

From: [REDACTED]
Sent: Thursday, April 4, 2024 8:49 AM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Subject: RE: Objection: 2024/00422/LAPR 21 Effie Road

Dear Lorna,

Re: Objection 2024/00422/LAPR 21 Effie Road

I and on behalf of Seagrave Road Residents Association strongly object to this and believe this proposed license would be extremely harmful to the ambiance and safety of Fulham neighbourhood streets. It will also be detrimental to the local businesses that sell alcohol and pay council tax business rates – it's difficult enough for small businesses to make a living, sanctioning this license will only further lead to shop vacancies in the borough due to unfair advantage of this applicant not having overheads.

What's become abundantly clear from the applicants email to the council and a fellow residents conversation with Access Storage is the applicant is only requiring the "licensed address" to gain position/higher ranking for SW6 area with the likes of Uber Eats and Deliveroo. This will ultimately lead to unfairly compete with licensed 24 alcohol shops (that have strict conditions) and have far larger overheads than this applicant - by using a clever loophole here and only having to pay around £50-100 a month for the sub-letting a storage unit.

On the grounds of Noise & Nuisance & Public Safety: People that buy delivery alcohol in early hours of the morning are either partying or likely have a drinking problem. Sanctioning a 24 hours license will only further contribute to problems.

Note: H&F has been noted as the most sleep deprived borough in London in recent research – part of the key problem of this was late night parties. Lastly, the planning hours on this is very clear and what it states in the H&F licensing own documents that licensing hours cannot supersede planning hours. Along, with this Access Storage own T&C's state that people who rent the storage facilities cannot operate a business from the storage unit: (See point 10.2): [https://www.accessstorage.com/about-us/terms-and-](https://www.accessstorage.com/about-us/terms-and-conditions?_gl=1*tq4u5b*_up*MQ..*_ga*NTk5NDY0OTY4LjE3MTEzODAwNTA.*_ga_GBGFT18Z5R*MTcxMTM4MDA0OS4xLjAuMTcxMTM4MDA0OS4wLjAuNDU3Mjc0Nzcz&gclid=Cj0KCQjwwYSwBhDcARIsAOyL0fgCSpov_tmwtPyN6cn2TeYJdyOIm_USjaH3z2i4rgaX7Hf4rwtbuRoaAsoJEALw_wcB)

[conditions?_gl=1*tq4u5b*_up*MQ..*_ga*NTk5NDY0OTY4LjE3MTEzODAwNTA.*_ga_GBGFT18Z5R*MTcxMTM4MDA0OS4xLjAuMTcxMTM4MDA0OS4wLjAuNDU3Mjc0Nzcz&gclid=Cj0KCQjwwYSwBhDcARIsAOyL0fgCSpov_tmwtPyN6cn2TeYJdyOIm_USjaH3z2i4rgaX7Hf4rwtbuRoaAsoJEALw_wcB](https://www.accessstorage.com/about-us/terms-and-conditions?_gl=1*tq4u5b*_up*MQ..*_ga*NTk5NDY0OTY4LjE3MTEzODAwNTA.*_ga_GBGFT18Z5R*MTcxMTM4MDA0OS4xLjAuMTcxMTM4MDA0OS4wLjAuNDU3Mjc0Nzcz&gclid=Cj0KCQjwwYSwBhDcARIsAOyL0fgCSpov_tmwtPyN6cn2TeYJdyOIm_USjaH3z2i4rgaX7Hf4rwtbuRoaAsoJEALw_wcB)

Yours sincerely

[REDACTED]
Seagrave Road Residents Association

[REDACTED]
[REDACTED]

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 16/04/2024 10:41 PM from [REDACTED]

Application Summary

Address: 21 Effie Road London SW6 1EN

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Amenity Group

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 16/04/2024 10:41 PM Barclay Road Residents are opposed to the application on the grounds of crime and disorder and nuisance as well as the inability of the Applicant to protect children from harm and ongoing public safety issues directly in the area leading to the gates to enter 21 Effie Road that relate to drug usage and sales and other offences. As well, recent developments (without required planning permission) in changes to the gates leading to the building which houses self storage units are leading to an insecure site at any time of day or night. We will address this with evidence for the committee. Further,

- 1) We will be submitting evidence for the Committee regarding the prohibition in the T&Cs to supply/sell alcohol from a unit at 21 Effie Road.
- 2) We will be submitting evidence of the most recent, grave crime and disorder in our Fulham Broadway Town centre at nearby premises since 3 April 2024 with two Premises under siege from professional squatters. Police have evidence for the Committee which we will submit.
- 3) We will be submitting evidence regarding planning conditions of the address 21 Effie Road which protect the amenity of Barclay Road residents at [REDACTED] Barclay Road as well as the surrounding neighbours

and area.

4) we will be submitting further evidence regarding our borough being the most sleep deprived borough.

5) we will be submitting evidence regarding Court of Appeal decisions relating to nuisance at the point of delivery.

6) we reserve our right to submit any and all further evidence that is relative to this application that will assist the Committee in their decision at the hearing.

Thank you.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 28/03/2024 11:36 AM from [REDACTED]

Application Summary

Address: 21 Effie Road London SW6 1EN

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Residents Group

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 28/03/2024 11:36 AM The applicant has explained in his application that he will be filling up his van once a day from a warehouse somewhere and delivering 24 hours a day from somewhere. He seems to need a business address for his 24-hour operation; if that is at 21 Effie Road then we are also confused. We are very concerned about the inability of the applicant to promote the licensing objective of Prevention of Nuisance, especially 'in the still of the night'. We reserve our right to comment further and to gather evidence for the Licensing Committee.

From: [REDACTED]

Sent: Tuesday, April 16, 2024 5:35 PM

To: Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: 2024/00422/LAPR | Licensing Act - Premises Licence | Open for Consultation | 21 Effie Road London SW6 1EN

Hi

Attention Lorna McKenna

I am emailing you my comments as I have been trying to submit online but it keeps rejecting the submission. Please confirm receipt of this on 16th April, ie the cut off date.

I am writing on behalf of Vanston Place Management Company, who look after the interests of the residents of Dungannon House, a block of 42 residential apartments fronting onto Vanston Place.

I am very frustrated by this application, as this is the third time in 2 years the local residents have been asked to comment on such a business format, and you, the Council having to fund resources to administer the application, and potential Hearing. The first two applications were rejected for a variety of reasons that are still valid, but primarily the sound reason of potential noise and nuisance to local residents. Those residents are still there, and the threat of increased activity - deliveries, bikes, vans, doors and gates opening/closing people talking and general business transactions taking place at all hours continues to be concerning for them. This is a noisy business, one not suited to the Access storage units. Each delivery of bottles, tins, crates, perhaps barrels will be numerous, even if there is only one outward loading of a van per day as the applicant states. I would also add that noise in such an enclosed area is exaggerated as we can attest from here in Dungannon House where noise echos around the triangular area surrounding the Church and appears much louder than if there were empty spaces all around.

In a nutshell the noise and potential nuisance for all the residents of 1-27 Barclay Road (odd numbers) and all the neighbouring residential roads - Broadway mansions in Effie Road, Flats at the back of the Old Bank Building, and Broadway chambers at Fulham Broadway, plus the new flats in Argon mews would be immense. It is on these grounds that we object strongly.

When planning permission was granted *ref.2015/04542/FUL* for these premises condition 22 was imposed stating the operating/opening hours of the self storage facility are listed to *7am and 10pm, Monday to Friday, 8am-10pm on Saturday and 8am-8pm on Sunday and Bank Holidays*, with no deliveries outside of these times, primarily in consideration of the close proximity to the surrounding residents. Planning appreciated that residents should be taken into consideration when allowing new businesses into Fulham. This application far exceeds what Planning had intended.

Therefore based on the hours Planning granted above we do not see how the applicant can request longer opening hours to those planning have approved as they would not be (legally) allowed to enter their premises. The maximum operating hours should be as planning dictated.

Another aspect to this that worries us and that is a having a business that is offering 24hour alcohol in Fulham. There is so much alcohol related crime in the area as it is, a business offering to send 'Booze' in at any time cannot be a good thing. Would drivers recognise serious alcohol abuse, would

they care.? There are so many more safeguards in place in pubs/restaurants, but we believe this application could lead to further Crime and disorder in Fulham.

Also with regard to the safeguarding of children could the applicant absolutely guarantee that children wouldn't be able to order alcohol. Would there be full training for all drivers and would they be able to refuse to delivery without it impacting on their job prospects or pay? It seems to be a proposal that would so easily be taken advantage of. So another reason for objecting is to protect children from harm.

Although not a licensing objective, I think if this business went ahead as planned it would actually be in breach of the Access storage Terms and conditions as they clearly state that their premises should not be used as a Business address. The applicant is using this address in this application!

Also they clearly state that they must not offer anything (including, without limitation, alcohol) for sale at the facility, - well this business is storing and delivering alcohol.

Plus they should not connect or provide utilities or services to the Unit. There must be electricity and refridgeration.

All three of these points would breach their contract, indeed even making this application is already in breach as they state the Access storage is their business address, and I do not believe Licensing should be further party to it.

An aside. There is a reason why industrial estates are set up, where these sorts of activities can carry on without impacting on the sleep of residents. I suggest the applicant looks to one of these to set up a 24/7 business., rather than the back yard (literally) of many residents.

If this reaches a Hearing and I cant attend I would like to reserve the right to nominate a representative on my behalf.

To reiterate, we strongly object to this application. On the grounds of Noise and Nuisance, Safeguarding of Children and Prevention of Crime and disorder

For and on behalf of
Vanston Place Management Company

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 17/03/2024 5:02 PM from [REDACTED] .

Application Summary

Address: 21 Effie Road London SW6 1EN

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Residents Group

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 17/03/2024 5:02 PM It seems very late in a residential area to have delivery drivers going up and down until midnight, every night of the week when people/children etc need to sleep.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 25/03/2024 8:50 PM from [REDACTED].

Application Summary

Address: 21 Effie Road London SW6 1EN

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

[REDACTED]
Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 25/03/2024 8:50 PM I oppose this application 2024/00422/LAPR for a small unit at Access Self-Storage 21 Effie Road SW6 to be used by Booze Delivery Limited to store and deliver alcohol at any time of day or night because the proposed licence holder would not be able to promote the Licensing Objective of Prevention of Public Nuisance. If I am unable to attend the Licensing Hearing (I understand that the date not yet set), I now appoint my neighbour [REDACTED] representative, or [REDACTED] representative to represent me at the hearing."

[REDACTED] Access Self-Storage and have children who need to sleep, and wish not be awoken by zooming motorbikes and vans.

I assume that at least 20-50 orders per hour would be needed for a viable business of delivering alcohol as I have seen on the website <https://www.boozedeliverylondon.com/>

I understand that Access Storage does not allow storage of alcohol due to fire hazard. Which makes it unclear on why the licence can be applied for in the first place. I have been explained that Access has

planning permission for storage but not for commercial units in the storage facility.

Furthermore Access opens at 9am and closes at 18:00, how would a 24-hr service operate in this storage facility?

Our family already have nuances in our area which deprives us from a good night of sleep. I am really concerned about the lack of a traffic plan as more motorbikes and vans will cause more problems in our residential road with an increase in traffic.

Along with all our Barclay Road Residents I strongly oppose this application and ask the Licensing Committee to reject the application due to the inability of the applicant to consistently prevent public nuisance in the form of noise nuisance as well as excessive vehicle emissions nuisance.

From: [REDACTED]

Sent: Tuesday, March 26, 2024 5:17 PM

To: Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: Re: Comments for Licensing Application 2024/00422/LAPR

Dear Ms McKenna,

Thank you for your email. My apologies, I didn't mean to skip my house number on the form (it is [REDACTED]).

I would appreciate your help in guiding me how to correct it, and add my house number on the form.

Thank you.

Best regards,

[REDACTED]

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 25/03/2024 9:11 PM from [REDACTED].

Application Summary

Address: 21 Effie Road London SW6 1EN

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Address: [REDACTED]

[REDACTED]
Committer Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 25/03/2024 9:11 PM I oppose this application 2024/00422/LAPR for a small unit at Access Self-Storage 21 Effie Road SW6 to be used by Booze Delivery Limited to store and deliver alcohol at any time of day or night because the proposed licence holder would not be able to promote the Licensing Objective of Prevention of Public Nuisance. If I am unable to attend the Licensing Hearing (I understand that the date not yet set), I now appoint my [REDACTED] or [REDACTED] representative, or [REDACTED] representative to represent me at the hearing.

I live in front of the t-junction in Barclay rd with Effie road and I am very concerned about this CRAZY idea to deliver BOOZE in the middle of the night. First of all the houses and flats (like mine) right at the intersection of Effie and Barclay Roads are severely affected by delivery noise as the vehicles come screeching down Effie Road (and down the pavement) to a semi-halt and then full throttle to the right into Barclay Road. It has woken me up many times and I am a human being and I have the right to sleep. NO SLEEP \ deterioration in mental health \ less productive \ more costs for NHS.

I ask the Licensing Committee to reject the application due to the inability of the applicant to consistently prevent public nuisance in the form of noise nuisance as well as excessive vehicle emissions nuisance. In any case I am not sure why this proposal is for discussion in the first place given that as far as I know, Access Storage does not allow storage of alcohol due to fire hazard
ALSO, as far as I know Access has planning permission for storage, not for commercial units in the storage facility. Furthermore, if Access opens at 9am and closes at 18:00, how is it possible to operate a 24-hr service from this storage facility?

I, along with all Barclay Road Residents strongly oppose this application.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 26/03/2024 9:04 AM from [REDACTED].

Application Summary

Address: 21 Effie Road London SW6 1EN

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

[REDACTED]
Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 26/03/2024 9:04 AM I oppose this application 2024/00422/LAPR for a small unit at Access Self-Storage 21 Effie Road SW6 to be used by Booze Delivery Limited to store and deliver alcohol at any time of day or night because the proposed licence holder would not be able to promote the Licensing Objective of Prevention of Public Nuisance." If I am unable to attend the Licensing Hearing (I understand that the date not yet set), I now appoint my neighbour [REDACTED] representative, or [REDACTED] representative to represent me at the hearing.

As I can not attend the meeting I would like to bring the follow points to the council's attention:

1) This is a quiet residential area, much improved with the traffic block installed on Effie road. It is now fine for my children to sleep at night as their room overlooks Barclays Road. Late night deliveries of alcohol on noisy scooters will stop me and my children from being able to sleep.

2) There are lots of shops in the area which are vacant, based on main roads which this company could use. The fact that they want a

cheap rent by using a storage unit rather than a proper commercial premises should not come at the cost of my families sleep and well being.

3) The council has done a good job to reduce noise in Barlcay Road from Fulham Broadway bars and restaurants over the last few years, now approving 24 hours deliverys would fly in the face of all this hard work.

4) This development would not bring in meaningful revenue for the council but cause 24 hr disruption

Please refuse

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 26/03/2024 9:18 AM from [REDACTED].

Application Summary

Address: 21 Effie Road London SW6 1EN

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 26/03/2024 9:18 AM I object to the 2024/00422/LAPR application for Booze Delivery Limited to use a unit at Access Self-Storage, 21 Effie Road SW6, for alcohol storage and delivery at all hours. The operation would likely fail to uphold the Licensing Objective of preventing public nuisance. The constant coming and going of vans and motorbikes at Access Storage, along Effie and Barclay Roads, and near Argon Mews (where flats are located) would disrupt the peace. Furthermore, the evening and nighttime peace is often shattered by the noise of delivery motorbikes, a problem that significantly impacts our rest. As a parent of a baby who is already disturbed by existing delivery vehicle noise, I am concerned this situation will worsen, affecting our family's well-being.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 26/03/2024 9:40 AM from [REDACTED].

Application Summary

Address: 21 Effie Road London SW6 1EN

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 26/03/2024 9:40 AM I oppose this application 2024/00422/LAPR for a small unit at Access Self-Storage 21 Effie Road SW6 to be used by Booze Delivery Limited to store and deliver alcohol at any time of day or night because the proposed licence holder would not be able to promote the Licensing Objective of Prevention of Public Nuisance. If I am unable to attend the Licensing Hearing (I understand that the date not yet set), I now appoint my neighbour [REDACTED] representative, or [REDACTED] representative to represent me at the hearing. Having this business on the road will create more noise at night time and could bring more crime to the road.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 26/03/2024 12:16 PM from [REDACTED].

Application Summary

Address: 21 Effie Road London SW6 1EN

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

[REDACTED]

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 26/03/2024 12:16 PM "I oppose this application 2024/00422/LAPR for a small unit at Access Self-Storage 21 Effie Road SW6 to be used by Booze Delivery Limited to store and deliver alcohol at any time of day or night because the proposed licence holder would not be able to promote the Licensing Objective of Prevention of Public Nuisance."
If I am unable to attend the Licensing Hearing (I understand that the date not yet set), I now appoint my neighbour [REDACTED] representative to represent me at the hearing. I am very surprised that this is once again up for discussion as I understand this applicant had already been turned down twice. Quite apart from the fact that the noise of bikes etc would be a major disturbance I believe that Access is solely a self storage unit and not licensed premises, so how can this be allowed. Access opening hours also make this most peculiar. Many residents have bedrooms at the back of their properties and will be adversely affected by noise pollution. This is a predominantly residential area. Plus I cannot even understand why there is a need for this service! Please turn down the application again.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 29/03/2024 8:03 AM from [REDACTED]

Application Summary

Address: 21 Effie Road London SW6 1EN

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 29/03/2024 8:03 AM I oppose this application 2024/00422/LAPR for a small unit at Access Self-Storage 21 Effie Road SW6 to be used by Booze Delivery Limited to store and deliver alcohol at any time of day or night because the proposed licence holder would not be able to promote the Licensing Objective of Prevention of Public Nuisance."

If I am unable to attend the Licensing Hearing (I understand that the date not yet set), I now appoint my neighbour [REDACTED] [REDACTED] representative to represent me at the hearing.

[REDACTED] Access Storage and my bedroom [REDACTED] onto their building. I am horrified that there is even a remote possibility that there might be motorbikes picking up alcohol at all times of the day and night. All of our gardens are quiet which is one of the reasons I bought here, and it would mean that even in the daytime there will be the constant buzzing of motorbikes. However at night it would be unbearable and I oppose this strongly.

I believe that when Access got planning permission it was for storage not for commercial use.

I would like the Licensing Committee to reject the application due to the inability of the applicant to consistently prevent public nuisance in the form of noise nuisance as well as excessive vehicle emissions

nuisance.
Thank you

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 09/04/2024 7:25 AM from [REDACTED] .

Application Summary

Address: 21 Effie Road London SW6 1EN

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 09/04/2024 7:25 AM I completely object to this licence application as a local, longstanding resident of 20+ years in the Barclay Rd Conservation Area.

This neighbourhood does not welcome an applicant who wants to supply locals with alcohol and cigarettes 24 hours per day, 7 days per week!!

We have already participated in several similar applications from applicants trying to use Access Storage as a location to store alcohol and distribute it from these premises! They were all refused!!

The reasons we're it does not meet the four licensing objectives and perpetuates a nonstop drinking / party culture throughout the night well after pubs / clubs close. It encourages unruly behaviour, binge drinking, anti-social behaviour, crime, noise and nuisance. Of key concern is the possibility of minors receiving and consuming alcohol and cigarettes from the applicant! As a parent, I find this horrific!!

Access Storage have also lied to us. Manager [REDACTED] recently

exchanged several What's App messages with me that I circulated to residents and he later deleted them! They conformed Access does not allow tenants to store alcohol on site which was later corrected by a staff member on site saying this is possible?! Access Storage have similar arrangements with Booze Delivery Ltd at their other locations so we are sure that Fulham will allow this. However, the licensed opening hours for this location is until 5-6pm each day so it is not possible to allow a storage tenant to have 24 hour access.

Altogether, this is a ridiculous application that we will object to en masse as a community.

From: [REDACTED]

Sent: Sunday, April 21, 2024 1:41 PM

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

Subject: Fw: ACCESS Storage for 24 hrs again!!!Re: 2024/00422/LAPR: Booze Delivery Limited – Unit 4606: 21 Effie Road London SW6 1EN Your Hammersmith and Fulham Email Alert

Lorna,

In relation to the application below by Booze Delivery Ltd to use Access Storage Fulham Broadway, please see the message exchange below between myself and store manager Sam El Riche.

This should be circulated as part of the papers for the licensing hearing as it clarifies the position of the branch NOT to allow alcohol storage on site,

Regards [REDACTED]

[14/03, 10:03] [REDACTED]: [REDACTED], can we please discuss this application. It is yet another that locals will oppose massively as it is incompatible with the neighbourhood and the right to sleep / quiet. It also contravenes your opening hours. As we suspected, your keypad entry system will now try to be used to serve tenants 24/7 outside your office hours. However, your council license hours must be strictly observed. Regards [REDACTED]

[14/03, 11:38] [REDACTED] Access Storage Manger: There will be no alcohol stored on site as part of such applications.

It is for the purposes of registering a base as required by the application.

We cannot store such items in our building in any case due to fire risks etc to our building.

[14/03, 11:43] [REDACTED]: Thanks for clarifying. So this fulfilment of using you as a base and physically delivering alcohol from your premises to customers via an online ordering system is technically impossible! A) You don't open to tenants on the hours they want and B) You don't allow alcohol to be stored there, and certainly not to commercial levels to run a delivery business of flammable liquids! Did they ask you first before lodging this application? Seems to be a communication misalignment with you and them. However, as locals we have to spend time fighting this!

[14/03, 11:50] [REDACTED] Access Storage Manger: They deliver direct from supplier to customer

[14/03, 11:50] [REDACTED] Access Storage Manger: This is not a shop, this is where businesses are registered

[14/03, 11:50] [REDACTED] Access Storage Manger: That's all

[14/03, 11:51] [REDACTED] Access Storage Manger: As I said we cannot store such items any way due to the fire risks for us

[14/03, 11:51] [REDACTED] Access Storage Manger: There's nothing to 'fight' as there are no customers attending the site.

[14/03, 11:54] [REDACTED]: As they serve alcohol brands from many suppliers, they must have a main warehouse - so in these applications, they make it appear as if the storage unit itself is where the bottles / can physically are located? From previous LBHF licensing application hearings, I recall conversations from the applicants their riders would be going on site and collecting alcohol when they got an order - like they sit in Fulham Broadway when they get orders for burgers, kebabs, groceries etc

[14/03, 11:55] [REDACTED] Access Storage Manger: Like I have explained

[14/03, 11:55] [REDACTED] Access Storage Manger: There is no alcohol on site and nothing for customers to attend for

Best regards,

[REDACTED]

[REDACTED] [REDACTED]
Sent: Thursday, April 11, 2024 12:14 AM

To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: ref: Deadline 16 April 2024: 2024/00422/LAPR application

Dear Sir/Madam,

ref: Deadline 16 April 2024: 2024/00422/LAPR application

for a new proposed Premises to sell alcohol 24/7 using a self-storage unit as a business address from Access Self Storage 21 Effie Road

Please acknowledge receipt of this email.

I write to oppose this licensing application on the grounds of the Applicant's inability to promote two of the four Licensing Objectives, namely the Prevention of Crime and Disorder and the Prevention of Public Nuisance.

I am very concerned about this application. Any late-night or early morning comings and goings will disturb our sleep, and especially disturb children's sleep.

The applicant mentions in the Application that he'll be using a van for deliveries but he might decide to cut costs and use motorbikes in the near or distant future. This would cause even more noise and disturbance, especially in the early hours of the morning and the later hours of the evening.

Because we live so close to this self-storage facility, our residential amenity is specifically protected in the planning permission for Access Self Storage 21 Effie Road. One of my neighbours will be submitting information regarding that permission.

I understand that it is not permitted to run any kind of business from a self-storage unit which has been given planning permission for self-storage.

I see in the Access Self-Storage most current Terms and Conditions

"Things you must not do"

"10.2 Use the Unit as offices or living accommodation or as a home or business address, use the address of the Facility or the Unit for receiving or sending mail, or use the address as Your company registered address;

"10.3 offer anything (including, without limitation, alcohol) for sale from the Facility."

It is therefore crystal clear that a business may not be run out of this self-storage facility. Therefore an alcohol licence to create a licensed Premises at this address would be illegal.

I ask the Licensing Committee to reject the application.

If I am unable to attend the Zoom licensing hearing (date not yet known), I appoint my neighbour [REDACTED] representative to represent me at the hearing.

Thank you.

Kind Rgds,

[REDACTED]

From: [REDACTED]

Sent: Thursday, April 11, 2024 10:20 AM

To: Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: Re: ref: Deadline 16 April 2024: 2024/00422/LAPR application

Hi Lorna,

Thank you very much for your reply.

Please find below my full name and address:

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Kind Rgds,

[REDACTED]

From: [REDACTED]

Sent: Monday, April 15, 2024 6:34 PM

To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: 2024/00422/LAPR: Booze Delivery Limited, Access Self Storage, 21 Effie Road SW6 1EN

Dear Sir

I oppose this licensing application to sell alcohol from a self storage facility which does not have and was not intended to have retail rights.

I also oppose the sale of alcohol on a round the clock basis from a self storage facility which has strictly limited hours of operation and was not intended for a retail use.

I further object on the grounds of the Applicant's inability to promote two of the four Licensing Objectives being the Prevention of Crime and Disorder and the Prevention of Public Nuisance.

Any late night or past midnight/early hours activity from this site will disturb the immediate neighbours' sleep, especially children's sleep.

The noise nuisance created by the loading and departure of vehicles carrying out deliveries, or by staff chatting or directing operations outside the 7am to 10pm permitted hours currently governing Access Self Storage's right to operate will be an unacceptable intrusion in residents' lives (whether deliveries are restricted to vans or as may well be the case, carried out by motorcycles). This will also apply to residents in the wider 2-3 mile radius identified by Uber and Deliveroo as being the target area for this operation.

Our specific Barclay Road Residential Amenity to the rear of our houses is specifically protected in the Planning Permission granted for Access Self Storage at 21 Effie Road and one of my neighbours will be submitting information regarding that permission.

I also draw to the Committee's attention Access Self Storage's current Terms and Conditions for use of a unit which at 10.3 forbids a customer from offering "anything including alcohol from the Facility".

It seems clear therefore that such a business may not be run from the Facility and the hours limiting Access Self Storage's operation for the benefit of its residential neighbours (imposed after a strenuous effort by the residents) should make this application unsuccessful.

Please acknowledge receipt of this email.

Best Regards

[REDACTED]
[REDACTED]
[REDACTED]

From: [REDACTED]

Sent: Monday, April 15, 2024 3:25 PM

To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: 2024/00422/LAPR: Booze Delivery Limited, Access Self Storage, 21 Effie Road SW6 1EN

I oppose this licensing application to sell alcohol from a self storage facility which does not have and was not intended to have retail rights.

I also oppose the sale of alcohol on a round the clock basis from a self storage facility which has strictly limited hours of operation and was not intended for a retail use.

I further object on the grounds of the Applicant's inability to promote two of the four Licensing Objectives being the Prevention of Crime and Disorder and the Prevention of Public Nuisance.

Any late night or past midnight/early hours activity from this site will disturb the immediate neighbours' sleep, especially children's sleep.

The noise nuisance created by the loading and departure of vehicles carrying out deliveries, or by staff chatting or directing operations outside the 8am to 8pm permitted hours currently governing Access Self Storage's right to operate will be an unacceptable intrusion in residents' lives (whether deliveries are restricted to vans or as may well be the case, carried out by motorcycles). This will also apply to residents in the wider 2-3 mile radius identified by Uber and Deliveroo as being the target area for this operation.

Our specific Barclay Road Residential Amenity to the rear of our houses is specifically protected in the Planning Permission granted for Access Self Storage at 21 Effie Road and one of my neighbours will be submitting information regarding that permission.

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It seems clear therefore that such a business may not be run from the Facility and the hours limiting Access Self Storage's operation for the benefit of its residential neighbours (imposed after a strenuous effort by the residents) should make this application unsuccessful.

Please acknowledge receipt of this email.

Regards

[REDACTED]



From: [REDACTED]

Sent: Monday, April 15, 2024 3:42 PM

To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: Fw: 2024/00422/LAPR: Booze Delivery Limited, Access Self Storage, 21 Effie Road SW6 1EN

Dear Sir or Madam,

Please acknowledge receipt of this email.

I believe the Licensing Committee should refuse this application because retail sales should not be allowed from a self storage site which has limited hours of operation.

Moreover, the sale of alcohol from these premises would be an unwarranted departure from the originally intended use and one which is not justifiable. As the intention is to have 24/7 sales it is particularly egregious.

I further object on the grounds of the Applicant's inability to promote two of the four Licensing Objectives being the Prevention of Crime and Disorder and the Prevention of Public Nuisance.

Any late night or past midnight/early hours activity from this site will disturb the immediate neighbours' sleep, especially children's sleep.

The noise nuisance created by the loading and departure of vehicles carrying out deliveries, or by staff chatting or directing operations outside the 8am to 8pm permitted hours currently governing Access Self Storage's right to operate will be an unacceptable intrusion in residents' lives (whether deliveries are restricted to vans or as may well be the case, carried out by motorcycles). This will also apply to residents in the wider 2-3 mile radius identified by Uber and Deliveroo as being the target area for this operation.

Our specific Barclay Road Residential Amenity to the rear of our houses is specifically protected in the Planning Permission granted for Access Self Storage at 21 Effie Road and one of my neighbours will be submitting information regarding that permission.

I also draw to the Committee's attention Access Self Storage's current Terms and Conditions for use of a unit which at 10.3 forbids a customer from offering "anything... including...alcohol...from the Facility".

It seems clear therefore that such a business may not be run from the Facility and the hours limiting Access Self Storage's operation for the benefit of its residential neighbours (imposed after a strenuous effort by the residents) should make this application unsuccessful.

Regards

[REDACTED]
[REDACTED]

From: [REDACTED]

Sent: Monday, April 15, 2024 6:35 PM

To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: 2024/00422/LAPR: Booze Delivery Limited, Access Self Storage, 21 Effie Road SW6 1EN

To: Lorna.Mckenna@lbhf.gov.uk, licensing@lbhf.gov.uk

Subject: 2024/00422/LAPR: Booze Delivery Limited, Access Self Storage, 21 Effie Road SW6 1EN

I oppose this licensing application to sell alcohol from a self storage facility which does not have and was not intended to have retail rights.

I also oppose the sale of alcohol on a round the clock basis from a self storage facility which has strictly limited hours of operation and was not intended for a retail use.

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The noise nuisance created by the loading and departure of vehicles carrying out deliveries, or by staff chatting or directing operations outside the 7am to 10pm permitted hours currently governing Access Self Storage's right to operate will be an unacceptable intrusion in residents' lives (whether deliveries are restricted to vans or as may well be the case, carried out by motorcycles). This will also apply to residents in the wider 2-3 mile radius identified by Uber and Deliveroo as being the target area for this operation.

Our specific Barclay Road Residential Amenity to the rear of our houses is specifically protected in the Planning Permission granted for Access Self Storage at 21 Effie Road and one of my neighbours will be submitting information regarding that permission.

I also draw to the Committee's attention Access Self Storage's current Terms and Conditions for use of a unit which at 10.3 forbids a customer from offering "anything... including...alcohol...from the Facility".

It seems clear therefore that such a business may not be run from the Facility and the hours limiting Access Self Storage's operation for the benefit of its residential neighbours (imposed after a strenuous effort by the residents) should make this application unsuccessful.

Please acknowledge receipt of this email.

Regards,

[REDACTED]
[REDACTED]
[REDACTED]

From: [REDACTED]

Sent: Sunday, April 14, 2024 2:05 PM

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

Cc: [REDACTED]

Subject: 16 April deadline: 2024/00422 LAPR 21 Effie Road SW6 1EN - the Application

[REDACTED]
[REDACTED]

Dear Lorna,

Apologises for the email but I have tried unsuccessfully on several occasions today to submit this written objection by using the LBHF website. Please acknowledge receipt.

Please accept this as my objection to Application (16 April deadline) LAPR 2024/00422 21 Effie Road on the grounds that it does not promote one or more of the licensing objectives. I am a resident of Fulham and my family have lived in Fulham for 24 years.

I have two opening remarks. First, my wife and I walk along Effie Road virtually everyday on the way to walk our dog on Eel Brook Common. At no point since the Application was made and I was notified of it by email have we seen the required Blue Notice at the site. I had thought that this was a requirement to notify residents. Perhaps it has been placed by mistake at a different location but I do think that Applicants must adhere to these rules if a fair and open licensing due process is to be achieved. If no blue notice has been fixed at the site or the perimeter of it then I suggest that the Application is flawed and should not proceed/must be withdrawn.

Secondly, my understanding is that the Applicant (Booze Delivery Limited) seeks a premises licence for a self-storage unit that may be as small as about 1.2 square metres (you can only store a very small amount of alcohol in such a unit). From this we can deduce that the purpose of the Application is not to complete sales of alcohol to the public from that unit but rather to allow that Applicant to register an address for business with sales and delivery operators (Uber Eats, Just Eat, Deliveroo etc.). This would permit the Applicant to fill a van (or vans) with alcohol and then wait for online orders (made at any time 24/7) via the operators. In brief, the purpose of the Application is to pay scant regard to licensing laws and the licensing authority by securing a cheap business registered address to rank higher for 'near you' status or accreditation being a key criterion required by the operator to use the Applicant to fulfil contracts/orders placed in areas of London.

In addition to the two fundamental points made above, I am deeply concerned that (1) noise nuisance from and in an area that is specifically conditioned in the relevant planning permission. The site is overlooked by residential houses, (2) noise nuisance caused by the inevitable increase in delivery dispatch riders operating throughout the day and night collecting and delivering orders from the unit (not permitted under the business terms with Access and if permitted effectively allowing alcohol sales from storage units) or, when the storage unit closes, from the van(s) well outside permitted licensing hours and parked on the immediate and local residential or semi-residential roads in the Borough, and (3) public safety issues and possible crime developing with use of the Access Self Storage building, the parking area and two separate double gates being used 24 hours a day and at the point where delivery/dispatch riders congregate all night near the vans known to be full of alcohol/cigarettes etc. The Police are under-resourced as it is and all residents know that they

and their families will be left unprotected to experience the immediate reality of such arrangements on their road's night after night, 364 days a year and all during the essential hours required for sleep.

In support of the above please note:

- 1 planning permission for this site is for self-storage, not for a commercial/business facility operating out of a self-storage unit, as described by the Applicant. See the permission at 2015/04542/FUL;
- 2 Condition 22 of the planning permission states the condition that the operating/opening hours of the self-storage facility are limited to between 7am and 10pm, Monday to Friday, 8am-10pm on Saturday and 8am-8pm on Sunday and Bank Holidays. Not 24/7 as wanted by the Applicant;
- 3 The Applicant's proposed times of 24/7 sales of alcohol are significantly outside the times/hours permitted by the Statement of Licensing Policy (SLP). In addition, if granted the times would entail unconditional unregulated sales of alcohol to the public (private or commercial) with no limitations on where the sales will take place (so on residential roads), the volume of sales transacted, where the alcohol is stored (it can't all be kept in one 1.2sm unit) or where the vans re-fill from/operate, no CCTV recordings at the vans. This all leads to a transformational change for residents but on terms of the risk of night time crime in areas that are already crime hotspots and all-night noise nuisance from dispatch and delivery drivers. None of this can be within the purpose or intention of the Licensing Act 2003 and SLP – to allow it would be a massive legal loophole to allow unregulated sales of alcohol to the public in contravention of section 1(1)(a) of the Licensing Act 2003;
- 4 the Access Self Storage terms and conditions (January 2024), state under the heading "Things you must not do", "10.2 Use the Unit as offices or living accommodation or as a home or business address, use the address of the Facility or the Unit for receiving or sending mail, or use the address as Your company registered address" (my underlining added). This is precisely what the Applicant plans to do;
- 5 the same terms and conditions at 10.2 prevent the "offering of anything (including, without limitation, alcohol) for sale from the Facility"; and
- 6 this is not the first time that 24/7 alcohol sales from the Access Self Storage site have been applied for. At a Licensing hearing held on January 13th, 2022, regarding a similar application, the Committee rejected the application. See 2021/01376/LAPR - Access Self Storage 21 Effie Road. I see no reason why the Committee should do anything other than reject this Application consistent with the previous decision.

I am aware that there may be an issue about where the sale of the alcohol takes place or the place that needs to be licensed considering that the Applicant has confirmed they intend to store, select and despatch alcohol from Unit 4606 21 Effie Road in breach of the contractual terms set by Access..

I understand that the place where the order for alcohol, or payment for it, takes place may not be the same as the place where the alcohol is appropriated to the contract (i.e. the place where it is identified and specifically set apart for delivery to the purchaser). This position can arise when sales are made online, by telephone, or mail order. Section 190 of the 2003 Act provides that the sale of alcohol is to be treated as taking place where the alcohol is appropriated to the contract. It will be the premises at this location which needs to be licensed; for example, a call centre receiving orders for alcohol would not need a licence but the warehouse (but what if it is on a van) where the alcohol is stored and specifically selected for, and despatched to, the purchaser, would need to be licensed.

These licensed premises will, as such, be subject to conditions including the times of day during which alcohol may be sold. The premises licence will also be subject to the mandatory licence conditions. If the Applicant is specifically selecting and despatching alcohol from a van/car to deliver to customers then it would be this place (or each place) where the van/car is permanently or temporarily parked that needs to hold a premises licence.

Applying this to an example, where is the alcohol appropriated to the contract if a sale is made online at, say, 11.30pm (a time when the Storage Unit is closed). At that time the alcohol, if I have understood this correctly, is stored, selected, and dispatched from a van somewhere in the Borough. It cannot be stored, selected, and dispatched from the storage unit as the unit is closed. Based on the above it is not the tablet, smartphone, or website server where the contract is formed (the equivalent of the call centre in the paragraph above) that needs a licence but the place "where the alcohol is stored and specifically selected for, and dispatched to, the purchaser would need to be licensed" i.e. in this example the van. I do not think that licensing vans in this way is within the intention, purpose or scheme of the 2003 Act or the SLP nor that the Committee should see any merit in permitting, or be empowered to, permit, roving mobile-off licences, unlimited, 24/7, unregulated alcohol pop-up vans retailing alcohol anywhere in the Borough. It is simply not reasonable nor enforceable to licence everywhere a van may park.

For the reasons stated above I would ask the Committee to reject in full the Application. I reserve the right to comment further on this Application and submit supporting evidence prior to any hearing.

Thank you.

██████████

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 16/04/2024 4:33 PM from [REDACTED]

Application Summary

Address: 21 Effie Road London SW6 1EN

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

[REDACTED]

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 16/04/2024 4:33 PM At face value, this application is for 24-hour Booze Delivery out of Effie Road. In reality, there appears to be no intention of delivering booze from the premises, not least because the premises' owners won't permit it. The booze will be stored in a van and then driven to the people ordering it.

The application, therefore, is premised on a sham and sharp business practice. In my opinion, it would be irrational for the LBHF licensing to grant a license to premises whose owner explicitly prohibits the storage and sale of booze.

At face value, the license is a shockingly bad idea: 24-hour Booze delivery out of a residential area. I make the following points:

Deliveries outside daytime hours, especially early in the morning and late evening or night, may cause a public nuisance at the delivery point.

The late-night delivery service of alcohol is likely to be for immediate consumption.

Persons ordering alcohol for late-night delivery have likely already been drinking.

Unsupervised drinking in the home in the early hours of the morning can impact others living in the home and neighbours, as well as the well-being and health of the person consuming alcohol.

In a domestic context, this also exposes children to the risk of harm.

It is not realistic to expect a courier, eager for the next job, to wait for a customer to produce ID documents or to establish that the recipient is the same person as the one who placed the original order.

It would be a brave delivery person who decided that the recipient was already drunk enough and refused to hand over the alcohol.

Residential roads are likely to be used as cut-throughs, eg Moore Park Road.

This application is cynically using us to gain an edge for its online booze-ordering business. It brings no amenity to the area and pays no council tax. It should be turned down at face value and thrown out totally for its lack of transparency and cogency.
