

**From:** Cllr Coleman Ben: H&F

**Sent:** 09 June 2022 13:20

**To**

**Cc:**

**Subject:** Re: Licensing Act 2003 - Reference: 2022/00813/LAPR

William

Thank you for inviting comments on the above application. Following representations from residents, I am writing to oppose an extension of opening hours for this business.

I am not aware of any food business in North End Road that currently stays open beyond 11pm. Permitting this business to trade after 11pm will mean an increase in delivery bicycles and motorcycles to and from the premises. Councillors already receive numerous complaints about delivery vehicles in North End Road - not just vehicle noise but the noise (as well as pavement obstacles) caused by drivers waiting to pick up deliveries. Extending the hours of this business will disturb residents further and may disrupt their sleep.

Regards

**Ben Coleman**

Deputy Leader of the London Borough of Hammersmith & Fulham  
Councillor for Lillie ward

**From:** Cllr Campbell-Simon Trey: H&F

**Sent:** 09 June 2022 13:36

**To:**

**Cc:**

**Subject:** Re: Licensing Act 2003 - Reference: 2022/00813/LAPR

Hello William,

I hope you are well.

I (along with residents) agree with all the points Cllr Coleman has raised with regards to this application. Therefore, I oppose any extension of opening hours also.

Kind Regards,

Trey Campbell-Simon

Lead Member for Youth Advancement & Councillor for Walham Green Ward

## Comments summary

Dear Sir/Madam,  
Licensing Application comments have been made. A summary of the comments is provided below.  
Comments were submitted at 20/06/2022 9:51 PM from Ms Sarah Chambers.

### Application Summary

Address: 349 North End Road London SW6 1NN

Proposal: Licensing Act - Premises Licence

Case Officer: Maria Dimitriou

[Click for further information](#)

### Customer Details

Name: Ms Sarah Chambers

Email:

Address: Gironde Road London

### Comments Details

Commenter Type: Residents Group

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 20/06/2022 9:51 PM I am writing in my capacity as Chair of the Fulham Broadway Ward Panel, made up of local residents and groups who work with the police and council regarding crime and anti-social behaviour.  
This business is currently selling hot food beyond 11pm without a license to do so. Approval to sell hot food beyond 11pm and especially after midnight will result in significantly more anti-social behaviour on the North End Road. This will impact residents of the North End Road and surrounding streets, and contravenes the licensing objective of preventing crime and disorder.  
The noise of customers and delivery drivers entering and exiting the premises plus the parking on the North End Road and nearby will disturb the sleep of residents and their families well into the early hours of the morning.  
The council have recently made many improvements along the North End Road including hard landscaping and installing trees and plants. This benefits the area during the day. The council's plans have not considered the possibility of the night time economy developing through to 3am and beyond.  
I would be grateful if the committee could please limit the sale of hot food to 11pm. If the committee is minded to grant a licence, no hot food should be served beyond midnight.  
Thank you.

Kind regards

## Comments summary

Dear Sir/Madam,  
Licensing Application comments have been made. A summary of the comments is provided below.  
Comments were submitted at 21/06/2022 10:20 AM from Miss Annabel Cottrell.

### Application Summary

Address: 349 North End Road London SW6 1NN

Proposal: Licensing Act - Premises Licence

Case Officer: Maria Dimitriou

[Click for further information](#)

### Customer Details

Name: Miss Annabel Cottrell

Email:

Address: Shottendane Road London

### Comments Details

Commenter Type: Residents Group

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 21/06/2022 10:20 AM I represent the 180 households in Fulham as Chair of a residents' association and I am also the Co-Chair of a Fulham Ward Panel.

It has come to our attention that this company has been flouting the law by providing refreshments without a licence after 11pm. Therefore the Licencing Committee should be circumspect about rubber stamping the application.

As the premises is in close proximity to residential properties it is not consistent with the Licencing Objectives to allow them to operate until 3am both inside and outside, as it would cause a public nuisance with increased noise and altercations.

If the Committee is minded to grant the application we ask that it should only be till midnight, inside only and that any vechile used for home deliveries should be electric/pedal cycles, to avoid the increasing problems of noise and disturbance caused by motorbikes in the wider area.

Kind regards

**From:** Charlotte Dexter  
**Sent:** 21 June 2022 23:00  
**To:** Dimitriou Maria: H&F  
**Cc:** Overton Adrian: H&F; Licensing HF: H&F  
**Subject:** 2022/00813/LAPR: Selekt Chicken: 349 North End Road London SW6 1NN 21 June deadline

**2022/00813/LAPR: Selekt Chicken: 349 North End Road London SW6 1NN 21 June deadline**

I was unable to submit this online, so, I write on behalf of residents in our Council-registered Barclay Road Neighbourhood Watch (NHW), SW6 1EJ and SW6 1EH, this also includes our very active WhatsApp NHW ALERTS group of 81 households and individuals who are very concerned about this application, for two reasons; one for keeping North End Road open beyond midnight when more crime and disorder is unfortunately inevitable in this big city on a main A road with a lot of outlets, and two for the inevitable motorbike noise of deliveries and zooming even on Fulham Road late at night when there is less traffic and no enforcement of speed limits. It makes it difficult to sleep in this big city and it leads to altercations, between delivery drivers and motorists/bicyclist and pedestrians.

Operating illegally:

Residents are VERY concerned that 349 North End Road is operating and has been operating for some time until midnight, without a license to sell indoors and outdoors' Late Night Refreshment'.

We respectfully ask the Licensing Sub-Committee to consider, why reward a shop/Premises that has been operating illegally?

Would it not be better for them to take the Licensing Authority and Met Police advice to shut at 23:00 and prove that they have done this for some time, before granting them hours for what is, in simple terms, illegal, and bad behaviour? I am attaching/sending to the Licensing officer a screen grab of a Deliveroo App order; one can see that orders can be taken until 23:45 and that the order will be delivered within 25 minutes. This in itself raises a few questions about whether they really close at midnight.

North End Road regeneration LBHF scheme:

We give high praise to Leader Cowan and LBHF for the vast improvements underway now in North End road (grants of £1.2 million received and further money spent by the Council), for better access for market stall holders, traffic calming methods, parking pushed off North End Road, loading bays created on side roads for deliveries in North End Road etc.

What we also notice is that the plan for North End Road improvements is all about the daytime economy. The night time economy is not mentioned at all in the close to £2 million scheme, and for good reasons. There are no plans for North End Road to turn into a night time economy.

McDonalds closes at midnight due to planning restrictions regarding amenity of the many residences above the shops of North End Road (especially from Lillie Road down to Fulham Road) and residences on side roads up and down this same part of what we call here 'lower' North End Road.

We are very concerned about the licensing objective, The Prevention of Crime and Disorder. Beyond this chicken shop operating illegally ie without a proper license but open till at least midnight...we bring to the Committee's attention the following

Crime on the rise again:

The recent statistics included in the Draft Licensing Policy Consultation (closes 24 June on haveyoursay website) show that crime is again on the rise in North End Road, and the neighboring Fulham Broadway core area/zone after a hiatus due to COVID closures/restrictions.

More noise and nuisance

ie disorder, public safety (Licensing Objectives) at risk in and around the Premises applying for this License.

A licence until 3am could add to the ongoing problems in North End Road at late night hours. 349 North End Road is in close proximity to residential properties, with several directly above as well as across the road and so would harm the amenities of these properties as a result of noise and disturbance, particularly late at night, generated by customers and delivery drivers entering and leaving both the Premises itself and neighboring residential side streets where customers are likely to park their vehicles and delivery drivers tend to congregate.

In conclusion,

Post COVID, crime in North End Road is rising, unfortunately, not only during the day but also at night; more delivery drivers causing altercations with vehicles and bicycles, cycle altercations, problems at McDonalds (open till midnight) including robberies witnessed by families with children are becoming too common at McDonalds and at the various food outlets on North End Road, again. Residents on the NextDoor app report these unfortunate incidences, specifically in North End Road Premises, all too regularly.

The Council is making great strides in improving North End Road during daytime hours through traffic calming measures such as 'parklets', wider pedestrian pavements and improved facilities for market traders; the emphasis of these North End Road improvements is solely on daytime activity. The nighttime economy is not at all addressed in the Council's plans for North End Road, most likely because no one envisions North End Road becoming an all-night destination. Although Planning is a separate matter, all planning decisions on North End road include specific mention of amenity, noise, nuisance, proximity to residential properties and likelihood of harming the amenities of those properties as a result of noise and disturbance, particularly late at night.

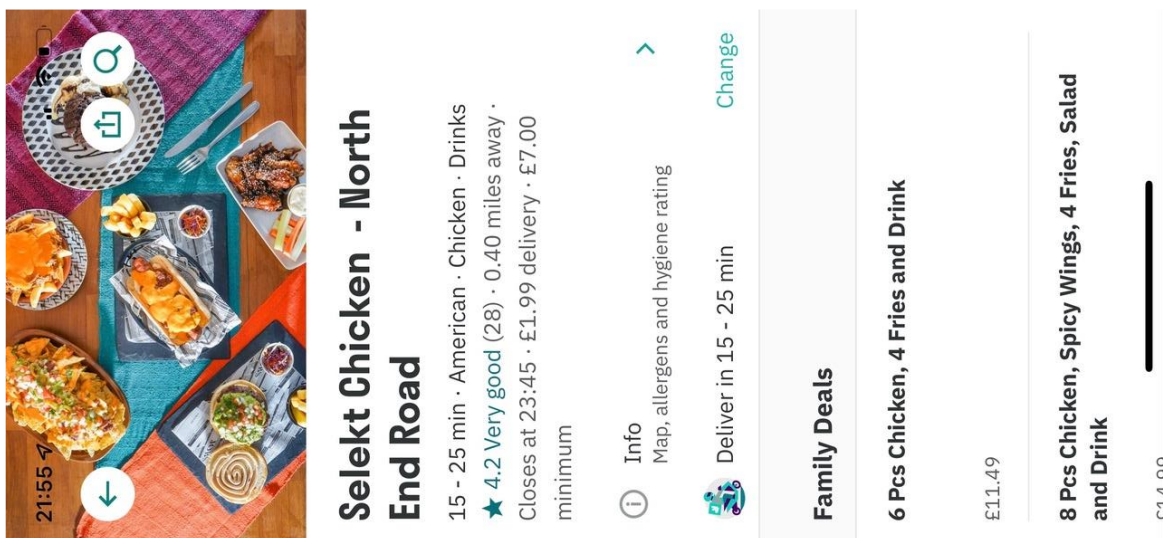
A "Premises" in the new Delivery Economy is being extended from what was a counter where food was served and paid for directly/at the same time, to a collection counter where food is dispatched and the Premises elongates itself to the front door of the person who ordered the food. Until the handover, the sale is not complete. We fully appreciate that the Licensing Committee and its Sub-Committee is now grappling with the reality of this very real situation; the Premises now extends itself through residential roads, causing all kinds of problems, especially late at night.

Were the Lic Sub-Committee minded to grant a new License at this time, which we hope it is not, we ask for it to be for no later than 12 midnight. A general stop at 23:00 and sometimes, perhaps at midnight for North End Road will lead to less crime and disorder and a better handle on Public Safety overall, 2 of the four most important licensing objectives in this context of this specific application. The Police do not have the resources to patrol this area; thus, the lack of any oversight, bar when things become so bad that someone rings 999, calls for clear and concise hours that help to self-regulate things in North End Road, at least this portion of it south of Lillie Road down to Fulham Road/roundabout.

attachment: one screen shot of Deliveroo order platform for 349 North End Road, showing 23:45 as last order and 25 minutes to deliver.

Thank you for your consideration of our concerns.

Charlotte Dexter  
 Neighbourhood Watch Barclay Road, registered with the LBHF Council/NHW platform  
 Barclay Road Residents NHW WhatsApp ALERTS group (81 households and individuals)  
 Barclay Road SW6 1EJ



## Comments summary

Dear Sir/Madam,  
Licensing Application comments have been made. A summary of the comments is provided below.  
Comments were submitted at 09/06/2022 1:32 PM from Mr Mark Richardson.

### Application Summary

Address: 349 North End Road London SW6 1NN

Proposal: Licensing Act - Premises Licence

Case Officer: Maria Dimitriou

[Click for further information](#)

### Customer Details

Name: Mr Mark Richardson

Email:

Address: Fulham Palace Road London

### Comments Details

Commenter Type: Residents Group

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 09/06/2022 1:32 PM In the application they want to open until 3.00 in the morning and at present are open until 11.00 pm - nearby pubs including the Prince and the Cock Tavern shut at 11.00 pm. Their Google page says that they are open until midnight - if so they are already in breach of their present licence which may mean that they will add extra hours on to any extended licence. KFC and other nearby competitors close at 11.00pm or earlier. So presumably they want to be the only fast food business open in quite a wide area and will also do a lot of work with food delivery companies which will mean delivery scooters and bicycles coming and going until 3.00 pm or later at a time that the rest of the road is quite quiet. The local residents who live above the retail premises in North End Road presumably hear the market traders arriving when they start at 5.00 - 6.00 am and it seems to me that it will unfairly penalize them by allowing what will inevitably be noisy coming and going of delivery drivers until past 3.00 am so that they will only get a couple of hours of uninterrupted sleep. I really think that they should not be given a licence to trade later than 11.00 and that there should be some investigation as to whether they are in breach of their present licence

Kind regards

## Comments summary

Dear Sir/Madam,  
Licensing Application comments have been made. A summary of the comments is provided below.  
Comments were submitted at 21/06/2022 6:42 AM from Lorraine Moran.

### Application Summary

Address: 349 North End Road London SW6 1NN

Proposal: Licensing Act - Premises Licence

Case Officer: Maria Dimitriou

[Click for further information](#)

### Customer Details

Name: Lorraine Moran

Email:

Address: Shorrolds Road London

### Comments Details

Commenter Type: Residents Group

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 21/06/2022 6:42 AM I think the crime rate would go up if this was allowed

Kind regards



## Comments summary

Dear Sir/Madam,  
Licensing Application comments have been made. A summary of the comments is provided below.  
Comments were submitted at 21/06/2022 8:16 AM from Miss Ruth Finnis.

### Application Summary

Address: 349 North End Road London SW6 1NN

Proposal: Licensing Act - Premises Licence

Case Officer: Maria Dimitriou

[Click for further information](#)

### Customer Details

Name: Miss Ruth Finnis

Email:

Address: Beaufort Court London

### Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 21/06/2022 8:16 AM There is already far too much anti-social behaviour and noise in the area and this will only perpetuate the situation. This outlet is already making the situation worse by selling food beyond their existing licensed hours - we have to suffer the noisy road, the football fans, the drunken idiots coming from The Prince and Udderbelly - ENOUGH!

Kind regards

## Comments summary

Dear Sir/Madam,  
Licensing Application comments have been made. A summary of the comments is provided below.  
Comments were submitted at 21/06/2022 9:58 AM from Ms Maria Papapaschali.

### Application Summary

Address: 349 North End Road London SW6 1NN

Proposal: Licensing Act - Premises Licence

Case Officer: Maria Dimitriou

[Click for further information](#)

### Customer Details

Name: Ms Maria Papapaschali

Email:

Address: Lillie Road London

### Comments Details

Committer  
Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for  
comment:

Comments: 21/06/2022 9:58 AM The area is already intimidating enough in the evening and this will definitely not help. The licensing objective to prevent crime and antisocial behaviour will be further breached. Please make our neighbourhood safer.

Kind regards

## Comments summary

Dear Sir/Madam,  
Licensing Application comments have been made. A summary of the comments is provided below.  
Comments were submitted at 21/06/2022 9:59 AM from Mr R L Lau.

### Application Summary

Address: 349 North End Road London SW6 1NN

Proposal: Licensing Act - Premises Licence

Case Officer: Maria Dimitriou

[Click for further information](#)

### Customer Details

Name: Mr R L Lau

Email:

Address: Lillie Road London

### Comments Details

Commenter Type: Residents Group

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 21/06/2022 9:59 AM I am very concerned that crime and anti-behaviour will increase on the NER if people are hanging around until this time. It also creates a precedent and other businesses may apply for the same very late license.  
I have experienced racial abuse in a number of occasions and I fear late night license premises are problematic near residential housing estate.

Kind regards

## Comments summary

Dear Sir/Madam,  
Licensing Application comments have been made. A summary of the comments is provided below.  
Comments were submitted at 21/06/2022 10:32 AM from Mr Ben Brabyn.

### Application Summary

Address: 349 North End Road London SW6 1NN

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Proposal: Licensing Act - Premises Licence

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Case Officer: Maria Dimitriou

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[Click for further information](#)

### Customer Details

Name: Mr Ben Brabyn

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Email:

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Address: Tournay Road London

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### Comments Details

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 21/06/2022 10:32 AM I am concerned that further extending the licensing hours will encourage more antisocial behaviour in the early hours of the morning, undermining the licensing objective of reducing crime and disorder. It would also set a precedent for other establishments on the North End Road.

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Kind regards

## Comments summary

Dear Sir/Madam,  
Licensing Application comments have been made. A summary of the comments is provided below.  
Comments were submitted at 21/06/2022 12:31 PM from Mr Billy Seago.

### Application Summary

Address: 349 North End Road London SW6 1NN

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Proposal: Licensing Act - Premises Licence

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Case Officer: Maria Dimitriou

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[Click for further information](#)

### Customer Details

Name: Mr Billy Seago

---

Email:

---

Address: Lillie Road London

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### Comments Details

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for  
comment:

Comments: 21/06/2022 12:31 PM I object to this licence application on the grounds of a potential increase in anti-social behaviour, crime, litter and noise.  
Selekt Chicken are already in breach of their existing licence as they are selling food beyond 11pm. Granting a licence would reward this breach of licencing conditions.  
I am concerned that late night opening will result in an increase in anti-social behaviour and crime as people congregate inside and outside the premises.  
Granting a late night licence would create a precedent and future activity is likely to run counter to the licencing objective to reduce crime and disorder.

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Kind regards

## Comments summary

Dear Sir/Madam,  
Licensing Application comments have been made. A summary of the comments is provided below.  
Comments were submitted at 21/06/2022 9:03 PM from Miss Toni Mentz.

### Application Summary

Address: 349 North End Road London SW6 1NN

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Proposal: Licensing Act - Premises Licence

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Case Officer: Maria Dimitriou

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[Click for further information](#)

### Customer Details

Name: Miss Toni Mentz

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Email:

---

Address: Lillie Rd London

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### Comments Details

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 21/06/2022 9:03 PM We have a lot of noise and anti social behaviour already without a 3am license. When are we supposed to sleep with 24 hour noise. There is no need for a 3am license when you have delivery companies serving food day and night. We need to feel safe and already the area is full of crime. This will contribute.

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Kind regards

**From:** John Skoulding  
**Sent:** 21 June 2022 10:58  
**To:** Licensing HF: H&F  
**Cc:** John Skoulding  
**Subject:** 2022/00813/LAPR

Hi

I have tried continually this morning to submit my comments online but multiple errors keep occurring even though all the data has been completed. So here is my email:

Application Reference: 2022/00813/LAPR  
Address: 349 North End Road London SW6 1NN  
Licence Category: Licensing Act - Premises Licence  
Application Type: New

Your Title: Mr  
Your First Name: John  
Your Surname: Skoulding  
Your Address: Tournay Road, London SW6 7UF  
Your Tel. No  
Your Email Address:

Commenter Type: Neighbour  
Stance: Object

As a local resident of over 20 years I am and have become increasingly concerned about the balance between reasonable commercial interests and the rights of residents in these matters. The North End Road (NER) is surrounded by roads that are a fully residential and indeed the NER is itself only semi-commercial. Late night disturbances are becoming and have increasingly been an every encroaching issue especially during the sensitive hours when families including our young children are trying and need to sleep.

Licensing Objective Prevention of Crime and Disorder: From what I have witnessed, Selekt Chicken 349 NER is already trading illegally, without any license at all to serve 'Late Night refreshment' after 23:00. Their hours have been until midnight, as shown on Google maps until 3 days ago, and Deliveroo is still offering orders from this shop until 23:45. This is illegal and illustrates a complete disregard for playing by the existing rules. What conditions (see my comments in the next paragraph) are there to ensure that LBHF will enforce against this and why should we trust an operator who already ignores the law?

Why reward a Premise/site that has not been upholding the law by granting them a licence for 3am? It makes total sense for the Premises to show that they can work within the law for at least a year or more and then apply for a licence for one hour after 23:00?

Post COVID, crime in NER is rising, unfortunately, not only during the day but also at night; more delivery drivers causing altercations with vehicles and bicycles, cycle altercations, problems at McDonalds (open till midnight) including robberies witnessed by families with children are becoming too common, again. Residents on the NextDoor app report these unfortunate incidences, specifically in NER Premises, regularly. We constantly struggle against bicycle and noisy moped dispatch riders racing at over the speed limit on our street, riding on the pavements, congregating late at night on our residential road, blocking pavements, dropping litter, urinating etc.

Licensing Objective The Prevention of Public Nuisance (you must use this exact phrase)

A licence until 3am could add to the ongoing problems in North End Road at late night hours. 349 North End Road is in very close proximity to residential properties, with several directly above as well as across the road and so would harm the amenities of these properties as a result of noise and disturbance, particularly late at night, generated by customers and delivery drivers entering and leaving both the Premises itself and neighbouring residential side streets where customers are likely to park their vehicles

and delivery drivers tend to congregate. What good to the local community does the sale of alcohol post-midnight possibly do?

We have also seen instances where younger people are being sold alcohol and have had regular problems at night with them running and screaming down our road, hitting our cars, smashing glass bottles of alcohol, littering outside our houses etc.

The Council with the full support of residents is making huge and welcome improvements to the NER during daytime hours through traffic calming measures such as 'parklets', wider pedestrian pavements and improved facilities for market traders.

All of this is at a very significant cost no doubt partly funded by the Council Tax bills we pay. The aim of these NER improvements is solely on daytime activity. The night-time economy is not at all addressed in the Council's plans for NER, most likely because no one at the Council appears to be considering the NER, from Fulham Road up to Lillie Road, becoming a 'late night' or even all-night destination. For us the positive steps made to boost business during the daytime must be balanced with respect for residents' concerns and their living space at night. It cannot and should not be all one-way. The deal was always put to us as one to attract more people to the NER and the market during the day six days a week but respecting the needs and rights of families (who after all will shop and spend more time and money using the NER facilities if they are implemented responsibly).

If the Licencing Sub-Committee is minded to grant a License at this time, we ask for it to be for no later than 12 midnight.

**John Skoulding**



From: Rowena Skoulding  
Sent: 21 June 2022 15:09  
To: Licensing HF: H&F  
Subject: Ref: 2022/00813/LAPR: Selekt Chicken: 349 North End Road London SW6 1NN for 3am

I have had the opportunity to read, and I agree with the Representation of John Skoulding. Please accept this as my Representation.

If there should be a hearing regarding this application, I hereby give my 5 minutes to John Skoulding or his representative.

Yours faithfully,  
Rowena Skoulding  
Tournay Road SW6

From: Alastair Walton  
Sent: 21 June 2022 15:36  
To: Licensing HF: H&F  
Cc: John Skoulding  
Subject: Ref:2022/00813/LAPR: Selekt Chicken: 349 North End Road London SW6 1NN

Dear Sir/Madam

Ref:2022/00813/LAPR: Selekt Chicken: 349 North End Road London SW6 1NN for 3am

I have had the opportunity to read, and I agree with the Representation of John Skoulding. Please accept this as my Representation.

Possible hearing:

If there should be a hearing regarding this application, I hereby give my 5 minutes to John Skoulding or his representative. Pls note this important point.

Cheers Alastair WALTON  
Tournay Road London SW6 7UF