

Dear Sir/Madam,

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

Comments were submitted at 25/02/2023 2:35 PM from

### **Customer Details**

Name:

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Email:

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Address:

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### **Comments Details**

Commenter Type: Residents Group

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 25/02/2023 2:35 PM This will mean lots of delivery drivers coming and going in the neighbourhood during the night/early hours of the morning. Causing noise pollution in the hours that are statutory 'quiet time.'

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Kind regards

Dear Sir/Madam,

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

Comments were submitted at 04/03/2023 11:47 AM from

### **Customer Details**

Name:

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Email:

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Address:

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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: 04/03/2023 11:47 AM I am objecting to this application on the grounds of increased noise & air pollution. As the application is for night time delivery of alcohol, there will be implication be an increase of night time traffic and noise in the surrounding streets. I live in Lillie Road and we already experience significant late night noise from Chelsea football fans & traffic, the Ibis Hotel & as people leave nearby licenced premises. This application will increase traffic & noise and on those grounds I object. Do we really need all night alcohol delivery?

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Dear Sir/Madam,

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

Comments were submitted at 04/03/2023 10:47 AM from

### **Customer Details**

Name:

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Email:

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Address:

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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: 04/03/2023 10:47 AM Yet another person who wants to wreck all sense of a good night's sleep by aiming to setup a nonstop alcohol delivery site from a local goods storage location! I strongly object to this as this breeds nothing but problems for an inner city society. Who needs alcohol at these hours? Only party animals and alcoholics! You are not solving a real problem with this solution, only perpetuating an unhealthy lifestyle that gets people drunk way beyond the limits of pub

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and club closing hours. This alcohol will be most likely consumed in homes where music is loud, smoking is done and drugs being taken. This is not the sort of neighbour anyone wants to have next to them!! Therefore, a business owner who applies for such a license also becomes a public nuisance to the rest of us. We already stood firm to a similar license application at Access Storage and this was thankfully declined. This becomes a society with no rules and restrictions whatsoever if this is granted. It is to nobody's benefit except the consumer of alcohol, which then breeds social nuisance, crimes, etc, and the business owner as way to make money. The rest of us won't tolerate this!! You will also affect people's sleep by noisy motorbikes and delivery drivers talking! The basic sleep minimum we need is from 12 midnight to 6am daily, and especially Sunday to Friday (workdays and school days), we should not be disturbed more than necessary and this possible license would wreck that!. This does not meet the 4 licensing objectives and I hate to think that one person of legal age could order from this business and the alcohol is consumed by minors in a house. There is no way to check this whatsoever. Please decline this ludicrous application.

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**From:**

**Sent:** 08 March 2023 09:49

**To:** Licensing HF:

**Subject:** Re: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Lorna,

Thanks. This is a very surprising amendment from taking their original idea of an all-night alcohol delivery business into an all-day delivery business? Is this a trick to get the day operations started only to request a later amendment to the hours?

Safestore Seagrave Rd close at 6pm daily so they cannot legally operate outside of these hours anyway since storage customers don't have 24/7 access to their lockups? Safestore should also have to give its written consent for anything to happen outside these hours but this would also mean a separate application from them?

The basic principle of the daytime hours are acceptable because we wanted to avoid any night-time alcohol deliveries. However, at this point, there are still a variety of questions about the applicant's future intentions and how they propose to work together with the business owner, Safestore. The community also need assurances that alcohol consumption in homes is as regulated as possible - daytime or night-time.

Best regards,

**From:**

**Sent:** 08 March 2023 09:54

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

**Subject:** Re: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Lorna,

I also forgot to mention we need to know much more about the applicant! Who are they? What is their experience in the area of alcohol delivery? Have you done a thorough DBS background check on them as they could be convicted criminals for all we know?!

Best regards,

**From:**

**Sent:** 08 March 2023 13:08

**To:** Licensing HF:

**Subject:** Re: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Lorna,

Thanks. I still feel this one needs a hearing so won't be withdrawing my representation for now.

App-based alcohol delivery businesses via motorbikes from storage locations need thoroughly understanding and strict regulations. There are many unanswered questions around one this including further knowledge about the particular applicant (know your applicant), premises rules (Safestore links to all tenants), alcohol consumption laws (especially to minors), possible enforcement by council / police (how do you monitor them) etc.

We also have numerous football matches locally with Chelsea, Fulham, Brentford, QPR etc where tens of thousands gather so daytime deliveries could serve this market. Delivery and consumption could be done away from the more watchful eyes of pubs, restaurants, venues which often have CCTV and have their own strict licensing rules around consumption. For example, like Uber, could a delivery point be in Eel Brook Common where the app user just drops a pin for the alcohol delivery driver to find?

Therefore, although we are relieved the amendment no longer seeks a crazy all-night license from 7pm to 6am 7 days a week, the daytime activities of such a proposal need properly vetting by all of us. I hope you can understand. If we don't get it right, there are numerous knock-on effects that are negative, unlawful and dangerous that could arise from granting this license.

Best regards,

Dear Sir/Madam,

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

Comments were submitted at 04/03/2023 10:46 AM from

### Customer Details

Name:

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Email:

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Address:

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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: 04/03/2023 10:46 AM I strongly oppose the application for the premises licence for the sale of alcohol from Seagrave Road residential street between the hours of 1900- 0600 7 days per week on the following grounds: Public Nuisance and Prevent crime and disorder: if successful, the application will severely disrupt sleeping particularly in Summer time when windows are open and change the peace of the road to enable one non council tax paying business and/or resident to operate a 'night-time economy'. This is not proportionate, reasonable or necessary when there are a number of vacant business premises available in nearby retail high streets. In addition, the applicant has failed to engage with residents about their plan as to how they will regulate this operation and how they will resolve any resulting problems - which will be inevitable by the very nature of the business. These type of business would place an unfair burden on the residents to act if problems arise and this could be dangerous - particularly in future if customers pick up from onsite. The council should therefore consider their duty of care to residents in respect of foreseeable risk. Increased noise and pollution from mopeds and other vehicles, music systems, people being noisy whilst waiting for delivery. Public Safety: To date residents have been confronting the drug problems on the road. Both LBH&F and Hammersmith Police are aware and have a duty of care to minimise

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the risk, not encourage it. I would also expect LBH&F to support the police at a time of limited resources by not creating an unnecessary and avoidable problem.

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Kind regards

Dear Sir/Madam,

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

Comments were submitted at 02/03/2023 6:44 PM from

### Customer Details

Name:

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Email:

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Address:

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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: 02/03/2023 6:44 PM This business will increase the risk of crime in the area, the site could become targets for robbery and a security issue in general. The added traffic will be very disturbing for the local residents, especially in the night-time and early morning period of this application (until 6am). Delivery drivers, particularly on mopeds, are extremely noisy with engines left running while goods are loaded and drive at dangerous speeds putting local families and children at risk. This is a residential area, with families with young children living on this road, and no business, particularly running from 12am until 6am (key sleeping hours), should be permitted, and certainly not one that supplies alcohol. I object to the granting of this license.

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**From:**

**Sent:** 28 March 2023 21:14

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

**Subject:** Re: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Dear Licensing,

Firstly, my Objection still stands. After conversing with my neighbours - we are all in agreement and request that the council note the below, which has been pulled together by one of our neighbours due to time constraints.

We/I object on the following grounds:

1. This applicant does not have any ties or responsibilities to the community. He is based in Hounslow and does not pay council tax rates as like a business owner or residential council tax. They are simply sub-letting from Safe Storage.
2. This is not a legitimate business address – anyone renting a SafeStore unit are not supposed to run a business out of the unit. See point 9.2 of SafeStore Self Storage Terms and Conditions here: <https://www.safestore.co.uk/terms-and-conditions/>
3. Point 8.9 of the above Terms and conditions also state no alcohol storage.
4. When searching online HMRC company records (14625508) – this applicant incorporated 'Virgin Alcohol Ltd' only in January 2023. (See link: <https://find-and-update.company-information.service.gov.uk/company/14625508>)  
The applicant and his application provide no sound credentials/experience in dealing with alcohol sales and more importantly they do not provide any supporting basic information such as site plan, risk analysis, operational management, type of delivery vehicles etc and how this business is aligned with the councils ULEZ green plans?
5. Further, how can someone apply to run an all-night time business to deliver alcohol and then suddenly say they only want to run a daytime business? That's a totally different business model. And highly likely a license tactic to only later apply for all night hours.
6. Why is there necessity to provide more 'instant alcohol delivery' before noon? It supports drinking alcohol when you don't need it i.e. those who drink it have the potential to cause a public nuisance. We should be supporting responsible drinking in some way via the licensing objectives. Has the council done a simple analysis on alcohol premises in the area? This is adding to unwanted Saturation problems.
7. This proposed business will affect income from a local store – My Shop, who is part of the community and acts responsible with residents. They also pay council tax.
8. This business will only cause ongoing noise nuisance problem from delivery vehicles/motorbikes/mopeds etc.
9. This business will add to additional traffic problems for the NHS ambulances trying to get to and from their station on Seagrave Road.

Please add this email as further evidence to my objection made previously.

The community needs assurances – particularly as we have experienced serious problems with ASB, drug dealing, noise and nuisance when it comes to the sale of

alcohol. At the very least, this license if successful should carry strict conditions such as; no extension of hours unless applied for, no customer pick-ups, and a clear outline of which business (Safestore or applicant) will be responsible for addressing any ASB, litter, Noise and Nuisance etc should they arise.

Yours sincerely

Dear Sir/Madam,

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

Comments were submitted at 02/03/2023 6:18 PM from

### Customer Details

Name:

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Email:

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Address:

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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: 02/03/2023 6:18 PM My neighbour has alerted me to this application. We find this totally unacceptable for the following reasons: Increased traffic Increased noise level (starting and stopping engines, banging of car doors, continued opening of the large gate access at Safe Store), Increased air pollution, danger of crime, public nuisance with stops off for collections, and compromised safety of children coming to harm through increased traffic, sleep disturbance, and exposure to anti-social behaviour should this business start offering customers to collect onsite. We have a young child who like many, are sensitive to noise and commotion which would make his and our lives unbearable during these proposed hours. There are many families living on this street and particularly at Seagrave Lodge which is adjacent to the Safe Storage site and we also have a school at the end of the road. What provisions have been considered by the applicant in terms of noise and nuisance, crime prevention, anti-social behaviour and its impact on our community? We would therefore ask you to abstain from this request. My neighbours and fellow residence friends are strongly objecting to the request in our vicinity.

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**From:**

**Sent:** 28 March 2023 21:34

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

**Subject:** Re: FW: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29  
Seagrave Road London SW6 1RP

Dear Licensing,

Firstly, my Objection still stands. After conversing with my neighbours - we are all in agreement and request that the council note the below, which has been pulled together by one of our neighbours due to time constraints.

We/I object on the following grounds:

1. This applicant does not have any ties or responsibilities to the community. He is based in Hounslow and does not pay council tax rates as like a business owner or residential council tax. They are simply sub-letting from Safe Storage.
2. This is not a legitimate business address – anyone renting a SafeStore unit are not supposed to run a business out of the unit. See point 9.2 of SafeStore Self Storage Terms and Conditions here: <https://www.safestore.co.uk/terms-and-conditions/>
3. Point 8.9 of the above Terms and conditions also state no alcohol storage.
4. When searching online HMRC company records (14625508) – this applicant incorporated 'Virgin Alcohol Ltd' only in January 2023. (See link: <https://find-and-update.company-information.service.gov.uk/company/14625508>)  
The applicant and his application provide no sound credentials/experience in dealing with alcohol sales and more importantly they do not provide any supporting basic information such as site plan, risk analysis, operational management, type of delivery vehicles etc and how this business is aligned with the councils ULEZ green plans?
5. Further, how can someone apply to run an all-night time business to deliver alcohol and then suddenly say they only want to run a daytime business? That's a totally different business model. And highly likely a license tactic to only later apply for all night hours.
6. Why is there necessity to provide more 'instant alcohol delivery' before noon? It supports drinking alcohol when you don't need it i.e. those who drink it have the potential to cause a public nuisance. We should be supporting responsible drinking in some way via the licensing objectives. Has the council done a simple analysis on alcohol premises in the area? This is adding to unwanted Saturation problems.
7. This proposed business will affect income from a local store – My Shop, who is part of the community and acts responsible with residents. They also pay council tax.
8. This business will only cause ongoing noise nuisance problem from delivery vehicles/motorbikes/mopeds etc.
9. This business will add to additional traffic problems for the NHS ambulances trying to get to and from their station on Seagrave Road.

Please add this email as further evidence to my objection made previously.

The community needs assurances – particularly as we have experienced serious problems with ASB, drug dealing, noise and nuisance when it comes to the sale of alcohol. At the very least, this license if successful should carry strict conditions such as; no extension of hours unless applied for, no customer pick-ups, and a clear outline of which business (Safestore or applicant) will be responsible for addressing any ASB, litter, Noise and Nuisance etc should they arise.

Yours sincerely

Dear Sir/Madam,

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

Comments were submitted at 01/03/2023 9:00 PM from

### **Customer Details**

Name:

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Email:

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Address:

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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: 01/03/2023 9:00 PM I object to the application licence. It will attract additional traffic, delivery scooters and cars - already there is a problem with Uber drivers parking here, leaving rubbish on the street, chatting outside cars, leaving their engines idling, creating noise and pollution. The proposal would severely impact on residents trying to sleep.

This location is envisaged to disrupt traffic flow. As is, Seagrave Road is narrow and vehicles normally have to pull to the side to let the other side pass. There are not many empty parking spaces along the roads. Additional trade traffic could disrupt access for the Ambulances at Seagrave Road Ambulance station. Alcohol is flammable and poses risk when stored in bulk - there is nothing to accompany this

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application that addresses any license policies and risks? Such as fire regulations, traffic management, and how the applicant would address Noise and Nuisance etc.

I believe the selling of alcohol would endanger our rights for the prevention of crime and disorder public safety - this area is already a magnet for local youths to gather and use drugs and party. Should the premises allow customer pickups in the future - then this would further encourage ASB and crime. Lillie Square development has invested millions into Seagrave Road and created a residential destination for families and young professionals. This premises is located opposite the development and will undo all the positive that has been achieved - nobody wants to live in a location whereby sleep is continually disrupted and anti-social behaviour is literally on your doorstep. Please accept my objections. such a licence should not be granted.

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Dear Sir/Madam,

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

Comments were submitted at 01/03/2023 4:27 PM from

### **Customer Details**

Name:

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Email:

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Address:

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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: 01/03/2023 4:27 PM Please do not accept this application - it would destroy the safety and quietness on Seagrave Road during key sleeping hours for all neighbours. Residents and established shops are paying council taxes. As it stands with this type of operation being proposed, with running a business from Self Store storage facility - it would likely be exempt from even paying council tax rates. This proposed business brings zero enhancement to this developing community. It will not only severely impact residents, with continued

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moped noise (higher on these vehicles), increase traffic problems for Ambulances coming out of the station - it will likely attract anti-social behaviour. It will also financially impede on businesses that operate 24-hour local stores on designated retail high streets who pay council tax rates and landlord rents.

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**From:**

**Sent:** 28 March 2023 19:29

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

**Subject:** Re: FW: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Dear Licensing,

Firstly, my Objection still stands. After conversing with my neighbours - we are all in agreement and request that the council note the below, which has been pulled together by one of our neighbours due to time constraints.

We/I object on the following grounds:

1. This applicant does not have any ties or responsibilities to the community. He is based in Hounslow and does not pay council tax rates as like a business owner or residential council tax. They are simply sub-letting from Safe Storage.
2. This is not a legitimate business address – anyone renting a SafeStore unit are not supposed to run a business out of the unit. See point 9.2 of SafeStore Self Storage Terms and Conditions here: <https://www.safestore.co.uk/terms-and-conditions/>
3. Point 8.9 of the above Terms and conditions also state no alcohol storage.
4. When searching online HMRC company records (14625508) – this applicant incorporated 'Virgin Alcohol Ltd' only in January 2023. (See link: <https://find-and-update.company-information.service.gov.uk/company/14625508>)  
The applicant and his application provide no sound credentials/experience in dealing with alcohol sales and more importantly they do not provide any supporting basic information such as site plan, risk analysis, operational management, type of delivery vehicles etc and how this business is aligned with the councils ULEZ green plans?
5. Further, how can someone apply to run an all-night time business to deliver alcohol and then suddenly say they only want to run a daytime business? That's a totally different business model. And highly likely a license tactic to only later apply for all night hours.
6. Why is there necessity to provide more 'instant alcohol delivery' before noon? It supports drinking alcohol when you don't need it i.e. those who drink it have the potential to cause a public nuisance. We should be supporting responsible drinking in some way via the licensing objectives. Has the council done a simple analysis on alcohol premises in the area? This is adding to unwanted Saturation problems.
7. This proposed business will affect income from a local store – My Shop, who is part of the community and acts responsible with residents. They also pay council tax.
8. This business will only cause ongoing noise nuisance problem from delivery vehicles/motorbikes/mopeds etc.
9. This business will add to additional traffic problems for the NHS ambulances trying to get to and from their station on Seagrave Road.

Many thanks,

## Customer Details

Name:

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Email:

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Address:

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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: 28/02/2023 9:26 PM I object to this application on the basis of the prevention of crime and disorder, public safety, the prevention of public nuisance. A new business that attracts vehicles, delivery drivers loading and unloading throughout the early hours until 6am in the morning would be entirely inappropriate for the area and present a significant public nuisance - the proposed hours of operation would mean an onslaught of noisy scooters, traffic and vehicles loading and unloading while everyone else in the neighbourhood is trying to sleep. In the last year, Seagrave Road has seen a significant increase from heavy traffic loads, with additional taxi pickups and car parking to accommodate large venues such as The Prince Pub -this has already impeded on Ambulances access and egress. The infrastructure as it stands is simply not here to support additional traffic and as a result, a business that attracts additional vehicles to this street would present a significant public safety. Any move to attract further traffic into the area should be prohibited as it would add to already poor levels of air quality that could seriously put residents at risk of harm - particularly in the summer months when windows will be open for fresh cooler air. Finally, there is significant evidence that the more traffic that passes along a street the less neighbours are able to know one another and the greater the likelihood of crime is. A business that attracts more traffic to the neighbourhood has the potential to destroy a thriving community and drive up crime in the area. Overall, with these proposed hours, this is an entirely inappropriate business for a residential road.

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**From:**

**Sent:** 28 March 2023 19:25

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

**Subject:** Re: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Dear licensing,

Firstly, my Objection still stands. After conversing with my neighbours - we are all in agreement and request that the council note the below, which has been pulled together by one of our neighbours due to time constraints.

We/I object on the following grounds:

1. This applicant does not have any ties or responsibilities to the community. He is based in Hounslow and does not pay council tax rates as like a business owner or residential council tax. They are simply sub-letting from Safe Storage.
2. This is not a legitimate business address – anyone renting a SafeStore unit are not supposed to run a business out of the unit. See point 9.2 of SafeStore Self Storage Terms and Conditions here: <https://www.safestore.co.uk/terms-and-conditions/>
3. Point 8.9 of the above Terms and conditions also state no alcohol storage.
4. When searching online HMRC company records (14625508) – this applicant incorporated ‘Virgin Alcohol Ltd’ only in January 2023. (See link: <https://find-and-update.company-information.service.gov.uk/company/14625508>)  
The applicant and his application provide no sound credentials/experience in dealing with alcohol sales and more importantly they do not provide any supporting basic information such as site plan, risk analysis, operational management, type of delivery vehicles etc and how this business is aligned with the councils ULEZ green plans?
5. Further, how can someone apply to run an all-night time business to deliver alcohol and then suddenly say they only want to run a daytime business? That’s a totally different business model. And highly likely a license tactic to only later apply for all night hours.
6. Why is there necessity to provide more 'instant alcohol delivery' before noon? It supports drinking alcohol when you don’t need it i.e. those who drink it have the potential to cause a public nuisance. We should be supporting responsible drinking in some way via the licensing objectives. Has the council done a simple analysis on alcohol premises in the area? This is adding to unwanted Saturation problems.
7. This proposed business will affect income from a local store – My Shop, who is part of the community and acts responsible with residents. They also pay council tax.

8. This business will only cause ongoing noise nuisance problem from delivery vehicles/motorbikes/mopeds etc.

9. This business will add to additional traffic problems for the NHS ambulances trying to get to and from their station on Seagrave Road.

Please add this email as further evidence to my objection made previously.

The community needs assurances – particularly as we have experienced serious problems with ASB, drug dealing, noise and nuisance when it comes to the sale of alcohol. At the very least, this license if successful should carry strict conditions such as; no extension of hours unless applied for, no customer pick-ups, and a clear outline of which business (Safestore or applicant) will be responsible for addressing any ASB, litter, Noise and Nuisance etc should they arise.

Yours sincerely

Dear Sir/Madam,

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

Comments were submitted at 28/02/2023 7:20 PM from

### **Customer Details**

Name:

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Email:

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Address:

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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: 28/02/2023 7:20 PM I'm writing to formally object to this application on the grounds of; The prevention of crime and disorder; Public safety; The prevention of public nuisance; and the protection of children from harm. I am the Freeholder of a block of flats at 11 Seagrave Road which is within a few meters of this premises and fear that our tenants' lives will be severely affected. This might render the property difficult to let.

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Dear Sir/Madam,

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

Comments were submitted at 06/03/2023 11:38 AM from

### Customer Details

Name:

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Email:

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Address:

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### Comments Details

Commenter Type: Residents Group

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 06/03/2023 11:38 AM Firstly, I have met with the Safe Store Storage Manager today for which this application applies too - the applicant leases unit 3054 from their premises. He confirmed that they were unaware of the application and that the applicant had not been given consent, and that none of their leases allows persons to run a business from their storage facility and nor can this applicant or any other persons gain access to units outside of their stated website hours. He confirmed that the applicant requested a floor plan at the start of his lease on 17th January 2023 which they denied. This applicant is aware of his above unit lease terms.  
As a resident, and leading Seagrave Road Residents Association, I strongly object to this and any future applications that request to operate this type of business daily during key sleeping hours on grounds of; public nuisance, prevention of crime and disorder; public safety. During quieter times between 12am-6am (particularly with open windows in Summer), PTW (Powered Two Wheelers) which mainly carry out online 'instant' deliveries are actually the most annoying environmental noise sources and would have a devastating impact on residents - many studies have shown PTW's degrades the urban environment with noise levels up to 90 decibels. Also, should a customer collection service be added, it would without doubt create

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ASB. We've witnessed this first hand including attracting drug dealers when businesses selling/delivering alcohol after midnight on Seagrave Road. To this, if this application were successful, it would undo all the positive work residents, local businesses, along with police have achieved to date.

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**From:**

Sent: 13 March 2023 20:11

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

**Subject:** RE: Attention Lorna McKenna

Dear Lorna and Team,

**Re: License Application 2023/00297/LAPR: Alcohol Virgin – Unit 3054: Safe Store 29 Seagrave Road London SW6 1RP**

Following applicants' recent changes, I ask that this email to be formally included as an amendment to my original objection (6<sup>th</sup> March). The applicant originally applied for all-night alcohol delivery license until 6am – following a number of comments/objections – a 180 turnaround seems to have come about with application now being 9am until 6pm? I'll be honest, I'm inclined to see this as a tactic to gain the license for day operations only to request a later amendment to the hours.

With this change in hours, it further raises concerns in terms of public safety, safe guarding children, noise and nuisance (detailed below) – and as stated previously seems to contradict the council's and UK Government goal's regarding climate change and environment – particularly pertinent now that Sir David Attenborough's BBC Earth Experience will be opening on Seagrave Road's doorstep end of March 2023.

I hope that the below is seriously taken into consideration, especially when this applicant is simply sub-letting from Safe Store storage facility - and therefore exempt from business council rates and nor will they carry the same responsibilities to the local community as like a business property owner would. This is clearly demonstrated already with no supporting information regarding operations, written consent from Safestore Storage facility, risk/traffic management, type of delivery vehicles being used etc etc.

**Public Safety, Nuisance/Noise & Environment:**

Seagrave Road is narrow and does not have the infrastructure to handle additional parking, delivery vehicles, nuisance mopeds that speed along roads – particularly at the pinch point junction of Lillie Road/Seagrave Road – which is where these vehicles will access and exit. We foresee the following issues:

1. Ambulance access & egress to and from Seagrave Road Ambulance Station (we already have problems particularly at weekends).
2. The London Oratory School is situated meters from Safe Storage and naturally children are walking past the premises morning, afternoon and early evenings – points 3 & 4 need to be considered.
3. Delivery drivers parking and waiting for pick-ups. There are 3 spaces for parking (which is normally taken by residents). The nature of this business means delivery drivers will be hanging around on double yellow lines by Lillie Square development and pavements etc waiting for pick-ups. This will become a public nuisance and more so if this operator further extends hours.
4. Impede further on the section of pavements between Safe Storage entrance – as it's a blind spot due a curved wall, it's not easy to see people on the pavement when turning into Safestore entrance gate via the road. Moped delivery drivers are notorious for speeding on roads often using pavement sections.

5. Should this applicant offer customer pick-ups in future, this will heighten safety and security concerns – particularly for school children and residents. We have found through experience that alcohol pick-ups attract anti-social behaviour.
6. With expected additional visitors to the area for Sir David Attenborough BBC Earth Experience (entrance; Empress Place on the pinch point of Lillie Road/Seagrave Road) – there needs to be a serious consideration for traffic management and safety.
7. Pollution - This application goes against wider Climate and Clean Air neighbourhood initiatives – see quote/press link for BBC Earth Opening: “It’s exciting that the borough will soon be home to such a valuable exhibition space,” said Cllr Sharon Holder, H&F Cabinet Member for Public Realm. “We’re committed to protecting and looking after our environment. That’s why we declared a climate emergency in 2019 and why we’re introducing [Clean Air Neighbourhoods](#). We’re able to extend this commitment by providing a home for this important educational space.”  
<https://www.lbhf.gov.uk/articles/news/2022/11/bbc-earth-invites-sir-david-attenborough-new-home-fulham>

**Lack of Any Supporting Documentation for application:**

8. See link to Safestore Terms & Conditions. Application seems to contradict it:  
<https://www.safestore.co.uk/terms-and-conditions/>
  - Point: 9.2 use the storage unit as an address for a business
  - Point: 8.9 No alcohol storage
9. Consent from SafeStore? I spoke with Safestore branch Manager who stated he was unaware of the application. The manager stated that they don’t allow customers to run a business from their storage facility, he noted that the applicant only rented the unit on 17<sup>th</sup> January 2023 and requested a floor plan which the Safestore Manager denied.
10. Due to the 180 turnaround on hours, I believe it’s a fair to request supporting information such as risks, operational/traffic management issues, future intentions around hours/customer pick-up’s etc as many of these ‘instant delivery’ online businesses allow for customer collections. It would be good to understand how they propose to work together with the business owner, Safestore?
11. From a license perspective - does this affect Safestore existing license? Fire regulations etc with large storage of Alcohol? And who will be responsible for dealing with ASB, Noise & Nuisance, traffic management etc when issues arise? Safestore? Or Applicant?
12. Food & Drink safety standards I would assume normally applies to businesses selling alcohol – how does this relate to Safestore premises? Would be good to understand the applicants experience within this industry? I looked up their company on HMRC and to date there are zero tax filings.

Ultimately, there’s a lot of grey areas with this application, and we can only foresee problems arising and more so, when they are not the premises business owner or contributing to council business rates.

The community needs assurances – particularly as we have experienced serious problems with ASB, drug dealing, noise and nuisance when it comes to the sale of alcohol. At the very least, this license if successful should carry strict conditions such as; no extension of hours unless applied for, no customer pick-ups, and a clear outline of which business (Safestore or

applicant) will be responsible for addressing any ASB, litter, Noise and Nuisance etc should they arise.

Yours sincerely

Dear Sir/Madam,

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

Comments were submitted at 28/02/2023 2:05 PM from

### Customer Details

Name:

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Email:

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Address:

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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: 28/02/2023 2:05 PM I strongly object to this application on the grounds of noise, nuisance, disruption of our lives and sleep. The proposal will involve delivery vehicles, and very likely the noisiest being mopeds and motorbikes (which sound very loud in quite hours) in and out of the Seagrave Road, at a completely unpredicted and unspecified rate, every day until 6am. This is totally unsuitable use for a residential street. During the Summer months, many neighbours like ourselves open windows at night - and as this street is predominantly terrace houses, noise echoes off them. Allowing this would create an unprecedented negative impact on our sleep, health and general well-being. My partner works as a nurse in the local hospital and its imperative that we achieve normal undisturbed sleep.

It may be that in the future the address of the property will be available online which will mean that members of the public could arrive to collect alcohol, causing a public nuisance. Seagrave Road has had problems in the past year with ASB and drug dealing with the last arrest involving ASB/Drug dealing was on 20th January 2023. We are working closely with our fellow neighbours along with the police and council noise and nuisance LET team - should this be approved by license committee, then effectively, it will undo all the positive actions we have achieved in the last few months.

I sincerely hope that all this is taken into account, as this application does not provide any key information such as impact study on noise/nuisance, operation plans etc and how this is inline with Hammersmith & Fulham's statement of licensing.

Yours sincerely

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Kind regards

**From:**

**Sent:** 29 March 2023 00:18

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

**Subject:** Re: FW: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Dear Licensing,

Firstly, my Objection still stands. After conversing with my neighbours - we are all in agreement and request that the council note the below, which has been pulled together by one of our neighbours due to time constraints.

We/I object on the following grounds:

1. This applicant does not have any ties or responsibilities to the community. He is based in Hounslow and does not pay council tax rates as like a business owner or residential council tax. They are simply sub-letting from Safe Storage.
2. This is not a legitimate business address – anyone renting a SafeStore unit are not supposed to run a business out of the unit. See point 9.2 of SafeStore Self Storage Terms and Conditions here: [www.safestore.co.uk/terms-and-conditions/](http://www.safestore.co.uk/terms-and-conditions/)
3. Point 8.9 of the above Terms and conditions also state no alcohol storage.
4. When searching online HMRC company records (**14625508**) – this applicant incorporated 'Virgin Alcohol Ltd' only in January 2023. (See link: [find-and-update.company-information.service.gov.uk/company/14625508](http://find-and-update.company-information.service.gov.uk/company/14625508))

The applicant and his application provide no sound credentials/experience in dealing with alcohol sales and more importantly they do not provide any supporting basic information such as site plan, risk analysis, operational management, type of delivery vehicles etc and how this business is aligned with the councils ULEZ green plans?

5. Further, how can someone apply to run an all-night time business to deliver alcohol and then suddenly say they only want to run a daytime business? That's a totally different business model. And highly likely a license tactic to only later apply for all night hours.
6. Why is there necessity to provide more 'instant alcohol delivery' before noon? It supports drinking alcohol when you don't need it i.e. those who drink it have the potential to cause a public nuisance. We should be supporting responsible drinking in some way via the licensing objectives. Has the council done a simple analysis on alcohol premises in the area? This is adding to unwanted Saturation problems.
7. This proposed business will affect income from a local store – My Shop, who is part of the community and acts responsible with residents. They also pay council tax.
8. This business will only cause ongoing noise nuisance problem from delivery vehicles/motorbikes/mopeds etc.
9. This business will add to additional traffic problems for the NHS ambulances trying to get to and from their station on Seagrave Road.

Please add this email as further evidence to my objection made previously.

The community needs assurances – particularly as we have experienced serious problems with

ASB, drug dealing, noise and nuisance when it comes to the sale of alcohol. At the very least, this license if successful should carry strict conditions such as; no extension of hours unless applied for, no customer pick-ups, and a clear outline of which business (Safestore or applicant) will be responsible for addressing any ASB, litter, Noise and Nuisance etc should they arise.

Yours sincerely

Dear Sir/Madam,

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

Comments were submitted at 28/02/2023 6:24 PM from

### Customer Details

Name:

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Email:

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Address:

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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: 28/02/2023 6:24 PM I am the owner of Wyatt Accountants, and 1a York House Residential block on Seagrave Road. As a business operating in this neighbourhood, I am very pro developing Fulham and favourably supported The Lillie Road Square and The Earls court Development. However, I strongly object to this and believe this proposed license would be extremely detrimental to the ambiance and safety of this neighbourhood street. I am very concerned about the increase of moped and van traffic that this alcohol delivery service would cause - particularly in the early hours of the morning - and the noise and nuisance this would cause. Noisy mopeds speeding along our road, vans taking up parking spaces and drivers hanging around waiting for jobs. There is no need for this 'late night' venture to be situated in a residential street, with so many empty retail units currently available on a designated

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commercial streets such as Northend Road.

I also question the legitimacy of this application - being the 3054 unit resides in Safe Store's Storage premises. The hours proposed over a seven-day period for distribution of alcohol from the premises, combined with the bulk storage of alcohol on the premises - seems to completely contradict Safe Store Storage unit leases? Safe Store's website clearly states unit access is only during website hours (mainly 8am to 6pm) and that the storage of combustible/hazardous liquids is prohibited. Therefore, surely this application should include documentation of support by Safe Store Ltd - together with the necessary documentation such as appropriate fire regulations, planning permission (i.e. does the sale of alcohol change Safe Store's own current business Use Classes?) along with the appropriate impact studies? Sincerely

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Dear Sir/Madam,

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

Comments were submitted at 08/03/2023 1:16 PM from

### **Customer Details**

Name:

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Email:

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Address:

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### **Comments Details**

Commenter Type: Residents Group

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 08/03/2023 1:16 PM We strongly object to this application on behalf of Lillie Square Residential Development (LSD) which currently encompasses 421 new homes with further planned. We are very keen to support new businesses that contribute to the community and further enhance the environment; however, we only foresee future problems that will likely arise such as anti-social behaviour, safety of children on roads/pavements, and security concerns surrounding the selling/distribution of alcohol via online instant deliveries facilitated by

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the likes of Uber/Just Eat etc.

Our development has been very conscious in creating a residential oasis to attract families and professionals to the area - encompassing green quite spaces, in line with climate initiatives. This proposed daily business operation (located opposite LSD), could impact very negatively with additional traffic and pollution, noise and nuisance of mopeds, and vehicles taking up parking spaces and drivers hanging around waiting for jobs. The applicant only 'sublets' a unit at the Safe Store facilities - and as such, would benefit financially without contributing business rates or having to deal with community issues, should they arise, as like a business property owner would. Originally the application was to operate until 6am and the likelihood with the nature of this business would want to extend hours and include customer collections in future which will attract anti-social behaviour. Currently there is no supporting operational data/studies regarding traffic management, safety, ASB and security risks and its impact in the vicinity. We believe this needs to be considered particularly with a school and ambulance station within walking distance to these premises

Sincerely

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**From:**

**Sent:** 03 April 2023 13:42

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

**Subject:** RE: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Dear Licensing,

Firstly, my Objection still stands. After conversing with my neighbours - we are all in agreement and request that the council note the below, which has been pulled together by one of our neighbours due to time constraints.

We/I object on the following grounds:

1. This applicant does not have any ties or responsibilities to the community. He is based in Hounslow and does not pay council tax rates as like a business owner or residential council tax. They are simply sub-letting from Safe Storage.
2. This is not a legitimate business address – anyone renting a SafeStore unit are not supposed to run a business out of the unit. See point 9.2 of SafeStore Self Storage Terms and Conditions here: <https://www.safestore.co.uk/terms-and-conditions/>
3. Point 8.9 of the above Terms and conditions also state no alcohol storage.
4. When searching online HMRC company records (14625508) – this applicant incorporated ‘Virgin Alcohol Ltd’ only in January 2023. (See link: <https://find-and-update.company-information.service.gov.uk/company/14625508>)

The applicant and his application provide no sound credentials/experience in dealing with alcohol sales and more importantly they do not provide any supporting basic information such as site plan, risk analysis, operational management, type of delivery vehicles etc and how this business is aligned with the councils ULEZ green plans?

5. Further, how can someone apply to run an all-night time business to deliver alcohol and then suddenly say they only want to run a daytime business? That's a totally different business model. And highly likely a license tactic to only later apply for all night hours.
6. Why is there necessity to provide more 'instant alcohol delivery' before noon? It supports drinking alcohol when you don't need it i.e. those who drink it have the potential to cause a public nuisance. We should be supporting responsible drinking in some way via the licensing objectives. Has the council done a simple analysis on alcohol premises in the area? This is adding to unwanted Saturation problems.
7. This proposed business will affect income from a local store – My Shop, who is part of the community and acts responsible with residents. They also pay council tax.
8. This business will only cause ongoing noise nuisance problem from delivery vehicles/motorbikes/mopeds etc.
9. This business will add to additional traffic problems for the NHS ambulances trying to get to and from their station on Seagrave Road.

Please add this email as further evidence to my objection made previously.

The community needs assurances – particularly as we have experienced serious problems with ASB, drug dealing, noise and nuisance when it comes to the sale of alcohol. At the very least, this license if successful should carry strict conditions such as; no extension of hours unless applied for, no customer pick-ups, and a clear outline of which business (Safestore or applicant) will be responsible for addressing any ASB, litter, Noise and Nuisance etc should they arise.

Yours sincerely

Comments were submitted at 10/03/2023 6:19 PM from

### **Customer Details**

Name:

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Email:

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Address:

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### **Comments Details**

Commenter Type: Residents Group

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 10/03/2023 6:19 PM From  
SafeStore does not allow customers to store alcohol so it looks like Applicant is not well informed. A neighbour close by is leading this and we are supporting her objection and the other objections because Licensing Matters in Fulham.  
As more evidence emerges I will add that to my Representation. There is growing concern about the menace of motorbike deliveries and the lack of age control handovers etc. LBHF needs a strong policy on this, similar to the robust alcohol delivery scheme of the 600-plus Shell petrol stations/Little Waitrose collaboration. I have spoken to their licensing agent who explained the liabilities involved, even for the Council itself.

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**From:**

**Sent:** 28 March 2023 17:12

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

**Subject:** Re: Application Amendment - 2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

2023/00297/LAPR - Alcohol Virgin - Unit 3054 29 Seagrave Road London SW6 1RP

Dear Licensing

1. My representation still stands as this storage facility does not allow storage of Fine Wine and various forms of alcohol! Also, the business itself does not exist.
2. Further, how can someone apply to run a night time business to deliver alcohol and then suddenly say they'll only run a daytime business? That's a totally different business model! Who needs alcohol delivery before noon anyway? It supports drinking alcohol when you don't need it ie those who drink it have the potential to cause a public nuisance. We should be supporting responsible drinking in some way via the licensing objectives.
3. This business will cause ongoing noise nuisance problem from delivery vehicles/motorbikes etc. they will also cause problems for the NHS ambulances trying to get to and from their base in this road, Seagrave Road.
- 4 Further, they are not supposed to run a business out of the unit as per 9.2 of the Terms and Conditions.

[9.2 use the Unit as offices or living accommodation or as a home or business address and not use the address of the site or Unit for receiving mail;](#)

5. Without them explaining themselves, they are now very suspect. They are eating away at the Lic Authority's previous time, in my opinion. And once again, residents have to dig deeper for the truth so that a Licensing sub-Committee has all the facts.

We need HONEST businesses around here in Fulham, not ones that are skirting the law from the outset.

There is no business called Active Virgin; at least I can't find it. Perhaps Mr Patel could tell us more about this business that does not exist?

6. Please add this email as further evidence to my Representation made previously.