

From: [REDACTED]
To: [Mckenna Lorna: H&E](#)
Cc: [Licensing HF: H&E](#)
Subject: Re: Notice of Hearing - 2023/00740/LAPR - Morley's Fulham, 308 - 310 North End Road London SW6 1NQ
Date: 02 July 2023 13:57:56
Attachments:

[Morleys Additional Info Updted.pdf](#)

Hi Lorna,

Hope you had a good weekend.

As promised to meet Monday's deadline, please find additional document to be added as evidence for the Morley's 308 North End Road Wednesday hearing.

If you could email to confirm you have received that would be great.

Many thanks

[REDACTED]

MORLEYS FAST FOOD CHICKEN SHOP
License Application 2023/00740/LAPR Sun-Thurs 11-00:00 Fri & Sat 11-02:00
308-310 North End Rod former The Barrow Boy pub

SECTION 1

LOCATION - Pages 2-5 is to visually assist with the showing:

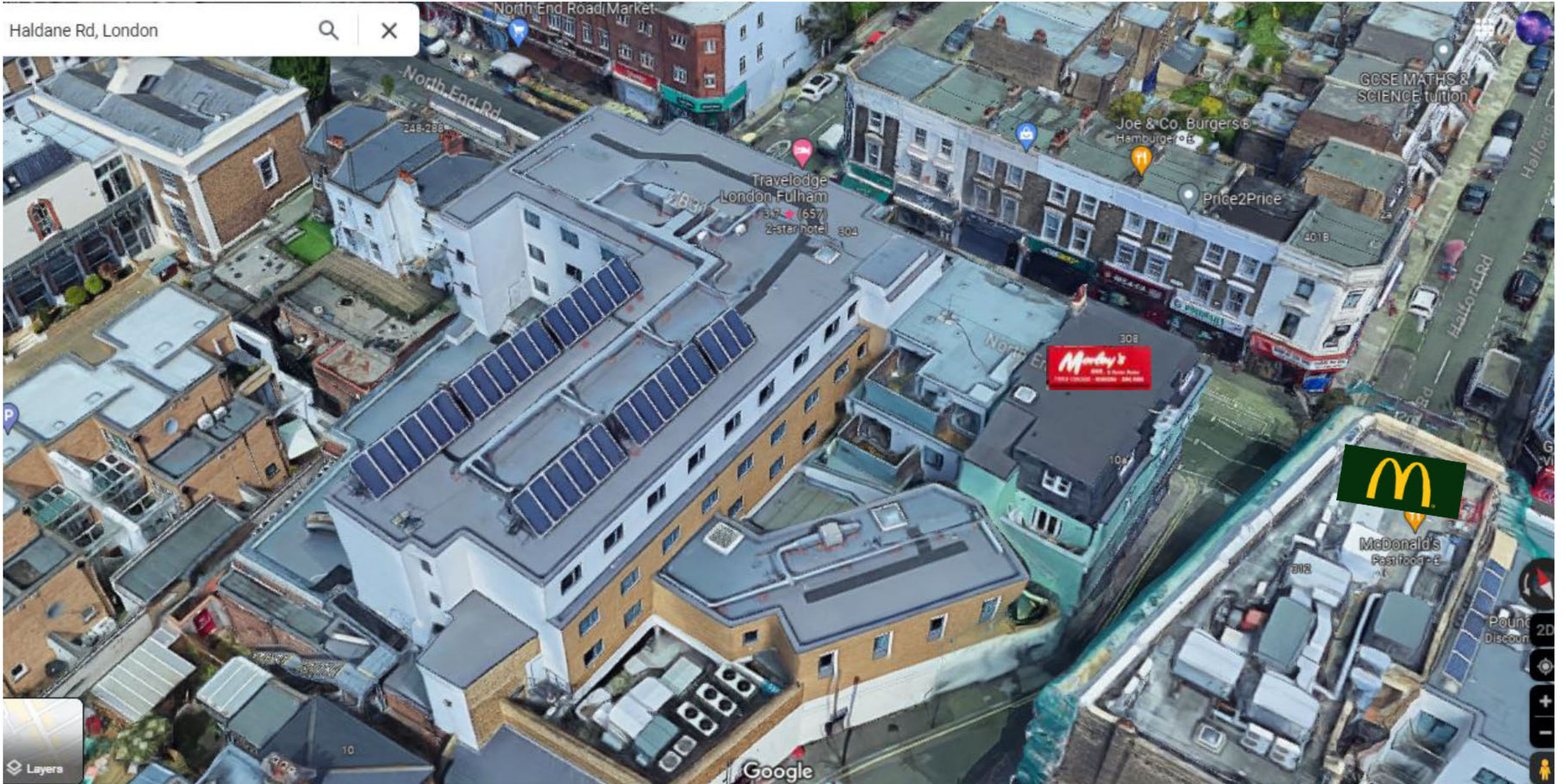
- Premises location on North End Road – next to Mcdonalds, Residential address and Travel Lodge Hotel
- Key residential entrances - next door on North End Road and also directly above – access at Haldane Road
- The Narrow one-way street from McDonalds/Morleys at Haldane Road which delivery drivers wait on



Residential Entrance

Hotel Entrance

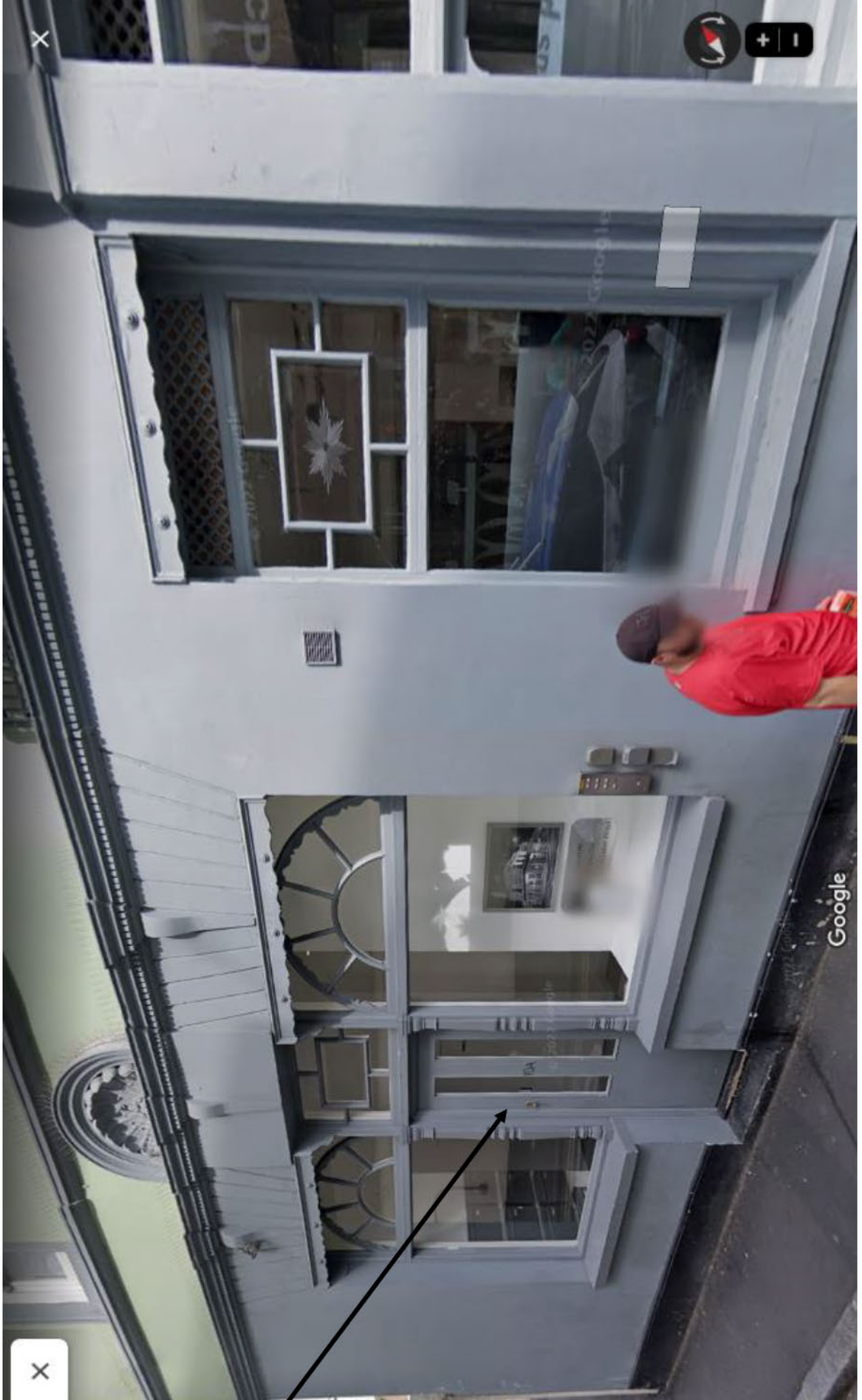
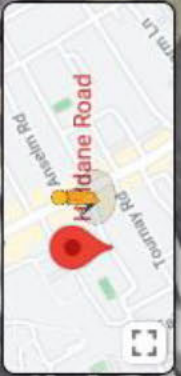
Haldane Rd, London



Haldane Rd, London



**Barrow Boy Apartments
(Residents directly above
Morley's)
10A Haldane Road
Residential Entrance**



Google

Residential Haldane Road

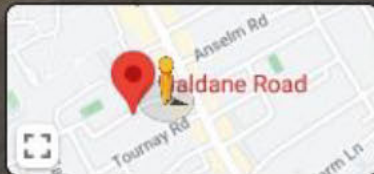
Haldane Rd, London



London, England

Google Street View

Jul 2022 See more dates



Google

MORLEYS FAST FOOD CHICKEN SHOP
License Application 2023/00740/LAPR Sun-Thurs 11-00:00 Fri & Sat 11-02:00
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SECTION 2

Crime and highest ASB hotspot at Location

- Page 7 Map highlights 12 months of crime (April 2022 –April 2023) via Police.uk statistics – noting Mcdonald’s, Haldane Road, Travel Lodge section of North End Road being key problematic areas.
- Page 8 – 2023 CADS provided for McDonald’s/Haldane Road.
- Co-Chair Annabel Cotrell put in an objection on behalf of The residents of Walham Green. The recent Ward Meeting highlighted Mcdonald’s 312 North End Road as being the most significant disorder on the Ward at present and involving a gang of violent youths

National News on Chicken Shop Grooming

- Pages 9-10 highlights dangers of ‘Chicken Shop Grooming by Gangs’ in the UK’s Educational Forum & national media news coverage.
- Pages 11 -12 shows how many schools in the immediate area, together with Mayor Khan’s ‘No fast food shops’ within 400meters.

The following interactive crime maps have been taken off <https://www.adt.co.uk/crime-in-my-area> - these statistics are provided by Police.UK - UK's national police crime database. (April 2022 -April 2023)

Crime within 1 mile of: SW6 1NG North End Road, London, United Kingdom

Last 12 months

Data period (months):

3 6 12

SW6 1NG

[+ Add another postcode](#) to compare

Crime within 1 mile of:

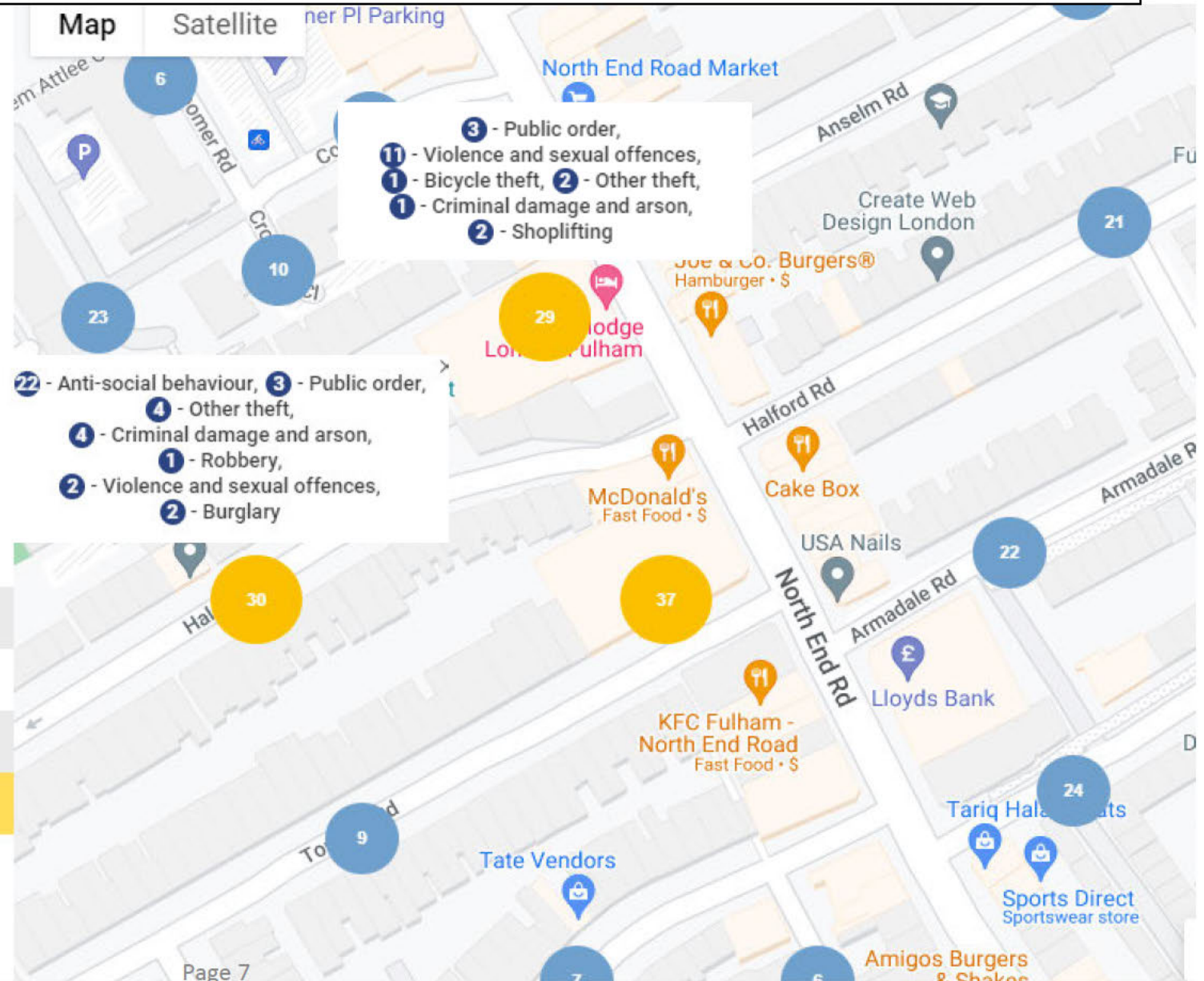
SW6 1NG

National avg. ⓘ

Violence and sexual offences	115	53	×
Anti-social behaviour	38	24	×
Criminal damage and arson	21	12	×
Other theft	59	12	×
Burglary	17	6	×
Total	364	152	

[View all crimes](#)

[Crime updates by email](#)



2023 CADS Providing for McDonald's/Haldane Road 'ASB Hotspot' 312 North End Road

CAD 5453/11JUN23

Youths shoplifting at McDonalds

CAD 4673/10JUN23

ASB in McDonalds, youths vaping and attempting to steal

CAD 1254/03JUN23

Haldane Road. ASB in street, resident's front door being banged on

CAD 8231/27MAY23

ASB in McDonalds, youths throwing water around and stole food

CAD 7243/27MAY23

As above, youths spraying waterguns

CAD 8184/26MAY23

Youths inside McDonald spraying water guns

CAD 6124/26MAY23

Moped stolen while victim was inside McDonalds

Crime 6013267/23 20MAY23

McDonalds Security guard's body cam was hit by youth after being asked to leave

CAD 7745/05MAY23

Youths smoking weed in McDonalds

CAD 6100/01APR23

Haldane Road ASB. youths shouting and banging on residents doors

CAD 6566/25MAR23

Haldane Road ASB. Youths running around street kicking at people's doors

CAD 4513/23MAR23

Youths vaping and burning table with lighter inside McDonalds

CAD 1470/05MAR23

Bike stolen from outside McDonalds

CAD 5520/02MAR23

Customer's phone stolen while inside McDonalds

CAD 3974/06FEB23

Customer's phone stolen while inside McDonalds

CAD 6720/27JAN23

Males causing nuisance and fighting in McDonalds

CAD 5223/22JAN23

Youths swearing and causing nuisance in McDonalds

CAD 7127/19JAN23

Youths smoking in McDonalds

LGFL COMBATS 'CHICKEN SHOP GROOMING'

🕒 30TH AUGUST 2019 👤 STUART O'BRIEN 💬 NO COMMENTS



SOURCE:

<https://education-forum.co.uk/briefing/lgfl-combats-chicken-shop-grooming/>

Edtech charity LGfL has launched a new poster campaign to raise awareness of a disturbing trend known as 'chicken shop grooming'.

Recent evidence presented by the Youth Select Committee in a parliamentary enquiry has highlighted the worrying connection between fast food shops and grooming, where gangs based in chickenshops offer young people 'free' food in order to coerce them into drug trafficking or violent crime.

The Children's Society report published in July 2019 – [Counting Lives: Responding to Children who are Criminally Exploited](#) – indicates that county lines drug gangs have recruited children as young as seven or eight, with 14-17 year olds most at risk of exploitation.

LGfL says 'Chicken shop grooming' is a form of child exploitation prevalent throughout the UK, which has not received widespread public attention until recently.

Young people on their way home from school are bought food by an acquaintance or stranger over a number of days and start to unknowingly accrue debt.

The groomer informs the child that the only way to repay the debt is to begin trafficking drugs; however, the dealer might arrange for the young person to be robbed while carrying the substances. The original debt is not cleared and the sum will now include the cost of the lost stock, raising the bill to hundreds or thousands of pounds.

Groomers trap children in this cycle of drug dealing, with the situation sometimes escalating so severely that young people disappear from home to live in a 'cuckoo' house – a vulnerable person's home used by gangs to remain under the police radar.

Although commonly associated with drug dealing and gangs, chicken shop grooming can also lead to child sexual exploitation (CSE). Children's charity Barnardo's explains how gifts (including free food) may be used against young people to extort sexual 'favours'. Watch their video [here](#) to learn more.

LGfL serves a community of 3,000 member schools throughout the UK, focusing on saving schools money, tackling inequality and keeping children safe.

Their poster campaign paired with the tagline 'There's no such thing as free chicken' highlights the dangers of this site-specific exploitation, raising awareness of the fact that 'Friends of friends who buy you things often want something in return' to prevent children unknowingly accumulating debt by accepting free food.

Chicken Fast Food Shops & Drug Gangs - National Press Coverage

[All](#) [News](#) [Images](#) [Videos](#) [Shopping](#) [More](#) [Tools](#)

About 11,800,000 results (0.38 seconds)

Criminal "chicken shop gangs" are recruiting children to deal drugs with the offer of free food, a parliamentary investigation has found. So-called chicken shop grooming was described in written evidence submitted to the youth select committee, which is investigating the UK's knife crime epidemic. 13 Aug 2019



The Guardian

<https://www.theguardian.com> > society > aug > chicken-s... [More](#)

'Chicken shop' drug gangs recruit children with food, inquiry ...

[About featured snippets](#) • [Feedback](#)



Daily Mail

<https://www.dailymail.co.uk> > news > article-7347355 [More](#)

Gangs targeting teenagers in chicken shops by luring them ...

11 Aug 2019 — Gangs are recruiting children to deal drugs by luring them with free fast food. ...

The use of the tactic – known as 'chicken shop grooming' – has ...

You visited this page on 11/05/23.



Sky

<https://news.sky.com> > story > children-being-recruite... [More](#)

'Chicken shop' drug gangs recruiting children with promise ...

12 Aug 2019 — The criminals, known as chicken shop gangs, persuade children to deal drugs for them and then threaten them if they want to stop.



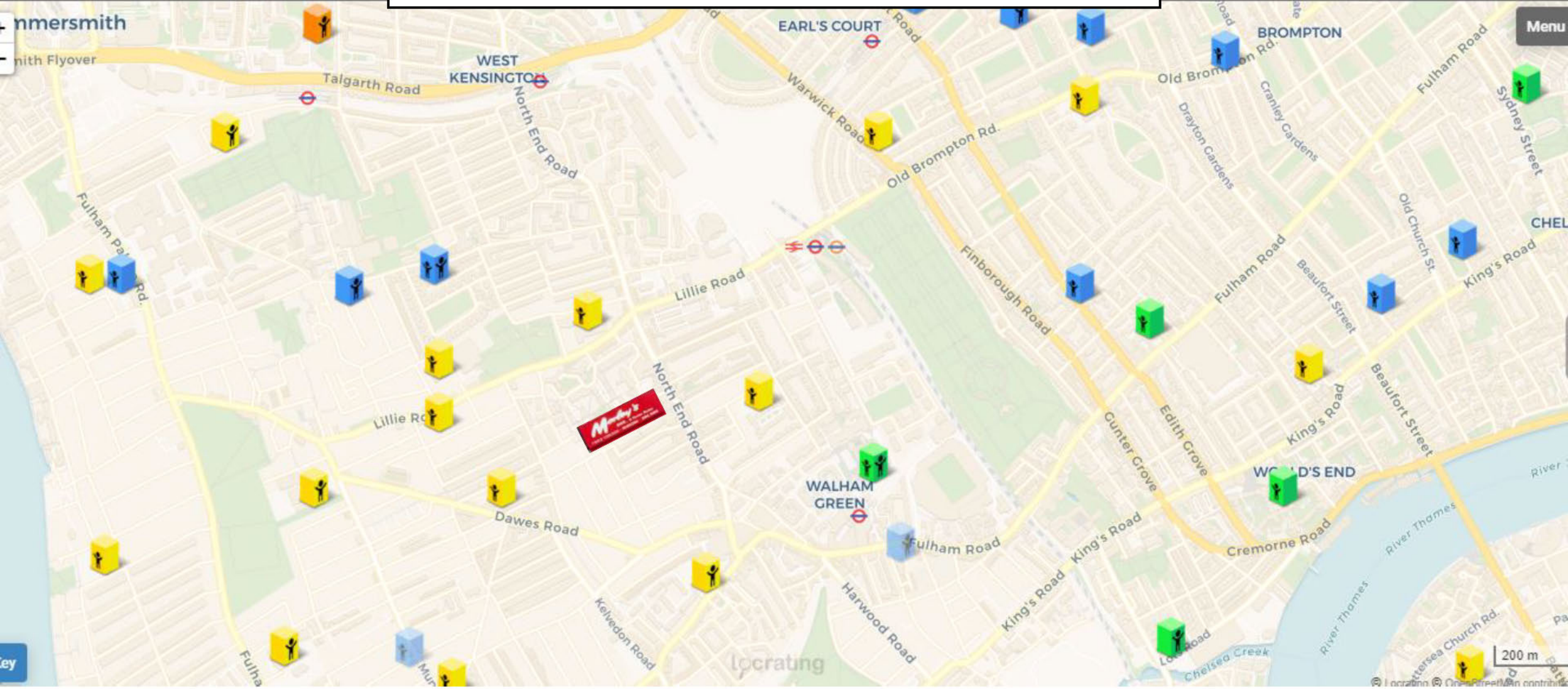
The Independent

<https://www.independent.co.uk> > UK > Crime [More](#)

Children lured into crime by 'chicken shop gangs' offering ...

12 Aug 2019 — Criminal "chicken shop gangs" are recruiting children to deal drugs with the offer of free food. The tactic, dubbed "chicken shop grooming", ...

Schools in the immediate Area



NEWS > LONDON

Total ban on fast-food outlets within 400m of London schools, Mayor Sadiq Khan to announce

[SOURCE: Total ban on fast-food outlets within 400m of London schools, Mayor Sadiq Khan to announce | London Evening Standard | Evening Standard](#)

& Noted on Page 63 in Mayor Sadiq Khan's manifesto

VIEW COMMENTS



“This plan will encourage a healthier food environment around our schools so that junk food is no longer the option for children nearest the school gates.”



Win 5,000

Launch your business with the Startup Angel competition

Partnership with Evening Standard

ENTER NOW

Terms apply

MORLEYS FAST FOOD TAKE AWAY CHICKEN SHOP
License Application 2023/00740/LAPR Sun-Thurs 11am - 00:00am Fri & Sat 11am-02:00am
308-310 North End Rod former The Barrow Boy pub

SECTION 3

Fast Food Take Away Franchise Brand

- Page 14 - Correspondence with applicant – describes the concept as a “Restaurant” with take away. Expecting to sell less than 2% alcohol sales.
- Page 15 portrays Morley’s Chicken Shop Take Away brand in other locations.

Chicken Shop Take Away vs Restaurant

- Pages 16 – highlights Morley’s as a ‘FAST FOOD’ take away operation – in its own website and industry franchise literature
- Page 17 – shows current Shopfit and window advertising with digital order screen – highlighting a ‘Fast Food Take Away’ operation
- Page 18 – Defines ‘Restaurant’ vs Fast Food Take Away

Morley’s Brick Lane Alcohol license Rejection 2021

- Pages 19- 20 - show that the same applicant applied for an alcohol license for Morley’s Brick Lane and highlights key rational comments from local police/license team at Tower Hamlets license sub-committee meeting.

Morley's Representative Response Regarding Concept

From: [REDACTED]
Date: 27 May 2023 at 18:46:29 BST
To: [REDACTED]
Cc: "Licensing HF: H&F" <licensing@lbhf.gov.uk>
Subject: RE: Mr Olu Re: Pls be in contact asap re my questions Morley's application 308 - 310 North End Road

Barclay Road Residents
[REDACTED]
[REDACTED]

Find below answers to your queries:

1. How many people will be sitting and or standing in this proposed 'Take - Away Restaurant and Bar'? - We will have 28 covers. Please note we are a restaurant with a takeaway facility. We will serve a very small selection of beers from our drinks fridge (which contains 98% soft drinks) to be accompanied by our fried and grilled chicken food offerings. We are a similar concept/restaurant to Nando's where customers go to eat grilled chicken and possibly have a beer with their food. Alcohol will make up less than 2% of our total sales and will only be sold with food.
2. How many tables? - 12 tables
3. How many chairs? - 28 chairs
4. Will there be bar stools? How many? - No bar stalls as we do not have a bar or window ledge seating.
5. Will there be an eating/stand up, no stool bar? - Eating will be done within our 28 seats. There are no allocated standing/stool areas for eating.
6. Will there be power sockets for people to use laptops? Will you allow people (adults and children) to use tables as workspace? There are no available customer sockets for the use of laptops. We cannot control customers using their laptops in the restaurant; however they will have bought food from our restaurant in order to do so. Everyone is welcome to dine at our restaurant (adults and children). We do not mind anyone choosing to work at one of our tables while they eat their meal.
7. Pls send me a proposed menu. - Morley's menus are found on their official website: <https://www.morleyschicken.com/>

Morley's Chicken Shop Take Away Brand

- south london
- stabbing
- highams park
- kfc
- chicken cottage
- finsbury park
- market
- morley's chicken shop
- randlesdown road



Evening Standard
Morley's Chicken is sponsoring tick...



Highams Park Portal
Morley's - Highams Park Portal



MyLondon
The best Morley's in every London...



MyLondon
The best Morley's in ev...



MyLondon
We had lunch at South London's worst ...



Reddit
When I first moved to london...



Reddit
When I first moved to london I kept ...



MyLondon
The best Morley's in every...



The Sun
KFC closes hundreds of branches - h...



MyLondon
The best Morley's in ev...



Restaurant Guru
Morley's Fried Chicken, 412 Hale...



The Independent
Lewisham stabbing: Boy, 15, knif...

Morley's Franchises' is known in the restaurant industry as 'Take Away Fast Food' business – it's also clearly advertised as this within their own literature and on UK industry franchise B2B websites

Morley's
MMM... It Tastes Better

OUR FOOD OUR STORY FRANCHISE MEDIA LOCATIONS POLICIES

Morley's has been on the doorstep of London for more than 35 years when in 1985, Kannalingam (Indran) Selvendran swung the doors of his Sydenham store open and started his spirited venture into hospitality by opening a restaurant with takeaways, before moving to a takeout model with limited seating. He believed that **'fast food'** didn't have to be dominated by big American chains, but instead come from a local business in the community. Today, the principles that the brand was passionately built on, remain at the heart of everything we do.



Window menu displays for 'Fast Food' Take Away shops

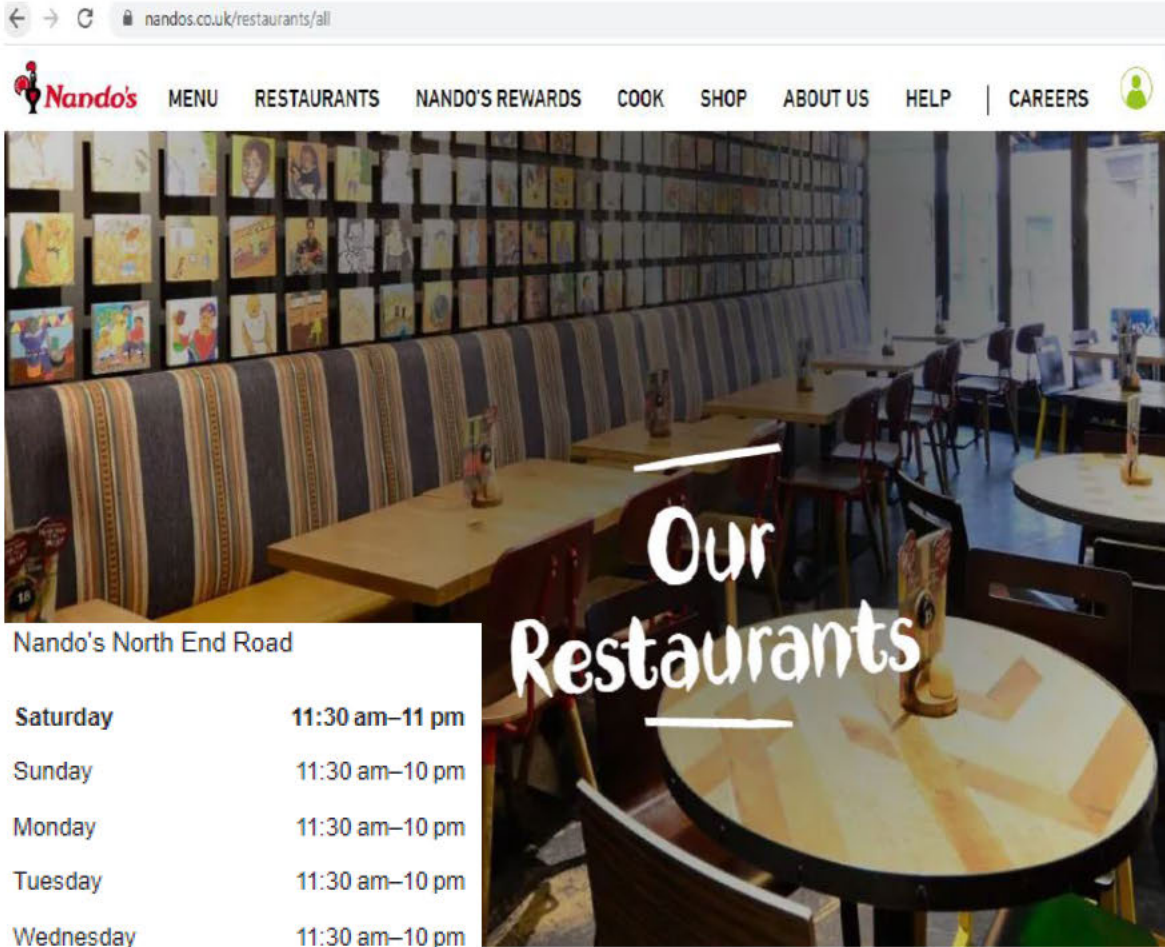
<https://www.morleyschicken.com/>

<https://www.what-franchise.com/franchise-opportunities/fast-food-franchises/morleys-chicken>

Morley's 308 North End Road Shop Fit (01.06.23)– Floorplan/Set up as a 'Fast Food Take Away' operation
– Counter dominates space with 4 digital order and pay machines in place as like Mcdonalds/KFC



Nando's – clear distinction of operating as a restaurant



nandos.co.uk/restaurants/all

Nando's MENU RESTAURANTS NANDO'S REWARDS COOK SHOP ABOUT US HELP CAREERS

Our Restaurants

Nando's North End Road

Saturday	11:30 am–11 pm
Sunday	11:30 am–10 pm
Monday	11:30 am–10 pm
Tuesday	11:30 am–10 pm
Wednesday	11:30 am–10 pm
Thursday	11:30 am–11 pm
Friday	11:30 am–11 pm

Whilst Nando's concept requires customers to order food/drinks at the counter – the mechanics of how they work is more the modus operandi of a traditional casual dining restaurant:

- Floorplan dedicated to seating with restaurant design aesthetics
- Restaurant prices, not fast-food prices
- Waiter service - takes care of your table and serves you the food
- Its ethically sourced chicken is grilled to order (not pre-fried). The griller gets your order ticket, gets the requisite piece of meat, puts it on the grill, adds marinates, then plates it up as per the order
- You can customize the cooking - i.e. extra spicy, mild or extra mild chicken
- Food is served on plates with cutlery and brought to your table
- Operating hours of a restaurant



Morley's Chicken (Brick Lane)

Website

Directions

Save

3.1 ★★☆☆☆ 226 Google reviews ⓘ

£ · Fried chicken takeaway

Service options: Dine-in · Kerbside pickup · Delivery

Address: 60-62 Brick Ln, London E1 6RF

Hours:	Thursday	11 am–11:30 pm
	Friday	11 am–12 am
	Saturday	11 am–12 am
	Sunday	11 am–12 am
	Monday	11 am–11:30 pm
	Tuesday	11 am–11:30 pm
	Wednesday	11 am–11:30 pm

This same applicant Mr. Samuel Aduba also applied for an alcohol and entertainment license for Morely's in Brick Lane in March 2021 which included on and off alcohol sales – which was rejected by Tower Hamlets license sub committee (link below). Resolved outcome was to allow for 'Late night refreshment only'. Comments from committee next page.

<https://democracy.towerhamlets.gov.uk/mgAi.aspx?ID=120811>

Below is link to applicants HMRC Comp registration History:

<https://find-and-update.company-information.service.gov.uk/officers/FuV8geahaXKKFiAeuPuOzJtihZc/appointments>

Section 1 of 21

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

System reference This is the unique reference for this application generated by the system.

Your reference You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?
 Yes No Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Applicant Details

* First name

* Family name

* E-mail

Main telephone number Include country code.

Other telephone number

Indicate here if the applicant would prefer not to be contacted by telephone

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

Applicant Business

Is the applicant's business registered in the UK with Companies House? Yes No
 Note: completing the Applicant Business section is optional in this form.

Registration number

Business name If the applicant's business is registered, use its registered name.

VAT number Put "none" if the applicant is not registered for VAT.

Legal status

Comments from the Tower Hamlets Sub Committee Meeting Minutes for Morleys Brick Lane license application March 2021:

Members then heard from Ms Lavine Miller-Johnson, Licensing Officer. She expressed concerns in relation to the CIZ and the general impact on the area. She explained that such a late licence with licensable activities for on and off sales of alcohol and regulated entertainment would affect residents, people who work, those who are elderly and vulnerable and those with young families, as this would most likely increase alcohol related public nuisance in an area which already experiences high levels of anti-social behaviour.

PC Mark Perry, Metropolitan Police questioned why premises wanting to operate as a restaurant needed a licence for regulated entertainment and off sales of alcohol. He expressed concerns that if a licence was to be granted, then the premises could turn into anything and everything with a temptation to drinkers in the area, and increased crime and disorder and public nuisance. He also stated that no plans of dispersal policy or drug policy had been submitted until requested, and there remained serious concerns that granting a licence in the terms sought would lead to an increase in crime and disorder in the area. PC Perry stated that if the Sub Committee was minded to grant the application, then they should consider removing off sales.

Source: <https://democracy.towerhamlets.gov.uk/mgAi.aspx?ID=120811>