

**From:** Milligan Neil: H&F <Neil.Milligan@lbhf.gov.uk>  
**Sent:** Friday, July 19, 2024 10:30 AM  
**To:** Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>  
**Subject:** RE: Planning Comments - Booze Delivery Limited - Unit 4606 21 Effie Road London SW6 1EN

I agree withdrawal

Regards

Neil Milligan  
Planning Enforcement Team Leader  
Place Department

**From:** Mckenna Lorna: H&F <[Lorna.Mckenna@lbhf.gov.uk](mailto:Lorna.Mckenna@lbhf.gov.uk)>  
**Sent:** Friday, July 19, 2024 10:29 AM  
**To:** Milligan Neil: H&F <[Neil.Milligan@lbhf.gov.uk](mailto:Neil.Milligan@lbhf.gov.uk)>  
**Subject:** RE: Planning Comments - Booze Delivery Limited - Unit 4606 21 Effie Road London SW6 1EN

Hi Neil,

The applicant has agreed to amend their hours to as follows, which aligns with the planning permission. Please can you let me know that if with the agreed you now withdraw your representation?

### **Licensable activities sought**

#### The sale of alcohol - Off the Premises Only

Mondays to Fridays between the hours of 07:00 to 22:00

Fridays between the hours of 08:00 to 22:00

Sundays and bank holidays between the hours 08:00 to 20:00

Kind regards  
**Lorna McKenna**  
Licensing Compliance Officer

**From:** Siddharth Chauhan

**Sent:** Thursday, July 18, 2024 4:28 PM

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Subject:** Re: Planning Comments - Booze Delivery Limited - Unit 4606 21 Effie Road London SW6 1EN

Hello Lorna,

Yes, I agree to amend my hours as you mentioned.

Thank you,  
Siddharth Chauhan

[Sent from Yahoo Mail for iPhone](#)

On Thursday, July 18, 2024, 4:22 PM, Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)> wrote:

Hi Siddharth,

I am contacting you in regards to the below agreed hours.

It has been brought to our attention that there is a planning permission which supersedes the previous one sent to you. This detailed below:

- 22) The operating/opening hours of the self storage/office facility are limited to between 7am and 10pm, Monday to Friday, 8am-10pm on Saturday and 8am-8pm on Sunday and Bank Holidays, unless otherwise agreed in writing with the Council. No customers shall be on the premises or deliveries shall occur in connection with the uses outside of these times.

In order that noise disturbance which may be caused by customers leaving the premises is confined to those hours when ambient noise levels and general activity are sufficiently similar to that in the surrounding area, thereby ensuring that the use does not cause demonstrable harm to surrounding residents, in accordance with Policies DC1, HO11 and CC11 of the Local Plan (2018).

Therefore, in order to align your hours with the current planning permission, please can you confirm if you agreed to amend your hours as follows:

**Licensable activities sought**

The sale of alcohol - Off the Premises Only

Mondays to Fridays between the hours of 07:00 to 22:00

Fridays between the hours of 08:00 to 22:00

Sundays and bank holidays between the hours 08:00 to 20:00

Please can you let me know by return of email.

Kind regards

**Lorna McKenna**

Licensing Compliance Officer

Licensing

**From:** Milligan Neil: H&F

**Sent:** Thursday, July 18, 2024 12:01 PM

**To:** Mckenna Lorna: H&F <[Lorna.Mckenna@lbhf.gov.uk](mailto:Lorna.Mckenna@lbhf.gov.uk)>

**Subject:** RE: Planning Comments - Booze Delivery Limited - Unit 4606 21 Effie Road London SW6 1EN

Good morning, Lorna

Apologies, but the latest planning permission (**attached**) supersedes the one mentioned below (assuming it was implemented). The proposed new negotiated hours do not comply with this permission so my representation remains. Relevant condition copied below.

Regards

Neil Milligan

Planning Enforcement Team Leader

Place Department

Hammersmith & Fulham Council

07825263261

[Neil.milligan@lbhf.gov.uk](mailto:Neil.milligan@lbhf.gov.uk)

[www.lbhf.gov.uk](http://www.lbhf.gov.uk)



- 22) The operating/opening hours of the self storage/office facility are limited to between 7am and 10pm, Monday to Friday, 8am-10pm on Saturday and 8am-8pm on Sunday and Bank Holidays, unless otherwise agreed in writing with the Council. No customers shall be on the premises or deliveries shall occur in connection with the uses outside of these times.

In order that noise disturbance which may be caused by customers leaving the premises is confined to those hours when ambient noise levels and general activity are sufficiently similar to that in the surrounding area, thereby ensuring that the use does not cause demonstrable harm to surrounding residents, in accordance with Policies DC1, HO11 and CC11 of the Local Plan (2018).

**From:** Siddharth Chauhan

**Sent:** Monday, July 15, 2024 12:59 PM

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Subject:** Re: Planning Comments - Booze Delivery Limited - Unit 4606 21 Effie Road London SW6 1EN

Hi Lorna,

Yes I confirm to reduce hours to align with planning permission.

Thank you

On Monday, July 15, 2024, 12:12 PM, Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)> wrote:

**Hi Siddharth,**

As per your email below, are you able to confirm that you are happy to reduce your hours to align with the Planning Permission as follows:

*Mondays to Thursdays; between 23:00 hours on Fridays and 08:00 hours on Saturdays; between 22:00 hours on Saturdays and 10:00 hours on Sundays and between 22:00 hours on Sundays and 07:00 hours on Mondays.*

**Licensable activities sought**

The sale of alcohol - Off the Premises Only

Mondays to Thursdays between the hours of 07:00 to 23:00

Fridays between the hours of 08:00 to 23:00

Saturdays and Sundays between the hours 10:00 to 22:00

Please can you let me know by return of email.

Kind regards

**Lorna McKenna**

Licensing Compliance Officer

**From:** Siddharth Chauhan  
**Sent:** Thursday, March 14, 2024 12:55 PM  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Cc:** Milligan Neil: H&F <[Neil.Milligan@lbhf.gov.uk](mailto:Neil.Milligan@lbhf.gov.uk)>  
**Subject:** Re: Planning Comments - Booze Delivery Limited - Unit 4606 21 Effie Road London SW6 1EN

Dear Lorna,

I totally agree with you but as described earlier to Mr. Asante; we use premises only within their opening hours because we only use premises to stock up our van/car once in a day because we use our own delivery drivers to fulfil any orders we receive and we use only Deliveroo and Uber Eats platform to sell Alcohol off the premises.

I am happy to accept the condition as we can use premises only on certain times.

Kind regards,

Siddharth Chauhan

Booze Delivery Limited

On Thursday, 14 March 2024 at 12:03:24 GMT, Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)> wrote:

Dear Siddarth,

**Licensing Act 2003**

**Reference: 2024/00422/LAPR**

**Premises: Booze Delivery Limited - Unit 4606 21 Effie Road London SW6 1EN**

Please see below, the planning comments for the above premises. Please note that plan permission supersedes any permitted licensable hours.

In reviewing your licence application, it is noted that the requested times sit outside the planning time limitations for site access. These then as set out in Condition 16 of the original 2010 planning permission for the site (Ref No. 2010/00531/FUL).

*[Planning Condition 16](#)*

*No customers shall be on the premises in connection with the uses hereby approved between 23.00 hours and 07.00 hours the following day on Mondays to Thursdays; between 23:00 hours on Fridays and 08:00 hours on Saturdays; between 22:00 hours on Saturdays and 10:00 hours on Sundays and between 22:00 hours on Sundays and 07:00 hours on Mondays.*

*In order that noise disturbance which may be caused by customers leaving the premises is confined to those hours when ambient noise levels and general activity are sufficiently similar to that in the surrounding area, thereby ensuring that the use does not cause demonstrable harm to surrounding residents, in compliance with policy EN21 of the Unitary Development Plan, as amended 2007*

Kind regards

**Lorna McKenna**

Licensing Compliance Officer

Licensing

The Economy Department

**From:** Milligan Neil: H&F <[Neil.Milligan@lbhf.gov.uk](mailto:Neil.Milligan@lbhf.gov.uk)>

**Sent:** Friday, April 12, 2024 9:32 AM

**To:** Overton Adrian: H&F <[Adrian.Overton@lbhf.gov.uk](mailto:Adrian.Overton@lbhf.gov.uk)>; Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Subject:** FW:2024/00422/LAPR

Good morning

As you will be aware I have already sent a comment in response to the application (see attached)

Given the background and looking at the planning permission I would like to make a representation objecting to the application as the hours go beyond that permitted.

I am concerned about public nuisance due to disturbance as a result of the timings . I would be content to withdraw this representation if the proposal aligns with the permitted planning hours.

Regards

Neil Milligan  
Planning Enforcement Team Leader  
The Economy Department



**From:** Siddharth Chauhan  
**Sent:** Friday, March 15, 2024 11:48 PM  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Cc:** Milligan Neil: H&F <[Neil.Milligan@lbhf.gov.uk](mailto:Neil.Milligan@lbhf.gov.uk)>  
**Subject:** Re: Planning Comments - Booze Delivery Limited - Unit 4606 21 Effie Road London SW6 1EN

Dear Lorna,

Dear Lorna,

I totally agree with you but as described earlier to Mr. Asante; we use premises only within their opening hours because we only use premises to stock up our van/car once in a day because we use our own delivery drivers to fulfil any orders we receive and we use only Deliveroo and Uber Eats platform to sell Alcohol off the premises. I am happy to accept the condition as we can use premises only on certain times.

Kind regards,  
Siddharth Chauhan  
Booze Delivery Limited

**From:** Milligan Neil: H&F <[Neil.Milligan@lbhf.gov.uk](mailto:Neil.Milligan@lbhf.gov.uk)>  
**Sent:** Wednesday, March 13, 2024 10:19 AM  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** RE: Licensing Act 2003 - Reference: 2024/00422/LAPR

Hi Lorna  
Please see attached a previous response (in the email chain). What is proposed goes beyond that permitted by planning

Regards

Neil Milligan  
Planning Enforcement Team Leader  
The Economy Department

Dear Applicant or Agent

In reviewing your licence application, it is noted that the requested times sit outside the planning time limitations for site access. These then as set out in Condition 16 of the original 2010 planning permission for the site (Ref No. 2010/00531/FUL).

*[Planning Condition 16](#)*

*No customers shall be on the premises in connection with the uses hereby approved between 23.00 hours and 07.00 hours the following day on Mondays to Thursdays; between 23:00 hours on Fridays and 08:00 hours on Saturdays; between 22:00 hours on Saturdays and 10:00 hours on Sundays and between 22:00 hours on Sundays and 07:00 hours on Mondays.*

*In order that noise disturbance which may be caused by customers leaving the premises is confined to those hours when ambient noise levels and general activity are sufficiently similar to that in the surrounding area, thereby ensuring that the use does not cause demonstrable harm to surrounding residents, in compliance with policy EN21 of the Unitary Development Plan, as amended 2007.*

**From:** Milligan Neil: H&F <Neil.Milligan@lbhf.gov.uk>  
**Sent:** Monday, July 15, 2024 4:40 PM  
**To:** Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>  
**Subject:** RE: Planning Comments - Booze Delivery Limited - Unit 4606 21 Effie Road London SW6 1EN

Good afternoon Lorna  
Yes, as they are now proposing to comply I can withdraw the planning objection.

Regards

Neil Milligan  
Planning Enforcement Team Leader  
Place Department  
Hammersmith & Fulham Council

**From:** Mckenna Lorna: H&F  
**Sent:** Monday, July 15, 2024 4:32 PM  
**To:** Milligan Neil: H&F <[Neil.Milligan@lbhf.gov.uk](mailto:Neil.Milligan@lbhf.gov.uk)>  
**Subject:** FW: Planning Comments - Booze Delivery Limited - Unit 4606 21 Effie Road London SW6 1EN

Hi Neil,

The applicant for Booze Delivery Limited, Unit 4606 21 Effie Road, London has confirmed he will reduce the hours to align with the Planning permission on the premises. Below are the new confirmed hours:

### **Licensable activities sought**

#### **The sale of alcohol - Off the Premises Only**

**Mondays to Thursdays between the hours of 07:00 to 23:00**

**Fridays between the hours of 08:00 to 23:00**

**Saturdays and Sundays between the hours 10:00 to 22:00**

Please can you confirm if based on the above hours, you are minded to withdraw your representation?

Kind regards  
**Lorna McKenna**  
Licensing Compliance Officer  
Licensing

**From:** Siddharth Chauhan

**Sent:** Monday, July 15, 2024 12:59 PM

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Subject:** Re: Planning Comments - Booze Delivery Limited - Unit 4606 21 Effie Road London SW6 1EN

Hi Lorna,

Yes I confirm to reduce hours to align with planning permission.

Thank you