

Licensing Sub-Committee

Agenda

Tuesday 30 September 2025 at 6.30 pm

This meeting will be held remotely

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MEMBERSHIP

Administration:	Opposition:
Councillor Paul Alexander Councillor Jacolyn Daly	Councillor Dominic Stanton

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Public Notice

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

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

Date Issued: 22 September 2025

Licensing Sub-Committee Agenda

30 September 2025

<u>Item</u>		<u>Pages</u>
1.	APPOINTMENT OF CHAIR	
2.	APOLOGIES FOR ABSENCE	
3.	DECLARATIONS OF INTEREST <p>If a Councillor has a disclosable pecuniary interest in a particular item, whether or not it is entered in the Authority's register of interests, or any other significant interest which they consider should be declared in the public interest, they should declare the existence and, unless it is a sensitive interest as defined in the Member Code of Conduct, the nature of the interest at the commencement of the consideration of that item or as soon as it becomes apparent.</p> <p>At meetings where members of the public are allowed to be in attendance and speak, any Councillor with a disclosable pecuniary interest or other significant interest may also make representations, give evidence or answer questions about the matter. The Councillor must then withdraw immediately from the meeting before the matter is discussed and any vote taken.</p> <p>Where Members of the public are not allowed to be in attendance and speak, then the Councillor with a disclosable pecuniary interest should withdraw from the meeting whilst the matter is under consideration. Councillors who have declared other significant interests should also withdraw from the meeting if they consider their continued participation in the matter would not be reasonable in the circumstances and may give rise to a perception of a conflict of interest.</p> <p>Councillors are not obliged to withdraw from the meeting where a dispensation to that effect has been obtained from the Standards Committee.</p>	
4.	GOURMET HOUND - 345 FULHAM PALACE ROAD, LONDON, SW6 6TD - 6:30 PM	3 - 60
5.	512 FULHAM ROAD, LONDON, SW6 5NJ - 7:30 PM OR AFTER THE CONSIDERATION OF THE FIRST HEARING	61 - 111

Contents:

- 1. THE APPLICATION**
 - 1.1. Application Requested**
 - 1.2. Applicant's Operating Schedule**
- 2. BACKGROUND**
- 3. CONSULTATION**
 - 3.1 Relevant Representations**
- 4. OTHER INFORMATION**
 - 4.1 Enforcement History**
 - 4.2 Temporary Event Notices ("TENs")**
- 5. POLICY CONSIDERATIONS**
- 6. DETERMINATION**

APPENDICES:

Appendix 1 – Current Premises Licence and Plan.

Appendix 2 – Variation Application and Proposed Plan.

Appendix 3 – Location Map and Nearby Premises.

Appendix 4 – Police Agreed Conditions.

Appendix 5 – Representations.

Appendix 6 – Noise Team Representation and Conciliation.

Appendix 7 – Correspondence from Applicant (10 September 2025).

Appendix 8 – Application Changes to Objectors (11 September 2025).

1. THE APPLICATION:

On 23 June 2025, the Licensing Authority received a valid application for a variation of an existing premises licence in respect of Gourmet Hound – 345 Fulham Palace Road, London, SW6 6TD (“the Premises”), submitted by Palace Deli LLP (“the current Premises License Holder and Applicant”).

1.1 Application Requested:

As shown in Appendix 1, the current premises licence allows for the following licensable activities:

Red Line of licensable activity:

Inside the premises building only.

The Sale of Alcohol (Off the Premises):

Monday to Sunday: 07:00 to 20:00.

Hours Open to the Public:

Monday to Sunday: 07:00 to 20:00.

The variation application and revised plan attached, which can be seen in Appendix 2, originally sought the following changes to the premises licence:

Expansion of the red line of licensable activity:

The proposed new plan in Appendix 2 shows licensable activity taking place outside the premises building, as well as inside, in tandem with the addition of on sales (below).

The Supply of Alcohol (On and Off the Premises):

Monday to Sunday: 08:00 to 23:00.

Hours Open to the Public:

Monday to Sunday: 07:00 to 23:00.

Following communications with the Police and the Council’s Noise Team, the Applicant subsequently revised their application timings. It is, therefore, the following changes that the Sub-Committee are being asked to consider in this case:

Expansion of the red line of licensable activity:

To include outside the premises building, as per Appendix 2 proposed premises licence plan.

The Supply of Alcohol (Off the Premises):

Monday to Sunday: 08:00 to 23:00.

The Supply of Alcohol (On the Premises):

***Monday to Sunday: 08:00 to 23:00 (inside building).
08:00 to 22:00 (outside building).***

Hours Open to the Public:

Monday to Sunday: 07:00 to 23:00.

1.2 Applicant's Operating Schedule:

The Applicant had proposed a number of steps to promote the four licensing objectives should the application is granted which, again, can be seen in Appendix 1. However, following discussions with the Police and the Council's Noise Team, as shown in Appendixes 4 and 7, the Applicant has agreed to adopt the following conditions:

- 1. The premises shall operate primarily as a delicatessen, cafe, off-licence and grocery shop and the sale of alcohol for consumption on the premises shall be ancillary to these primary uses.***
- 2. The premises may operate a serving counter for the purpose of off sales of alcohol, the purchase of other non alcoholic products from the premises and making payment. Customers may be seated around the service counter and consume alcohol but they may not stand and consume alcohol at the counter, as it is not intended to function as a bar.***
- 3. Vertical drinking will be permitted in designated areas inside of the venue. Any vertical drinking shall be ancillary to the consumption of food. The food item may include a substantial meal or a small snack, provided it accompanies the alcohol and is consumed on the premises.***
- 4. Alcohol consumed in the outside areas of the premises shall only be consumed by patrons seated at tables. Outside vertical drinking will not be not permitted.***
- 5. Staff shall ensure there is no outside drinking beyond the fixed area shown on the approved licence plan regarding consumption of alcohol on the premises.***
- 6. Any alcohol sold for consumption off the premises shall be sold in a sealed container.***
- 7. No alcohol shall be sold to any persons known to engage in anti-social street drinking.***
- 8. High Definition CCTV shall be installed, operated and maintained at all times that the premises are open for licensable activities and:***
 - Shall be checked at least 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 conducting them shall be kept and made available to the Police and relevant authorities on request.***
 - At least one camera will show a close up of the entrance and shall provide and capture a clear, full-length image of anyone entering the premises.***
 - The system shall cover all internal and external areas of the premises where licensable activities take place.***

- *Recordings shall be made in real-time, date and time-stamped, and stored for a minimum of 31 days.*
 - *CCTV footage shall be provided free of charge to the Police or relevant authorities within 24 hours of request.*
 - *A staff member conversant with the operation of the CCTV system shall be on the premises at all times. That person shall be capable of providing recent data footage to Police and authorised officers with minimal delay when requested, including the ability to reproduce footage almost instantaneously.*
- 9.** *All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003 in terms of the four licensing objectives, offences committed under the Act, underage alcohol sales, drunk and disorderly behaviour, vigilance in preventing the use and sale of illegal drugs at the premises, violent and anti social behaviour, protection of children and conditions of the Premises Licence. Written records of this training shall be retained and made available to police and authorised officers of the Licensing Authority on request. Staff shall sign to confirm that they have received and understood the training.*
- 10.** *All staff shall be trained in how to identify drunk or drug impaired customers and refusing service to such patrons. This training record shall be training kept and made available to police and authorised officers of the Licensing Authority on request. Staff shall sign to confirm that they have received and understood the training.*
- 11.** *The licensee shall ensure that staff are trained on relevant matters including the conditions on the premises licence and age restricted products. The licence holder shall keep records of training and instructions given to staff, detailing the areas covered, and make them available for inspection upon request by police and authorised officers of the Licensing Authority. Staff shall sign to confirm that they have received and understood the training*
- 12.** *A daily incident log shall be kept at the premises and made available on request to relevant authorities and Police. It shall include details of:*
- *All crimes reported to the venue*
 - *All ejections of patrons*
 - *Any complaints received*
 - *Any incidents of disorder*
 - *Any seizures of drugs or offensive weapons*
 - *Any faults in the CCTV system*
 - *Any refusals of the sale of alcohol*
 - *Any visit by a relevant authority or emergency service*
- 13.** *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.

14. The premises shall operate a Challenge 25 age-restricted sales policy, promoted through prominent display of appropriate signage. The licence holder shall ensure that, before serving alcohol or other age-restricted goods to any person who appears under 25, staff request to see valid identification. Acceptable forms of ID are:

- Photographic PASS cards*
- A passport*
- A UK and EU photo driving licence documenting the date of birth*

15. The Premises shall have a policy in place to ensure the welfare and safeguarding of vulnerable patrons. All staff shall be trained to support and assist people who feel unsafe, vulnerable, or threatened. Any such incidents shall be recorded in the incident log. This safeguarding policy shall be available to Police or relevant authorities upon request.

16. On days when Fulham Football Club are playing at home, or when a Fulham Football victory parade takes place, all drinks sold for consumption in the outdoor seating area, three hours before kick-off shall be served in non-glass vessels. Patrons with drinks served in glassware indoors, who wish to move to the outdoor seating area shall have their drink transferred to a non-glass vessel before exiting.

17. On days when Fulham Football Club are playing at home or on days when a Fulham Football Club Victory Parade takes place, the premises shall carry out a risk assessment in relation to the sale of alcohol for consumption off the premises for a period of three hours before the kick off time and 2 hours after the match or parade has completed. The premises should ensure that a suitable member of staff is monitoring customers who are entering the premises. The risk assessment, along with any exceptions from normal procedure shall be recorded in the incident log.

18. Guests on the terrace consuming alcohol will be asked to move inside no later than 22:00 hours.

19. Alcohol served on the outside terrace of the premises shall only be consumed by patrons seated at tables.

20. Vertical drinking will be permitted inside the venue, but only in designated areas. Any vertical drinking inside the shop shall be ancillary to the consumption of food, either a small snack or a substantial meal.

2. BACKGROUND

The main access to the proposed premises is located on Fulham Palace Road and is described within the application form as follows:

“Our shop is a combined delicatessen, coffee house, cellar and specialty grocer providing high quality food and drink in Fulham, SW London. The general layout is a coffee counter up front by the entry doors, with seating inside for approx 20 customers. There is also a handpicked spirit selection and grab and go food and drinks on this level. The shop continues down three steps to the back where there is a bespoke Deli counter, bread section, refrigerated and ambient products, including a chilled and ambient wine and beer selection. The front terrace of the shop facing Fulham Palace Road and around the corner of Gowan Avenue has outdoor seating for approx 25 customers within a railing. We currently have an off license and sell selects beers, wines and spirits to our customers. The variation we are applying for is for an on premises alcohol license to meet customer demand for such service. It is intended that customers may consume alcohol on the premises both inside the shop and also on the outdoor terrace”.

The immediate area around the application site could reasonably be described as predominantly residential, with few neighbouring licensed premises around it. A map showing the location of the premises and neighbouring licenced premises can be found in Appendix 3.

There are several options for transport away from the area, including buses and taxis which run in, and around, the area. Of nearby Underground Stations, Putney Bridge is approximately 14 minutes away and Parsons Green is approximately 21 minutes walk away.

3. CONSULTATION

A public notice was displayed at the premises for 28 days, as well as 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 three Representations from the following people and bodies:

- 2 local residential objections – as shown in Appendix 5.
- The Council’s Noise Team (now conciliated) – contained in Appendix 6.

As can be seen from Appendix 8, Licensing wrote to all Objectors to highlight the changes that had been made following discussions with the Police and the Council’s Noise Team with a view to conciliate any objections, as well as the updated comments made by the Applicant in Appendix 7 highlighting changes to their application. At the time of the writing this report, however, no Objectors have yet to withdraw. Therefore, the Sub-Committee are still required to come to a decision on this Application.

4. OTHER INFORMATION:

4.1 Enforcement History:

There are no record incidents regarding non-compliance in respect of this premises.

4.2 Temporary Event Notices (“TENs”):

The following recent TENs were applied for by the premises:

Application Received	TEN Type Requested (Standard or Late)	Activities Requested	Dates and Times Requested	Outcome
17 September 2024	Late	Sale of Alcohol (on the premises) for no more than 18 people	26 September 2024; 20:00 to 23:00.	Granted

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, 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), <https://www.gov.uk/government/publications/explanatory-memorandum-revised-guidance-issued-under-s-182-of-licensing-act-2003>, 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:

Type of premises	Town centres	Mixed use areas	Residential areas
Public houses, bars or other drinking establishments	Monday to Thursday: 01:00. Friday to Saturday: 02:30. Sunday: 00:00.	Monday to Thursday: 00:00. Friday to Saturday: 01:00. Sunday: 23:00	Friday: to Saturday: 23:00. Sunday: 22:00.
Off-licences and alcohol sales in supermarkets	23:00 daily	23:00 daily	22:00 daily

5.6 Policy 4 pages 22 and 23 of the SLP states that in determining an application, where there has been a relevant representation, the Licensing Authority will, where appropriate, take into account the cumulative effect of the number, type and density of licensed premises already existing in the area. Consideration will be given to the proximity to any drug and alcohol treatment site, A&E department or homeless hostel in a local area type remit i.e. applicants need to make the case for how they would not increase further problems for residents/clients nearby.

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

- 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 15, page 33 of the SLP in relation to drink spiking issues, licensees and licence applicants are encouraged to establish a clear approach to preventing, identifying and addressing drink spiking in their operating schedules. This should include, but is not limited to:

- Training for door and bar staff to identify where drink spiking may be taking place, how to respond to any reported or observed instances of drink spiking, and how to report to Police.
- Offering drink spiking preventative measures, such as drink covers, serving drinks direct to customers (not leaving these unattended before being provided to customers), and keeping an eye on or clearing drinks left unattended.
- Providing customers with information on keeping safe from drink spiking.
- Operating schemes such as 'Ask for Angela' to encourage customers to seek help if they suspect drink spiking has occurred.
- Requiring the production of a drink spiking risk assessment and procedure for dealing with any such incidents.
- Displaying posters in visible locations at the premises to explain what to do in the event of a spiking incident / what a spiked drink looks like.

5.10 Policy 16, pages 33 to 34 of the SLP states that the Licensing Authority will use its powers to regulate the night-time economy, both with specific regard to spiking incidents and more generally in relation to violence against women and girls. This may include:

- a) Using the Licensing Authority's powers to impose conditions or revoke premises licenses, where venues do not take sufficient measures to protect and provide support to customers in spiking incidents;
- b) Considering the prevalence, prevention and reporting of sexual harassment and misconduct and gender-based violence in licensed premises.
- c) Requiring the presence of suitably trained and accredited door staff.
- d) Require presence of CCTV, or to introduce entry searches for example. Licence applicants and existing licence holders are encouraged to include in their operating schedules clear policies relating to potential abuse or violence against women and girls.

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

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

We expect that all staff working at music festivals, including vendors, be given compulsory safeguarding training, as the Licensing Authority will consider this when approving events. This training might be similar to training provided in voluntary schemes in other licensed premises, such as Ask Angela or the licensing security and vulnerability initiative (Licensing SAVI). This training should be documented in any event management plan which is in place at the premises.

The licensing authority also expects a more formal and higher standard for outdoor music festivals owing to the comparatively younger age of festival-goers and the additional vulnerability that may arise.

As part of the Government's and the Council's Violence Against Women and Girls Strategy, venues may also wish to consider boosting their security measures e.g. the recruitment and training of additional door security staff, particularly female staff.

The Council are proud supporters of the Women's Night Safety Charter and we would like to encourage all our licensed premises to consider how you and your business can contribute to making your workplace and H&F a borough where all women feel confident and welcome whenever and wherever they happen to be. The Women's Night Safety Charter is a voluntary pledge to show you take women's safety seriously. By signing the Charter, you show your acknowledgement of the issue and that you're ready to get proactive in improving women's safety.

5.11 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.
- f) Robust measures in place to avoid the presence of weapons on their premises and should agree a protocol with the Licensing Authority and the police on the handling of weapons found on their premises.

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

h) Crime and disorder in the vicinity of the premises: this may include the crime and disorder risks arising from persons queuing to enter the premises; persons exiting the premises and customers smoking eating or drinking in outdoor areas and on the highway outside the premises. This can also include crime arising from pickpockets and bag snatchers, particularly in open spaces or crowded areas where alcohol is being consumed. i) alternative to glass bottles and glasses - restricting the use of glass bottles and beer glasses to customers in preference for containers made from polycarbonate materials.

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.

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

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

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

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

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

q) prevention of theft - using bag hooks and signage to warn customers of pickpockets and bag snatchers.

5.12 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:

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

- b) Safe capacities will be imposed where necessary for the promotion of public safety or the prevention of disorder on the relevant premises. If no safe capacity has been imposed through other legislation, a responsible authority may consider it necessary for a new capacity to be attached to the premises which would apply at any material time when the licensable activities are taking place and may make representations to that effect. The types of premises that may be subject to safe capacities will be the following;
- i. Nightclubs
 - ii. Cinemas
 - iii. Theatres
 - iv. Other premises where regulated entertainment is being provided within the meaning of the Act, e.g. open public spaces.
- 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.
- f) risks associated with special promotions/events – ensuring compliance with guidance from the Metropolitan Police relating to specific event risk assessments for externally promoted live music events well in advance of the event. Risk assessment forms can be obtained from the Metropolitan Police Licensing Officer.
- g) getting home safely - providing information to customers and staff (including contact telephone numbers) regarding safer options available for travelling home late at night - including night buses, licensed taxis and private hire (mini-cabs).
- h) overcrowding - developing policies and procedures regarding capacity to prevent overcrowding and patrons possibly becoming aggressive.
- i) premises environment - applicants should consider the physical environment of the premises and have regard to issues that could increase the likelihood of patrons becoming agitated or aggressive. This may include procedures regarding door supervision, identification and management of drunken customers and issues of overcrowding and capacity, which may result in patrons becoming aggressive or rowdy.

5.13 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.
 - vi. Limiting the number of people permitted to use a garden or other open-air areas, including those for the use of smoking, at any one time.
 - vii. Restricting the use of a

garden or other open-air areas, including those for the use of smoking, after a particular time e.g. 11:00pm (or such earlier time as may be considered appropriate). viii. The steps taken or proposed to be taken by the applicant to prevent queuing (either by pedestrian or vehicular traffic). If some queuing is inevitable then queues should be diverted away from neighbouring premises or be otherwise managed to prevent disturbance or obstruction;

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

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:

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

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

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

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

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

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

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

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

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

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

5.14 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.

e) Where there are restrictions (whether imposed by statute or by the Licensing Authority) on the sale or supply of goods or the provision of services or the showing of films or other entertainment to children below a certain age, then the licensee will be required to demonstrate that they have in place a system for verifying the age of the children intended to be supplied with such goods, services or entertainment. Training

should be given to all persons who might be in a position to serve or refuse such children. The training should include a basic understanding of the law, seeking proof of age, verifying the authenticity of proof of age cards and handling and recording refusals.

f) Conditions may be imposed on licences for premises where children will be present at places of public entertainment to the effect that a sufficient number of adults must be present to control the access and egress (including safe transport home) and to ensure their safety. What is deemed sufficient will depend on the circumstances of the particular event

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 and the Protection of Children from Harm.

In reaching a decision, the Council shall consider the details of any relevant representations received; the Applicant's Operating Schedule; the Council's adopted SLP and the Guidance.

Licensing Act 2003

Premises Licence

Premises Licence Number: 2025/00385/LAPR

Part 1 – Premises details

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

Gourmet Hound
345 Fulham Palace Road

Post town: London

Post code: SW6 6TD

Telephone:

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Sale of Alcohol Off the Premises

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

Sale of Alcohol Off the Premises

Monday	07:00 - 20:00
Tuesday	07:00 - 20:00
Wednesday	07:00 - 20:00
Thursday	07:00 - 20:00
Friday	07:00 - 20:00
Saturday	07:00 - 20:00
Sunday	07:00 - 20:00

The opening hours of the premises:

Monday	07:00 - 20:00
Tuesday	07:00 - 20:00
Wednesday	07:00 - 20:00
Thursday	07:00 - 20:00
Friday	07:00 - 20:00
Saturday	07:00 - 20:00
Sunday	07:00 - 20:00

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:

Palace Deli LLP
2nd Floor
Heathmans House
19 Heathmans Road
London
SW6 4TJ

Email: jason@gourmethound.co.uk

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

OC435504

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

Jason Van Praagh
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Licensing Authority: Hammersmith And Fulham Council

Personal Licence Number: [REDACTED]

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

i. 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 Police or authorised Council officers on request

ii. one camera will show a close-up of the entrance to the premises, to capture a clear, full length image of anyone entering.

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

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

v. footage shall be provided free of charge to Police or authorised council officer within 24 hours of a request.

vi. 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

5. All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003 in terms of the licensing objectives, offences committed under the Act and conditions of the Premises Licence. Written records of this training shall be retained and made available to police and authorised officers of the Licensing Authority on request

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

7. 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.

8. Any alcohol sold for consumption off the premises shall be sold in a sealed container.

9. No alcohol shall be consumed on the front external terrace area of the premises.

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

Signed: 
Authorised Officer

Date: 28.03.2025

Annex 4- Plans:

Please insert plans at page 5

Licensing Act 2003

Premises Licence



Premises Licence Summary

Premises Licence Number: 2025/00385/LAPR

Premises details

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

Gourmet Hound
345 Fulham Palace Road

Post town: London

Post code: SW6 6TD

Telephone:

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Sale of Alcohol Off the Premises

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

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Friday	07:00 - 20:00
Saturday	07:00 - 20:00
Sunday	07:00 - 20:00

The opening hours of the premises:

Monday	07:00 - 20:00
Tuesday	07:00 - 20:00
Wednesday	07:00 - 20:00
Thursday	07:00 - 20:00
Friday	07:00 - 20:00
Saturday	07:00 - 20:00
Sunday	07:00 - 20:00

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:

Palace Deli LLP
2nd Floor
Heathmans House
19 Heathmans Road
London
SW6 4TJ

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

OC435504

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

Jason Van Praagh

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

No Restrictions

Signed: 
Authorised Officer

Date: 28.03.2025

PALACE DELI LLP (T/A TRUFFLE HOUND)

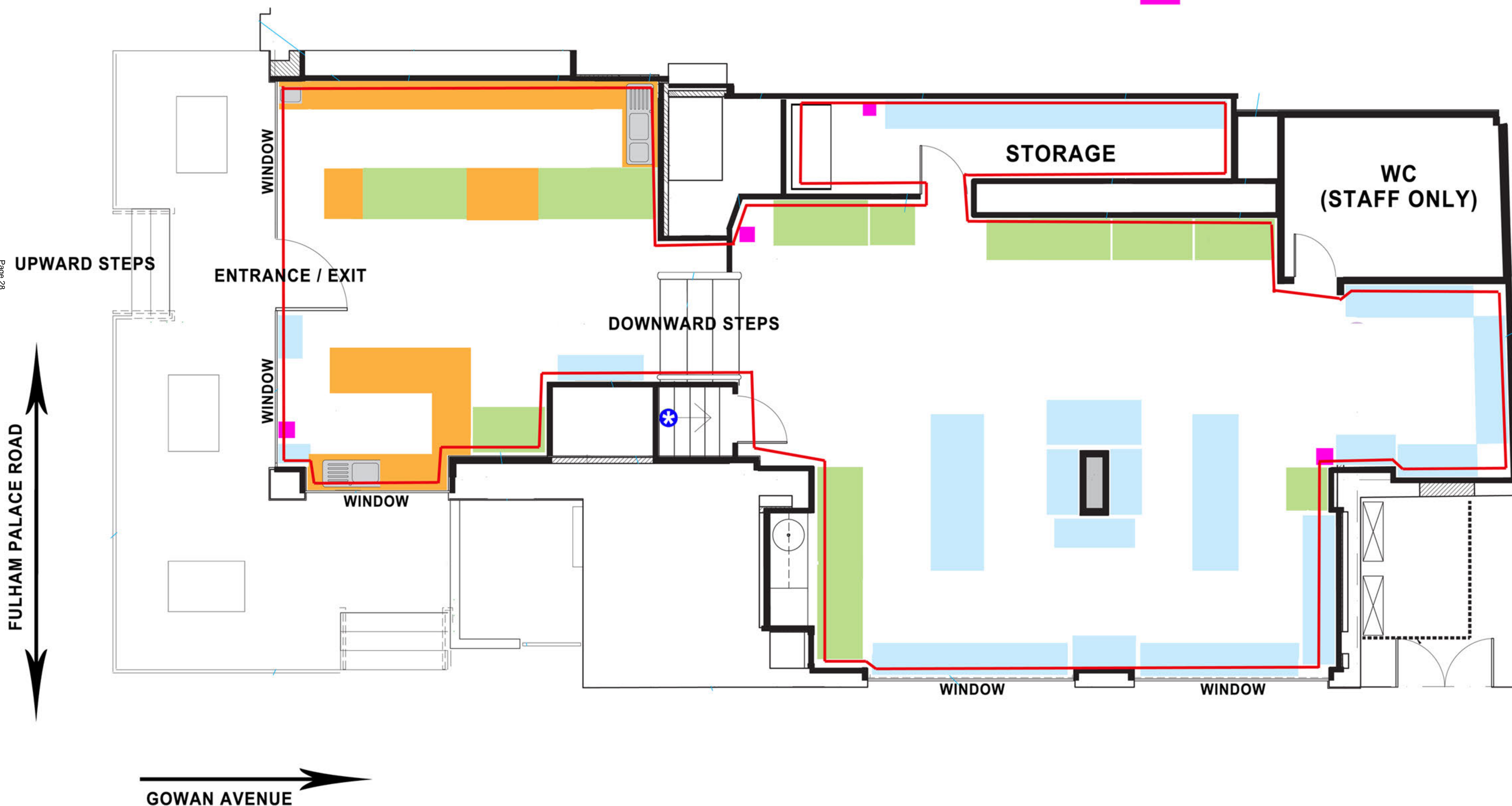
345 FULHAM PALACE ROAD
LONDON, SW6 6TD

GROUND FLOOR



KEY

- REFRIGERATED DISPLAY
- DISPLAY UNIT / FURNITURE
- COUNTER SPACE
- STAIR ACCESS TO BASEMENT LEVEL (STAFF ONLY)
- FIRE EXTINGUISHER



* required information

Section 1 of 18

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

System reference	Not Currently In Use	This is the unique reference for this application generated by the system.
Your reference	No	You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

☐ Yes
 ☒ No

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

Applicant Details

* First name	Jason
* Family name	Van Praagh
* E-mail	jason@gourmethound.co.uk
Main telephone number	07768173765
Other telephone number	02031498299

Include country code.

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

Are you:

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

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

Applicant Business

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

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

Registration number	OC435504	
Business name	Palace Deli LLP	
VAT number	GB	371334609
Legal status	Private Limited Company	

If your business is registered, use its registered name.

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

Continued from previous page...

Your position in the business

Home country

The country where the headquarters of your business is located.

Registered Address

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Section 2 of 18

APPLICATION DETAILS

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

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

* Premises Licence Number

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

☒ Address ☐ OS map reference ☐ Description

Postal Address Of Premises

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Premises Contact Details

Telephone number

Continued from previous page...

Non-domestic rateable
value of premises (£)

27,750

Section 3 of 18

VARIATION

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

☒

Yes

☐

No

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

☐

Yes

☒

No

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

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

Describe Briefly The Nature Of The Proposed Variation

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

Our shop is a combined delicatessen, coffee house, cellar and specialty grocer providing high quality food and drink in Fulham, SW London. The general layout is a coffee counter up front by the entry doors, with seating inside for approx 20 customers. There is also a handpicked spirit selection and grab and go food and drinks on this level. The shop continues down three steps to the back where there is a bespoke Deli counter, bread section, refrigerated and ambient products, including a chilled and ambient wine and beer selection. The front terrace of the shop facing Fulham Palace Road and around the corner of Gowan Avenue has outdoor seating for approx 25 customers within a railing. We currently have an off license and sell selects beers, wines and spirits to our customers. The variation we are applying for is for an on premises alcohol license to meet customer demand for such service. It is intended that customers may consume alcohol on the premises both inside the shop and also on the outdoor terrace.

Section 4 of 18

PROVISION OF PLAYS

[See guidance on regulated entertainment](#)

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

☐

Yes

☒

No

Section 5 of 18

PROVISION OF FILMS

[See guidance on regulated entertainment](#)

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

Continued from previous page...

☐ Yes

☒ No

Section 6 of 18

PROVISION OF INDOOR SPORTING EVENTS

[See guidance on regulated entertainment](#)

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

☐ Yes

☒ No

Section 7 of 18

PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

[See guidance on regulated entertainment](#)

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

☐ Yes

☒ No

Section 8 of 18

PROVISION OF LIVE MUSIC

[See guidance on regulated entertainment](#)

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

☐ Yes

☒ No

Section 9 of 18

PROVISION OF RECORDED MUSIC

[See guidance on regulated entertainment](#)

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

☐ Yes

☒ No

Section 10 of 18

PROVISION OF PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

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

☐ Yes

☒ No

Section 11 of 18

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

[See guidance on regulated entertainment](#)

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

☐ Yes

☒ No

Continued from previous page...

Section 12 of 18

PROVISION OF LATE NIGHT REFRESHMENT

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

☐ Yes ☒ No

Section 13 of 18

SUPPLY OF ALCOHOL

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

☒ Yes ☐ No

Standard Days And Timings

MONDAY

Start

End

Start

End

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

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Continued from previous page...

Will the sale of alcohol be for consumption?

☐ On the premises ☐ Off the premises ☒ Both

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

State any seasonal variations.

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

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

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

Section 14 of 18

ADULT ENTERTAINMENT

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

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

Section 15 of 18

HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

MONDAY

Start

End

Start

End

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

TUESDAY

Start

End

Start

End

Continued from previous page...

WEDNESDAY

Start End

Start End

THURSDAY

Start End

Start End

FRIDAY

Start End

Start End

SATURDAY

Start End

Start End

SUNDAY

Start End

Start End

State any seasonal variations.

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

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

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

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

Allowing consumption of alcohol on the premises, all else remaining unchanged.

☒ I have enclosed the premises licence

Continued from previous page...

☐ I have enclosed the relevant part of the premises licence

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

Section 16 of 18

LICENSING OBJECTIVES

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

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

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

The premises is a shop/specialist food store and market selling goods to eat on site and also to takeaway. Due to the building design, there is both an indoor and outside space which has seating for customers to eat and drink our offerings (coffee, sandwiches, grab and go food). We sell a small range of boutique beers, a select wines and curated range of spirits for off premises purchase. Our intention with this license variation is to offer a high end responsible venue for locals to enjoy alcoholic beverages on premises to expand their enjoyment. It remains our paramount responsibility to continue to promote and enforce the licensing objective.

b) The prevention of crime and disorder

We have CCTV inside the premises, and an additional system with video monitoring of customers sitting outside on the terrace. The staff are all trained to be responsible in their service of alcoholic beverages to customers today for off license activity, which we will continue and reinforce with on-premises consumption. The shop is located close to Fulham Football ground, as such, on match days, we will not open for on premises consumption for 2 hours before and 2 hours after match time.

c) Public safety

In line with licensing, no alcohol will be served to any individuals who appears intoxicated.

d) The prevention of public nuisance

Any customers causing a nuisance will be professionally moved on so as to not interfere with our core trade, the general enjoyment of other customers and to comply with the licensing objectives.

e) The protection of children from harm

We train our staff to challenge the age of individuals trying to buy alcohol and adhere to the Challenge 25 scheme. Any customer attempting to buy alcohol that cannot show ID on request will be denied service. In line with training, staff will also be alert to adults seeking to buy alcohol for minors, whereupon they will also be turned away.

Section 17 of 18

NOTES ON REGULATED ENTERTAINMENT

Continued from previous page...

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

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

Continued from previous page...

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

Section 18 of 18

PAYMENT DETAILS

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

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

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

Band A - No RV to £4300 £100.00

Band B - £4301 to £33000 £190.00

Band C - £33001 to £8700 £315.00

Band D - £87001 to £12500 £450.00*

Band E - £125001 and over £635.00*

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

Band D - £87001 to £12500 £900.00

Band E - £125001 and over £1,905.00

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

Capacity 5000-9999 £1,000.00

Capacity 10000 -14999 £2,000.00

Capacity 15000-19999 £4,000.00

Capacity 20000-29999 £8,000.00

Capacity 30000-39000 £16,000.00

Capacity 40000-49999 £24,000.00

Capacity 50000-59999 £32,000.00

Capacity 60000-69999 £40,000.00

Capacity 70000-79999 £48,000.00

Capacity 80000-89999 £56,000.00

Capacity 90000 and over £64,000.00

* Fee amount (£)

190.00

DECLARATION

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

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

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

Continued from previous page...

* Full name

Jason Van Praagh

* Capacity

Member

* Date

23

/

06

/

2025

ddmmyyyy

Add another signatory

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

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

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

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

OFFICE USE ONLY

Applicant reference number

No

Fee paid

Payment provider reference

ELMS Payment Reference

Payment status

Payment authorisation code

Payment authorisation date

Date and time submitted

Approval deadline

Error message

Is Digitally signed

☐

PALACE DELI LLP
(T/A GOURMET HOUND)

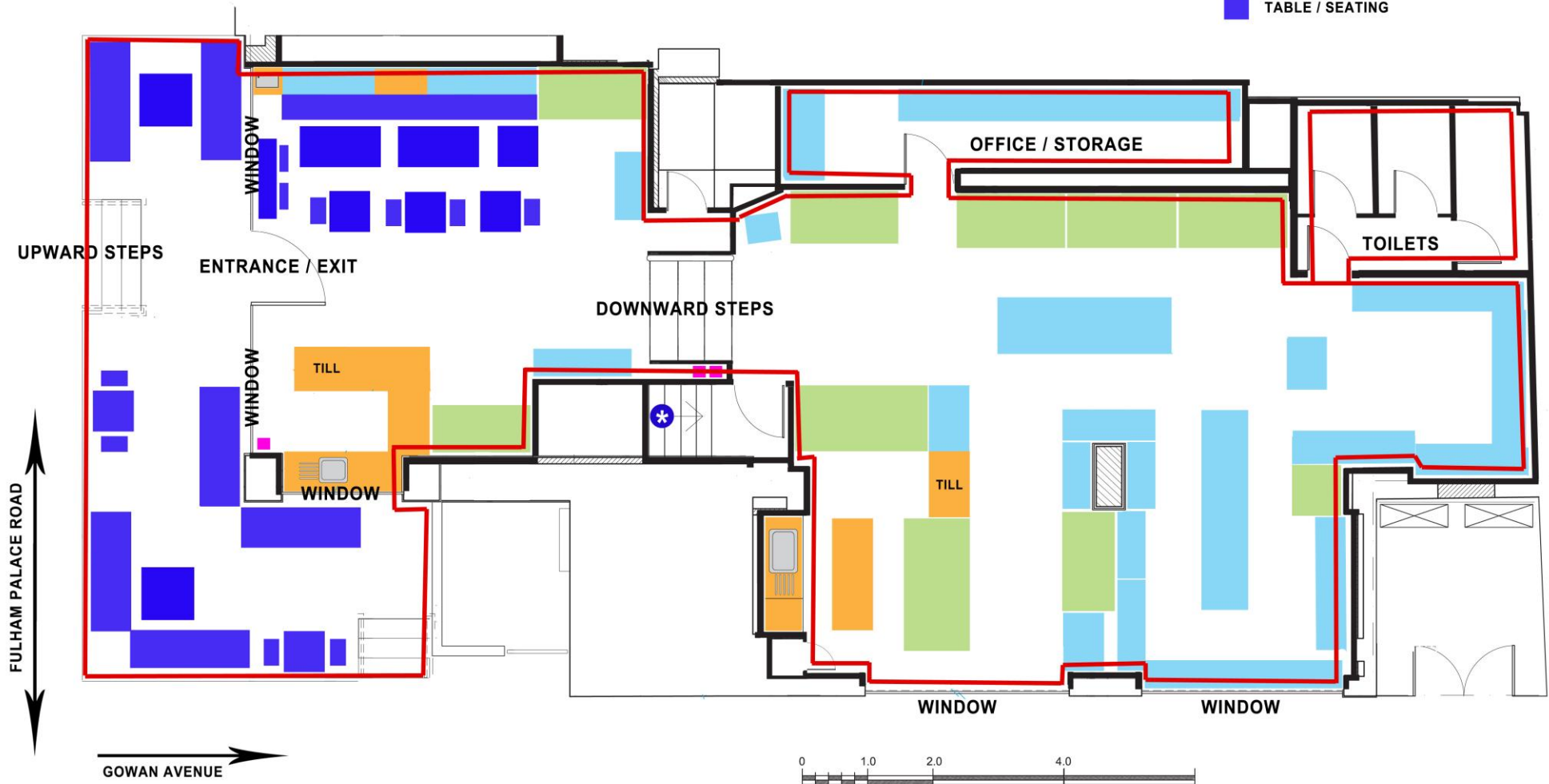
345 FULHAM PALACE ROAD
LONDON, SW6 6TD

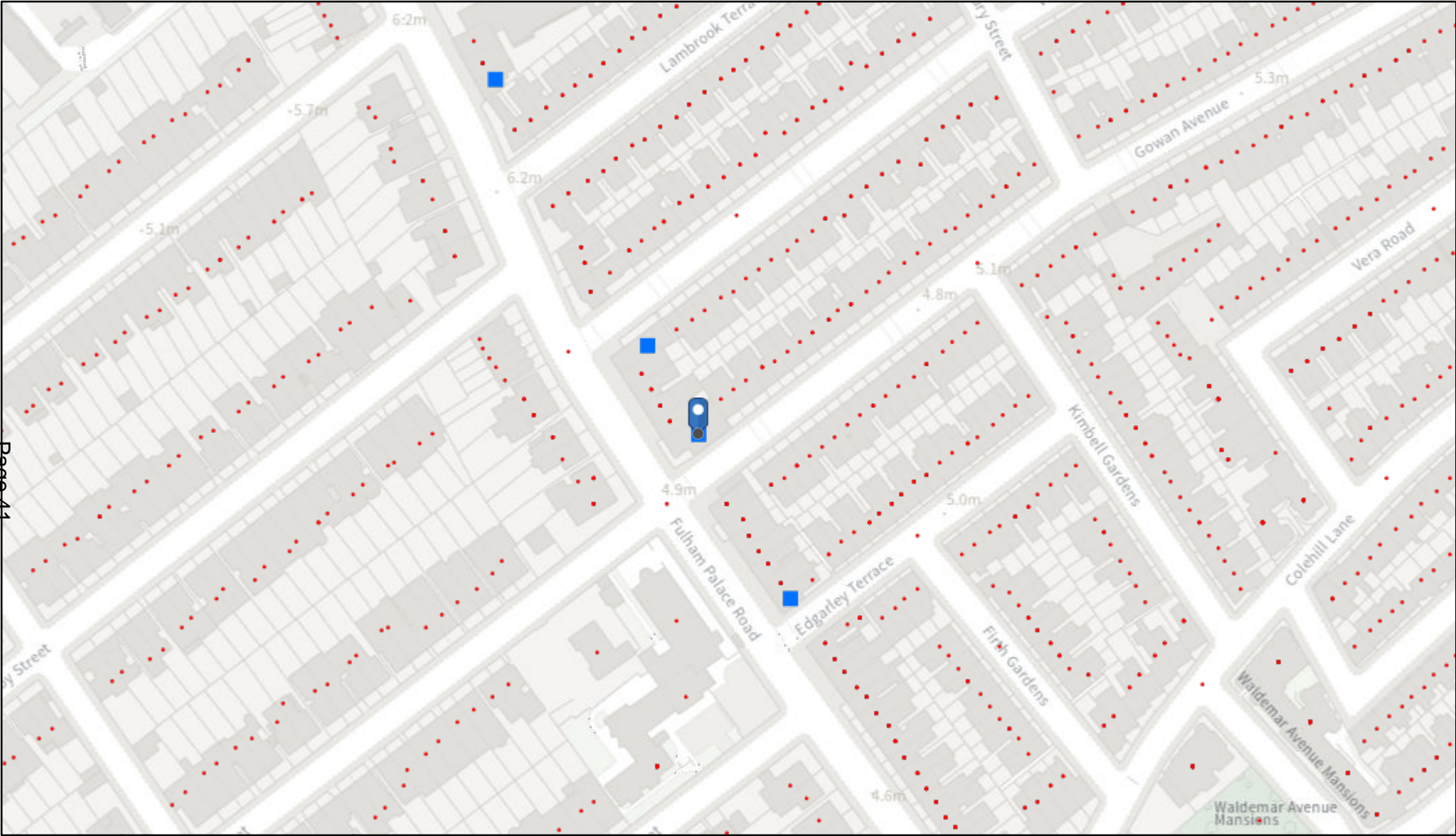
GROUND FLOOR



KEY

- REFRIGERATED DISPLAY
- DISPLAY UNIT / FURNITURE
- COUNTER SPACE
- * STAIR ACCESS TO BASEMENT LEVEL (STAFF ONLY)
- FIRE EXTINGUISHER
- TABLE / SEATING

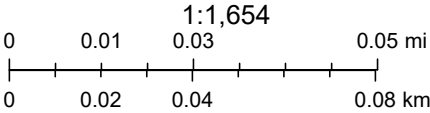




Page 41

18/09/2025, 13:38:39

- Licensing Points
- Property Gazetteer
- Within Borough



REFERENCE	TRADING AS	ADDRESS	ACTIVITY	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2017/01785/LAPR	Tesco Express	335 - 337 Fulham Palace Road London SW6 6TD	Sale of Alcohol Off the Premises	08:00 - 23:00						10:00 - 22:30
2015/00904/LAPR	Stop N Shop	327 Fulham Palace Road London SW6 6TJ	Sale of Alcohol Off the Premises	08:00 - 23:00						10:00 - 22:30
2023/01416/LAPR	35 Nine	359 Fulham Palace Road London SW6 6TB	Sale of Alcohol On the Premises	11:30- 22:00						

From: Charlotte.Bennett@met.police.uk <Charlotte.Bennett@met.police.uk>
Sent: 18 August 2025 16:42
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: lucy@gourmethound.co.uk; jason@gourmethound.co.uk
Subject: Full Variation - Gourmet Hound 345 Fulham Palace Road London SW6 6TD - 2025/01038/LAPR

Good Afternoon Licensing,

RE: Full Variation - Gourmet Hound 345 Fulham Palace Road London SW6 6TD - 2025/01038/LAPR

Please see the below conditions agreed with the applicant in relation to the above new premises licence application. Applicants are also copied in.

1. The premises shall operate primarily as a delicatessen, cafe, off-licence and grocery shop and the sale of alcohol for consumption on the premises shall be ancillary to these primary uses.
2. The premises may operate a serving counter for the purpose of off sales of alcohol, the purchase of other non alcoholic products from the premises and making payment. Customers may be seated around the service counter and consume alcohol but they may not stand and consume alcohol at the counter, as it is not intended to function as a bar.
3. Vertical drinking will be permitted in designated areas inside of the venue. Any vertical drinking shall be ancillary to the consumption of food. The food item may include a substantial meal or a small snack, provided it accompanies the alcohol and is consumed on the premises.
4. Alcohol consumed in the outside areas of the premises shall only be consumed by patrons seated at tables.
5. Staff shall ensure there is no outside drinking beyond the fixed area shown on the approved licence plan regarding consumption of alcohol on the premises.
6. Any Alcohol sold for consumption off the premises shall be sold in a sealed container.
7. No alcohol shall be sold to any persons known to engage in anti-social street drinking.
8. High Definition CCTV shall be installed, operated and maintained at all times that the premises are open for licensable activities and:
 - Shall be checked at least 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 conducting them shall be kept and made available to the Police and relevant authorities on request.
 - At least one camera will show a close up of the entrance and shall provide and capture a clear, full-length image of anyone entering the premises.
 - The system shall cover all internal and external areas of the premises where licensable activities take place.
 - Recordings shall be made in real-time, date and time-stamped, and stored for a minimum of 31 days.
 - CCTV footage shall be provided free of charge to the Police or relevant authorities within 24 hours of request.
 - A staff member conversant with the operation of the CCTV system shall be on the premises at all times. That person shall be capable of providing recent data footage to Police and authorised officers with minimal delay when requested, including the ability to reproduce footage almost instantaneously.
9. All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003 in terms of the four licensing objectives, offences committed under the Act, underage alcohol sales, drunk and disorderly behaviour, vigilance in preventing the use and sale of illegal drugs at the premises, violent and anti social behaviour, protection of children and conditions of the Premises Licence. Written records of this training shall be retained and made available to police and authorised officers of the Licensing Authority on request. Staff shall sign to confirm that they have received and understood the training.
10. All staff shall be trained in how to identify drunk or drug impaired customers and refusing service to such patrons. This training record shall be training kept and made available to police and authorised officers of the Licensing Authority on request. Staff shall sign to confirm that they have received and understood the training.
11. The licensee shall ensure that staff are trained on relevant matters including the conditions on the premises licence and age restricted products. The licence holder shall keep records of training and instructions given to staff, detailing the areas covered, and make them available for inspection upon request by police and authorised officers of the Licensing Authority. Staff shall sign to confirm that they have received and understood the training
12. A daily incident log shall be kept at the premises and made available on request to relevant authorities and Police. It shall include details of:
- All crimes reported to the venue
 - All ejections of patrons
 - Any complaints received
 - Any incidents of disorder
 - Any seizures of drugs or offensive weapons
 - Any faults in the CCTV system
 - Any refusals of the sale of alcohol

- Any visit by a relevant authority or emergency service
13. 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.
14. The premises shall operate a Challenge 25 age-restricted sales policy, promoted through prominent display of appropriate signage. The licence holder shall ensure that, before serving alcohol or other age-restricted goods to any person who appears under 25, staff request to see valid identification. Acceptable forms of ID are:
- Photographic PASS cards
 - A passport
 - A UK and EU photo driving licence documenting the date of birth
15. The Premises shall have a policy in place to ensure the welfare and safeguarding of vulnerable patrons. All staff shall be trained to support and assist people who feel unsafe, vulnerable, or threatened. Any such incidents shall be recorded in the incident log. This safeguarding policy shall be available to Police or relevant authorities upon request.
16. On days when Fulham Football Club are playing at home, or when a Fulham Football victory parade takes place, all drinks sold for consumption in the outdoor seating area, three hours before kick-off shall be served in non-glass vessels. Patrons with drinks served in glassware indoors, who wish to move to the outdoor seating area shall have their drink transferred to a non-glass vessel before exiting.
17. On days when Fulham Football Club are playing at home or on days when a Fulham Football Club Victory Parade takes place, the premises shall carry out a risk assessment in relation to the sale of alcohol for consumption off the premises for a period of three hours before the kick off time and 2 hours after the match or parade has completed. The premises should ensure that a suitable member of staff is monitoring customers who are entering the premises. The risk assessment, along with any exceptions from normal procedure shall be recorded in the incident log.

Kind Regards,
Charlotte

PC Charlotte Bennett 3234AW | Hammersmith and Fulham | Police Licensing | Metropolitan Police

Email: Charlotte.Bennett@met.police.uk

FH Licensing Mailbox: AWMailbox-LicensingFH@met.police.uk

Licensing Team Mailbox: AWMailbox.Licensing@met.police.uk

From: [REDACTED]
Sent: 06 August 2025 17:11
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objecting to Premises Licence Variation – Gourmet Hound, 345 Fulham Palace Road, SW6 6TD

To Whom It May Concern,

I am writing to submit a formal objection to the proposed variation of the premises licence for **Gourmet Hound, 345 Fulham Palace Road, London, SW6 6TD** (Also known as: **Palace Deli LLP**) under the Licensing Act 2003, as per the notice dated **22 July 2025**.

I am a resident living in a flat directly above the premises and will therefore be directly affected by the proposed changes to the licence, namely:

The Sale of Alcohol Both On and Off the Premises, Monday to Sunday between 08:00 and 23:00.

My grounds for objection are as follows:

1. Potential Impact on Mortgage and Property Value

As a leaseholder, I am concerned that the authorisation of on- and off-site alcohol sales may negatively impact my ability to secure or renew a mortgage. It is well known that some lenders view properties located above licensed alcohol premises as higher risk, which can affect both borrowing and resale potential.

2. Noise, Anti-Social Behaviour & Safety

Alcohol sales, particularly over such extended hours (from 8am to 11pm, 7 days a week), carry a higher likelihood of leading to increased noise levels and disruptive behaviour. As a resident directly above the business, I am deeply concerned about the potential deterioration in living conditions and the sense of safety in my home. I value my home as a quiet and safe space, and this proposal risks undermining that.

Thank you for considering my representation. I would be grateful to be kept informed of any hearings or updates.

Yours faithfully,

[REDACTED]
Flat D, 345 Fulham Palace Road, London, SW6 6TD

From: [REDACTED]
Sent: 13 August 2025 14:40
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection to License

Afternoon all,

I am writing to submit a formal objection to the proposed variation of the premises licence for **Gourmet Hound, 345 Fulham Palace Road, London, SW6 6TD** (Also known as: **Palace Deli LLP**) under the Licensing Act 2003, as per the notice dated **22 July 2025**.

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2. Potential Impact on Mortgage and Property Value

As a leaseholder, I am concerned that the authorisation of on- and off-site alcohol sales may negatively impact my ability to secure or renew a mortgage. It is well known that some lenders view properties located above licensed alcohol premises as higher risk, which can affect both borrowing and resale potential.

Thank you for considering my representation. I would be grateful to be kept informed of any hearings or updates.

All the best,

[REDACTED]
Flat B, 345 Fulham Palace Road, London, SW6 6TD

From: N&N ASO: H&F <NN.ASO@lbhf.gov.uk>

Sent: 18 August 2025 10:07

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

Subject: RE: LOGGED FOR BENCH - 2025/05630/LICR Closing date ; 18/08/2025

Reference: 2025/01038/LAPR

Good morning team,

The Noise and Nuisance Team has considered the application and reviewed the proposed plans.

We believe that allowing alcohol consumption for the outside tables until 11:00 p.m. (Monday to Sunday) could result in disturbances to the residents living above the premises.

As such, we recommend that no alcohol be consumed outside the premises after 10:00 p.m. However, we have no objection to alcohol being consumed inside the premises until the proposed times.

Kindest regards,

Mr John Garcia

Simms Fabien: H&F

From: Tamba Lamin: H&F
Sent: 10 September 2025 17:08
To: Simms Fabien: H&F; Garcia John: H&F
Subject: RE: 2025/01038/LAPR Gourmet Hound 345 Fulham Palace Road - Amendment to Full Variation

Hi Fabien,

I am satisfied with the written clarifications below.

I have no further comments to make.

Kind regards

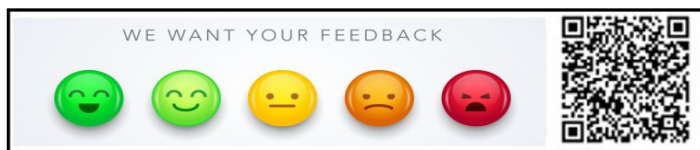
Lamin Tamba
Environmental public protection team manager
Place Department
Hammersmith and Fulham Council
0208 753 1081



Lamin.Tamba@lbhf.gov.uk

<https://www.lbhf.gov.uk/environment/noise-and-nuisance>

[Hammersmith & Fulham – Environmental Health and Public Protection Customer Satisfaction Survey](#)



Business Support

Additionally, if you sign up to our free business newsletter we can keep you updated with support available: <https://www.lbhf.gov.uk/businessconnects>

From: Simms Fabien: H&F <Fabien.Simms@lbhf.gov.uk>
Sent: 10 September 2025 17:02
To: Tamba Lamin: H&F <Lamin.Tamba@lbhf.gov.uk>; Garcia John: H&F <John.Garcia@lbhf.gov.uk>
Subject: Fw: 2025/01038/LAPR Gourmet Hound 345 Fulham Palace Road - Amendment to Full Variation

Dear Lamin

Please find below the official amendments to the applicant's application, could you please review the information & confirm that you are satisfied with proposed actions, conditions and wording in relation to the promotion of the licensing objectives which will be formed into licence conditions.

If any of the proposed actions, conditions or wordings doesn't match your approval please highlight the section(s) & provide the relevant acceptable wording.

Regards,

Fabien Simms
Licensing Officer
Licensing
Place Department
Hammersmith & Fulham Council
Work Mobile: 07776 673 100

fabien.simms@lbhf.gov.uk

www.lbhf.gov.uk

From: Jason Van Praagh <jason@gourmethound.co.uk>

Sent: Wednesday, September 10, 2025 3:34:41 pm

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

Cc: Simms Fabien: H&F <Fabien.Simms@lbhf.gov.uk>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Lucy Van Praagh <lucy@gourmethound.co.uk>; Jack Bardakjian <jack@gourmethound.co.uk>

Subject: 2025/01038/LAPR Gourmet Hound 345 Fulham Palace Road - Amendment to Full Variation

FAO: LBHF Licensing Team

RE: 2025/01038/LAPR Gourmet Hound 345 Fulham Palace Road (Full Variation)

SUBJECT: Amendments to original variation application

Further to our submission of a full license variation on 21 July 2025, and the subsequent completion of the consultation period, please accept this communication as confirmation that we wish to amend our application to include the following terms and restrictions.

*The premises shall (continue to) operate primarily as a delicatessen, cafe, off-licence and grocery shop and the sale of alcohol for consumption on the premises shall be ancillary thereto. The new hours for the primary services shall be 8.00am to 11.00pm daily.

*For the service of alcohol on the premises, the revised permitted timings shall be 8.00am to 11.00pm inside the Shop, and 8.00am to 10.00pm outside on the terrace. Guests on the terrace consuming alcohol will be asked to move inside no later than 10.00pm.

*Alcohol served on the outside terrace of the premises shall only be consumed by patrons seated at tables. Outside vertical drinking is not permitted.

*Vertical drinking will be permitted inside the venue, but only in designated areas. Any vertical drinking inside the shop shall be ancillary to the consumption of food, either a small snack or a substantial meal.

*We will ensure there is no outside drinking beyond the fixed area shown on the approved license plan (i.e. beyond the outside terrace on corner of Gowan Ave & Fulham Palace Rd). Furthermore, any alcohol sold for consumption off the premises will only be sold in a sealed container.

These amendments result from us fully taking on board the advice from the LBHF N&N team, and further recommendations received from the Metropolitan Police. We trust that the clarity provided, as well as the earlier closing for on-premises consumption of alcohol on the outside terrace, will alleviate the concerns of our neighbours. Furthermore, we would submit that the changes herein go further and directly address the stated concerns in the two representation letters received, being (1) Noise, anti-social behaviour and safety and (2) Potential impact on mortgage and property value.

We look forward to hearing from you.

Your faithfully

Jason Van Praagh
Founding Partner
Palace Deli LLP t/a Gourmet Hound
345 Fulham Palace Road
London SW6 6TD
Mobile: 07768 173 765
Email: jason@gourmethound.co.uk

From: Jason Van Praagh <jason@gourmethound.co.uk>
Sent: 10 September 2025 15:35
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Simms Fabien: H&F <Fabien.Simms@lbhf.gov.uk>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Lucy Van Praagh <lucy@gourmethound.co.uk>; Jack Bardakjian <jack@gourmethound.co.uk>
Subject: 2025/01038/LAPR Gourmet Hound 345 Fulham Palace Road - Amendment to Full Variation

FAO: LBHF Licensing Team

RE: 2025/01038/LAPR Gourmet Hound 345 Fulham Palace Road (Full Variation)

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We look forward to hearing from you.

Your faithfully

Jason Van Praagh
Founding Partner
Palace Deli LLP t/a Gourmet Hound
345 Fulham Palace Road
London SW6 6TD
Mobile: 07768 173 765
Email: jason@gourmethound.co.uk

From: Simms Fabien: H&F <Fabien.Simms@lbhf.gov.uk>
Sent: 11 September 2025 15:29
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>
Subject: RE: Objection to Premises Licence Variation – Gourmet Hound, 345 Fulham Palace Road, SW6 6TD
Importance: High

Dear Objectors –

Following discussions with the Applicant and the Environmental Health Authority – Noise Nuisance and the Metropolitan Police.

I have attached a copy of the following:

- Changes to application hours and additional conditions agreed with the EH – Noise Nuisance and the Metropolitan Police.
- Metropolitan Police additional conditions, staff training, CCTV, Challenge 25 polices, welfare and safeguarding measures and Match Day restriction/conditions which have all been agreed.

I would be grateful if you could read the attachments. Should these mitigate your concerns to the extent that you wish to withdraw your representation, please let us know by way of return e-mail.

Kind regards

Fabien Simms
Licensing Officer
Licensing
Place Department
Hammersmith & Fulham Council
Work Mobile: 07776 673 100
fabien.simms@lbhf.gov.uk
www.lbhf.gov.uk

Simms Fabien: H&F

From: Tamba Lamin: H&F
Sent: 10 September 2025 17:08
To: Simms Fabien: H&F; Garcia John: H&F
Subject: RE: 2025/01038/LAPR Gourmet Hound 345 Fulham Palace Road - Amendment to Full Variation

Hi Fabien,

I am satisfied with the written clarifications below.

I have no further comments to make.

Kind regards

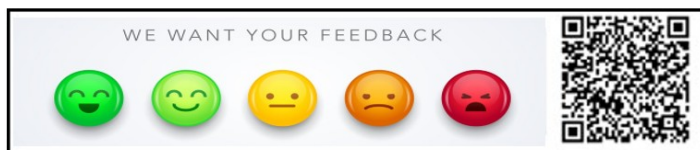
Lamin Tamba
Environmental public protection team manager
Place Department
Hammersmith and Fulham Council
0208 753 1081



Lamin.Tamba@lbhf.gov.uk

<https://www.lbhf.gov.uk/environment/noise-and-nuisance>

[Hammersmith & Fulham – Environmental Health and Public Protection Customer Satisfaction Survey](#)



Business Support

Additionally, if you sign up to our free business newsletter we can keep you updated with support available: <https://www.lbhf.gov.uk/businessconnects>

From: Simms Fabien: H&F <Fabien.Simms@lbhf.gov.uk>
Sent: 10 September 2025 17:02
To: Tamba Lamin: H&F <Lamin.Tamba@lbhf.gov.uk>; Garcia John: H&F <John.Garcia@lbhf.gov.uk>
Subject: Fw: 2025/01038/LAPR Gourmet Hound 345 Fulham Palace Road - Amendment to Full Variation

Dear Lamin

Please find below the official amendments to the applicant's application, could you please review the information & confirm that you are satisfied with proposed actions, conditions and wording in relation to the promotion of the licensing objectives which will be formed into licence conditions.

If any of the proposed actions, conditions or wordings doesn't match your approval please highlight the section(s) & provide the relevant acceptable wording.

Regards,

Fabien Simms
Licensing Officer
Licensing
Place Department
Hammersmith & Fulham Council
Work Mobile: 07776 673 100

fabien.simms@lbhf.gov.uk

www.lbhf.gov.uk

From: Jason Van Praagh <jason@gourmethound.co.uk>

Sent: Wednesday, September 10, 2025 3:34:41 pm

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

Cc: Simms Fabien: H&F <Fabien.Simms@lbhf.gov.uk>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Lucy Van Praagh <lucy@gourmethound.co.uk>; Jack Bardakjian <jack@gourmethound.co.uk>

Subject: 2025/01038/LAPR Gourmet Hound 345 Fulham Palace Road - Amendment to Full Variation

FAO: LBHF Licensing Team

RE: 2025/01038/LAPR Gourmet Hound 345 Fulham Palace Road (Full Variation)

SUBJECT: Amendments to original variation application

Further to our submission of a full license variation on 21 July 2025, and the subsequent completion of the consultation period, please accept this communication as confirmation that we wish to amend our application to include the following terms and restrictions.

*The premises shall (continue to) operate primarily as a delicatessen, cafe, off-licence and grocery shop and the sale of alcohol for consumption on the premises shall be ancillary thereto. The new hours for the primary services shall be 8.00am to 11.00pm daily.

*For the service of alcohol on the premises, the revised permitted timings shall be 8.00am to 11.00pm inside the Shop, and 8.00am to 10.00pm outside on the terrace. Guests on the terrace consuming alcohol will be asked to move inside no later than 10.00pm.

*Alcohol served on the outside terrace of the premises shall only be consumed by patrons seated at tables. Outside vertical drinking is not permitted.

*Vertical drinking will be permitted inside the venue, but only in designated areas. Any vertical drinking inside the shop shall be ancillary to the consumption of food, either a small snack or a substantial meal.

*We will ensure there is no outside drinking beyond the fixed area shown on the approved license plan (i.e. beyond the outside terrace on corner of Gowan Ave & Fulham Palace Rd). Furthermore, any alcohol sold for consumption off the premises will only be sold in a sealed container.

These amendments result from us fully taking on board the advice from the LBHF N&N team, and further recommendations received from the Metropolitan Police. We trust that the clarity provided, as well as the earlier closing for on-premises consumption of alcohol on the outside terrace, will alleviate the concerns of our neighbours. Furthermore, we would submit that the changes herein go further and directly address the stated concerns in the two representation letters received, being (1) Noise, anti-social behaviour and safety and (2) Potential impact on mortgage and property value.

We look forward to hearing from you.

Your faithfully

Jason Van Praagh
Founding Partner
Palace Deli LLP t/a Gourmet Hound
345 Fulham Palace Road
London SW6 6TD
Mobile: 07768 173 765
Email: jason@gourmethound.co.uk

From: Charlotte.Bennett@met.police.uk <Charlotte.Bennett@met.police.uk>
Sent: 18 August 2025 16:42
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: lucy@gourmethound.co.uk; jason@gourmethound.co.uk
Subject: Full Variation - Gourmet Hound 345 Fulham Palace Road London SW6 6TD - 2025/01038/LAPR

Good Afternoon Licensing,

RE: Full Variation - Gourmet Hound 345 Fulham Palace Road London SW6 6TD - 2025/01038/LAPR

Please see the below conditions agreed with the applicant in relation to the above new premises licence application. Applicants are also copied in.

1. The premises shall operate primarily as a delicatessen, cafe, off-licence and grocery shop and the sale of alcohol for consumption on the premises shall be ancillary to these primary uses.
2. The premises may operate a serving counter for the purpose of off sales of alcohol, the purchase of other non alcoholic products from the premises and making payment. Customers may be seated around the service counter and consume alcohol but they may not stand and consume alcohol at the counter, as it is not intended to function as a bar.
3. Vertical drinking will be permitted in designated areas inside of the venue. Any vertical drinking shall be ancillary to the consumption of food. The food item may include a substantial meal or a small snack, provided it accompanies the alcohol and is consumed on the premises.
4. Alcohol consumed in the outside areas of the premises shall only be consumed by patrons seated at tables.
5. Staff shall ensure there is no outside drinking beyond the fixed area shown on the approved licence plan regarding consumption of alcohol on the premises.
6. Any Alcohol sold for consumption off the premises shall be sold in a sealed container.
7. No alcohol shall be sold to any persons known to engage in anti-social street drinking.
8. High Definition CCTV shall be installed, operated and maintained at all times that the premises are open for licensable activities and:
 - Shall be checked at least 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 conducting them shall be kept and made available to the Police and relevant authorities on request.
 - At least one camera will show a close up of the entrance and shall provide and capture a clear, full-length image of anyone entering the premises.
 - The system shall cover all internal and external areas of the premises where licensable activities take place.
 - Recordings shall be made in real-time, date and time-stamped, and stored for a minimum of 31 days.
 - CCTV footage shall be provided free of charge to the Police or relevant authorities within 24 hours of request.
 - A staff member conversant with the operation of the CCTV system shall be on the premises at all times. That person shall be capable of providing recent data footage to Police and authorised officers with minimal delay when requested, including the ability to reproduce footage almost instantaneously.
9. All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003 in terms of the four licensing objectives, offences committed under the Act, underage alcohol sales, drunk and disorderly behaviour, vigilance in preventing the use and sale of illegal drugs at the premises, violent and anti social behaviour, protection of children and conditions of the Premises Licence. Written records of this training shall be retained and made available to police and authorised officers of the Licensing Authority on request. Staff shall sign to confirm that they have received and understood the training.
10. All staff shall be trained in how to identify drunk or drug impaired customers and refusing service to such patrons. This training record shall be training kept and made available to police and authorised officers of the Licensing Authority on request. Staff shall sign to confirm that they have received and understood the training.
11. The licensee shall ensure that staff are trained on relevant matters including the conditions on the premises licence and age restricted products. The licence holder shall keep records of training and instructions given to staff, detailing the areas covered, and make them available for inspection upon request by police and authorised officers of the Licensing Authority. Staff shall sign to confirm that they have received and understood the training
12. A daily incident log shall be kept at the premises and made available on request to relevant authorities and Police. It shall include details of:
- All crimes reported to the venue
 - All ejections of patrons
 - Any complaints received
 - Any incidents of disorder
 - Any seizures of drugs or offensive weapons
 - Any faults in the CCTV system
 - Any refusals of the sale of alcohol

- Any visit by a relevant authority or emergency service
13. 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.
 14. The premises shall operate a Challenge 25 age-restricted sales policy, promoted through prominent display of appropriate signage. The licence holder shall ensure that, before serving alcohol or other age-restricted goods to any person who appears under 25, staff request to see valid identification. Acceptable forms of ID are:
 - Photographic PASS cards
 - A passport
 - A UK and EU photo driving licence documenting the date of birth
 15. The Premises shall have a policy in place to ensure the welfare and safeguarding of vulnerable patrons. All staff shall be trained to support and assist people who feel unsafe, vulnerable, or threatened. Any such incidents shall be recorded in the incident log. This safeguarding policy shall be available to Police or relevant authorities upon request.
 16. On days when Fulham Football Club are playing at home, or when a Fulham Football victory parade takes place, all drinks sold for consumption in the outdoor seating area, three hours before kick-off shall be served in non-glass vessels. Patrons with drinks served in glassware indoors, who wish to move to the outdoor seating area shall have their drink transferred to a non-glass vessel before exiting.
 17. On days when Fulham Football Club are playing at home or on days when a Fulham Football Club Victory Parade takes place, the premises shall carry out a risk assessment in relation to the sale of alcohol for consumption off the premises for a period of three hours before the kick off time and 2 hours after the match or parade has completed. The premises should ensure that a suitable member of staff is monitoring customers who are entering the premises. The risk assessment, along with any exceptions from normal procedure shall be recorded in the incident log.

Kind Regards,
Charlotte

PC Charlotte Bennett 3234AW | Hammersmith and Fulham | Police Licensing | Metropolitan Police

Email: Charlotte.Bennett@met.police.uk

FH Licensing Mailbox: AWMailbox-LicensingFH@met.police.uk

Licensing Team Mailbox: AWMailbox.Licensing@met.police.uk

Contents:

- 1. THE APPLICATION**
 - 1.1. Application Requested**
 - 1.2. Applicants Operating Schedule**
- 2. BACKGROUND**
- 3. CONSULTATION**
 - 3.1 Relevant Representations**
- 4. OTHER INFORMATION**
 - 4.1 Enforcement History**
 - 4.2 Temporary Event Notices (“TENs”)**
- 5. POLICY CONSIDERATIONS**
- 6. DETERMINATION**

APPENDICES:

Appendix 1 – Premises Licence Application Form and Plan.

Appendix 2 – Premises Location Map and Nearby Premises.

Appendix 3 – Police Agreed Conditions.

Appendix 4 – Representations.

Appendix 5 – Applicant Response to Objectors (19 September 2025).

1. THE APPLICATION:

On 1 July 2025, the Licensing Authority received a valid application for a new premises licence in respect of 512 Fulham Road, London, SW6 5NJ ("the Premises"), submitted by Kotiva (the Agent), on behalf of PPHL Food Group Ltd ("the Applicant").

1.1 Application Requested:

As shown in Appendix 1, the Applicant originally applied for the following licensable activities:

Late Night Refreshment (Indoors):

Monday to Sunday: 23:00 to 00:00.

Supply of Alcohol (On and Off the Premises):

Monday to Sunday: 09:00 to 00:00.

Hours Open to the Public:

Monday to Sunday: 07:00 to 00:00.

Following communications with the Police, which can be found at Appendix 3, the Applicant has since revised their application timings. It is, therefore, the following revised hours that the Sub-Committee are being asked to consider in this case:

Late-Night Refreshment (Indoors Only):

Thursday to Sunday: 23:00 to 00:00.

The Sale of Alcohol (On and Off the Premises):

Sunday to Wednesday: 09:00 to 23:00.

Thursday to Saturday: 09:00 to 00:00.

Hours Open to the Public:

Sunday to Wednesday: 07:00 to 23:00.

Thursday to Saturday: 07:00 to 00:00.

1.2 Applicants Operating Schedule:

The Applicant had proposed a number of steps to promote the four licensing objectives should the application is granted which, again, can be seen in Appendix 1. However, after discussions with the Police, as shown in Appendix 3, the Applicant agreed to adopt the following conditions:

- 1. The premises shall operate primarily as a restaurant, with the sale or supply of alcohol being ancillary to the consumption of food on the premises. Alcohol may only be sold or supplied in conjunction with a food order. The food item may include a substantial meal or a small snack, provided it accompanies the alcohol and is consumed on the premises.***
- 2. Alcohol sold for consumption off the premises shall be sold in sealed containers only and shall be ancillary to food purchased at the premises.***

3. *There shall be no vertical drinking, all alcohol must be consumed by a seated customer.*
4. *No bar area shall be provided. A service bar for staff only may be allowed but it must not be accessible to customers.*
5. *Alcohol consumed in the outside areas of the premises shall only be consumed by patrons seated at tables.*
6. *Staff shall ensure there is no outside drinking beyond the fixed area shown on the approved licence plan.*
7. *High Definition CCTV shall be installed, operated and maintained at all times that the premises are open for licensable activities and:*
 - *Shall be checked at least 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 conducting them shall be kept and made available to the Police and relevant authorities on request.*
 - *At least one camera will show a close up of the entrance and shall provide and capture a clear, full-length image of anyone entering the premises.*
 - *The system shall cover all internal and external areas of the premises where licensable activities take place.*
 - *Recordings shall be made in real-time, date and time-stamped, and stored for a minimum of 31 days.*
 - *CCTV footage shall be provided free of charge to the Police or relevant authorities within 24 hours of request.*
 - *A staff member conversant with the operation of the CCTV system shall be on the premises at all times. That person shall be capable of providing recent data footage to Police and authorised officers with minimal delay when requested, including the ability to reproduce footage almost instantaneously.*
8. *All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003 in terms of the four licensing objectives, offences committed under the Act, underage alcohol sales, drunk and disorderly behaviour, vigilance in preventing the use and sale of illegal drugs at the premises, violent and anti-social behaviour, protection of children and conditions of the Premises Licence. Written records of this training shall be retained and made available to police and authorised officers of the Licensing Authority on request.*
9. *A daily incident log shall be kept at the premises and made available on request to relevant authorities and Police. It shall include details of:*
 - *All crimes reported to the venue*

- *All ejections of patrons*
 - *Any complaints received*
 - *Any incidents of disorder*
 - *Any seizures of drugs or offensive weapons*
 - *Any faults in the CCTV system*
 - *Any refusals of the sale of alcohol*
 - *Any visit by a relevant authority or emergency service*
- 10. The premises shall operate a strict Challenge 25 age restricted sales policy, promoted through prominent display of appropriate signage. The staff shall ensure that, before serving alcohol or other age-restricted goods to any person who appears under 25, staff request to see valid identification. All refusals will be logged. Acceptable forms of ID are:**
- *Photographic PASS cards*
 - *A passport*
 - *A UK photo driving licence documenting the date of birth*
- 11. The Premises shall have a policy in place to ensure the welfare and safeguarding of vulnerable patrons. All staff shall be trained to support and assist people who feel unsafe, vulnerable, or threatened. Any such incidents shall be recorded in the incident log. This safeguarding policy shall be available to Police or relevant authorities upon request.**
- 12. When Chelsea Football Club are playing at home or on days when a Chelsea Victory Parade takes place, the premises shall not allow the sale of alcohol for consumption off the premises for a period of three hours before the kick off time. The premises should ensure that a suitable member of staff is monitoring customers who are entering the premises.**
- 13. When Chelsea Football Club are playing at home or on days when a Chelsea Victory Parade takes place, no promotional materials or offers encouraging the sale or consumption of alcohol shall be displayed, advertised, or implemented indoors or outside the premises. This includes but is not limited to 'happy hour' deals, multi-buy offers, or discounted alcohol pricing. This restriction applies for the full trading day on all designated home fixtures.**
- 14. On days when Chelsea Football Club are playing at home, or when a Chelsea victory parade takes place, all drinks sold for consumption in the outdoor seating area, three hours before kick-off shall be served in non-glass vessels. Patrons with drinks served in glassware indoors, who wish to move to the outdoor seating area shall have their drink transferred to a non-glass vessel before exiting.**
- 15. 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.

2. BACKGROUND

The main access to the proposed premises is located on Fulham Road and proposes to operate as *“a small, independent restaurant committed to serving high-quality, freshly prepared food in a warm and welcoming setting. With a focus on carefully sourced ingredients and attention to detail, the menu offers a selection of flavourful dishes made with skill and care”*.

The immediate area around the application site represents a mix of commercial and residential. A map showing the location of the premises and neighbouring licenced premises can be found in Appendix 2.

There are several options for transport away from the area, including buses and taxis which run in, and around, the area. Of nearby Underground Stations, Fulham Broadway is approximately 5 minutes walk away, Parsons Green is approximately 8 minutes walk and West Brompton is approximately 16 minutes walk away.

3. CONSULTATION

A public notice was displayed at the premises for 28 days, as well as 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 two Representations, both of which were local residents and their comments can be found at Appendix 4.

As can be seen from Appendix 5, the Applicant’s solicitor wrote to all Objectors to highlight the changes that had been reached with the Police with a view to conciliate any objections. However, at the time of writing this report, no Objectors have withdrawn, which means that the Sub-Committee are, at present, still required to come to a decision on this Application.

4. OTHER INFORMATION:

4.1 Enforcement History:

This section is not applicable, owing to this being a new premises licence application and no TENs have been submitted prior to this application.

4.2 Temporary Event Notices (“TENs”):

This section is not applicable, owing to this being a new premises licence application and no TENs have been submitted prior to this application.

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, 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), <https://www.gov.uk/government/publications/explanatory-memorandum-revised-guidance-issued-under-s-182-of-licensing-act-2003>, 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:

Type of premises	Town centres	Mixed use areas	Residential areas
Public houses, bars or other drinking establishments	Monday to Thursday: 01:00. Friday to Saturday: 02:30. Sunday: 00:00.	Monday to Thursday: 00:00. Friday to Saturday: 01:00. Sunday: 23:00	Friday: to Saturday: 23:00. Sunday: 22:00.

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 15, page 33 of the SLP in relation to drink spiking issues, licensees and licence applicants are encouraged to establish a clear approach to preventing, identifying and addressing drink spiking in their operating schedules. This should include, but is not limited to:

- Training for door and bar staff to identify where drink spiking may be taking place, how to respond to any reported or observed instances of drink spiking, and how to report to Police.
- Offering drink spiking preventative measures, such as drink covers, serving drinks direct to customers (not leaving these unattended before being provided to customers), and keeping an eye on or clearing drinks left unattended.
- Providing customers with information on keeping safe from drink spiking.
- Operating schemes such as 'Ask for Angela' to encourage customers to seek help if they suspect drink spiking has occurred.
- Requiring the production of a drink spiking risk assessment and procedure for dealing with any such incidents.
- Displaying posters in visible locations at the premises to explain what to do in the event of a spiking incident / what a spiked drink looks like.

5.10 Policy 16, pages 33 to 34 of the SLP states that the Licensing Authority will use its powers to regulate the night-time economy, both with specific regard to spiking incidents and more generally in relation to violence against women and girls. This may include:

- a) Using the Licensing Authority's powers to impose conditions or revoke premises licenses, where venues do not take sufficient measures to protect and provide support to customers in spiking incidents;

- b) Considering the prevalence, prevention and reporting of sexual harassment and misconduct and gender-based violence in licensed premises.
- c) Requiring the presence of suitably trained and accredited door staff.
- d) Require presence of CCTV, or to introduce entry searches for example. Licence applicants and existing licence holders are encouraged to include in their operating schedules clear policies relating to potential abuse or violence against women and girls.

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

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

We expect that all staff working at music festivals, including vendors, be given compulsory safeguarding training, as the Licensing Authority will consider this when approving events. This training might be similar to training provided in voluntary schemes in other licensed premises, such as Ask Angela or the licensing security and vulnerability initiative (Licensing SAVI). This training should be documented in any event management plan which is in place at the premises.

The licensing authority also expects a more formal and higher standard for outdoor music festivals owing to the comparatively younger age of festival-goers and the additional vulnerability that may arise.

As part of the Government's and the Council's Violence Against Women and Girls Strategy, venues may also wish to consider boosting their security measures e.g. the recruitment and training of additional door security staff, particularly female staff.

The Council are proud supporters of the Women's Night Safety Charter and we would like to encourage all our licensed premises to consider how you and your business can contribute to making your workplace and H&F a borough where all women feel confident and welcome whenever and wherever they happen to be. The Women's Night Safety Charter is a voluntary pledge to show you take women's safety seriously. By signing the Charter, you show your acknowledgement of the issue and that you're ready to get proactive in improving women's safety.

5.11 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.
- f) Robust measures in place to avoid the presence of weapons on their premises and should agree a protocol with the Licensing Authority and the police on the handling of weapons found on their premises.
- g) Conditions will, so far as possible, reflect local crime prevention strategies, and the Licensing Authority will also have regard to the views of the local Crime and Disorder Reduction Partnership.
- h) Crime and disorder in the vicinity of the premises: this may include the crime and disorder risks arising from persons queuing to enter the premises; persons exiting the premises and customers smoking eating or drinking in outdoor areas and on the highway outside the premises. This can also include crime arising from pickpockets and bag snatchers, particularly in open spaces or crowded areas where alcohol is being consumed.
- i) alternative to glass bottles and glasses - restricting the use of glass bottles and beer glasses to customers in preference for containers made from polycarbonate materials.
- 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.
- l) dealing with and reporting crime and disorder - training for staff and door security aimed at reducing crime and disorder in the premises and its vicinity and dealing with and reporting incidents if they occur.
- m) door staff - considering whether the premises employs a sufficient number of SIA registered door staff, whether Door Premises Supervisors check the legitimacy of the badges and whether SIA staff display their badges prominently. (Note: All door supervisors must be Security Industry Authority (SIA) registered).
- n) drugs and weapons - ensuring compliance with relevant guidance regarding illegal drugs and weapons. Attention should be paid to search procedures, procedures for the safe storage and surrender of seized drugs and weapons and drug awareness issues, designing out the ability to take drugs in the premises, etc.

- o) excessive drinking - training for staff to recognise when customers are becoming drunk and adopting appropriate 'cut off' procedures for drunken customers, so as to reduce the likelihood of fights or aggressive behaviour.
- p) local schemes – joining and attending local Pubwatch meetings and participating in the Behave or Be Banned Scheme (BOBB) and/or signing up and using the Council's Safety Net Radio scheme.
- q) prevention of theft - using bag hooks and signage to warn customers of pickpockets and bag snatchers.

5.12 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:

- a) Maximum occupancy limits will be specified on the licence only where necessary for the promotion of public safety or the prevention of disorder. Where a capacity limit is already specified in a fire risk assessment, the Licensing Authority will not normally include that limit as a licence condition.
- b) Safe capacities will be imposed where necessary for the promotion of public safety or the prevention of disorder on the relevant premises. If no safe capacity has been imposed through other legislation, a responsible authority may consider it necessary for a new capacity to be attached to the premises which would apply at any material time when the licensable activities are taking place and may make representations to that effect. The types of premises that may be subject to safe capacities will be the following;
 - i. Nightclubs
 - ii. Cinemas
 - iii. Theatres
 - iv. Other premises where regulated entertainment is being provided within the meaning of the Act, e.g. open public spaces.
- 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.
- f) risks associated with special promotions/events – ensuring compliance with guidance from the Metropolitan Police relating to specific event risk assessments for externally promoted live music events well in advance of the event. Risk assessment forms can be obtained from the Metropolitan Police Licensing Officer.
- g) getting home safely - providing information to customers and staff (including contact telephone numbers) regarding safer options available for travelling home late at night - including night buses, licensed taxis and private hire (mini-cabs).
- h) overcrowding - developing policies and procedures regarding capacity to prevent overcrowding and patrons possibly becoming aggressive.
- i) premises environment - applicants should consider the physical environment of the premises and have regard to issues that could increase the likelihood of patrons becoming agitated or aggressive. This may include procedures regarding door supervision, identification and management of drunken customers and issues of overcrowding and capacity, which may result in patrons becoming aggressive or rowdy.

5.13 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.
 - vi. Limiting the number of people permitted to use a garden or other open-air areas, including those for the use of smoking, at any one time.
 - vii. Restricting the use of a garden or other open-air areas, including those for the use of smoking, after a particular time e.g. 11:00pm (or such earlier time as may be considered appropriate).
 - viii. The steps taken or proposed to be taken by the applicant to prevent queuing (either by pedestrian or vehicular traffic). If some queuing is inevitable then queues should be diverted away from neighbouring premises or be otherwise managed to prevent disturbance or obstruction;
 - ix. The steps taken or proposed to be taken by the applicant to ensure staff leave the premises quietly;
 - 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:

- j) Deliveries/collections – noise from deliveries to and/or collections (e.g. refuse) from the premises are another common source of complaint. Consider the times of such deliveries/collections and make sure you specify to any contractors that deliveries/collections should not be made at anti-social times. As a guide, the Noise and Nuisance Service recommend that deliveries/collections should only be made between the hours of 7:30am and 9:00pm, depending on the proximity of residential and/or other noise-sensitive properties.
- k) Late night refreshment - applicants in respect of late night takeaways should demonstrate that they have assessed the risk of persons congregating in large numbers in the vicinity of their premises. Where appropriate, applicants should demonstrate suitable measures to address this problem.

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

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

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

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

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

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

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

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

5.14 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.
- e) Where there are restrictions (whether imposed by statute or by the Licensing Authority) on the sale or supply of goods or the provision of services or the showing of films or other entertainment to children below a certain age, then the licensee will be required to demonstrate that they have in place a system for verifying the age of the children intended to be supplied with such goods, services or entertainment. Training should be given to all persons who might be in a position to serve or refuse such children. The training should include a basic understanding of the law, seeking proof of age, verifying the authenticity of proof of age cards and handling and recording refusals.
- f) Conditions may be imposed on licences for premises where children will be present at places of public entertainment to the effect that a sufficient number of adults must be present to control the access and egress (including safe transport home) and to ensure their safety. What is deemed sufficient will depend on the circumstances of the particular event
- 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 and the Protection of Children from Harm.

In reaching a decision, the Council shall consider the details of any relevant representations received; the Applicant's Operating Schedule; the Council's adopted SLP and the Guidance.

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

Case number 2025/01009/LAPR
 Payment transaction reference 256 28153
 Amount paid £190
 Date submitted 01/07/2025
 Are you the applicant or their Agent agent?

PREMISES DETAILS

Premises address

■ 512 Fulham Road, London SW6 5NJ

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)

Telephone number at the premises (if any)

Are the premises in the course of construction?

No

Non-domestic rateable value 27500
 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 a person other than an individual
 Please confirm if you are applying as as a limited company/ limited liability partnership

Applicant name PPHL FOOD GROUP LTD
 Address 71 75 Shelton Street, Covent Garden
 London
 WC2H 9JQ

Registered company number 16335948

Telephone number

Email address legal@kotiva.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) Mr Bobby Nakum
 Business name Kotiva

Correspondence address Kotiva
43 Lifestyle Express - Beachley Road
Tutshill
NP16 7DJ

Daytime/ business telephone 07720252854
number

Evening/ home telephone
number

Mobile phone number

Email address

OPERATING SCHEDULE

When do you want the premises licence to start?

01/08/2025

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.

A small, independent restaurant committed to serving high-quality, freshly prepared food in a warm and welcoming setting. With a focus on carefully sourced ingredients and attention to detail, the menu offers a selection of flavourful dishes made with skill and care.

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

late night refreshment, supply of alcohol

HOURS OPEN TO THE PUBLIC

Standard days

Mondays

Start 07:00

Finish 00:00

Tuesdays

Start 07:00

Finish 00:00

Wednesdays

Start 07:00

Finish 00:00

Thursdays

Start 07:00

Finish 00:00

Fridays

Start 07:00

Finish 00:00

Saturdays

Start 07:00

Finish 00:00

Sundays

Start 07:00

Finish 00:00

Please state any seasonal variations

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

**LATE NIGHT
REFRESHMENT**

Please give further details
here

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

Indoors

Standard days

Mondays

Start 23:00

Finish 00:00

Tuesdays

Start 23:00

Finish 00:00

Wednesdays

Start 23:00

Finish 00:00

Thursdays

Start 23:00

Finish 00:00

Fridays

Start 23:00

Finish 00:00

Saturdays

Start 23:00

Finish 00:00

Sundays

Start 23:00

Finish 00:00

Please state any seasonal variations

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

No time restriction on delivery orders

SUPPLY OF ALCOHOL

Please give further details
here

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

Both

Standard days

Mondays

Start 09:00

Finish 00:00

Tuesdays

Start 09:00

Finish 00:00

Wednesdays

Start 09:00

Finish 00:00

Thursdays

Start 09:00

Finish 00:00

Fridays

Start 09:00

Finish 00:00

Saturdays

Start 09:00

Finish 00:00

Sundays

Start 09:00

Finish 00:00

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.

No time restriction on delivery of off sales of alcohol for internet and telephone orders.

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

Full name Mr Anmol Thakur

Date of birth [REDACTED]

Home address of prospective designated premises supervisor [REDACTED]

Personal licence number (if known) [REDACTED]

Issuing authority (if known) Royal Borough Of Kensington & Chelsea

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

none

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

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

b) The prevention of crime and disorder

Install and Maintain High-Quality CCTV:

A comprehensive CCTV system will be installed and maintained in line with Metropolitan Police and licensing authority standards. Cameras will cover all entry/exit points and the alcohol display area, with footage retained for a minimum of 31 days and made available to authorised officers on request.

[Policy Reference: H&F Licensing Policy 2021 2026, para 4.6 & 4.8]

Implement a Robust Staff Training Programme:

All staff will be trained in crime prevention measures, incident reporting, and how to handle situations such as theft, violence, or proxy sales. Refresher training will be delivered every six months and recorded.

[Policy Reference: para 4.5 staff vigilance and responsibility in preventing crime]

Adopt a Refusals and Incident Log System:

A bound or digital log will be kept for all refusals of alcohol sales and any incidents involving antisocial behaviour, which will be regularly reviewed by management to identify patterns and implement mitigation strategies.

[Policy Reference: para 4.5 and 4.9 proactive record keeping and risk management]

Refuse Service to Intoxicated or Aggressive Individuals:

Clear policies will be in place to refuse alcohol sales to persons who appear drunk or who are behaving in a threatening or disorderly manner.

[Policy Reference: para 4.3 ensuring responsible retailing]

Work in Partnership with Police and Local Authorities:

The premises will maintain an open dialogue with local safer neighbourhood teams, participate in relevant local crime prevention initiatives, and follow police guidance where appropriate.

[Policy Reference: para 4.7 encouraging co operation with responsible authorities]

c) Public safety

Ensure Fire Safety and Means of Escape Are Maintained:

The premises will comply fully with fire safety regulations, including maintaining clear and illuminated escape routes, regularly tested fire alarms, and suitable firefighting equipment.

[Policy Reference: H&F Licensing Policy 2021 2026, para 5.6 risk assessments and fire safety provisions]

Conduct Regular Health and Safety Risk Assessments:

Comprehensive risk assessments will be undertaken and kept up to date to identify and mitigate any public safety hazards within the premises. This includes checks on lighting, flooring, shelving, and access points.

[Policy Reference: para 5.5 – identifying risks to safety and implementing precautions]

Implement Capacity Controls and Crowd Management:

The premises will adhere to safe occupancy limits based on fire safety guidance, and implement crowd management procedures during busy periods to avoid overcrowding or obstruction of exits.

[Policy Reference: para 5.3 overcrowding and maintaining safe access/egress]

Install Appropriate Signage for Safety and Compliance:

Clear signage will be displayed throughout the premises, including emergency exits, fire procedures, and any specific customer safety instructions (e.g. no running, wet floor warnings).

[Policy Reference: para 5.5 public information to ensure awareness of safety measures]

Maintain Safe Access for Emergency Services:

The premises will ensure that emergency vehicles have unobstructed access at all times, particularly at entry/exit points and surrounding areas, in line with advice from local fire and ambulance services.

[Policy Reference: para 5.7 – cooperation with emergency service planning]

d) The prevention of public nuisance

Control of Noise from the Premises:

A noise management plan will be implemented to prevent disturbance from music, customer voices, and operational activities. This includes keeping doors and windows closed (except for access/egress) and using noise limiters where appropriate.

[Policy Reference: H&F Licensing Policy 2021–2026, para 6.4 – measures to prevent noise escape]

Restrict Deliveries and Waste Collection to Appropriate Hours:

Deliveries and waste removal will be scheduled during daytime hours only, avoiding early morning or late evening times that could disturb residents.

[Policy Reference: para 6.6 – control of deliveries and collections to minimise nuisance]

Clear and Manage Outdoor Areas Responsibly:

The premises frontage and any external areas will be regularly cleared of litter. Signage will request that patrons leave quietly, and staff will monitor noise and behaviour outside the premises.

[Policy Reference: para 6.3 – management of patrons in outdoor spaces]

Use of Prominent Signage to Encourage Considerate Behaviour:

Clear notices will be displayed asking customers to leave quietly and respect local residents, especially during late hours.

[Policy Reference: para 6.5 – signage to reduce public nuisance from customers]

Regular Maintenance of Ventilation, Plant, and Machinery:

Equipment such as refrigeration units, air conditioning, and extraction fans will be maintained to ensure minimal noise emission. Any external plant will be acoustically enclosed where needed.

[Policy Reference: para 6.4 – control of noise from plant and equipment]

e) The protection of children from harm

Adopt and Enforce a Challenge 25 Policy:

The premises will operate a strict Challenge 25 policy. Anyone who appears under 25 will be asked to provide valid photographic ID (passport, photocard driving licence, PASS-approved card) before alcohol or age-restricted products are sold.

Staff will be trained to enforce this policy and refusals will be recorded.

[Policy Reference: H&F Licensing Policy 2021–2026, para 7.7 – Challenge 25 and age verification policies]

Maintain a Refusals Register:

A clearly documented refusals register will be kept on site and completed immediately after any refusal of age restricted sales. This will be regularly reviewed by management as part of staff supervision and compliance monitoring.

[Policy Reference: para 7.8 monitoring refusals and staff accountability]

Train Staff on Safeguarding and Age Restricted Sales:

All staff will receive training on identifying signs of underage attempts to purchase alcohol, proxy sales, safeguarding responsibilities, and how to refuse service appropriately. Training will be refreshed at regular intervals and records maintained.

[Policy Reference: para 7.6 appropriate staff training on safeguarding]

Prevent Access to Age Restricted Material or Products:

Any items that may be deemed inappropriate for children (e.g. alcohol, tobacco, lottery) will be located behind the counter or in clearly supervised areas. Staff will ensure that these items are not accessible without staff involvement.

[Policy Reference: para 7.4 appropriate display and access control]

Engage with Local Schools, Police, and Trading Standards:

The premises will work proactively with local safeguarding teams, schools, and Trading Standards to uphold child protection policies and ensure cooperation in any enforcement or community-based initiatives.

[Policy Reference: para 7.2 working in partnership with responsible authorities]

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 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.

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

Bobby Nakum

Capacity

Authorised Agent

Date

01/07/2025

From: Kotiva Legal <legal@kotiva.co.uk>
Sent: 17 July 2025 23:02
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 512 Fulham Road

Hi Matt,

Thanks,
Bobby Nakum
Mobile: 07720252854

Hi Matt,

Ingress and egress, including for emergencies, will be through the front of the premises only. Members of the public will not have access to the rear of the premises. Currently, staff members and tradesmen do have access to the rear of the premises through the back door. This is based on the current layout as applied. Please be assured that if this layout changes in the future, we will apply for a minor variation to update the plans accordingly.

Thanks,
Bobby Nakum
Mobile: 07720252854

On Tue, Jul 15, 2025 at 9:59 AM Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk> wrote:
Hi Bobby – thanks for this.

Having looked at the plan, could you possibly clarify the following:

- Will ingress and egress (including the event of emergencies) be through the front of the premises only?
- Will members of the public have any access to the rear of the premises?

If you could confirm this in writing, I will ensure that this is put into consultation.

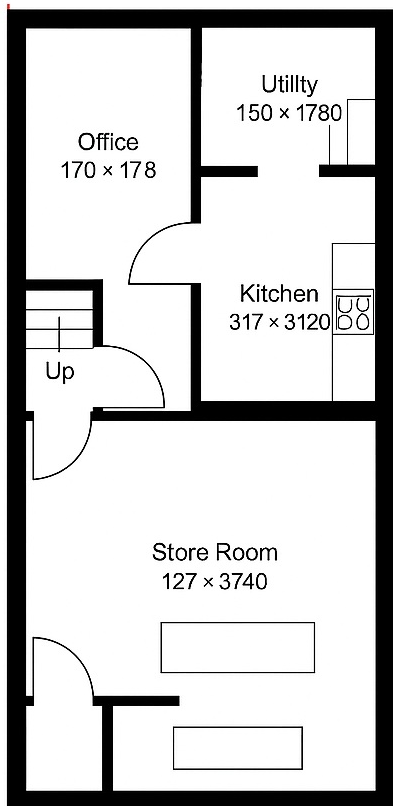
Kind regards

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

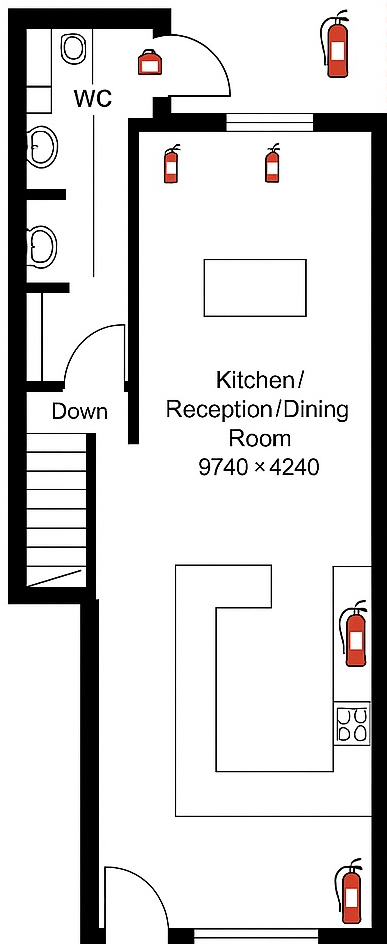
T: 07778 966423

E: Matt.Tucker@lbhf.gov.uk

W: www.lbhf.gov.uk



BASEMENT FLOOR



GROUND FLOOR

Licensable activities area
Scale 1:100

-  Fixe struture
-  Stairs
-  Fire extinguisher
-  Fire alarm
-  Fire exit
-  CCTV

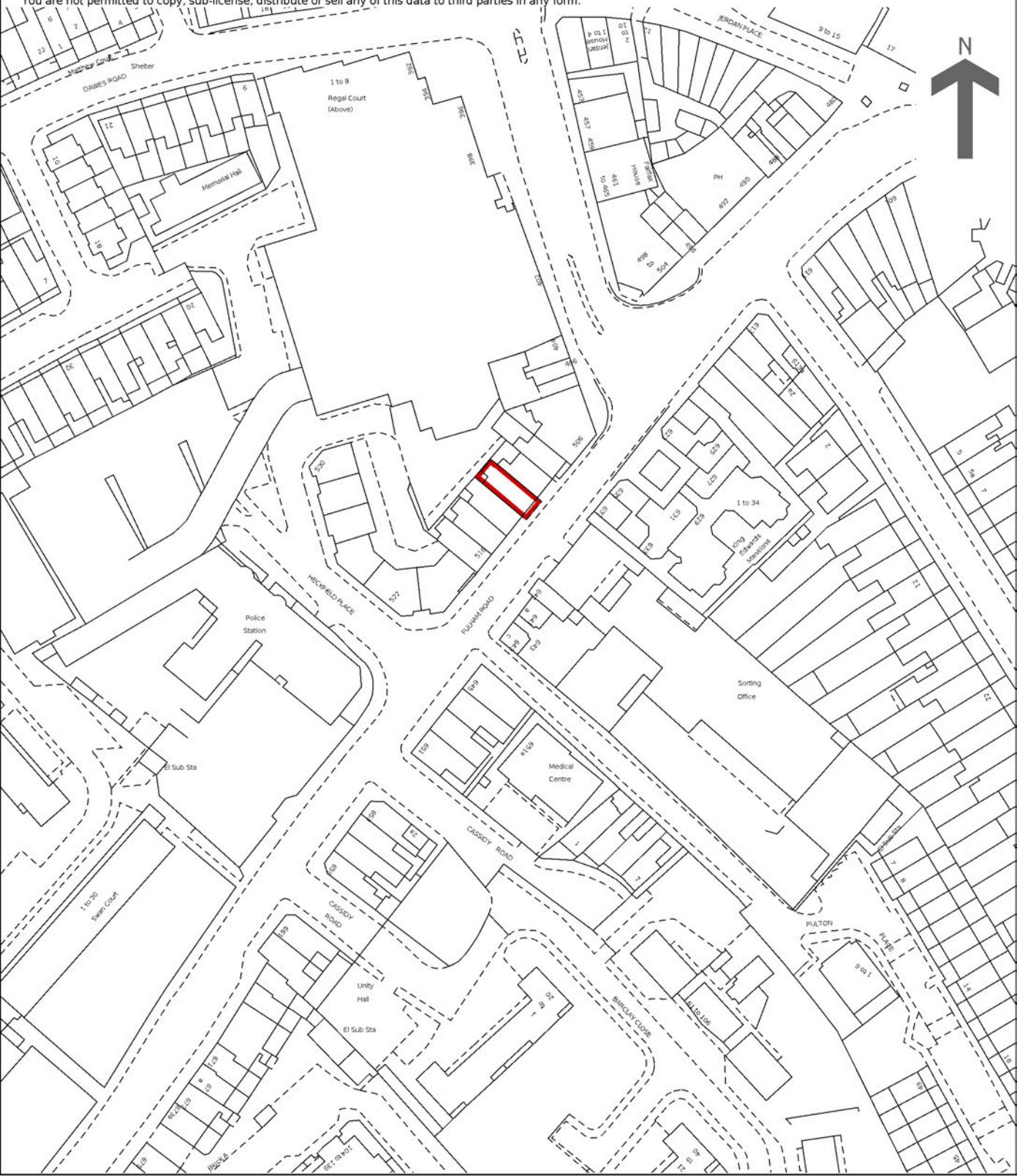
HM Land Registry

Current title plan

Title number **BGL18637**
Ordnance Survey map reference **TQ2577SW**
Scale **1:1250**
Administrative area **Hammersmith and Fulham**



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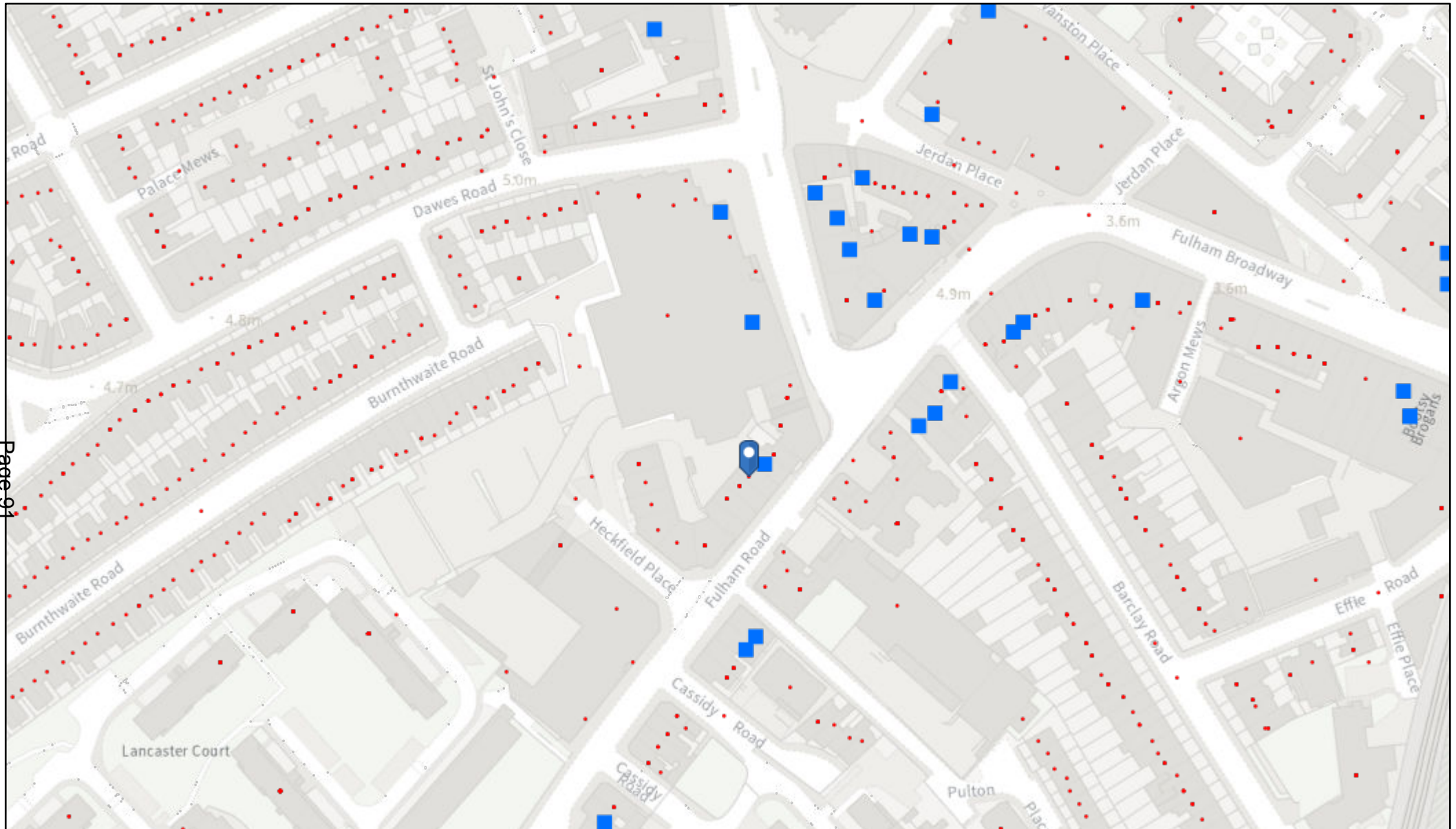


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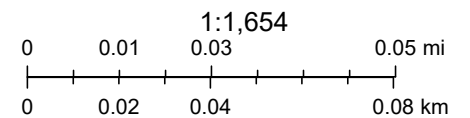
This title is dealt with by HM Land Registry, Birkenhead Office



18/09/2025, 12:05:12

 Licensing Points

Property Gazetteer

 Within Borough

REFERENCE	TRADING AS	ADDRESS	ACTIVITY	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2021/00475/LAPR	Whole Foods	2 - 6 Fulham Broadway London SW6 1AA	Sale of Alcohol Off the Premises	08:00 - 22:00						10:00 - 20:00
			Sale of Alcohol On the Premises	10:00 - 21:30						11:00 - 17:00
2024/01038/LAPR	Havana	490 - 492 Fulham Road London SW6 5NH	Performance of Dance	09:00 - 02:00						
			Exhibition of a Film	09:00 - 02:00						
			Indoor Sporting Event	09:00 - 02:00						
			Performance of Live Music	09:00 - 02:00						
			Playing of Recorded Music	09:00 - 02:00						
			Entertainment Similar to Music or Dance	09:00 - 02:00						
			Late Night Refreshment	23:00 - 02:00						
			Sale of Alcohol On and Off the Premises	09:00 - 01:00						
2024/00692/LAPR	Simmons Bar	374 North End Road London SW6 1LY	Performance of Live Music	18:00 - 00:00				18:00 - 01:00		18:00 - 00:00
			Playing of Recorded Music	10:00 - 00:00				10:00 - 01:00		10:00 - 00:00
			Entertainment Similar to Music or Dance	10:00 - 00:00				10:00 - 01:00		10:00 - 00:00
			Sale of Alcohol On the Premises	11:00 - 23:45				11:00 - 01:00		11:00 - 23:45
2025/00948/LAPR	McGettigan's Fulham	McGettigan's Fulham 1 Fulham Broadway	Performance of Dance	10:00 - 00:00			10:00 - 01:00			10:00 - 00:00
			Performance of Live Music	10:00 - 00:00			10:00 - 01:00			10:00 - 00:00

		London SW6 1AA	Playing of Recorded Music	10:00 - 00:00	10:00 - 01:00	10:00 - 00:00
			Entertainment Similar to Music or Dance	10:00 - 00:00	10:00 - 01:00	10:00 - 00:00
			Late Night Refreshment	23:00 - 00:00	23:00 - 01:00	23:00 - 00:00
			Sale of Alcohol On and Off the Premises	10:00:00 - 00:00:00	10:00:00 - 01:00:00	12:00:00 - 00:00:00
2025/00065/LAPR	Grill 4 All	453 North End Road London SW6 1NZ	Sale of Alcohol On the Premises	11:00 - 22:30		
2025/01119/LAPR	Vagabond Wines	18 - 22 Vanston Place London SW6 1AX	Sale of Alcohol On and Off the Premises	10:00 - 23:00		10:00 - 20:00
2008/04115/LAPR	Cafe Blue	12 Jerdan Place London SW6 1BH	Late Night Refreshment	23:00 - 00:00		
			Sale of Alcohol On the Premises	11:00 - 23:00		
2024/00859/LAPR	Starry Mart Fulham	396 North End Road London SW6 1LU	Playing of Recorded Music	09:00 - 20:00		
			Sale of Alcohol Off the Premises	09:00 - 22:00		
2025/01047/LAPR	Waitrose	402 North End Road London SW6 1LU	Playing of Recorded Music	00:00 - 00:00		
			Sale of Alcohol Off the Premises	08:00 - 23:00		
			Sale of Alcohol On the Premises	08:00 - 23:00		
2021/00853/LAPR	YORI Fulham	565 Fulham Road London SW6 1ES	Sale of Alcohol On and Off the Premises	10:00 - 23:00		11:00 - 23:00

2009/01784/LAPR	Fulham Fried Chicken	488 Fulham Road London SW6 5NH	Late Night Refreshment	23:00 - 01:00	23:00 - 02:00	23:00 - 01:00
2021/00454/LAPR	Yucca Tex-Mex Canteen	496 Fulham Road London SW6 5NH	Playing of Recorded Music	11:00 - 00:00	11:00 - 00:30	11:00 - 00:00
			Late Night Refreshment	23:00 - 00:00	23:00 - 00:30	23:00 - 00:00
			Sale of Alcohol On the Premises	11:00 - 00:00	11:00 - 00:30	11:00 - 00:00
2021/00613/LAPR	Manuka Kitchen	510 Fulham Road London SW6 5NJ	Sale of Alcohol On and Off the Premises	10:00 - 22:00	10:00 - 23:00	10:00 - 22:00
2022/01329/LAPR	Dacha Shop	645 Fulham Road London SW6 5PU	Sale of Alcohol Off the Premises	10:00 - 21:00		
2022/00020/LAPR	Chosen Bun	647 Fulham Road London SW6 5PU	Late Night Refreshment	23:00 - 00:00	23:00 - 00:30	23:00 - 00:00
			Sale of Alcohol Off the Premises	11:00 - 00:00	11:00 - 00:30	11:00 - 00:00
2023/00558/LAPR	Fish&Bubbles	585 Fulham Road London SW6 5UA	Sale of Alcohol On the Premises	10:00 - 00:00	11:00 - 00:00	12:00 - 23:30
2005/05884/LAPR	Dominos Pizza	613 Fulham Road London SW6 5UQ	Late Night Refreshment	23:00 - 00:00		
2025/00825/LAPR	Kahya	617 - 619 Fulham Road London SW6 5UQ	Playing of Recorded Music	10:00 - 00:00	11:00 - 00:00	12:00 - 23:30
			Late Night Refreshment	23:00 - 00:00	23:00 - 00:00	23:00 - 23:30
			Sale of Alcohol On the Premises	10:00 - 00:00	11:00 - 00:00	12:00 - 23:30

2009/01891/LAPR	Best Mangal	619 Fulham Road London SW6 5UQ	Sale of Alcohol On the Premises	10:00 - 00:00		11:00 - 00:00	12:00 - 23:30	
2021/00123/LAPR	Pepe's Peri Peri	607 Fulham Road London SW6 5UA	Late Night Refreshment	23:00 - 00:00		23:00 - 01:30		23:00 - 00:00
2021/00970/LAPR	Fulham Road Convenience Store	663 Fulham Road London SW6 5PZ	Sale of Alcohol Off the Premises	08:00 - 23:00				10:00 - 22:30
2005/03468/LAPRTV	Cashcounts	605 Fulham Road London SW6 5UA	Sale of Alcohol Off the Premises	00:00 - 00:00				
2022/00698/LAPR	Abugida Ethiopian Restaurant-Ground Floor And Basement	Basement 457 North End Road London SW6 1NZ	Late Night Refreshment	23:00 - 00:30				
			Sale of Alcohol On the Premises	12:00 - 00:30				
2024/02101/LAPR	Fuji Fusion	Basement And Ground Floors 461 - 465 North End Road London SW6 1NZ	Playing of Recorded Music	11:00 - 22:00				
			Sale of Alcohol On and Off the Premises	11:00 - 22:00				
2024/01574/LAPR	Wendy's	563 Fulham Road London SW6 1ES	Playing of Recorded Music	12:00 - 00:30				11:00 - 23:30
			Late Night Refreshment	23:00 - 00:30				23:00 - 23:30
			Sale of Alcohol On and Off the Premises	12:00 - 00:00				11:00 - 23:00

2021/00478/LAPR	Cote	1 - 7 Jerdan Place London SW6 1BE	Late Night Refreshment	23:00 - 01:30	23:00 - 01:00
			Sale of Alcohol On and Off the Premises	10:00 - 01:00	12:00 - 00:30

From: Charlotte.Bennett@met.police.uk <Charlotte.Bennett@met.police.uk>
Sent: 13 August 2025 12:02
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: legal@kotiva.co.uk
Subject: Premises Licence Application - Premises 512 Fulham Road London SW6 5NJ - 2025/01009/LAPR

Good Afternoon Licensing,

RE: Premises 512 Fulham Road London SW6 5NJ - 2025/01009/LAPR

Please see the below conditions agreed with the applicant in relation to the above new premises licence application. Applicant also copied in.

Licensable activities sought:

The Provision of Late-Night Refreshment – Both Indoors and Outdoors

Mondays to Sundays between 23:00 to 00:00

Thursdays to Saturdays between 23:00 to 00:00

The Sale of Alcohol - Both On and Off the Premises

Mondays to Sundays between 09:00 to 00:00

Sundays to Wednesdays between 09:00 to 23:00

Thursdays to Saturdays between 09:00 to 00:00

Proposed Opening Hours

Mondays to Sundays between 07:00 to 00:00

Sundays to Wednesdays between 07:00 to 23:00

Thursdays to Saturdays between 07:00 to 00:00

Proposed Conditions:

1. The premises shall operate primarily as a restaurant, with the sale or supply of alcohol being ancillary to the consumption of food on the premises. Alcohol may only be sold or supplied in conjunction with a food order. The food item may include a substantial meal or a small snack, provided it accompanies the alcohol and is consumed on the premises.
2. Alcohol sold for consumption off the premises shall be sold in sealed containers only and shall be ancillary to food purchased at the premises.
3. There shall be no vertical drinking, all alcohol must be consumed by a seated customer.
4. No bar area shall be provided. A service bar for staff only may be allowed but it must not be accessible to customers.

5. Alcohol consumed in the outside areas of the premises shall only be consumed by patrons seated at tables.
6. Staff shall ensure there is no outside drinking beyond the fixed area shown on the approved licence plan.
7. High Definition CCTV shall be installed, operated and maintained at all times that the premises are open for licensable activities and:
 - Shall be checked at least 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 conducting them shall be kept and made available to the Police and relevant authorities on request.
 - At least one camera will show a close up of the entrance and shall provide and capture a clear, full-length image of anyone entering the premises.
 - The system shall cover all internal and external areas of the premises where licensable activities take place.
 - Recordings shall be made in real-time, date and time-stamped, and stored for a minimum of 31 days.
 - CCTV footage shall be provided free of charge to the Police or relevant authorities within 24 hours of request.
 - A staff member conversant with the operation of the CCTV system shall be on the premises at all times. That person shall be capable of providing recent data footage to Police and authorised officers with minimal delay when requested, including the ability to reproduce footage almost instantaneously.
8. All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003 in terms of the four licensing objectives, offences committed under the Act, underage alcohol sales, drunk and disorderly behaviour, vigilance in preventing the use and sale of illegal drugs at the premises, violent and anti-social behaviour, protection of children and conditions of the Premises Licence. Written records of this training shall be retained and made available to police and authorised officers of the Licensing Authority on request.
9. A daily incident log shall be kept at the premises and made available on request to relevant authorities and Police. It shall include details of:
 - All crimes reported to the venue
 - All ejections of patrons
 - Any complaints received
 - Any incidents of disorder
 - Any seizures of drugs or offensive weapons
 - Any faults in the CCTV system
 - Any refusals of the sale of alcohol
 - Any visit by a relevant authority or emergency service
10. The premises shall operate a strict Challenge 25 age restricted sales policy, promoted through prominent display of appropriate signage. The staff shall

ensure that, before serving alcohol or other age-restricted goods to any person who appears under 25, staff request to see valid identification. All refusals will be logged.

Acceptable forms of ID are:

- Photographic PASS cards
- A passport
- A UK photo driving licence documenting the date of birth

11. The Premises shall have a policy in place to ensure the welfare and safeguarding of vulnerable patrons. All staff shall be trained to support and assist people who feel unsafe, vulnerable, or threatened. Any such incidents shall be recorded in the incident log. This safeguarding policy shall be available to Police or relevant authorities upon request.
12. When Chelsea Football Club are playing at home or on days when a Chelsea Victory Parade takes place, the premises shall not allow the sale of alcohol for consumption off the premises for a period of three hours before the kick off time. The premises should ensure that a suitable member of staff is monitoring customers who are entering the premises.
13. When Chelsea Football Club are playing at home or on days when a Chelsea Victory Parade takes place, no promotional materials or offers encouraging the sale or consumption of alcohol shall be displayed, advertised, or implemented indoors or outside the premises. This includes but is not limited to 'happy hour' deals, multi-buy offers, or discounted alcohol pricing. This restriction applies for the full trading day on all designated home fixtures.
14. On days when Chelsea Football Club are playing at home, or when a Chelsea victory parade takes place, all drinks sold for consumption in the outdoor seating area, three hours before kick-off shall be served in non-glass vessels. Patrons with drinks served in glassware indoors, who wish to move to the outdoor seating area shall have their drink transferred to a non-glass vessel before exiting.
15. 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.

Kind Regards,

Charlotte

PC Charlotte Bennett 3234AW | Hammersmith and Fulham | Police Licensing | Metropolitan Police

Email: Charlotte.Bennett@met.police.uk

FH Licensing Mailbox: AWMailbox-LicensingFH@met.police.uk

Licensing Team Mailbox: AWMailbox.Licensing@met.police.uk

From: [REDACTED]
Sent: 22 August 2025 09:55
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Comments for Licensing Application 2025/01009/LAPR

Thank you for your further information/explanations Matt.

I do not object to the granting of the licence as such but I do request that the committee considers adding further restrictions/conditions as follows

- The licenced hours should not extend beyond those in the council's policy (policy 3 - licencing hours) for a mixed-use area. For example, but not limited to these examples - late night refreshments are only included in the policy for Friday/Saturday/ Sunday and on Sunday are until 23.30. Off-licence alcohol sales are permitted daily until 23.00.
- There should be additional consideration of the location in terms of safety of pedestrians. The premises is on a narrow part of the pavement and adjacent to a zig-zag zone by a pedestrian crossing. The licensee activities create a potential hazard, and the licensee should have an explicit responsibility to ensure that their customers/delivery vehicles (ie uber-eats etc) do not obstruct the pavement or park illegally.
- The premises is close to Chelsea football club. My understanding is that it is normal for specific match day restrictions to apply to establishments in this area that sell alcohol.

Kind regards
[REDACTED]

From: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Sent: 20 August 2025 17:22
To: [REDACTED]
Subject: RE: Comments for Licensing Application 2025/01009/LAPR

Thanks for the reply [REDACTED] –

We would class it as such given the mix between commercial at street level and residential above.

Kind regards

Matt Tucker
Interim Licensing Policy and Administration Team Leader
Licensing
Place Department

Hammersmith & Fulham Council

T: 07778 966423

E: Matt.Tucker@lbhf.gov.uk

W: www.lbhf.gov.uk

From: [REDACTED]
Sent: 20 August 2025 17:20
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Comments for Licensing Application 2025/01009/LAPR

Thank you Matt, can you clarify if this is considered a mixed use area ?

From: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Sent: 20 August 2025 15:40
To: [REDACTED]
Subject: RE: Comments for Licensing Application 2025/01009/LAPR

Thanks [REDACTED] –

The activities sought were listed in the application form. However, for the avoidance of doubt, these are as follows:

- **The Provision of Late-Night Refreshment (Indoors Only):**
Monday to Sunday: 23:00 to 00:00.

Sections 3.12 to 3.20 of the Section 182 Guidance (the Guidance) https://assets.publishing.service.gov.uk/media/67b73b7b78dd6cacb71c6ac8/Revised_guidance_issued_under_section_182_of_the_Licensing_Act_2003_-_October+2024+_1_.pdf shows how late night refreshment is defined under the Licensing Act 2003 (the Act). In other words, hot food not served by way of a vending machine after 23:00 hours and, in this case, is inside the building only.

- **The Sale of Alcohol (On and Off the Premises):**
Monday to Sunday between 09:00 to 00:00.

This should be fairly self explanatory.

- **Proposed Opening Hours:**
Monday to Sunday between 07:00 to 00:00.

Given the above, alcohol sales would not be permitted between 07:00 to 08:59 each day.

- **Regarding the proposed model of the business, Page 2 of the application form already sent says the following:**

A small, independent restaurant committed to serving high-quality, freshly prepared food in a warm and welcoming setting. With a focus on carefully sourced ingredients and attention to detail, the menu offers a selection of flavourful dishes made with skill and care.

A reasonable reading of that statement, coupled with the activities sought for, is a restaurant serving alcohol from 09:00 to 00:00 and serving hot food from 07:00 to 22:59 (not licensable) and from 23:00 to 00:00 (licensable) every day. The Applicant does not need, under the Act, to go into any more detail regarding their commercial offer than they have already provided in their form.

- **With regards to the experience of the Applicant, the Act places no legal requirement for a minimum years of experience in alcohol sales. They merely have to have someone who possesses a personal licence so that there is a Designated Premises Supervisor (DPS) in place.**

If you feel, for whatever reason, that the Applicant should not be granted a licence, the onus is on you as a prospective objector to explain why. Again, any valid representations would need to be submitted to us, with reference to the licensing objectives, by midnight on 23 August 2025.

Kind regards

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

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

From: [REDACTED]
Sent: 20 August 2025 15:24
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: Comments for Licensing Application 2025/01009/LAPR

Many thanks Matt.

In order to be more specific, I think I need to understand more about the activities that the new licensee will be carrying out. The existing premises is effectively a coffee shop operating in the daytime and serving brunch type food. The licence application implies that the applicant's new business is similar, but this doesn't seem to make sense in terms of the requests made for hours and licence activity.

I think it is also relevant to understand the prior business activities of the applicant to gauge both the type of establishment being proposed and also the experience of the applicant.

Kind regards

[REDACTED]

From: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>

Sent: 13 August 2025 10:20

To: [REDACTED]

Subject: RE: Comments for Licensing Application 2025/01009/LAPR

Dear [REDACTED] – thanks for your comments/queries regarding the above.

I have attached a copy of the application and plan for your reference, which should provide some more context for you.

At some stage we had 510-512 listed on our systems. However, the Applicant has shown (by way of land registry) that their application only relates to 512.

If, following receipt of the application, you have any further comment to make, you have until midnight on 23 August 2025 to do so.

Kind regards

Matt Tucker

Interim Licensing Policy and Administration Team Leader

Licensing

Place Department

Hammersmith & Fulham Council

T: 07778 966423

E: Matt.Tucker@lbhf.gov.uk

W: www.lbhf.gov.uk

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>

Sent: 08 August 2025 15:53

To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>

Subject: Comments for Licensing Application 2025/01009/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below. Comments were submitted at 08/08/2025 3:53 PM from [REDACTED].

Application Summary

Address: 512 Fulham Road London SW6 5NJ

Proposal: Licensing Act - Premises Licence

Case Officer: Matt Tucker

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: 59 Felden Street London

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 08/08/2025 3:53 PM From the information provided it is not possible to understand the nature of the new venture. At the moment this premises is a coffee shop serving brunch etc and closing at 4.30 pm. No alcohol licence. The limited narrative implies the new venture is an extension (and also refers to 510 Fulham Road) but this does not make sense given the existing activities and hours. More information is requested as to the nature of the operation and the prior experience of the owner/responsible person. There are no conditions shown. I'd expect mandatory conditions but also conditions specific to this location. For example it is on the route to/from Chelsea football club, conditions should apply on match days. The premises is on a narrow footpath and adjacent to the zig-zag by a pedestrian crossing. Late night refreshment (11-12) is specified as indoors only, but how will the outdoor pavement space be used, if at all, up to 11pm ? How will safety be ensured with regard to takeaway vehicle parking ? It is assumed that this is a mixed use area. If this is the case, the hours should follow the council guidelines (eg Sunday late night refreshment ends 11.30pm). Finally, the area around Fulham Broadway/North End Road seems saturated with restaurants and late night refreshment establishments. It is hard to tell (hence my questions) if this operation offers something different or is similar to the other operations. If the latter, perhaps the committee could consider if they feel there is a need.

From: noreply@lbhf.gov.uk <noreply@lbhf.gov.uk>
Sent: 10 August 2025 12:43
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Comments for Licensing Application 2025/01009/LAPR

Comments summary

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below. Comments were submitted at 10/08/2025 12:43 PM from [REDACTED]

Application Summary

Address:	512 Fulham Road London SW6 5NJ
Proposal:	Licensing Act - Premises Licence
Case Officer:	Matt Tucker

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	31 Felden Street London

Comments Details

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

Reasons for comment:

Comments: 10/08/2025 12:43 PM I act on behalf of the Residents Association of two streets in SW6, Felden and Swift Streets. This premises is a coffee shop serving brunch etc and closing at 4.30 pm. There is no alcohol licence. The limited narrative implies the new application is for an extension (and also refers to 510 Fulham Road) but this does not make sense given the existing activities and hours. More information is requested as to the nature of the operation and the prior experience of the owner/responsible person. Also the premises is on a narrow footpath and adjacent to the zig-zag by a pedestrian crossing. Late night refreshment (11-12) is specified as indoors only, but how will the outdoor pavement space be used up to 11pm ? How will safety be ensured with regard to takeaway vehicle parking ? It is assumed that this is a mixed use area. If this is the case, the hours should follow the council guidelines (eg Sunday late night refreshment ends 11.30pm). Finally, the area around Fulham Broadway/North End Road seems saturated with restaurants and late night refreshment establishments. It is hard to tell if this operation offers something

different or is similar to the other operations. If the latter, perhaps the committee could consider if they feel there is a need.

From: Tucker Matt: H&F
Sent: 19 September 2025 10:53
Subject: 512 Fulham Road (New Premises Licence)

Dear Objectors –

I have been asked by the Applicant to convey a covering response and a list of conditions agreed with the Police.

Should the attached mitigate your concerns to the extent that you wish to withdraw your representation, 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
W: www.lbhf.gov.uk

From: Kotiva Legal <legal@kotiva.co.uk>
Sent: 19 September 2025 10:14
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/01009/LAPR 512 Fulham Road (New Premises Licence)

Dear Matt,

Thank you for your email and for confirming the timescales. Please accept my apologies for the delay in responding. I had believed I had already replied, however on checking my sent items it appears that my earlier draft remained unsent.

On behalf of my client, I would be grateful if you could cascade the following to the remaining representor:

We have carefully considered the comments raised. Whilst the representation is not in direct opposition to the application, it highlights certain concerns. A comprehensive suite of conditions has already been agreed with the Metropolitan Police Licensing Team, which directly address these points, including:

- **Nature of operation:** The premises will operate as a restaurant with alcohol strictly ancillary to food, no vertical drinking, and no bar area.
- **Hours:** The hours applied for are consistent with the council's Statement of Licensing Policy for a mixed-use area. Alcohol sales cease at 23:00 Sunday–Wednesday and at midnight Thursday–Saturday.
- **Match days:** Specific match day conditions include suspension of off-sales before kick-off, no alcohol promotions, and non-glass vessels in the outside area.
- **Public safety and pavement use:** Outdoor consumption will be restricted to a fixed licensed area with seated patrons only, monitored by staff to prevent obstruction of the pavement or pedestrian crossing.

We believe these conditions fully meet the concerns expressed and provide robust safeguards to promote all four licensing objectives. The Police are satisfied with the application on this basis.

In light of the above, we would respectfully ask the representor to consider whether they wish to withdraw their representation.

Kind regards

Bobby Nakum
Mobile: 07720252854

From: Charlotte.Bennett@met.police.uk <Charlotte.Bennett@met.police.uk>

Sent: 13 August 2025 12:02

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

Cc: legal@kotiva.co.uk

Subject: Premises Licence Application - Premises 512 Fulham Road London SW6 5NJ - 2025/01009/LAPR

Good Afternoon Licensing,

RE: Premises 512 Fulham Road London SW6 5NJ - 2025/01009/LAPR

Please see the below conditions agreed with the applicant in relation to the above new premises licence application. Applicant also copied in.

Licensable activities sought:

The Provision of Late-Night Refreshment – Both Indoors and Outdoors

Mondays to Sundays between 23:00 to 00:00

Thursdays to Saturdays between 23:00 to 00:00

The Sale of Alcohol - Both On and Off the Premises

Mondays to Sundays between 09:00 to 00:00

Sundays to Wednesdays between 09:00 to 23:00

Thursdays to Saturdays between 09:00 to 00:00

Proposed Opening Hours

Mondays to Sundays between 07:00 to 00:00

Sundays to Wednesdays between 07:00 to 23:00

Thursdays to Saturdays between 07:00 to 00:00

Proposed Conditions:

1. The premises shall operate primarily as a restaurant, with the sale or supply of alcohol being ancillary to the consumption of food on the premises. Alcohol may only be sold or supplied in conjunction with a food order. The food item may include a substantial meal or a small snack, provided it accompanies the alcohol and is consumed on the premises.
2. Alcohol sold for consumption off the premises shall be sold in sealed containers only and shall be ancillary to food purchased at the premises.
3. There shall be no vertical drinking, all alcohol must be consumed by a seated customer.
4. No bar area shall be provided. A service bar for staff only may be allowed but it must not be accessible to customers.

5. Alcohol consumed in the outside areas of the premises shall only be consumed by patrons seated at tables.
6. Staff shall ensure there is no outside drinking beyond the fixed area shown on the approved licence plan.
7. High Definition CCTV shall be installed, operated and maintained at all times that the premises are open for licensable activities and:
 - Shall be checked at least 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 conducting them shall be kept and made available to the Police and relevant authorities on request.
 - At least one camera will show a close up of the entrance and shall provide and capture a clear, full-length image of anyone entering the premises.
 - The system shall cover all internal and external areas of the premises where licensable activities take place.
 - Recordings shall be made in real-time, date and time-stamped, and stored for a minimum of 31 days.
 - CCTV footage shall be provided free of charge to the Police or relevant authorities within 24 hours of request.
 - A staff member conversant with the operation of the CCTV system shall be on the premises at all times. That person shall be capable of providing recent data footage to Police and authorised officers with minimal delay when requested, including the ability to reproduce footage almost instantaneously.
8. All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003 in terms of the four licensing objectives, offences committed under the Act, underage alcohol sales, drunk and disorderly behaviour, vigilance in preventing the use and sale of illegal drugs at the premises, violent and anti-social behaviour, protection of children and conditions of the Premises Licence. Written records of this training shall be retained and made available to police and authorised officers of the Licensing Authority on request.
9. A daily incident log shall be kept at the premises and made available on request to relevant authorities and Police. It shall include details of:
 - All crimes reported to the venue
 - All ejections of patrons
 - Any complaints received
 - Any incidents of disorder
 - Any seizures of drugs or offensive weapons
 - Any faults in the CCTV system
 - Any refusals of the sale of alcohol
 - Any visit by a relevant authority or emergency service
10. The premises shall operate a strict Challenge 25 age restricted sales policy, promoted through prominent display of appropriate signage. The staff shall

ensure that, before serving alcohol or other age-restricted goods to any person who appears under 25, staff request to see valid identification. All refusals will be logged.

Acceptable forms of ID are:

- Photographic PASS cards
- A passport
- A UK photo driving licence documenting the date of birth

11. The Premises shall have a policy in place to ensure the welfare and safeguarding of vulnerable patrons. All staff shall be trained to support and assist people who feel unsafe, vulnerable, or threatened. Any such incidents shall be recorded in the incident log. This safeguarding policy shall be available to Police or relevant authorities upon request.
12. When Chelsea Football Club are playing at home or on days when a Chelsea Victory Parade takes place, the premises shall not allow the sale of alcohol for consumption off the premises for a period of three hours before the kick off time. The premises should ensure that a suitable member of staff is monitoring customers who are entering the premises.
13. When Chelsea Football Club are playing at home or on days when a Chelsea Victory Parade takes place, no promotional materials or offers encouraging the sale or consumption of alcohol shall be displayed, advertised, or implemented indoors or outside the premises. This includes but is not limited to 'happy hour' deals, multi-buy offers, or discounted alcohol pricing. This restriction applies for the full trading day on all designated home fixtures.
14. On days when Chelsea Football Club are playing at home, or when a Chelsea victory parade takes place, all drinks sold for consumption in the outdoor seating area, three hours before kick-off shall be served in non-glass vessels. Patrons with drinks served in glassware indoors, who wish to move to the outdoor seating area shall have their drink transferred to a non-glass vessel before exiting.
15. 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.

Kind Regards,
Charlotte

PC Charlotte Bennett 3234AW | Hammersmith and Fulham | Police Licensing | Metropolitan Police

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Licensing Team Mailbox: AWMailbox.Licensing@met.police.uk