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**Subject:** Supplemental info for 2023/00297/LAPR hearing Wed 19 April 2023 18:30  
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**Attachments:** [Photos.pdf](#)

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Supplemental info for 2023/00297/LAPR hearing Wed 19 April 2023 18:30

Dear Licensing,

I again visited Seagrave Road today and attach in the one-page PDF here photos of SafeStore surrounds, plus the London Ambulance Service photo from the road.

I have commented on this application because we have new motorized delivery problems in our road which might seem far away from Seagrave Road, but this application is about delivery; delivery within a wide radius. We now have motorized two-wheelers jumping onto the pavement to avoid cameras in Effie Road at a traffic restriction gate. They have learned exactly when to jump on and off so as not to be seen by the cameras. They are creating a new rat run to avoid 3 long traffic lights around Fulham Broadway, whipping through Effie and Barclay Road at absolute highest speed. This only as background.

This Application seems a non-starter. It has consumed much time of residents. It has, positively, brought together residents and businesses in Seagrave Road/Lillie Road and Fulham Broadway surrounds to build the case to request the Sub-Committee to reject the Application.

1) The revised hours suggested by the Applicant cannot be correct because this SafeStore is only open on Sundays from 10am to 4pm (see photo, sign to left of main door), so trading until 6pm would not be possible on Sundays. They are not open until 10am on Sundays, so 9am in also incorrect. See photo on attached PDF, 1 page.

2) The Terms and Conditions do not allow running a business out of a storage unit at SafeStore

Staff again said that they do not get involved in writing Representations to the Council but that it is clear in their Terms and Conditions that the proposed Alcohol Virgin alcohol delivery business from unit 3054 (or any unit for that matter) cannot be based in this storage facility, cannot be run out of this storage facility, cannot use the address as the address of the business etc.

3) Not fit for purpose and no planning consent

a) Storage facilities are not fit for working in. Health and Safety regs for 'employees' or those working on whatever terms are impossible to adhere to. For a start, there is no climate control, for the human, nor for the goods being stored.

b) There is no planning consent for a retail business to run out of this storage facility. This point relates to page 8, point 5.5; there is no planning permission for this type of business. There is permission for storage, but storage as per the Terms and Conditions of SafeStore.

4) The London Ambulance Service, 150 Seagrave Road SW6 1RX counts on slowly moving vehicles in Seagrave Road, to allow for the quickest maneuverability of their ambulance vehicles as possible.

The staff told one resident, who took time to go there and speak to them about this application, of the difficulties that they have on football Match Days, when too many

people are in the road (making their way to West Brompton tube/trains), too many are drunk etc. The Ambulances cannot get in and out easily. Brawls have ensued etc. Adding more delivery scooters to the equation will be a further nightmare they told the resident.

This relates to the Agenda Pack page 6, point 5.3, Policy 4, pages 22 and 23 regarding planning permission (it is not in place) as well as mentioning taking into consideration the proximity of Accident and Emergency departments, which one must assume includes the rather rare but so important ambulance stations such as the very large Fulham Ambulance Station, just down on the other side of Seagrave Road.

#### 5) Ongoing drug dealers using Seagrave Road

Today, I spoke with residents (head of the residents association) as well as the manager of the Premier Inn HUB (89 rooms) at the corner of Seagrave and Lilly roads. There are numerous challenges he and other Premises (Lilly Langtry pub, for instance) are facing due to The Prince pub—Lillie Road-- directly across from his 'HUB' hotel. The Prince is attracting drug dealers.

Presumably because they are in 'special 'measures' police have said they have no time to deal with drug dealing problems 'off the premises' and apparently they are not interested in taking time to set up an operation inside the Premises—the excellent manager of the Lillie Langtry pub witnesses the deals; cctv is available as of today from the local shop — if Lic is interested we can help with the manager's name etc of this shop), even though witnesses continually see the security staff, drug dealers and the big Merc doing drug deals with the Prince pub customers who exit and reenter the pub.

This was very concerning to hear, again, as I had already heard about it from a resident. There seems to be no police support so he has started (voluntarily) to lock his front sliding doors at 10pm to limit access as the dealers and customers were coming inside. His senior manager at head office of Premier Inn said it is better to lose money on drinks/coffee/alcohol etc rather than attract the possibility of drug dealing in their lobby -- clearly the manager is taking extreme measures to stay on the right side of the law (he has a small, attractive full alcohol bar and coffee offering—I thanked him for his initiatives to safeguard his lobby and his clients and employees, and said I would be letting the Sub-Committee know of this).

6) The Sub-Committee will find useful the comments of Capco (Lilly Square). pages 5657 of the Agenda Pack—residents made Capco aware of this licensing application; this development is part of the Council's residential strategy, which includes housing for a 'quieter' living experience. Clearly, the addition of noisy delivery drivers and their equally noisy powered two-, three- or four wheelers will not add to supporting the Council's specific residential strategy of Lillie Square on Seagrave Road.

This relates directly to Page 9, point 5.8 regarding proximity of residential accommodation. Seagrave road is very, very residential with much of the early Victorian housing still intact and taken care of nicely, with the Oratory School at the far end, and local shops and pubs at the top end, plus the Premier Inn HUB hotel.

The applicant has made no mention of the 358 Oratory school children in the direct area, plus other children attending one of the several schools very close by in fully residential roads, every morning and afternoon (the new proposed hours are 9am to 6pm for alcohol delivery; the stated hours on the application in the pack have not been updated).

#### 6) Hours and Police comments

I am concerned that this applicant thought it appropriate to apply for a license to sell/deliver alcohol at all hours. Then, suddenly, the applicant changed its plans to a 9am to 6pm business. Perhaps the Sub-Committee could help residents understand what is behind

this, ie a totally different business model.

It is unclear to me if the 9 March email from the Met Lic Police was considering the originally applied for hours of 7pm to 6am. If so, apparently the Police did not suggest any change of hours, leaving this, apparently, to Noise Nuisance; it looks like the Applicant agreed totally different hours of 9am to 6pm based on a 5 March email via the Noise Nuisance department to the Applicant. It is unclear to me why the Licensing Authority itself cannot suggest that hours until 6am in the morning in residential Fulham are not at all appropriate for delivery of alcohol. I don't think that the Applicant took much time to study the H&F Lic Policy.

7) Not paying business rates:

As Capco quickly pointed out to us, the Applicant won't be paying business rates in H&F, because technically they are paying for storage, so they would not be technically running a business in the space.

8)

9am alcohol sales?

As well, would it not be helpful to emphasise Responsible Drinking and Drink Aware campaigns, even though these are not directly part of the 2003 Lic Act? How does overpriced (usually these services charge very large premiums for immediate, on-demand delivery of alcohol) alcohol at your doorstep at 9am make sense under any circumstances?

9) From page 7 of the Agenda Pack (Policy 11, page 30 of the SLP):

Page 7 5.5 Policy 13 page 31 of the SLP states that:

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

It does not seem to me that the Applicant has taken much or any of the above into consideration.

10)

On page 9 of the Agenda Pack, 5.6, last bullet point:

'• A requirement for a specific delivery collection area to be made clear to any third party delivery service. This area may not be directly outside the licensed premises to take account of any residential accommodation close by or obstructing the pavement/highways'

The Applicant has said that the alcohol will be collected at the front desk of SafeStore (SafeStore denies this, at least to those of us who spoke with them). Where will the Deliveroo-type drivers hang out? Surely, not 'inside' the entrance area to the rear building, nor to the front on the pavement, nor in the road itself due to the residences all around, nor on the double yellow lines. So, they will displace themselves further to the left of right, ie in front of residential homes. This is not allowed as per the Lic Policy.

In conclusion,

this application has not been thought through. It is a well known fact that alcohol delivery via apps has become a big business/potentially fast money maker, especially with the ability to create fake names/multiple names for various non-existing 'app shops' from which to order alcohol, usually at very inflated prices; but those who need alcohol are

apparently able and willing to pay those prices. Unfortunately, apps now make it possible for those with 'drink needs' to drink in their own space. This is a growing and somewhat hidden problem; the victims are spouses but more importantly very often, children. Why are we supporting this in H&F?

I tried to reach the head of Safeguarding, Anna Carpenter, for comment, but I have not made contact so far. She can't respond often to these Applications, to be honest, especially when the application seems to be such a non-starter. She did help us a few months ago with a Rep and the Sub-Committee at that hearing was very grateful for her input, as were residents, so for future applications, I will keep trying to encourage her into the Rep loop. Why residents have to do this, is another conversation that residents would like to have with the Licensing Committee at some point.

I would also suggest that the Applicant not attempt to try the same idea at one of the competitors, Access Storage, as their Terms and Conditions specifically prohibit the storage of alcohol in any of their units. As well, running a business out of an Access storage unit is not allowed.





**SafeStore SelfStorage @29 Seagrave Road SW6 1RP(3 photos) & street view of London Ambulance Station @150 Seagrave Road SW6 1RX**

