

**From:** Jolly, Lorna <Lorna.Jolly@shoosmiths.com>  
**Sent:** 02 May 2025 15:38  
**To:** Gareth.O'Brien@met.police.uk  
**Cc:** Clark Avril [FS] <avril.clark@uk.mcd.com>; Hughes, Kirsty <Kirsty.Hughes@shoosmiths.com>; Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
**Subject:** RE: 2025/00525/LAPR - McDonalds, 312-314 North End Road London SW6 1NG (Full Variation) [SHOO-SMITHS.722685.M-01056902.FID1166484]

Good afternoon Gareth,

I hope you are well.

My client has confirmed that they are happy to agree to the conditions as detailed in the emails below.

I have also copied in the Licensing Officer, Matt Tucker, to ensure he is aware of our agreement.

Kind regards,  
Lorna

**Lorna Jolly**

Paralegal

**T** +44 (0)3700 861 954

**M** +44 (0)7729 071 628

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**SHOOSMITHS**

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**FOR  
WHAT  
MATTERS**

**From:** [Gareth.O'Brien@met.police.uk](mailto:Gareth.O'Brien@met.police.uk) <[Gareth.O'Brien@met.police.uk](mailto:Gareth.O'Brien@met.police.uk)>  
**Sent:** 29 April 2025 16:14  
**To:** Jolly, Lorna <[Lorna.Jolly@shoosmiths.com](mailto:Lorna.Jolly@shoosmiths.com)>  
**Subject:** [EXTERNAL] RE: 2025/00525/LAPR - McDonalds, 312-314 North End Road London SW6 1NG (Full Variation) [SHOO-SMITHS.722685.M-01056902.FID1166484]

Lorna,

Having agreed to the conditions below we would not object to your application to vary the hours on the current variation as discussed.

In relation to TENS, I would not be able to commit to supporting them until the time they were submitted and I would then need to review them as they are applied for and look at the general crime footprint in the area and whether or not the premise is a contributor to this.

Im sure you can understand committing in advance is not practical or in fact correct for the police to do.

I hope that clears it up, and of course happy to discuss if required.

Regards



**Sergeant Gareth O'Brien 576AW**  
**Hammersmith & Fulham Licensing Sergeant – AW BCU**  
**Hammersmith Police Station 225 Shepherds Bush Road**  
**W6 7NX**

For operational updates visit Twitter [@MPSHammFul](#) or  
[@MPSKenChel](#)

**From:** Jolly, Lorna <[Lorna.Jolly@shoosmiths.com](mailto:Lorna.Jolly@shoosmiths.com)>

**Sent:** 29 April 2025 15:15

**To:** O'Brien Gareth - AW-CU <[Gareth.O'Brien@met.police.uk](mailto:Gareth.O'Brien@met.police.uk)>

**Cc:** Sondh Nicole K - AW-CU <[Nicole.Sondh@met.police.uk](mailto:Nicole.Sondh@met.police.uk)>; [Matt.Tucker@lbhf.gov.uk](mailto:Matt.Tucker@lbhf.gov.uk);  
Clark Avril [FS] <[avril.clark@uk.mcd.com](mailto:avril.clark@uk.mcd.com)>; Hughes, Kirsty  
<[Kirsty.Hughes@shoosmiths.com](mailto:Kirsty.Hughes@shoosmiths.com)>

**Subject:** RE: 2025/00525/LAPR - McDonalds, 312-314 North End Road London SW6  
1NG (Full Variation) [SHOO-SMITHS.722685.M-01056902.FID1166484]

Dear Gareth,

I hope you are well.

Following my discussion with Matt Tucker today, I wanted to follow up on your email correspondence with my client, which I have included below for your reference.

For clarity, could you please confirm that if we amend the application as outlined below, you will support and not object to any TENS we submit for extended opening hours until 5am over the next 6-12 months? This would allow us to evidence safe and responsible late-night trading, and we would really appreciate your support in this respect.

Please feel free to give me a call if you would like to discuss this matter further.

Many thanks,  
Lorna

**Lorna Jolly**

Paralegal

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**FOR  
WHAT  
MATTERS**

**From:** [Gareth.O'Brien@met.police.uk](mailto:Gareth.O'Brien@met.police.uk) <[Gareth.O'Brien@met.police.uk](mailto:Gareth.O'Brien@met.police.uk)>

**Sent:** 24 April 2025 13:49

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

**Cc:** [Nicole.Sondh@met.police.uk](mailto:Nicole.Sondh@met.police.uk)

**Subject:** FW: Variation Fulham Broadway McDonald's

**Importance:** High

Hello all,

Please see below, the agreed conditions between the police and McDonalds for there full variation.

Regards



**Sergeant Gareth O'Brien 576AW**

**Hammersmith & Fulham Licensing Sergeant – AW BCU**

**Hammersmith Police Station 225 Shepherds Bush Road**

**W6 7NX**

For operational updates visit Twitter [@MPSHammFul](#) or  
[@MPSKenChel](#)

**From:** Clark Avril [FS] <[avril.clark@uk.mcd.com](mailto:avril.clark@uk.mcd.com)>

**Sent:** 14 April 2025 19:34

**To:** O'Brien Gareth - AW-CU <[Gareth.O'Brien@met.police.uk](mailto:Gareth.O'Brien@met.police.uk)>

**Cc:** Sondh Nicole K - AW-CU <[Nicole.Sondh@met.police.uk](mailto:Nicole.Sondh@met.police.uk)>; Campos Abel [F]  
<[Abel.Campos@uk.mcd.com](mailto:Abel.Campos@uk.mcd.com)>

**Subject:** Variation Fulham Broadway McDonald's

**Importance:** High

Hi Gareth,

Thank you again for taking the time to meet with us on Friday—especially on your day off. We truly appreciated the opportunity to walk through the application in detail, hear your perspective first-hand, and discuss how we can work together.

We're very grateful for your support and the guidance you've provided throughout. I wanted to take a moment to acknowledge and thank you for clearly outlining the conditions under which you'd be able to support our application without objection. As discussed, these are:

**Trading Hours:**

- Sunday to Thursday: trade until 1am
- Friday and Saturday: trade until 3am, with 1 SIA on duty from 00:00 to 03:00

**Conditions:**

- Upstairs closed from midnight
- Wi-Fi switched off
- Classical music playing
- No open alcohol containers
- Store advertised as a safe space
- Delivery drivers to wait inside the store (noting this would be positioned as advisory, given they are not directly employed by us—we will of course ensure a safe and welcoming environment)

As you know, we previously applied for TENs at the end of 2024 but were unfortunately unable to trade beyond 3am. Following our discussion, and subject to no material issues with trading up to 3am, we would appreciate your support in trialling TENs from 3am–5am within the next 6 months. This would allow us to evidence safe and responsible late-night trading ahead of a potential further application. I believe this reflects what we discussed, and your willingness to support this approach is very much appreciated. If happy to support TENS what assurances can we have here so we are able to means test these hours?

Once again, thank you for your time, patience, and continued support as we look to find common ground and progress our application.

Feel free to give me a call to discuss further as appreciate from tomorrow you are on holiday.

Regards,

Avril