

**From:** Cllr Daly Jacolyn: H&F

**Sent:** 18 October 2024 18:27

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

**Subject:** 2024/01507/LAPR

I would like to make a representation to application [2024/01507/LAPR](#) (Sainsbury's, Shepherds Bush Road) as I believe it undermines licensing objectives:

- the prevention of public nuisance.
- the protection of children from harm

I will write with further details next week.

Best

Cllr Jacolyn Daly

London Borough of Hammersmith & Fulham

**From:** [REDACTED]

**Sent:** 18 October 2024 15:39

**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)>

**Cc:** Cllr Daly Jacolyn: H&F <[Jacolyn.Daly@lbhf.gov.uk](mailto:Jacolyn.Daly@lbhf.gov.uk)>; Cllr Melton Ross: H&F

<[Ross.Melton@lbhf.gov.uk](mailto:Ross.Melton@lbhf.gov.uk)>; [REDACTED]

**Subject:** 2024/01507/LAPR Granville Mansions OBJECTION

Adrian Overton  
Licensing Team Manager  
LB Hammersmith & Fulham

Dear Adrian Overton,

**2024/01507/LAPR | Licensing Act - Premises Licence 48 - 50 Shepherd's Bush Road London W6 7PH**

Granville Mansions Association OBJECTS to this proposed extension of licensing hours at Sainsbury's supermarket on the grounds that the Council would be failing in its statutory duties if it were to allow it.

Under the Licensing Act 2003, the Council has a statutory duty to carry out its function with a view to promoting the four licensing objectives:

- The prevention of crime and disorder
- Public safety
- The prevention of public nuisance
- The protection of children from harm

None of these objectives would be met in the granting of this application.

Granville Mansions residents suffer considerable nuisance, noise and disturbance from the activities and behaviour of street drinkers on Shepherd's Bush Common and in the area immediately to the South, which includes the application site. Drunken youths often get into our garden, to urinate and/or cause damage. We know well that street drinking leads to other forms of crime including abusive behavior or physical assault. South of the Common is a highly

residential area. Residents here are closer to the application site and would suffer these nuisances more.

It is predominantly single young men, not families, who would take advantage of an early extension of licensing hours. The Council's objectives would not be met by encouraging drunken anti-social behaviour during the hours when children are on their way to school. Far from protecting children, an extension would create new dangers for them.

This extension is not in the interests of the Borough or its residents. It is in the interests of the applicants alone and a retailer's profits should not be considered when the Council makes its decision.

Finally, we remind the Council that the regeneration of Shepherds Bush is hindered by permissions which discourage those developments and businesses which tend to improve the area.

For all the above reasons, we ask the Council to refuse this extension of licensing hours.

Yours sincerely,

[Redacted]

Granville Mansions Association

[Redacted]

[Redacted]

[Redacted]

Cc Addison ward councillors Jacolyn Daly and Ross Melton,

[Redacted]

Dear Sir/Madam,

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

Comments were submitted at 25/09/2024 12:33 PM from [REDACTED]

### Application Summary

Address: 48 - 50 Shepherd's Bush Road London W6 7PH

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Proposal: Licensing Act - Premises Licence

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Case Officer: Ms Lorna McKenna

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[Click for further information](#)

### Customer Details

Name: [REDACTED]

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Email:

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Address: [REDACTED]

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### Comments Details

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 25/09/2024 12:33 PM There would seem to be no need to extend alcohol selling hours.

The shop is in a residential area and extending the hours will only mean there are more intoxicated people in the area and in the early morning which is not wanted in the area.

This request has been asked for in the past and been soundly rejected and there has been no reason for this to change.

This request seems to be based on commercial greed rather than any consideration on the community in which it is based.

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**From:**

**Sent:** Wednesday, September 25, 2024 3:41 PM

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

**Subject:** Objection to Licensing application by Sainsbury's to extend sale of alcohol at 48/50 Shepherd's Bush Road W6 7PH

Dear Sir/Madam

I am writing to object strongly to the application to extend the hours for sale of alcohol at the above address.

The application is to start alcohol sales at 7am. This is far too early. I live in [REDACTED], the adjacent street and we regularly see people on our street drunk or under the influence of alcohol.

They cause excess noise and litter. I have witnessed regular public urination and my children and I have been verbally abused.

Allowing people to buy alcohol from 7am will just encourage this behaviour and our street will bear the brunt of it.

I sit as a magistrate and I'm aware of the additional criminality that alcohol causes and also aware of the high incidences of anti-social behaviour on Shepherd's Bush Road and surrounding streets.

There are several hostels and hotels nearby that house people on license from prison and on probation. Many have alcohol issues. Please don't give them further opportunities to buy alcohol.

Regards

[REDACTED]

[REDACTED]

**From:** [REDACTED]

**Sent:** Wednesday, September 25, 2024 6:05 PM

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

**Subject:** Sainsbury's 48/50 Shepherd's Bush Road, London W6 7PH

Dear Sir

I am writing regarding the application to extend the hours which Sainsbury's on Shepherd's Bush Road is able to sell alcohol. When Sainsbury's was opened, it was mandated by the borough of Hammersmith and Fulham that the licensing hours would be restricted as we have a problem in the area with homeless alcoholics. This problem has been getting worse recently - more of the houses on the Shepherd's Bush Road have been made into hostels. We have persistent problems with these people hanging round outside Sainsbury's begging. They spill over into our street which is adjacent and sit in the doorways and on the street and need to be moved on regularly.

I hope that you will therefore not agree to extend the licensing hours as it will only exacerbate the existing problems.

Yours faithfully

[REDACTED]  
[REDACTED]  
[REDACTED]

**From:** [REDACTED]

**Sent:** Wednesday, September 25, 2024 8:25 PM

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

**Subject:** Sainsbury's Variation of premises license - Shepherds Bush Road

Dear London Borough of Hammersmith and Fulham

I am writing to object to the variation of premises license that Sainsbury's on the Shepherds Bush Road has applied for.

I have been a resident on [REDACTED] for 21 years and we have a serious issue with drug dealing and drunk people, on our street and on the Shepherds Bush Road - there are often multiple drugged and drunk people begging and sleeping outside the Sainsburys and I believe that by allowing Sainsbury's this license, will encourage more of this anti social behaviour.

We have three children who walk to Hammersmith tube station to get to school at 7.30am and as such this anti social behaviour has been contained by the fact that Sainsbury's does not sell alcohol before midday.

I was under the impression that there is a borough policy on this and all the Off Licences on the Shepherds Bush Road have similar to restrictions to discourage street drinking.

It is unacceptable that a large company like Sainsbury's does not take accountability for this. I have seen countless thefts occurring in that Sainsbury's store and opening up a licence to allow the earlier selling of alcohol will only encourage further unacceptable behaviour and more importantly further risk to the safety of residents and their young children.

All the surrounding streets have a problem with drug dealing, damage and theft of cars and countless attempted break ins. We barely have enough police street presence, by allowing this to happen, LBHF will and should be held accountable for enabling further disruptive behaviour in an area that is already deprived of funding for police security.

I sincerely hope that this application will be seriously considered and given its due diligence before a decision is made. I would recommend coming down to the Sainsburys and doing some research to see what it is really like!

Yours sincerely

[REDACTED]

[REDACTED]  
[REDACTED]



**From:** [REDACTED]  
**Sent:** Friday, September 27, 2024 4:54 PM  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** Objection to Sainsbury's licence application

To whom it may concern,

We sincerely object to the variation set out below. We have enough crime on the streets here and this will not help.

Best wishes,

[REDACTED]

**Licensing Act 2003**  
**Variation of Premises Licence**

**Name of Applicant:** Sainsbury's Supermarkets Ltd  
**Address:** Sainsbury's, 48-50 Shepherds Bush Road, London, W6 7PH  
**Licensing Authority:** London Borough of Hammermith and Fulham  
**Licensing Authority Address:** Licensing Team, London Borough of Hammermith and Fulham, Town Hall, King Street, Hammermith, London, W6 5JU (where a record of the application may be inspected during normal office hours)  
**Licensing Authority Website:** [www.lbhf.gov.uk](http://www.lbhf.gov.uk)

The applicant has applied to the Licensing Authority to vary the premises licence for the above premises as follows:

To extend the sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises.

Any person or responsible authority (as defined by the Licensing Act 2003) may make representations to the Licensing Authority no later than 18 October 2024.

Any representations made to the Licensing Authority must be in writing to the address above or by email to [licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk).

It is an offence to knowingly or recklessly make a false statement in connection with an application and the maximum fine for which a person is liable on summary conviction for the offence is an unlimited fine.

Winckworth Sherwood LLP  
Arbor, 255 Blackfriars Road, London, SE1 9AX  
Ref: TLV26566017178PB  
Solicitors and authorised agents for the applicant.

Date: 20 September 2024

[REDACTED]

Hello again,

My full address is [REDACTED].

MANY THANKS.

[REDACTED]

From: [REDACTED]  
Sent: Wednesday, October 2, 2024 6:37 PM  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
Subject: Sainsbury's Shepherds Bush Road

I was very alarmed to hear that the Sainsbury's local is applying for an alcohol license starting at 7am in the morning. We have had enough anti social behaviour problems due to early access to alcohol in the past. Please let me know how to formally object to this application. Many thanks

Yours

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

**From:** [REDACTED]  
**Sent:** Wednesday, October 9, 2024 11:34 AM  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** Objection to: Licensing Application 2024/01507/LAPR

Dear Sir/Madam,

### **Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application 2024/01507/LAPR**

I am writing to object to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

#### **The Law - Licensing objectives**

As explained at page 6 of LBHF's 'Statement of Licensing Policy 2022-2027' the law provides a clear focus on the promotion of four statutory licensing objectives which must be promoted when licensing functions are undertaken. These are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and
- The protection of children from harm.

#### **Location and Current Situation**

- Sainsbury's location on the Shepherd's Bush Road places it in the middle of a busy residential neighbourhood which also contains many hotels.
- There are numerous pre-nursery, primary and secondary schools within a short walk from the shop. Nearby Pre- and Primary schools include: Lena Gardens Primary, Flora Gardens Primary, Addison Primary, St Mary's Primary, Larmenier Primary, Bute House, École Française Jacques Prevert, One World Montessori, Two Hands Preschool, etc). Most of the children living locally travel to and from home by foot, often unaccompanied. Many other children arrive by bus and finish their journey on foot.
- There are numerous hostels and care centres in and around Shepherd's Bush Road catering for people with mental and addiction problems, the homeless and others.
- The area - and its local residents and shops - has a significant problem with street drinkers on the Shepherd's Bush Road, in adjacent streets and in larger nearby public areas such as outside the W12 Centre and at Brook Green (where drinking groups have recently established themselves day and night).

- Some local off licences on Shepherd's Bush Road are allowed to sell alcohol from 0800, but none can do so earlier. (Note: this in itself is too early. In 2008 or 2009, local residents and I successfully objected to and prevented any licenses being granted for the sale of alcohol before 1100 by any premises in Shepherd's Bush Road as well as banning the sale of extra strength so-called 'cidars' and 'beers', such as White Lightning. This led to a significant improvement in achieving all the licensing objectives. We are surprised and concerned that LBHF allowed the changes in subsequent applications.)

In view of this situation, I object to the license being granted for the sale of alcohol before 0800 for the following 4 reasons:

### **1st Objection - This license will increase crime and disorder**

The 1st statutory licensing objective to prevent crime and disorder cannot be met. The relaxing of licensing hours to allow the sale of alcohol from 0700 is only likely to increase the risk of crime and disorder rather than reduce it.

In speaking with the owners of local premises licensed to sell alcohol from 0800 (which is still too early, in our opinion), they all said that (i) few if any purchasers at that hour were sober, or if they were sober they were seeking to drink immediately, (ii) street drinkers caused them problems, not least by stealing alcohol whenever possible.

Despite LBHF's ban on drinking in public - which is rarely if ever enforced despite numerous daily incidents in this area by the same groups in the same places - people do drink in public, causing crime and disorder. The local police at Hammersmith Police Station can confirm this. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public disorder.

### **2nd Objection - This license will be at the expense of public safety**

The 2nd statutory licensing objective to promote public safety cannot be met. Local residents and shopkeepers with whom we have spoken confirm that they have been subject to, or have witnessed, provocative and/or aggressive and/or intimidating acts by street drinkers directed at all age groups from young children to elderly residents. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to ensure public safety.

### **3rd Objection - This license will increase the risk of public nuisance**

The 3rd statutory licensing objective to prevent public nuisance cannot be met. Anyone who has lived or stayed in this area, whether for years or days, is aware of the constant nuisance caused by street drinkers. My own personal experience and that of others (including children) includes: seeing people defecating / urinating / vomiting in local

streets regardless of who is around them, drunken abuse, intimidation of children and families walking to and from school, littering in gardens and on the street, genital exposure, aggressive behaviour, swearing, etc. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public nuisance.

**4th Objection - This license does not help to protect children from harm**

The 4th statutory licensing objective to protect children from harm cannot be met. ‘Harm’ is not just restricted to physical harm (which is a crime and would fall under the 1st objection) but also includes psychological harm (e.g., fear, disgust, etc). My personal experience as well as that of local parents is that all our young children have witnessed drinkers locally being abusive and/or aggressive and/or exposing themselves and/or urinating/defecating/vomiting, etc. As stated above, this area benefits from numerous schools and the pupils attending those schools walk there from 0700 (or earlier) in the morning. To add earlier access to alcohol and to increase the risk of further alcohol consumption during this period cannot be reconciled with the objective to protect children from harm.

**Conclusion**

For the reasons above, I object to this license and request that it be refused. I am also disappointed to learn that Sainsbury’s is making similar applications for its other outlets nearby and in other boroughs. The only benefit is to Sainsbury’s bottom line. It is the local community and the emergency services who would have to pick up the cost and inconvenience if these licenses were approved.

**Note**

The content of this email has been sent to our local councillors, the local SNT, the heads of local schools, Hammersmith Police Station, local media outlets, local social media (e.g., Nextdoor and Facebook groups), and other relevant people and bodies.

Please kindly confirm receipt of this objection and please also confirm if and when a hearing is to take place so that I can attend and raise my objections in person.

Yours faithfully,

[Redacted signature block]

From: [REDACTED]  
Sent: Wednesday, October 9, 2024 11:34 AM  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
Subject: Objection

Dear Sir/Madam,

Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application 2024/01507/LAPR

I am writing to object to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

The Law - Licensing objectives

As explained at page 6 of LBHF's 'Statement of Licensing Policy 2022-2027' the law provides a clear focus on the promotion of four statutory licensing objectives which must be promoted when licensing functions are undertaken. These are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and • The protection of children from harm.

Location and Current Situation

- Sainsbury's location on the Shepherd's Bush Road places it in the middle of a busy residential neighbourhood which also contains many hotels.
- There are numerous pre-nursery, primary and secondary schools within a short walk from the shop. Nearby Pre- and Primary schools include: Lena Gardens Primary, Flora Gardens Primary, Addison Primary, St Mary's Primary, Larmenier Primary, Bute House, École Française Jacques Prevert, One World Montessori, Two Hands Preschool, etc). Most of the children living locally travel to and from home by foot, often unaccompanied. Many other children arrive by bus and finish their journey on foot.

- There are numerous hostels and care centres in and around Shepherd's Bush Road catering for people with mental and addiction problems, the homeless and others.
- The area - and its local residents and shops - has a significant problem with street drinkers on the Shepherd's Bush Road, in adjacent streets and in larger nearby public areas such as outside the W12 Centre and at Brook Green (where drinking groups have recently established themselves day and night).
- Some local off licences on Shepherd's Bush Road are allowed to sell alcohol from 0800, but none can do so earlier. (Note: this in itself is too early. In 2008 or 2009, local residents and I successfully objected to and prevented any licenses being granted for the sale of alcohol before 1100 by any premises in Shepherd's Bush Road as well as banning the sale of extra strength so-called 'cidars' and 'beers', such as White Lightning. This led to a significant improvement in achieving all the licensing objectives. We are surprised and concerned that LBHF allowed the changes in subsequent applications.)

In view of this situation, I object to the license being granted for the sale of alcohol before 0800 for the following 4 reasons:

1st Objection - This license will increase crime and disorder The 1st statutory licensing objective to prevent crime and disorder cannot be met. The relaxing of licensing hours to allow the sale of alcohol from 0700 is only likely to increase the risk of crime and disorder rather than reduce it.

In speaking with the owners of local premises licensed to sell alcohol from 0800 (which is still too early, in our opinion), they all said that (i) few if any purchasers at that hour were sober, or if they were sober they were seeking to drink immediately, (ii) street drinkers caused them problems, not least by stealing alcohol whenever possible. Despite LBHF's ban on drinking in public - which is rarely if ever enforced despite numerous daily incidents in this area by the same groups in the same places - people do drink in public, causing crime and disorder. The local police at Hammersmith Police Station can confirm this. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public disorder.

2nd Objection - This license will be at the expense of public safety The 2nd statutory licensing objective to promote public safety cannot be met. Local residents and shopkeepers with whom we have spoken confirm that they have been subject to, or have witnessed, provocative and/or aggressive and/or intimidating acts by street drinkers directed at all age groups from young children to elderly residents. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to ensure public safety.

3rd Objection - This license will increase the risk of public nuisance

The 3rd statutory licensing objective to prevent public nuisance cannot be met. Anyone who has lived or stayed in this area, whether for years or days, is aware of the constant nuisance caused by street drinkers. My own personal experience and that of others (including children) includes: seeing people defecating / urinating / vomiting in local streets regardless of who is around them, drunken abuse, intimidation of children and families walking to and from school, littering in gardens and on the street, genital exposure, aggressive behaviour, swearing, etc. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public nuisance.

4th Objection - This license does not help to protect children from harm The 4th statutory licensing objective to protect children from harm cannot be met. 'Harm' is not just restricted to physical harm (which is a crime and would fall under the 1st objection) but also includes psychological harm (e.g., fear, disgust, etc). My personal experience as well as that of local parents is that all our young children have witnessed drinkers locally being abusive and/or aggressive and/or exposing themselves and/or urinating/defecating/vomiting, etc. As stated above, this area benefits from numerous schools and the pupils attending those schools walk there from 0700 (or earlier) in the morning. To add earlier access to alcohol and to increase the risk of further alcohol consumption during this period cannot be reconciled with the objective to protect children from harm.

#### Conclusion

For the reasons above, I object to this license and request that it be refused.

I am also disappointed to learn that Sainsbury's is making similar applications for its other outlets nearby and in other boroughs. The only benefit is to Sainsbury's bottom line. It is the local community and the emergency services who would have to pick up the cost and inconvenience if these licenses were approved.

#### Note

The content of this email has been sent to our local councillors, the local SNT, the heads of local schools, Hammersmith Police Station, local media outlets, local social media (e.g., Nextdoor and Facebook groups), and other relevant people and bodies.

Please kindly confirm receipt of this objection and please also confirm if and when a hearing is to take place so that I can attend and raise my objections in person.

Yours faithfully,

██████████  
████████████████████  
████████████████████



**From:** [REDACTED]  
**Sent:** Wednesday, October 9, 2024 11:47 AM  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** Extended license application

Dear Sir/Madam,

Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application 2024/01507/LAPR

I am writing to object to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

The Law - Licensing objectives

As explained at page 6 of LBHF's 'Statement of Licensing Policy 2022-2027' the law provides a clear focus on the promotion of four statutory licensing objectives which must be promoted when licensing functions are undertaken. These are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and
- The protection of children from harm.

Location and Current Situation

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Sainsbury's location on the Shepherd's Bush Road places it in the middle of a busy residential neighbourhood which also contains many hotels.

•

There are numerous pre-nursery, primary and secondary schools within a short walk from the shop. Nearby Pre- and Primary schools include: Lena Gardens Primary, Flora Gardens Primary, Addison Primary, St Mary's Primary, Larmenier Primary, Bute House, École Française Jacques Prevert, One World Montessori, Two Hands Preschool, etc). Most of the children living locally travel to and from home by foot, often unaccompanied. Many other children arrive by bus and finish their journey on foot.

•

There are numerous hostels and care centres in and around Shepherd's Bush Road catering for people with mental and addiction problems, the homeless and others.

•

The area - and its local residents and shops - has a significant problem with street drinkers on the Shepherd's Bush Road, in adjacent streets and in larger nearby public areas such as

outside the W12 Centre and at Brook Green (where drinking groups have recently established themselves day and night).

- 

Some local off licences on Shepherd's Bush Road are allowed to sell alcohol from 0800, but none can do so earlier. (Note: this in itself is too early. In 2008 or 2009, local residents and I successfully objected to and prevented any licenses being granted for the sale of alcohol before 1100 by any premises in Shepherd's Bush Road as well as banning the sale of extra strength so-called 'cidars' and 'beers', such as White Lightning. This led to a significant improvement in achieving all the licensing objectives. We are surprised and concerned that LBHF allowed the changes in subsequent applications.)

In view of this situation, I object to the license being granted for the sale of alcohol before 0800 for the following 4 reasons:

1st Objection - This license will increase crime and disorder

The 1st statutory licensing objective to prevent crime and disorder cannot be met. The relaxing of licensing hours to allow the sale of alcohol from 0700 is only likely to increase the risk of crime and disorder rather than reduce it.

In speaking with the owners of local premises licensed to sell alcohol from 0800 (which is still too early, in our opinion), they all said that (i) few if any purchasers at that hour were sober, or if they were sober they were seeking to drink immediately, (ii) street drinkers caused them problems, not least by stealing alcohol whenever possible.

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2nd Objection - This license will be at the expense of public safety

The 2nd statutory licensing objective to promote public safety cannot be met. Local residents and shopkeepers with whom we have spoken confirm that they have been subject to, or have witnessed, provocative and/or aggressive and/or intimidating acts by street drinkers directed at all age groups from young children to elderly residents. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to ensure public safety.

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4th Objection - This license does not help to protect children from harm

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Conclusion

For the reasons above, I object to this license and request that it be refused.

I am also disappointed to learn that Sainsbury's is making similar applications for its other outlets nearby and in other boroughs. The only benefit is to Sainsbury's bottom line. It is the local community and the emergency services who would have to pick up the cost and inconvenience if these licenses were approved.

Note

The content of this email has been sent to our local councillors, the local SNT, the heads of local schools, Hammersmith Police Station, local media outlets, local social media (e.g., Nextdoor and Facebook groups), and other relevant people and bodies.

Please kindly confirm receipt of this objection and please also confirm if and when a hearing is to take place so that I can attend and raise my objections in person.

Yours faithfully,

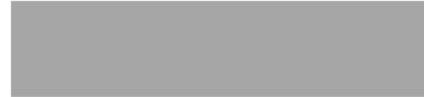
[REDACTED]

**From:** [REDACTED]

**Sent:** Wednesday, October 9, 2024 11:56 AM

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

**Subject:** Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application 2024/01507/LAPR



Dear Sir/Madam,

Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application 2024/01507/LAPR

I am writing to object to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

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- There are numerous pre-nursery, primary and secondary schools within a short walk from the shop. Nearby Pre- and Primary schools include: Lena Gardens Primary, Flora Gardens Primary, Addison Primary, St Mary's Primary, Larmenier Primary, Bute House, École Française Jacques Prevert, One World Montessori, Two Hands Preschool, etc). Most of the children living locally travel to and from home by foot, often unaccompanied. Many other children arrive by bus and finish their journey on foot.
- There are numerous hostels and care centres in and around Shepherd's Bush Road catering for people with mental and addiction problems, the homeless and others.
- The area - and its local residents and shops - has a significant problem with street drinkers on the Shepherd's Bush Road, in adjacent streets and in larger nearby public areas such as outside the W12 Centre and at Brook Green (where drinking groups have recently established themselves day and night).
- Some local off licences on Shepherd's Bush Road are allowed to sell alcohol from 0800, but none can do so earlier. (Note: this in itself is too early. In 2008 or 2009, local residents and I successfully objected to and prevented any licenses being granted for the sale of alcohol before 1100 by any premises in Shepherd's Bush Road as well as banning the sale of extra strength so-called 'ciders' and 'beers', such as White Lightning. This led to a significant improvement in achieving all the licensing objectives. We are surprised and concerned that LBHF allowed the changes in subsequent applications.)

In view of this situation, I object to the license being granted for the sale of alcohol before 0800 for the following 4 reasons:

#### 1st Objection - This license will increase crime and disorder

The 1st statutory licensing objective to prevent crime and disorder cannot be met. The relaxing of licensing hours to allow the sale of alcohol from 0700 is only likely to increase the risk of crime and disorder rather than reduce it.

In speaking with the owners of local premises licensed to sell alcohol from 0800 (which is still too early, in our opinion), they all said that (i) few if any purchasers at that hour were sober, or if they were sober they were seeking to drink immediately, (ii) street drinkers caused them problems, not least by stealing alcohol whenever possible.

Despite LBHF's ban on drinking in public - which is rarely if ever enforced despite numerous daily incidents in this area by the same groups in the same places - people do drink in public, causing crime and disorder. The local police at Hammersmith Police Station can confirm this. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public disorder.

#### 2nd Objection - This license will be at the expense of public safety

The 2nd statutory licensing objective to promote public safety cannot be met. Local residents and shopkeepers with whom we have spoken confirm that they have been subject to, or have witnessed, provocative and/or aggressive and/or intimidating acts by street drinkers directed at all age groups from young children to elderly residents. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to ensure public safety.

#### 3rd Objection - This license will increase the risk of public nuisance

The 3rd statutory licensing objective to prevent public nuisance cannot be met. Anyone who has lived or stayed in this area, whether for years or days, is aware of the constant nuisance caused by street drinkers. My own personal experience and that of others (including children) includes: seeing people defecating / urinating / vomiting in local streets regardless of who is around them, drunken abuse, intimidation of children and families walking to and from school, littering in gardens and on the street, genital exposure, aggressive behaviour, swearing, etc. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public nuisance.

#### 4th Objection - This license does not help to protect children from harm

The 4th statutory licensing objective to protect children from harm cannot be met. 'Harm' is not just restricted to physical harm (which is a crime and would fall under the 1st objection) but also includes psychological harm (e.g., fear, disgust, etc). My personal experience as well as that of local parents is that all our young children have witnessed drinkers locally being abusive and/or aggressive and/or exposing themselves and/or urinating/defecating/vomiting, etc. As stated above, this area benefits from numerous schools and the pupils attending those schools walk there from 0700 (or earlier) in the morning. To add earlier access to alcohol and to increase the risk of further alcohol consumption during this period cannot be reconciled with the objective to protect children from harm.

#### Conclusion

For the reasons above, I object to this license and request that it be refused.

I am also disappointed to learn that Sainsbury's is making similar applications for its other outlets nearby and in other boroughs. The only benefit is to Sainsbury's bottom line. It is the local community and the emergency services who would have to pick up the cost and inconvenience if these licenses were approved.

Note

The content of this email has been sent to our local councillors, the local SNT, the heads of local schools, Hammersmith Police Station, local media outlets, local social media (e.g., Nextdoor and Facebook groups), and other relevant people and bodies.

Please kindly confirm receipt of this objection and please also confirm if and when a hearing is to take place so that I can attend and raise my objections in person.

Yours faithfully,

[Redacted signature]

[Redacted contact information]

[Redacted contact information]

From: [REDACTED]  
Sent: Wednesday, October 9, 2024 1:48 PM  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
Cc: tom machale <[machale\\_tom@live.com](mailto:machale_tom@live.com)>  
Subject: Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application  
2024/01507/LAPR

Dear Sir/Madam,

Re: Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application  
2024/01507/LAPR

I am writing to object to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

The Law - Licensing objectives

As explained at page 6 of LBHF's 'Statement of Licensing Policy 2022-2027' the law provides a clear focus on the promotion of four statutory licensing objectives which must be promoted when licensing functions are undertaken. These are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and
- The protection of children from harm.

Location and Current Situation

- Sainsbury's location on the Shepherd's Bush Road places it in the middle of a busy residential neighbourhood which also contains many hotels.
- There are numerous pre-nursery, primary and secondary schools within a short walk from the shop. Nearby Pre- and Primary schools include: Lena Gardens Primary, Flora Gardens Primary, Addison Primary, St Mary's Primary, Larmenier Primary, Bute House, École Française Jacques Prevert, One World Montessori, Two Hands Preschool, etc). Most of the children living locally travel to and from home by foot, often unaccompanied. Many other children arrive by bus and finish their journey on foot.
- There are numerous hostels and care centres in and around Shepherd's Bush Road catering for people with mental and addiction problems, the homeless and others.
- The area - and its local residents and shops - has a significant problem with street drinkers on the Shepherd's Bush Road, in adjacent streets and in larger nearby public areas such as outside the W12 Centre and at Brook Green (where drinking groups have recently established themselves day and night).
- Some local off licences on Shepherd's Bush Road are allowed to sell alcohol from 0800, but none can do so earlier. (Note: this in itself is too early. In 2008 or 2009, local residents and I successfully objected to and prevented any licenses being granted for



the sale of alcohol before 1100 by any premises in Shepherd's Bush Road as well as banning the sale of extra strength so-called 'ciders' and 'beers', such as White Lightning. This led to a significant improvement in achieving all the licensing objectives. We are surprised and concerned that LBHF allowed the changes in subsequent applications.)

In view of this situation, I object to the license being granted for the sale of alcohol before 0800 for the following 4 reasons:

1st Objection - This license will increase crime and disorder The 1st statutory licensing objective to prevent crime and disorder cannot be met. The relaxing of licensing hours to allow the sale of alcohol from 0700 is only likely to increase the risk of crime and disorder rather than reduce it.

In speaking with the owners of local premises licensed to sell alcohol from 0800 (which is still too early, in our opinion), they all said that (i) few if any purchasers at that hour were sober, or if they were sober they were seeking to drink immediately, (ii) street drinkers caused them problems, not least by stealing alcohol whenever possible. Despite LBHF's ban on drinking in public - which is rarely if ever enforced despite numerous daily incidents in this area by the same groups in the same places - people do drink in public, causing crime and disorder. The local police at Hammersmith Police Station can confirm this. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public disorder.

2nd Objection - This license will be at the expense of public safety The 2nd statutory licensing objective to promote public safety cannot be met. Local residents and shopkeepers with whom we have spoken confirm that they have been subject to, or have witnessed, provocative and/or aggressive and/or intimidating acts by street drinkers directed at all age groups from young children to elderly residents. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to ensure public safety.

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The 3rd statutory licensing objective to prevent public nuisance cannot be met. Anyone who has lived or stayed in this area, whether for years or days, is aware of the constant nuisance caused by street drinkers. My own personal experience and that of others (including children) includes: seeing people defecating / urinating / vomiting in local streets regardless of who is around them, drunken abuse, intimidation of children and families walking to and from school, littering in gardens and on the street, genital exposure, aggressive behaviour, swearing, etc. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public nuisance.



From: [REDACTED]  
Sent: Wednesday, October 9, 2024 2:45 PM  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
Subject: Objection to licence application made my Sainsbury's on Shepherds Bush Road.

Dear Sir/Madam,

Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application 2024/01507/LAPR

I am writing to object to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

The Law - Licensing objectives

As explained at page 6 of LBHF's 'Statement of Licensing Policy 2022-2027' the law provides a clear focus on the promotion of four statutory licensing objectives which must be promoted when licensing functions are undertaken. These are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and
- The protection of children from harm.

Location and Current Situation

- Sainsbury's location on the Shepherd's Bush Road places it in the middle of a busy residential neighbourhood which also contains many hotels.
- There are numerous pre-nursery, primary and secondary schools within a short walk from the shop. Nearby Pre- and Primary schools include: Lena Gardens Primary, Flora Gardens Primary, Addison Primary, St Mary's Primary, Larmenier Primary, Bute House, École Française Jacques Prevert, One World Montessori, Two Hands Preschool, etc). Most of the children living locally travel to and from home by foot, often unaccompanied. Many other children arrive by bus and finish their journey on foot.
- There are numerous hostels and care centres in and around Shepherd's Bush Road catering for people with mental and addiction problems, the homeless and others.
- The area - and its local residents and shops - has a significant problem with street drinkers on the Shepherd's Bush Road, in adjacent streets and in larger nearby public areas such as outside the W12 Centre and at Brook Green (where drinking groups have recently established themselves day and night).
- Some local off licences on Shepherd's Bush Road are allowed to sell alcohol from 0800, but none can do so earlier. (Note: this in itself is too early. In 2008 or 2009, local residents and I successfully objected to and prevented any licenses being granted for the sale of alcohol before 1100 by any premises in Shepherd's Bush Road as well as banning the sale of extra strength so-called 'ciders' and 'beers', such as White Lightning. This led to a significant improvement in achieving all the licensing objectives.

We are surprised and concerned that LBHF allowed the changes in subsequent applications.)

In view of this situation, I object to the license being granted for the sale of alcohol before 0800 for the following 4 reasons:

1st Objection - This license will increase crime and disorder The 1st statutory licensing objective to prevent crime and disorder cannot be met. The relaxing of licensing hours to allow the sale of alcohol from 0700 is only likely to increase the risk of crime and disorder rather than reduce it.

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4th Objection - This license does not help to protect children from harm The 4th statutory licensing objective to protect children from harm cannot be met. 'Harm' is not

just restricted to physical harm (which is a crime and would fall under the 1st objection) but also includes psychological harm (e.g., fear, disgust, etc). My personal experience as well as that of local parents is that all our young children have witnessed drinkers locally being abusive and/or aggressive and/or exposing themselves and/or urinating/defecating/vomiting, etc. As stated above, this area benefits from numerous schools and the pupils attending those schools walk there from 0700 (or earlier) in the morning. To add earlier access to alcohol and to increase the risk of further alcohol consumption during this period cannot be reconciled with the objective to protect children from harm.

#### Conclusion

For the reasons above, I object to this license and request that it be refused. I am also disappointed to learn that Sainsbury's is making similar applications for its other outlets nearby and in other boroughs. The only benefit is to Sainsbury's bottom line. It is the local community and the emergency services who would have to pick up the cost and inconvenience if these licenses were approved.

#### Note

The content of this email has been sent to our local councillors, the local SNT, the heads of local schools, Hammersmith Police Station, local media outlets, local social media (e.g., Nextdoor and Facebook groups), and other relevant people and bodies.

Please kindly confirm receipt of this objection and please also confirm if and when a hearing is to take place so that I can attend and raise my objections in person.

Yours faithfully,

████████████████████  
██

From: [REDACTED]  
Sent: Thursday, October 10, 2024 9:12 AM  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
Subject: Objection of alcohol consumption Beginning at 7am - 2024/01570LAPR

Hi

We live on [REDACTED] and object to the application for Sainsbury's to extend its alcohol between the hours of 0700 and 2300 daily for the consumption off premises.

There is no need to sell alcohol as early as 7am in the morning and will only encourage the awful antisocial behaviour we have to endure at the moment which is at the top of our road due to alcohol.

Best wishes

[REDACTED]

**From:** [REDACTED]

**Sent:** Thursday, October 10, 2024 9:33 AM

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

**Subject:** Objection to licensing application 2024/01507/LAPR Sainsbury's

[REDACTED]  
Dear Licensing team,

I strongly object to licensing application 2024/01507/LAPR being given to Sainsbury's on Shepherd's Bush Road to extend it's sale of alcohol.

I can't understand how our priorities are to support the pockets of big corporations rather than trying to promote a safe environment for our children where allowing for alcohol to be purchased for longer periods can only have a negative impact as it's clearly intended to facilitate selling to those already vulnerable and suffering from addiction.

I live very close to the Sainsbury's and we are constantly battling rubbish including empty bottles/cans of alcohol as well as the smell of urine on top of drunks hanging around the Sainsbury's itself.

There also appears to be a large number of people with addiction problems living in the hotels/hostels close by on Shepherd's Bush Road who can be quite intimidating and having a source of supply on their doorstep would make the situation worse not only for residents but for the police and staff who I'm sure are already struggling with issues such as theft which will only be exasperated by further access to alcohol.

Please take this into consideration and the damage it will cause which heavily outweighs any benefit of selling alcohol from 7am when we already have a huge issue with anti social behaviour because of alcohol and drug abuse in the area.

Kind regards,  
[REDACTED]

**From:** [REDACTED]

**Sent:** Thursday, October 10, 2024 1:00 PM

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

**Subject:** Re: Objection to licensing application 2024/01507/LAPR Sainsbury's

Dear Lorna,

Thank you. My full address is:

[REDACTED]

[REDACTED]

Is it possible to also include [REDACTED] as part of the objection as he is in full support as well but just to save time in having to send another email?

[REDACTED]



**From:** [REDACTED]

**Sent:** Thursday, October 10, 2024 11:51 AM

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

**Subject:** Regarding license application 2024/01570/LAPR

Dear Licensing Team,

I am writing to formally object to the recent application by Sainsbury's on Shepherd's Bush Road to extend its alcohol sale hours to between 0700 and 2300 daily for consumption off the premises. As a local resident, I believe that granting this extension will have a detrimental impact on our community, setting a concerning precedent and undermining the current balance we have worked to maintain in the area.

Firstly, as far as I know no other shop along Shepherd's Bush Road, including existing off-licences, is permitted to sell alcohol as early as 7 a.m. Extending Sainsbury's hours would establish a precedent that may encourage other retailers to seek similar permissions, potentially leading to a proliferation of early-morning alcohol availability. This would erode the well-established norms in our neighbourhood, which are crucial in maintaining a calm and family-friendly atmosphere, particularly during morning hours when children and families are most active.

Furthermore, from a social standpoint, there is little justification for the sale of alcohol so early in the day. Increasing access to alcohol during these early hours could encourage public consumption, loitering, and anti-social behaviour, particularly when people are travelling to work or dropping off children at nearby schools. The local area has already seen its share of alcohol-related disturbances, and I fear this decision would exacerbate such problems, potentially leading to increased noise, litter, and other nuisances during what are typically quieter hours.

On a legal note, the licensing objectives under the Licensing Act 2003 aim to prevent public nuisance, crime, and disorder while promoting public safety and protecting children from harm. Extending alcohol sale hours in a family-oriented area, especially in the mornings, could directly contradict these objectives by increasing the risk of alcohol-related disruptions and exposing younger members of the community to unwanted influences.

In summary, I urge you to reject this application in order to safeguard the current community standards, ensure a balanced neighbourhood atmosphere, and prevent a negative domino effect from occurring in the local area.

Thank you for considering my concerns. I trust that you will prioritise the welfare of the local community in your decision.

Kind regards,

--

[REDACTED]

[REDACTED]

**Sent:** Thursday, October 10, 2024 12:58 PM

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

**Subject:** Re: Regarding license application 2024/01570/LAPR

Sure. My full address is

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]  
Sent: Thursday, October 10, 2024 12:15 PM  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
Subject: Application 2024/01570/LAPR

Dear Licensing Team,

I am writing to formally object to the recent application by Sainsbury's on Shepherd's Bush Road to extend its alcohol sale hours to between 0700 and 2300 daily for consumption off the premises. As a local resident, I believe that granting this extension will have a detrimental impact on our community, setting a concerning precedent and undermining the current balance we have worked to maintain in the area.

Firstly, no other shop along Shepherd's Bush Road, including existing off-licences, is permitted to sell alcohol as early as 7 a.m. Extending Sainsbury's hours would establish a precedent that may encourage other retailers to seek similar permissions, potentially leading to a proliferation of early-morning alcohol availability. This would erode the well-established norms in our neighbourhood, which are crucial in maintaining a calm and family-friendly atmosphere, particularly during morning hours when children and families are most active.

Furthermore, from a social standpoint, there is little justification for the sale of alcohol so early in the day. Increasing access to alcohol during these early hours could encourage public consumption, loitering, and anti-social behaviour, particularly when people are travelling to work or dropping off children at nearby schools. The local area has already seen its share of alcohol-related disturbances, and I fear this decision would exacerbate such problems, potentially leading to increased noise, litter, and other nuisances during what are typically quieter hours.

On a legal note, the licensing objectives under the Licensing Act 2003 aim to prevent public nuisance, crime, and disorder while promoting public safety and protecting children from harm. Extending alcohol sale hours in a family-oriented area, especially in the mornings, could directly contradict these objectives by increasing the risk of alcohol-related disruptions and exposing younger members of the community to unwanted influences.

In summary, I urge you to reject this application in order to safeguard the current community standards, ensure a balanced neighbourhood atmosphere, and prevent a negative domino effect from occurring in the local area.

Thank you for considering my concerns. I trust that you will prioritise the welfare of the local community in your decision.

Kind regards,

██████

From: ████████████████████  
Sent: Thursday, October 10, 2024 1:22 PM  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
Subject: Re: Application 2024/01570/LAPR

My address is

████████████████████  
██████████  
████████████████  
██████

**From:** [REDACTED]  
**Sent:** Thursday, October 10, 2024 1:04 PM  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** Licensing Application 2024/01507/LAPR - Sainsburys

Dear LBHF Licensing,

I strongly object to the above application being granted to Sainsburys to extend it's sale of alcohol.

I cannot comprehend why a so called family grocer wants to sell alcohol from 7.00 am without any

consideration to the people living in an area where there is already considerable anti social behaviour

due to alcohol and drug abuse.

Living close to the vicinity, I frequently walk along Shepherds Bush Road in the mornings and opposite the

Sainsburys store on the corner of Anley Road there is already piles of rubbish, mainly beer cans and empty

spirit bottles and the stink of urine.

There also appears to be a large number of people with addiction problems living in the hotels/hostels

close by on Shepherds Bush Road and whilst I sympathise with their problems, they can be quite intimidating

and having source of supply on their doorstep would make the situation worse for everybody.

Thank you,

[REDACTED]

**Sent:** Thursday, October 10, 2024 4:27 PM  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** Licensing Application 2024/01507/LAPR - Sainsburys

Dear Lorna,

Thank you for your email.

My address is: [REDACTED]

Apologies for not including it earlier.



Sincerely yours,  
Best Regards,

[REDACTED]  
[REDACTED]

**Sent:** Thursday, October 10, 2024 1:41 PM  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** License Application 2024/01570/LAPR

[REDACTED]

To whom it may concern

#### OBJECTION TO LICENCE APPLICATION

I live on [REDACTED] - off of Shepherds Bush Road and [REDACTED] question.

Mine and surrounding streets have been significantly impacted by anti-social behaviour brought about by drinking - predominantly, but not exclusively, by residents of nearby hostels including urinating in my street, shouting, swearing, and altercations with Sainsburys staff.

In the absence of any meaningful action being taken to remedy the already existing situation (by Sainsburys own staff, the neighbourhood team or the Police) I wish to object to this application in the strongest possible terms.

[REDACTED]  
[REDACTED]  
[REDACTED]

From: [REDACTED]  
Sent: Thursday, October 10, 2024 5:20 PM  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
Subject: Extension to Sainsbury's Shepherds Bush Road licensing

Dear LBH&F Licensing Department,

I understand from my neighbours on [REDACTED] that the Sainsbury's Local on Shepherd's Bush Road has applied for an extension to its alcohol licence for consumption off the premises from 07.00 to 23.00 daily.

I strongly object to this extension on the grounds that the only people it would serve would be Sainsbury's and the local alcoholics. I have no objection to the current hours provided for the sale of alcohol, which are perfectly reasonable for normal consumption, but who would be buying alcohol at 07.00 in the morning for normal consumption?

I feel very sorry for people with an alcohol problem, but this extension will certainly not help them. And we already have an issue with drunks hanging around and peeing in the residential streets around Sainsbury's. So please do not agree to this application.

With kind regards,

[REDACTED]  
[REDACTED]  
[REDACTED]



-----Original Message-----

From: [REDACTED]

Sent: Thursday, October 10, 2024 5:30 PM

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

Subject: 2024/01517/LAPR

[REDACTED]  
[REDACTED]  
[REDACTED]

Dear Licensing Team,

We are writing in respect of the application of Sainsburys Local - 48-50 Shepherds Bush Road - ref 2024/01517/LAPR. We are writing to formally object to the application to extend the sale of alcohol to start at 7am. This was proposed and rejected when the store opened some years ago and we do not believe there is any benefit to amending the current licence. In fact we strongly feel that the proposed extension would be extremely detrimental to the local community. In the past few years there has been a noticeable increase in street drinking and anti social behaviour (including public urinating) that the local police have been aware and have to tried to tackle. In addition there has been an increase in the dumping of used alcohol receptacles. We believe that the early sale of alcohol will only increase both. The reality is that it will mainly be the street drinkers who would want to and in fact be encouraged to purchase alcohol so early in the day. The area has a lot of families with children (as do we) and believe that this is not appropriate for the area, particularly when children are leaving to go to school. The area also has a number of hostels with people with addiction issues and the early opening would exacerbate the struggles that that they are dealing with.

We are also concerned that this will set a precedent for other licences premises on Shepherds Bush Road who currently have the same restrictions as Sainsburys.

This application seems to be a cynical ploy to put profit at the expense of the more unfortunate members of the population and the local community and as a family very close to the store respectively ask that this proposal is rejected.

Kind regards

[REDACTED]

**From:** [REDACTED]  
**Sent:** Thursday, October 10, 2024 5:47 PM  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Cc:** [REDACTED]  
**Subject:** Licensing Application 2024/01507/LAPR

Dear Sir/Madam,

Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application 2024/01507/LAPR

I am writing to object to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

The Law - Licensing objectives

As explained at page 6 of LBHF's 'Statement of Licensing Policy 2022-2027' the law provides a clear focus on the promotion of four statutory licensing objectives which must be promoted when licensing functions are undertaken.

These are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and
- The protection of children from harm.

Location and Current Situation

- Sainsbury's location on the Shepherd's Bush Road places it in the middle of a busy residential neighbourhood which also contains many hotels.
- There are numerous pre-nursery, primary and secondary schools within a short walk from the shop. Nearby Pre- and Primary schools include: Lena Gardens Primary, Flora Gardens Primary, Addison Primary, St Mary's Primary, Larmenier Primary, Bute House, École Française Jacques Prevert, One World Montessori, Two Hands Preschool, etc). Most of the children living locally travel to and from home by foot, often unaccompanied. Many other children arrive by bus and finish their journey on foot.
- There are numerous hostels and care centres in and around Shepherd's Bush Road catering for people with mental and addiction problems, the homeless and others.
- The area - and its local residents and shops - has a significant problem with street drinkers on the Shepherd's Bush Road, in adjacent streets and in larger nearby public areas such as outside the W12 Centre and at Brook Green (where drinking groups have recently established themselves day and night).
- Some local off licences on Shepherd's Bush Road are allowed to sell alcohol from 0800, but none can do so earlier. (Note: this in itself is too early. In 2008 or 2009, local residents and I successfully objected to and prevented any licenses being granted for the sale of alcohol before 1100 by any premises in Shepherd's Bush Road as well as banning the sale of extra strength so-called 'ciders' and 'beers', such as White Lightning. This led to a significant improvement in

achieving all the licensing objectives. We are surprised and concerned that LBHF allowed the changes in subsequent applications.)

In view of this situation, I object to the license being granted for the sale of alcohol before 0800 for the following 4 reasons:

1st Objection - This license will increase crime and disorder The 1st statutory licensing objective to prevent crime and disorder cannot be met. The relaxing of licensing hours to allow the sale of alcohol from 0700 is only likely to increase the risk of crime and disorder rather than reduce it.

In speaking with the owners of local premises licensed to sell alcohol from 0800 (which is still too early, in our opinion), they all said that (i) few if any purchasers at that hour were sober, or if they were sober they were seeking to drink immediately, (ii) street drinkers caused them problems, not least by stealing alcohol whenever possible.

Despite LBHF's ban on drinking in public - which is rarely if ever enforced despite numerous daily incidents in this area by the same groups in the same places - people do drink in public, causing crime and disorder. The local police at Hammersmith Police Station can confirm this. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public disorder.

2nd Objection - This license will be at the expense of public safety The 2nd statutory licensing objective to promote public safety cannot be met. Local residents and shopkeepers with whom we have spoken confirm that they have been subject to, or have witnessed, provocative and/or aggressive and/or intimidating acts by street drinkers directed at all age groups from young children to elderly residents. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to ensure public safety.

3rd Objection - This license will increase the risk of public nuisance

The 3rd statutory licensing objective to prevent public nuisance cannot be met. Anyone who has lived or stayed in this area, whether for years or days, is aware of the constant nuisance caused by street drinkers. My own personal experience and that of others (including children) includes: seeing people defecating / urinating / vomiting in local streets regardless of who is around them, drunken abuse, intimidation of children and families walking to and from school, littering in gardens and on the street, genital exposure, aggressive behaviour, swearing, etc. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public nuisance.

4th Objection - This license does not help to protect children from harm The 4th statutory licensing objective to protect children from harm cannot be met. 'Harm' is not just restricted to physical harm (which is a crime and would fall under the 1st objection) but also includes psychological harm (e.g., fear, disgust, etc). My personal experience as well as that of local

parents is that all our young children have witnessed drinkers locally being abusive and/or aggressive and/or exposing themselves and/or urinating/defecating/vomiting, etc. As stated above, this area benefits from numerous schools and the pupils attending those schools walk there from 0700 (or earlier) in the morning. To add earlier access to alcohol and to increase the risk of further alcohol consumption during this period cannot be reconciled with the objective to protect children from harm.

#### Conclusion

For the reasons above, I object to this license and request that it be refused.

I am also disappointed to learn that Sainsbury's is making similar applications for its other outlets nearby and in other boroughs. The only benefit is to Sainsbury's bottom line. It is the local community and the emergency services who would have to pick up the cost and inconvenience if these licenses were approved.

#### Note

The content of this email has been sent to our local councillors, the local SNT, the heads of local schools, Hammersmith Police Station, local media outlets, local social media (e.g., Nextdoor and Facebook groups), and other relevant people and bodies.

Please kindly confirm receipt of this objection and please also confirm if and when a hearing is to take place so that I can attend and raise my objections in person.

Yours faithfully,

██  
██  
██

From: [REDACTED]

Sent: Thursday, October 10, 2024 5:50 PM

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

Cc: [REDACTED]

Subject: Sainsbury's on the Shepherd's Bush Road - application to extend its alcohol sale hours - MY OBJECTION

From:

[REDACTED]  
[REDACTED]  
[REDACTED]

Dear LBHF

As you can see from my address I live very near Sainsbury's on the Shepherd's Bush Road and I am writing to formally object to the recent application by Sainsbury's on Shepherd's Bush Road to extend its alcohol sale hours to between 0700 and 2300 daily for consumption off the premises. As a local resident, I believe that granting this extension will have a detrimental impact on our community, setting a concerning precedent and undermining the current balance we have worked to maintain in the area.

Firstly, no other shop along Shepherd's Bush Road, including existing off-licences, is permitted to sell alcohol as early as 7 a.m. Extending Sainsbury's hours would establish a precedent that may encourage other retailers to seek similar permissions, potentially leading to a proliferation of early-morning alcohol availability. This would erode the well-established norms in our neighbourhood, which are crucial in maintaining a calm and family-friendly atmosphere, particularly during morning hours when children and families are most active.

Furthermore, from a social standpoint, there is little justification for the sale of alcohol so early in the day. Increasing access to alcohol during these early hours could encourage public consumption, loitering, and anti-social behaviour, particularly when people are travelling to work or dropping off children at nearby schools. The local area has already seen its share of alcohol-related disturbances, and I fear this decision would exacerbate such problems, potentially leading to increased noise, litter, and other nuisances during what are typically quieter hours.

On a legal note, the licensing objectives under the Licensing Act 2003 aim to prevent public nuisance, crime, and disorder while promoting public safety and protecting children from harm. Extending alcohol sale hours in a family-oriented area, especially in

the mornings, could directly contradict these objectives by increasing the risk of alcohol-related disruptions and exposing younger members of the community to unwanted influences.

In summary, I urge you to reject this application in order to safeguard the current community standards, ensure a balanced neighbourhood atmosphere, and prevent a negative domino effect from occurring in the local area.

Thank you for considering my concerns. I trust that you will prioritise the welfare of the local community in your decision.

Kind regards

████████████████████ ██████████

From: [REDACTED]  
Sent: Thursday, October 10, 2024 6:17 PM  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
Subject: Sainsbury's Licensing Application

Dear Sir/Madam,

Sainsbury's, 48-50 Shepherd's Bush Road - Licensing Application 2024/01507/LAPR

I am writing to object to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

The Law - Licensing objectives

As explained at page 6 of LBHF's 'Statement of Licensing Policy 2022-2027' the law provides a clear focus on the promotion of four statutory licensing objectives which must be promoted when licensing functions are undertaken. These are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance; and • The protection of children from harm.

Location and Current Situation

- Sainsbury's location on the Shepherd's Bush Road places it in the middle of a busy residential neighbourhood which also contains many hotels.
- There are numerous pre-nursery, primary and secondary schools within a short walk from the shop. Nearby Pre- and Primary schools include: Lena Gardens Primary, Flora Gardens Primary, Addison Primary, St Mary's Primary, Larmenier Primary, Bute House, École Française Jacques Prevert, One World Montessori, Two Hands Preschool, etc). Most of the children living locally travel to and from home by foot, often unaccompanied. Many other children arrive by bus and finish their journey on foot.
- There are numerous hostels and care centres in and around Shepherd's Bush Road catering for people with mental and addiction problems, the homeless and others.
- The area - and its local residents and shops - has a significant problem with street drinkers on the Shepherd's Bush Road, in adjacent streets and in larger nearby public areas such as outside the W12 Centre and at Brook Green (where drinking groups have recently established themselves day and night).
- Some local off licences on Shepherd's Bush Road are allowed to sell alcohol from 0800, but none can do so earlier. (Note: this in itself is too early. In 2008 or 2009, local residents and I successfully objected to and prevented any licenses being granted for the sale of alcohol before 1100 by any premises in Shepherd's Bush Road as well as banning the sale of extra strength so-called 'ciders' and 'beers', such as White

Lightning. This led to a significant improvement in achieving all the licensing objectives. We are surprised and concerned that LBHF allowed the changes in subsequent applications.)

In view of this situation, I object to the license being granted for the sale of alcohol before 0800 for the following 4 reasons:

1st Objection - This license will increase crime and disorder The 1st statutory licensing objective to prevent crime and disorder cannot be met. The relaxing of licensing hours to allow the sale of alcohol from 0700 is only likely to increase the risk of crime and disorder rather than reduce it.

In speaking with the owners of local premises licensed to sell alcohol from 0800 (which is still too early, in our opinion), they all said that (i) few if any purchasers at that hour were sober, or if they were sober they were seeking to drink immediately, (ii) street drinkers caused them problems, not least by stealing alcohol whenever possible. Despite LBHF's ban on drinking in public - which is rarely if ever enforced despite numerous daily incidents in this area by the same groups in the same places - people do drink in public, causing crime and disorder. The local police at Hammersmith Police Station can confirm this. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public disorder.

2nd Objection - This license will be at the expense of public safety The 2nd statutory licensing objective to promote public safety cannot be met. Local residents and shopkeepers with whom we have spoken confirm that they have been subject to, or have witnessed, provocative and/or aggressive and/or intimidating acts by street drinkers directed at all age groups from young children to elderly residents. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to ensure public safety.

3rd Objection - This license will increase the risk of public nuisance The 3rd statutory licensing objective to prevent public nuisance cannot be met. Anyone who has lived or stayed in this area, whether for years or days, is aware of the constant nuisance caused by street drinkers. My own personal experience and that of others (including children) includes: seeing people defecating / urinating / vomiting in local streets regardless of who is around them, drunken abuse, intimidation of children and families walking to and from school, littering in gardens and on the street, genital exposure, aggressive behaviour, swearing, etc. Making alcohol available for sale/theft even earlier in the day cannot be reconciled with the objective to prevent public nuisance.



4th Objection - This license does not help to protect children from harm The 4th statutory licensing objective to protect children from harm cannot be met. 'Harm' is not just restricted to physical harm (which is a crime and would fall under the 1st objection) but also includes psychological harm (e.g., fear, disgust, etc). My personal experience as well as that of local parents is that all our young children have witnessed drinkers locally being abusive and/or aggressive and/or exposing themselves and/or urinating/defecating/vomiting, etc. As stated above, this area benefits from numerous schools and the pupils attending those schools walk there from 0700 (or earlier) in the morning. To add earlier access to alcohol and to increase the risk of further alcohol consumption during this period cannot be reconciled with the objective to protect children from harm.

#### Conclusion

For the reasons above, I object to this license and request that it be refused. I am also disappointed to learn that Sainsbury's is making similar applications for its other outlets nearby and in other boroughs. The only benefit is to Sainsbury's bottom line. It is the local community and the emergency services who would have to pick up the cost and inconvenience if these licenses were approved.

#### Note

The content of this email has been sent to our local councillors, the local SNT, the heads of local schools, Hammersmith Police Station, local media outlets, local social media (e.g., Nextdoor and Facebook groups), and other relevant people and bodies.

Please kindly confirm receipt of this objection and please also confirm if and when a hearing is to take place so that I can attend and raise my objections in person.

Yours faithfully,

████████████████████  
████████████████████  
████████████████  
████████████████

From: [REDACTED]  
Sent: Thursday, October 10, 2024 11:13 PM  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
Subject: Licensing application 2024/01570/lapr

To whom it may concern.

I understand that the Sainsbury Local on Shepherds Bush Road is seeking to extend the hours when it is licensed to sell alcohol.

I am a near neighbour living in [REDACTED] and wish to object. The shop is already a magnet for beggars and others who threaten and intimidate passers by and shoppers and extending the hours it sells alcohol will only worsen the effect on the neighborhood.

Yours Sincerely

[REDACTED]  
[REDACTED]  
[REDACTED]

Dear Sir/Madam,

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

Comments were submitted at 12/10/2024 6:50 PM from [REDACTED].

### Application Summary

Address: 48 - 50 Shepherd's Bush Road London W6 7PH

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Proposal: Licensing Act - Premises Licence

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Case Officer: Ms Lorna McKenna

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[Click for further information](#)

### Customer Details

Name: [REDACTED]

---

Email:

---

Address: [REDACTED]

---

### Comments Details

Commenter Type: Neighbour

---

Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 12/10/2024 6:50 PM I object strongly to the proposal to sell alcohol at this premises from 7am when the store opens. The reason that the store was prevented from selling alcohol originally before 11am related to the significant number of street drinkers congregating in Shepherds Bush Road. I believe that since then more hostels for the support of homeless people have opened in the vicinity and extending licensing hours works against the support of those vulnerable individuals and the charities running the hostels. The store already appears to have a full time security guard in place which indicates it's own concerns about some individuals visiting the shop.

My understanding is that the store is also prohibited from selling high strength low price alcohol and I believe that that restriction should be maintained.

In practice there is no 'need' for the shop to sell alcohol first thing in the

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morning, it remains open until late evening so commuters can shop later in the day if necessary.

To allow this shop to extend its licensed hours would also be unfair to the other off-licenses in the locality, particularly sole traders on the Shepherds Bush Road who would still be restricted.

Regarding the use of local Sainsbury's by alcoholics and street drinkers, I comment from personal experience of an alcoholic family member who used a Sainsbury's local store (not this one) to purchase alcohol throughout the day. Restricting sales does not inconvenience those without a troubled relationship with alcohol but does help those people who do have one. This is an area where convenience can go too far.

I am disappointed that Sainsbury's is seeking this licence extension, which does not seem to be in the interest of the local neighbourhood and hope the Council will reject their application.

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Dear Sir/Madam,

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

Comments were submitted at 13/10/2024 5:21 PM from [REDACTED]

### Application Summary

Address: 48 - 50 Shepherd's Bush Road London W6 7PH

---

Proposal: Licensing Act - Premises Licence

---

Case Officer: Ms Lorna McKenna

---

[Click for further information](#)

### Customer Details

Name: [REDACTED]

---

[REDACTED] [REDACTED]

---

### Comments Details

Commenter Type: Neighbour

---

Stance: Customer objects to the Licensing Application

---

Reasons for comment:

Comments: 13/10/2024 5:21 PM I strongly object to the proposal to allow Sainsbury to sell alcohol from 7am when the shop opens. The licence was originally only granted to sell alcohol from 11am because of the large number of street drinkers that congregate on the Shepherd's Bush Road. There are now more hostels open in the area and on the Shepherd's Bush Road, and an increase in opening hours can only add to the temptations and difficulties of a greater number of those vulnerable people and those who are trying to support them.

The shop in question is open until 11pm so there is scope for commuters/those going out to work to purchase alcohol at other times of the day and there seems to be no obvious reason to permit alcohol sales early in the morning.

I note that the shop already employs a security guard at this store which implies that there are already problems, whether from street drinkers or thieves; allowing earlier alcohol sales and the likely greater use of the

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store by those with alcohol problems earlier in the day cannot help this. Restrictions on making alcohol available from early in the morning can only help people with a difficult relationship with alcohol, with little impact on others; I say this based on my alcoholic brother's experience with a Sainsbury Local round the corner from him (elsewhere in the UK) where the ready availability of alcohol throughout the day only exacerbated his problems.

I do not believe that this request for an extended licence is in the interests of the local neighbourhood and therefore hope that this will be rejected by the Council.

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**From:** [REDACTED]  
**Sent:** Friday, October 11, 2024 7:07 PM  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** license application 2024/01570/LAPR

Dear Licensing Team,

We am writing as we strongly object to the recent application by Sainsbury's on Shepherd's Bush Road to extend its alcohol sale hours to between 0700 and 2300 daily for consumption off the premises.

We live very close by & believe that granting this extension will have a detrimental impact on our community, & set a concerning precedent and undermine the current balance we have worked hard to maintain in the area.

No other shops along Shepherd's Bush Road are permitted to sell alcohol as early as 7 a.m.

Extending our local Sainsbury's hours would establish a precedent that may encourage others for a similar permission, potentially leading to a proliferation of early-morning alcohol availability, early morning public consumption, loitering, and general anti-social behaviour, ( which sadly we already suffer from considerably)

The local area already has its share of alcohol-related disturbances, and we sincerely fear that granting this application would exacerbate such problems as listed above.

On a legal note, the licensing objectives under the Licensing Act 2003 aim to prevent public nuisance, crime, and disorder while promoting public safety and protecting children from harm. Extending alcohol sale hours in a family-oriented area, especially in the mornings, could directly contradict these objectives by increasing the risk of alcohol-related disruptions and exposing younger members of the community to unwanted influences.

All in all we urge you to reject this application in order to safeguard the current community standards, ensure a balanced neighbourhood atmosphere, and prevent a negative domino effect from occurring in the local area.

Thank you for considering our concerns. We trust that you will prioritise the welfare of the local community in your decision.

[REDACTED]  
[REDACTED]

[REDACTED]  
[REDACTED]  
Please keep well & stay safe

**From:** [REDACTED]

**Sent:** Friday, October 11, 2024 7:25 PM

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

**Subject:** 2024/01570/LAPR - Objection to extension of licencing

Dear Hammersmith and Fulham

**2024/01570/LAPR - Objection to extension of licencing**

My home address is [REDACTED] and I live [REDACTED] from Sainsburys.

I am writing to object against the request for extension in alcohol licence (too sell alcohol from 7 am) for Sainsbury's on the following grounds:

1. The supermarket already has an alcohol licence that starts later in the day. Purchasing alcohol at 7 am does not offer community benefit. Residents are able to buy alcohol later in the day and so allowing much earlier purchase at 7 am will only attract antisocial behaviour.
2. There is already extensive antisocial behaviour around this shop with people begging and selling drugs (including at the end of Anley Road). Extending earlier licencing will encourage this further.
3. Some of the antisocial behaviour around Sainsbury's (e.g. begging) is from residents of Mungo's homeless shelters on Shepherds Bush road – and we have extensively complained to them about it. It is unfair to those residents of these hostels to provide them with greater access to alcohol at unreasonable times of day. This is a negative public health intervention for vulnerable people.
4. No other shops on Shepherds Bush Road have a licence for selling alcohol at 7 am – and this precedent will mean others will follow.

I implore you to make reasonable rejection of this application on these grounds

[REDACTED]



**From:** [REDACTED]  
**Sent:** Friday, October 11, 2024 7:54 PM  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Cc:** [REDACTED]  
**Subject:** Licensing application 2024/01570/LAPR

Dear Licensing Team,

I am writing to object to Sainsbury's application to extend its alcohol sale hours on Shepherd's Bush Road from 7:00 a.m. to 11:00 p.m. daily. As a local resident, I believe this change would negatively impact our community.

No other shop along the road, including off-licences, is permitted to sell alcohol as early as 7:00 a.m., and allowing Sainsbury's to do so could set a precedent for others to follow. This could lead to increased early-morning alcohol availability, which would disrupt the current balance in our family-friendly neighbourhood.

There is little need for alcohol sales that early in the day, and I am concerned that this could lead to more public drinking, loitering, and antisocial behaviour, especially during school drop-off hours. Our area has already dealt with alcohol-related disturbances, and this decision could worsen those issues.

Under the Licensing Act 2003, the objectives are to prevent public nuisance and crime, and protect children from harm. Extending these hours contradicts those aims, particularly in a family-oriented area like ours.

I urge you to reject this application to maintain the community's standards and atmosphere.

Thank you for considering my concerns.

Kind regards,

[REDACTED]  
[REDACTED]

**From:** [REDACTED]

**Sent:** Monday, October 14, 2024 10:23 PM

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

**Subject:** Objection to licensing application 2024/01507/LAPR Sainsbury's

Dear Licensing team,

I strongly object to licensing application 2024/01507/LAPR being given to Sainsbury's on Shepherd's Bush Road to extend it's sale of alcohol.

I can't understand how our priorities are to support the pockets of big corporations rather than trying to promote a safe environment for our children where allowing for alcohol to be purchased for longer periods can only have a negative impact as it's clearly intended to facilitate selling to those already vulnerable and suffering from addiction.

I live very close to the Sainsbury's and we are constantly battling rubbish including empty bottles/cans of alcohol as well as the smell of urine on top of drunks hanging around the Sainsbury's itself.

There also appears to be a large number of people with addiction problems living in the hotels/hostels close by on Shepherd's Bush Road who can be quite intimidating and having a source of supply on their doorstep would make the situation worse not only for residents but for the police and staff who I'm sure are already struggling with issues such as theft which will only be exasperated by further access to alcohol.

Please take this into consideration and the damage it will cause which heavily outweighs any benefit of selling alcohol from 7am when we already have a huge issue with anti social behaviour because of alcohol and drug abuse in the area.

My address for logging this objection [REDACTED]

Regards,

[REDACTED]

**From:** [REDACTED]  
**Sent:** 13 October 2024 17:45  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** 2024/01507/LAPR

I am writing to object strongly to the application by Sainsbury's to 'extend its sale of alcohol to between the hours of 0700 and 2300 daily for consumption off the premises'.

In a mainly residential area with many children we do not need any encouragement for more antisocial behaviour on the street.

There is already a huge problem with drugs, homeless people and aggressive alcoholics and for all people who are in the area, children, teenagers and adults it is becoming intolerable. Please do not let Sainsbury's make this even more so.

Thank you.

I trust common sense will prevail.

[REDACTED]

[REDACTED]

**From:** [REDACTED]  
**Sent:** 16 October 2024 12:16  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** Re: 2024/01507/LAPR

Hello my address is

[REDACTED]  
[REDACTED]  
[REDACTED].  
[REDACTED]

**From:** [REDACTED]

**Sent:** 18 October 2024 13:51

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

**Cc:** Cllr Daly Jacolyn: H&F <[Jacolyn.Daly@lbhf.gov.uk](mailto:Jacolyn.Daly@lbhf.gov.uk)>; Cllr Melton Ross: H&F <[Ross.Melton@lbhf.gov.uk](mailto:Ross.Melton@lbhf.gov.uk)>

**Subject:** Objection to Licensing Application: 2024/01507/LAPR

Dear H&F Lisencing Team,  
(cc Addison Ward councillors)

Please find attached my objection to the application 2024/01507/LAPR.

Best wishes,

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Adrian Overton

Licensing Team Manager

London Borough of Hammersmith & Fulham

18/10/2024

Dear Adrian Overton,

OBJECTION to Application: 2024/01507/LAPR

Premises Licence: 48-50 Shepherd's Bush Road, London W6 7PH

I am a resident of [REDACTED], [REDACTED]

[REDACTED] I strongly object to the above application to extend the licencing hours at this local Sainsbury's supermarket.

We have a serious issue with drunken and anti-social behaviour in our neighbourhood, particularly on Shepherd's Bush Green, with congregations of

individuals causing disturbances, drinking alcohol and using drugs. We frequently have individuals trespassing into the front garden of Granville Mansions to urinate, drink alcohol and use drugs, since the surrounding fencing allows them to hide from any onlookers and police officers.

As a parent to a 7-year-old child, I am increasingly concerned about the deteriorating safety of our neighbourhood. Selling alcohol in the early hours, as proposed by this licencing extension, would mainly cater to those with alcohol dependency, and is therefore not in the interests of residents. We walk to my son's local primary school on Brook Green, a daily journey that takes us immediately in front of this particular Sainsbury's. Therefore, this proposal risks exposing him and many other young families to even further drunken and disorderly behaviour.

For all the above reasons, I strongly object to this application and request for the Council to refuse the proposed extension of licensing hours at this Sainsbury's supermarket (2024/01507/LAPR).

Yours sincerely,

[Redacted signature]

[Redacted address line 1]

[Redacted address line 2]

[Redacted address line 3]

[Redacted address line 4]