2022, presumption is in favour of granting under the Act. However, the Sub-Committee can, if they feel there are reasonable grounds, grant the application (in part or full), or refuse the application.

I hope this clarifies our position.

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](mailto:Matt.Tucker@lbhf.gov.uk)

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



Have you signed up to our email notifications to receive alerts of relevant applications received by this department? If you would like to sign up, please click the link below: [email notification service](#).



Sign up to our [H&F Climate Connects newsletter](#).

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

Sent: 19 June 2025 14:17

To: Tucker Matt: H&F <[Matt.Tucker@lbhf.gov.uk](mailto:Matt.Tucker@lbhf.gov.uk)>

Subject: FW: Application Reference: 2025/00652/LAPR - 74 Fulham Palace Road  
London W6 9PL

From: [REDACTED]

Sent: 19 June 2025 13:50

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

Subject: Application Reference: 2025/00652/LAPR - 74 Fulham Palace Road London W6  
9PL

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

Commercial in Confidence

It has been brought to our attention that the pizza takeaway along fulham palace road known as Tops Pizza has applied for an extended licence along with the sale of alcohol. I would like to confirm that I and the local residents that I have spoken with along our road strongly object to this due to the following reasons:

- it would increase the amount of ASB crime and disorder along my street which is a residential road which offers recreation and play for children from the adjacent in the park
- there is already a lot of food delivery vehicles along our street this would not only most certainly increase the number of these vehicles but also extend the situation through the night
- there would be a significant increase in noise and disturbance of the peace as a public nuisance along where people are sleeping in their homes

- the corner of where the fulham palace road side of chancellors road meets the part is a hub for people eating pizza, takeaways and drinking alcoholic beverages after hours. Approval of this application would increase this all round and well beyond any acceptable time for family's sleeping and public safety. Whilst remains bad at the moment extended times would just shift this ongoing concern later
- there is already a significant amount of takeaway traffic of people parking along chancellors road and eating in their cars - meaning local residents can't park along the street and leaving used cartons of pizza boxes etc in the street thrown out windows which in turn attracts vermin.
- I have witnessed people jumping over the railings of the park after closing hours with pizza and other takeaways in hand to go into the park to eat. Again leaving the rubbish
- the pub is set up to manage the situation of evening footfall and the along with drinking hiring security guard on the doors.

the pinnacle of the situation here is that there is a significant safety issue that already exists with pizza delivery scooters zooming down the street well over the speed limit which we fear for our children, children from the park, dogs, and school children as I have seen it from my window and experienced it with my children and myself first hand. Increased hours and alcohol will increase this significantly beyond doubt.

I ask you please to reject this application entirely to safeguard our safety and our children's safety.

I appreciate you addressing these concerns

Regards

[REDACTED]

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>  
Sent: 20 June 2025 18:16  
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
Subject: Comments for Licensing Application 2025/00652/LAPR

## Comments summary

Dear Sir/Madam,  
Licensing Application comments have been made. A summary of the comments is provided below.  
Comments were submitted at 20/06/2025 6:16 PM from [REDACTED]

### Application Summary

Address:	74 Fulham Palace Road London W6 9PL
Proposal:	Licensing Act - Premises Licence
Case Officer:	Matt Tucker

[Click for further information](#)

### Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	10 Tournay Road London

### Comments Details

Commenter Type:	Residents Group
Stance:	Customer objects to the Licensing Application

### Reasons for comment:

Comments: 20/06/2025 6:16 PM

I am a resident of Tournay Road for 25 years and I run, and write on behalf of, the Tournay Road Neighbourhood Watch Group (TRNWG) and my family.

I and the residents object to the application on the basis that:

1 the application is for late night hours, sale of alcohol and refreshment outside the guideline hours in the LBHF Statement of Licensing Policy. These guidelines are there to protect residents. The proposed hours are inconsistent with the Policy objectives and entirely inappropriate for a densely residential area such as this;

2 No other operator in the area has these hours;

3 it significantly increases the risk of crime, disorder and anti-social behaviour; and

4 it significantly increases the risk of noise nuisance by (a) allowing people to congregate and meet at the application site and, (b) because of off premises sales using dispatch/delivery motorbike riders, during the hours when residents, families and children need sleep.

Please give my email address to the Applicant and the Applicant's agent and ask them to contact me to discuss the application in the hope that we can reach agreement and avoid the need for a hearing.

I reserve the right to add to this representation, make further submissions and, if I am unable to attend the hearing, then to appoint a representative in my place.

Thank you.

---

Kind regards

**From:** [REDACTED]  
**Sent:** 20 June 2025 20:47  
**To:** Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
**Subject:** As usual, cannot submit deadline tonight 20 June 2025/00652/LAPR

The Committee is now on notice, the system is broken. It has been broken for years. Any submission with more than a few hundred words cuts out. One cannot submit a comment. The system is discriminating against residents who try time, and again. Please fix this system for good.

2025/00652/LAPR

Tops Pizza 74 Fulham Road  
<https://www.apps10.lbhf.gov.uk/holding/publicaccess.asp?type=L&key=SVKZXUBI19W00>

We are working together to get to grips with this application. It seems that it lapsed. It seems that they want deliver from 01:00 vs from 23:00. This area has huge crime, asb issues. Licensing objective Promoting the prevention of crime and disorder>

We are unclear if the conditions added to the licence last year helped to resolve issues for neighbours above who share a door with the Premises. The applicant does not address any of the previous concerns. The committee is there to assure residents that conditions are being adhered to. Who knows? Anyone? If no one, then the assumption is that the licensing objectives are not being promoted.

We'll write further when we can take more time, on the committee's behalf, I might add, to figure this out. We as residents are strapped for time. The Licensing Authority needs tighter ways to assure that applications are validated only when all the information is there that the H&F Lic Policy requests. The policy clearly states what is 'expected'. Too much effort is needed to understand the basics, let alone the subtle nuances of these applications.

We can't interpret what is going on. Perhaps committee members will make a site visit to look at the door, to talk to residents living above, to get to the bottom of all the problems AT the Premises>. So far, That's not the case here. Very disappointing.

[REDACTED] 21 Barclay Road SW6 1EJ  
Barclay Road Conservation Area Neighbourhood Watch

Barclay Road Residents  
[REDACTED]

**From:** Andy Slaughter MP <[andy.slaughter.mp@parliament.uk](mailto:andy.slaughter.mp@parliament.uk)>

**Sent:** 12 June 2025 18:09

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

**Subject:** RE: 2025/00652/LAPR: Top's Pizza: 74 Fulham Palace Road London W6 9PL  
(Case Ref: AS143630)

Dear Licensing team

**RE: 2025/00652/LAPR: Top's Pizza: 74 Fulham Palace Road London W6 9PL**

I am writing to object to the above licensing application for Tops Pizza on Fulham Palace Road to extend hours to 3am.

Local residents have raised concerns about the impact of extended hours on the local area, namely ASB and safety concerns at night.

I would be grateful if you could consider my objection or share with the Licensing Sub-Committee ahead of their consideration, if being considered by the Cmte.

Kind regards

Andy Slaughter  
MP for Hammersmith & Chiswick

**From:** hilda Cameron <hilda@lqaa.co.uk>  
**Sent:** 12 July 2025 15:28  
**To:** Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
**Subject:** Re: 2025/00652/LAPR - Top's Pizza (Notice of Hearing)

Dear Matt,

I hope this message finds you well.

Please find attached the response letters addressing the two representations received regarding the premises licence application. I would be grateful if you could kindly forward these responses to the respective parties at your earliest convenience.

Kind regards,  
Hilda

**Hildigar Cameron** | Licensing Consultant  
M: 07502 224452 | T: 01895 900928  
40 Fir Tree Avenue  
West Drayton  
UB7 9ET  
[www.lqaa.co.uk](http://www.lqaa.co.uk)





# Licences, Qualifications & Applications

**Re: Premises Licence Application –** Tops Pizza, 74 Fulham Palace Road, London W6 9PL

**Concerns:** Alcohol Consumption on Premises, Waste Management, Delivery Mopeds, Delivery Drivers, Operating Hours

Dear Sir/Madam,

Thank you for your recent representation regarding the premises licence application for Tops Pizza. I appreciate the opportunity to respond and would like to provide the following clarifications and reassurances in relation to the concerns raised:

## **Operating Hours**

The premises will close to the public at 01:00 daily (Sunday to Saturday). After this time, the premises will not be accessible to customers, and all sales will be strictly for delivery only to verified residential addresses.

## **Alcohol Sales and Consumption**

Alcohol will not be sold or supplied in open containers, and under no circumstances will it be consumed on the licensed premises.

## **Waste Management**

- A rubbish bin is available on-site for both customer and staff use.
- A designated staff member will carry out at least two proactive litter patrols during operating hours, including one at the close of business, to ensure the immediate surrounding area remains clean and free from any waste associated with the premises.

## **Delivery Operations**

- All delivery drivers will be instructed to wait **inside** the premises when not on delivery.
- All deliveries will be made using electric mopeds with a maximum capacity of 50cc.

- Delivery staff will receive clear written instructions regarding responsible conduct, including:
  - Switching off engines immediately upon arrival.
  - Refraining from playing loud music, revving engines, or sounding horns.
  - Being respectful and minimising disruption to local residents.
  - Remaining inside the premises while waiting for deliveries.

I trust these measures will address the concerns outlined. Should you require any further information or wish to discuss any aspect in more detail, please do not hesitate to contact me. I would be happy to assist.

Thank you once again for your time and consideration.

Yours faithfully,  
Hildigar Cameron



## Objector - 80 Rannoch Road London

**From:** [REDACTED]  
**Sent:** 14 July 2025 11:01  
**To:** Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
**Cc:** Cllr Souslous Nikos: H&F <Nikos.Souslous@lbhf.gov.uk>; [REDACTED]

Cllr

Richardson Lucy: H&F <Lucy.Richardson@lbhf.gov.uk>; Cllr Miri Omid: H&F <Omid.Miri@lbhf.gov.uk>

**Subject:** Re: 2025/00652/LAPR - Top's Pizza (Notice of Hearing)

Dear Matt

Many thanks from a CERA perspective- having motor bikes etc buzzing around causing grief to locals who have a right to a good night's rest cannot be mitigated by such measures.

It also sets a precedent as youre aware of the McDonald's matter in North End Road and have similar issues.

Thanks

[REDACTED]

Co Chair CERA

Cc Councillors and committee members

On Mon, 14 Jul 2025, 09:50 Tucker Matt: H&F, <[Matt.Tucker@lbhf.gov.uk](mailto:Matt.Tucker@lbhf.gov.uk)> wrote:

Dear Objectors –

I have received the attached from the Applicant in the above case.

Should this mitigate your concerns to the extent that you wish you withdraw your objection, please let me know by way of return e-mail.

Kind regards

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

## Objector - 21 Winslow Road London

**From:** [REDACTED]  
**Sent:** 14 July 2025 22:03  
**To:** [REDACTED] Tucker Matt: H&F  
<Matt.Tucker@lbhf.gov.uk>  
**Cc:** Cllr Souslous Nikos: H&F <Nikos.Souslous@lbhf.gov.uk>; [REDACTED]  
[REDACTED]  
[REDACTED] Cllr Richardson Lucy: H&F  
<Lucy.Richardson@lbhf.gov.uk>; Cllr Miri Omid: H&F <Omid.Miri@lbhf.gov.uk>  
**Subject:** RE: 2025/00652/LAPR - Top's Pizza (Notice of Hearing)

Dear Matt

Adding to [REDACTED] objections below, this is adding fuel to the fire. If this is allowed then you will have Topps delivering alcohol at all hours in the neighbourhood, fuelling the fires of late night parties. Delivery men will be bashing on doors and ringing doorbells waking up neighbours who are probably already fed up with their noisy, drunk neighbours. It's not necessary. If anyone needs alcohol they can buy it during normal business hours and if it runs out, the ravers can go home and wake up the neighbourhood on their way down our pavements to find a cab, late night public transport or e-bike to ride.

Shell station are not allowed to sell late night alcohol for this very reason. Please try to fight this and win.

Yours sincerely

[REDACTED]  
Lead Member  
Winslow Road Amenity Group  
Treasurer - Friends of Frank Banfield Park  
Vice Chair - Hammersmith Pumping Station Community Liaison Working Group (CLWG)  
Committee member SNT Ward Panel (Safer Neighbourhood Team)

# Agenda Item 4

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## 1. THE APPLICATION:

On 7 May 2025, the Licensing Authority received a valid application (“the Application”) for a new premises licence in respect of the premises known as Swanscombe News – 4 Swanscombe Road, London, W11 4SX, submitted by Mr Dipesh Patel (“the Applicant”).

### 1.1 Application Requested:

As Members will note from **Appendix 1**, the Applicant originally applied for a premises licence to cover the following activities:

#### Supply of Alcohol (Off the Premises):

Monday to Saturday:	08:00 to 23:00
Sunday:	10:00 to 23:00

#### Hours Open To The Public:

Monday to Saturday:	08:00 to 23:00
Sunday:	10:00 to 23:00

### 1.2 Applicant’s Operating Schedule:

As can be seen from their original application, the Applicant originally proposed a number of steps to promote the four licensing objectives if the application is granted.

## 2. BACKGROUND:

The main access to the proposed premises is located on Swanscombe Road and it intends to sell alcohol as well as undertaking its current role as a convenience store. The immediate area around the application site is mainly residential, except for the parade of shops which the application site is contained. A map showing the location of the premises and neighbouring licensed premises can be seen in **Appendix 2**.

There are several options for transport away from the area, including buses and taxis which run from in and around the area. The Overground and Underground Stations within close proximity of the application site are Shepherd’s Bush (Overground) and Shepherd’s Bush (Central Line) are approximately 5 and 6 minutes’ walk away, respectively. Holland Park Underground (Central Line) and Wood Lane (Hammersmith and City and Circle Lines) are both around 7 minutes’ walk away.

## 3. Consultation:

A public notice was displayed at the premises for 28 days. The application was advertised in a local circular and all statutory consultees were notified as required by the Regulations. The Council has served written notice of hearing upon the Applicant and all those parties that have made representations in respect of the application.

### 3.1. Relevant Representations:

The licensing section originally received 4 representations (copies of which can be seen **Appendix 3 and 4**), all objecting to the licence application. The Objectors were comprised as follows:

- 1 objector (owner of a neighbouring property).
- 1 residential objector.
- The Metropolitan Police (as a Responsible Authority).
- Councillor Umeh (Shepherds Bush Green Ward).

Following receipt of these representations, the Applicant requested that a letter was cascaded to all Objectors and this can be found at **Appendix 5**. At the time of writing this report, this had generated some responses and these can be found at **Appendix 6**. Any further comments made by any of the objectors, along with any other application-related updates, will be provided to the Sub-Committee in advance of the Hearing.

It is important to highlight to Members that there are currently no Cumulative Impact Zones (CIZs) within the Borough to place an automatic rebuttable presumption to not granting an application. Whilst this means that presumption under the Act would be in favour of granting, ultimately the Sub-Committee are required to consider this application, as they would with any others, on its own individual merits.

#### **4. OTHER INFORMATION:**

##### **4.1 Enforcement History:**

There is no recorded enforcement history in relation to this premises.

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

There is no record of TENs being applied for by the Applicant for this premises.

#### **5. POLICY CONSIDERATIONS:**

**5.1** Section 2 pages 7 and 8 of the Statement of Licensing Policy (“SLP”), which can be found at [https://www.lbhf.gov.uk/sites/default/files/section\\_attachments/lbhf-statement-of-licensing-policy-2022-2027-150722.pdf](https://www.lbhf.gov.uk/sites/default/files/section_attachments/lbhf-statement-of-licensing-policy-2022-2027-150722.pdf), states the Licensing Authority is keen to support the licensed sector and leisure offer within the borough, with a particular focus on business resilience and growing a robust and thriving cultural and leisure sector.

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

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

**5.2** Section 5 pages 12 and 13 of the SLP states that in order to ensure the promotion of the four Licensing Objectives the Licensing Authority will require applicants to detail in their operating schedule:

- the steps proposed to promote the licensing objective of the prevention of crime and disorder on, and in the vicinity of, the premises, having regard to their location, character, condition, the nature and extent of the proposed use and the persons likely to use the premises;
- the steps proposed to ensure the physical safety of people using the relevant premises or place;
- how they intend to prevent nuisance arising, prevent disturbance and protect amenity so far as is appropriate to ensure that the Licensing Objectives are met. Where there is a relevant representation regarding extended hours, the Licensing Authority will not permit an extension unless it is satisfied that the Licensing Objectives would be met;
- the measures and management controls in place to protect children from harm. Where appropriate a written childcare policy should be available and be incorporated in the induction of staff.

**5.3** 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 Licensing 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.

For sales of alcohol for consumption off the premises – applicants in respect of off licences and other premises selling alcohol for consumption off the premises may need to consider whether:

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



problem the Licensing Authority may require a temporary cessation of alcohol sales during high-risk times.

**5.4** Policy 1 page 18 confirms that The Secretary of State's Guidance (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 Licensing Authority notes the contents of these paragraphs from the Guidance and, in particular, the use of the word 'expected'. Licence applications that do not in any way address the contents of these paragraphs in their operating schedules may be returned to the applicant as 'incomplete'.

**5.5** Policy 3 page 20 to 22 of the SLP states that where there is a relevant representation, the Licensing Authority will consider each particular case on its merits having regard in particular to the following matters:

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

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

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

<b>Type of premises</b>	<b>Town centres</b>	<b>Mixed use areas</b>	<b>Residential areas</b>
Restaurants and cafes	Friday to Saturday: 01:30 Monday to Thursday: 01:00 Sunday – 00:00	Friday to Saturday: 01:00 Monday to Thursday: 00:00 Sunday: 23:00	Friday to Saturday: 23:00 Sunday: 22:00
Late night refreshment premises (take-aways)	Friday to Saturday: 01:00 Sunday: 00:00	Friday to Saturday: 00:30 Sunday: 23:30	Not considered Appropriate

**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 Licensing Authority will, where appropriate, take into account the cumulative effect of the number, type and density of licensed premises already existing in the area. Consideration will be given to the proximity to any drug and alcohol treatment site, A&E department or homeless hostel in a local area type remit ie applicants need to make the case for how they would not increase further problems for residents/clients nearby.

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

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

- Police and Local Authority power to issue a Closure Notice for up to 48 hours where serious antisocial behaviour is taking place at licensed premises under the Anti-social Behaviour, Crime and Policing Act 2014.
- To ensure that residents are protected from the negative impact of late-night local licensing activities the Licensing Authority may decide to adopt an Area Specific Cumulative Impact Policy in relation to a specific area; where the number, type and density of premises providing licensable activities is having a serious negative impact on the local community and local amenities.

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

As a matter of policy the council expects every holder of a licence, certificate or permission, to accept and be responsible for minimising the impact of their activities and anti-social behaviour by their patrons within the vicinity of their premises by taking appropriate measures and action consistent with that responsibility.

Licensees and certificate holders should take reasonable steps to prevent the occurrence of crime and disorder and public nuisance immediately outside their premises, for example on the pavement, in a beer garden or in a smoking area, to the extent that these matters are within their control.

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

**5.8** 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 Licensing Authority and/or the relevant Responsible Authority e.g. The Police, to resolve any ongoing concerns and/or issues.

**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:

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

- j) CCTV - using CCTV inside and/or outside the premises together with appropriate procedures and having staff properly trained to use CCTV equipment.
- k) dispersal procedures - establishing appropriate dispersal procedures to minimise the potential for crime and disorder when customers are leaving the premises.
- l) dealing with and reporting crime and disorder - training for staff and door security aimed at reducing crime and disorder in the premises and its vicinity and dealing with and reporting incidents if they occur.

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

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

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

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

This is expected to include:

- a) In considering an application, the Licensing Authority will consider the adequacy of proposed measures to remove or effectively manage the potential for public nuisance and anti-social behaviour and any Public Spaces Protection Orders (PSPOs) in place.
- b) Licensing Authority will particularly consider the following matters where they are material to the individual application:
  - ii. The proximity of residential accommodation;
  - iii. The type of use proposed, including the likely numbers of customers, proposed hours of operation and the frequency of activity;
  - iv. The steps taken or proposed to be taken by the applicant to prevent noise and vibration escaping from the premises, including music, noise from ventilation equipment, and human voices. Such measures may include the installation of soundproofing, air conditioning, acoustic lobbies and sound limitation devices;
  - v. The steps taken or proposed to be taken by the applicant to prevent disturbance by customers arriving at or leaving the premises.
  - ix. The steps taken or proposed to be taken by the applicant to ensure staff leave the premises quietly;
  - xvii. The history of the applicant in controlling anti-social behaviour and preventing nuisance;
  - xix. Any other relevant activity likely to give rise to nuisance;

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

- n) External Areas – External areas such as gardens can be the source of noise disturbance to surrounding premises. Consider limiting the use of the garden to a reasonable time and number of people.
- r) Waste – consider how and where waste will be stored/disposed of at the end of trading hours, particularly if trading until late at night. This is important because the disposal of glass and/or cans to outside bin areas can be very noisy and give rise to complaints, so it may be necessary to store such items and other non-degradable refuse inside the premises until the next trading day. Consideration should also be given to the time of deliveries to minimize disruption to local residents.
- s) Litter – for example, litter patrols for late night take-away premises

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

a) The legislation recognises the right of licence holders (serving alcohol) to allow accompanied children into their premises at any time. The Licensing Authority will not normally seek to limit their access (above that specified in the Act) to any premises unless it is necessary for the prevention of physical, moral or psychological harm, or where there are concerns about child sexual exploitation. Where this is considered likely, upon consideration of a relevant representation, conditions will be imposed that restrict children from entering all or part of licensed premises:

- i. At certain times of the day;
- ii. When certain licensable activities are taking place;
- iii. Under certain ages, e.g. 16 or 18; iv. Unless accompanied by an adult

b) The Licensing Authority will particularly consider whether:

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

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

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

g) The Licensing Authority will expect operating plans to specify the measures and management controls in place to prevent alcohol being served to children, other than in those limited circumstances permitted by the Act. The Council's Trading Standards officers have a role to play in the protection of children from harm, and proof of age

schemes, and are able to provide advice in relation to measures that can be taken to help prevent the sale of alcohol to underage children. Potential licence holders should also be aware of the Proof of Age London (PAL) Scheme hosted by Southwark Council.

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

## **6. DETERMINATION**

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

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

It is the Council's duty under the Act to determine applications with a view to promoting the four licensing objectives:

- Prevention of crime and disorder.
- Public safety.
- Prevention of public nuisance.
- 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 SLP and the Guidance.

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

Case number 2025/00689/LAPR  
Payment transaction reference 256 54373  
Amount paid £190  
Date submitted 07/05/2025  
Are you the applicant or their agent?

### **PREMISES DETAILS**

Premises address  
4 Swanscombe Road, London W11 4SX  
If the premises could not be found please enter the address here, or if the premises has no address give a detailed description (including the Ordnance Survey references)  
Trading name (if any) Swanscombe News  
Telephone number at the premises (if any) 020 7603 7566  
Are the premises in the course of construction?  
No  
Non-domestic rateable value 6000 of the premises  
Will the premises be exclusively or primarily used for the supply of alcohol for consumption on the premises?  
No

### **APPLICANT DETAILS**

I am applying as an individual or individuals  
Title Mr  
Name Dipesh Patel  
Address 4 Swanscombe Road  
London  
W11 4SX  
Date of birth 16/12/1961  
Nationality British  
Where applicable, your 9 digit sharecode  
Daytime/ business telephone number 07545551236  
Evening/ home telephone number 07545551236  
Mobile phone number 07545551236  
Email address dipeshpatel14@hotmail.co.uk  
I confirm that: I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities



## **Alternative details for correspondence**

Contact name (if different from premises user)

Business name

Correspondence address

Daytime/ business telephone number

Evening/ home telephone number

Mobile phone number

Email address

## **OPERATING SCHEDULE**

When do you want the premises licence to start?

09/06/2025

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

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

Please give a general description of the premises.

Swanscombe News, located at 4 Swanscombe Road, London W11 4SX, is a ground floor retail unit operating as a convenience store/newsagent.

The premises currently offers for sale items such as newspapers, magazines, confectionery, tobacco products, general groceries, and other daily necessities to the public from the main retail area which includes a service counter.

This application seeks a new Premises Licence to permit the licensable activity of the sale of alcohol for consumption off the premises (off-sales) during the proposed licensing hours, in addition to its existing retail offerings. These off sales will include both sales made directly from the premises over the counter, and remote sales facilitated through third party delivery platforms (such as Deliveroo) direct to customers' homes. Alcohol products will be displayed within a designated area of the shop floor, visible from the service counter.

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

supply of alcohol

## **HOURS OPEN TO THE PUBLIC**

Standard days

### **Mondays**

Start 08:00

Finish 23:00

### **Tuesdays**

Start 08:00

Finish 23:00

### **Wednesdays**

Start	08:00
Finish	23:00

#### **Thursdays**

Start	08:00
Finish	23:00

#### **Fridays**

Start	08:00
Finish	23:00

#### **Saturdays**

Start	08:00
Finish	23:00

#### **Sundays**

Start	10:00
Finish	23:00

Please state any seasonal variations

Non standard timings. Where you intend to use the premises at different times to those listed above, please list

Christmas Eve 08:00 to 02:00 the next day

New Years Eve 08:00 to 02:00 the next day

Notting Hill Carnival 08:00 to 02:00 the next day

### **SUPPLY OF ALCOHOL**

Please give further details  
here

Swanscombe News, located at 4 Swanscombe Road, London W11 4SX, is a ground floor retail unit operating as a convenience store/newsagent.

The premises currently offers for sale items such as newspapers, magazines, confectionery, tobacco products, general groceries, and other daily necessities to the public from the main retail area which includes a service counter.

This application seeks a new Premises Licence to permit the licensable activity of the sale of alcohol for consumption off the premises (off-sales) during the proposed licensing hours, in addition to its existing retail offerings. These off sales will include both sales made directly from the premises over the counter, and remote sales facilitated through third party delivery platforms (such as Deliveroo) direct to customers' homes. Alcohol products will be displayed within a designated area of the shop floor, visible from the service counter.

Will the supply of alcohol be for consumption on the premises, off the premises or both?

Off the premises

Standard days

#### **Mondays**

Start	08:00
Finish	23:00

**Tuesdays**

Start 08:00

Finish 23:00

**Wednesdays**

Start 08:00

Finish 23:00

**Thursdays**

Start 08:00

Finish 23:00

**Fridays**

Start 08:00

Finish 23:00

**Saturdays**

Start 08:00

Finish 23:00

**Sundays**

Start 10:00

Finish 23:00

Please state any seasonal variations

Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed above, please list.

Christmas Eve 08:00 to 02:00 the next day

New Years Eve 08:00 to 02:00 the next day

Notting Hill Carnival 08:00 to 02:00 the next day

**Details of the individual whom you wish to specify on the licence as the designated premises supervisor**

Full name Mr Satish Patel

Date of birth

Home address of

prospective designated

premises supervisor

Personal licence number (if known) 152337

Issuing authority (if known) London Borough Of Brent

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

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

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

The Licensee, that is the person in whose name the premises licence is issued, shall ensure that all times when the premises are for any licensable activity, there are sufficient competent staff on duty at the premises for the purpose of fulfilling the terms and conditions of the licence and for preventing crime and disorder. The Licensee shall ensure that all staff will undertake training in their responsibilities in relation to the sale of alcohol, particularly with regard to drunkenness and underage persons.

b) The prevention of crime and disorder

1. A digital CCTV system will be installed, or the existing system maintained, such system to be fit for the purpose and to be to the reasonable satisfaction of the police.
2. The CCTV system shall be capable of producing immediate copies on site. Copies of recordings will either be recorded digitally on to CD/DVD or other equivalent medium.
3. Any recording will be retained and stored in a suitable and secure manner for a minimum of 31 days and shall be made available, subject to compliance with Data Protection legislation, to the police for inspection within 24 hours of request.
4. The precise positions of the cameras may be agreed, subject to compliance with Data Protection legislation, with the police from time to time.
5. The system will display, on any recording, the correct time and date of the recording.
6. The CCTV system will be maintained and fully operational throughout the hours that the premises are open for any licensable activity.
7. An incident log/register shall be maintained to record all incidents of crime and disorder occurring on purchase of products. This log/register will be available for inspection by a police officer or other authorised officer on request.

c) Public safety

Appropriate fire safety procedures are in place including fire extinguishers, internally illuminated fire exit sign and smoke detector.

d) The prevention of public nuisance

1. All customers will be asked to leave quietly.
2. Prominent, clear and legible notices must be displayed at all exits requesting customers, staff and couriers to respect the needs of local residents and to leave the premises and the area quietly.
3. Delivery of alcohol shall be to a residential address or place of work.
4. Riders & customers will not be permitted to smoke in the immediate vicinity of the premises.
5. Riders & customers will not be permitted to congregate in the immediate vicinity of the premises.

e) The protection of children from harm

1. The licensee and staff will ask persons who appear to be under the age of 25 for photographic ID such as proof of age cards, the Connexions Card and Citizen Card, photographic driving licence or passport, an official identity card issued by HM Forces or by an EU country, bearing the photograph and date of birth of bearer.

2. A warning shall be displayed on the digital platform on which an order is placed informing customers that they must be aged 18 or over to make a purchase of alcohol and notifying customers that the rider will carry out age verification on delivery. The customer will be required to declare that he or she is aged 18 or over. If the rider is not satisfied that the customer is aged 18 or over, any alcohol in the order will be withheld.

3. All staff & riders shall be trained to record refusals of sales of alcohol in a refusals log/register. The log/register will contain:

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

This log/register will be available for inspection by a police officer or other authorised officer on request.

## **DECLARATIONS**

I have enclosed a plan of the premises

Yes

I have enclosed the consent form completed by the individual I wish to be designated premises supervisor

Yes

I have included documents demonstrating my entitlement to work in the United Kingdom or my share code issued by the Home Office online right to work checking service (Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships).

I understand I must now advertise my application

Yes

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

It is an offence under section 24b of the Immigration Act 1971 for a person to work when they know, or have reasonable cause to believe, that they are disqualified from doing so by reason of their immigration status. Those who employ an adult without leave or who is subject to conditions as to employment will be liable to a civil penalty under section 15 of the Immigration, Asylum And Nationality Act 2006 and pursuant to section 21 of the same act, will be committing an offence where they do so in the knowledge, or with reasonable cause to believe, that the employee is disqualified.

Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK.

The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, or have conducted an online right to work check using the Home Office online right to work checking service which confirmed their right to work.

I have the consent of any individuals or third parties listed in this form to provide their personal details and I am authorised to submit this application on behalf of all applicants.

I have read the privacy policy and agree for my details to be used by the council to contact me about this application and any changes to this service that may affect me.

I agree to the above

Yes I agree to the above declaration

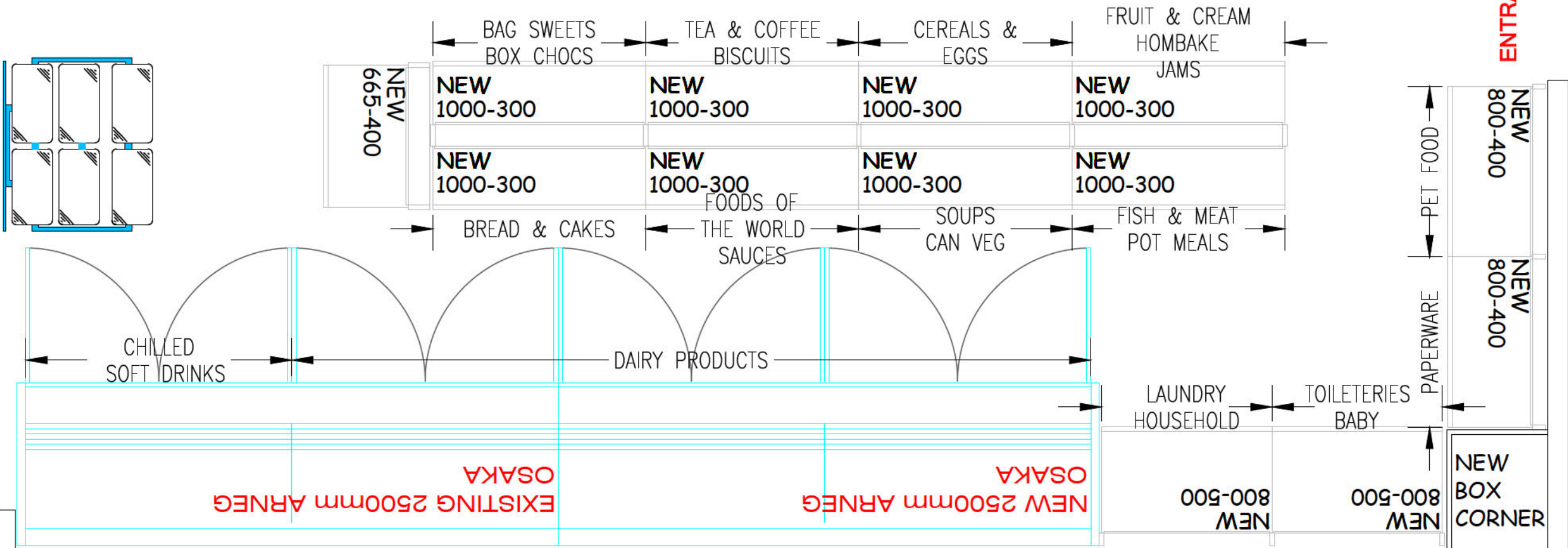
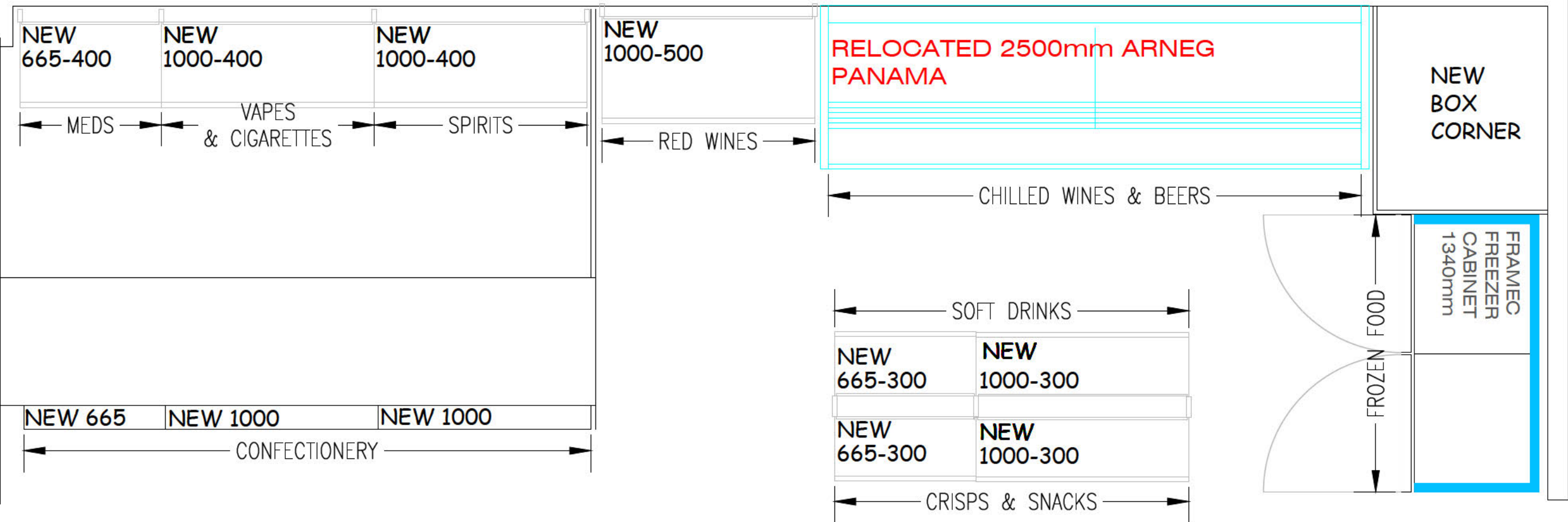
Full name

Dipesh Patel

Capacity

Date

07/05/2025



#### GENERAL NOTES

Store plan indicative only.  
Do not scale from this drawing.  
All dimensions to be checked on site.  
Layout may be subject to planning and building regulations approval.

STORE FORMAT TYPE	CONV
STORE AREA	405 SQFT
CHILLED FOOD SPACE	3 BAYS
FROZEN SPACE	2 BAYS
SELF-SERVICE TILLS	NO
SHELVING TYPE	IMZ25/AMX35
GONDOLA HEIGHT	1600 mm
OFF LICENCE REFRIGERATION	STD HEIGHT

THIS PLAN IS FOR SHOPFITTING PURPOSES ONLY.  
BUILDING AND STRUCTURAL ALTERATIONS /  
ADDITIONS WILL REQUIRE THE SERVICES OF AN  
ARCHITECT / STRUCTURAL ENGINEER.  
IT IS THE RESPONSIBILITY OF THE RETAILER TO  
ENSURE ALL BUILDING REGULATIONS ARE MET AND  
PLANNING PERMISSIONS OBTAINED.

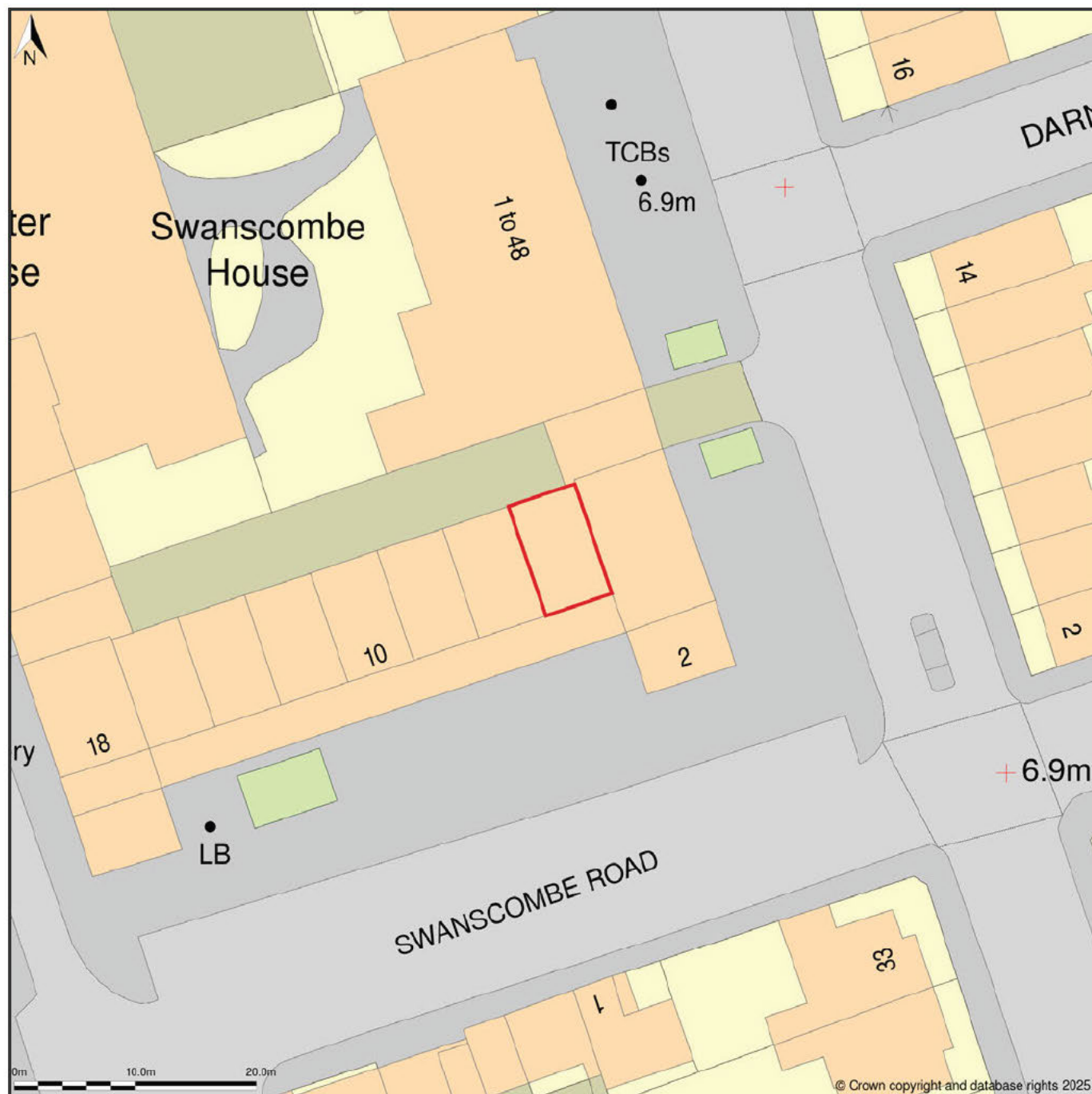
Drawing Title PROPOSED DIPESH PATEL 4 SWANSCOMB ROAD LONDON W11 4SX		
Scale 1/50	Drawing No DS-DP-1	Date 14/06/2024
Drawn DEREK SAUNDERS	Revisions ONE	

**Nisa**

WALDO WAY  
NORMANBY ENTERPRISE PARK  
SCUNTHORPE NORTH LINCOLNSHIRE DN15 96E  
Telephone: 01724 282028 WWW.NISA-TODAYS.COM



Swanscombe News, 4, Swanscombe Road, London, Hammersmith And Fulham, W11 4SX



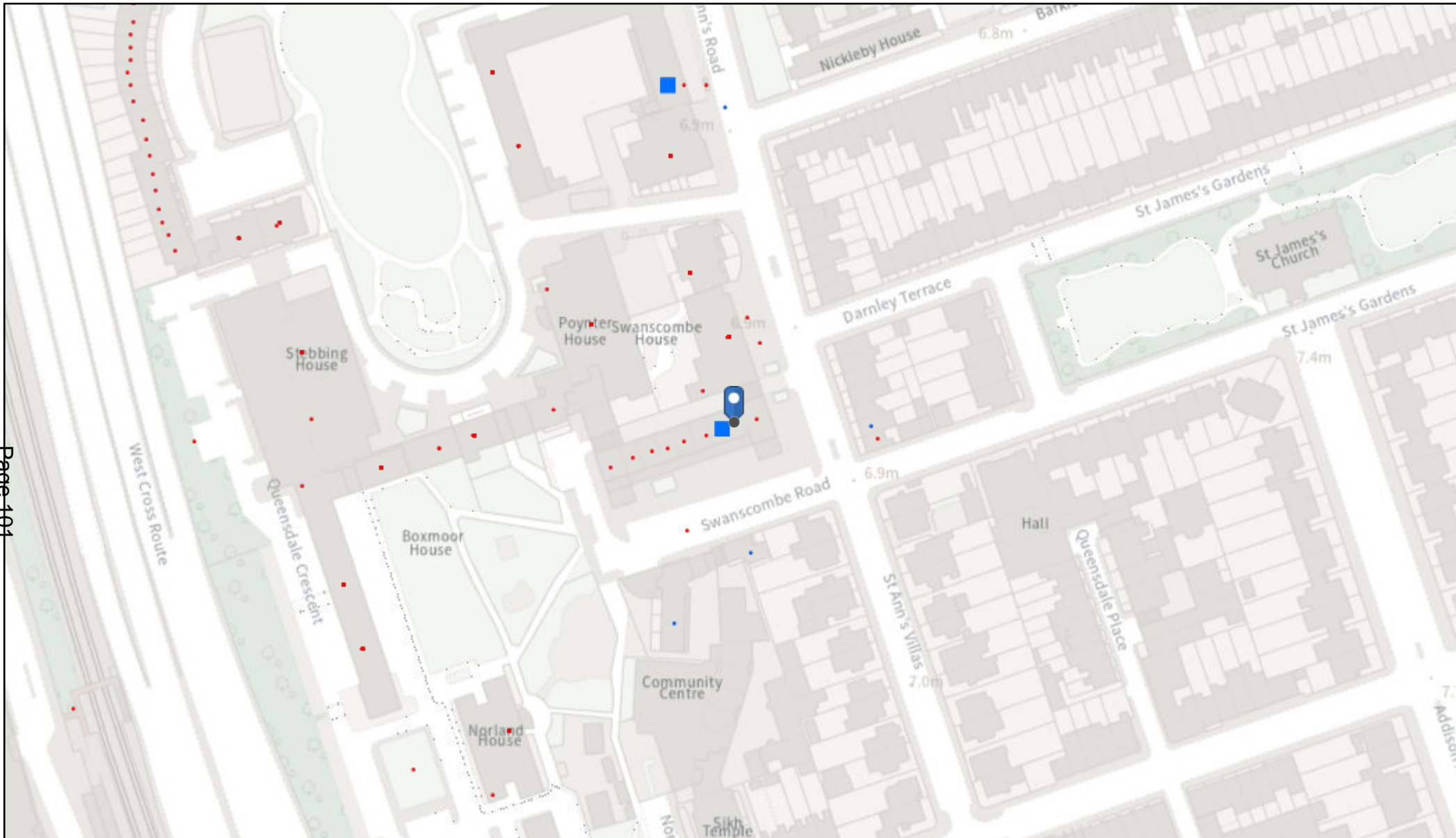
Site Plan (also called a Block Plan) shows area bounded by: 523881.04, 180229.92 523971.04, 180319.92 (at a scale of 1:500), OSGridRef: TQ23928027. The representation of a road, track or path is no evidence of a right of way. The representation of features as lines is no evidence of a property boundary.

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# eGIS Web Map



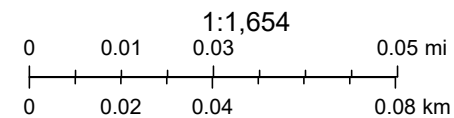
25/06/2025, 13:54:59

- Licensing Points

- Within Borough

Property Gazetteer

- Out of Borough



REFERENCE	TRADING AS	ADDRESS	ACTIVITY	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	
2011/00578/LAPR		6 Swanscombe Road London W11 4SX	Sale of Alcohol Off the Premises	07:00 - 23:00							
2022/01582/LAPR	City Mini Market	37 St Ann's Road London W11 4ST	Sale of Alcohol Off the Premises	09:00 - 23:00							10:00 - 22:00

From: [REDACTED]  
Sent: 26 June 2025 10:17  
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
Subject: Re: 4 Swanscombe Rd W11 4SX

Hi Matt,

Thank you for getting in touch.

[REDACTED]

Kind regards

[REDACTED]

[REDACTED]

Victory House  
13 Nelson St.  
Southend-on-Sea  
Essex SS 1 1EF  
[REDACTED]

From: Tucker Matt: H&F  
Sent: 30 May 2025 13:12  
To: [REDACTED]  
Subject: RE: 4 Swanscombe Rd W11 4SX

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

Having read your Representation, I would like to respond to a few of the points raised, as follows:

- If you are objecting as the owner of the property close to the premises, I would appreciate you clarifying which premises that is. If a nearby resident were objecting, the Sub-Committee would likely want to know where the property in question is to determine the impact for themselves.
- You have referred to the issue of over-concentration of premises in the area. I appreciate where you are coming from on this. However, ultimately, the Council does not have any Cumulative Impact Zones (CIZs) that prevent the opening of new premises. Even then, CIZs can allow some premises to open (albeit there is more onus on the Applicant to provide they will not add to issues in challenging areas etc). In the absence of any such CIZs, presumption under the Licensing Act 2003 (the Act) is in favour of granting, unless there are valid representations and the Sub-Committee consider there are reasonable grounds (that can be defended in the event of Appeal)

for not doing so. In any event, over-concentration is not a material factor in this case.

- You have commented on the health impact of allowing another premises selling alcohol to open. Although I also understand these concerns too, the Sub-Committee are not required to consider any public health-related concerns as part of their deliberations as this is not a licensing objective and, hence, not a material factor either.

If you could let me know regarding the address of the property 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](mailto:Matt.Tucker@lbhf.gov.uk)  
W: [www.lbhf.gov.uk](http://www.lbhf.gov.uk)

**From:** [REDACTED]  
**Sent:** 29 May 2025 14:00  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** 4 Swanscombe Rd W11 4SX

Dear Licensing Department,

I am a landlord of a neighbouring property to where there has been an application to sell alcohol at the above address.

Please accept my objection on the social grounds detailed in the attached report.

Yours faithfully,

[REDACTED]

[REDACTED]

Victory House  
13 Nelson St  
Southend-on-Sea  
Essex SS1 1EF  
[REDACTED]

## Executive Summary

This report presents a formal objection to the application for an alcohol licence at Swanscombe News, 4 Swanscombe Road, Holland Park, London W11 4SX.

The objection is grounded in concerns related to:

- Overconcentration of alcohol outlets in the area.
- High levels of alcohol-related crime and antisocial behaviour.
- Socioeconomic deprivation in the local community.
- Public health implications, particularly for children and vulnerable populations.

The granting of this licence is likely to undermine the Licensing Act 2003 objectives, specifically:

1. Prevention of crime and disorder.
2. Public safety.
3. Prevention of public nuisance.
4. Protection of children from harm.

### 1. Overconcentration of Alcohol Outlets

Swanscombe News is adjacent to another shop that already sells alcohol, contributing to a high density of alcohol outlets in the immediate vicinity. Studies show a significant correlation between the density of alcohol outlets and increased crime, particularly violent and property crime. According to the European Research Studies Journal, areas with more off-premise alcohol outlets tend to see higher rates of social harm and policing issues.

### 2. Alcohol-Related Crime and Antisocial Behaviour

The W11 area, encompassing Holland Park and adjacent to Notting Hill, already experiences persistent alcohol-related disturbances. The applicant seeks permission for extended hours up to 2:00 AM on Carnival days, Christmas Eve, and New Year's Eve—times historically linked to elevated levels of public disorder. London's Metropolitan Police and ONS data highlight this as a key risk factor for increased antisocial behaviour.

### 3. Socioeconomic Deprivation

Despite the Royal Borough of Kensington and Chelsea's general affluence, areas like Swanscombe Road show marked deprivation. Trust for London reports that crime is 41% higher in the most income-deprived areas. This community cannot absorb the additional strain of increased alcohol availability without consequence.

### 4. Public Health Implications

High outlet density is associated with greater hospital admissions for alcohol-related conditions. Youth exposure, underage drinking, and local health service burden are all potential consequences. Adding another licensed premise could compromise health and wellbeing further.

### 5. Community Impact and Resident Concerns

Residents have raised concerns regarding loitering, litter, noise, and general decline in public order. Granting this licence, especially with extended hours, increases the risk of nuisance and reduces quality of life.

### Conclusion and Recommendation

Given the saturation of existing alcohol retailers, the socioeconomic vulnerability of the area, and well-documented consequences of outlet density, it is strongly recommended that the application be refused.

The Council is also urged to consider a cumulative impact assessment for the area and to engage with residents on how best to preserve community safety and wellbeing.

### References

1. European Research Studies Journal – Alcohol Outlet Density and Crime Rates
2. Institute of Alcohol Studies – Crime and Social Impacts
3. Trust for London – Poverty and Crime Data
4. Alcohol Change UK – Alcohol Outlet Density and Public Health
5. [www.lbhf.gov.uk/licensing](http://www.lbhf.gov.uk/licensing)

From: [REDACTED]  
Sent: 04 June 2025 22:58  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
Subject: Objection - to alcohol license application for 4 Swanscombe Road

I have tried numerous times to upload my objection to this application but it says that there is an error.

Please do not reveal my contact details when including my comments on your website.

Many thanks

[REDACTED]  
27 St Anns Villas  
London  
W11 4RT

My objection is set out below.

I am afraid that I do not support this application as there is no local need to have another premises selling alcohol in the area. We currently have two local shops which co-exist quite nicely next to each other and which are different and both useful in their own way.

No 4 Swanscombe Rd has transformed itself over recent years from being just a regular news agent to increase its offering of groceries - this has been in conjunction with its partnership/arrangements with the Co-op through which it now offers a wider range of co-op branded products. It also offers the lottery and a cash machine all of which presumably offer the owners good income opportunities. It is usually closed by 6 or so each evening.

No 6 Swanscombe Rd has been an independent grocery store with an alcohol license for as long as I can remember. It offers a wide and very diverse range of grocery goods and some which are quite unique in the area. It does not offer newspapers or magazines, the lottery or a cash machine. Whilst No6 has faced increasing competition from No4 through its increasing offer of groceries, it has also always opened later into the evening than No 4 serving as a useful after hours convenience store for locals.

Whilst there is now some crossover in goods sold between the two stores, overall, there is a distinction between them which is sensible and very useful to the local community. Generally, we are happy to use both stores for different things and are very happy to support both businesses. I believe that if this new alcohol license is granted

- (1) No 4 will be open later into the night
- (2) No 4 will attract motorbikes, scooters and bicycles to the area to support its deliveroo business (as it states in the application). This will mean additional noise from traffic and parking outside the shop and in the local roads.

(3) No 4 will potentially take business away from the shop at No 6 Swanscombe Rd (in terms of what it sells and the longer hours) which may put No 6 at risk

(4) Having two shops open late at night on that small strip of shops will make the whole area more lit up and "alive" later into the evening potentially attracting people to the area at a time when residents actually want peace and quiet. There is a wide pavement and a bench outside which would encourage people to gather.

None of the above are of any benefit for local residents as the proposed application, if successful, risks disturbing the quiet enjoyment of local residents for no real benefit. I therefore strongly object to this new license being granted in what is a dense residential area as I think local residents concerns should be the priority. Many thanks



**From:** Cllr Umeh Mercy: H&F <[Mercy.Umeh@lbhf.gov.uk](mailto:Mercy.Umeh@lbhf.gov.uk)>  
**Sent:** 05 June 2025 15:04  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>; Carleton James: H&F <[James.Carleton@lbhf.gov.uk](mailto:James.Carleton@lbhf.gov.uk)>; Carpenter Anna: H&F <[Anna.Carpenter@lbhf.gov.uk](mailto:Anna.Carpenter@lbhf.gov.uk)>; Food and Safety Team: H&F <[foodandsafety@lbhf.gov.uk](mailto:foodandsafety@lbhf.gov.uk)>; Love Doug: H&F <[Doug.Love@lbhf.gov.uk](mailto:Doug.Love@lbhf.gov.uk)>; Overton Adrian: H&F <[Adrian.Overton@lbhf.gov.uk](mailto:Adrian.Overton@lbhf.gov.uk)>; Planning External Inbox: H&F <[Planning@lbhf.gov.uk](mailto:Planning@lbhf.gov.uk)>; Trading Standards: H&F <[Trading.Standards@lbhf.gov.uk](mailto:Trading.Standards@lbhf.gov.uk)>  
**Cc:** Cllr Qayyum Zarar: H&F <[Zarar.Qayyum@lbhf.gov.uk](mailto:Zarar.Qayyum@lbhf.gov.uk)>  
**Subject:** RE: Licensing Act 2003 - Reference: 2025/00689/LAPR

Dear Team

I am writing express my concern about the proposed operating hours of the above Reference 2925/00689/LAPR to opening hours  
Christmas Eve 08:00 to 02:00 the next day  
New Years Eve 08:00 to 02:00 the next day  
Notting Hill Carnival 08:00 to 02:00 the next day.

While I understand the need for flexibility, I believe this could have a significant impact on the surrounding area and our residents that live above the flats. Potential Noise disturbance and Safety concerns.

Cllr Mercy Umeh  
Chair Licensing Committee  
Councillor for Shepherds Bush Green  
Email: [mercy.umeh@lbhf.gov.uk](mailto:mercy.umeh@lbhf.gov.uk)  
Web: [www.lbhf.gov.uk](http://www.lbhf.gov.uk)  
Tel: 020 8753 2018  
Address: Hammersmith Town Hall, King Street, London W6 9UJ

**From:** [Nicole.Sondh@met.police.uk](mailto:Nicole.Sondh@met.police.uk) <[Nicole.Sondh@met.police.uk](mailto:Nicole.Sondh@met.police.uk)>

**Sent:** 25 June 2025 15:43

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

**Cc:** [AWMailbox-LicensingFH@met.police.uk](mailto:AWMailbox-LicensingFH@met.police.uk); Environmental Protection: H&F  
<[noise@lbhf.gov.uk](mailto:noise@lbhf.gov.uk)>; [Charlotte.Bennett@met.police.uk](mailto:Charlotte.Bennett@met.police.uk);  
[ShepherdsBushGreen.SNT@met.police.uk](mailto:ShepherdsBushGreen.SNT@met.police.uk)

**Subject:** New Premises Licence Application - 4 Swanscombe Road, London, W11 4SX -  
2025/00689/LAPR - Police Representation

To Licensing,

**New Premises Licence Application - 4 Swanscombe Road, London, W11 4SX -  
2025/00689/LAPR**

Please find attached Police Representation and supporting documents from PC Lopez  
against the above New Premises Licence application.

Please note that we have not consulted with the applicant for this application as we are  
strongly opposed to it and the impact that it would have on crime and disorder in the  
area should it be granted.

Kind Regards

Nicole

PC Nicole SONDH 2438AW

Hammersmith and Fulham Police Licensing Unit

**Address:** Hammersmith and Fulham Police Station, 226 Shepherds Bush Road,  
London, W6 7NX

**Email:** [nicole.sondh@met.pnn.police.uk](mailto:nicole.sondh@met.pnn.police.uk)

PC Nicole SONDH 2438AW  
FH Police Licensing  
Hammersmith Police Station  
226 Shepherds Bush Road  
Hammersmith  
London  
W6 7NX

Email:  
Nicole.Sondh@met.pnn.police.uk  
www.met.police.uk

Ref: **2025/00689/LAPR**

**Tuesday 24<sup>th</sup> June 2025**

Dear LBHF Licensing Authority,

With reference to the below new premises licence application the Metropolitan Police objects to the application on the grounds of the Licensing Objective in the Prevention of Crime and Disorder.

New Premises Licence Application – 4 Swanscombe Road, London, W11 4SX

**Licensable activities sought**

The sale of alcohol - Off the premises only

- Monday to Saturday - 08:00 to 23:00
- Sundays - 10:00 to 23:00

**Proposed opening hours**

- Monday to Saturday - 08:00 to 23:00
- Sundays - 10:00 to 23:00

**Non-Standard Timings**

- Christmas Eve 08:00 to 02:00 the next day
- New Years Eve 08:00 to 02:00 the next day
- Notting Hill Carnival 08:00 to 02:00 the next day

The premises is currently operating as a convenience store and is located on a small parade of shops within the Edward Woods Estate. Upon this parade are several shops including a butchers, pharmacy, café and another convenience store that is already licensed for the sale of alcohol off the premises. The Edward Woods Estate is located within the local policing of Shepherds Bush Green which is currently experiencing high levels of Anti social Behaviour often linked to alcohol, the Metropolitan Police are therefore objecting to this premises licence application in its entirety.

1. As stated above the premises is located within the ward of Shepherds Bush Green, there are high levels of ASB often associated with drug and alcohol abuse, this can range from littering, loitering, low level public orders offences to violence against the person. Appendices 1 shows that the Shepherds Bush Green ward has been listed in the top 5 wards for Notifiable offences, Violence against a person and ASB over the last 3 months, it is the beliefs of the police that the addition of a further licensed premises would only exacerbate the current issues.
2. The statement attached by PC Lopez details the ongoing issues that the local neighbourhood policing team face on a daily basis and in particular around alcohol fuelled ASB. This can increase during the summer months causing people to loiter around green open spaces and park benches on the estate. Ultimately these spaces are created for residents and families to enjoy however this is impossible when they are taken over by people drinking.
3. The applicant has supplied conditions within the operating schedule, however, has not provided a condition prohibiting the sale of high strength alcohol products, a condition listed in the Hammersmith and Fulham model conditions and also proposed on most off-licence applications within the borough of Hammersmith and Fulham. It is these high strength, low value alcohol products that are purchased by street drinkers and the absence of this condition questions the applicant's knowledge of the local area and their willingness to promote the licensing objectives over their business needs. These concerns were also raised with the applicants request for Non-Standard timings for Notting Hill Carnival, requesting to sell alcohol between the times of 08:00hrs until 02:00hrs the following day. The premises is located on the boarder of the carnival footprint and will be passed by many attending the event, which often sees high intox levels. The early sales will enable those attending the event to 'pre-load' on alcohol and the later hour will leave the premises open to selling to those who may be heavily under the influence, currently off licences within the footprint are conditioned to cease the sale of alcohol at 20:00hrs. This is to encourage dispersal of those attending and also discourage those who are already under the influence of alcohol to continue to drink increasing the risk of disorder and vulnerability to the public. This again shows a disconnect between the applicant's business needs and the needs of the local community.

In summary the Metropolitan Police do not support the above application and object to the application in its entirety. Police have not consulted with the applicant throughout the consultation period as we strongly oppose this application. It is our belief that the addition of a further licensed premises will only intensify the current issues that are being faced in the Shepherds Bush Green ward and will have a negative impact on Crime and Disorder.

Yours sincerely,

PC Nicole SONDH 2438AW  
Hammersmith and Fulham Police Licensing Team

## WITNESS STATEMENT

Criminal Procedure Rules, r 27. 2; Criminal Justice Act 1967, s. 9; Magistrates' Courts Act 1980, s.5B

URN

Statement of: PC Melisa LOPEZ

Age if under 18: Over 18 (if over 18 insert 'over 18') Occupation: Police Officer

This statement (consisting of 2 page(s) each signed by me) is true to the best of my knowledge and belief and I make it knowing that, if it is tendered in evidence, I shall be liable to prosecution if I have willfully stated in it anything which I know to be false, or do not believe to be true.

Witness Signature:  PC Melisa Lopez 1548AW Date: 18/06/2025

My name is PC Melisa LOPEZ, I am a dedicated ward officer working for the Safer Neighbourhoods Team at Hammersmith Police Station. My team and I cover the Shepherd's Bush Green area that includes the Edward Woods Estate located in W11 which is a hot spot for street drinking and drug misuse and ASB (antisocial behaviour).


My colleague PC Nicole SONDH made us aware that an application for an alcohol license was made by one of the convenience stores located at 4 SWANSCOMBE ROAD W114SX. The premises is a ground floor retail unit operating as a convenience store/newsagent which currently offers for sale items such as newspapers, magazines, confectionery, tobacco products, general groceries, and other daily necessities to the public from the main retail area which includes a service counter. This application would allow the licensable activity of the sale of alcohol for consumption off the premises (off-sales) during the proposed licensing hours, in addition to its existing retail offerings. These off-sales will include both sales made directly from the premises over the counter, and remote sales facilitated through third-party delivery platforms (such as Deliveroo) direct to customers' homes. Alcohol products will be displayed within a designated area of the shop floor, visible from the service counter. The license would also include non-standard timings including Christmas Eve 08:00 to 02:00 the next day, New Years Eve 08:00 to 02:00 the next day as well as Notting Hill Carnival 08:00 to 02:00 the next day.

There is currently a convenience store at 6 SWANSCOMBE ROAD which is licensed to sell alcohol between 7:00 and 23:00 hours. This means there would now be two convenience stores next door from each other with alcohol products available in an area that is already struggling with issues related to alcohol misuse that have a detrimental effect for the community. I am providing below evidence of the many reports made to Police in regard to ASB in the area:

01/7517109/25 - 21/05/25

STEBBING HOUSE, QUEENSDALE CRESCENT, W11 4TJ

092/61 - Having possession of a controlled drug - Class B – Cannabis

Witness Signature:  PC Melisa Lopez 1548AW

Signature Witnessed by Signature: .....

Page 1 of 2

Continuation of Statement of:

**01/7512926/25 20/05/25**

008/06 - Assault occasioning actual bodily harm (ABH) **STEBBING HOUSE, QUEENSDALE CRESCENT, LONDON, HAMMERSMITH AND FULHAM, W11**

Female called the police asking for a unit as she got beaten up by a male who lives two floors below her boyfriend's flat.

**01/7504317/25 17/05/25**

008/06 - Assault occasioning actual bodily harm (ABH)

**Poynter House, Queensdale Crescent, London, Hammersmith and Fulham, W11 4TB**

Altercation between neighbours which led to a victim being assaulted resulting in a scratch and a bruise on her face.

**01/6051765/25** Crimestoppers report - Drug Supply – resident of **Stebbing House**.

**01/224990/24** This is a report of ongoing drug dealing at **STEBBING HOUSE, W11**

**01/7044251/25** Assault occasioning actual bodily harm (ABH) -**NORLAND HOUSE, QUEENSDALE CRESCENT, LONDON, HAMMERSMITH AND FULHAM, W11 4TL** - This report refers to an incident of Actual Bodily Harm

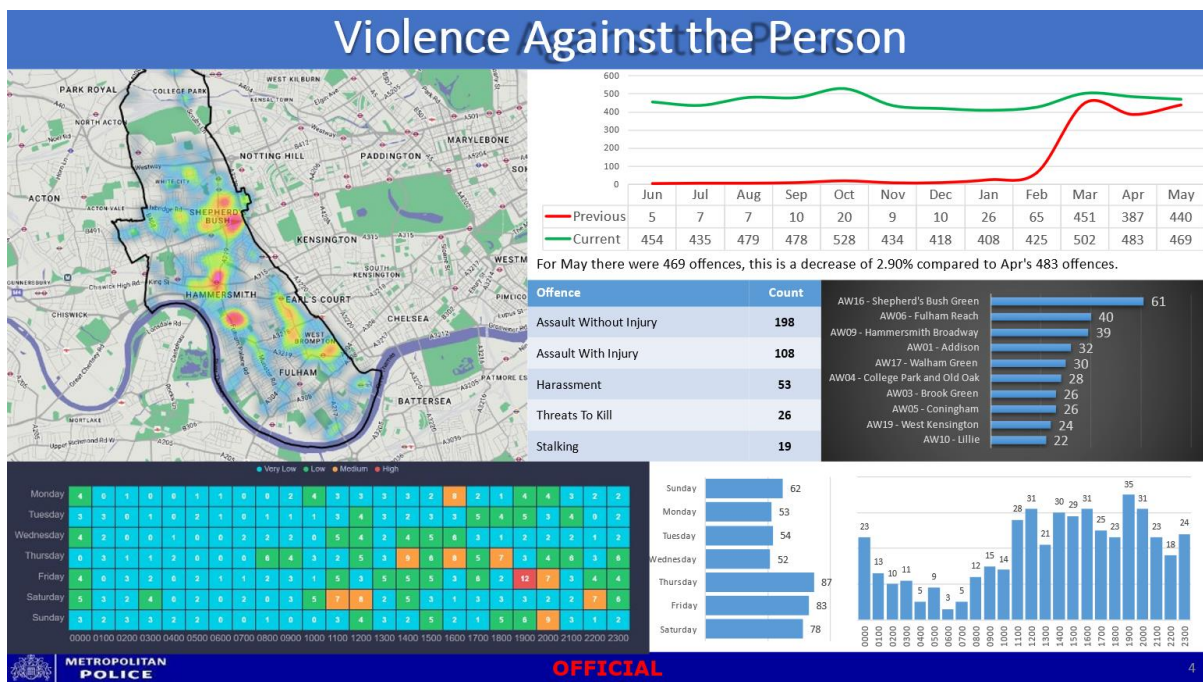
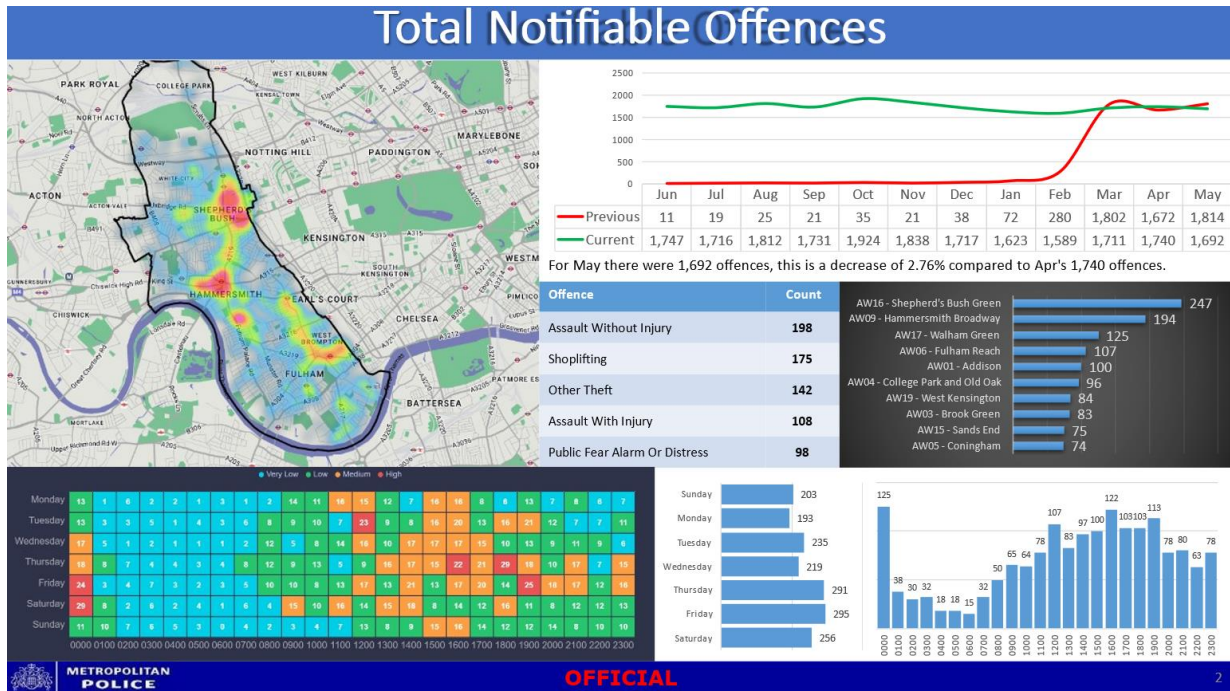
Furthermore, there have been repetitive incidents in which my colleagues and I during our foot patrols around the Edward Woods Estate came across adult males sitting in benches, sometimes near the playground area drinking alcohol and had to ask them to dispose their drinks. These incidents happen daily around Shepherd's Bush Green and Uxbridge Road as a result of the numerous licensed stores and the easy access to alcohol products. These incidents seem to increase during spring and summer as people spend more time outdoors and they tend to sit in the grass and/or benches where they congregate sometimes for hours. Street drinking is associated with ASB and violence and I firmly believe that by allowing more licensed stores in the area there is a chance that these issues might increase, especially during summertime.

Witness Signature:  P.C. Melisa Lopez 1548AW.....

Signature Witnessed by Signature:.....

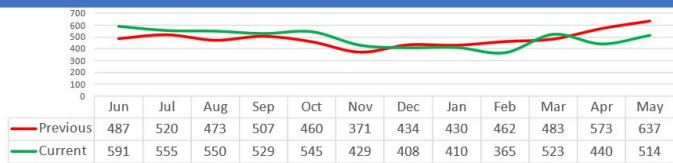
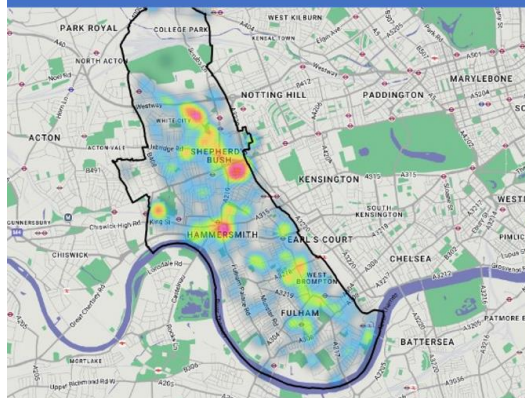
Page 2 of 2

May 2025



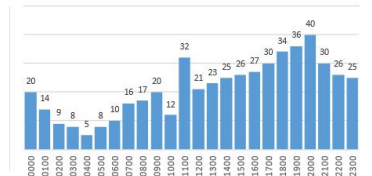
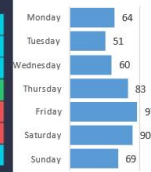
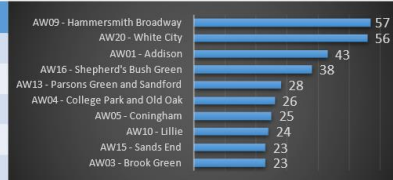


# Anti Social Behaviour



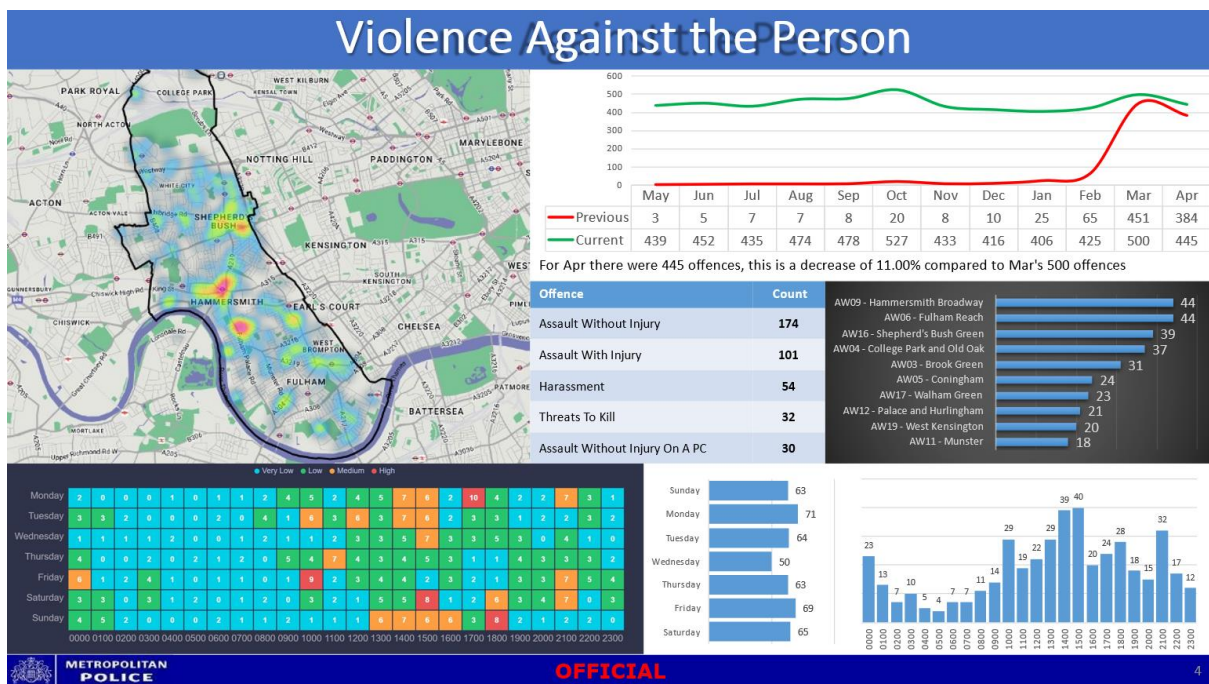
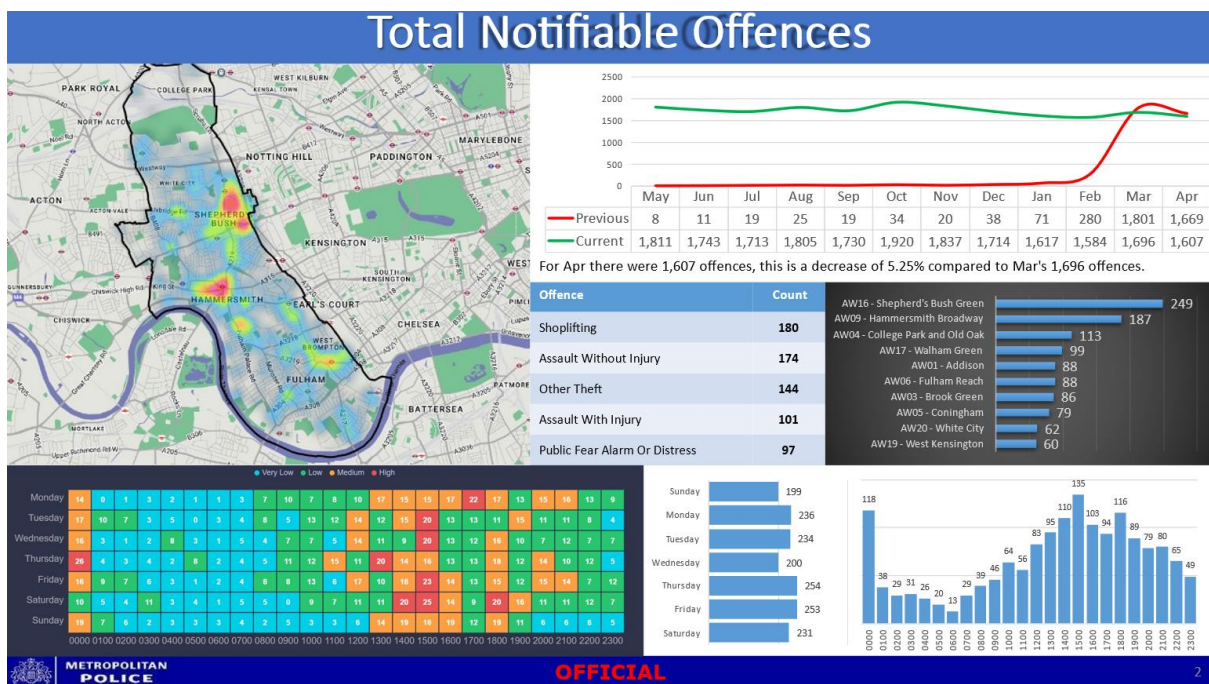
For May there were 514 calls, this is a decrease of 19.31% compared to last year's 637 calls and an increase of 16.82% compared to April's 440 calls. Over previous rolling 12 months there were 5,859 calls, this is an increase of 0.38% compared to last year's 5,837 calls.

Category	Count
[215] ASB - Nuisance	473
[214] ASB - Personal	33
[216] ASB - Environmental	8

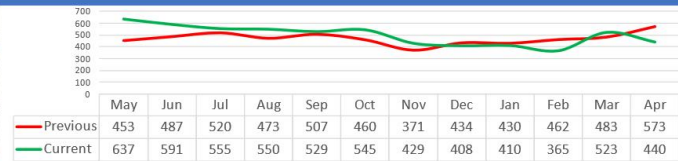
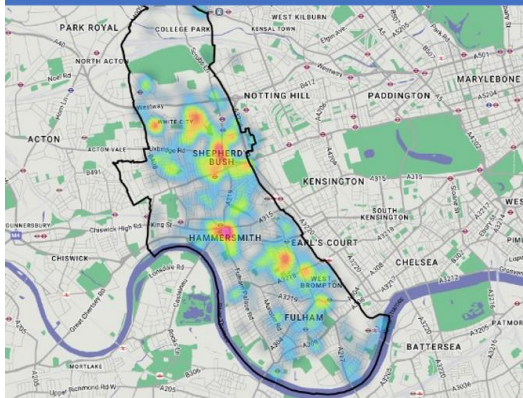




April 2025

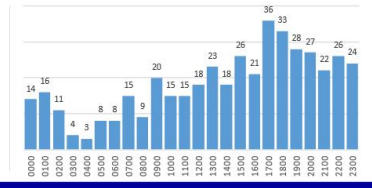
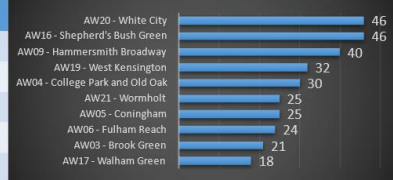


# Anti Social Behaviour

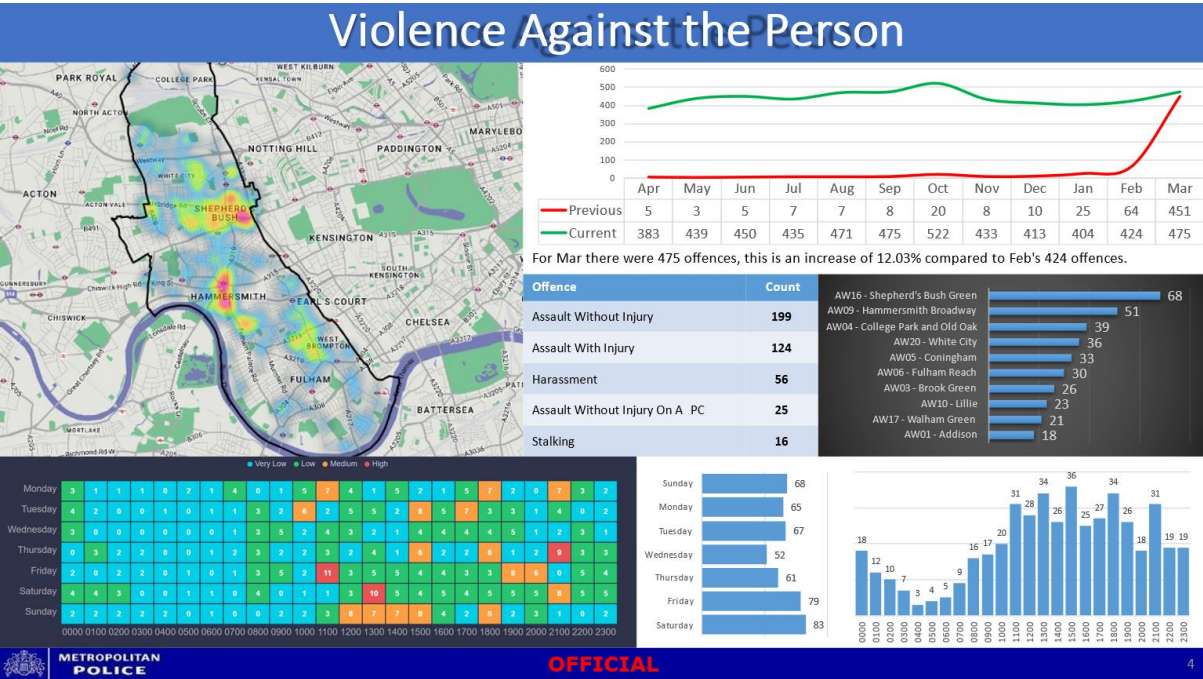
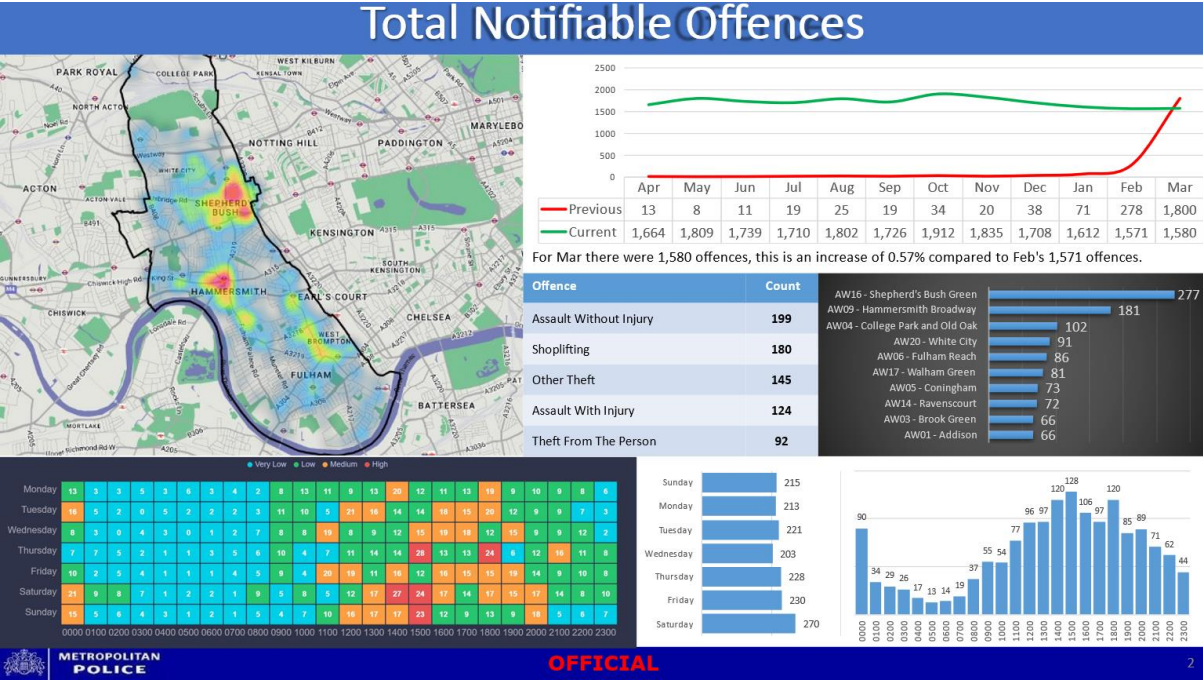


For April there were 440 calls, this is a decrease of 23.21% compared to last year's 573 calls and a decrease of 15.87% compared to March's 523 calls. Over previous rolling 12 months there were 5,982 calls, this is an increase of 5.82% compared to last year's 5,653 calls.

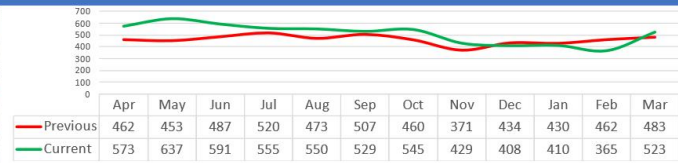
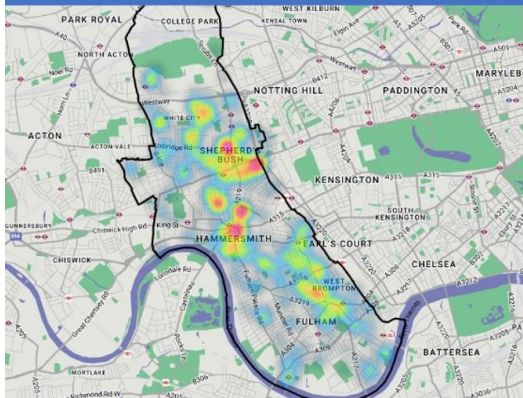
Category	Count
[215] ASB - Nuisance	403
[214] ASB - Personal	24
[216] ASB - Environmental	13





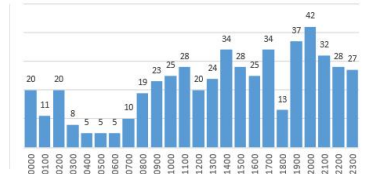
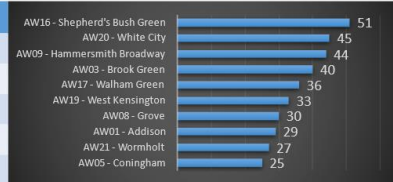


# Anti Social Behaviour



For March there were 523 calls, this is an increase of 597.16% compared to last year's 483 calls and an increase of 43.29% compared to February's 365 calls. Over previous rolling 12 months there were 6,115 calls, this is an increase of 10.34% compared to last year's 5,542 calls.

Category	Count
[215] ASB - Nuisance	463
[214] ASB - Personal	44
[216] ASB - Environmental	16



**From:** Dipesh Patel <dipeshpatel14@hotmail.co.uk>  
**Sent:** 08 July 2025 15:51  
**To:** Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
**Subject:** Re: Licensing Act 2003 - Premises Licence Number: 2025/00689/LAPR

Dear Matt

Thank you for your Email.

Please find attached our response to Representations and Police Representation.

Yours Faithfully

Dipesh Patel

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**From:** Tucker Matt: H&F <[Matt.Tucker@lbhf.gov.uk](mailto:Matt.Tucker@lbhf.gov.uk)>  
**Sent:** 27 June 2025 16:13  
**To:** [dipeshpatel14@hotmail.co.uk](mailto:dipeshpatel14@hotmail.co.uk) <[dipeshpatel14@hotmail.co.uk](mailto:dipeshpatel14@hotmail.co.uk)>  
**Subject:** RE: Licensing Act 2003 - Premises Licence Number: 2025/00689/LAPR

Dear Mr Patel –

Further to my previous e-mail, I have attached the Representations received in the consultation period (4 in total). The first representation (someone owning a neighbouring property) has, by authority of my manager, had the address of the premises redacted.

We would normally be required, under the Licensing Act 2003 (the Act) to consider your application within 20 working days, in this case 23 July 2025. However, we have a slight delay in being able to do so, so we are aiming for a date of 28 July 2025 for the item to be considered by way of a Sub-Committee and further details of this will be sent in due course.

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](mailto:Matt.Tucker@lbhf.gov.uk)  
**W:** [www.lbhf.gov.uk](http://www.lbhf.gov.uk)



Mr Dipesh Patel  
T/a Swanscombe News  
4 Swanscombe Road  
London W11 4SX

To

The Licensing Officer,

**Regarding the New Premises Licence Application - 4 Swanscombe Road, London, W11 4SX -  
2025/00689/LAPR**

Thank you for providing the Police Representation from PC Nicole Sondh and PC Melisa Lopez regarding our application for a new premises licence at 4 Swanscombe Road, London, W11 4SX. We have carefully reviewed the concerns raised by the Metropolitan Police and wish to provide a comprehensive response to address each point.

We understand the police's concerns regarding crime and disorder and Anti-social Behaviour (ASB) in the Shepherds Bush Green ward, and we are committed to being a responsible licence holder and contributing positively to the local community.

**Addressing the Metropolitan Police's Objections:**

**High Levels of ASB, Drug, and Alcohol Abuse:** We acknowledge the data presented in Appendix 1, indicating Shepherds Bush Green ward as being in the top 5 for Notifiable Offences, Violence Against a Person, and ASB over the last three months. We also understand PC Lopez's statement regarding daily issues faced by the local neighbourhood policing team, particularly concerning alcohol-fuelled ASB, which tends to increase during summer months, leading to loitering in public spaces. While we understand these concerns, we believe that a new licence at our premises, Swanscombe News, will not necessarily exacerbate existing issues. Our intent is to operate as a responsible convenience store, providing a service to the local community. It is important to note that a nearby convenience store at 6 Swanscombe Road is already licensed to sell alcohol. This suggests that residents already have access to off-sales alcohol in the immediate vicinity. Our aim is to offer a competitive and regulated option within the existing retail landscape.

**Absence of High Strength Alcohol Condition:** The Police Representation highlights the absence of a condition prohibiting the sale of high strength alcohol products, as listed in the Hammersmith and Fulham model conditions. We appreciate this being brought to our attention. We are fully prepared to accept and implement a condition prohibiting the sale of high strength, low value alcohol products (e.g., over X% ABV, to be determined in line with local policy or police guidance) to address the concerns regarding street drinkers and to promote the licensing objectives. This demonstrates our willingness to work with the authorities and adapt our operations to local needs.

**Non-Standard Timings and Notting Hill Carnival:** The police have raised concerns about our requested non-standard timings for Christmas Eve, New Year's Eve, and Notting Hill Carnival (08:00 to 02:00 the next day). They highlight the premises' proximity to the carnival footprint, the potential for "pre-loading" and sales to intoxicated individuals, and the current condition for off-licences within the footprint to cease sales at 20:00hrs. We understand these specific concerns, particularly regarding Notting Hill Carnival, given the potential for high intoxication levels and the need to encourage dispersal. We are willing to amend our application for Notting Hill Carnival to align with the police's recommended conditions for off-licences within the carnival footprint, ceasing alcohol sales at 20:00hrs on the days of the carnival. For Christmas Eve and New Year's Eve, we believe the proposed hours of 08:00 to 02:00 the next day are reasonable for these specific festive periods. These are times when many other licensed premises operate extended hours, and

our customers may appreciate the convenience for celebratory purchases. We will ensure robust measures are in place to prevent sales to intoxicated individuals during these times, including strict adherence to Challenge 25 policies and staff training on identifying signs of intoxication.

No Consultation with Applicant: We note the police's statement that they have not consulted with the applicant due to their strong opposition. We would welcome the opportunity to engage in a constructive dialogue with the police to further understand their concerns and explore how we can mitigate any potential negative impacts. We believe that open communication can lead to mutually agreeable solutions.

Commitment to Licensing Objectives:

We are fully committed to upholding all four licensing objectives: the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm. Our operating schedule already includes various conditions to promote these objectives. We are prepared to further strengthen our operating schedule with additional conditions as discussed, including:

Prohibition of High Strength Alcohol: As stated above, we will accept a condition prohibiting the sale of high strength, low value alcohol products.

Comprehensive Staff Training: All staff will receive comprehensive training on the licensing objectives, including responsible alcohol sales, Challenge 25, identifying intoxicated individuals, and managing difficult situations. This training will be regularly refreshed.

CCTV System: We will install and maintain a high-quality CCTV system covering all areas where alcohol is sold and public access points, with recordings readily available to the police upon request.

Refusals Log: A refusals log will be maintained to record all instances where sales of alcohol are refused, including details of the date, time, reason for refusal, and description of the individual. This will be made available to the police or licensing authority upon request.

Signage: Prominent signage will be displayed advising customers of our Challenge 25 policy and discouraging anti-social behaviour.

Litter Management: We will implement a regular litter patrol around the immediate vicinity of the premises to ensure that any litter, particularly alcohol containers, is promptly cleared to prevent public nuisance.

We believe that by implementing these measures and working collaboratively with the police and licensing authority, our premises can operate responsibly without contributing to existing issues in the area. We are confident that with the proposed amendments and our commitment to best practices, the granting of this licence will not have a negative impact on crime and disorder in the Shepherds Bush Green ward.

We respectfully request that the Licensing Authority consider our response and the proposed additional conditions. We are available to attend any hearings or meetings to discuss this matter further.

Yours sincerely

Mr Dipesh Patel

Mr Dipesh Patel  
T/a Swanscombe News  
4 Swanscombe Road  
London W11 4SX

To,

**The Licensing Department and Interested Parties,**

Thank you for providing the representations regarding our premises license application at Swanscombe News, 4 Swanscombe Road, Holland Park, London W11 4SX. We have carefully reviewed the concerns raised and would like to respectfully address each point, outlining how our application aligns with the licensing objectives and demonstrates a commitment to responsible operation.

Regarding Over-concentration of Alcohol Outlets (Points 5, 6, 7, 8, 9, 17, 22, 23, 24, 36, 37):

We acknowledge the concerns about the concentration of alcohol outlets. However, as noted by Matt Tucker, Interim Licensing Policy and Administration Team Leader, the Council does not have any Cumulative Impact Zones (CIZs) that would prevent the opening of new premises. In the absence of such CIZs, the presumption under the Licensing Act 2003 is in favour of granting a license, unless there are valid representations and reasonable grounds for refusal that can be defended on appeal. Furthermore, Mr. Tucker explicitly states that "over-concentration is not a material factor in this case".

While we understand the resident's perspective on the co-existence of local shops, our application is for a legitimate business expansion that will serve the community's evolving needs. The presence of another shop selling alcohol nearby (No 6 Swanscombe Rd) does not automatically mean our application will lead to negative impacts, especially given the absence of a CIZ.

Regarding Alcohol-Related Crime and Antisocial Behaviour (Points 18, 25, 26, 27, 29, 34, 35):

We are committed to preventing crime and disorder. While the W11 area may experience alcohol-related disturbances, and crime is reported to be higher in income-deprived areas, our operation will not contribute to these issues. Our application for extended hours on Carnival days, Christmas Eve, and New Year's Eve is to cater to the increased demand during these specific festive periods, and we will implement robust measures to manage any potential for public disorder. These measures will include:

**Staff Training:** All staff will be thoroughly trained in responsible alcohol sales, including challenging underage purchasers and refusing service to intoxicated individuals.

**CCTV:** Comprehensive CCTV will be installed and maintained to cover the premises and immediate surroundings, deterring antisocial behaviour and aiding in any investigations.

**No On-Premise Consumption:** Our license is for off-premise sales only, meaning customers will not be consuming alcohol on or directly outside our premises. This significantly reduces the likelihood of loitering, litter, and noise directly attributable to our operation.

**Engagement with Authorities:** We will work closely with the police and local authorities to address any concerns promptly and effectively.

The reference to increased noise from motorbikes, scooters, and bicycles due to a "deliveroo business" is speculative. While we may offer delivery services, we will ensure that any associated traffic and parking are managed responsibly to minimize disruption to residents.

Regarding Socioeconomic Deprivation and Public Health Implications (Points 19, 28, 30, 31, 32, 33):



We understand the concerns regarding socioeconomic deprivation and public health. However, as highlighted by Matt Tucker, the Sub-Committee is "not required to consider any public health-related concerns as part of their deliberations as this is not a licensing objective and, hence, not a material factor either".

Our business aims to provide a convenient service to the community, including essential groceries and lottery services. The addition of alcohol sales will enhance our offering to adult customers, consistent with our existing role as a local convenience store. We are not a specialist alcohol retailer, and our sales will be part of a broader retail offering. We will operate responsibly to mitigate any potential negative impacts on vulnerable populations.

Regarding Community Impact and Resident Concerns (Points 34, 35, 53, 54, 55, 56, 57, 58):

We appreciate the residents' desire for peace and quiet, particularly in a dense residential area. Our proposed operating hours, including extended hours on specific festive days, are designed to meet community demand without causing undue nuisance.

Noise and Public Nuisance: Our primary business is a newsagent and grocery store, and the sale of alcohol will be an ancillary service. We will implement measures to prevent public nuisance, such as regular litter patrols around our premises and clear signage reminding customers to respect residents. The suggestion that our extended hours will make the "whole area more lit up and 'alive'" is an exaggeration, as our premises will be a retail outlet and not a late-night entertainment venue.

Loitering: We will actively discourage loitering outside our premises. The presence of a wide pavement and bench is a public amenity and not an invitation for customers to congregate specifically due to our alcohol sales.

Impact on No 6 Swanscombe Rd: We value the diverse offerings of local businesses and believe there is room for both Swanscombe News and No 6 Swanscombe Rd to thrive. Our expansion into alcohol sales is a natural progression for a convenience store, and we do not intend to undermine other local businesses. Our primary focus remains on providing a comprehensive grocery and news agency service, distinct from No 6's independent grocery offerings.

Conclusion:

Our application for a premises license at Swanscombe News is a well-considered proposal that aligns with the four licensing objectives: the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm. We have addressed the concerns raised in the representations and demonstrated our commitment to operating responsibly and being a valuable and respectful member of the local community. We believe that granting this license will allow us to better serve our customers and will not result in the negative impacts suggested by the objectors.

We are available to discuss any further questions or concerns the Sub-Committee or residents may have.

Yours faithfully,

Mr Dipesh Patel

# Objector - Victory House 13 Nelson Street Southend On Sea Essex SS1 1EF

From: [REDACTED]  
Sent: 09 July 2025 11:49  
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
Subject: Re: Swanscombe News - 4 Swanscombe Road London W11 4SX (New Premises Licence Application)

Dear Matt,

Thank you for this update.

I have read the info and responses. It does not appease us in that the number crime associated with alcohol is proportional to the number of outlets.

We agree that the number of outlets would provide more competition and therefore improved availability and variety at lower prices.

This supports our claim above and we therefore this does not mitigate our concerns.

Kind regards

[REDACTED]

[REDACTED]

[REDACTED]

Victory House  
13 Nelson St  
Southend-on-Sea  
Essex SS1 1EF  
[REDACTED]

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From: Tucker Matt: H&F <[Matt.Tucker@lbhf.gov.uk](mailto:Matt.Tucker@lbhf.gov.uk)>  
Sent: 09 July 2025 08:00  
Subject: Swanscombe News - 4 Swanscombe Road London W11 4SX (New Premises Licence Application)

Dear Objector –

Further to the above, the Applicant has sent me two responses, both to the Police (who have represented) and you as objector (both attached). It may well be the case that further discussions with the Police produce further update and, of course, we will keep you informed of that.

At this point, I am required to ask that you consider what has been provided by the Applicant. Should this mitigate your concerns to the extent that you wish to withdraw your objection, please let me know by way of return 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](mailto:Matt.Tucker@lbhf.gov.uk)

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

## Objector - 27 St Anns Villas London W11 4RT

**From:** [REDACTED]  
**Sent:** 10 July 2025 10:41  
**To:** Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
**Subject:** RE: Swanscombe News - 4 Swanscombe Road London W11 4SX (New Premises Licence Application)

Dear Matt

Thankyou for sending this through.

I have cut and paste the contents below and made comments to support my objection.

I am not sure what the next step is but would be grateful if my name etc continues to be protected.

You may have seen this article in the BBC yesterday with the top 30 places in London for Anti Social Behaviour put together by the Met - [London's anti-social behaviour hotspots named by Met Police - BBC News](#)  
Grim reading.

Many thanks  
[REDACTED]

High Levels of ASB, Drug, and Alcohol Abuse: We acknowledge the data presented in Appendix 1, indicating Shepherds Bush Green ward as being in the top 5 for Notifiable Offences, Violence Against a Person, and ASB over the last three months. We also understand PC Lopez's statement regarding daily issues faced by the local neighbourhood policing team, particularly concerning alcohol-fuelled ASB, which tends to increase during summer months, leading to loitering in public spaces. While we understand these concerns, we believe that a new licence at our premises, Swanscombe News, will not necessarily exacerbate existing issues. Our intent is to operate as a responsible convenience store, providing a service to the local community. It is important to note that a nearby convenience store at 6 Swanscombe Road is already licensed to sell alcohol. This suggests that residents already have access to off-sales alcohol in the immediate vicinity. Our aim is to offer a competitive and regulated option within the existing retail landscape.

Absence of High Strength Alcohol Condition: The Police Representation highlights the absence of a condition prohibiting the sale of high strength alcohol products, as listed in the Hammersmith and Fulham model conditions. We appreciate this being brought to our attention. We are fully prepared to accept and implement a condition prohibiting the sale of high strength, low value alcohol products (e.g., over X% ABV, to be determined in line with local policy or police guidance) to address the concerns regarding street drinkers and to promote the licensing objectives. This demonstrates our willingness to work with the authorities and adapt our operations to local needs.  
Non-Standard

Timings and Notting Hill Carnival: The police have raised concerns about our requested non standard timings for Christmas Eve, New Year's Eve, and Notting Hill Carnival (08:00 to 02:00 the next day). They highlight the premises' proximity to the carnival footprint, the potential for "pre-loading" and sales to intoxicated individuals, and the current condition for off-licences within the footprint to cease sales at 20:00hrs. We understand these specific concerns, particularly regarding Notting Hill Carnival, given the potential for high intoxication levels and the need to encourage dispersal. We are willing to amend our application for Notting Hill Carnival to align with the police's recommended conditions for off-licences within the carnival footprint, ceasing alcohol sales at 20:00hrs on the days of the carnival. For Christmas Eve and New Year's Eve, we believe the proposed hours of 08:00 to 02:00 the next day are reasonable for these specific festive periods. These are times when many other licensed premises operate extended hours, and our customers may appreciate the convenience for celebratory purchases. We will ensure robust measures are in place to prevent sales to intoxicated individuals during these times, including strict adherence to Challenge 25 policies and staff training on identifying signs of intoxication. **I had not noticed these extended hours previously this will only exacerbate anti-social problems for residents**

No Consultation with Applicant: We note the police's statement that they have not consulted with the applicant due to their strong opposition. We would welcome the opportunity to engage in a constructive dialogue with the police to further understand their concerns and explore how we can mitigate any potential negative impacts. We believe that open communication can lead to mutually agreeable solutions.

Commitment to Licensing Objectives: We are fully committed to upholding all four licensing objectives: the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm. Our operating schedule already includes various conditions to promote these objectives. We are prepared to further strengthen our operating schedule with additional conditions as discussed, including: Prohibition of High Strength Alcohol: As stated above, we will accept a condition prohibiting the sale of high strength, low value alcohol products.

Comprehensive Staff Training: All staff will receive comprehensive training on the licensing objectives, including responsible alcohol sales, Challenge 25, identifying intoxicated individuals, and managing difficult situations. This training will be regularly refreshed. **The truth of the matter is that with all the training in the world it is very difficult to manage anti social/aggressive behaviour in a small space late at night when you might be the only person in the shop. Most retailers advise their staff not to intervene in difficult situations where they may be physically at risk. I note that the premises already has very high security screens in place around the till area where staff usually stay.**

CCTV System: We will install and maintain a high-quality CCTV system covering all areas where alcohol is sold and public access points, with recordings readily available to the police upon request. **Residents will be much more concerned about what happens outside of the shop not inside and in preventing events happening rather than catching people afterwards**

Refusals Log: A refusals log will be maintained to record all instances where sales of alcohol are refused, including details of the date, time, reason for refusal, and description of the individual. This will be made available to the police or licensing authority upon request.

Signage: Prominent signage will be displayed advising customers of our Challenge 25 policy and discouraging anti-social behaviour. **People intent on anti-social behaviour normally ignore signs especially if intoxicated**

Litter Management: We will implement a regular litter patrol around the immediate vicinity of the premises to ensure that any litter, particularly alcohol containers, is promptly cleared to prevent public nuisance.

We believe that by implementing these measures and working collaboratively with the police and licensing authority, our premises can operate responsibly without contributing to existing issues in the area. We are confident that with the proposed amendments and our commitment to best practices, the granting of this licence will not have a negative impact on crime and disorder in the Shepherds Bush Green ward. We respectfully request that the Licensing Authority consider our response and the proposed additional conditions. We are available to attend any hearings or meetings to discuss this matter further.

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The Licensing Department and Interested Parties,

Thank you for providing the representations regarding our premises license application at Swanscombe News, 4 Swanscombe Road, Holland Park, London W11 4SX. We have carefully reviewed the concerns raised and would like to respectfully address each point, outlining how our application aligns with the licensing objectives and demonstrates a commitment to responsible operation.

Regarding Over-concentration of Alcohol Outlets (Points 5, 6, 7, 8, 9, 17, 22, 23, 24, 36, 37):

We acknowledge the concerns about the concentration of alcohol outlets. However, as noted by Matt Tucker, Interim Licensing Policy and Administration Team Leader, the Council does not have any Cumulative Impact Zones (CIZs) that would prevent the opening of new premises. In the absence of such CIZs, the presumption under the Licensing Act 2003 is in favour of granting a license, unless there are valid representations and reasonable grounds for refusal that can be defended on appeal. Furthermore, Mr. Tucker explicitly states that

**"over-concentration is not a material factor in this case". It should be. Why do you need two shops right next door to each other with alcohol licenses**

While we understand the resident's perspective on the co-existence of local shops, our application is for a legitimate business expansion that will serve the community's evolving needs. The presence of another shop selling alcohol nearby (No 6 Swanscombe Rd) does not automatically mean our application will lead to negative impacts, especially given the absence of a CIZ. **This is inconsistent – on the one hand the applicant is saying that the needs are the same and he is just making the offer “more competitive” on the other he is saying that he wants to meet the “evolving needs” of the community. The other premises with a license is not “nearby” it is next door.**

Regarding Alcohol-Related Crime and Anti social Behaviour (Points 18, 25, 26, 27, 29, 34, 35):

We are committed to preventing crime and disorder. While the W11 area may experience alcohol-related disturbances, and crime is reported to be higher in income-deprived areas, our operation will not contribute to these issues.

**I have no doubt that the applicant is “committed” to preventing crime and disorder as we all are but the truth is that most of us are unable to prevent it. In this instance we have clear objections from the local police saying that it is a bad idea and, being on the front line, they more than anyone should understand this. We are facing numerous issues in the area and don’t need to risk having any more.**

Our application for extended hours on Carnival days, Christmas Eve, and New Year's Eve is to cater to the increased demand during these specific festive periods, and we will implement robust measures to manage any potential for public disorder. These measures will include:

**With respect, these measures are not robust.**

Staff Training: All staff will be thoroughly trained in responsible alcohol sales, including challenging underage purchasers and refusing service to intoxicated individuals.

CCTV: Comprehensive CCTV will be installed and maintained to cover the premises and immediate surroundings, deterring anti social behaviour and aiding in any investigations.

No On-Premise Consumption: Our license is for off-premise sales only, meaning customers will not be consuming alcohol on or directly outside our premises. This significantly reduces the likelihood of loitering,

litter, and noise directly attributable to our operation.

**Other than inside his premises, the applicant has no control over where the alcohol is consumed, including on the bench directly outside his premises and the various walls/seats nearby**

Engagement with Authorities: We will work closely with the police and local authorities to address any concerns promptly and effectively.

The reference to increased noise from motorbikes, scooters, and bicycles due to a "deliveroo business" is speculative. While we may offer delivery services, we will ensure that any associated traffic and parking are managed responsibly to minimize disruption to residents.

**The applicant mentions delivery services in his application and therefore this is not speculative. Attracting more electric bikes and scooters to the area with the associated disruption for residents is an obvious consequence of this. Why should the residents of this area have to put up with increased noise and congestion to satisfy the needs of people who don't live here? The applicant says that they will "manage" traffic and parking - in reality this is very unlikely as they will be inside the premises not directing traffic.**

Regarding Socioeconomic Deprivation and Public Health Implications (Points 19, 28, 30, 31, 32, 33):

We understand the concerns regarding socioeconomic deprivation and public health. However, as highlighted by Matt Tucker, the Sub-Committee is "not required to consider any public health-related concerns as part of their deliberations as this is not a licensing objective and, hence, not a material factor either".

Our business aims to provide a convenient service to the community, including essential groceries and lottery services. The addition of alcohol sales will enhance our offering to adult customers, consistent with our existing role as a local convenience store. We are not a specialist alcohol retailer, and our sales will be part of a broader retail offering. We will operate responsibly to mitigate any potential negative impacts on vulnerable populations.

**The store has always primarily been a newsagents and not open in the evenings. It has slowly been changing its offering over the last few years I am guessing as a response to decreasing newspaper sales. The local community already have lots of places to buy alcohol - we do not need more when the downsides are so obvious,**



Regarding Community Impact and Resident Concerns (Points 34, 35, 53, 54, 55, 56, 57, 58):

We appreciate the residents' desire for peace and quiet, particularly in a dense residential area. Our proposed operating hours, including extended hours on specific festive days, are designed to meet community demand without causing undue nuisance.

Noise and Public Nuisance: Our primary business is a newsagent and grocery store, and the sale of alcohol will be an ancillary service. We will implement measures to prevent public nuisance, such as regular litter patrols around our premises and clear signage reminding customers to respect residents. The suggestion that our extended hours will make the "whole area more lit up and 'alive'" is an exaggeration, as our premises will be a retail outlet and not a late-night entertainment venue.

**The measures mentioned (litter picking and signage) will not prevent public nuisance. It is not an exaggeration to suggest that an area with two shops open and lit up makes an otherwise quiet area seem more "lit up and alive"**

Loitering: We will actively discourage loitering outside our premises. The presence of a wide pavement and bench is a public amenity and not an invitation for customers to congregate specifically due to our alcohol sales. **How ? Is this just the signage?**

Impact on No 6 Swanscombe Rd: We value the diverse offerings of local businesses and believe there is room for both Swanscombe News and No 6 Swanscombe Rd to thrive. Our expansion into alcohol sales is a natural progression for a convenience store, and we do not intend to undermine other local businesses. Our primary focus remains on providing a comprehensive grocery and news agency service, distinct from No 6's independent grocery offerings.

**It is not a natural progression to sell alcohol. It is not clear whether the applicant is**

- (1) looking to increase alcohol sales in the area**
- (2) make alcohol cheaper/more easily accessible by increasing the competitive offering in the area therefore potentially increasing volume sales**
- (3) looking to split existing alcohol sales with existing retailers**

**OR**

- (4) looking to sell alcohol for delivery outside of the area**

**In the case of (1) and (2) this will likely lead to increased volume of alcohol sales with the associated negative impacts already noted. In the case of (3) the**

**area already has enough licensees to satisfy this demand and in the case of (4) why should this community suffer to satisfy the demand from outside.**

Conclusion:

Our application for a premises license at Swanscombe News is a well-considered proposal that aligns with the four licensing objectives: the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm. We have addressed the concerns raised in the representations and demonstrated our commitment to operating responsibly and being a valuable and respectful member of the local community. We believe that granting this license will allow us to better serve our customers and will not result in the negative impacts suggested by the objectors.

**I cannot see any positives to local residents from approving this application and this conclusion is also enforced by the police.**

We are available to discuss any further questions or concerns the Sub-Committee or residents may have.

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

**Sent:** 09 July 2025 08:01

**Subject:** Swanscombe News - 4 Swanscombe Road London W11 4SX (New Premises Licence Application)

Dear Objector –

Further to the above, the Applicant has sent me two responses, both to the Police (who have represented) and you as objector (both attached). It may well be the case that further discussions with the Police produce further update and, of course, we will keep you informed of that.

At this point, I am required to ask that you consider what has been provided by the Applicant. Should this mitigate your concerns to the extent that you wish to withdraw your objection, please let me know by way of return 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](mailto:Matt.Tucker@lbhf.gov.uk)

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

## NEWS

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# London anti-social behaviour hotspots named by Met



EPA

More than 30 areas in London will be subjected to increased patrols over the summer in the hopes of reducing anti-social behaviour, theft and street crime

https://www.bbc.co.uk/news/articles/cp864e1jk13o

Jess Warren

BBC News

9 July 2025

**More than 30 locations in London have been named by the Metropolitan Police as the most likely to attract anti-social behaviour (ASB), theft and street crime.**

The mayor of London's office said increased police patrols would be at hotspots over the summer, with intelligence-led plain-clothed officers to target prolific offenders.

It is part of the Home Office's national **Safer Streets Summer Initiative** running from 30 June until the end of September.

Deputy Commissioner for the Met, Matt Jukes, said the force was tackling "the crimes that matter most to Londoners".

The identified town centre and high street locations include Stratford, Woolwich town centre, Finsbury Park, Croydon town centre, Shepherds Bush Green, Elephant and Castle, Seven Sisters and the West End.

It will be a multi-agency operation by the Met, the mayor's office for policing and crime (MOPAC), local authorities and community partners.

Hannah Wadey from business crime prevention body the Safer Business Network said when people felt safe, town centres thrived.

According to the Met, the force has solved 163% more cases of shoplifting in the first six weeks of this financial year compared to last.

It added that theft from a person was down by 15.6% and personal robbery down by 12.8% over the same period.

Deputy mayor for policing and crime, Kaya Comer-Schwartz, said: "The safety of our town centres is more than just policing – it's about building stronger, more connected communities where everyone feels secure.

Of the 32 town centres and high street locations named as experiencing the highest levels of ASB, theft and street crime, the top 20 were:



Deputy mayor for policing and crime, Kaya Corner-Schwartz, said: "The safety of our town centres is more than just policing – it's about building stronger, more connected communities where everyone feels secure."

Of the 32 town centres and high street locations named as experiencing the highest levels of ASB, theft and street crime, the top 20 were:

- Barking Town Centre
- Brixton Town Centre
- Camden Town
- Catford – Lewisham High Street
- Croydon Town Centre
- Ealing Town Centre
- Elephant and Castle
- Finsbury Park
- Woolwich Town Centre
- Ilford Town Centre
- Kingston Town Centre
- Romford Town Centre
- Seven Sisters
- Shepherds Bush Green
- Shoreditch Town Centre
- Silver Street
- Stratford
- Walthamstow
- West End
- Whitechapel

**From:** Cllr Umeh Mercy: H&F <Mercy.Umeh@lbhf.gov.uk>  
**Sent:** 10 July 2025 14:24  
**To:** Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
**Cc:** Cllr Qayyum Zarar: H&F <Zarar.Qayyum@lbhf.gov.uk>  
**Subject:** RE: Swanscombe News - 4 Swanscombe Road London W11 4SX (New Premises Licence Application)

Dear Matt

I am writing to formally object to the application for extended operating hours at the premises in question, located within my ward. My concerns are based on both experience and the likely impact on residents.

There are residential flats situated directly above the shop, and I have previously received numerous complaints from those residents regarding excessive noise emanating from the premises in the past. These disturbances have significantly affected their quality of life and peace of mind, particularly during the evening hours. Allowing the shop to operate late into the night during the hours and dates they are requesting is likely to exacerbate these issues. It may also encourage groups of drinkers to congregate in the vicinity, leading to increased noise, antisocial behaviour, and a general decline in the safety and wellbeing of the neighbourhood during late hours. For these reasons, I strongly urge the licensing committee to reject this application to protect the interests of residents and maintain the character and safety of the area.

Kind regards

Cllr Mercy Umeh  
Chair Licensing Committee  
Councillor for Shepherds Bush Green  
London Borough of Hammersmith & Fulham  
Email: [mercy.umeh@lbhf.gov.uk](mailto:mercy.umeh@lbhf.gov.uk)  
Web: [www.lbhf.gov.uk](http://www.lbhf.gov.uk)  
Tel: 020 8753 2018  
Address: Hammersmith Town Hall, King Street, London W6 9UJ



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[Click here](#) for the Digital Hub

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

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