

From: [REDACTED]
Sent: 16 May 2025 17:34
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Dear Matt,

Thank you for your email.

I have reviewed the materials you circulated and do not consider that they are sufficient to allay my concerns.

Furthermore, I note that the email chain with the Met Police refers to the intent of the applicant to apply for TENs (Temporary Event Notices) in respect of the premises. This appears to me to be a deliberate, and cynical, attempt by the applicant to circumvent the conditions they are proposing to add to the application. Is there a means by which I can make an additional representation to the sub-committee to address these new facts which have come to light?

Best regards

[REDACTED]

From: [REDACTED]
Sent: 21 May 2025 08:56
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: 2025/00525/LAPR McDonald's - response to amended application

Dear Matt,

I am writing to maintain and expand my objection to the proposed variation of the premises licence for McDonald's, 309 North End Road, Fulham, in light of the applicant's amended application and supporting documents submitted on 15 May 2025. [REDACTED]

While I acknowledge the applicant has now proposed reduced hours—until 1am Sunday to Thursday and 3am Friday and Saturday—this still results in the premises being open past midnight seven days a week. This would cause significant and ongoing noise and disruption to residents, particularly those living on North End Road, Haldane Road, Halford Road, Tournay Road, and other adjacent streets, during what should be core hours for rest and sleep in a primarily residential area.

In this regard, I note that part 3 of the LBHF Statement of Licensing Policy 2022-27 notes that "the Licensing Authority will primarily focus on the direct impact of the activities taking place at the licensed premises on members of the public living, working or

engaged in normal activity in the area concerned relating to the four Licensing Objectives" and in so doing will have regard to residents ECHR rights, including that "everyone has the right to respect for his private life and family life, his home and his correspondence". I believe that the proposed opening hours (even as amended) violate this element of the Licensing Policy.

I set out below a more detailed critique of the amended application:

Persisting Issues Despite Amendments

Noise and Nuisance from Late Opening

The extension of operating hours until 1am/3am (depending on the day) will inevitably lead to increased footfall and associated public nuisance such as vehicle noise, shouting, loitering, and disruptive behaviour. This directly contravenes licensing objective 3 (the prevention of public nuisance). The suggested mitigations, including a dispersal policy, classical music and signage, are insufficient to prevent the noise and disturbance that would arise every night of the week into the early hours. For example, other than not opening the restaurant, it appears impossible for the applicant to eliminate the noise of moped engines bringing delivery drivers to and from the restaurant. Indeed, it is notable that the applicant offers no enforceable solutions to this issue in their amended application.

As set out above, I believe that this represents a clear "direct impact" on the "members of the public living...in the area concerned" and is inconsistent with the principle of "respect for his private life and family life, [and] his home" set out in the Licensing Policy.

Congestion and Disorder from Ground Floor Only Operation

Closing the upper floor from midnight will lead to customer congestion on the ground floor. This creates a crowded and potentially volatile environment, particularly during peak weekend hours when patrons may be intoxicated. This situation risks triggering aggressive behaviour and disorder, thereby breaching objective 1 (the prevention of crime and disorder), and objective 2 (public safety). Increased takeaway trade (due to the small size and limited seating on the ground floor of the premises) will also worsen the littering problem in the area, again infringing on objective 3: the prevention of public nuisance.

Lack of Control Over Delivery Drivers

The applicant's policy that delivery drivers will be "welcomed" inside is merely advisory. These individuals are not employees and cannot be effectively managed. It is also illogical: if the upper floor of the restaurant will be closed, resulting in a more congested ground floor, it will be less "welcoming" to delivery drivers. In practice, this means drivers will continue to congregate outside, blocking roads, creating noise, and posing safety risks to pedestrians and cyclists. These outcomes breach both objective 2 (public safety) and objective 3 (the prevention of public nuisance).

Street Crime and Safety

While the presence of an SIA door supervisor between midnight and 3am is acknowledged, a single security presence is insufficient to deter or prevent opportunistic crimes such as phone snatching, drug dealing, and fights that can and do occur in the vicinity. As noted in my original objection, the local police ward panel has already seen a pattern of such crimes in the area. Moreover, an SIA door supervisor is unable to deal with criminals congregating in nearby streets. For example, there was a pattern of individuals selling drugs and nitrous oxide ("laughing gas") on Barclay Road to patrons of the (now closed) Redback Bar on Fulham Broadway. Although the bar had SIA-licensed staff, they were unable to deal with this criminal activity which was attracted by their premises. I see a similar risk in respect of this application. This breaches both objective 1 (the prevention of crime and disorder) and objective 2 (public safety).

Concern Over Temporary Event Notices (TENs)

The applicant's stated intention to apply for Temporary Event Notices (TENs) to operate until 5am is extremely concerning. This reveals a strategy to circumvent the scrutiny of the licensing process and expand hours incrementally without due public engagement. Such a move undermines community trust and would likely amplify the risks already discussed—especially concerning crime and disorder (objective 1) and public nuisance (objective 3)—to an even greater extent.

Conclusion

The applicant's amendments do not adequately address the core concerns I raised in my objection of 1 May 2025. The issues of public nuisance, crime, noise, and litter will persist, and the proposed mitigation measures are vague, unenforceable, or insufficient. The planned use of TENs suggests an intent to erode local safeguards over time.

This proposal - even as amended - undermines at least three of the four licensing objectives:

- Prevention of crime and disorder (Objective 1)
- Public safety (Objective 2)
- Prevention of public nuisance (Objective 3)

I strongly urge the Licensing Sub-Committee to reject the application in full.

Yours faithfully,

[REDACTED]

31 Lilyville Road, London SW6 5DP

[REDACTED]

From: [REDACTED]

Sent: 16 May 2025 17:42

To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>

Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

For clarity, my objection still stands. Furthermore some of their additional 'mitigations' actually strengthen my objection. Playing classical music and stopping opened alcohol containers will only drive customers to linger outside the store, on the street, whilst they wait for and then eat their food. This will lead to more disruption for residents and encourage anti social behaviour.

[REDACTED]
Sent from my iPhone

Objector - 22 Delaford Street London

From: [REDACTED]
Sent: 16 May 2025 18:27
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Thank you Matt.

These conditions are very difficult to enforce and would stop the type of people who will be visiting the restaurant.

The drivers are self employed so will certainly not adhere to the rules.

It would be a real downfall for Fulham to allow such application especially given H&F are trying to improve the north end road.

Kind regards

[REDACTED]

[REDACTED]

Sent from my iPhone

Objector - 106 Fame Lane London

From: [REDACTED]
Sent: 16 May 2025 18:41
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

It does absolutely not alleviate any of my concerns. On the contrary, it confirms what I had shared notably:

- alcohol will be served (just not opened..)
- security hired to deal with behavioural problems expected
- need to advertise as a safe place when it should be safe by default
- delivery drivers asked to wait inside to limit noise (confirming noise is an issue)
- inability to control such drivers...

I wish to maintain my objection.

[REDACTED]

Objector - 44 Walham Grove London

From: [REDACTED]
Sent: 16 May 2025 18:55
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

You don't often get email from [REDACTED]. [Learn why this is important](#)

Thank you for your email.

The two documents you attached do not **in any way** mitigate my concerns with regard the extended opening hours applied for and therefore I will NOT be withdrawing my opposition to the application submitted.

I repeat what I wrote in my original opposition email, namely:

This is completely unacceptable and the thought that this behaviour could happen **all** night and **all** day, **seven** days a week, does not bear thinking about, especially for those residents who live next to and in even closer proximity to McDonald's than I do. This 24/7 opening will affect their wellbeing and quality of life immeasurably, local residents deserve far better, and their voice **must** be heard.

Even the new "offer" of opening hours from 1.00am Sunday – Thursday, and Friday – Saturday until 3.00am, is completely unacceptable. Just imagine what it will be like for those residents who live bang next door, they would have their **every evening** into the early hours of the morning blighted by noise, from scooters, bikes, cars, people, general chat and behaviour etc. etc. In addition, discarded food, cartons, bags, cups, etc. will continue to be strewn everywhere and, with the new hours proposed until early in the morning, residents will wake up to this, horrible.

It is therefore imperative that this application be refused.

[REDACTED]
28 Haldane Road
London SW6 7EU

From: [REDACTED]
Sent: 16 May 2025 22:03
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Thanks. It doesn't go far enough and deal with criminal behavior. Drunks and people on drugs will stil congregate there.

Objector - 53 Britannia Road, London

From: [REDACTED]
Sent: 17 May 2025 08:33
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Matt,

This absolutely does not change my opinion, ANY later openings (including via TEN, which is really a back door avenue for companies to achieve these late night hours as effectively admitted by the lawyer at Shoosmiths) would be catastrophic for the area.

I'm also saddened to read that the Met police have been consulting with McDonald's but have not deigned to consult any of the long suffering residents in the area. It does raise some questions as to their impartiality.

As I'm sure you have realised, I continue to strenuously oppose this application.

Regards

[REDACTED]

Objector - 6 Haldane Road, London, SW6 7ET

From: [REDACTED]
Sent: 17 May 2025 20:38
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Dear Mr Tucker, H&F Licensing officer

Please confirm that you will include this email that I am sending now, plus my response below, in the Agenda Pack for the hearing on 28 May 2025.

It is extremely important that the H&F Licensing Sub-Committee sees the responses of Reprintors to the 16 May suggestions made by the Applicant.

Ongoing nuisance issues and broken agreements from previous agreements make me surprised this application has not been rejected outright. Nuisance, noise, drugs and antisocial behaviour is unacceptable.

If locals need a 24 hour McDonalds please tell them to order from somewhere else. No reason why McDonalds can't have a delivery hub in a warehouse park in west London.

Don't trash our area!!!!

[REDACTED]

Objector - 73 Epirus Road London

From: [REDACTED]
Sent: 18 May 2025 09:56
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: RE: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Dear Matt

Having had time to think about this over the weekend I wanted to recontact you to ask for this to be included in the Application pack under my name and address (even if redacted).

These sudden late Police negotiations to roll back hours to 01:00 (1am) and 03:00 (3am) vs 5am i.e. 24/7, and requests from McDonald's for blanket pre-emptive approval of future Temporary Event Notices are just not what the residents of this area want and why we are objecting to them so strongly. A blanket pre-emptive approval of future Temporary Event Notices is the thin end of the wedge and we are pretty sure will be abused / not adhered to based on the behaviours of past applicants.

I request that this, my response to you/the Licensing Authority, be included as further evidence to support my original Representation and therefore for it to be part of the Agenda Pack for the hearing.

"The Licensing Sub-Committee has more insight into recent, similar applications such as:-

Papa Johns Pizza (which was rejected; 11pm closing remains, although they have been trading illegally till 12/midnight, until my neighbour contacted Planning Enforcement a few weeks ago, this is exactly what gives us concern for pe-approved TEN's and extended opening hours... no one polices them!

Wendy's, 2 April hearing for 24/7 but hours thankfully rejected

Chicken Cottage proposed 24/7 opening hours (watered down with a late appeal to the Police) was also rejected because of concerns of criminal behaviour, nuisance (noise and drugs) among others

In 2023 Morley's were rejected for a late night licence, they are directly next door to McD/s, (no LNT hours granted, no alcohol licence granted due to grave concerns over crime, nuisance, late night disruption). If Morley's were rejected why are the residents having to go through this process again.

The Committee needs to be made aware that these repetitive-type applications seeking longer hours, individual as they are, are about one thing - Decimating our residential roads at great price to residents (financial and personal) and no real cost to the Applicants. Fulham is one of the most residential areas in London not a fast food hub for the whole of West London.

The Council gains nothing but unpopularity with residents, more costs for street cleansing at unsociable hours which in itself will inhibit resident's sleep. There's also the increased risk of nuisance, crime, drug taking and dealing (based on the Police's own crime hot spot records), what we are requesting is to be able to sleep interrupted, not to be disturbed by endless delivery riders, not to fear crime / drugs/ gangs. These are basic rights not luxuries, as the High Court has made clear.

Just last night our doorbell rang after my wife and I had gone to bed and when I answered the door there was a very fractious exchange with an aggressive pizza delivery person who insisted I had ordered a pizza, he was very rude and aggressive even when I pointed out he was in the wrong street.

This is one of many reasons extended opening hours should not be granted in our area.

Yours sincerely

A black rectangular box redacting the signature of the sender.

35 Walham Grove

From: [REDACTED]
Sent: 18 May 2025 13:17
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

You don't often get email from [REDACTED]. [Learn why this is important](#)

Dear Mr Tucker, H&F Licensing officer

Please confirm that you will include this email that I am sending now, plus my response below, in the Agenda Pack for the hearing on 28 May 2025.

It is extremely important that the H&F Licensing Sub-Committee sees the responses of Reprentors to the 16 May suggestions made by the Applicant.

NRE is already a crime hot spot area with complicated antisocial behaviours and constant nuisance. The impact on neighbours across the Walham Green area is remarkable and having a McDonald's opened 24h will only make it worst.

Nearby streets are full with delivery drivers, garbage from fast food chains and drug users. My kids are now scared to go to school on their own and we are taking detours to about NRE.

Given the current situation on NRE I'm surprised the council is even considering this application and I'm having a hard time trying to understand how this type of commerce could be advertised as a safe place given the type of population it will attire after midnight, as I can safely assume that they won't have a lot of families visiting the premises during late hours.

I'm also concerned about how they plan to control delivery drivers. I've personally seen larger groups waiting outside or on the nearby streets, displaying very questionable behaviours and disturbing the peace of us residents.

Thanks for considering my email,

[REDACTED]

Objector - 61A Epirus Road London

From: [REDACTED]
Sent: 18 May 2025 22:22
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Dear Matt,

Many thanks for this update and for the documents attached.

The additional agreed conditions and amended trading hours do not mitigate the concerns raised on behalf of the Ward Panel members and residents of the ward.

There will still be increased crime and anti-social behaviour as a result of the increased hours. Although there may be a SIA on duty, this won't make a difference to issues occurring outside the premises on the NER and in the nearby side streets. The fact the store will be advertised as a safe space amply demonstrates there is already an existing crime and ASB issue in the area, such that it is labelled the only "crime hotspot" by the Metropolitan Police in Fulham.

Classical music and turning off the wi-fi will make no difference. Most people including young people have enough data on their mobile phone packages that they don't even log into the free wi-fi.

Drivers will be encouraged to wait in the store, but as stated this is advisory only as it can't be mandatory. Drivers already can wait in the store but it is notable they usually congregate in Haldane Road and Tournay Road with their colleagues where they chat and block the pavements and road. We don't anticipate this will change after midnight.

Reducing the requested opening hours to those below only gives residents 2 hours respite on Friday and Saturday, and 4 hours respite Sunday to Thursday. This isn't appropriate for a semi-residential area with residents living above premises on the North End Road (including next door to McDonald's) and on the neighbouring side streets. The requested hours are longer than McDonald's branches in the West End in commercial areas.

Reviewing the documents, it is clear the operator wish to regularly open to 5am (ie have 24/7 opening) on a regular basis by applying for TENs. This method of trying to increase their hours by another means shows the operator's blatant disregard for the objections of residents, their rights to a good night's sleep and their efforts to curb crime and anti-social behaviour. This is not a business park or a purely commercial area, this is a semi-residential area and the home of 1,000s of residents.

We strongly request for the McDonald's licensing hours to remain as they are, with no increases at all to the hours.

Please include this email in the pack to the licensing committee, along with the original Ward Panel representation.

Kind regards



Chair - Walham Green Ward Panel

Objector - 33 Delaford Street, London SW6 7LT

From: [REDACTED]
Sent: 18 May 2025 22:55
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Hi Matt,

Thank you for your email in regard to the licensing hearing on the 28th May 2025 for 2025/00525/LAPR.

I am writing to inform you that I will not be able to attend the hearing, and that I will be represented by [REDACTED]. Please could you acknowledge receipt of this.

I would also like to state that the documents shared do not mitigate my concerns.

- The proposed changes will not combat the increase in litter, since any increase in hours will only result in more litter being left on the street
 - If McDonald's had a suitable plan for decreasing the amount of litter that was left on the street, this should be enacted today as it is already at unacceptable levels
 - Since the upstairs is being closed, people are more likely to take their food with them and leave it on the street
- Their proposal for delivery drivers waiting in the store will not solve the issue of noise throughout the night from motorbikes on quiet, residential roads
 - It is advisory, and almost certainly going to be ignored - so there will continue to be groups of delivery drivers standing at the end of the road throughout the night
 - This will also be made worse by the fact that McDonald's will be one of the few locations open past midnight and so it will be a magnet for delivery drivers
- An SIA will do little to combat anti-social behaviour on the neighbouring residential streets (e.g. Haldane Road)
 - SIA will remain at the entrance of McDonald's and if there is any evidence of ASB inside McDonald's they will be dispersed onto the local streets where they will affect residents
 - The comment that the store will be advertised as a safe space highlights that McDonald's is deaf to our concerns in regard to anti-social behaviour. The area is a crime hotspot (as stated by Met Police), and simply advertising a 'safe space' will do nothing to combat this.

Please could you confirm that this response will be included in the Agenda Pack for the hearing, as I would like it to be made clear that I continue to oppose this.

Thanks,

[REDACTED]
1 Haldane Road, SW6 7ET

From: [REDACTED]
Sent: 18 May 2025 23:12
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Hi Matt,

Thank you for your email.

I will not be able to attend the hearing on the 28th May 2025 (2025/00525/LAPR), and I am writing to inform you that I will be represented by [REDACTED] Please could you acknowledge receipt of this.

The changes to the license request do not change my opposition to it.

- No effort has been made to reduce the existing levels of litter, this will only make it worse
- Delivery drivers will continue to drive down residential streets on loud motorbikes through the night, disturbing residents
- There is no solution to the issues on ASB behaviour - calling McDonald's a safe space will do nothing, and a security guard will not solve issues for the surrounding streets.
- Furthermore, a security guard will not be able to combat any existing anti-social behaviour, given that it is already happening before midnight (and an SIA has only been proposed for midnight to 3am for Friday and Saturday only)

Please could you confirm that this response will be included in the Agenda Pack for the hearing.

Regards,

[REDACTED] (1 Haldane Road, SW6 7ET)

From: [REDACTED]
Sent: 19 May 2025 08:42
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Dear Matt,

Thank you for your update. Unfortunately the below will not change my position as I am one of the residents affected even by the existing hours of McDonald's operation and constant background noise caused by their extractor fan. I have registered my complaint with the council's noise team on numerous occasions but the issue persists and has been (worse and better) since I moved to Fulham 3 years ago. I am surprised they still have their existing licence to operate given myself and my family are not the only one suffering from the noise nuisance caused by their current operations.

To get a few days of break from this constant Mc Donald's noise, my family and I will be away for half term school break and will not be able to attend the hearing. Therefore I appointed [REDACTED] of the Tournay Road Neighbourhood Watch Group to represent me.

Thank you & I hope the council, yourself and your team will take our views and complaints into consideration.

Regards

[REDACTED]

Objector - 16 Tournay Road London

From: [REDACTED]
Sent: 19 May 2025 09:23
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Dear Matt,
H&F Licensing Officer.

Can you please confirm, that you will include this email that I am sending now, plus my response below, in the Agenda Pack for the hearing on the 28th May?
It is extremely important that the H&F Licensing Sub-Committee see the responses of the Representors to the 16th May Suggestions made by the Applicant

The many nuisance factors already endemic on the NER will only get worse, if this, even as revised, were ever to proceed.
For that reason, far from withdrawing our objections, we very much wish to proceed to stop this ill thought out plan.

The primary problem that has to be confronted is that the area directly off the NER is primarily high density residential homes, houses and private homes most with families, this is the wrong location for 24 hour trading. It attracts those from outside into our area who have no vested interest in respecting the residents and the area or, at times, themselves.

One way forward might be to follow the example of Westminster and launch a plan for evening and night time in Central London for public consultation? There are more suitable locations. Having the involvement of the local community is essential for all concerned and would be welcomed I believe.

Sunday to Thursday: trade until 01:00,

The crowded pavement, noise and detritus, sometimes human, in front, is already an ongoing issue and can only get worse.

There is already a massive problem with the delivery drivers blocking the pavement area, stopping pedestrians and mothers with prams from passing etc. People, not necessarily delivery drivers also congregate here, some aggressively, causing noise nuisance, fighting or just talking at the top of their voices, as one told me once, 'just messing around'

The fact they feel entitled to disrupt and disturb like this with no consideration for the locals, is another reason not to allow any extension.

Friday and Saturday: trade until 03:00, with 1 SIA on duty from 00:00 to 03:00

Residents will have to deal with even more litter, vomit, human waste, rowdy behaviour and sometimes violence, that is already endemic at the weekends..

This area already has enough to deal with. Our side streets are all residential and homes to families who should not have to deal with any of this. At night our gardens become a public convenience. Not something you ever have to get used to, having to deal with.

03.00 ? This is all the more shocking as this is **already a designated Crime Hot Spot, so totally unsuitable. Nobody who lives here and knows the area would think this acceptable.**

Upstairs closed from midnight.

This is a no go area for most of us and is used by the Drug Dealers all day long.(after about six and downstairs does not feel much better.) Even some older children cannot go here without an adult for fear of what may happen to them (Being robbed or verbally/physically abused.) and what may be witnessed on another table. This is not a welcoming environment.

Wi-Fi switched off.

This says it all really, about the problems that are steered around, rather than confronted.

Miscreants will use their own Data. Money is not their problem and this will only inconvenience those who do not have this option, the real poor, or worst of all, someone who may in all likelihood need help via a phone, then be unable to if this was ever permitted.

Classical music playing

We are not sure that this will deter the Miscreants whose business is their focus. It might make it more pleasant for the general public though so maybe a good plan.

No open alcohol containers

It would be very very unwise to sell alcohol in this **designated hot spot**, already prone to crime and violence. Open or closed containers? Any container could become a weapon to a Miscreant.

The potential for injury with glass is a horrific thought. That said, with knives being carried so readily too, our streets can already feel like the wild west at times. Very bad idea at this venue.

Store advertised as a safe space

The fact this is needed, says it all. **it is not a safe space, it is a designated hot spot.!** it does need to become a safe space though. Until this happens, I think it is very ill advised of the Police to consider doing this.

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).

This has been an issue already for years, highlighted often at our NW meetings. No real long term changes happened because there is not enough physical space inside or outside. The pavement becomes blocked and dangerous very easily.

I do not mention the Cyclists that use the **same pavement, sometimes at great speed** as the road, because the NER is so unsafe. (I have learnt to jump out of the way or risk being hit.)

In short, **we cannot in good faith withdraw ANY of our objections** as they have not been dealt with.

We need now to proceed to STOP this Licence being granted.

There is no parking available, not enough space already for the delivery drivers who constantly block and disturb the surrounding area.

It is a designated crime hot spot, this is the reason for the antisocial behaviour, thefts, assaults and disruptive behaviour.

Then there is the litter, noise, drunks, human waste etc.

Children feel unsafe and cannot walk alone.

Some drunks are friendly but others are extremely unpleasant and disruptive.

One of our neighbours was forced to move due to this. She was not far from McDonalds.

This all adds to an air of danger here already that can only get worse.

Finally, If i understand correctly, McDonalds in Piccadilly Circus cannot get a 24 hour licence and they are much better placed physically. Why, in this densely populated residential area with very limited space for parking or waiting areas is even being considered for this extension?

Yours sincerely



51 Epirus Rd SW6 7UR

NW Coordinator for Epirus Rd

Epirus Mews

Piedemont Walk

From: [REDACTED]
Sent: 19 May 2025 10:46
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Dear Matt,

Thank you for the updated submissions from McDonalds but my objection to the extended licensing hours still remains.

Extending even to 3am still brings loads of customers to a residential area when most of them require well earned sleep. As occurs now - noise disturbances, anti social behaviour of littering, screaming down and banging on the doors of Haldane Rd, as reported to the Council and Police will only increase. I don't believe the delivery drivers who currently block the top of the pavements and cycle or drive the wrong way up this one way residential street - will wait inside the store to collect deliveries.

McDonalds take no responsibility for collecting the litter dropped in Haldane Road gutters and gardens and this only adds to the needs of your council street litter patrol and the police for crime and anti social behaviour when both of you are strapped for cash and challenging budgets. The only people to gain here are the greedy McDonalds bosses who have shown disdain so far for the lives of council tax paying residents.

My objection to McDonalds extended hours remains firm.

Yours,

[REDACTED]
31 Haldane Rd
SW6 7ET

From: [REDACTED]
Sent: 19 May 2025 11:03
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Dear Matt,

H&F Licensing Officer.

Can you please confirm, that you will include this email that I am sending now, plus my response below, in the Agenda Pack for the hearing on the 28th May?

It is extremely important that the H&F Licensing Sub-Committee see the responses of the Representors to the 16th May Suggestions made by the Applicant

The agreed conditions and amended trading hours just sent to us, does not deal with the existing underlying problems that already exist in any way whatsoever, it will only worsen them.

A known 'hot Spot', lessons need to be learnt from Shepherds Bush McDonalds, which experienced higher levels of crime and antisocial behaviour.

Public safety issues have not been given proper consideration either, it can only pose additional risks to patrons and us long suffering residents. The drug dealing, and associated antisocial behaviour means it is already unsafe to allow young people to come home alone at night, or even in pairs. Young women are unsafe.

Residents need to feel that all is being done to **prevent public nuisance**. Permitting any sort of extension can only lead to increased noise levels, already a long term night time issue, the Delivery Scooters add to the frequent disturbance. As does their lack of access to a public toilet, so that gardens are used.

The residential density is already four times the London average. People who live above these commercial premises are especially disturbed by noisy movement of vehicles and people, drug dealing and antisocial behaviour. Many never get a full night's sleep.

Our children need to be protected: Noise levels, already very high, would be intolerable if extended as suggested.

It exposes our children in particular to inappropriate behaviour and environments potentially causing psychological harm, it also disrupts sleep so important for their development and well being.

The application needs to be denied.

Sincerely

[REDACTED]
51 Epirus Rd

From: [REDACTED]
Sent: 19 May 2025 11:44
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: Licensing HF: H&F <licensing@lbhf.gov.uk>; [REDACTED]
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Dear Matt,

Thank you for your email. My reply is below, but firstly please kindly confirm that you will include this email that I am sending now, plus my response below, in the Agenda Pack for the hearing on 28 May 2025. It is extremely important that the H&F Licensing Sub-Committee sees the responses of Reprentors to the 16 May suggestions made by the Applicant.

My response:

The proposed conditions outlined in your email above are not acceptable, nor sensible. The represent insignificant measures to mitigate again of the concerns around safety, nuisance, and anti-social behaviour in the area surrounding McDonalds on North End Road.

An SIA will have insufficient power to enforce any rules in the restaurant and will not act as a deterrent. The only way antisocial behaviour around the restaurant and on Haldane Road is ever broken up is by proper police officers. The extended hours will result in a sharp increase in such behaviour, causing massive problems for the road, and a huge burden on the already stretched police force.

Upstairs being closed from midnight will also not influence how people congregate in an antisocial way. It is the very opening of the restaurant itself which causes this, inside and out.

Wi-Fi will have no influence either. There is not a single person who has a Wi-Fi enabled phone that doesn't also have mobile internet availability - it is not the wifi attracting antisocial youths to the restaurant. Further, would this not inconvenience the 'key workers' McDonalds claims to be trying to accommodate? It is a complete contradiction.

Classical music playing will also have no influence. Groups of antisocial youths will not care at all what is being piped through the restaurant and will simply drown it out anyway.

No open alcohol containers should be a rule in McDonald's restaurants anyway, considering it doesn't sell alcohol. Why would McDonalds want people consuming products they don't sell, unless they are indirectly encouraging drinkers to congregate anyway?

Advertising a restaurant as a safe space is entirely meaningless without enforcement of whatever rules that designation entails. The restaurant owners ultimately do not care about anyone except themselves, and of course profits. McDonald's do not even have CCTV on the Haldane Road side of their property (attested to by a security guard of the restaurant I have spoken to); given there are already substantial issues there (traffic violations, litter, loitering, etc), are we really expected to believe the restaurant will become some sanctuary? This particular aspect of the proposal is plainly disingenuous, especially as the police have already designated it a crime hot spot.

Delivery drivers are a force unto themselves and will ignore the guideline to remain indoors. The park on double yellows, block to road, and drive out onto North End road, ignoring the one way system. This presents a major traffic hazard and will result in more problems including injuries. I commonly turn into Haldane Road in my car and am dangerously blocked/affronted by delivery drivers ignoring traffic rules. That corner and the pinch point in the road simply cannot accommodate the drivers, whether they remain indoors or not (they won't).

Best wishes,

[REDACTED]

Objector - 46 Haldane Road, SW6 7EU

From: [REDACTED]
Sent: 19 May 2025 12:47
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Hi Matt

Thank you for this. Please include this email that I'm sending now in your agenda pack for the hearing on the 28th of May. The H&F licensing subcommittee must see these responses of what it's like living on the road where McDonald's (McDs) is positioned.

Not one of the problems that we as residents have faced over the many prior years (6 of mine from living here) that stem from McDs have been resolved or has improved despite Police, LET, MP and council involvement. The list of problems here is endless as noted by my and many other objection letters submitted over the past month. The well-being, mental health toll, anxiety and stress that the McDs establishment causes local residents is unimaginable, particularly for me as a Mother of young children - one is a baby. The changes that have been proposed make no difference whatsoever and I vehemently object.

1. Reducing the trading hours by 2hrs (3am-5am closure) on the busiest days of the week does not solve the issue that comes with noise, pollution, security for residence and safety. McDs needs to operate on its current timetable or even reduced if it is set to make an improvement. The noise of customers late at night (that brings ASB to our road), the noise of scooters interrupts my sleep as well as for my children, again - that's with current hours which would worsen with this proposal.

2. Having one SIA in place during operation only on Fri & Sat would not provide enough deterrence or security for those large groups of kids / teenagers / gangs that will frequent in the early hours of the morning therefore making their way down Haldane Road and other residential streets which would be very quiet at that time as residents need rest. How do we know that the SIA would not encourage customers out of McDs and force them onto neighbouring roads which again would worsen the situation for residents? From engaging with McDs employees over the past years when I have asked them if they're okay, they have openly admitted and said that they feel threatened by their customers and that's during their normal working daylight hours, it's inevitable that this would worsen with later trading hours, especially when there are few people around. Whether there is alcohol available in McDs or not that does not prevent others from purchasing it from other local stores.

There is NO SIA proposed to be in attendance everyday despite the proposal is to trade until the early hours 7 days a week. The issues us residents face are EVERYDAY.

3. The Wi-Fi and music proposals are irrelevant. People have mobile data on their devices and customers would not care if there was classical music in McDs whilst waiting for their orders. How could this possibly be considered a meaningful deterrent?

4. Delivery drivers suggested to wait inside will not happen unless this is a law, another irrelevant proposal. Unless it is made law outside there will be noise from vehicles

running, there will be noise from chatter, there will be litter, there will be pollution, and as a female coming home late at night this makes me very very nervous and anxious being surrounded by men waiting at the top of my street by themselves or with other customers that would be hanging around the premise.

5. As you will see from my image below the litter is a huge issue with the extension of trading hours. I see people scrubbing the pavement by their front door but I have never ever in six years of living on this road seen a McDs employee pick up the McDs litter on the pavement or seen any form of security camera on Haldane Road side of their building. McDs does not prevent litter or prevent noise it creates littering and it creates noise pollution and noise nuisance. The ASB of those that leave McDs and journey down Haldane Road is a very big issue - litter in garden, sitting in residents front garden, I've even had people sitting on my front steps to my front door eating McDs food leaving their rubbish and bad mouthing me back as if it was my issue telling them where they are sitting and trashing is private property! I feel vulnerable in my own home, heightened again with small children.

I'm really struggling to understand is how such a crime hotspot where there are tens of reported issues each month can be now miraculously be identified and advertised as a safe place when the police, law-enforcement teams and others are required to attend incidents regularly?

Personally, anybody that's working on this case whether it's lawyers from either side, SmashCo, McDs workers, the Council - would anybody want a 24/7 McDs in operation at the end of their road where they live? I am very certain the answer would be no.

I took my daughter to Nursery this morning (19th May), 8:15 am on a Monday, here is an image of the litter that was spread across the road (worse behind the Iceland van on the other side) and had not been cleaned up. You can see McDonald's in the background. This is with normal trading hours!



I hope my comments in this email are received by the entire group and are taken for thorough consideration as I speak on behalf of all of the local residents.

Extension of these trading hours ruin the Fulham community.

I look forward to the hearing and the response from the wider team.

Regards,

[REDACTED]

Objector - 52 Haldane Road

From: [REDACTED]
Sent: 19 May 2025 16:02
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: Cllr Campbell-Simon Trey: H&F <Trey.Campbell-Simon@lbhf.gov.uk>;
[REDACTED]
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Dear Matt, H&F Licensing officer,

Please confirm that you will include this email that I am sending now, plus my response below, in the Agenda Pack for the hearing on 28 May 2025.

It is extremely important that the H&F Licensing Sub-Committee sees the responses of Reprntors to the 16 May suggestions made by the Applicant.

Unfortunately the changes proposed won't solve all the problems that McDonald already brings to our door step.

My family due my house being the second one after McDonald's (number 2), are already greatly inconvenienced by:

- delivery vehicles
- deliveroo and uber drives who are always driving on the wrong side of the road, our road is a one way street but they are always coming from the opposite side, committing a driving infraction, blocking the road entrance and the pavements, parking illegally their vehicles
- patrons who park on the yellow lines and even on the disable lines while going to pick up their order with their loud music and engines one bringing even more pollution and so on
- rubbish and inconsiderate patrons who choose my doorsteps as their personal benches to eat their McDonald's and leave rubbish on my door.

Current opening hours are a big nuisance.

There are often big groups of teenagers hanging around who can be intimidating. I would not like this area to be a magnet for loitering in the small hours, not to mentions several fights who start inside McDonald, and end up on our residential road.

The amount of litter (which is substantial at the moment) will increase considerably.

Not to mention it will be impossible to have a decent night sleep, and this will directly affect my 6 year old daughter who is at school age and already face several difficulties due her dyslexia diagnosis, sleep is detrimental at this age for their educational development and mental being.

As a result as a resident and a single mother I am very concerned about this application and strongly object to it.

The proposal will bring an increase in all the above, not to mention more noise during sleeping hours.

Kind regards,

[REDACTED]

2 Haldane Road, SW6 7ET

From: [REDACTED]
Sent: 19 May 2025 20:03
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Dear Matt,

I would like to confirm that neither of these documents mitigate any of my concerns, therefore I am unable to withdraw my representation.

Could you please confirm that you will include this email that I am sending now in the Agenda Pack for the hearing on 28 May 2025? It is extremely important that the H&F Licensing Sub-Committee sees the responses of Representors to the 16 May suggestions made by the applicant. My concerns are as follows:

- **General nuisance:** Over many years of living near McDonald's, I have not seen any effective mitigations put in place that have reduced the impact to myself and other neighbours on Haldane Road. Further examples are contained in the following points:
- **Noise:** McDonald's schedule deliveries and rubbish pick-up at times that are a nuisance and frequently interrupt my sleep. Recently (April 2025) McDonald's contracted "Biffa" truck was parked out on Haldane road before 6:00 am on a Saturday morning loudly announcing "CAUTION: THIS VEHICLE IS REVERSING!" which woke me. When I went downstairs and spoke the driver, he told me that McDonald's do not have any time restrictions on his rubbish collection. This is an example of how McDonald's are not implementing basic controls already, so how can we expect the situation to improve when they are open around the clock?
- **Anti-social behaviour:** I have established a clear link between McDonald's customers and intimidating groups of people walking up and down the street at odd hours - again, something which will get worse if the premises is allowed to open around the clock. The same goes for customers who drive to buy McDonald's, then sit with very loud music playing, or having very loud conversations - this is bad enough with the current opening hours, but will only get worse. There have been many times when it has felt unsafe to weave between the tiny gaps left to residents trying to access North End Road/Haldane road junction via the footway, which is nearly always blocked by often aggressive and anti-social delivery drivers and their bikes. Again, McDonald's have not been able to improve this situation - and this will create further hazard and intimidation to residents. I especially worry for elderly and female, and in fact any solo residents having to navigate through this if they are coming home late at night / early hours of the morning.

- Rubbish: McDonald's branded litter on our street is already a daily occurrence, and I often find wrappers or empty drinks containers in my front garden which is both unsightly, and a health/hygiene risk, attracting vermin. This has been an issue since I moved in, again - evidence that McDonald's have no effective controls now, meaning the issue will only be exacerbated with extended hours.

All in all, McDonald's have had years to address these issues but their track record of inaction (or at best, of ineffective action) leads me to believe that the extended opening hours will make the problems far worse, not better.

Thank you for your continued efforts in regard to this matter.

Regards,

[REDACTED]

Objector - 26 Haldane Road

From: [REDACTED]
Sent: 20 May 2025 10:04
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Representation Response to McDonald's Late-Night Trading Proposal –
Hearing 28 May 2025

**Subject: Representation Response to McDonald's Late-Night Trading Proposal –
Hearing 28 May 2025**

Dear Matt Tucker, H&F Licensing Officer,

Please confirm that you will include this email that I am sending now, plus my response below, in the Agenda Pack for the hearing on 28 May 2025. It is extremely important that the H&F Licensing Sub-Committee sees the responses of Representors to the 16 May suggestions made by the Applicant.

Having reviewed the Applicant's proposed compromises as outlined in your email of 17:24 on 16 May, I would like to reiterate, in the strongest terms, my continued objection to any extension of McDonald's trading hours in our area.

Our Concerns Remain Unchanged and Unresolved:

1. Rise in Anti-Social Behaviour:

We are already seeing a clear and troubling increase in anti-social behaviour during late evenings and early mornings. This is not hypothetical, it's happening now and stretching far beyond the McDonald's premises, all the way down North End Road and as far as Fulham Broadway station. We are experiencing:

- Noise disturbances
- Intimidation and rowdy groups
- Litter and street fouling
- Increased public drinking and loitering

Rather than any improvement, the situation has continued to deteriorate. Allowing McDonald's to operate later into the night will unquestionably make matters worse.

2. 3am Trading Is Already Too Late – Let Alone a TENs Extension to 5am:

The idea of extending operations even temporarily to 5am under TENs, without first addressing the *already evident* issues under current hours, is unacceptable. Trialing extended hours before solving current problems only puts more stress on residents and our neighbourhood.

3. Fulham's Hard-Earned Progress Is Reversing:

Fulham worked hard to overcome previous years of late-night disruption. The area was once overrun with the kind of late-night problems we're now seeing creep back. We do not want to return to those days. It is disheartening to see the North End Road now dominated by fast food chains, charity shops, and betting outlets, displacing investment, independent boutiques, and the sense of community. A 24-hour McDonald's presence would only accelerate this decline.

4. The 'Safe Space' Label Is Misleading and Frankly Insulting:

We note that the Met Police have suggested advertising the venue as a 'safe space' - but how can a crime hotspot be advertised as safe? This is a location already associated with regular police presence and calls about disorderly conduct. Such branding, without the reality to back it up, does nothing to reassure residents and in fact trivialises genuine community concerns.

As a resident, I find this not only misleading but deeply concerning. Safety is not created with stickers in windows—it's created through real-world conditions, which at this time do *not* exist.

5. Proposed Conditions Are Superficial and Unenforceable:

- **Classical music and turning off Wi-Fi?** These are unlikely to have any meaningful deterrent effect on large, often intoxicated crowds.
- **Delivery drivers advised to wait inside?** Advisory-only measures are insufficient, especially with no enforcement power over third-party contractors.
- **Upstairs closed from midnight?** This does not address the problems *outside* the premises, which are what most affect us as residents.

We appreciate that the Applicant is now offering some compromises, but they are too little, too late. The problems are longstanding, unresolved, and worsening. No further trading hours should be permitted until there is clear, measurable, and sustained improvement in public order, and until residents are consulted in a meaningful way, not after decisions are made.

We strongly urge the Licensing Sub-Committee to prioritise the wellbeing, safety, and long-term character of our neighbourhood over short-term commercial interests. Fulham deserves better.

Kind regards,

A black rectangular redaction box covering the signature of the objector.

Objector - 24 Epirus Road Fulham London

From: [REDACTED]
Sent: 21 May 2025 08:40
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Dear Mr Tucker,

For your information, as a resident on Tournay Road affected by noise nuisance issues related to the McDonald's extractor fan since I moved in in January 2022, I simply cannot support extended hours for such a disruptive business. On weekdays, to get a safer neighbourhood and less noise, I would strongly recommend no trade until the early morning hours on any day. This would avoid very late night gatherings and minimise antisocial behaviours like throwing food and packaging on the pavement. 'No open alcohol container' also seems weak, when it ought to be 'no alcohol sold after 8pm' or similar.

As I will be on holiday at the time of the hearing, I would like to appoint [REDACTED], cc'd here, to represent me.

Hoping that the judges will carefully consider the residents opinions and take a decision for the benefit of the neighbourhood community, I thank you for keeping us posted on any changes.

Kind regards,

[REDACTED]

Objector - Flat 3, 12 Tournay Road London

From: [REDACTED]
Sent: 22 May 2025 10:18
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>
Subject: RE: 2025/00525/LAPR McDonald's (Further Information from Applicant)

Dear Matt

Thank you for forwarding the supplementary documents from the applicant.

I have read the documents and they do nothing to mitigate my concerns. It all sounds very good in theory but I strongly fear that in practice the reality will be very different.

Kind regards

[REDACTED]

Objector - 66 Hartismere Road SW6 7UD