

**BEFORE HAMMERSMITH AND FULHAM LONDON BOROUGH COUNCIL  
LICENSING SUB-COMMITTEE**

**APPLICATION FOR A PREMISES LICENCE FOR EXISTING HEALTH CLUB PREMISES  
AND TITLED ROSE AND BALL**

**CHELSEA FOOTBALL CLUB, STAMFORD BRIDGE, FULHAM ROAD, LONDON SW6 1HS**

**LICENSING ACT 2003**

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**CASE SUMMARY (HEARING 8 NOVEMBER 2023)**

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***Introduction***

1. This Case Summary is presented to the council for the purposes of the licensing sub-committee hearing in the above matter on 8 November 2023. It sets out the submissions of various of residents who have made representations and addresses those matters raised in a Case Summary prepared by Mr Matthew Phipps of TLT Solicitors. This is a written version of the arguments which will be presented to the committee members at the hearing and is designed to assist them in reaching their conclusion.
2. The statement is prepared on behalf of [REDACTED] of [REDACTED] and the Barclay Road Residents Association and on behalf of other residents who have submitted representations and who have requested that Mr Hughes, Barrister and Partner at Keystone Law speaks on their behalf.

***Overview***

3. The forty or so objecting residents to this application all live within a very close distance of the proposed premises and the access and egress points and, accordingly, they all have first-hand knowledge and evidence of the situation on the ground during match days and thereafter particularly in respect of extra match events. They all have first-hand knowledge of that to which they depose in their representations and should be regarded in our respectful submission as the experts on the area in which they live. Mr Phipps in his remarks indicates that the police and environmental health are to be regarded as experts in their field but no less are the residents to be regarded as experts in the area in which they live. All residents who have made submissions effectively indicate that the proposals as set out in this application would inevitably have a substantial adverse impact on their residential amenity.
4. In the Applicant's previous applications in respect of a marquee to be erected very close to the current proposed premises, there were very similar concerns lodged by local residents which led ultimately to that application being withdrawn in the earlier part of this year. However, having withdrawn that application for a 400-capacity marquee the Applicant now returns to the Licensing Authority seeking permission for extended match day events for 660 capacity including three hours sale and consumption of alcohol before kick-off and a further 60 minutes of consumption after final whistle with an expulsion time of 30 minutes thereafter.

5. In withdrawing that previous application, the club's legal representative pointed out in its email of 11 May 2023, that it had reflected on the comments of respondents in that application and that they were further "sensitive to the concerns articulated" by those residents. There was a further indication that the club was "engaging" with local residents. This new application what reflection the club has had on the remarks of local residents previously and to what extent they are sensitive to residents' positions on the matter.
6. We stated in a previous Case Summary that the application for a marquee at that time was a licensing bridge too far. Nothing has changed in the meantime and our submission is that, given the already extensive number of licensed premises within the football club and a substantial number of licensed premises within proximity of the club this is still a license application too many. The Applicant says that there are already 26 hospitality suites within the club, and it is our submission that that is more than enough and there is no necessity to add capacity of 660 out of match hours to the numbers already existing for a premises whose current planning use is that of a health club with the ability to have small functions on the existing ground floor. This application seeks to expand the use of the premises from ground floor to first floor and significantly increase capacity.
7. It is our submission the grant of this application is as inappropriate as would have been a grant on the previous withdrawn application for the reasons set out below and those other reasons contained within the letters of representation.

#### ***Cumulative effect and the compounding of problems***

8. Whilst the licensing authority has not yet sought to restore its cumulative impact area policy in respect of Shepherds Bush and Fulham Town centre we submit that all the reasons set out for the implementation of that policy are still present and residents are fully aware of this fact. We have attached with this summary the licencing authority's own recent cumulative impact assessment which indicates that the problems associated with the Fulham Town centre area have in some major respects increased. The main areas of increase in problems between April 2019 and March 2022 are public order and violence as well as sexual crimes. (See table one of the attached appendix four report to the council).

***"The data shows some indication that the issues in Fulham Town centre in terms of anti-social behaviour, public order and violence and sexual crimes has continued and to an extent possibly increased despite some easing off during the pandemic. In terms of noise complaints, the data shows those complaints for Fulham Town centre are more prevalent for residents late at night and in the early hours of the morning".***

9. The previous licencing policy statement of Hammersmith and Fulham Borough Council in annex two stated that there was a need for a cumulative impact policy in the Fulham Town centre area on the following basis:

***"The Fulham Town centre area has been identified as being adversely affected in terms of the licencing objectives because of the cumulative impact of the concentration of drink lead premises there is evidence that the cumulative impact includes serious problems of crime disorder and public nuisance. Having regard to the evidence, the licencing authority has been satisfied that it is appropriate and necessary to include an approach to cumulative impact".*** (See the attached annex herewith).

10. The cumulative impact policy was not renewed because the pandemic and lockdowns intervened in 2020 and 2021 and prevented the collection of relevant and reliable evidence to support its continuation but the underlying reasons for the policy remain and, if anything, have worsened.
11. The guidance issued by the Home Office issued under section 182 of the Licensing Act 2003 (August 2023) states as follows:

***“The absence of a cumulative impact policy does not prevent any responsible authority or other person making representations on an application for the grant or a variation of the licence on the grounds that the premises will give rise to a negative cumulative impact on one or more of the licensing objectives”.***
12. The current licensing policy statement for Hammersmith and Fulham elaborates on the above paragraphs set out in the guidance and states that despite not currently having a cumulative impact area policy in place it will consider cumulative impact during the duration of the policy – it states in full:

***“The licensing authority will have regard to cumulative impact generally during the duration of this policy.***

***We are keen to welcome and support new businesses in the borough. We will balance this with our responsibility to identify where an area is receiving a lot of complaints about existing licensing activity. We will consider if, by granting a licence it would contribute to the negative impact in the area.***

***Any responsible authority or other persons may object to applications for new premises licences...on the grounds that the premises will have a negative cumulative impact in the area in question on one or more of the four licensing objectives. See section 182 guidance which contains further information on cumulative impact.***

***In determining an application where there has been a relevant representation the licencing authority will, where appropriate, take into account the cumulative effect of the number, type and density of licenced premises already existing in the area. Consideration will be given to the proximity to any drug and alcohol treatment site, accident and emergency department or homeless hostel in a local area type remit i.e., applicants need to make the case for how they would not increase further problems for residents/clients nearby”.***
13. In all the circumstances we invite the committee to consider the application in the light of the foregoing comments and is one which will contribute despite the endeavours of the applicant to cumulative impact in the area. This includes cumulative impact of noise and public order as well as traffic in the nearby streets giving rise to noise and public safety issues. These problems are already in abundance for residents as indicated in the representations before the committee and will be compounded by the grant of a new premises licence of a large premises with a capacity of 660 operating once or twice a week throughout the year.
14. Traffic associated with the venue with its current licence is already causing major concern to the residents and the applicants have never sought to work with the community to address these specific issues. They were raised in the withdrawn marquee application the applicant indicated they had heard what residents had to say. However, it is not addressed in the current application. The countless problems with the limousines and black cabs as well as uber vehicles pulling into the side street around the ground such as Britannia Road are ongoing, and it is submitted this will be worsened

if there are a further 660 people exiting the ground ninety minutes after the final whistle waiting for their hired vehicles. It would only take a significant number of the 660 to cause chaos in the streets around the ground. Britannia Road has a gate at its junction with Fulham Road preventing vehicles from getting into that street. As a result, all the vehicles waiting for passengers from the club enter the road from the opposite end from Fulham Road which then results in reversing traffic and the resulting chaos. There is evidence in the papers of the recent visit by the King of Spain and the husband of the Vice President of the United States causing mayhem in the side streets around the club. This was in addition to all the other vehicles being used by the hundreds of late leavers.

15. We will rely on the evidence submitted by the residents in this matter of ongoing traffic complaints and noise nuisance in the area in support of the objection to the grant of this premises licence. This evidence is also supported by the local ward councillor who has also made a representation.

### ***Comments on the Case Summary of the Applicant***

16. We are informed in the application that the greater capacity and therefore expanded activities are to take place on "match days only". However, there is no attempt to define what is a match day within the proposed conditions. Firstly, there would be at least 19 home games in the premiership per annum meaning one match at least every two weeks with some at weekends and some during weeknights. Further, there could be European championship games as well as women's football competition games which could add another 15-20 matches. Taken altogether and not including any other competitions, these leagues could match days once or even twice a week throughout the year so the number of events could be significant, and this also has no regard to the number of temporary event notices which the club may seek to secure for what would become expanded licensable area on a further 20 occasions during the year.

### ***Pre-Application Engagement***

17. As in the previous applications, the solicitors for the club maintain that they have had pre-application discussions with police, environmental health officers and licensing officers of the Licensing Authority but again, pre-application discussions with residents has been minimal apart from references in a newsletter.
18. The Applicant would be aware that the Hammersmith and Fulham statement of licensing policy calls for consultation with residents and for engagement with them at an early stage and prior to applications being made. Even further proposed conditions which have arisen out of discussions with police and environmental health have not been discussed with residents which the counsel would almost certainly have expected on any project as large as this one proposed in the application. The residents, of course are aggrieved by this lack of involvement which runs counter to the policies of the Licensing Authority which seek to engage communities in the development of such proposals.

### ***Proposed Conditions***

19. There are references in the proposed conditions to events being pre-booked and ticket only as well as conditions relating to CCTV, induction training, training of staff on public safety and terrorism and the noise management plan all of which one might expect to see in an application such as this. However, whilst it may be the case that the club undoubtedly has well-established procedures in place which have been in existence for many years all those proposed conditions can have no effect on the major issues set out by local residents including anti-social behaviour, noise in the streets after the

venues have expelled their customers, severe parking issues particularly in Britannia Road and other adjoining streets and the tendency of customers who have been allowed to drink for a further 60 minutes after the end of the game to wish to move on to other licensed premises immediately outside the ground and within metres on Fulham Broadway. It is not clear how any of those proposals could address the issue of 660 people in the premises drinking for three hours before kick-off and then for a further hour after the final whistle before dispersing on to Fulham Broadway and the immediately adjacent roads either in the mid-afternoon or late evening depending when matches take place. This would also take place at a time when the policing of the football crowds at the end of the match has ceased.

### ***Respondent Authorities***

20. The Applicant makes the point that the respondent authorities, in this case the police and Licensing Authority have not made representations and then makes reference to the fact that the guidance indicates that they are the experts in their fields. As we have pointed out above, they may be the expert in their field but what is clear is that the residents are the experts in their own area and have greater knowledge than officers of the council or police because they are living on their streets on a permanent basis. In our submission, therefore, the submission that police and environmental health are experts does not mean that any lesser regard should be had to those residents who have made representations.

### ***Entertainment***

21. The Applicant submits that there will be no entertainment at the venue and there is no application made in this respect. However, this rather highlights the fact that the premises will be very much alcohol led with some food being served on a buffet arrangement.

### ***Increased Numbers***

22. The Applicant submits that as the 660 customers will be attendees at the main game, there is consequently no increase in capacity.
23. Whilst this may be true, it will also certainly be the case that the 660 along with others around the ground will be retained on the site for a further hour after the game resulting in more consumption of alcohol and possibly less food in the 60 minutes and then dispersing out on to the Fulham Broadway to take advantage of the many other licensed premises on that street.

### ***Parking and Traffic***

24. This is a concern raised by residents with an extra 660 people exiting 90 minutes after the final whistle. Evidence is before the committee of the significant disturbance that this causes already in respect of other facilities in the ground which remain open after the game and to all the traffic difficulties that arise with limousines and other vehicles queuing up in, for example Britannia Road, and remaining in situ for several hours with radios playing and causing traffic mayhem when limousines and other vehicles are required to reverse back down streets which are gated at the Chelsea football ground end. This is not only very noisy but can also be very dangerous as the cars reverse.

### ***The Suite***

25. There is much reference within the paperwork of the Applicant to “the suite” but it is quite clear that this health club with the capacity under the proposal of 660 people is significantly more than a “suite”. It is a substantial premises and it is our submission that as in any application within Fulham Town Centre it should be treated in the same manner and subject to the same policies as all those other premises. We also make the same submissions as set out above in respect of this having previously been until 2022, a cumulative impact policy zone and that none of the reasons for the implementation of that zone in the first place have since disappeared.

### ***The Thwaites Case [2008]***

26. As the date would indicate, in respect of the case mentioned in the Applicant’s summary, it is now 15 years old. A great deal has happened in licensing law since that time and many additions have been made to the Licensing Act and the guidance subsequently. It is still good law on the point that it is not open to a licensing committee or Her Majesty’s Court on Appeal to simply speculate without evidence on what could happen should a premises licence be granted. However, it is admitted that that is quite clearly not the case in this instant.
27. Here, we have years of experience from local residents of the operation of the football club and some considerable testimony from them as to the problems that they have experienced over the years. There is therefore a considerable body of evidence as to how the premises currently operate overall for the committee to be able to come to a judgment on whether an added licence to premises of 660 people would compound those issues and thus add cumulatively to the problems in this area. (See the arguments presented above on the cumulative impact policy).
28. Secondly, at the time of the Thwaites decision, cumulative impact policies and cumulative impact assessments were not enshrined in the legislation as they are now and there was no requirement for Licensing Authorities to conduct assessments on a three yearly basis. That is now no longer the case and Hammersmith and Fulham has conducted a cumulative impact assessment running up to March 2022 which is attached to this summary. That clearly sets out all the difficulties still arising in Fulham Town which have not gone away despite the effects of the lockdown and are no less than before the lockdown when the cumulative impact policy was in place.
29. Thirdly, the section 182 guidance now clearly indicates that even where there is not a cumulative impact policy in place, it is open to those making representations and to committees to consider the effect of granting such a licence and the impact it could have on the local area.
30. In all the circumstances, the residents making representation in this case would urge the committee not to grant a further licence for the club on top of all those currently subsisting in the light of the large capacity, the ongoing problems in the area as set out above, and the absence of any proposals from the club to substantially address the issues of both noise in the adjoining streets and significant traffic problems which could all be enhanced not only from the later drinking inside the club premises but also from those who seek to attend the other licenced premises in the immediate vicinity.

# Annex 2

## Special licensing policy for Fulham Area

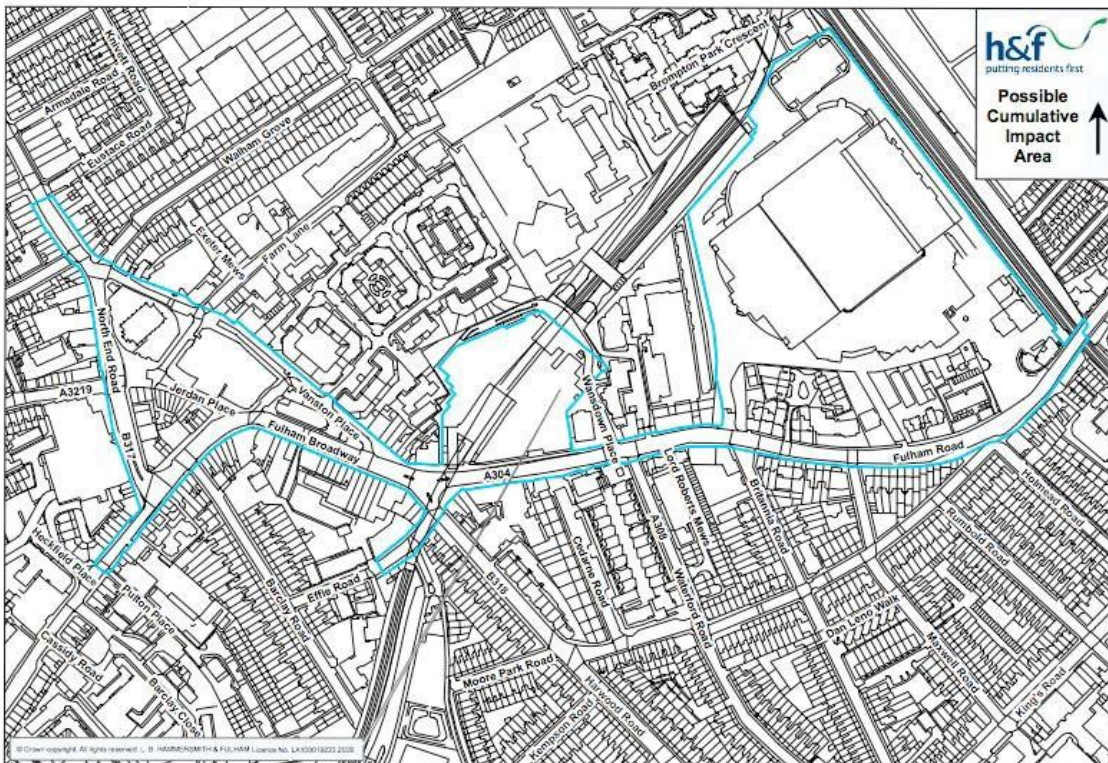
1 The Council has decided to introduce a special policy relating to cumulative impact as provided by the Secretary of State in the Guidance issued under section 182 of the Licensing Act 2003 (paragraphs 13.24 to 13.39) and the Council's own Statement of Licensing policy dated November 2007 at paragraph 4.3 to the Fulham Town Centre Area (being the shaded area and all premises which have a principal form of access onto the shaded area as shown on the plan.

2 "Cumulative impact" means the potential impact on the promotion of the Licensing Objectives of a significant number of licensed premises concentrated in one area.

3 The Fulham Town Centre Area has been identified as being adversely affected in terms of the Licensing Objectives because of the cumulative impact of the concentration of drink led premises. There is evidence that the cumulative impact includes serious problems of crime, disorder and public nuisance. Having regard to the evidence, the Licensing Authority has been satisfied that it is appropriate and necessary to include an approach to cumulative impact. The evidence for this special policy may be viewed on request at the Council Offices.

4 Applications for new premises licences, club premises certificates or any variations within the Fulham Town Centre Area that are likely to add to the existing cumulative impact will normally be refused where a relevant representation has been made, unless the applicant can demonstrate that there will be no negative cumulative impact on one or more of the Licensing Objectives. Accordingly, the presumption of refusal in this policy is not absolute and the circumstances of each application will be considered where a relevant representation has been made.

5 The presumption of refusal does not relieve responsible authorities or other persons of the need to make a relevant representation. Applicants will need to address the special policy issues in their operating schedules. If there are no representations the Licensing Authority must grant the application in terms consistent with the operating schedule submitted.



6. The cumulative impact policy will be kept under review by the Licensing Authority.

7. The geographical boundary of the proposed area

**Figure 1. Cumulative Impact Area (CIP).**

## **ANNEX 3**

# **Fulham Town Centre – Commulative Impact Zone Data Report 2015**



# Fulham Town Centre - Commulative Impact Zone

## Ambulance Data

### Introduction

Ambulance data is available from the London Analyst Support Site (LASS) down to Census output area. Within the full dataset, the information can be filtered for 'Alcohol Related' and 'Assaults'.

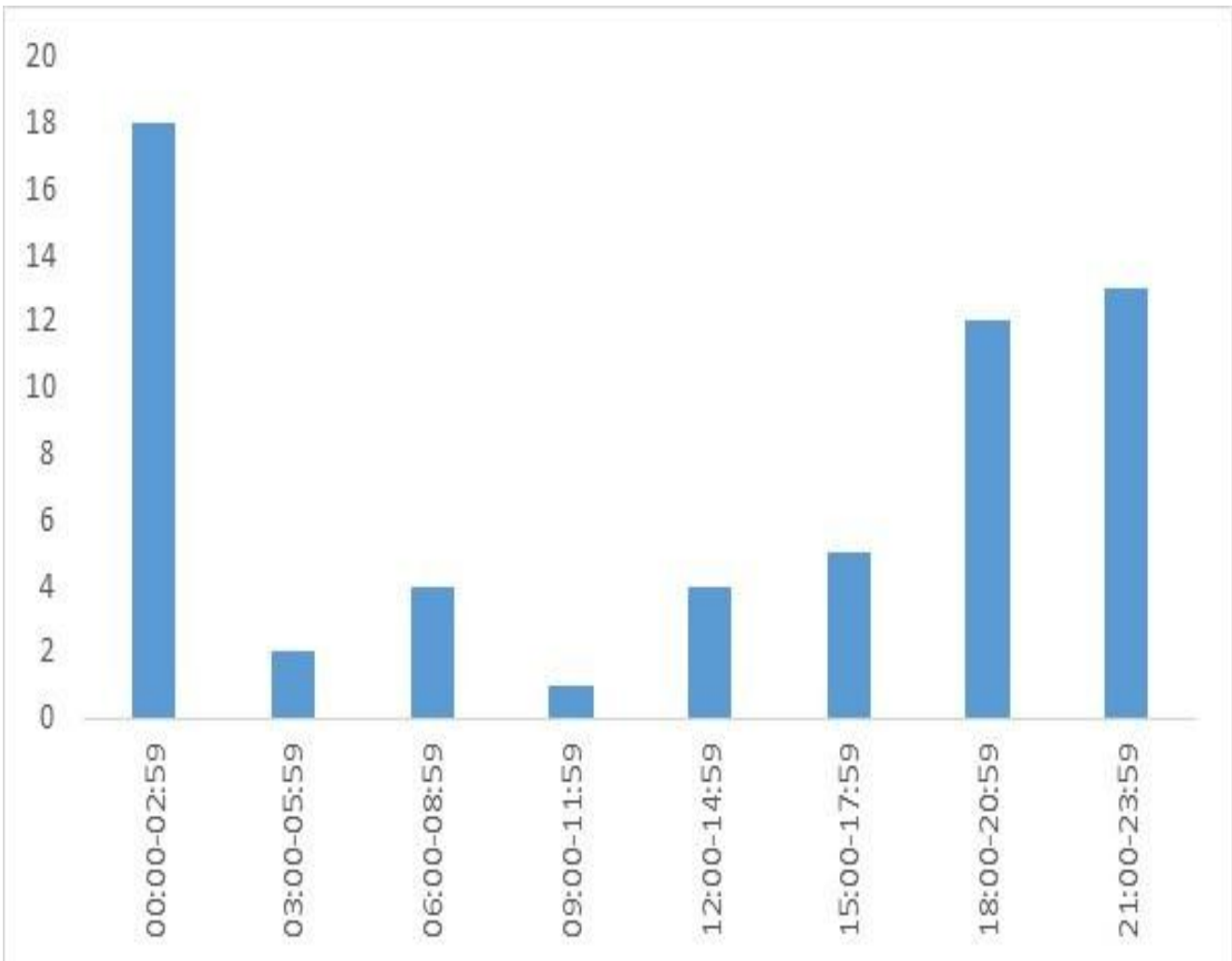
Please note that Census output areas do not exactly match the Fulham Town Centre boundaries so centroids have been used to approximate the number of incidents that occur within the area.

### Alcohol Related Incidents – Overview

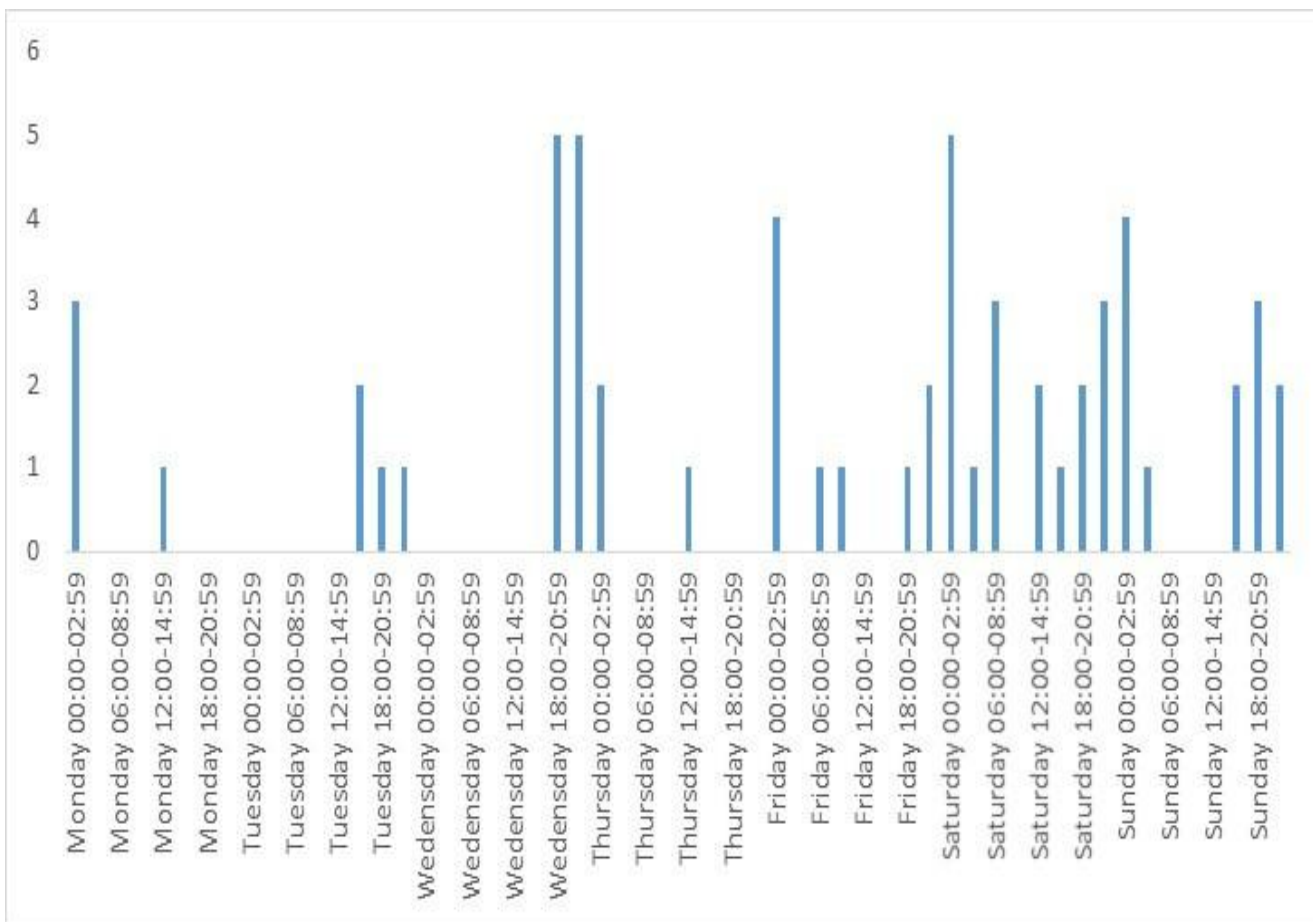
There were a total of 1741 alcohol related incidents that occurred in LBHF in 2014. Of these 59 (3.4%) incidents occurred in the Fulham Town Centre Area.

### Temporal Analysis

Looking specifically at the FTC area, the time period 00:00-02:59 has the peak number of alcohol related incidents reported to the Ambulance Service.



Incorporating the days into this analysis we are able to conclude that the peak times for alcohol related incidents are Saturday 00:00-00:59, Wednesday 18:00-20:59 and Wednesday 21:00-23:59.

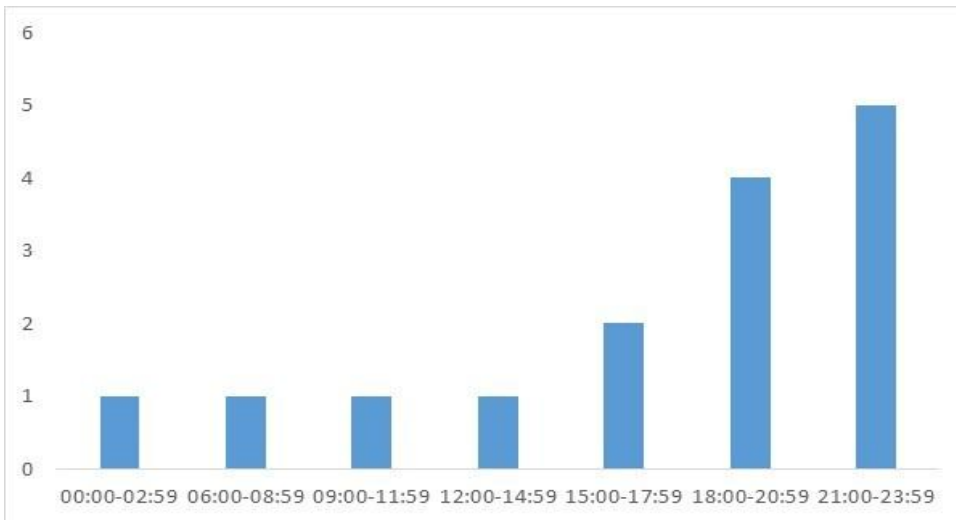


## Assault Related Incidents – Overview

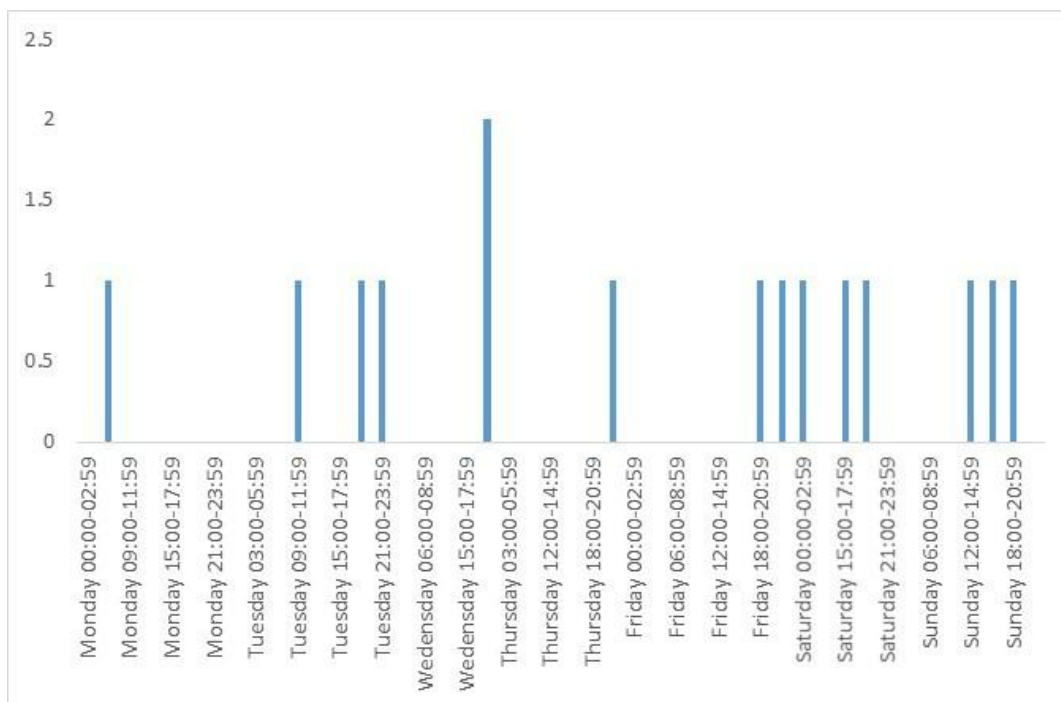
There were a total of 650 assault related incidents that occurred in LBHF in 2014. Of these 15 (2.3%) incidents occurred in the Fulham Town Centre Area.

## Temporal Analysis

Looking specifically at the FTC area, the peak hours for assault related accidents reported to the ambulance service was between 21:00-23:59.

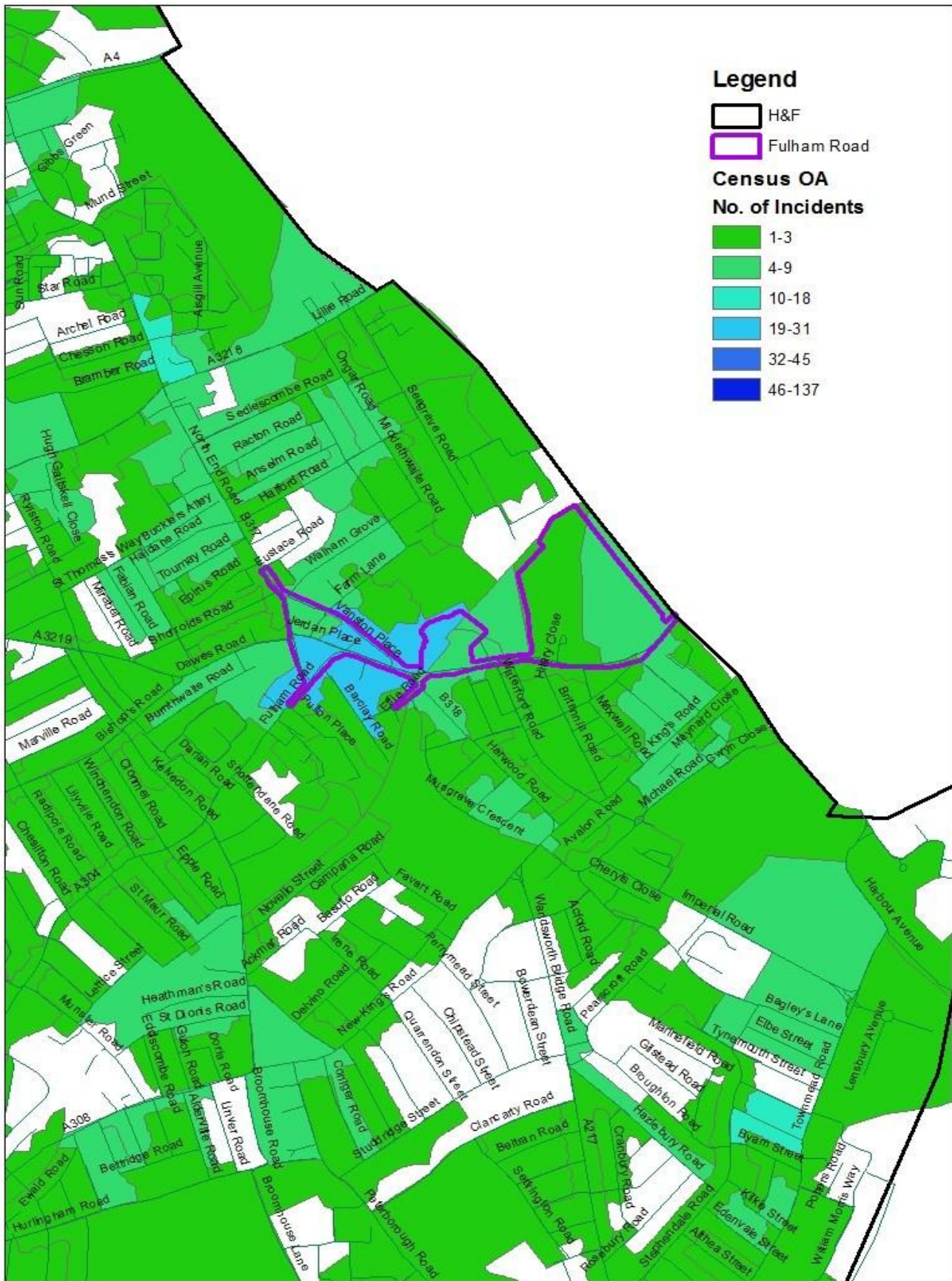


Incorporating the days into this analysis we are able to conclude that the peak time for assault related incidents is late afternoon and in the evening.



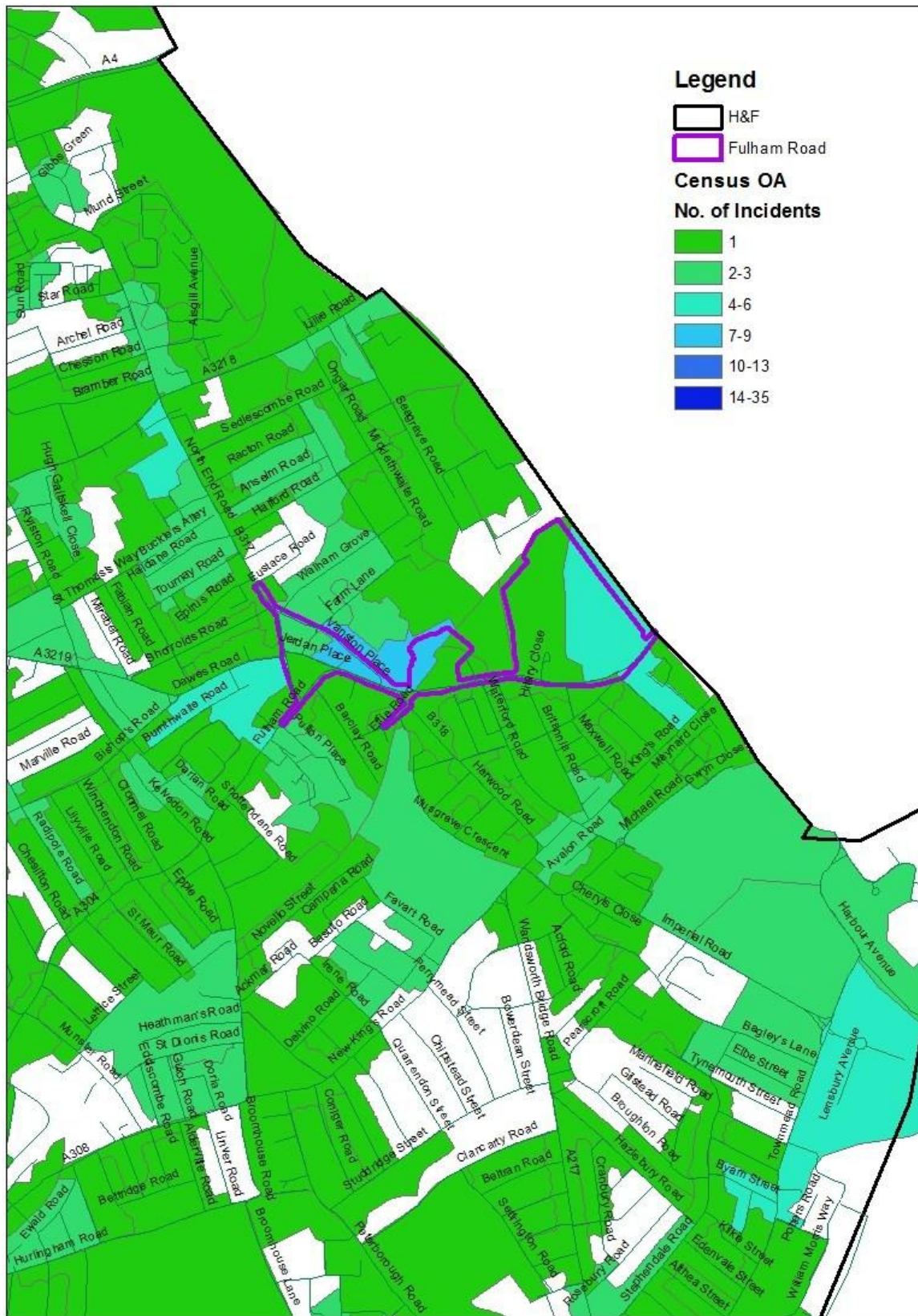
# Alcohol Related Incidents - Mapping

When alcohol related incidents are mapped out across the Borough there are three main areas that show a high density of incidents. These areas are centralised across the three main town centres.



## Assault Related Incidents - Mapping

When assault related incidents are mapped out across the Borough there are three main areas that show a high density of incidents. These areas are centralised across the three main town centres.



## Police Data

### Introduction

Using Police CRIS data, we are able to match which incidents occurred in the Fulham Town Centre area. Particularly focus of analysis is around incidents of Violence Against the Person and Criminal Damage, as research evidence these as the main crime types associated with licensed premises and alcohol.

### CRIS Data – Overview

The following table contains the number of crimes by different crime categories for the calendar year 2014.

#### Crime Overview 2014

Crime Category	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec	Grand Total
Burglary	3	1	1	2	0	0	1	1	2	1	3	2	17
Criminal Damage	1	1	3	2	3	0	2	2	4	0	2	1	21
Drugs	2	0	2	19	3	6	3	4	6	6	6	3	60
Fraud or Forgery	2	0	0	0	0	0	1	0	0	0	0	1	4
Other Accepted Crime	7	6	6	3	3	2	9	3	4	8	1	1	53
Other Notifiable Offence:	3	1	1	4	1	1	1	0	5	1	2	1	21
Robbery	2	0	1	1	1	0	0	1	0	0	3	0	9
Sexual Offences	0	1	1	0	1	0	1	0	0	1	0	0	5
Theft and Handling	22	13	19	14	19	20	14	33	9	10	14	9	196
Violence Against the Per	9	9	10	5	17	8	14	4	12	1	3	7	99
Grand Total	51	32	44	50	48	37	46	48	42	28	34	25	485

### Violence Against a Person - Overview

The following table contains the breakdown of Violence Against a Person in 2014 by different crime categories.

	2014		
	FTC	LBHF	%
Assault with Injury	23	1061	2.2
Common Assault	25	1354	1.8
Harassment	42	1704	2.5
Offensive Weapon	5	106	4.7
Other Violence	0	171	0.0
Serious Wounding	4	459	0.9

### Public Order Offences and Drunk & Disorderly

There was a total of 88 public order offences and 0 drunk & disorderly behaviour incidents that occurred in Fulham Town Centre area in 2014.

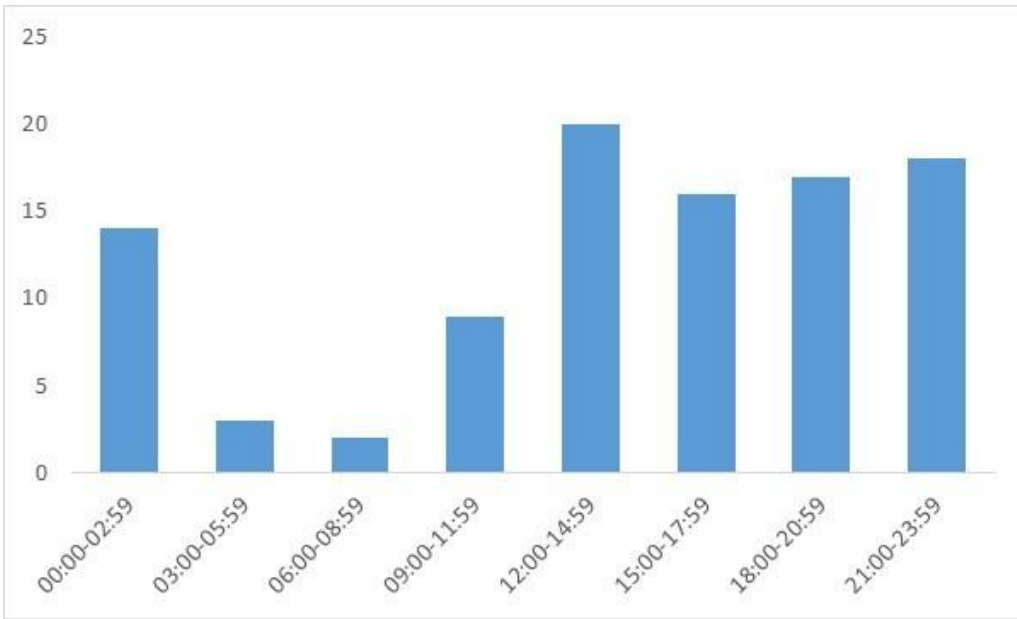
### Criminal Damage - Overview

The table below shows the percentage of LBHF criminal damage incidents that occurred within the Fulham Town Centre area.

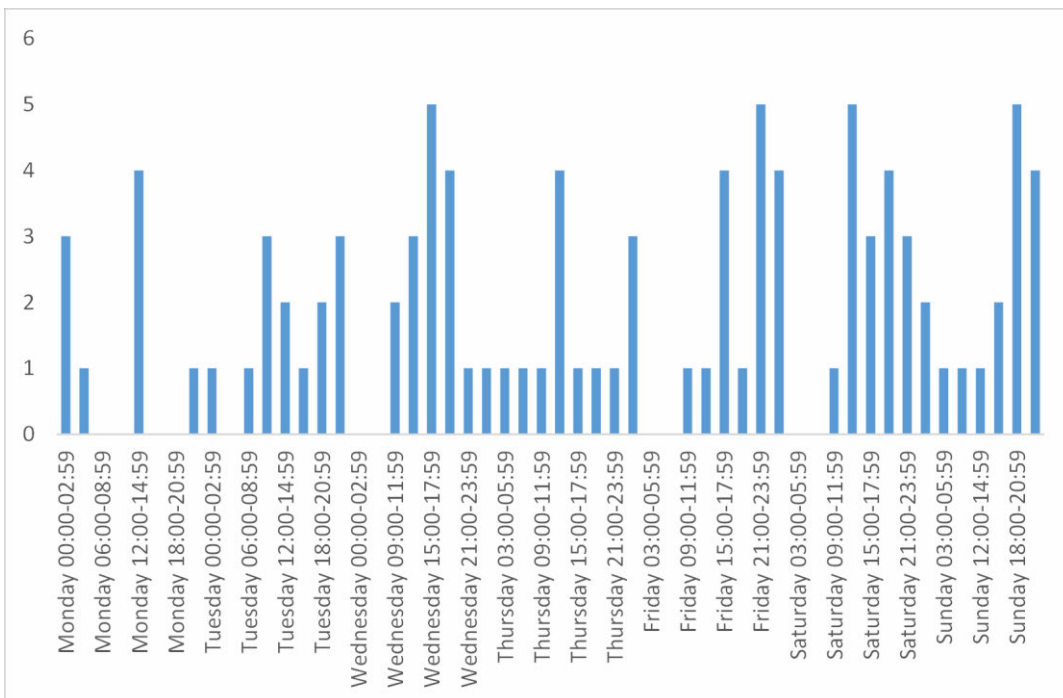
	2014		
	FTC	LBHF	%
Criminal Damage	21	1373	1.5

## Violence Against the Person – Temporal

The peak for the number of Violence against the person incidents occurred over a range of time periods with little difference between the number of incidents occurring between 12:00 and 02:00

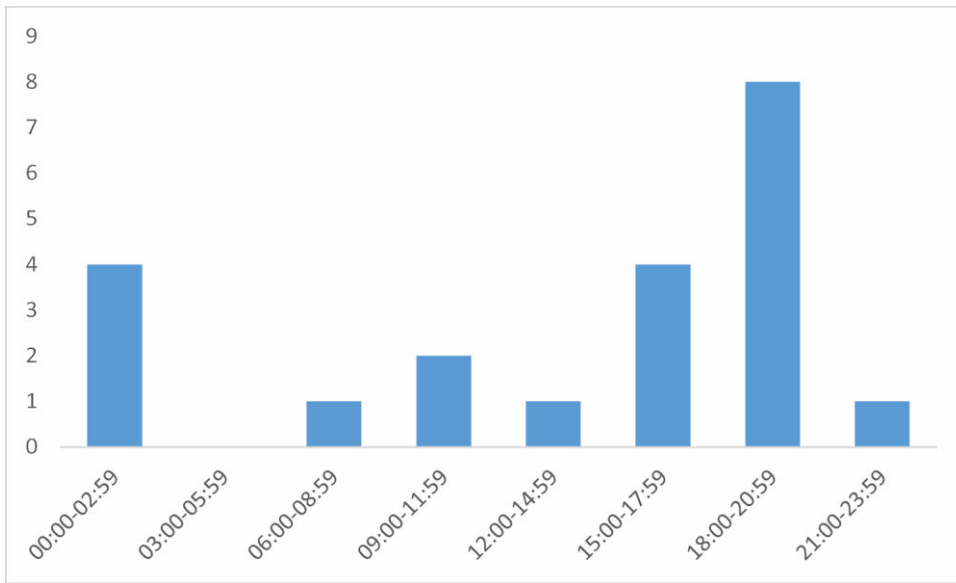


When expanding the analysis to incorporate days the highest number of incidents occurred on Wednesday 15:00-17:59, Friday 21:00-23:59, Saturday 12:00-14:59 and Sunday 18:00-20:59.

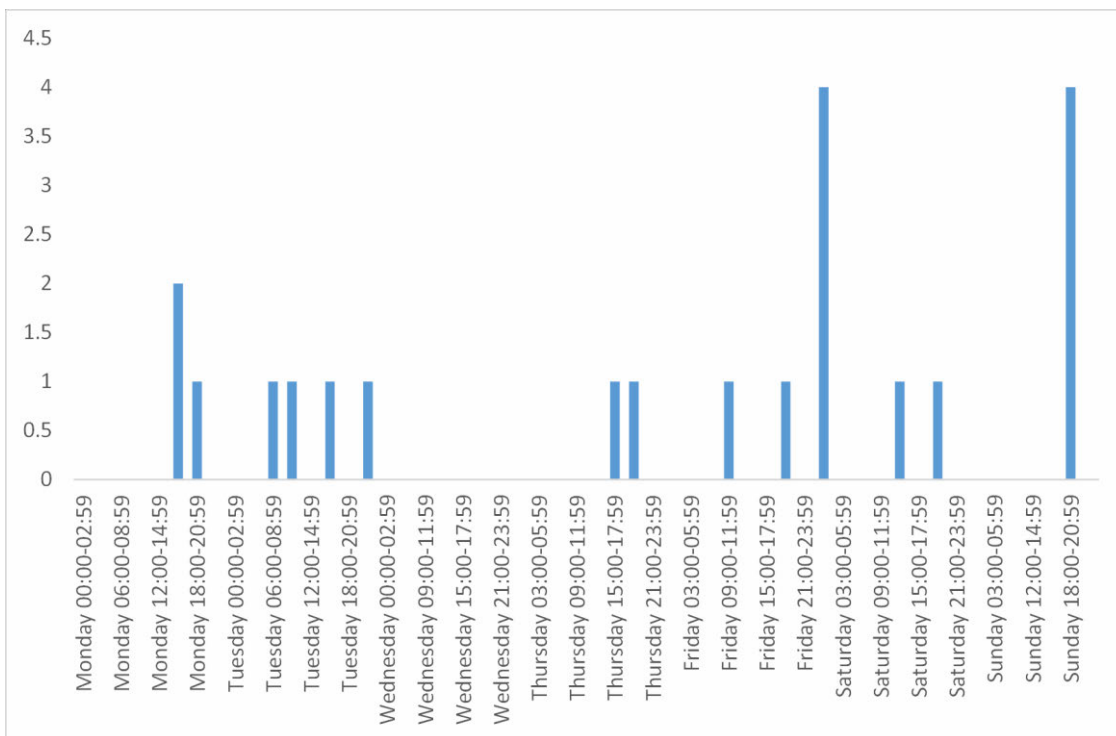


## Criminal Damage – Temporal

The time slot 18:00-20:59 has the highest number of Criminal Damage incidents in Fulham Town Centre.



When expanding the analysis to incorporate days the highest number of incidents occurred on Saturday 00:00-02:59 and Sunday 18:00-20:59.





## Transport for London (TFL) Data

### Introduction

TFL Data is available from the London Analyst Support Site (LASS) down to X and Y Level. The datasets relates to anti-social behaviour that were recorded on and around bus travel in London.

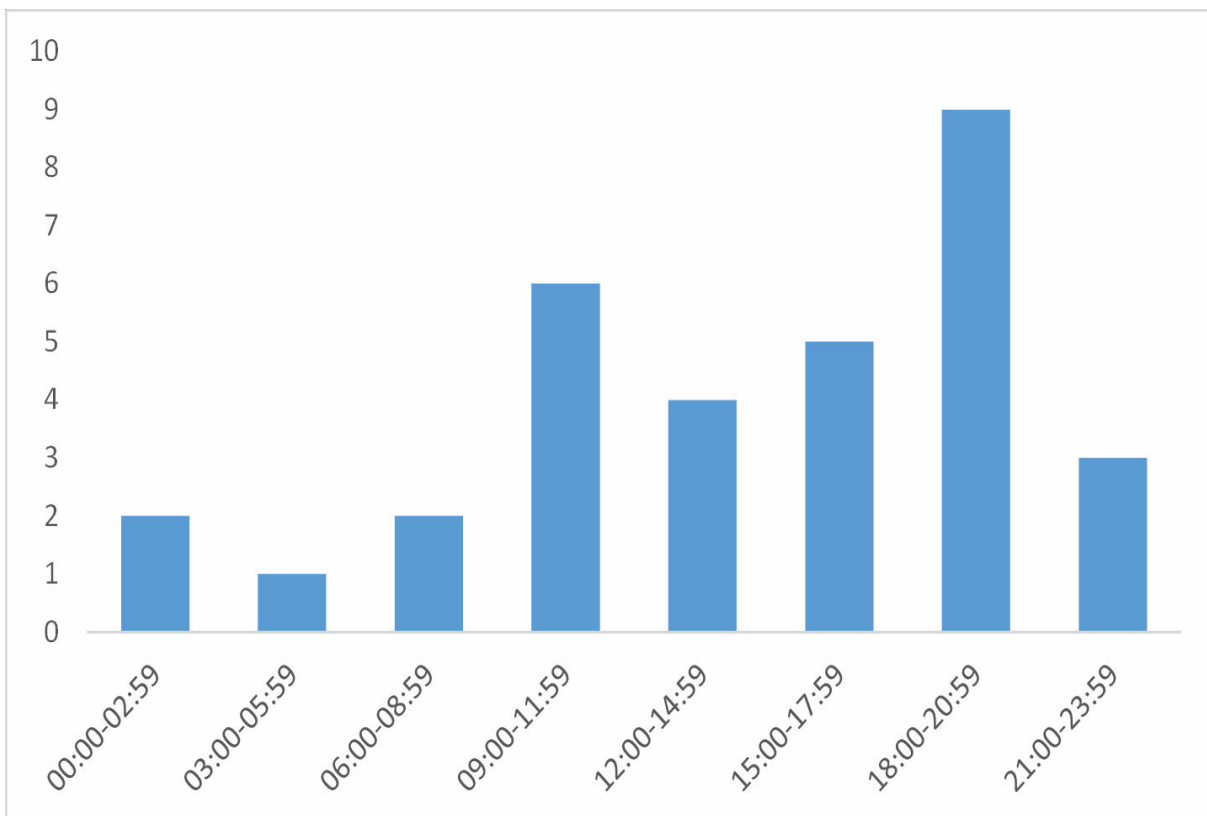
### TFL Data - Overview

In total, there were 833 incidents that occurred in Hammersmith and Fulham in the calendar year 2014 of which 3.8% occurred in the Fulham Town Centre zone. Disturbance incidents accounted for 59% of total TFL incidents in the Fulham Town Centre area.

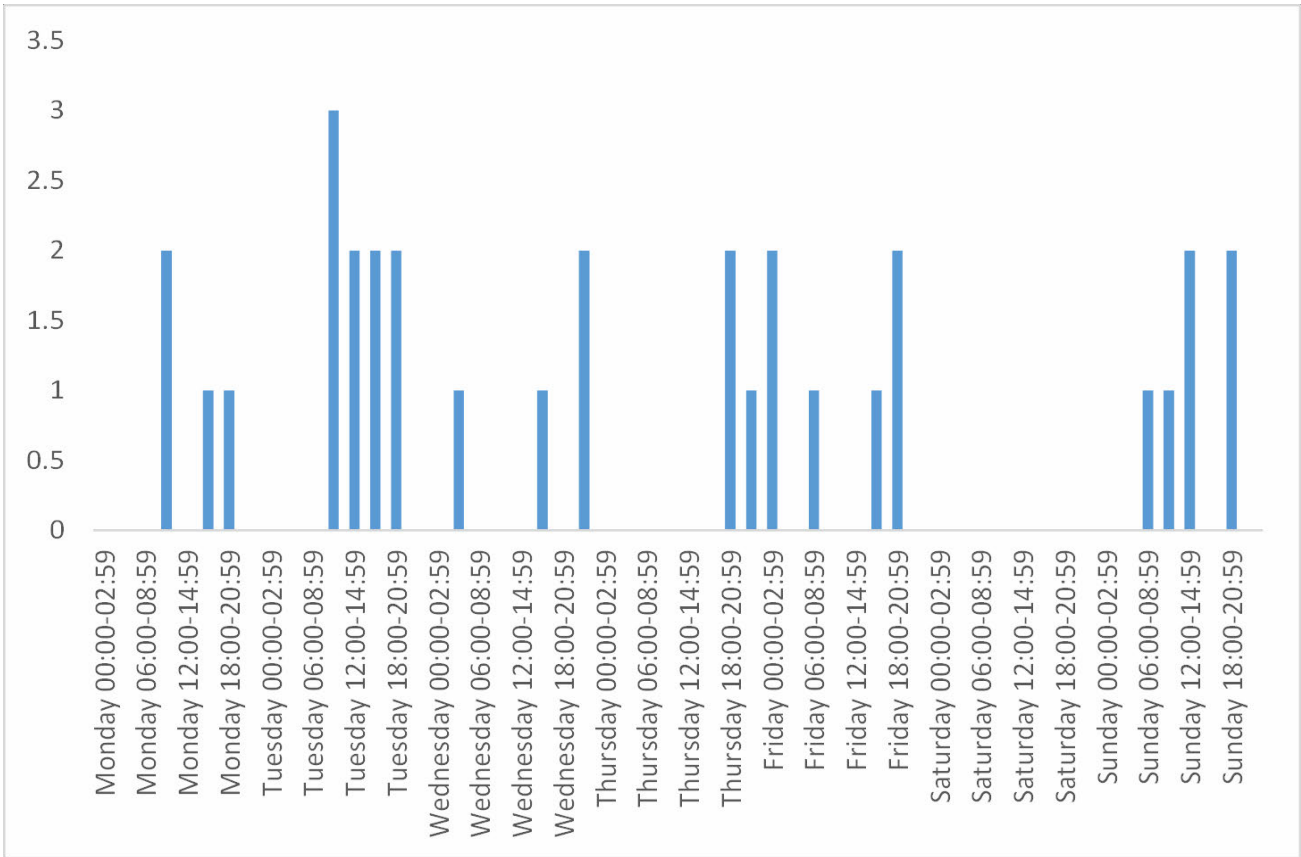
	FTC	H&F	%
Criminal Damage	1	18	5.6
Disturbance	19	493	3.9
Fraud or Forgery	9	262	3.4
Robbery	0	5	0.0
Theft and Handling	0	3	0.0
Violence Against the Person	3	52	5.8
<b>Total</b>	<b>32</b>	<b>833</b>	<b>3.8</b>

### TFL Data - Temporal

The time slot of 18:00-20:59 has the highest number of TFL incidents.

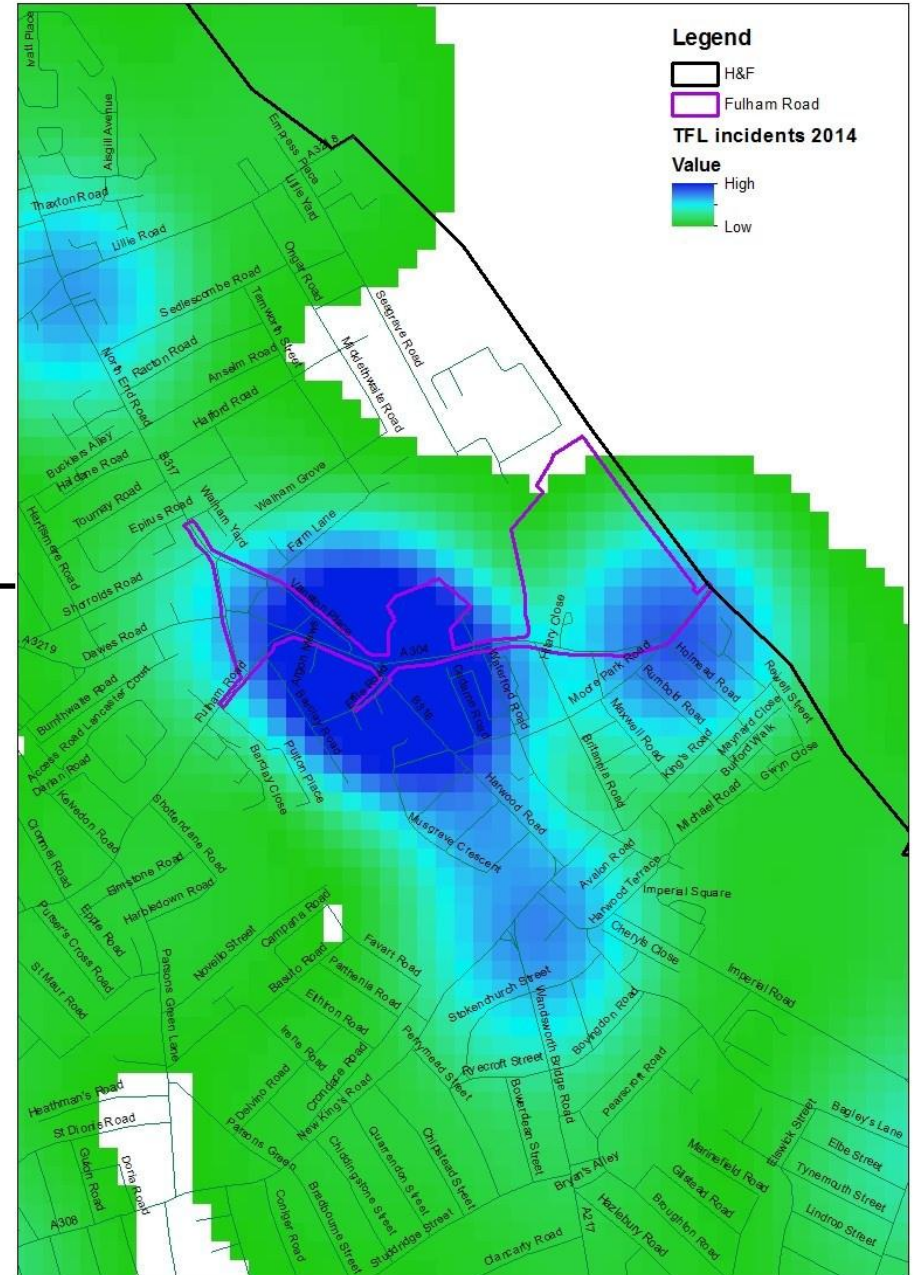
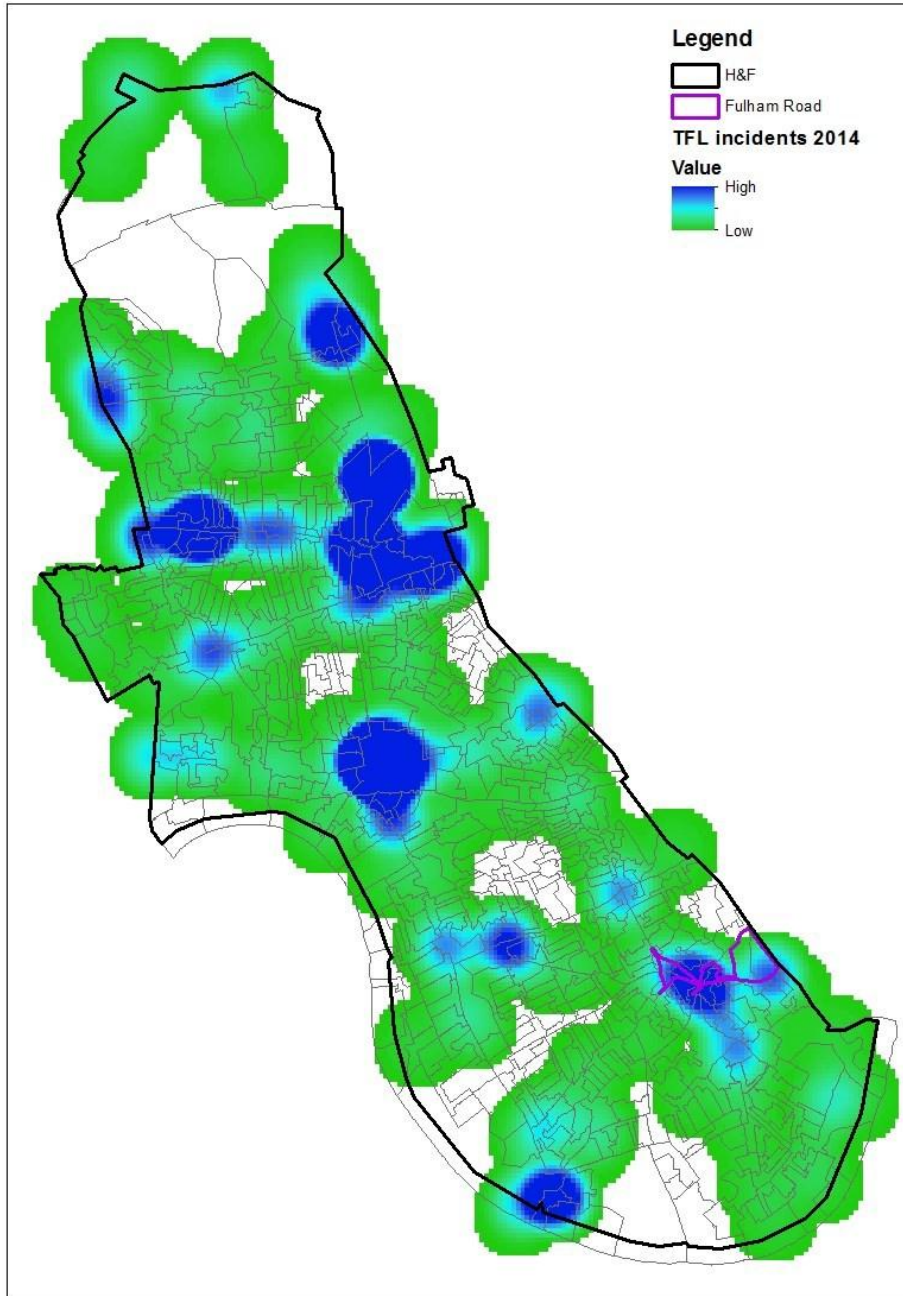


When expanding the analysis to incorporate days the highest number of incidents occurred in the early evening.



## TFL Data - Mapping

The following map shows the spread of TFL incidents across the Borough with hotspots occurring in key transport hub locations.



# Noise Complaints

## Introduction

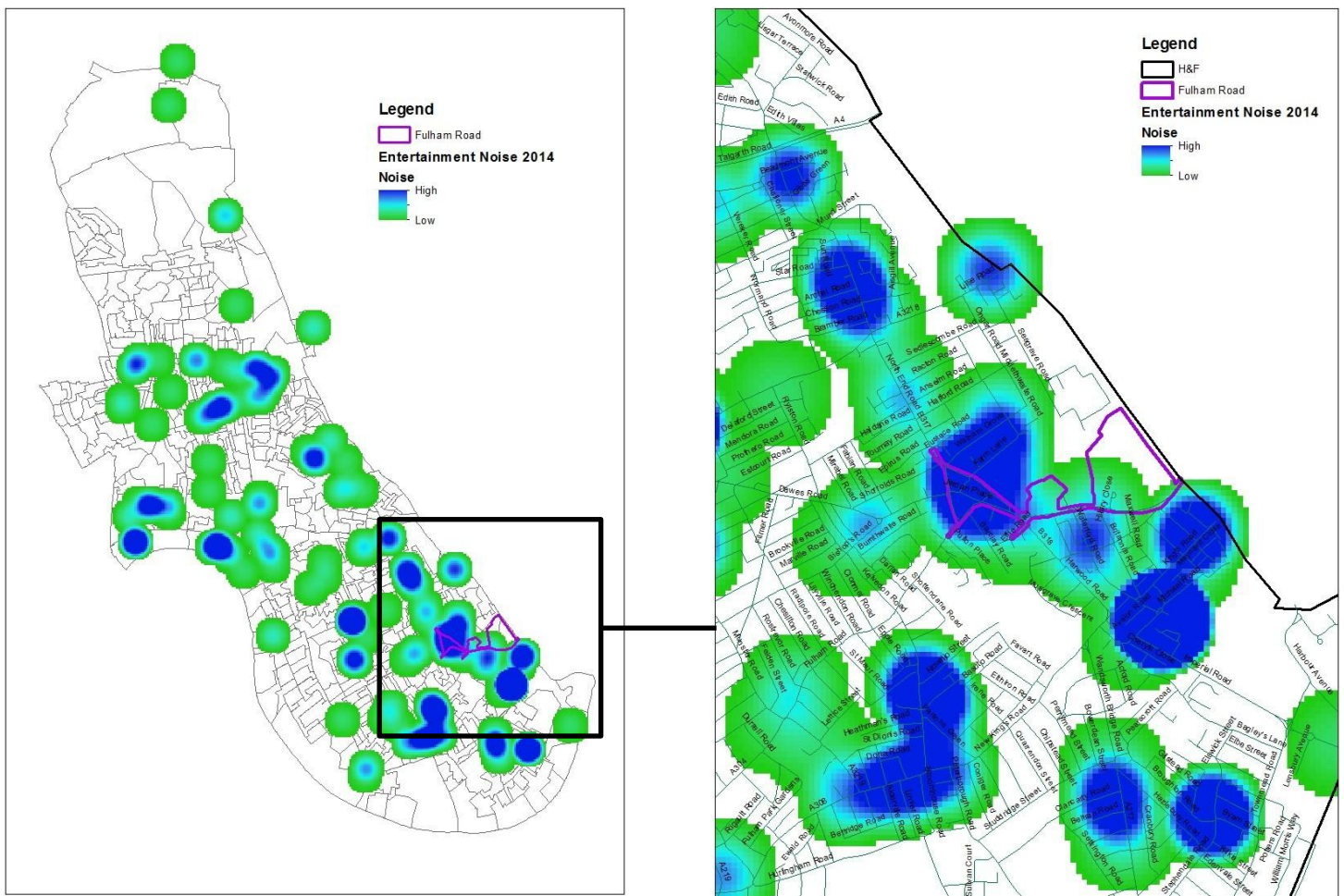
The following data relates to Entertainment Noise Calls taken by the Environment Noise Nuisance Team between the 1<sup>st</sup> January 2014 to the 31<sup>st</sup> December 2014.

## Noise Data - Overview

H&F received a total of 419 calls relating to entertainment noise during 2014 with 25 (6.0%) of these calls occurring in the Fulham Town Centre Area.

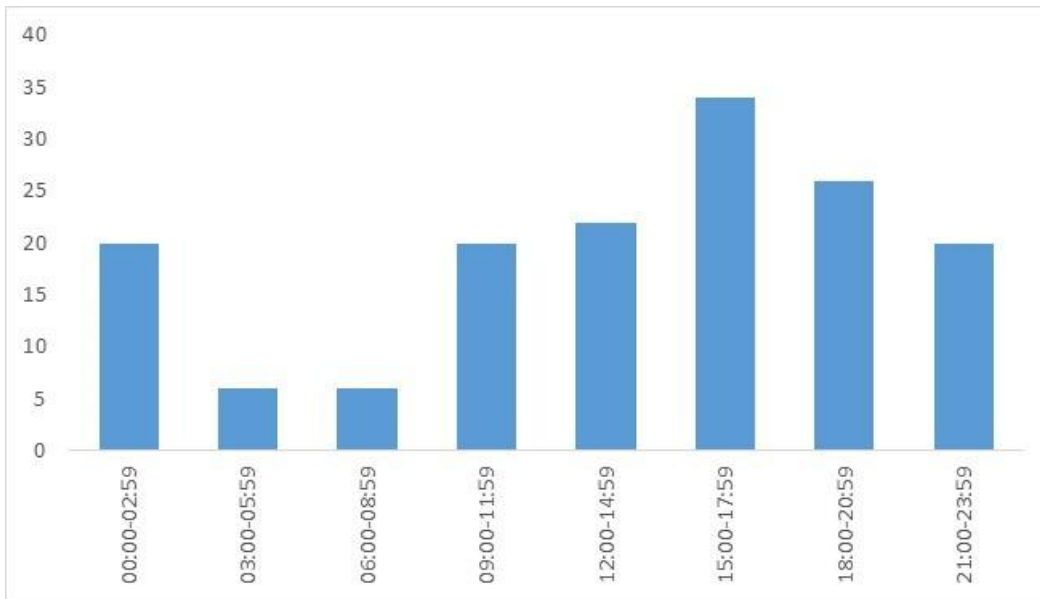
## Noise Data - Mapping

Mapping entertainment noise calls show a number of high density areas in LBHF.

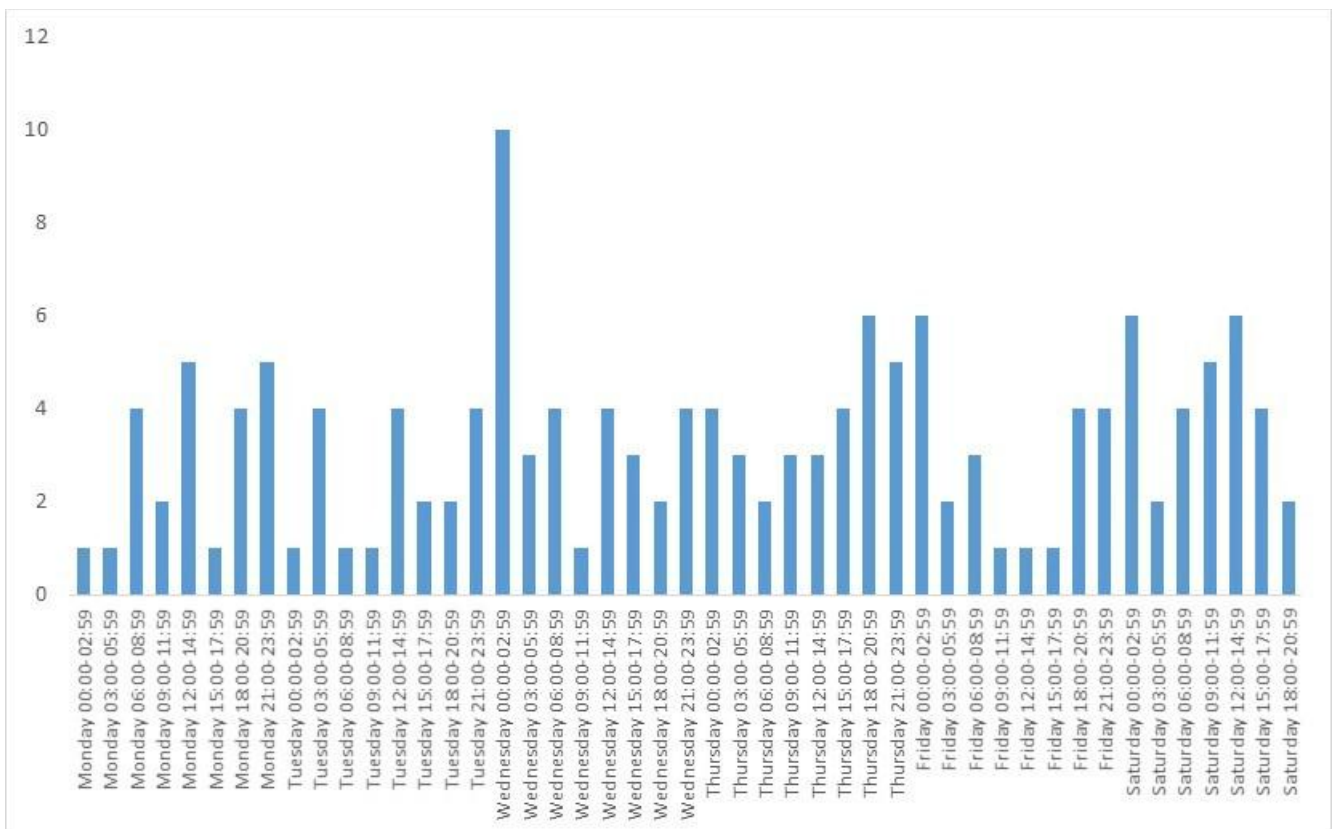


## Criminal Damage – Temporal

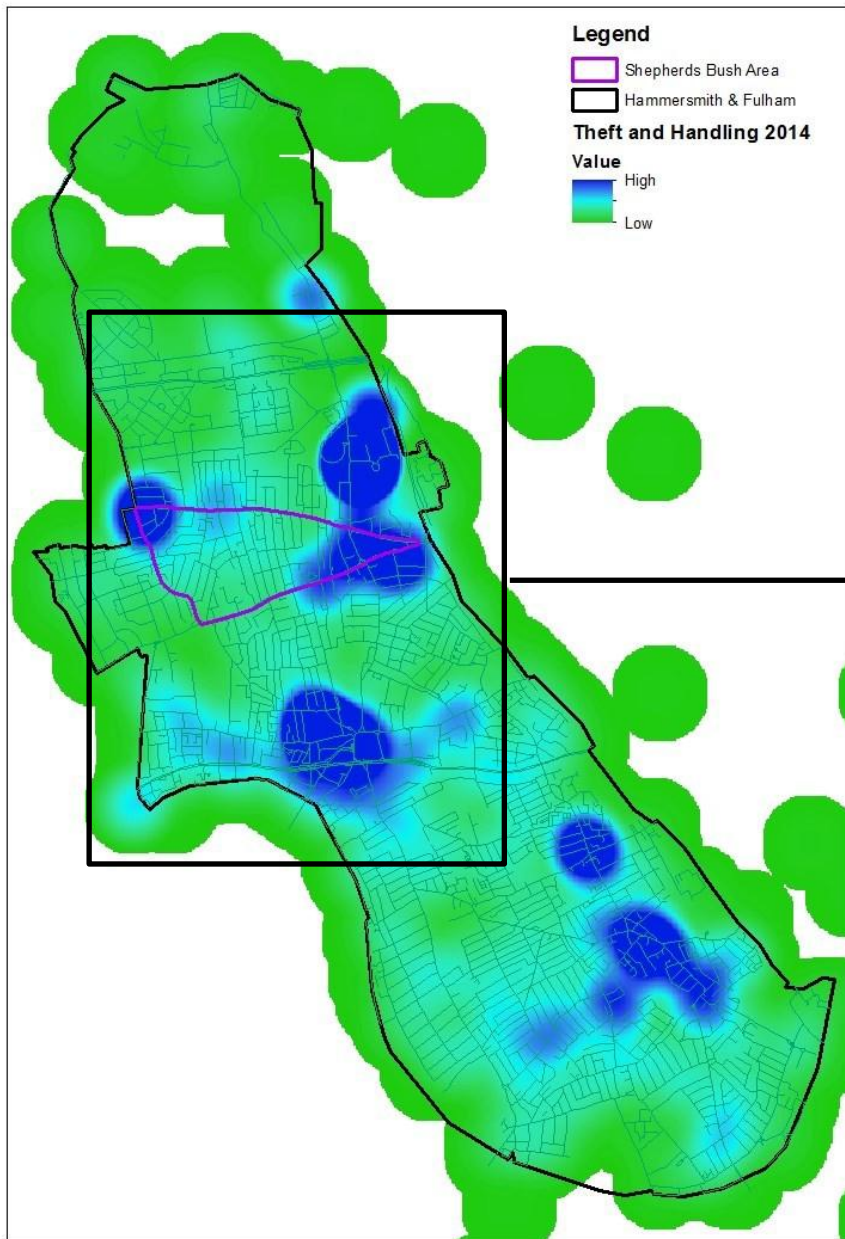
The time slots 15:00-17:59 and 18:00-20:59 have the highest number of Criminal Damage incidents.



When expanding the analysis to incorporate days the highest number of incidents occurred on Wednesday 00:00-02:59.



# Theft and Handling Stolen Goods



## Transport for London (TFL) Data

### Introduction

TFL Data is available from the London Analyst Support Site (LASS) down to X and Y Level. The datasets relates to anti-social behaviour that were recorded on and around bus travel in London.

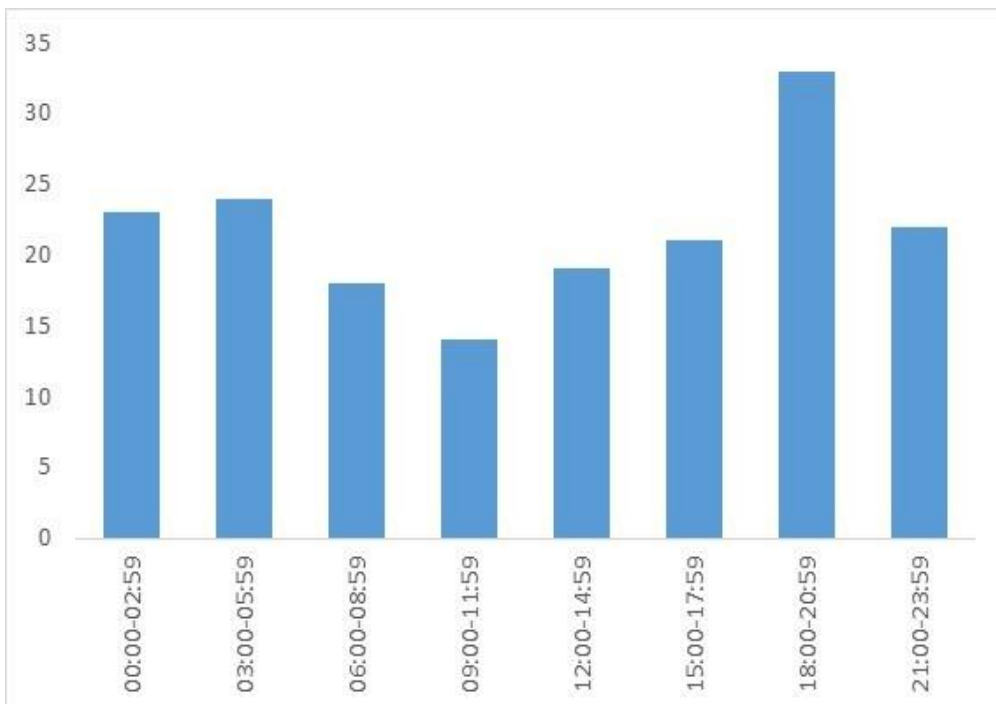
### TFL Data - Overview

In total, there were 833 incidents that occurred in Hammersmith and Fulham in the calendar year 2014 of which **20%** occurred in the SBA zone. Disturbance incidents accounted for 53% of total TFL incidents in the Shepherds Bush Area.

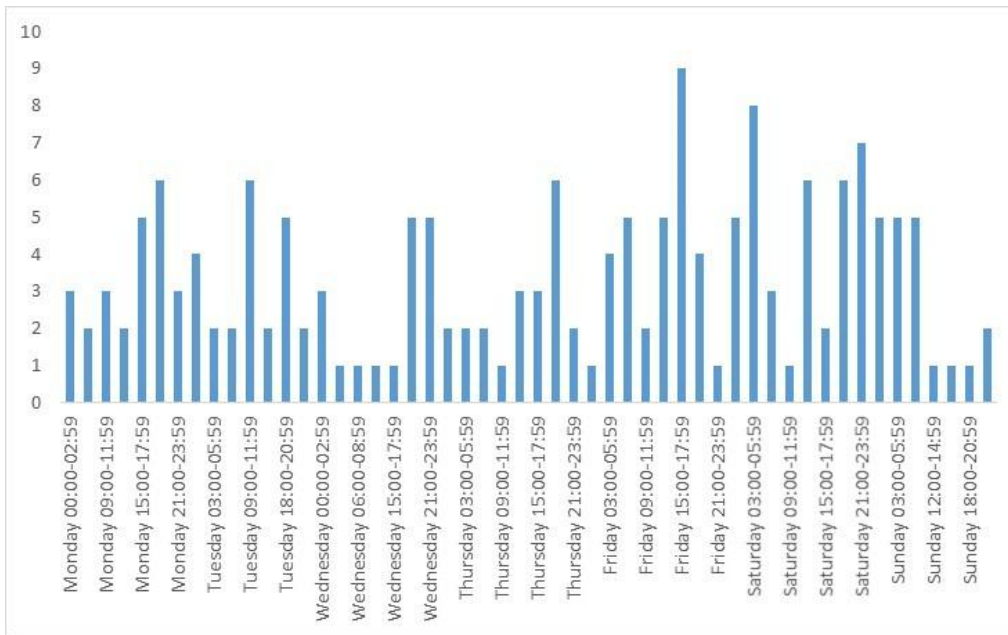
	SBA	H&F	%
Criminal Damage	5	18	27.8
Disturbance	92	493	18.7
Fraud or Forgery	67	262	25.6
Robbery	1	5	20.0
Theft and Handling	0	3	0.0
Violence Against the Person	9	52	17.3
<b>Total</b>	<b>174</b>	<b>833</b>	<b>20.9</b>

### TFL Data - Temporal

The time slot of 18:00-20:59 has the highest number of TFL incidents.



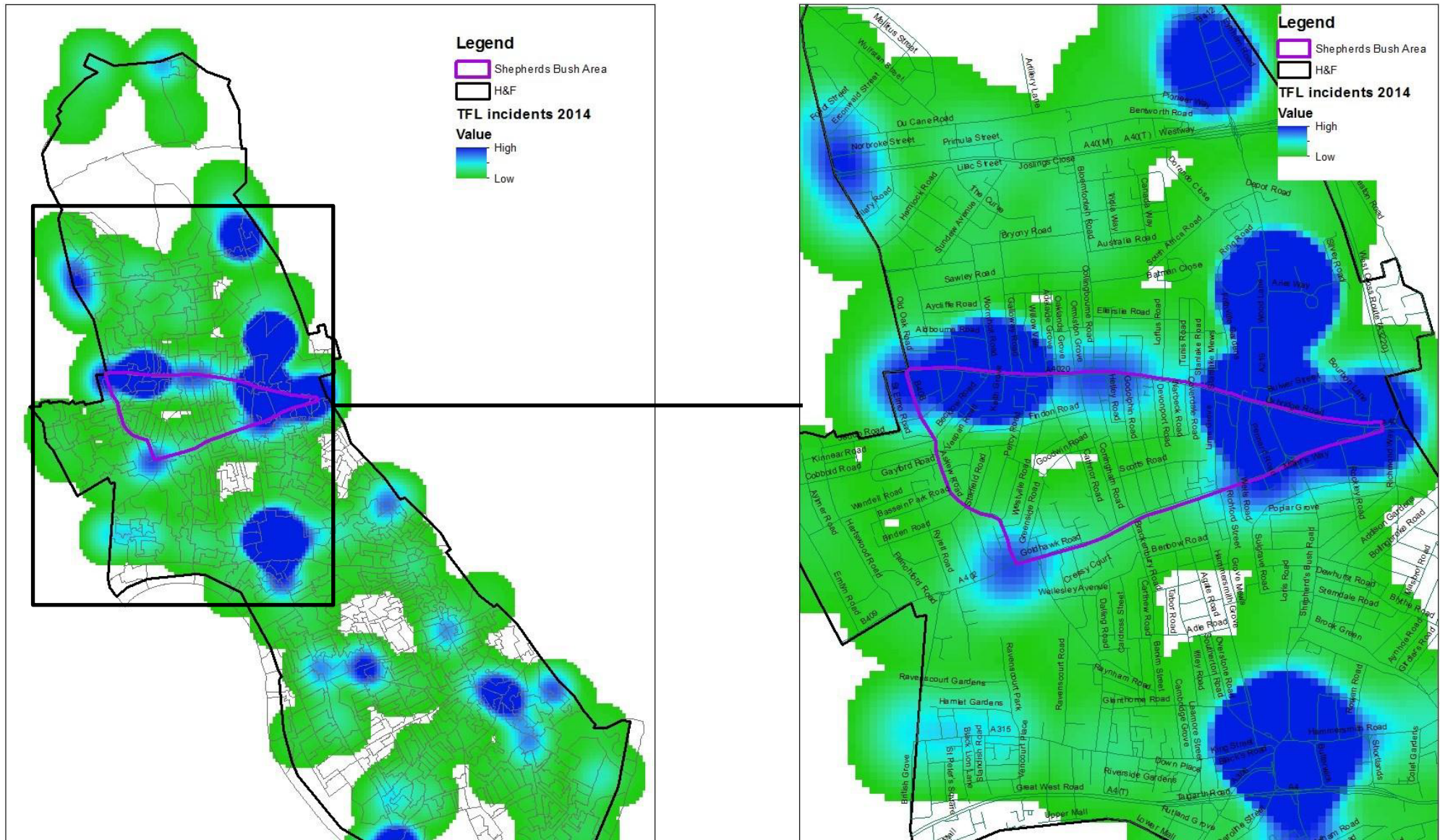
When expanding the analysis to incorporate days the highest number of incidents occurred on Friday 15:00-17:59, Saturday 03:00-05:59 and Saturday 21:00-23:59.





## TFL Data – Mapping

The following map shows the spread of TFL incidents across the Borough with hotspots occurring in key transport hub locations.



# Noise Complaints

## Introduction

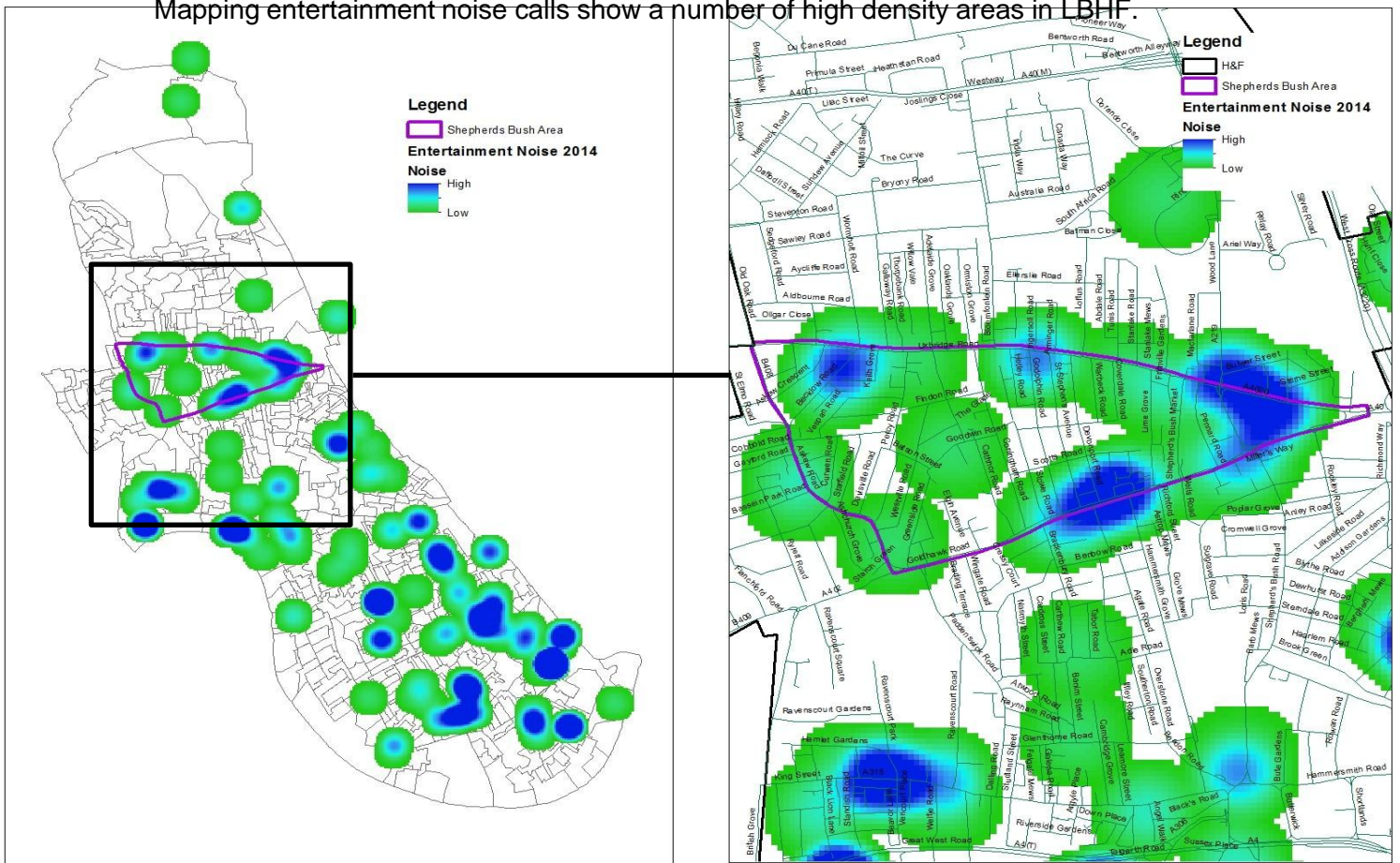
The following data relates to Entertainment Noise Calls taken by the Environment Noise Nuisance Team between the 1<sup>st</sup> January 2014 to the 31st December 2014.

## Noise Data - Overview

H&F received a total of 419 calls relating to entertainment noise during 2014 with 49 (11.7%) of these calls occurring in Shepherds Bush Area.

## Noise Data - Mapping

Mapping entertainment noise calls show a number of high density areas in LBHF.



## Fulham Broadway and Shepherd's Bush Cumulative Impact Assessment

### Purpose

This brief data assessment is intended to provide an indicative understanding of key Night-time Economy (NTE) crime and disturbance indicators. This Cumulative Impact Assessment is not intended to replace a full analysis using more detailed police and council data.

### Outline

The data collected is from a mixture of council data, restricted data sources and publicly accessible police.uk data store and is pre-grouped into sets of indicators and monthly sets of data. To provide an indication of the trends in the data in Shepherd's Bush and Fulham Town Centre NTE's the available relevant groupings of data are Anti-social Behaviour (ASB), Public Order and Violence and Sexual Crimes. These groupings of data tend to be the most relevant to NTE's and Cumulative Impact Policies (CIPs). The data available was by month from April 2019 to March 2022. To gain an understanding of how these indicators have been trending, the months of April 2019, April 2020, April 2021 and March 2022 have been chosen for data.

It is notable that April 2020 was just prior to the first lockdown, although some chilling effect may have already set into the NTE. April 2021 was after the 'stay at home' order had been lifted (29 March 2021), and had pubs and restaurants open, but with restrictions in place, from 12 April 2021. Therefore, April 2020 and April 2021 are likely to show some impacts from these conditions in terms of access to and behaviour in the NTE in both areas.

Data on noise complaints from the Council Noise team has also been included. These cover the last year, from April 2021 to March 2022, and are represented in terms of hours that complaints were made.

### Caveats

As noted, this data assessment uses publicly sourced and pre-grouped data. This means the detail of violence and sexual crimes is limited as these are grouped together. This data also includes location, but the specificity of the location data means that there is a possibility that some of the incidents recorded may have occurred on the borders of the CIPs, however, the data still provides a good indication of the trends in each CIP.

### Shepherd's Bush

The data for ASB, Public Order and Violence and Sexual Crimes in Shepherd's Bush indicates a continuation of these from 2019 and 2020 in 2022, with some increases notable. The decrease in 2021 is likely due to lockdown restrictions only recently having been eased.

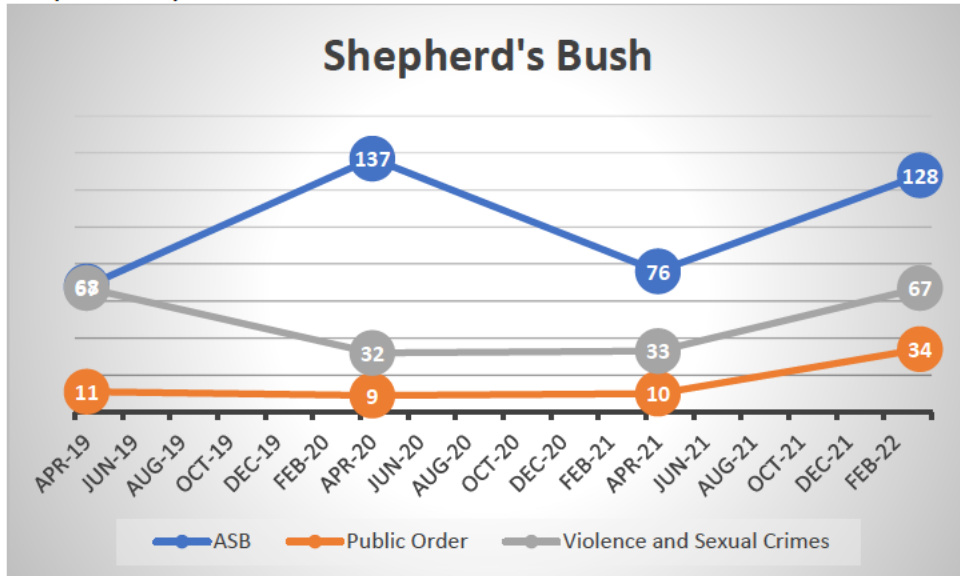
*Table 1: Shepherd's Bush – ASB, Public Order and Violence and Sexual Crimes*

Shepherd's Bush	April 2019	April 2020	April 2021	March 2022
ASB	68	137	76	128
Public Order	11	9	10	34

## APPENDIX 4

Violence and Sexual Crimes	67	32	33	67
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Graph 1: Shepherd's Bush – ASB, Public Order and Violence and Sexual Crimes

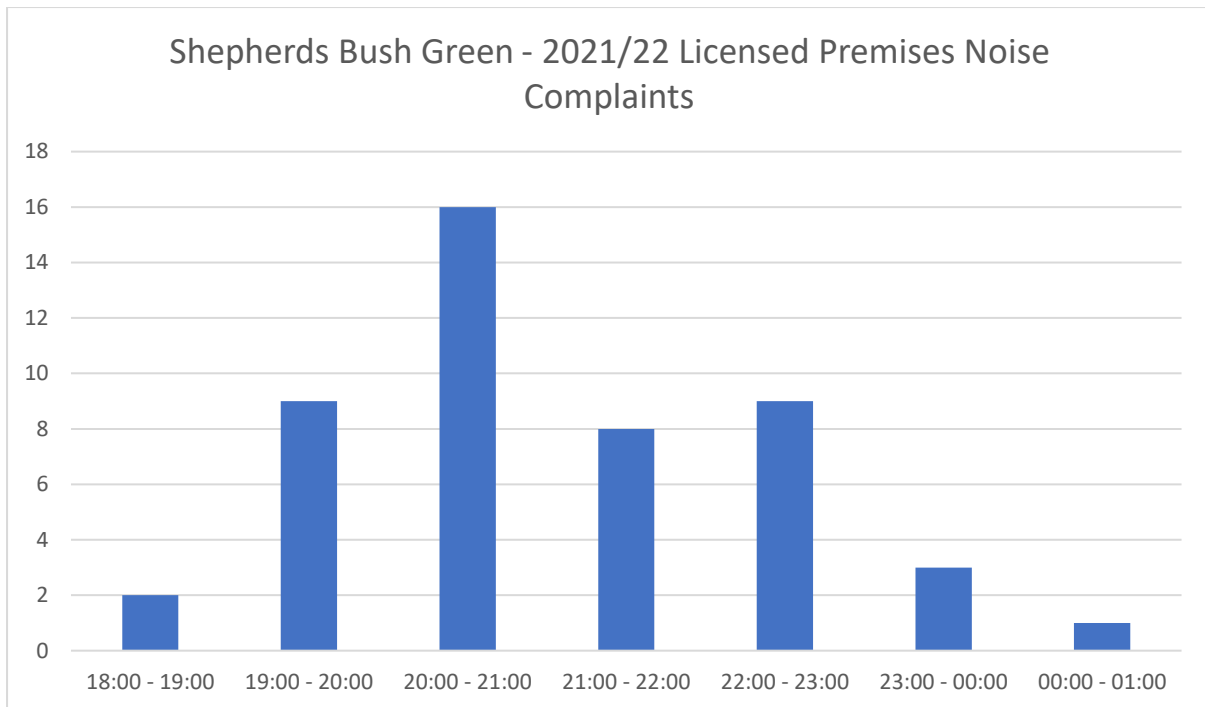


### Noise and Nuisance Complaints – Entertainment noise from licensed premises

In the period 1<sup>st</sup> April 2021 – 31<sup>st</sup> March 2022 48 night time noise complaints were received in the Shepherds Bush Cumulative Impact Area.

**NB:** complaint volumes during this period were significantly impacted by government COVID-19 restrictions.

Graph 2: Temporal Analysis



**Summary**

The data shows some indication that the issues in Shepherd’s Bush in terms of ASB, Public Order and Violence and Sexual Crimes has continued and to an extent possibly increased despite some easing off during the pandemic. In terms of noise complaints, the data shows noise complaints for Shepherd’s Bush are earlier in the evening, but continue to be an issue for residents in later parts of the evening and night.

**Fulham Town Centre**

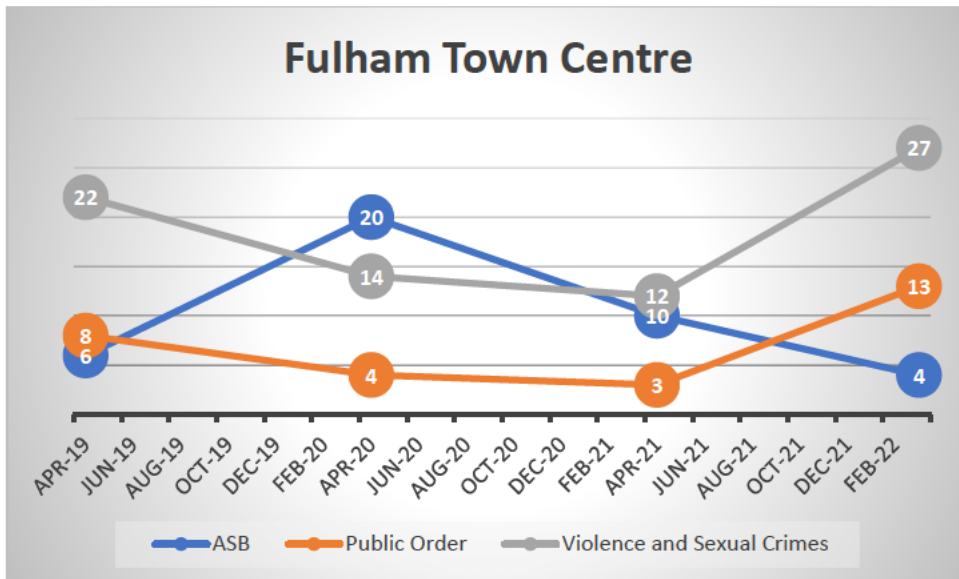
The data for ASB, Public Order and Violence and Sexual Crimes in Fulham Town Centre indicates a continuation of these from 2019 and 2020 in 2022, with some increases notable. The decrease in 2021 is likely due to lockdown restrictions only recently having been eased.

It is notable that ASB has fallen after a high in April 2020. However, the numbers of incidents are relatively small and may not be significant.

*Table 1: Fulham Town Centre – ASB, Public Order and Violence and Sexual Crimes*

Fulham Town Centre	April 19	April 20	April 21	March 22
ASB	6	20	10	4
Public Order	8	4	3	13
Violence and Sexual Crimes	22	14	12	27

*Graph 3: Fulham Town Centre – ASB, Public Order and Violence and Sexual Crimes*

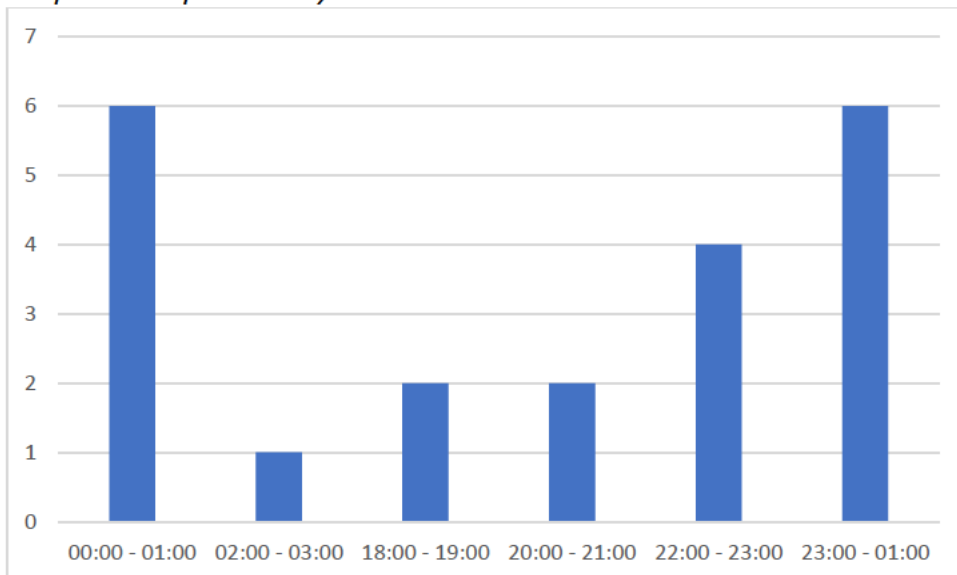


**Noise and Nuisance Complaints – Entertainment noise from licensed premises**

In the period 1<sup>st</sup> April 2021 – 31<sup>st</sup> March 2022 21 night-time noise complaints were received in the Fulham Town Centre Cumulative Impact Area.

**NB:** complaint volumes during this period were significantly impacted by government COVID-19 restrictions.

*Graph 4: Temporal Analysis*



**Summary**

The data shows some indication that the issues in Fulham Town Centre in terms of ASB, Public Order and Violence and Sexual Crimes has continued and to an extent possibly increased despite some easing off during the pandemic. In terms of noise complaints, the data shows noise complaints for Fulham Town Centre are more prevalent for residents late at night and in the early hours of the morning.

### H&F Crime Assessment Summary 2022

Crime patterns in H&F and across the country were hugely affected by the coronavirus (COVID-19) pandemic and government instructions to limit social contact. During the first national lockdown, crime in London and H&F fell to unprecedented levels. Between April 2020 to June 2020 the number of all crime fell to its lowest since met stats began in April 2010.

The second and third lockdowns led to another sharp drop in crime offences between November 2020 and February 2021, which have since risen above pre-pandemic levels. The same trends occurred in London.

After the end of the third lockdown, which coincided with the easing of restrictions on licensed premises, there were increases in the number of crimes and incidents for the following crime types:

- violence against the person
- gun crime
- knife crime
- domestic abuse
- sexual offences
- hate crime
- residential burglary

From Oct 2020 – Sept 2021 there were 103.2 crimes committed per 1,000 residents in H&F, compared 83.8 per 1,000 in London. This rate ranks H&F as the 5<sup>th</sup> highest in London (1<sup>st</sup> rank is the highest/worse crime rate).

Shepherd's Bush Green and Hammersmith Broadway wards had the highest crime rates in H&F of 218.0 and 173.7 per 1,000 respectively. Munster had the lowest crime rate with 58.0 per 1,000.

Most crime types fell in H&F, with the exception of homophobic hate crime (17% rise) gun crimes (8% rise), homicides (50% rise) and sexual offences (17% rise). Lockdown had an opposite effect on the number of ASB incidents, where there were increases in Police ASB calls as well as in ASB cases managed by the council.

**Serious Violent Crime:** Violent crime fell by 1% in H&F but rose by 2% in London. As result H&F's rank improved from 5<sup>th</sup> to 10<sup>th</sup> highest in London. Knife crime fell by 38% compared to 20% in London, and hospital admissions due to violence-related injuries fell by 43% compared to 24% in London. The number of knife crime victims aged under 25 decreased by 46% compared to last year, compared to a decrease of 6% in London.

**Violence Against Women and Girls:** Domestic abuse crimes fell by 1% in H&F and stayed the same in London. As result H&F's rank improved from 20<sup>th</sup> to 21<sup>st</sup> in London. Sexual offences

## APPENDIX 4

however increased by 17% in H&F and increased by 15% in London, as a result H&F's rank increased to 10<sup>th</sup> from 13<sup>th</sup>.

**Hate Crime:** Hate crimes fell by 2% in H&F but rose by 3% in London, ranking the borough 6<sup>th</sup> highest among the London boroughs (no change from the previous year). Amongst these crimes, Faith hate crime saw the largest decline of 16%; this is followed by Racist and Religious crime (-4%).

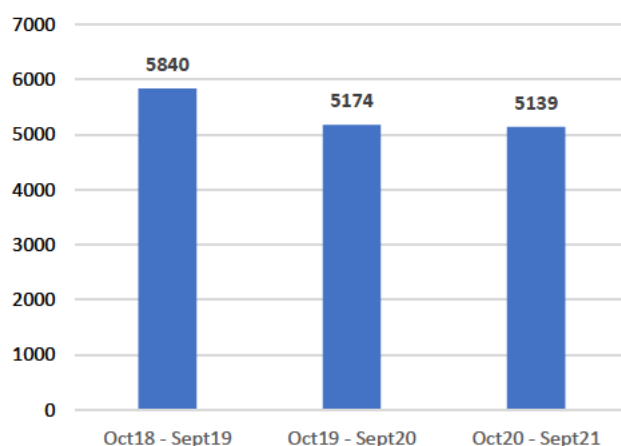
**Antisocial Behaviour:** Between April and May 2020, the number of police recorded ASB incidents for the first time outstripped the number of crimes. As lockdown eased between March and September 2021 the number of reports of ASB decreased. H&F showed a 1% increase in ASB this year compared to 2% decreased across London.

Key strategic priorities include: reducing and preventing violence; increasing trust and confidence; better supporting victims; and protecting people from exploitation and harm

### Outline of Crime and Antisocial Behaviour in the Borough

#### Violent Crimes

*Year on year violent crimes, H&F Oct - Sept*



#### Violent crimes changes to year Oct 20 – Sept 21

Change from last year, H&F: ▼ -1%

Change from last year, London: ▲ +2%

H&F crime rate per 1000: 26.9

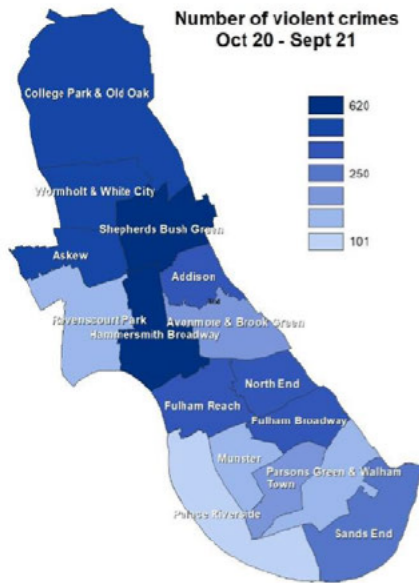
Our rank of rate: ▼ 10<sup>th</sup> (5<sup>th</sup> last year)

In the 12 months to September 2021 the number of violent crimes in H&F fell by 1% to 5,139 crimes, whereas there was a 2% rise of these crimes in London in the same period. The violent crime rate in H&F was 26.9 per 1,000 residents the 10<sup>th</sup> highest in London, down from 5<sup>th</sup> rank in the previous year. The violent crime rate in London was 24.7 per 1,000.

The top three wards where violent crimes occur are Shephard's Bush Green, Hammersmith Broadway and College Park and Old Oak. However, in North End there were 55% more violent crimes committed compared to the previous 12 months, the highest rise amongst the wards.



# APPENDIX 4

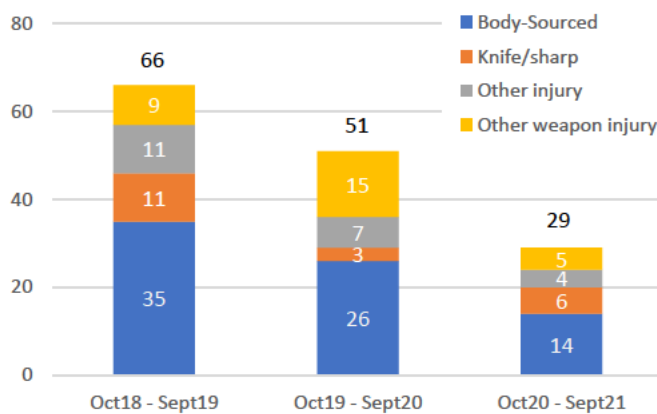


**No. of violent crimes by ward Oct 20 - Sept 21 and the percentage change from the previous years**

	Oct 2020- Sept 2021	Crime rate per 1,000 residents	Change		% change Oct 18-Sept 19 to Oct 19-Sept 20
			19-Sept 20	% change since Oct 19 -Sept 20	
Shepherd's Bush Green	620	47.5	-46	-7%	-6%
Hammersmith Broadway	501	36.3	-32	-6%	-8%
College Park & Old Oak	412	38.9	-26	-6%	-7%
Wormholt & White City	375	27.8	19	5%	-2%
Askew	363	24.8	19	6%	1%
Fulham Broadway	340	27.7	23	7%	9%
Fulham Reach	323	26.9	15	5%	-9%
Addison	319	28.1	-12	-4%	-5%
North End	314	27.3	11	4%	20%
Sands End	286	19.5	-35	-11%	0%
Avonmore & Brook Green	252	21.3	-13	-5%	-1%
Town	231	20.9	-24	-9%	-7%
Ravenscourt Park	206	19.1	3	1%	-18%
Munster	197	17.9	70	55%	-15%
Parsons Green & Walham	162	14.5	-30	-16%	-24%
Palace Riverside	101	13.7	-29	-22%	13%

## Admissions to Emergency Departments for Injuries due to Violence Incident

*Injuries recorded in emergency departments due to violent incidents, year on year, Oct - Sept*



**Number of emergency department admissions due to injuries from violent incidents to year Oct 20 – Sept 21**

Change from last year, H&F: ▼ -43%

Change from last year, London: ▼ -24%

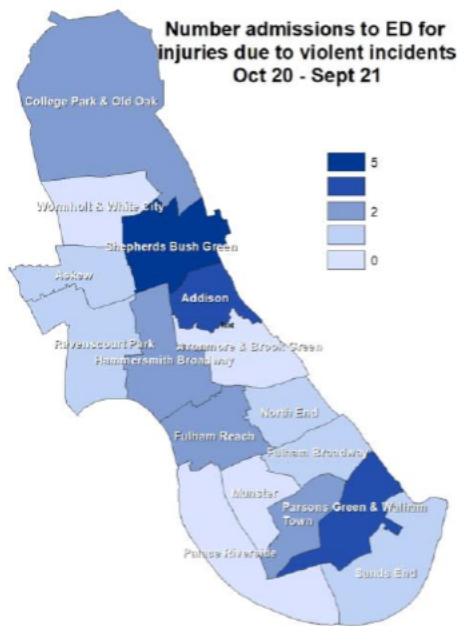
H&F crime rate per 1000: 0.16

There were 29 victims of violent incidents that occurred in H&F and were admitted to emergency departments (EDs) in London in the period from Oct 2020 – Sept 2021. This was a 43% fall compared to the previous year, and a larger decrease compared to the 24% fall in London. The rate of ED violent crime injuries from Oct 2020 – Sept 2021 was 0.16 per 1,000 lower than the London rate of 0.48 per 1,000.

# APPENDIX 4

In the last two year periods (Oct - Sept) most injury types were body-sourced i.e. punches, kicks, but these fell from 26 to 14, whilst injuries due to knives or sharp objects rose from three to six.

Over the past two years there were 21 ED admissions due to violent incidents that took place in Shepherd's Bush Green and this was a third of all incidents in the borough, mainly around two of its three tube stations. From October 2019 to September 2021, 25% of all admissions were in Charring Cross hospital, followed by King's College and St Mary's hospitals (14% each).



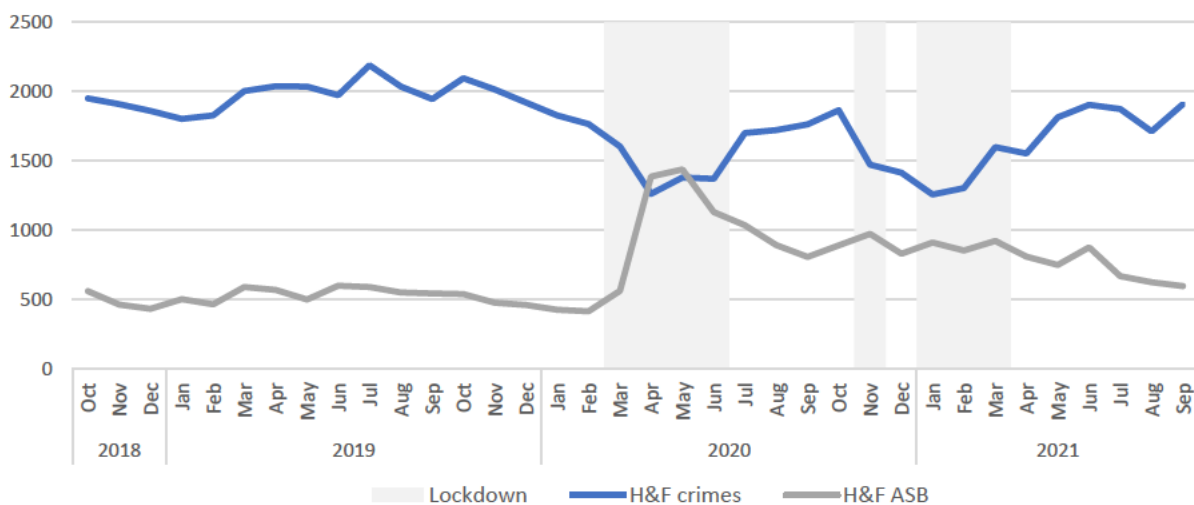
**Number admissions to emergency departments for injuries due to violent incidents by ward, Oct 18 - Sept 21 and the percentage change from the previous year**

Ward	Oct 2020- Sept 2021 residents	Crime rate per 1,000	19-Sept 20	Change since Oct 19 - Sept 20	
				% change	% change Oct 18-Sept 19 to Oct 19-Sept 20
Shepherd's Bush Green	5	0.4	-11	-69%	-24%
Addison	3	0.3	2	200%	-50%
Parsons Green and Walham	3	0.3	2	200%	100%
College Park and Old Oak	2	0.2	-4	-67%	-25%
Fulham Reach	2	0.2	1	100%	-67%
Hammersmith Broadway	2	0.1	-3	-60%	-17%
Town	2	0.2	2	100%	-100%
Askew	1	0.1	0	0%	0%
Fulham Broadway	1	0.1	0	0%	0%
North End	1	0.1	-1	-50%	-50%
Ravenscourt Park	1	0.1	1	100%	-100%
Sands End	1	0.1	-1	-50%	0%
Avonmore and Brook Green	0	0.0	0	0%	-100%
Munster	0	0.0	-1	-100%	100%
Palace Riverside	0	0.0	-1	-100%	100%
Wormholt and White City	0	0.0	0	0%	-100%
Ward data missing	5	0.4	-8	-	-

## Antisocial Behaviour

### Police incidents

*Number of crimes compared to Antisocial Behaviour incidents, Oct 18 - Sept 21, H&F*

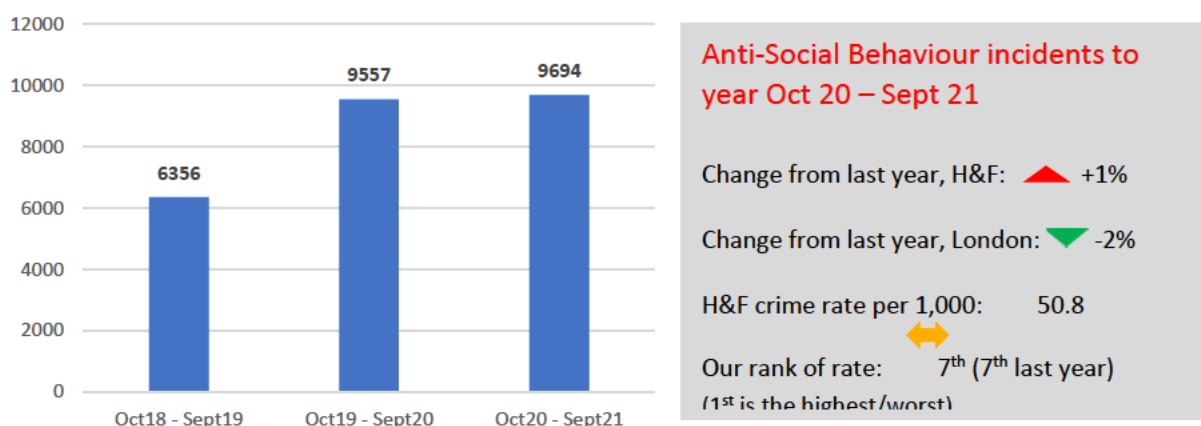


## APPENDIX 4

Patterns of crime and anti-social behaviour have been significantly affected by the coronavirus pandemic and government instructions to limit social contact. Between April and May 2020, the number police recorded anti-social behaviour incidents have for the first time outstripped the number of crimes. As lockdown measures eased between March and September 2021, crime rates in H&F, and across the country, started to rise and ASB incidents started to fall to pre-pandemic levels.

This resulted in the year Oct 20 – Sept 21 recording 9,694 ASB incidents; 1% increase compared with the previous 12 months. During the same period, the number of ASB incidents decreased in London by 2%. The number of ASB incidents in the borough represents a rate of 50.8 per 1,000, higher than the London rate of 40.2 per 1,000.

### Year on year Anti-Social Behaviour incidents reported to the police, H&F Oct - Sept



The main two reasons for reporting ASB remained rowdy or inconsiderate behaviour (57% of all incidents), followed by rowdy / nuisance (17% of all incidents). All other incident types which saw a rise compared to the previous year were generally consistent with problems residents whilst on lockdown, such as ASB nuisance (6% rise) and noise (5% rise).

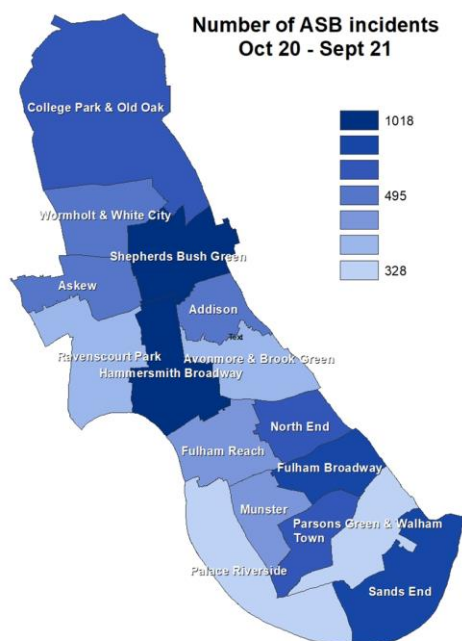
### Number of police ASB incidents by ward, Oct 20 - Sept 21 and the percentage change from the previous years

	Oct 2020- Sept 2021	Change since Oct 19-Sept 20	% change since Oct 19-Sept 20	Oct 18-Sept 19 to Oct 19- Sept 20
Rowdy/ Inconsiderate Behaviour	5501	35	1%	9%
Rowdy/ Nuisance Neighbours	1657	15	1%	13%
Not Mapped	1146	92	9%	-4%
Noise	534	16	5%	16%
Begging/ Vagrancy	250	-16	-6%	-9%
Veh Nuisance/ Inappropriate Use	227	-10	-4%	20%
Trespass	119	-14	-11%	31%
Fireworks	77	-1	-1%	-30%
Littering/ Drugs Paraphernalia	44	3	7%	29%
Veh Abandoned - Not stolen	28	-6	-18%	-25%
Street Drinking	17	-6	-26%	19%
ASB Nuisance	18	1	6%	0%
Animal Problems	6	-2	-25%	-13%
Prostitution Related Activity	8	0	0%	23%
ASB Personal	5	-1	-17%	-11%
ASB Environmental	4	-1	-20%	0%

Similar to all crimes Shepherd's Bush and Hammersmith Broadway wards had the highest number of ASB incidents in the borough whilst Palace Riverside and Parsons Green and Walham wards had the least. Despite this, there was a 4% rise in incidents in Palace Riverside, while the highest percentage rise in the borough was in Munster ward (19%). Askew and Sands End wards had the highest numbers of rowdy/ nuisance neighbour

## APPENDIX 4

incidents, whilst begging/ vagrancy was reported mostly in Hammersmith Broadway. College Park and Old Oak had the highest number of Vehicle nuisance incidents.



**Number of ASB incidents, Oct 20 - Sept 21 and the percentage change from the previous years**

	Oct 2020- Sept 2021	Crime rate per 1,000 residents	Change	
			since Oct 19-Sept 20	% change since Oct 19-Sept 20
Shepherd's Bush Green	1018	78.1	77	8%
Hammersmith Broadway	940	68.1	-126	-12%
Sands End	669	45.5	51	8%
Fulham Broadway	596	48.6	14	2%
Town	547	49.5	-45	-8%
College Park & Old Oak	529	49.9	-52	-9%
North End	509	44.2	-58	-10%
Wormholt & White City	495	36.7	-196	-28%
Askew	471	32.1	-164	-26%
Addison	458	40.3	-164	-26%
Munster	433	39.3	70	19%
Fulham Reach	431	35.9	-207	-32%
Avonmore & Brook Green	406	34.3	-79	-16%
Ravenscourt Park	382	35.4	-56	-13%
Parsons Green & Walham	336	30.0	-88	-21%
Palace Riverside	328	44.4	14	4%

**Number of CCTV captured incidents in H&F Nov 20 - Oct 21**

	Grand Total	% police informed	% arrested / cautioned
Anti-Social Behaviour	433	78%	2%
Begging	352	76%	0%
Acting Suspicious	249	91%	3%
Welfare	230	94%	0%
Request to Monitor	224	65%	0%
Disturbance	211	99%	3%
Road Traffic Collision	201	96%	4%
Assault	185	98%	21%
Police Stop	178	99%	6%
Fighting	170	98%	7%
Shoplifter	170	78%	11%
Abusive Behaviour	139	93%	4%
<b>Total</b>	<b>4,760</b>	<b>90%</b>	<b>10%</b>

Between Nov 2020 and Oct 2021 there were 4,760 incidents captured on CCTV in the borough. In nine cases out of ten the police were informed, and in one out of ten cases arrests were made.

Overall, 433 ASB incidents were captured on CCTV in H&F. In 78% (337) of all these cases the police were informed, and from all 433 incidents captured 9 (2%) arrests were made.

Incidents relating to Assault had the highest proportion of arrests made (21%), followed by shoplifter incidents (11%) and fighting (7%).

## APPENDIX 4

## APPENDIX 4

Appendix 1. Crime rates/ offences per 1,000 residents by wards

Ward	Total crimes (TNO)	Violent crimes	Knife crimes	Robberies	Serious youth crimes	<25 knife crime victims	Ambulance callouts <25s	Domestic abuse	Sexual offences	Hate crimes	Modern slavery crimes	ASB incidents	Residential burglaries	Theft or Taking of MV	Theft from MV	Interfering with MV	Fire Brigade callouts
Addison	106.2	28.1	1.3	2.1	0.7	0.2	5.4	12.5	3.2	2.0	0.6	40.3	6.9	3.0	7.6	1.0	3.0
Askew	80.1	24.8	1.0	2.2	0.5	0.1	1.8	9.1	1.6	2.7	0.1	32.1	6.3	3.1	9.1	1.7	1.8
Avonmore & Brook Green	76.0	21.3	1.1	1.6	0.1	0.0	0.8	7.3	2.4	3.1	0.5	34.3	4.0	1.7	5.6	0.6	2.3
College Park & Old Oak	119.7	38.9	2.0	3.5	1.4	0.3	5.9	13.1	4.0	5.2	0.3	49.9	5.2	4.3	8.0	1.1	9.5
<b>Fulham Broadway</b>	91.1	27.7	1.1	1.9	0.7	0.2	1.1	10.9	0.9	4.7	0.2	48.6	5.7	3.5	4.8	0.4	2.3
Fulham Reach	90.2	26.9	0.5	1.2	0.2	0.0	1.7	6.3	2.7	4.1	0.0	35.9	4.3	2.5	9.4	1.2	3.2
Hammersmith Broadway	173.7	36.3	2.1	5.4	1.2	0.1	2.4	12.0	3.8	8.1	0.6	68.1	8.1	2.5	10.7	1.7	4.5
Munster	58.0	17.9	0.4	1.3	0.5	0.0	0.8	5.2	1.0	2.6	0.0	39.3	5.5	3.2	7.5	1.0	1.6
North End	80.2	27.3	0.7	0.5	0.3	0.1	1.2	7.8	3.6	3.5	0.1	44.2	7.1	2.1	5.4	0.3	2.5
Palace Riverside	60.5	13.7	1.4	2.0	1.1	0.0	0.0	4.5	1.8	1.1	0.0	44.4	4.1	3.8	6.8	0.9	2.1
Parsons Green & Walham	80.5	14.5	1.0	1.9	0.4	0.3	1.1	5.6	1.5	1.6	0.0	30.0	4.5	5.0	8.8	0.8	1.8
Ravenscourt Park	91.5	19.1	0.6	2.1	0.3	0.0	1.9	7.5	2.6	2.7	0.0	35.4	7.0	2.0	16.6	1.7	1.8
Sands End	58.1	19.5	1.1	1.5	0.5	0.3	3.2	10.4	1.7	1.3	0.1	45.5	5.5	1.8	3.9	0.5	2.3
<b>Shepherd's Bush Green</b>	218.0	47.5	2.0	5.0	2.1	0.2	5.3	14.3	4.9	10.3	0.2	78.1	5.2	3.3	9.7	1.3	2.8
Town	89.8	20.9	0.5	1.4	0.5	0.1	2.5	8.9	2.9	2.5	0.2	49.5	7.1	3.4	9.6	2.0	3.6
Wormholt & White City	82.7	27.8	0.6	1.9	0.9	0.0	1.6	15.0	2.2	2.4	0.2	36.7	5.7	2.8	9.5	1.6	2.1

## APPENDIX 4

### General and comparative information about the scale of the Night-Time Economy (NTE) in H&F

The figures below show that H&F has a large number of NTE businesses and employees which is comparable with the average for the whole of London and much larger than the WLA average. In terms of licensed premises, as we are only a small borough, we have a lot of licensed premises comparative to our size.

#### Number of NTE businesses

Hammersmith and Fulham	1555
West London Alliance (avg.)	1362
London (avg.)	1582

#### Number of employees in NTE sector

Hammersmith and Fulham	18,100
West London Alliance (avg.)	15,171
London (avg.)	18,006

#### Total number of licensed premises

Hammersmith and Fulham	836
West London Alliance (avg.)	807
London (avg.)	959

#### Number of licensed premises for regulated entertainment (live music venues, theatres, live sports etc.)

Hammersmith and Fulham	317
West London Alliance (avg.)	498
London (avg.)	344

### NTE Covid impact

- Due to the repeated lockdowns and forced closures, footfall in retail and recreation- which includes the NTE- is down 38% since the beginning of the pandemic. Resident spend on leisure and cultural activities is down 10% from pre-pandemic levels, but this is expected to bounce back.
- In terms of property, hospitality and entertainment vacancy rates have risen by nearly 2%, market rent asking price down 4.5% and net absorption (difference between floorspace being taken and becoming available) is down 7.4k sqft. These are very small figures and show that the sector has stayed resilient. I would suggest that this because of interventions by the Government including the various grant schemes, business rates holiday and temporary protections for commercial tenants.
- Arts, entertainment and recreation is a sector that has been badly damaged by the crisis and which is over-represented in Hammersmith & Fulham, reflecting a range of nationally important sporting and cultural venues in the borough.





# **STATEMENT OF LICENSING POLICY**

**July 2017 – July 2022**

London Borough of Hammersmith &  
Fulham Statement of Licensing  
Policy  
Issued July 2017

This policy has been prepared in accordance with the Secretary of State's Guidance (March 2015) issued under Section 182 of the Licensing Act 2003.

<https://www.gov.uk/government/publications/explanatory-memorandum-revised-guidance-issued-under-s-182-of-licensing-act-2003>

Any website links within this document that no longer work will be updated or removed.

This Policy relates to the sale or supply of alcohol, the provision of regulated entertainment, and the provision of late night refreshment.

**If you would like more information,  
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# Contents

	Page(s)
1. Foreward	5 - 6
2. Introduction and purpose	6 - 8
3. Fundamental principles	9 - 10
4. Licence Conditions	10 - 12
5. Licensing Hours	12 - 13
6. Cumulative impact	13 - 14
7. Promotion of other strategies	14 - 15
8. Prevention of crime and disorder	15 - 17
9. Public safety	17 - 18
10. Prevention of public nuisance	18 - 20
11. Protection of children from harm	20 - 21
12. Premises licence	21 - 22
13. Variations to existing Premises Licence	22 - 24
14. Planning permission	24 - 25
15. Operating schedule	25 - 31
16. Consultation	32
17. Applications for personal licences	32
18. Temporary Event Notices (TENs)	33 – 35
19. Designated Premises Supervisor in Community Premises	35
20. Enforcement	36
21. Dealing with complaints, representations and reviews	36 - 38
22. Consideration of our Residents	38 - 39
23. Licensing Committee	39 – 40
24. Support for Local Businesses	40 - 41
25. Human Rights	41
Annex 1: Mandatory Licensing Conditions	42 – 52
Annex 2: Special Licensing Policy for Fulham Area	53
Annex 3: Fulham Area Cumulative Impact Zone Data Report 2015	53

Annex 4: Special Licensing Policy for Shepherd's Bush Area	53
Annex 5: Shepherds Bush Area Cumulative Impact Zone Data Report 2015	53
Glossary	54 - 57
Contact Details	58

hours in that area is the only appropriate means to achieve the promotion of the Licensing Objectives.

- 5.4 The Licensing Authority advises applicants that it would be beneficial if a lawful planning use can be demonstrated for the activities proposed in all applications for premises licences.
- 5.5 It will be the normal policy of the Licensing Authority to allow shops, stores and supermarkets to provide sales of alcohol for consumption off the premises at any times (in line with permitted planning hours) when the retail outlet is open for shopping unless there are good reasons based on the Licensing Objectives for restricting those hours. Should there be evidence regarding street drinking issues, child protection issues, issues in relation to public nuisance and disorder in the vicinity of this type of premises, the Licensing Authority may restrict the hours of the sale of alcohol.

## 6. Cumulative Impact

- 6.1 In determining an application where there has been a relevant representation the Licensing Authority will, where appropriate, take into account the cumulative (collective) effect of the number, type and density of licensed premises already existing in the area. A saturation of licensed premises can attract customers to an area to such a degree that it has an adverse impact on the surrounding area beyond the control of individual licence holders.
- 6.2 In accordance with paragraph 13.30 of the Secretary of State's current Guidance, where the cumulative effect of many licensed premises within an area gives rise to problems of public disorder and nuisance in the surrounding area, the Licensing Authority may consider it inappropriate for any further licensed premises to be established in the area, or extension to licensed hours of existing premises to be approved. In such circumstances, an application for a licence for activities which would undermine the promotion of any of the four Licensing Objectives would be refused.
- 6.3 In 2009 the Licensing Authority identified Fulham Broadway as an area where the number, type and density of premises providing licensable activities after 11pm was having a serious negative impact on the local community and local amenities. In order to ensure that residents are protected from the negative impact of late night local licensing activities, the Licensing Authority adopted a special policy. This policy is set out in Annex 2 and will be applicable for new licences or variations of existing licences, except applications for Personal Licences. The special policy will be reviewed regularly to assess whether it is still needed or should be expanded or amended. The special policy has been reviewed in 2015 and data from the police, ambulance service, and noise complaints has been assessed. The conclusion to this review is that alcohol related crime, anti-social behavior and noise complaints have been reduced, after midnight in particular, since the special policy was introduced in 2009. A report on crime, disorder and noise is attached as Annex 3. This is a strong indication that the purpose of the special policy is being achieved and that it should remain in place.
- 6.4 In 2011 the Licensing Authority also identified Shepherd's Bush as an area which was suffering adversely from the concentration of a number of licensed premises in a specified area. After an extensive evidence gathering process a further special policy was adopted by the Licensing Authority in June 2011. The Policy is set out in Annex 4. This policy is also only applicable where relevant representations are made in the area specified. This special policy was also reviewed in 2015 and data from the police, ambulance service and noise complaints assessed. The conclusions were similar to the results of the review of the Fulham Broadway special policy, with a reduction in alcohol related crime, anti-social behavior and noise complaints after midnight. A report on crime, disorder and noise

is attached as Annex 5. In view of the current positive impact of this special policy it will remain in place and will be reviewed regularly.

- 6.5 The absence of a special policy in other areas does not prevent any Responsible Authority or other persons from making representations on the grounds that the premises will give rise to a negative cumulative impact in the area in question, on one or more of the four Licensing Objectives (The Secretary of State's Guidance – March 2015).
- 6.6 Where there is sufficient evidence that another particular area has reached a point where existing licensing activity is at such levels that if, by granting a licence, it would contribute to the negative impact in the area, the Licensing Authority may adopt a special policy in relation to that area.
- 6.7 If any further special policies were adopted they would not be absolute and each application would still have to be considered on its own merits.
- 6.8 In coming to any decision regarding cumulative impact the Licensing Authority will also have regard to other mechanisms outside of the licensing regime which may also be available to address this issue, these are:
- Planning controls (where development or change of use is involved, or where trading hours are limited by planning conditions)
  - Police enforcement of the normal law concerning disorder and anti-social behaviour.
  - Prosecution of any personal licence holder or member of staff at such premises who is selling alcohol to people who are drunk
  - Prosecution of any personal licence holder or member of staff at such premises who is selling to underage persons or selling illegal alcohol or tobacco
  - Police powers to close down instantly any licensed premises or temporary events on grounds of disorder, the likelihood of disorder or excessive noise emanating from the premises, for up to 24 hours.
  - The power of the police, other responsible authorities, a local resident, business or Councillor to seek a review of the licence or certificate in question.
  - Police and Local Authority power to issue a Closure Notice for up to 48 hours where serious anti-social behavior is taking place at licensed premises under the Anti-social Behaviour, Crime and Policing Act 2014.

## **7 Promotion of other strategies**

- 7.1 The Licensing Authority will monitor the impact of licensing on the provision of regulated entertainment, and particularly live music and dancing. Only appropriate, proportionate and reasonable licensing conditions will be imposed on such events. The council recognises that as part of implementing cultural strategies, account needs to be taken of the need to encourage and promote a broad range of entertainment, particularly live music, dancing, street arts and theatre for the wider cultural benefit of the community.
- 7.2 Arrangements have been made for the licensing committee to receive, when appropriate, reports on the needs of the local tourist economy.
- 7.3 The Licensing Authority will keep the licensing committee apprised of the employment situation in