

**From:** [REDACTED]

**Sent:** Thursday, January 25, 2024 1:27 PM

**To:** Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>

**Cc:** [REDACTED]

**Subject:** Supplemental PDF 363 North End Road 2023\_01892\_LAPR for 31 Jan Lic hearing from 19:30

Dear Lorna

Submitting today, Thurs Jan 25, for the 31 Jan hearing, from 19:30 (not 8pm).

Pls let me know the PDF opens properly for you.

Many thanks.

Barclay Road Residents

[REDACTED]

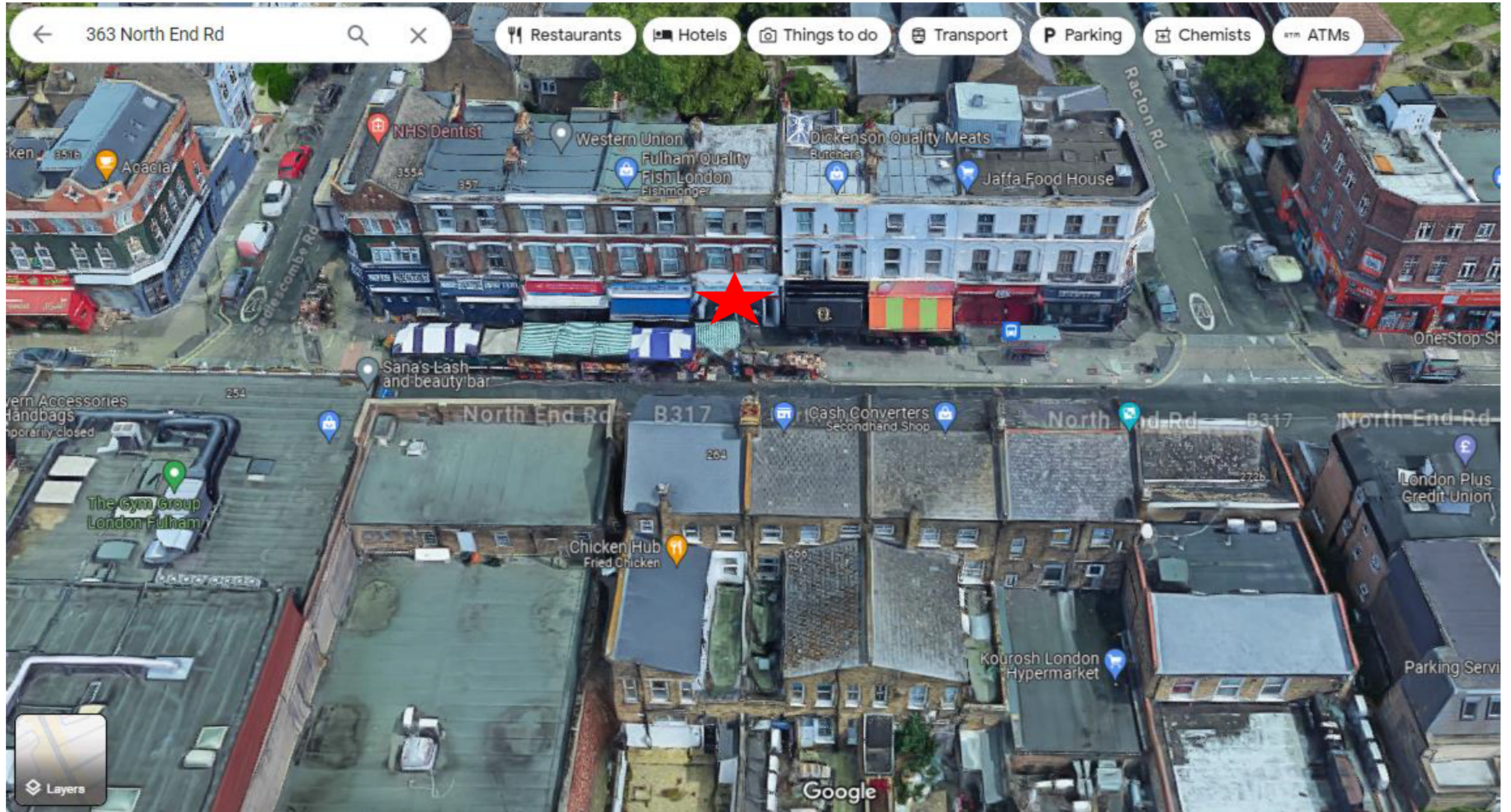
**Convenience Store & Post Office: 363 North End Road London SW6 1NW**  
**License Application: 2023/01892/LAPR: – Hearing 31.01.2024**

**SECTION 1**

**LOCATION - Page 2 is to visually assist with the showing:**

- Premises location on North End Road & Residential homes above address
- Directly in front of busiest market trader intersections – Narrow walkway with market stall holders, fish shop and butchers – market stall holders set up from 05.00am until 08.00am

Location of Premises as Shown Starred – below residential homes and also in front of busy market stalls



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**SECTION 2**

**Licensing Objectives - Prevention of Crime & Disorder & Promotion of Public Safety**

**Latest Crime Map in the Area: Page 3**

Crimes stats for 12 months (Nov 2022 - Nov 2023) provided by Police.UK - UK's national police crime database.

This section near Clem Tree Estate on North End Road has a high crime rate:

- Anti-social Behaviour exceeds the national average by 156%
- Violence and Sexual Offences by 196%
- Public Order by 76%

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. (Nov 2022-Nov 2023). Premises location starred.

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

Last 12 months

Data period (months):

3 6 12

sw6 1nw



+ Add another postcode to compare

Crime within 1 mile of:

SW6 1NW

National avg. ⓘ

Violence and sexual offences

169

57

×

Anti-social behaviour

64

25

×

Burglary

35

7

×

Criminal damage and arson

23

13

×

Public order

32

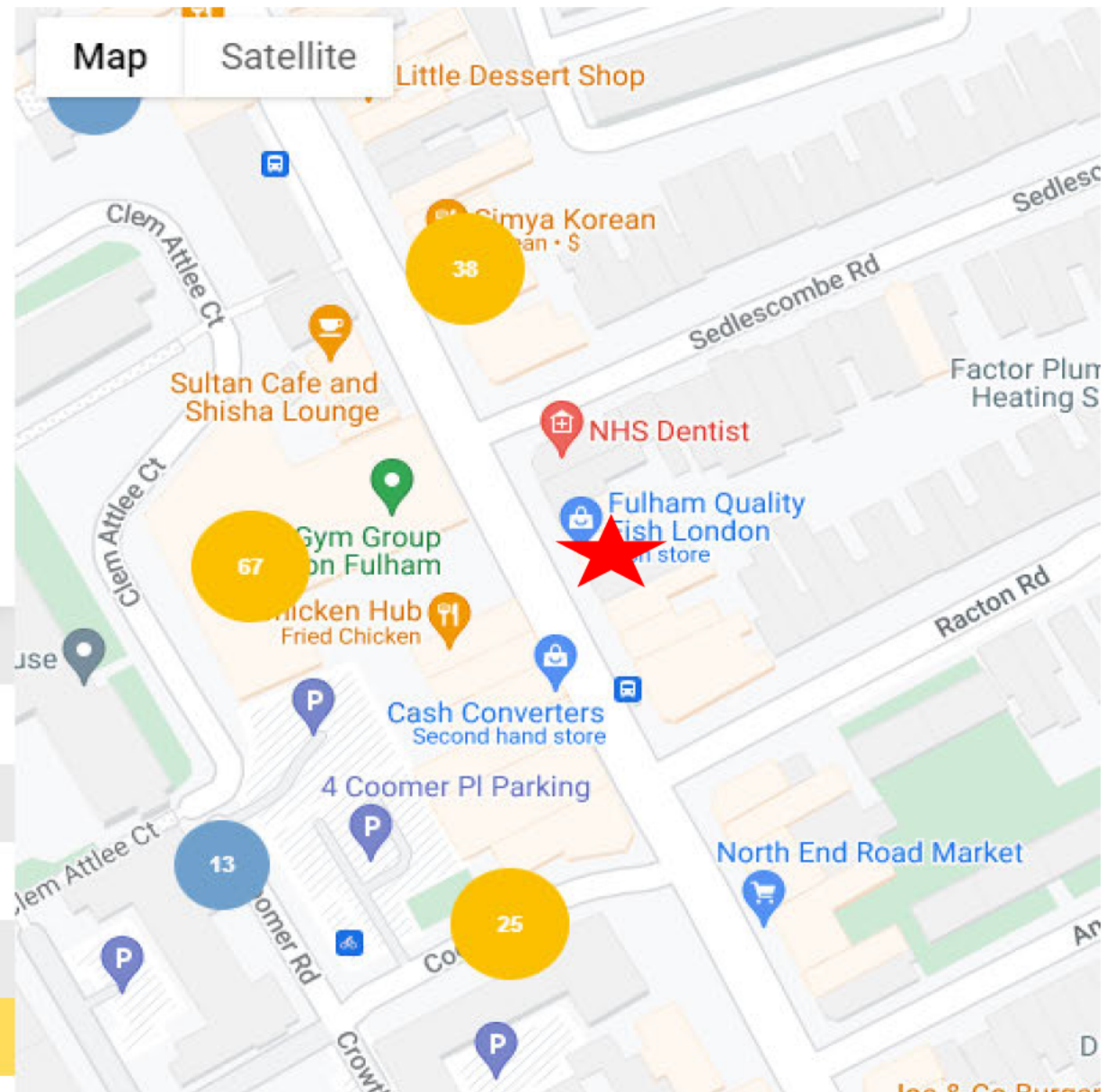
13

×

Total

538

165



Following a £1.9m investment to dramatically improve the street scene in North End Road (NER) and provide the catalyst for further improvements to its surroundings – it's imperative that part of this strategy is to reduce the existing very high level of crime & disorder on NER

**Unfortunately, alcohol (on & off sales) play an integral part in exasperating crime & disorder. We can't further improve the street scape by feeding the problem.**

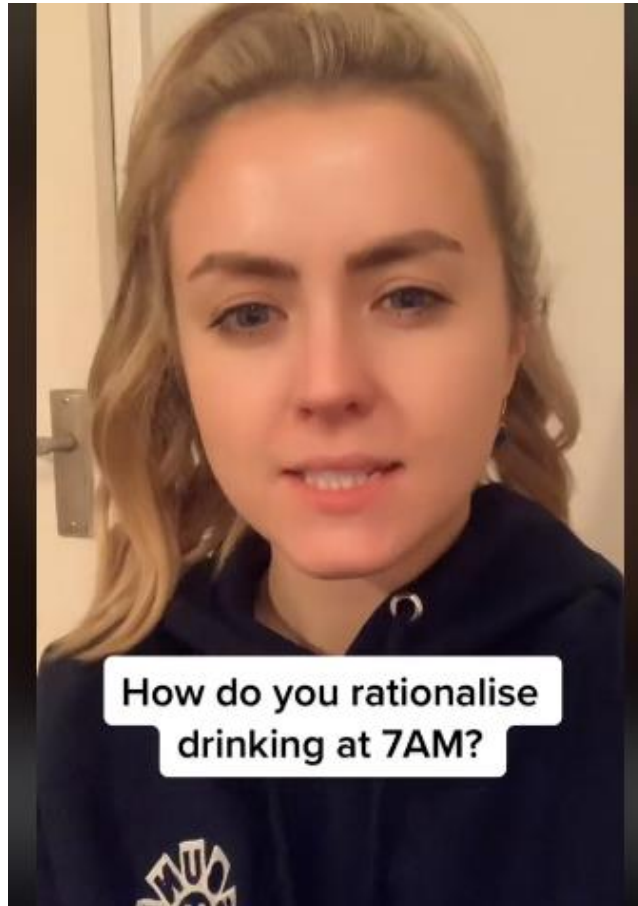
As this section of NER is a key 'crime hot spot' – off sales of alcohol particularly in early and late hours often attract street drinkers and will only create further impact and likely detract future alternative lettings.



A new IBIS hotel apartment development is currently underway that will join Travelodge hotel helping to bring further visitors to the area. 322-324 whole building (Boots Shop) has also submitted development plans furthering NER improvements.

## WHO DRINKS IN THE EARLY HOURS OF THE MORNING

Morning **drinking**, with few exceptions, tends to be a sign of pretty severe **alcohol** dependence. Hammersmith & Fulham council spend just under £3Million\* per annum on treatment for abuse (drugs, alcohol, addictions). Alcohol addiction affects all – it's not just restricted to the homeless etc. It devastates families. Below is an example: Issy Hawkins who spiralled into alcohol addiction through morning drinking.



Click onto link:

<https://www.tiktok.com/@issyhawkins/video/7194500359899925765>

\*H&F Funding Source: <https://democracy.lbhf.gov.uk/ieDecisionDetails.aspx?Id=4566>

CURRENT LONDON ALCOHOL STATISTICS (See Pages 10 & 11) \*Source 26 May 2023: <https://delamere.com/blog/uk-drug-addiction-report-2023>

- The upward trend in alcohol-related death and hospital admissions accelerated in the pandemic. The costs of this to drinkers, their families and society are significant. Alcohol costs the NHS an estimated £3.5 billion per year in England and costs an estimated £21 billion per year to society. (Source: UK GOV Feb 2023)
- \*England's capital city of **London** has also experienced a significant rise in reported cases of alcoholism. The bustling city emerged as the second most reliant on [alcohol](#), with a **59.46%** increase in dependency since 2018.
- \*The region of **London** has the second-highest number of deaths as a result of alcohol use, with a **41.35%** increase since 2018.

H&F Seeing Homeless Increase:

- **27% increase in the first six months (2023-2024).**

“Rough sleeping in Hammersmith and Fulham increased 11% in 2022/23 from the previous year according to council records. The council registered 238 rough sleepers, up from 214. In the first six months of 2023/24, it has seen more rough sleepers – 303 – than in the whole of the previous year. Rebecca Purchase, regional head for St Mungo's Hammersmith and Fulham, Lillie Road Homeless Shelter”. Source: <https://londonnewsonline.co.uk/coming-to-the-rescue-of-a-homeless-shelter-councils-compassionate-bid-to-save-facility/>



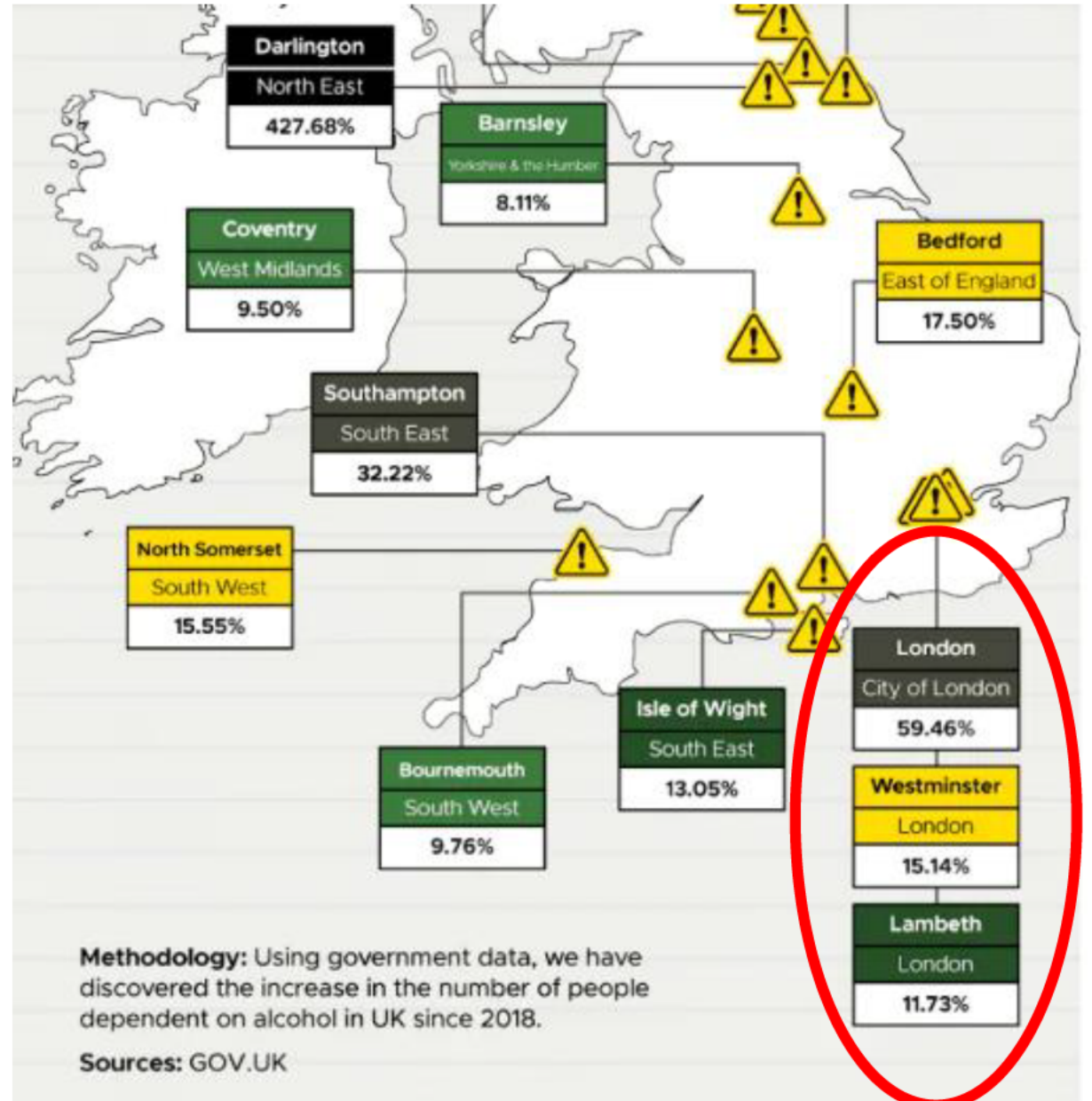
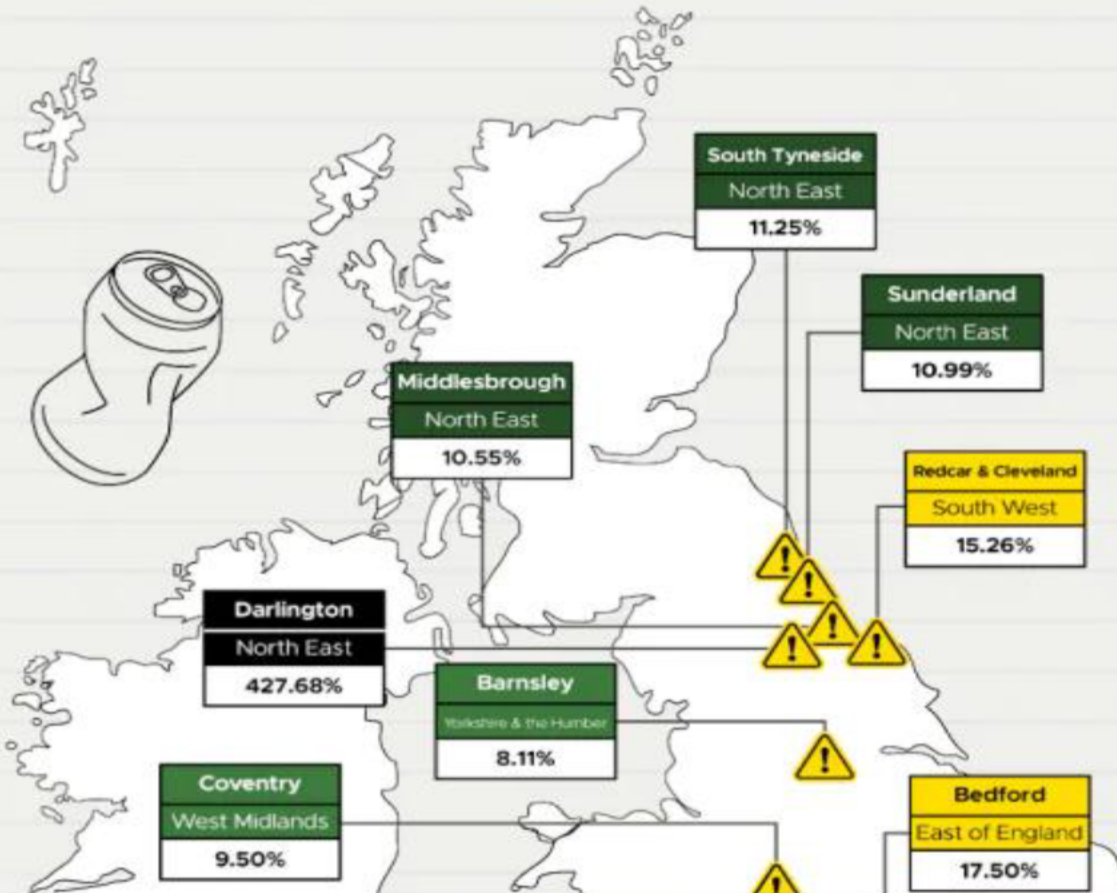
# ALCOHOL DEPENDENCY INCREASE IN THE LAST 5 YEARS STATS SINCE 2018

## How have alcohol dependency rates changed over the last 5 years?



Since 2018, Darlington has seen the biggest increase in alcohol dependency rates, with over a 400% increase.

Lower rates Higher rates



**Methodology:** Using government data, we have discovered the increase in the number of people dependent on alcohol in UK since 2018.

**Sources:** GOV.UK

\*Source 26 May 2023: <https://delamere.com/blog/uk-drug-addiction-report-2023>

## The UK Locations With the Highest Number of Alcohol Deaths



We revealed where in the UK had the highest increase in alcohol deaths over the past 5 years.

Lower rates  Higher rates



Region	Alcohol Deaths (2018)	Alcohol Deaths (current figures)	% Increase
1 Yorkshire and The Humber	610	877	43.77%
2 London	561	793	41.35%
3 East of England	461	641	39.05%
4 South East	769	1,064	38.36%
5 North West	993	1,344	35.35%
6 North East	411	541	31.63%
7 East Midlands	555	706	27.21%
8 West Midlands	732	897	22.54%

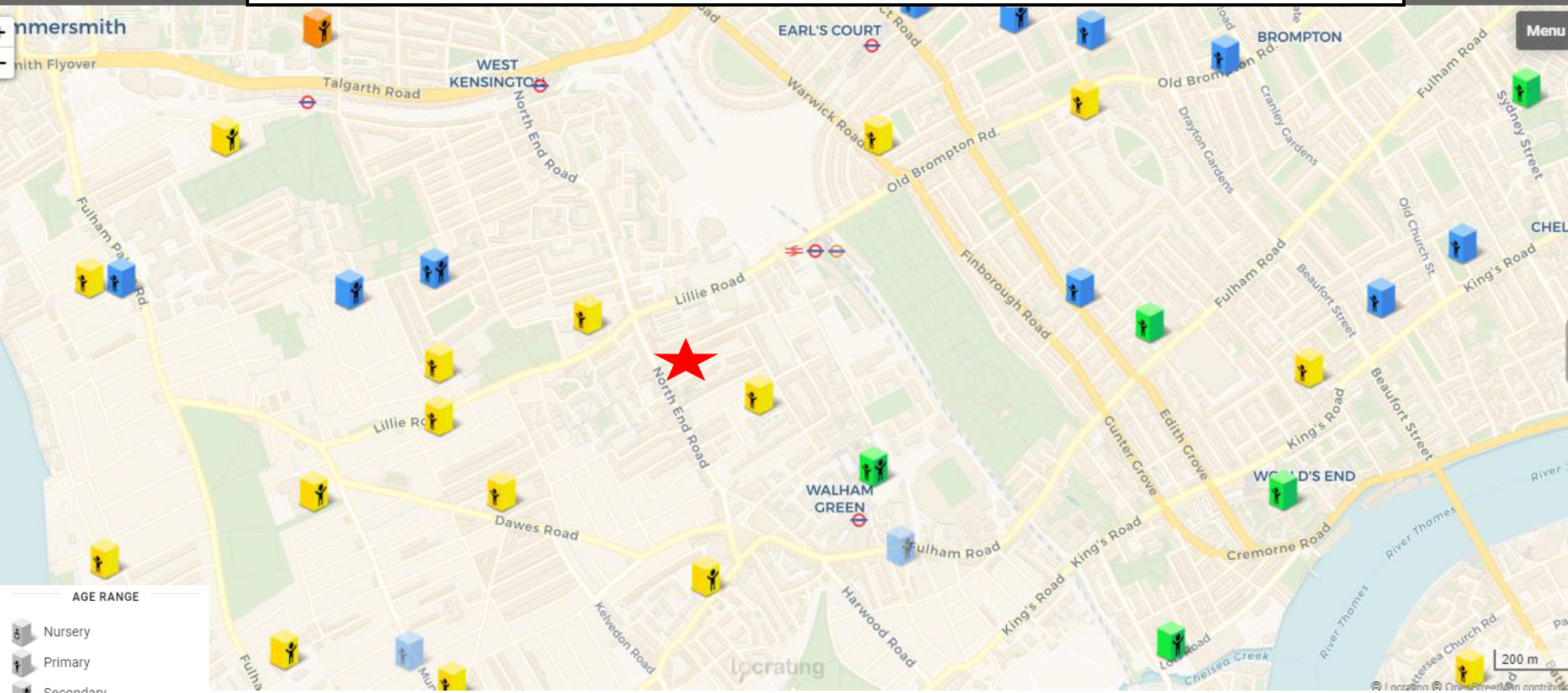


8 West Midlands	732	897	22.54%
9 Wales	406	471	16.01%
10 South West	606	695	14.69%





**Methodology:** Using government data, we have found the number of alcohol deaths in England by area.

Sources: ONS

## Schools in the immediate Area of 363 North End Road Data from the Department of Education and Office for National Statistics



**AGE RANGE**

-  Nursery
-  Primary
-  Secondary
-  Primary and secondary

200 m