

From: [REDACTED]
Date: Tue, 16 Apr 2024 at 22:41
Subject: Objection to Application: 2024/00422/LAPR
To: <Lorna.Mckenna@lbhf.gov.uk>
Cc: [REDACTED]

Dear Lorna

Please find below my objection to the above application.
I would be grateful if you could acknowledge receipt.

Dear Lorna

Ref: Licensing Application: 2024/00422/LAPR
Address: 21 Effie Road, London SW6 1EN

Please accept this email as my written OBJECTION to the above application where the Applicant has applied to run an alcohol delivery service, from a self-storage facility.

I am writing in my capacity as Secretary of the Fulham Island Residents Association (FIRA), and also as the owner of [REDACTED] since 2006.
If I am unable to attend the hearing (date to be notified), I appoint [REDACTED] or her representative to use my five minutes.

Current and previous applications

The current application states:

“new premises licence Booze Delivery Limited (Unit 4606): the premise is a self-storage, and the application wishes to licence a unit within the premises to cover the sale of alcohol for consumption off the premises only.....” “the sale of alcohol - off the premises only Mondays to Sundays between the hours of 00.00 to 00.00. Opening hours: premises is not open to the general public”. Applicant – Mr Siddharth Chauhan.
N.B. 17 comments.

Below is their website listing:

[Alcohol Delivery Near Me | Booze delivery London | United ...](https://www.boozedeliverylondon.com)

[boozedeliverylondon.com](https://www.boozedeliverylondon.com)

<https://www.boozedeliverylondon.com>

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[Booze Delivery London Delivers Any Brand Of Alcohol To Any Part Of London In Less Than 30 Minutes. Any Alcohol Brands In Incomparable Prices.](https://www.boozedeliverylondon.com)

Business overview

Alcohol delivery service across London

We are a alcohol delivery service company, and we can deliver to your door. We are based in London and aim to have your order delivered within 20 minutes on average. The advantage of our delivery service, you can pay by cash or card upon delivery.

Call us today!!

Products & Services

24 Hour

Beers

Bottled Beers

Drink Delivered

Lagers

Liquers

Malts

Off Licences

Soft Drink Suppliers

Whisky

Champagne

Spirits

- [I would like to draw your attention to the following applications for the same address:](#)

- [2023/01255/LAPR – Status - withdrawn](#)

[“premises licence Whisky Circle – unit 2217. The applicant wishes to licence a storage unit to cover the sale of alcohol for consumption off the premises only. Mondays to Sundays between the hours of 00.00 to 00.00. Opening hours: premises is not open to the general public”. Applicant – Whisky Circle Ltd.](#)

[N.B. 33 comments](#)

- [2021/01376/LAPR – Status – Rejected](#)

[“premises licence applicant proposes a premises licence to licence a room in a lock-up warehouse for the storage and distribution of alcohol which shall be purchases via the internet of by telephone. the sale of alcohol - off the premises only Mondays to Sundays between the hours of 00.00 to 00.00”. N.B. Self-storage unit 4225. Applicant – Aarat Patel.](#)

[N.B. 7 comments.](#)

- [This is therefore the third time that someone has tried to licence a self-storage lock-up in Access Self Storage based at 21 Effie Road SW6 1EN.](#)

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I would ask why the licensing committee are entertaining yet another application which was withdrawn in 2021 and then rejected in 2023.

Surely this is a complete waste of the Committee's time and energy?

- Access Self Storage Terms and Conditions

- The following conditions from Access Self Storage Terms and Conditions are worth noting:

- Section 10 - Things you must not do

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

- Section 11 – Things you must do

11.8 If you propose to store alcoholic beverages at the facility you must declare this in advance and provide us with a copy of a valid personal alcoholic storage licence issued by the appropriate body entitling you to undertake such activities at the facility....

- Opening Hours

Monday to Friday 8.30am to 6pm

Saturdays 8.30am to 5pm

Sundays 10am to 4pm

Access Self Storage does not offer unrestricted 24-hour access to all our storage facilities, however we can make occasional exceptions at the store managers discretion.

- By seeking a Licence to sell alcohol off premises, from Unit 4606, the applicant is directly in contravention of Section 10.3 of the Terms and Conditions of Access Self Storage.

- By seeking a licence to sell alcohol off premises, from Unit 4606 between the hours of 00.00 to 00.00 Mondays to Sundays, the applicant is working outside the hours of the facility's own opening hours.

- My other concerns are written under the headings of two of the four licensing objectives.

- 1. Prevention of crime and disorder

The ward of Walham Green currently suffers from a high level of crime and disorder:

squatters in the Broadway Bar and Grill in early April;

squatters in the Redback in early April, with a S. 35 dispersal order issued on 13th April, following nights of UME's;

two telephone booths, on the pavement space to the side of Fulham Island in Jerdan Place, being used for drug dealing, removed at the request of the police

The potential for further escalation with all night delivery of alcohol is huge.

- My other big concern is the issue of security and the potential for break-ins to the unit. The facility is open to Fulham Road and is easy prey for burglars.

- 2. Prevention of nuisance and noise

As residents of Fulham, we are becoming increasingly concerned with the increase in night-time delivery drivers, and the noise nuisance this causes.

Not only in terms of the delivery drivers themselves, who seem to totally disregard road safety, cutting in front of cars, not signalling etc., and who are a clear danger to other road users and pedestrians, but the noise their (mostly L-plated) scooters make, especially during the quiet hours of the night, when residents are sleeping.

It is certain that the drivers will generate noise whilst they congregate waiting to collect alcohol to deliver; noise as they speed away and noise when they deliver.

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There is a high concentration of residential properties to the east and south of Access Self Storage on this part of the Fulham Road, and the noise of delivery drivers driving away from the storage unit will be especially noticeable during night-time hours.

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My particular road – [REDACTED], despite being partly pedestrianised and despite a prominent notice stating “no through route to Fulham Road” is regularly used as a cut through, to avoid the traffic lights on the corner of Dawes Road and NER and also the roundabout between NER and Fulham Road. The noise of the scooters at night is an issue. For these reasons I ask the H&F Licensing Sub-Committee to reject the application.

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I reserve my right to comment further, and to provide further supplementary evidence to this application without prejudice.

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Sincerely,

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[REDACTED]