

**From:** Adrian Dear  
**Sent:** 12 November 2021 10:48  
**To:** Overton Adrian: H&F  
**Cc:** Charlotte Dexter  
**Subject:** Re: REPRESENTATION Lic/alcohol24/hr sales LAPR new application re 21 Effie Road Access Storage unit 4225 - 2021/01376/LAPR

Dear Mr Overton,

I also wish to object to this application for the reasons given in Charlotte's email below.

Adrian Dear  
Barclay Road  
SW6 1EJ

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**From:** Charlotte Dexter  
**Sent:** 11 November 2021 12:26  
**To:** Overton H&F  
**Cc:**  
**Subject:** REPRESENTATION Lic/alcohol24/hr sales LAPR new application re 21 Effie Road Access Storage unit 4225 - 2021/01376/LAPR

Dear Adrian Overton  
Ref: 2021/01376/LAPR

—NEW LICENSE: Not a 24-hr facility

I write to object to this application in full.

The address/building is not a 24-hr facility, as per LBHF Planning, as below. It is also not a bonded facility for customs/VAT issues related to alcohol. Most of the units are not temperature controlled nor ventilated.

— Operating plan?

I would like to see the operating plan to better understand things. Orders will be taken on the internet (remotely, one presumes), although it has been known for storage units on the ground floor and in the basement of this very facility at 21 Effie Road to be turned into windowless offices lacking both ventilation as well as heat, without planning permission, I might add.

—Amenity of neighbours, noise nuisance

In addition, were this new LAPR License application to be amended I feel it should be amended to very reasonable hours that would not compromise the amenity of those residents of Barclay Road whose houses back onto the Access Storage Site at 21 Effie Road.

Noise Nuisance from any type of vehicle and such vehicle's occupants, or even those coming on foot/bicycle to the address to load, unload, help with moving bottles etc, must not be allowed to shift goods outside after 7:30pm.

Sound echos very loudly behind our houses. We have experienced numerous noise nuisance problems over the years in this regard. Any license would need strict Noise

Nuisance Conditions on it to remind the License Holder of the acoustic challenges in this area and oblige her/him to take extra care with shifting goods outside the facility, on the site.

—Light spillage early evening

I would also bring to your attention the need for conditions regarding possible light spillage from windows of the unit facing the rear of our terrace. Only last night two windows were fully lit up and I had to pull curtains to avoid the light.

—Planning permission?

I do not know where unit 4225 is located but it might also need planning permission to operate as an office or to actually store bonded goods. Is it a bonded storage unit?

Does it have this permission? I raised further related points in my first paragraph.

—Further detail

We have children living in this terrace who go to bed at 7:30pm.

This terrace of houses is numbered 5,5a,7,9,11,13,15,17,19,21,23,25,27 Barclay Road.

We also have a newborn a few doors down from me who would be awoken by unnecessary nuisance.

—Finally,

will they be holding wine/liquor tastings and events in the unit or outside in the open loading area, and if so how will these be regulated regarding hours for such events and parking, ie lack thereof (there are only six official parking spots as per the latest VAR under consideration 2019/01157/VAR. Of course drinking and driving don't go together but again, best to spell these things out in Conditions. This loading area could not handle an onslaught of Ubers dropping people off for an event, for instance.

Thank you.

Charlotte Dexter

Barclay Rd

London SW6 1EJ

**From:** [noreply@lbhf.gov.uk](mailto:noreply@lbhf.gov.uk)

**Sent:** 16 November 2021 15:39

**To:** Asante William: H&F

**Subject:** Comments for Licensing Application 2021/01376/LAPR

### Comments summary

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

Comments were submitted at 16/11/2021 3:38 PM from Mr Simon Jones.

#### **Application Summary**

Address:	21 Effie Road London SW6 1EN
Proposal:	Licensing Act - Premises Licence
Case Officer:	Mr William Asante

[Click for further information](#)

#### **Customer Details**

Name:	Mr Simon Jones
Email:	
Address:	Effie Place London

#### **Comments Details**

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

Reasons for comment:

Comments: 16/11/2021 3:38 PM I do not support such a business at all that enables people to order alcohol 24 hours a day. Any civil society must have reasonable limits around the provision of alcohol. Pubs and night clubs operate at certain hours and we all know that people who have too much to drink create endless problems for others. In this case, providing alcohol to anyone in the middle of the night creates endless noise nuisance from mopeds and motorbikes around the corner from us. The end recipient of the alcohol can then perpetuate parties to the annoyance of their neighbours. Let's arrange a conference call with the applicant here to see how they propose to run this business. Without further information, I fully object.

Kind regards

**From:****Sent:** Monday, November 22, 2021 9:20:42 PM**To:** Overton Adrian: H&F <**Cc:** Licensing HF: H&F; Charlotte Dexter**Subject:** REPRESENTATION Lic/alcohol24/hr sales LAPR new application re 21 Effie Road Access Storage unit 4225 - 2021/01376/LAPR

Dear Mr Overton,

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Best Regards

Lissa Napolitano

Barclay Road

SW6 1EH

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Thank you.

Charlotte Dexter

Barclay Rd

London SW6 1EJ

**From:** KAREN POWNALL

**Sent:** Monday, November 22, 2021 4:45:52 PM

**To:** Overton Adrian: H&F

**Subject:** Representation Lic/Alcohol 24 hr sales LAPR new application re 21 Effie Road Access Storage

Dear Mr Overton

I am writing to object to this application. The address/building is not a 24 hour facility. It is a storage centre with some office space. Neither to my knowledge is it a bonded warehouse.

I am not sure what the applicant intends but we would want conditions on noise, light and deliveries/collections.

Noise - The area between the back of the odd numbered Barclay Road houses and Access Storage and BIM somehow amplifies sound so the noise of bottles being delivered or collected would be significant. In addition, how many customers would be coming and going? Where will they park?

Light - as a storage facility we are used to not having light spillage in to the backs of our houses where young children are sleeping. We would like this to be continued.

It would be helpful to know more about the applicant's intentions and what CONDITIONS your propose.

Kind regards  
Karen Pownall  
Barclay Road

**From:** Mary Ferguson  
**Sent:** 06 December 2021 21:16  
**To:** Licensing HF: H&F  
**Cc:** Overton Adrian: H&F  
**Subject:** ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

From: Guy Ferguson  
Address: Barclay Road SW6 1EJ  
Email:

ref: 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers

I oppose this application and ask the Licensing Committee not to grant the License. At the licensing hearing (date not yet set; zoom call), I give my permission for Charlotte Dexter or her representative, Barclay Road to represent me and take my 5 minutes to elaborate my and our concerns as Barclay Road Residents.

Our concerns relate to the four licensing objectives and we believe they are strong enough to refuse the License. Full stop.

The Access Storage facility backs on to the rear of the houses at 1-27 Barclay Road (shared long garden wall).

We suffer noise nuisance during the day and night from vehicular movements, but this facility closes at 6pm.

Were it to stay open 24 hours or any hours after 6pm, to allow for many deliveries per hour of bottles of alcohol, this would cause great noise nuisance, especially during sleeping hours for children, but also at any hour. The Licensing Objective, Protecting Children from Harm must be addressed here. I understand that Charlotte has been in contact with the Safeguarding Officer who has made a representation.

There is no planning permission for potentially high volumes of traffic at Access Storage, 21 Effie Road. In fact, it is required to follow strict LBHF Council environmental traffic objectives; no commuting but on foot or bicycle etc. There are no dedicated spaces for delivery scooters, a safety issue that should concern the Licensing Committee.

The Access Storage facility does not enjoy Planning Permission for 24 hour use. It has closed at 6pm for many years, and opened at 8am or 8:30. Hours are shorter on Sundays, and have been for many years. The Responsible Authority, Planning, is addressing this issue in a Representation.

The areas on all sides of the Access Storage facility are wholly or substantially residential.

1-27 Barclay Road with bedrooms to the rear, so facing Access Storage facility, Broadway Mansions on Effie Road with bedrooms to the rear ie facing Access Storage, flats in 11 Bank Buildings on Fulham Broadway with bedrooms to the rear, ie facing Access Storage. Flats in Argon Mews (new build) with bedrooms facing Access Storage.

The Licensing Policy of LBHF specifically states in Section 22 Consideration of our Residents:

**"22.3 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 in place by the applicant in order to ensure our residents are protected from the potential detrimental effects of any licensed premises."**

**On this point of highly dense residential area alone, we believe the License should be refused.**

**There are other storage/office facilities in Fulham that are in more developed business areas where the noise and nuisance would not be noticed as much by residents.**

The ingress/egress into 21 Effie Road, which is off Effie Road down a narrow single file alley-type drive, is very narrow and the outlook/angles are very dangerous. The Applicant has not addressed this important Public Safety issue.

I understand that my neighbour, Charlotte Dexter, asked, through the Licensing Officer, for an operating plan and a traffic/vehicular plan, but the Applicant did not contact her, nor supply it to the Licensing Officer. Lack of cooperation should be address by the Licensing Committee to the Applicant.

How can the Committee make a decision without a traffic plan and an 'click and deliver' operating plan (to understand how many deliveries will be made and at what times and thus the noise nuisance consequences and public safety consequences on the public highway at Effie Road and from Argon Mews with blind spots left and right out to Fulham Road)? This relates to two of the four Licensing objectives, namely Public Safety as well as Disorder in adjoining roads.

I understand that the Licensing Act of 2003 addresses actual physical Premises eg real public houses, hotels, restaurants, shops; it did not foresee the internet age, let alone online purchases and off Premises deliveries from 'ghost Premises'. All the more reason that the Licensing Committee must take into consideration the negative consequences for residents and the public realm in and around our residential area, of this type of 'click and deliver' business.

The business model of the Applicant (who runs similar businesses in Basingstoke) is about a potential customer running out of alcohol and ringing up to buy a few more bottles at double to triple the normal price, for quick delivery, and we assume, consumption. The Applicant cannot control the behavior of the customer drinking in any way. In a normal Premises, personnel are trained and alcohol can be refused, Police can be called, ambulances can be summoned.

If the Licensing Committee decides to grant the license, we ask for ONLY electric ie absolutely proven, silent vehicles to be used at any and all times, that deliveries be to residential and business addresses only, not parks, bus stops, playgrounds,



sports grounds or facilities, health clubs, tennis courts, schools, etc. That delivery drivers are prohibited from congregating in the loading bay area/entrance/exit into the facility.

We also suggest that CCTV should be inside the unit so that Police can regularly check what goes on in this 'ghost' Premises. The applicant is counting only on the CCTV of Access Storage which covers only hallways and exterior areas. That would be similar to only asking for CCTV outside a Licensed Premises. Licensed Premises need CCTV inside, just as is required in a pub, a shop etc.

Finally, we note that Deliveroo-type drivers are rarely official Personal License holders as defined by the 2003 Licensing Act.

They are not trained in recognizing the signs of drunk customers, nor checking ID, challenging age etc. They are not trained in refusing to hand over alcohol to drunk customers who have already paid for their order. Nor are they motivated to do so; 1) their job is to deliver, only. 2) why put yourself in danger with someone who is most likely intoxicated? This loophole in the 2003 Act requires very careful consideration of granting a license such as this one in this specific dense residential area of Effie Road/Barclay Road.

For this reason alone, the delivery personnel cannot meet the objectives of the Four Licensing Objectives because the delivery personell of the Applicant or of a third party have no obligation to uphold the Four Licensing Objectives.

Please refuse this Application 2021/01376/LAPR.

**From:** Anne Terrasse  
**Sent:** 06 December 2021 21:05  
**To:** Licensing HF: H&F; Overton Adrian: H&F  
**Cc:**  
**Subject:** ref: 2021/01376/LAPR 21 Effie Road SW6 1EN

SUBJECT: ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

To: [licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)

cc:

From: Anne Terrasse

Address: Barclay Road SW6 1EH

email:

ref: 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers

I oppose this application and ask the Licensing Committee not to grant the License. At the licensing hearing (date not yet set; zoom call), I give my permission for Charlotte Dexter or her representative, Barclay Road to represent me and take my 5 minutes to elaborate my and our concerns as Barclay Road Residents.

Our concerns relate to the four licensing objectives and we believe they are strong enough to refuse the License. Full stop.

The Access Storage facility backs on to the rear of the houses at 1-27 Barclay Road (shared long garden wall).

We suffer noise nuisance during the day and night from vehicular movements, but this facility closes at 6pm.

Were it to stay open 24 hours or any hours after 6pm, to allow for many deliveries per hour of bottles of alcohol, this would cause great noise nuisance, especially during sleeping hours for children, but also at any hour. The Licensing Objective, Protecting Children from Harm must be addressed here. I understand that Charlotte has been in contact with the Safeguarding Officer who has made a representation. There is no planning permission for potentially high volumes of traffic at Access Storage, 21 Effie Road. In fact, it is required to follow strict LBHF Council environmental traffic objectives; no commuting but on foot or bicycle etc. There are no dedicated spaces for delivery scooters, a safety issue that should concern the Licensing Committee.

The Access Storage facility does not enjoy Planning Permission for 24 hour use. It has closed at 6pm for many years, and opened at 8am or 8:30. Hours are shorter on Sundays, and have been for many years. The Responsible Authority, Planning, is addressing this issue in a Representation.

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**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 in place by the applicant in order to ensure our residents are protected from the potential detrimental effects of any licensed premises."**

**On this point of highly dense residential area alone, we believe the License should be refused.**

**There are other storage/office facilities in Fulham that are in more developed business areas where the noise and nuisance would not be noticed as much by residents.**

The ingress/egress into 21 Effie Road, which is off Effie Road down a narrow single file alley-type drive, is very narrow and the outlook/angles are very dangerous. The Applicant has not addressed this important Public Safety issue.

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How can the Committee make a decision without a traffic plan and a 'click and deliver' operating plan (to understand how many deliveries will be made and at what times and thus the noise nuisance consequences and public safety consequences on the public highway at Effie Road and from Argon Mews with blind spots left and right out to Fulham Road)? This relates to two of the four Licensing objectives, namely Public Safety as well as Disorder in adjoining roads.

I understand that the Licensing Act of 2003 addresses actual physical Premises eg real public houses, hotels, restaurants, shops; it did not foresee the internet age, let alone online purchases and off Premises deliveries from 'ghost Premises'.

All the more reason that the Licensing Committee must take into consideration the negative consequences for residents and the public realm in and around our residential area, of this type of 'click and deliver' business.

The business model of the Applicant (who runs similar businesses in Basingstoke) is about a potential customer running out of alcohol and ringing up to buy a few more bottles at double to triple the normal price, for quick delivery, and we assume, consumption. The Applicant cannot control the behavior of the customer drinking in any way. In a normal Premises, personnel are trained and alcohol can be refused, Police can be called, ambulances can be summoned.

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We also suggest that CCTV should be inside the unit so that Police can regularly check what goes on in this 'ghost' Premises. The applicant is counting only on the CCTV of Access Storage which covers only hallways and exterior areas. That would be similar to only asking for CCTV outside a Licensed Premises. Licensed Premises need CCTV inside, just as is required in a pub, a shop etc.

Finally, we note that Deliveroo-type drivers are rarely official Personal License holders as defined by the 2003 Licensing Act.

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Please refuse this Application 2021/01376/LAPR.

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Anne Terrasse

**From:** Roland Wells

**Sent:** 06 December 2021 15:19

**To:** Licensing HF: H&F

**Cc:** Overton Adrian: H&F; Charlotte Dexter

**Subject:** ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

Roland Wells

Address: Barclay Road, SW6 1EJ

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**From:** Paul Whitehouse  
**Sent:** 06 December 2021 14:25  
**To:** Licensing HF: H&F  
**Cc:** Overton Adrian: H&F  
**Subject:** ref: 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers

From: Paul Whitehouse  
Address: Barclay Road SW6 1EH  
email:

ref: 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers

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I understand that the Licensing Act of 2003 addresses actual physical Premises eg real public houses, hotels, restaurants, shops; it did not foresee the internet age, let alone online purchases and off Premises deliveries from 'ghost Premises'. All the more reason that the Licensing Committee must take into consideration the negative consequences for residents and the public realm in and around our residential area, of this type of 'click and deliver' business.

The business model of the Applicant (who runs similar businesses in Basingstoke) is about a potential customer running out of alcohol and ringing up to buy a few more bottles at double to triple the normal price, for quick delivery, and we assume, consumption. The Applicant cannot control the behavior of the customer drinking in any way. In a normal Premises, personnel are trained and alcohol can be refused, Police can be called, ambulances can be summoned.

If the Licensing Committee decides to grant the license, we ask for ONLY electric ie absolutely proven, silent vehicles to be used at any and all times, that deliveries be to residential and business addresses only, not parks, bus stops, playgrounds,

sports grounds or facilities, health clubs, tennis courts, schools, etc. That delivery drivers are prohibited from congregating in the loading bay area/entrance/exit into the facility.

We also suggest that CCTV should be inside the unit so that Police can regularly check what goes on in this 'ghost' Premises. The applicant is counting only on the CCTV of Access Storage which covers only hallways and exterior areas. That would be similar to only asking for CCTV outside a Licensed Premises. Licensed Premises need CCTV inside, just as is required in a pub, a shop etc.

Finally, we note that Deliveroo-type drivers are rarely official Personal License holders as defined by the 2003 Licensing Act.

They are not trained in recognizing the signs of drunk customers, nor checking ID, challenging age etc. They are not trained in refusing to hand over alcohol to drunk customers who have already paid for their order. Nor are they motivated to do so; 1) their job is to deliver, only. 2) why put yourself in danger with someone who is most likely intoxicated? This loophole in the 2003 Act requires very careful consideration of granting a license such as this one in this specific dense residential area of Effie Road/Barclay Road.

For this reason alone, the delivery personnel cannot meet the objectives of the Four Licensing Objectives because the delivery personell of the Applicant or of a third party have no obligation to uphold the Four Licensing Objectives.

Please refuse this Application 2021/01376/LAPR.

Yours sincerely

Paul Whitehouse

**From:** Tanya Kandel  
**Sent:** 06 December 2021 13:45  
**To:** Licensing HF: H&F  
**Cc:** Overton Adrian: H&F; Charlotte Dexter  
**Subject:** SUBJECT: ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

Dear Licensing and Adrian Overton

**Ref: 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers**

I oppose this application and ask the Licensing Committee not to grant the License. At the licensing hearing (date not yet set; zoom call), I give my permission for Charlotte Dexter or her representative, Barclay Road to represent me and take my 5 minutes to elaborate my and our concerns as Barclay Road Residents.

Our concerns relate to the four licensing objectives and we believe they are strong enough to refuse the License. Full stop.

The Access Storage facility backs on to the rear of the houses at 1-27 Barclay Road (shared long garden wall).

They suffer noise nuisance during the day and night from vehicular movements, but this facility closes at 6pm.

Were it to stay open 24 hours or any hours after 6pm, to allow for many deliveries per hour of bottles of alcohol, this would cause great noise nuisance, especially during sleeping hours for children, but also at any hour. The Licensing Objective, Protecting Children from Harm must be addressed here. I understand that Charlotte has been in contact with the Safeguarding Officer who has made a representation.

There is no planning permission for potentially high volumes of traffic at Access Storage, 21 Effie Road. In fact, it is required to follow strict LBHF Council environmental traffic objectives; no commuting but on foot or bicycle etc. There are no dedicated spaces for delivery scooters, a safety issue that should concern the Licensing Committee.

The Access Storage facility does not enjoy Planning Permission for 24-hour use. It has closed at 6pm for many years, and opened at 8am or 8:30. Hours are shorter on Sundays, and have been for many years. The Responsible Authority, Planning, is addressing this issue in a Representation.

The areas on all sides of the Access Storage facility are wholly or substantially residential.

1-27 Barclay Road with bedrooms to the rear, so facing Access Storage facility, Broadway Mansions on Effie Road with bedrooms to the rear ie facing Access Storage, flats in 11 Bank Buildings on Fulham Broadway with bedrooms to the rear, ie facing Access Storage. Flats in Argon Mews (new build) with bedrooms facing Access Storage.

The Licensing Policy of LBHF specifically states in Section 22 Consideration of our Residents:

**"22.3 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 in place by the applicant in order to ensure our residents are protected from the potential detrimental effects of any licensed premises."**

**On this point of highly dense residential area alone, we believe the License should be refused.**

**There are other storage/office facilities in Fulham that are in more developed business areas where the noise and nuisance would not be noticed as much by residents.**

The ingress/egress into 21 Effie Road, which is off Effie Road down a narrow single file alley-type drive, is very narrow and the outlook/angles are very dangerous. The Applicant has not addressed this important Public Safety issue.

I understand that my neighbour, Charlotte Dexter, asked, through the Licensing Officer, for an operating plan and a traffic/vehicular plan, but the Applicant did not contact her, nor supply it to the Licensing Officer. Lack of cooperation should be address by the Licensing Committee to the Applicant.

How can the Committee make a decision without a traffic plan and an 'click and deliver' operating plan (to understand how many deliveries will be made and at what times and thus the noise nuisance consequences and public safety consequences on the public highway at Effie Road and from Argon Mews with blind spots left and right out to Fulham Road)? This relates to two of the four Licensing objectives, namely Public Safety as well as Disorder in adjoining roads.

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The business model of the Applicant (who runs similar businesses in Basingstoke) is about a potential customer running out of alcohol and ringing up to buy a few more bottles at double to triple the normal price, for quick delivery, and we assume, consumption. The Applicant cannot control the behaviour of the customer drinking in any way. In a normal Premises, personnel are trained and alcohol can be refused, Police can be called, ambulances can be summoned.

If the Licensing Committee decides to grant the license, we ask for ONLY electric ie absolutely proven, silent vehicles to be used at any and all times, that deliveries be to residential and business addresses only, not parks, bus stops, playgrounds, sports grounds or facilities, health clubs, tennis courts, schools, etc. That delivery

drivers are prohibited from congregating in the loading bay area/entrance/exit into the facility.

We also suggest that CCTV should be inside the unit so that Police can regularly check what goes on in this 'ghost' Premises. The applicant is counting only on the CCTV of Access Storage which covers only hallways and exterior areas. That would be similar to only asking for CCTV outside a Licensed Premises. Licensed Premises need CCTV inside, just as is required in a pub, a shop etc.

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For this reason alone, the delivery personnel cannot meet the objectives of the Four Licensing Objectives because the delivery personnel of the Applicant or of a third party have no obligation to uphold the Four Licensing Objectives.

Please refuse this Application 2021/01376/LAPR.

Thanks in advance for your help with this.

Tanya Kandel (Barclay Road, SW6 1EH)

**From:** Broadfield, Jasmine  
**Sent:** 06 December 2021 12:54  
**To:** Licensing HF: H&F  
**Cc:** Overton Adrian: H&F  
**Subject:** ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

From: Jasmine Broadfield  
Address: Barclay Road, SW6 1EJ  
Email:

Ref: 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers

**I oppose this application and ask the Licensing Committee not to grant the License.** At the licensing hearing (date not yet set; zoom call), I give my permission for Charlotte Dexter or her representative, Barclay Road to represent me and take my 5 minutes to elaborate my and our concerns as Barclay Road Residents.

Our concerns relate to the four licensing objectives and we believe they are strong enough to refuse the License.

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There is no planning permission for potentially high volumes of traffic at Access Storage, 21 Effie Road. In fact, it is required to follow strict LBHF Council environmental traffic objectives; no commuting but on foot or bicycle etc. There are no dedicated spaces for delivery scooters, a safety issue that should concern the Licensing Committee.

The Access Storage facility does not enjoy Planning Permission for 24 hour use. It has closed at 6pm for many years, and opened at 8am or 8:30. Hours are shorter on Sundays, and have been for many years. The Responsible Authority, Planning, is addressing this issue in a Representation.

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**On this point of highly dense residential area alone, we believe the License should be refused.**

**There are other storage/office facilities in Fulham that are in more developed business areas where the noise and nuisance would not be noticed as much by residents.**

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How can the Committee make a decision without a traffic plan and an 'click and deliver' operating plan (to understand how many deliveries will be made and at what times and thus the noise nuisance consequences and public safety consequences on the public highway at Effie Road and from Argon Mews with blind spots left and right out to Fulham Road)? This relates to two of the four Licensing objectives, namely Public Safety as well as Disorder in adjoining roads.

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The business model of the Applicant (who runs similar businesses in Basingstoke) is about a potential customer running out of alcohol and ringing up to buy a few more bottles at double to triple the normal price, for quick delivery, and we assume, consumption. The Applicant cannot control the behavior of the customer drinking in any way. In a normal Premises, personnel are trained and alcohol can be refused, Police can be called, ambulances can be summoned.

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For this reason alone, the delivery personnel cannot meet the objectives of the Four Licensing Objectives because the delivery personell of the Applicant or of a third party have no obligation to uphold the Four Licensing Objectives.

Please refuse this Application 2021/01376/LAPR.

Thanks,  
Jasmine

—

**Jasmine Broadfield**  
Senior MBA Recruiter  
London, United Kingdom



**From:** Adrian Dear  
**Sent:** 06 December 2021 09:44  
**To:** Licensing HF: H&F; Overton Adrian: H&F  
**Cc:** Charlotte Murray  
**Subject:** 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers

From: Adrian Dear  
Address: Barclay Road SW6 1EJ  
email:

**ref: 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers**

I oppose this application and ask the Licensing Committee not to grant the License. At the licensing hearing (date not yet set; zoom call), I give my permission for Charlotte Dexter or her representative, Barclay Road to represent me and take my 5 minutes to elaborate my and our concerns as Barclay Road Residents.

Our concerns relate to the four licensing objectives and we believe they are strong enough to refuse the License. Full stop.

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How can the Committee make a decision without a traffic plan and an 'click and deliver' operating plan (to understand how many deliveries will be made and at what times and thus the noise nuisance consequences and public safety consequences on the public highway at Effie Road and from Argon Mews with blind spots left and right out to Fulham Road)? This relates to two of the four Licensing objectives, namely Public Safety as well as Disorder in adjoining roads.

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The business model of the Applicant (who runs similar businesses in Basingstoke) is about a potential customer running out of alcohol and ringing up to buy a few more bottles at double to triple the normal price, for quick delivery, and we assume, consumption. The Applicant cannot control the behavior of the customer drinking in any way. In a normal Premises, personnel are trained and alcohol can be refused, Police can be called, ambulances can be summoned.

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For this reason alone, the delivery personnel cannot meet the objectives of the Four Licensing Objectives because the delivery personell of the Applicant or of a third party have no obligation to uphold the Four Licensing Objectives.

Please refuse this Application 2021/01376/LAPR.

Adrian Dear

**From:** Kira Taylor  
**Sent:** 05 December 2021 23:08  
**To:** Licensing HF: H&F  
**Cc:** Overton Adrian: H&F; Charlotte Dexter  
**Subject:** ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

From: Kira Taylor  
Address: Barclay Road SW6 1EH  
email:

ref: 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers

I oppose this application and ask the Licensing Committee not to grant the License. At the licensing hearing (date not yet set; zoom call), I give my permission for Charlotte Dexter or her representative, Barclay Road to represent me and take my 5 minutes to elaborate my and our concerns as Barclay Road Residents.

Our concerns relate to the four licensing objectives and we believe they are strong enough to refuse the License. Full stop.

The Access Storage facility backs on to the rear of the houses at [1-27 Barclay Road](#) (shared long garden wall).

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There is no planning permission for potentially high volumes of traffic at Access Storage, 21 Effie Road. In fact, it is required to follow strict LBHF Council environmental traffic objectives; no commuting but on foot or bicycle etc. There are no dedicated spaces for delivery scooters, a safety issue that should concern the Licensing Committee.

The Access Storage facility does not enjoy Planning Permission for 24 hour use. It has closed at 6pm for many years, and opened at 8am or 8:30. Hours are shorter on Sundays, and have been for many years. The Responsible Authority, Planning, is addressing this issue in a Representation.

The areas on all sides of the Access Storage facility are wholly or substantially residential.

[1-27 Barclay Road](#) with bedrooms to the rear, so facing Access Storage facility, Broadway Mansions on Effie Road with bedrooms to the rear ie facing Access Storage, flats in 11 Bank Buildings on Fulham Broadway with bedrooms to the rear,

ie facing Access Storage. Flats in Argon Mews (new build) with bedrooms facing Access Storage.

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**On this point of highly dense residential area alone, we believe the License should be refused.**

**There are other storage/office facilities in Fulham that are in more developed business areas where the noise and nuisance would not be noticed as much by residents.**

The ingress/egress into [21 Effie Road](#), which is off Effie Road down a narrow single file alley-type drive, is very narrow and the outlook/angles are very dangerous. The Applicant has not addressed this important Public Safety issue.

I understand that my neighbour, Charlotte Dexter, asked, through the Licensing Officer, for an operating plan and a traffic/vehicular plan, but the Applicant did not contact her, nor supply it to the Licensing Officer. Lack of cooperation should be address by the Licensing Committee to the Applicant.

How can the Committee make a decision without a traffic plan and an 'click and deliver' operating plan (to understand how many deliveries will be made and at what times and thus the noise nuisance consequences and public safety consequences on the public highway at Effie Road and from Argon Mews with blind spots left and right out to Fulham Road)? This relates to two of the four Licensing objectives, namely Public Safety as well as Disorder in adjoining roads.

I understand that the Licensing Act of 2003 addresses actual physical Premises eg real public houses, hotels, restaurants, shops; it did not foresee the internet age, let alone online purchases and off Premises deliveries from 'ghost Premises'. All the more reason that the Licensing Committee must take into consideration the negative consequences for residents and the public realm in and around our residential area, of this type of 'click and deliver' business.

The business model of the Applicant (who runs similar businesses in Basingstoke) is about a potential customer running out of alcohol and ringing up to buy a few more bottles at double to triple the normal price, for quick delivery, and we assume, consumption. The Applicant cannot control the behavior of the customer drinking in any way. In a normal Premises, personnel are trained and alcohol can be refused, Police can be called, ambulances can be summoned.

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For this reason alone, the delivery personnel cannot meet the objectives of the Four Licensing Objectives because the delivery personell of the Applicant or of a third party have no obligation to uphold the Four Licensing Objectives.

Please refuse this Application 2021/01376/LAPR.

Yours faithfully,

Kira Taylor

**From:**

**Sent:** 05 December 2021 22:39

**To:** Licensing HF: H&F; Overton Adrian: H&F;

**Subject:** ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

From: Francesca Stratton

Address: Barclay Road SW6 1EH

email:

ref: 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers

I oppose this application and ask the Licensing Committee not to grant the License. At the licensing hearing (date not yet set; zoom call), I give my permission for Charlotte Dexter or her representative, Barclay Road to represent me and take my 5 minutes to elaborate my and our concerns as Barclay Road Residents.

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I understand that the Licensing Act of 2003 addresses actual physical Premises eg real public houses, hotels, restaurants, shops; it did not foresee the internet age, let alone online purchases and off Premises deliveries from 'ghost Premises'. All the more reason that the Licensing Committee must take into consideration the negative consequences for residents and the public realm in and around our residential area, of this type of 'click and deliver' business.

The business model of the Applicant (who runs similar businesses in Basingstoke) is about a potential customer running out of alcohol and ringing up to buy a few more bottles at double to triple the normal price, for quick delivery, and we assume, consumption. The Applicant cannot control the behavior of the customer drinking in any way. In a normal Premises, personnel are trained and alcohol can be refused, Police can be called, ambulances can be summoned.

If the Licensing Committee decides to grant the license, we ask for ONLY electric ie absolutely proven, silent vehicles to be used at any and all times, that deliveries be to residential and business addresses only, not parks, bus stops, playgrounds, sports grounds or facilities, health clubs, tennis courts, schools, etc. That delivery



drivers are prohibited from congregating in the loading bay area/entrance/exit into the facility.

We also suggest that CCTV should be inside the unit so that Police can regularly check what goes on in this 'ghost' Premises. The applicant is counting only on the CCTV of Access Storage which covers only hallways and exterior areas. That would be similar to only asking for CCTV outside a Licensed Premises. Licensed Premises need CCTV inside, just as is required in a pub, a shop etc.

Finally, we note that Deliveroo-type drivers are rarely official Personal License holders as defined by the 2003 Licensing Act.

They are not trained in recognizing the signs of drunk customers, nor checking ID, challenging age etc. They are not trained in refusing to hand over alcohol to drunk customers who have already paid for their order. Nor are they motivated to do so; 1) their job is to deliver, only. 2) why put yourself in danger with someone who is most likely intoxicated? This loophole in the 2003 Act requires very careful consideration of granting a license such as this one in this specific dense residential area of Effie Road/Barclay Road.

For this reason alone, the delivery personnel cannot meet the objectives of the Four Licensing Objectives because the delivery personell of the Applicant or of a third party have no obligation to uphold the Four Licensing Objectives.

Please refuse this Application 2021/01376/LAPR.

**From:** Thomas Railhac  
**Sent:** 05 December 2021 20:30  
**To:** Licensing HF: H&F; Overton Adrian: H&F  
**Cc:** Emilie Railhac  
**Subject:** SUBJECT: ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

SUBJECT: ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

To: [licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)

cc:

cc:

From: Thomas & Emilie Railhac  
Address: Barclay Road SW6 1EJ/EH  
email:

ref: 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers

I oppose this application and ask the Licensing Committee not to grant the License. At the licensing hearing (date not yet set; zoom call), I give my permission for Charlotte Dexter or her representative, Barclay Road to represent me and take my 5 minutes to elaborate my and our concerns as Barclay Road Residents.

Our concerns relate to the four licensing objectives and we believe they are strong enough to refuse the License. Full stop.

The Access Storage facility backs on to the rear of the houses at 1-27 Barclay Road (shared long garden wall).

We suffer noise nuisance during the day and night from vehicular movements, but this facility closes at 6pm.

Were it to stay open 24 hours or any hours after 6pm, to allow for many deliveries per hour of bottles of alcohol, this would cause great noise nuisance, especially during sleeping hours for children, but also at any hour. The Licensing Objective, Protecting Children from Harm must be addressed here. I understand that Charlotte has been in contact with the Safeguarding Officer who has made a representation.

There is no planning permission for potentially high volumes of traffic at Access Storage, 21 Effie Road. In fact, it is required to follow strict LBHF Council environmental traffic objectives; no commuting but on foot or bicycle etc. There are no dedicated spaces for delivery scooters, a safety issue that should concern the Licensing Committee.

The Access Storage facility does not enjoy Planning Permission for 24 hour use. It has closed at 6pm for many years, and opened at 8am or 8:30. Hours are shorter on Sundays, and have been for many years. The Responsible Authority, Planning, is addressing this issue in a Representation.

The areas on all sides of the Access Storage facility are wholly or substantially residential.

1-27 Barclay Road with bedrooms to the rear, so facing Access Storage facility, Broadway Mansions on Effie Road with bedrooms to the rear ie facing Access Storage, flats in 11 Bank Buildings on Fulham Broadway with bedrooms to the rear, ie facing Access Storage. Flats in Argon Mews (new build) with bedrooms facing Access Storage.

The Licensing Policy of LBHF specifically states in Section 22 Consideration of our Residents:

**"22.3 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 in place by the applicant in order to ensure our residents are protected from the potential detrimental effects of any licensed premises."**

**On this point of highly dense residential area alone, we believe the License should be refused.**

**There are other storage/office facilities in Fulham that are in more developed business areas where the noise and nuisance would not be noticed as much by residents.**

The ingress/egress into 21 Effie Road, which is off Effie Road down a narrow single file alley-type drive, is very narrow and the outlook/angles are very dangerous. The Applicant has not addressed this important Public Safety issue.

I understand that my neighbour, Charlotte Dexter, asked, through the Licensing Officer, for an operating plan and a traffic/vehicular plan, but the Applicant did not contact her, nor supply it to the Licensing Officer. Lack of cooperation should be address by the Licensing Committee to the Applicant.

How can the Committee make a decision without a traffic plan and an 'click and deliver' operating plan (to understand how many deliveries will be made and at what times and thus the noise nuisance consequences and public safety consequences on the public highway at Effie Road and from Argon Mews with blind spots left and right out to Fulham Road)? This relates to two of the four Licensing objectives, namely Public Safety as well as Disorder in adjoining roads.

I understand that the Licensing Act of 2003 addresses actual physical Premises eg real public houses, hotels, restaurants, shops; it did not foresee the internet age, let alone online purchases and off Premises deliveries from 'ghost Premises'. All the more reason that the Licensing Committee must take into consideration the negative consequences for residents and the public realm in and around our residential area, of this type of 'click and deliver' business.

The business model of the Applicant (who runs similar businesses in Basingstoke) is about a potential customer running out of alcohol and ringing up to buy a few more bottles at double to triple the normal price, for quick delivery, and we assume,

consumption. The Applicant cannot control the behavior of the customer drinking in any way. In a normal Premises, personnel are trained and alcohol can be refused, Police can be called, ambulances can be summoned.

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For this reason alone, the delivery personnel cannot meet the objectives of the Four Licensing Objectives because the delivery personell of the Applicant or of a third party have no obligation to uphold the Four Licensing Objectives.

Please refuse this Application 2021/01376/LAPR.

Thomas Railhac

**From:**

**Sent:** 05 December 2021 20:25

**To:** Licensing HF: H&F; Overton Adrian: H&F

**Cc:**

**Subject:** ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

From: Laura s Kennedy

Address: Barclay Road SW6 1EJ/EH

email:

ref: 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers

I oppose this application and ask the Licensing Committee not to grant the License. At the licensing hearing (date not yet set; zoom call), I give my permission for Charlotte Dexter or her representative, Barclay Road to represent me and take my 5 minutes to elaborate my and our concerns as Barclay Road Residents.

Our concerns relate to the four licensing objectives and we believe they are strong enough to refuse the License. Full stop.

The Access Storage facility backs on to the rear of the houses at 1-27 Barclay Road (shared long garden wall).

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There is no planning permission for potentially high volumes of traffic at Access Storage, 21 Effie Road. In fact, it is required to follow strict LBHF Council environmental traffic objectives; no commuting but on foot or bicycle etc. There are no dedicated spaces for delivery scooters, a safety issue that should concern the Licensing Committee.

The Access Storage facility does not enjoy Planning Permission for 24 hour use. It has closed at 6pm for many years, and opened at 8am or 8:30. Hours are shorter on Sundays, and have been for many years. The Responsible Authority, Planning, is addressing this issue in a Representation.

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The Licensing Policy of LBHF specifically states in Section 22 Consideration of our Residents:

**"22.3 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 in place by the applicant in order to ensure our residents are protected from the potential detrimental effects of any licensed premises."**

**On this point of highly dense residential area alone, we believe the License should be refused.**

**There are other storage/office facilities in Fulham that are in more developed business areas where the noise and nuisance would not be noticed as much by residents.**

The ingress/egress into 21 Effie Road, which is off Effie Road down a narrow single file alley-type drive, is very narrow and the outlook/angles are very dangerous. The Applicant has not addressed this important Public Safety issue.

I understand that my neighbour, Charlotte Dexter, asked, through the Licensing Officer, for an operating plan and a traffic/vehicular plan, but the Applicant did not contact her, nor supply it to the Licensing Officer. Lack of cooperation should be address by the Licensing Committee to the Applicant.

How can the Committee make a decision without a traffic plan and an 'click and deliver' operating plan (to understand how many deliveries will be made and at what times and thus the noise nuisance consequences and public safety consequences on the public highway at Effie Road and from Argon Mews with blind spots left and right out to Fulham Road)? This relates to two of the four Licensing objectives, namely Public Safety as well as Disorder in adjoining roads.

I understand that the Licensing Act of 2003 addresses actual physical Premises eg real public houses, hotels, restaurants, shops; it did not foresee the internet age, let alone online purchases and off Premises deliveries from 'ghost Premises'. All the more reason that the Licensing Committee must take into consideration the negative consequences for residents and the public realm in and around our residential area, of this type of 'click and deliver' business.

The business model of the Applicant (who runs similar businesses in Basingstoke) is about a potential customer running out of alcohol and ringing up to buy a few more bottles at double to triple the normal price, for quick delivery, and we assume, consumption. The Applicant cannot control the behavior of the customer drinking in any way. In a normal Premises, personnel are trained and alcohol can be refused, Police can be called, ambulances can be summoned.

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sports grounds or facilities, health clubs, tennis courts, schools, etc. That delivery drivers are prohibited from congregating in the loading bay area/entrance/exit into the facility.

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Finally, we note that Deliveroo-type drivers are rarely official Personal License holders as defined by the 2003 Licensing Act.

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For this reason alone, the delivery personnel cannot meet the objectives of the Four Licensing Objectives because the delivery personell of the Applicant or of a third party have no obligation to uphold the Four Licensing Objectives.

Please refuse this Application 2021/01376/LAPR.

**From:** Philippa Hawkins  
**Sent:** 05 December 2021 13:14  
**To:** Licensing HF: H&F  
**Cc:** Overton Adrian: H&F; Charlotte Dexter  
**Subject:** ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

**SUBJECT:**

From: Philippa Hawkins  
Address: Barclay Road SW6 1EJ (co-owner, not current tenant)  
[email:](#)

**ref: 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers**

I oppose this application and ask the Licensing Committee not to grant the License. At the licensing hearing (date not yet set; zoom call), I give my permission for Charlotte Dexter or her representative, Barclay Road to represent me and take my 5 minutes to elaborate my and our concerns as Barclay Road Residents.

Our concerns relate to the four licensing objectives and we believe they are strong enough to refuse the License. Full stop.

The Access Storage facility backs on to the rear of the houses at 1-27 Barclay Road (shared long garden wall).

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There is no planning permission for potentially high volumes of traffic at Access Storage, 21 Effie Road. In fact, it is required to follow strict LBHF Council environmental traffic objectives; no commuting but on foot or bicycle etc. There are no dedicated spaces for delivery scooters, a safety issue that should concern the Licensing Committee.

The Access Storage facility does not enjoy Planning Permission for 24 hour use. It has closed at 6pm for many years, and opened at 8am or 8:30. Hours are shorter on Sundays, and have been for many years. The Responsible Authority, Planning, is addressing this issue in a Representation.

The areas on all sides of the Access Storage facility are wholly or substantially residential.

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**On this point of highly dense residential area alone, we believe the License should be refused.**

**There are other storage/office facilities in Fulham that are in more developed business areas where the noise and nuisance would not be noticed as much by residents.**

The ingress/egress into 21 Effie Road, which is off Effie Road down a narrow single file alley-type drive, is very narrow and the outlook/angles are very dangerous. The Applicant has not addressed this important Public Safety issue.

I understand that my neighbour, Charlotte Dexter, asked, through the Licensing Officer, for an operating plan and a traffic/vehicular plan, but the Applicant did not contact her, nor supply it to the Licensing Officer. Lack of cooperation should be address by the Licensing Committee to the Applicant.

How can the Committee make a decision without a traffic plan and an 'click and deliver' operating plan (to understand how many deliveries will be made and at what times and thus the noise nuisance consequences and public safety consequences on the public highway at Effie Road and from Argon Mews with blind spots left and right out to Fulham Road)? This relates to two of the four Licensing objectives, namely Public Safety as well as Disorder in adjoining roads.

I understand that the Licensing Act of 2003 addresses actual physical Premises eg real public houses, hotels, restaurants, shops; it did not foresee the internet age, let alone online purchases and off Premises deliveries from 'ghost Premises'. All the more reason that the Licensing Committee must take into consideration the negative consequences for residents and the public realm in and around our residential area, of this type of 'click and deliver' business.

The business model of the Applicant (who runs similar businesses in Basingstoke) is about a potential customer running out of alcohol and ringing up to buy a few more bottles at double to triple the normal price, for quick delivery, and we assume, consumption. The Applicant cannot control the behavior of the customer drinking in any way. In a normal Premises, personnel are trained and alcohol can be refused, Police can be called, ambulances can be summoned.

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**For this reason alone, the delivery personnel cannot meet the objectives of the Four Licensing Objectives because the delivery personell of the Applicant or of a third party have no obligation to uphold the Four Licensing Objectives.**

**Please refuse this Application 2021/01376/LAPR.**

**From:** Fleur Collyer  
**Sent:** 05 December 2021 10:45  
**To:** Licensing HF: H&F  
**Cc:** Overton Adrian: H&F; Charlotte Dexter  
**Subject:** ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

From: Fleur Collyer  
Address: Barclay Road SW6 1EJ/EH  
email:

ref: 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers

I oppose this application and ask the Licensing Committee not to grant the License. At the licensing hearing (date not yet set; zoom call), I give my permission for Charlotte Dexter or her representative, Barclay Road to represent me and take my 5 minutes to elaborate my and our concerns as Barclay Road Residents.

Our concerns relate to the four licensing objectives and we believe they are strong enough to refuse the License. Full stop.

The Access Storage facility backs on to the rear of the houses at 1-27 Barclay Road (shared long garden wall). We suffer noise nuisance during the day and night from vehicular movements, but this facility closes at 6pm. Were it to stay open 24 hours or any hours after 6pm, to allow for many deliveries per hour of bottles of alcohol, this would cause great noise nuisance, especially during sleeping hours for children, but also at any hour. The Licensing Objective, Protecting Children from Harm must be addressed here. I understand that Charlotte has been in contact with the Safeguarding Officer who has made a representation.

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The Access Storage facility does not enjoy Planning Permission for 24 hour use. It has closed at 6pm for many years, and opened at 8am or 8:30. Hours are shorter on Sundays, and have been for many years. The Responsible Authority, Planning, is addressing this issue in a Representation.

The areas on all sides of the Access Storage facility are wholly or substantially residential.

1-27 Barclay Road with bedrooms to the rear, so facing Access Storage facility, Broadway Mansions on Effie Road with bedrooms to the rear ie facing Access Storage, flats in 11 Bank Buildings on Fulham Broadway with bedrooms to the rear,

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**On this point of highly dense residential area alone, we believe the License should be refused.**

**There are other storage/office facilities in Fulham that are in more developed business areas where the noise and nuisance would not be noticed as much by residents.**

The ingress/egress into 21 Effie Road, which is off Effie Road down a narrow single file alley-type drive, is very narrow and the outlook/angles are very dangerous. The Applicant has not addressed this important Public Safety issue.

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How can the Committee make a decision without a traffic plan and an 'click and deliver' operating plan (to understand how many deliveries will be made and at what times and thus the noise nuisance consequences and public safety consequences on the public highway at Effie Road and from Argon Mews with blind spots left and right out to Fulham Road)? This relates to two of the four Licensing objectives, namely Public Safety as well as Disorder in adjoining roads.

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The business model of the Applicant (who runs similar businesses in Basingstoke) is about a potential customer running out of alcohol and ringing up to buy a few more bottles at double to triple the normal price, for quick delivery, and we assume, consumption. The Applicant cannot control the behavior of the customer drinking in any way. In a normal Premises, personnel are trained and alcohol can be refused, Police can be called, ambulances can be summoned.

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Please refuse this Application 2021/01376/LAPR.

Fleur Collyer

**From:** Florian Härb  
**Sent:** 05 December 2021 10:21  
**To:** Licensing HF: H&F  
**Cc:** Overton Adrian: H&F  
**Subject:** Ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

From: Florian Haerb  
Address: Barclay Road SW6 1EJ  
email:

I oppose this application and ask the Licensing Committee not to grant the License. At the licensing hearing (date not yet set; zoom call), I give my permission for Charlotte Dexter or her representative, Barclay Road to represent me and take my 5 minutes to elaborate my and our concerns as Barclay Road Residents.

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We also suggest that CCTV should be inside the unit so that Police can regularly check what goes on in these 'ghost' Premises. The applicant is counting only on the CCTV of Access Storage which covers only hallways and exterior areas. That would be similar to only asking for CCTV outside a Licensed Premises. Licensed Premises need CCTV inside, just as is required in a pub, a shop etc.

Finally, we note that Deliveroo-type drivers are rarely official Personal License holders as defined by the 2003 Licensing Act. They are not trained in recognizing the signs of drunk customers, nor checking ID, challenging age etc. They are not trained in refusing to hand over alcohol to drunk customers who have already paid for their order. Nor are they motivated to do so; 1)their job is to deliver, only. 2) why put yourself in danger with someone who is most likely intoxicated? This loophole in the 2003 Act requires very careful consideration of granting a license such as this one in this specific dense residential area of Effie Road/Barclay Road.

For this reason alone, the delivery personnel cannot meet the objectives of the Four Licensing Objectives because the delivery personell of the Applicant or of a third party have no obligation to uphold the Four Licensing Objectives.

Please refuse this Application 2021/01376/LAPR.

Yours sincerely,  
Florian Haerb  
**Dr. Florian Härb**



**From:** Alexander Hare

**Sent:** 07 December 2021 13:08

**To:** Licensing HF: H&F; Overton Adrian: H&F

**Cc:** Charlotte Dexter

**Subject:** ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

From: Alexander Thornton Hare

Address: Barclay Road SW6 1EH

email:

ref: 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers

I oppose this application and ask the Licensing Committee not to grant the License. At the licensing hearing (date not yet set; zoom call), I give my permission for Charlotte Dexter or her representative, Barclay Road to represent me and take my 5 minutes to elaborate my and our concerns as Barclay Road Residents.

Our concerns relate to the four licensing objectives and we believe they are strong enough to refuse the License. Full stop.

The Access Storage facility backs on to the rear of the houses at 1-27 Barclay Road (shared long garden wall).

We suffer noise nuisance during the day and night from vehicular movements, but this facility closes at 6pm.

Were it to stay open 24 hours or any hours after 6pm, to allow for many deliveries per hour of bottles of alcohol, this would cause great noise nuisance, especially during sleeping hours for children, but also at any hour. The Licensing Objective, Protecting Children from Harm must be addressed here. I understand that Charlotte has been in contact with the Safeguarding Officer who has made a representation.

There is no planning permission for potentially high volumes of traffic at Access Storage, 21 Effie Road. In fact, it is required to follow strict LBHF Council environmental traffic objectives; no commuting but on foot or bicycle etc. There are no dedicated spaces for delivery scooters, a safety issue that should concern the Licensing Committee.

The Access Storage facility does not enjoy Planning Permission for 24 hour use. It has closed at 6pm for many years, and opened at 8am or 8:30. Hours are shorter on Sundays, and have been for many years. The Responsible Authority, Planning, is addressing this issue in a Representation.

The areas on all sides of the Access Storage facility are wholly or substantially residential.

1-27 Barclay Road with bedrooms to the rear, so facing Access Storage facility, Broadway Mansions on Effie Road with bedrooms to the rear ie facing Access Storage, flats in 11 Bank Buildings on Fulham Broadway with bedrooms to the rear, ie facing Access Storage. Flats in Argon Mews (new build) with bedrooms facing Access Storage.

The Licensing Policy of LBHF specifically states in Section 22 Consideration of our Residents:

**"22.3 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 in place by the applicant in order to ensure our residents are protected from the potential detrimental effects of any licensed premises."**

**On this point of highly dense residential area alone, we believe the License should be refused.**

**There are other storage/office facilities in Fulham that are in more developed business areas where the noise and nuisance would not be noticed as much by residents.**

The ingress/egress into 21 Effie Road, which is off Effie Road down a narrow single file alley-type drive, is very narrow and the outlook/angles are very dangerous. The Applicant has not addressed this important Public Safety issue.

I understand that my neighbour, Charlotte Dexter, asked, through the Licensing Officer, for an operating plan and a traffic/vehicular plan, but the Applicant did not contact her, nor supply it to the Licensing Officer. Lack of cooperation should be address by the Licensing Committee to the Applicant.

How can the Committee make a decision without a traffic plan and an 'click and deliver' operating plan (to understand how many deliveries will be made and at what times and thus the noise nuisance consequences and public safety consequences on the public highway at Effie Road and from Argon Mews with blind spots left and right out to Fulham Road)? This relates to two of the four Licensing objectives, namely Public Safety as well as Disorder in adjoining roads.

I understand that the Licensing Act of 2003 addresses actual physical Premises eg real public houses, hotels, restaurants, shops; it did not foresee the internet age, let alone online purchases and off Premises deliveries from 'ghost Premises'. All the more reason that the Licensing Committee must take into consideration the negative consequences for residents and the public realm in and around our residential area, of this type of 'click and deliver' business.

The business model of the Applicant (who runs similar businesses in Basingstoke) is about a potential customer running out of alcohol and ringing up to buy a few more bottles at double to triple the normal price, for quick delivery, and we assume, consumption. The Applicant cannot control the behavior of the customer drinking in any way. In a normal Premises, personnel are trained and alcohol can be refused, Police can be called, ambulances can be summoned.

If the Licensing Committee decides to grant the license, we ask for ONLY electric ie absolutely proven, silent vehicles to be used at any and all times, that deliveries be to residential and business addresses only, not parks, bus stops, playgrounds,

sports grounds or facilities, health clubs, tennis courts, schools, etc. That delivery drivers are prohibited from congregating in the loading bay area/entrance/exit into the facility.

We also suggest that CCTV should be inside the unit so that Police can regularly check what goes on in this 'ghost' Premises. The applicant is counting only on the CCTV of Access Storage which covers only hallways and exterior areas. That would be similar to only asking for CCTV outside a Licensed Premises. Licensed Premises need CCTV inside, just as is required in a pub, a shop etc.

Finally, we note that Deliveroo-type drivers are rarely official Personal License holders as defined by the 2003 Licensing Act.

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For this reason alone, the delivery personnel cannot meet the objectives of the Four Licensing Objectives because the delivery personell of the Applicant or of a third party have no obligation to uphold the Four Licensing Objectives.

Please refuse this Application 2021/01376/LAPR.

**From:** Adrian Murray  
**Sent:** 07 December 2021 14:46  
**To:** Licensing HF: H&F  
**Cc:** Overton Adrian: H&F; Charlotte  
**Subject:** ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

SUBJECT: ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

To: [licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)

cc:

cc:

From: Adrian Timothy Lawrence Murray  
Address: Barclay Road SW6 1EJ  
email:

ref: 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers

I oppose this application and ask the Licensing Committee not to grant the License. At the licensing hearing (date not yet set; zoom call), I give my permission for Charlotte Dexter or her representative, Barclay Road to represent me and take my 5 minutes to elaborate my and our concerns as Barclay Road Residents.

Our concerns relate to the four licensing objectives and we believe they are strong enough to refuse the License. Full stop.

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**On this point of highly dense residential area alone, we believe the License should be refused.**

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How can the Committee make a decision without a traffic plan and an 'click and deliver' operating plan (to understand how many deliveries will be made and at what times and thus the noise nuisance consequences and public safety consequences on the public highway at Effie Road and from Argon Mews with blind spots left and right out to Fulham Road)? This relates to two of the four Licensing objectives, namely Public Safety as well as Disorder in adjoining roads.

I understand that the Licensing Act of 2003 addresses actual physical Premises eg real public houses, hotels, restaurants, shops; it did not foresee the internet age, let alone online purchases and off Premises deliveries from 'ghost Premises'. All the more reason that the Licensing Committee must take into consideration the negative consequences for residents and the public realm in and around our residential area, of this type of 'click and deliver' business.

The business model of the Applicant (who runs similar businesses in Basingstoke) is about a potential customer running out of alcohol and ringing up to buy a few more bottles at double to triple the normal price, for quick delivery, and we assume,

consumption. The Applicant cannot control the behavior of the customer drinking in any way. In a normal Premises, personnel are trained and alcohol can be refused, Police can be called, ambulances can be summoned.

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Please refuse this Application 2021/01376/LAPR.

Yours faithfully

Adrian Murray  
7 December 2021

**From:** Sally Bagot  
**Sent:** 07 December 2021 15:32  
**To:** Licensing HF: H&F; Overton Adrian: H&F  
**Cc:** 'Charlotte Dexter'  
**Subject:** SUBJECT: ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

From: Sally Bagot & Charles Bagot  
Address: Barclay Road SW6 1EJ/EH

ref: 2021/01376/LAPR 24/hr online alcohol sales off the Premises for delivery to customers

I oppose this application and ask the Licensing Committee not to grant the License. At the licensing hearing (date not yet set; zoom call), I give my permission for Charlotte Dexter or her representative, Barclay Road to represent me and take my 5 minutes to elaborate my and our concerns as Barclay Road Residents.

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How can the Committee make a decision without a traffic plan and an 'click and deliver' operating plan (to understand how many deliveries will be made and at what times and thus the noise nuisance consequences and public safety consequences on the public highway at Effie Road and from Argon Mews with blind spots left and right out to Fulham Road)? This relates to two of the four Licensing objectives, namely Public Safety as well as Disorder in adjoining roads.

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For this reason alone, the delivery personnel cannot meet the objectives of the Four Licensing Objectives because the delivery personell of the Applicant or of a third party have no obligation to uphold the Four Licensing Objectives.

Please refuse this Application 2021/01376/LAPR.

Many thanks.

Yours sincerely

Sally Bagot & Charles Bagot

**From:** Clare Harris

**Sent:** 07 December 2021 15:48

**To:** Licensing HF: H&F; Overton Adrian: H&F

**Cc:** 'Charlotte Dexter'

**Subject:** RE: 2021/01376/LAPR 21 Effie Road SW6 1EN 24/hr online alcohol sales from a proposed 'ghost' Premises at Access Storage

Dear Licensing and Adrian Overton

SUBJECT: ref: 2021/01376/LAPR 21 Effie Road SW6 1EN: 24/hr online alcohol sales from a proposed ghost Premises for delivery to customers

To: [licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)

cc:

cc:

I oppose this application and ask the Licensing Committee not to grant the License. At the licensing hearing (date not yet set; zoom call), I give my permission for Charlotte Dexter or her representative, Barclay Road to represent me and take my 5 minutes to elaborate my and our concerns as Barclay Road Residents.

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For this reason alone, the delivery personnel cannot meet the objectives of the Four Licensing Objectives because the delivery personell of the Applicant or of a third party have no obligation to uphold the Four Licensing Objectives.

Please refuse this Application 2021/01376/LAPR. I look forward to hearing from you.

Clare Harris.  
BARCLAY ROAD  
SW6 1EH