

From: Barclay Road Residents **Sent:** 27 January 2025 10:42

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

Cc: Francis Charles: H&F <Charles.Francis@lbhf.gov.uk>

Subject: North End Road Crime, asb data etc from Council report Popeyes hearing 348 North End Road, 27 Jan 2025 hearing North End Road Crime, asb data etc from Council report

Ref:

North End Road Crime, asb data etc from Council report, for Popeyes hearing 348 North End Road, 27 Jan 2025 hearing

Attached, one 3-page PDF (link to same, below)

1. As per Reg 18 of the 2003 Licensing Act, I am submitting a short bit of information (3 pages, 2 minute read) published by the Council relating directly to North End Road crime, anti-social behavior etc. Please include this email and the 3-age pdf.

2. North End Road is one of 24 designated roads in this report.

The designation of North End Road in this report is relevant to the four licensing objectives being considered by the Committee tonight at the licensing hearing.

3. This evidence was brought to our attention by a residential landlord of flats above and around Popeyes at 348 North End Road.

It is meant for landlords and relates to residential property. At the same time, it uses an accepted model to analyze anti-social behavior across Hammersmith and Fulham.

A quote here:

"The ASB data used comes from council and police databases. It includes property-related incidents for noise and nuisance, street-based incidents that relate to property including litter, refuse placed out on the wrong day, fly-tipping and graffiti and property-related incidents of crime."

[Link: https://www.lbhf.gov.uk/housing/private-housing/property-licensing-landlords-and-letting-agents/selective-licensing](https://www.lbhf.gov.uk/housing/private-housing/property-licensing-landlords-and-letting-agents/selective-licensing)

Thank you for including in the papers for the Committee and those attending the hearing tonight.

 Barclay Road Residents

[Home](#) » [Property licensing for landlords and letting agents](#)

Selective licensing

You will need a Selective Licence if you are a landlord of any house or flat you rent to a tenant or tenants in 24 specified streets in the borough. Selective Licensing is designed to improve conditions in parts of the borough where the levels of antisocial behaviour, rubbish nuisance and noise problems arising from rented accommodation were above average.

What are the 24 specified streets?

Askew Road
Baron's Court Road*
Bloemfontein Road
Blythe Road*
Coningham Road*
Crookham Road*

<https://www.lbhf.gov.uk/housing/private-housing/property-licensing-landlords-and-letting-agents/selective-licensing>

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Dalling Road
Dawes Road
Fulham Road
Goldhawk Road*
Greyhound Road
King Street
Lime Grove
New King's Road
North End Road
Richmond Way*
Scrubs Lane
Shepherd's Bush Road
Sinclair Road*
Talgarth Road
Uxbridge Road
Wandsworth Bridge Road*
Wood Lane
Woodstock Grove

Houses and flats in Selective Licensing streets must meet the following minimum standards for the way they are managed, used and occupied and the licence conditions.

- [H&F Standards and Guidance for Houses and Flats in Selective Licensing Streets \(pdf 379KB\)](#)

<https://www.lbhf.gov.uk/housing/private-housing/property-licensing-landlords-and-letting-agents/selective-licensing>

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- [H&F Property Licensing Conditions Selective Licensing April 2020 \(pdf 168KB\)](#)

If you have any queries or need help please see [frequently asked questions](#) or contact us 020 8753 1703 or email phs@lbhf.gov.uk

How we decided which streets to include in selective licensing

We used an established predictive mathematical model, 'the Simplex Method', to analyse anti-social behaviour across Hammersmith & Fulham and its correlation with the private rented sector.

The algorithm finds the optimal solution by systematically choosing values against defined criteria. In this case the 'what-if analysis' finds the optimum level of properties in the private rented sector (PRS) that does not exceed 20 per cent of PRS and 20 per cent households, or exceeds 20 per cent of geographical area, but maximises the coverage of anti-social behaviour (ASB). The method predicts the best available result. All models are subject to uncertainty.

The ASB data used comes from council and police databases. It includes property-related incidents for noise and nuisance, street-based incidents that relate to property including litter, refuse placed out on the wrong day, fly-tipping and graffiti and property-related incidents of crime.

We also took a sample inspection of over 1,000 properties across the borough, to profile property types.

The review resulted in a model which showed that 172 streets in the borough, made up just under 20 per cent of the private rented sector, accounted for nearly 37 per cent of

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the borough's anti-social behaviour and police call outs.

The same group of streets account for just under one third of crime in the bough, 38 per cent of all environmental nuisance, 37 per cent of all fly-tipping, 30 per cent of litter / detritus complaints and 27 per cent of all incidents where a fire engine was dispatched.

Residents in these areas tend to have a greater fear of being a victim of crime, but are significantly more likely to be concerned about being mugged or robbed, having things stolen from their cars, and being physically attacked by strangers.

Consultation

In July 2016 we began a 12-week public consultation seeking views on the introduction of selective licensing. An independent research company led the consultation.

We promoted the consultation via an on-line survey, hand delivered 17,375 leaflets to targeted addresses (including 172 streets listed for selective licensing), wrote to known letting agents and landlords and promoted it in neighbouring boroughs. We advertised the consultation in the local press and regularly tweeted information and responses to questions.

We placed an article on the London Property Licensing website and this page was viewed 6,443 times. They also sent a local newsletter to over 500 subscribers.

Researchers interviewed a sample of 1,040 borough households, representative by ward, age, gender, and ethnicity and an additional 800 tenants in 'homes in multiple occupancy'.

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In addition, a researcher interviewed relevant stakeholder organisations including neighbouring authorities, third sector organisations and charities, landlord groups, and providers of alternative schemes.

Report and Cabinet approval

The independent research company compiled all the findings and feedback. On 5th December 2016, Cabinet approved a report recommending the introduction of selective licensing and other measures based on the findings.

Review of post-consultation information

Following a post consultation review of information, it became apparent that there was an error resulting from the inclusion of some data relating to anti-social behaviour from commercial sources such as pubs. We have since re-run the model to exclude this. This has resulted in some streets that had been included now being excluded.

[Streets designated for selective licensing \(pdf 202KB\)](#)

[Streets no longer designated for selective licensing \(pdf 137KB\)](#)

[Streets not designated for selective licensing \(pdf 569KB\)](#)

[Public notice: Removal of area's covered by the London Borough of Hammersmith & Fulham designation of and area for selective licensing 2016 \(pdf\)](#)

<https://www.lbhf.gov.uk/housing/private-housing/property-licensing-landlords-and-letting-agents/selective-licensing>

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The reason that we have selected or omitted the street for selective licensing is included. We have excluded the property level and time of actual crime from the data being released to protect personal information and prevent individual people being identified.

Definitions

Defn 1 – Households estimate of separate group of residents (e.g. family is one household) at postcode level and aggregated up (based on census 2011 and publicly available data)

Defn 2 - Gazetteer number of residential properties: addresses flagged as residential except for HMOs/residential institution (2016 data).

Defn 3 - Anti-social behaviour(ASB): data source 1) property specific police crime data, 2) street based refuse/litter/fly-tipping/graffiti, 3) noise and statutory nuisance.

Defn 4 - Ratio of ASB vs PRS: [estimate of ASB relating to privately rented sector] - percentage of ASB of the borough total against the streets percentage of total households of the borough. A ratio of one or more indicates a higher level of ASB than expected if ASB was tenure-neutral.

Translate this website

English

