

From: [REDACTED]  
Sent: 26 June 2025 10:17  
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
Subject: Re: 4 Swanscombe Rd W11 4SX

Hi Matt,

Thank you for getting in touch.

[REDACTED]

Kind regards

[REDACTED]

[REDACTED]

Victory House  
13 Nelson St.  
Southend-on-Sea  
Essex SS 1 1EF  
[REDACTED]

From: Tucker Matt: H&F  
Sent: 30 May 2025 13:12  
To: [REDACTED]  
Subject: RE: 4 Swanscombe Rd W11 4SX

Dear [REDACTED] – thank you for your e-mail and I hope you are keeping well.

Having read your Representation, I would like to respond to a few of the points raised, as follows:

- If you are objecting as the owner of the property close to the premises, I would appreciate you clarifying which premises that is. If a nearby resident were objecting, the Sub-Committee would likely want to know where the property in question is to determine the impact for themselves.
- You have referred to the issue of over-concentration of premises in the area. I appreciate where you are coming from on this. However, ultimately, the Council does not have any Cumulative Impact Zones (CIZs) that prevent the opening of new premises. Even then, CIZs can allow some premises to open (albeit there is more onus on the Applicant to provide they will not add to issues in challenging areas etc). In the absence of any such CIZs, presumption under the Licensing Act 2003 (the Act) is in favour of granting, unless there are valid representations and the Sub-Committee consider there are reasonable grounds (that can be defended in the event of Appeal)

for not doing so. In any event, over-concentration is not a material factor in this case.

- You have commented on the health impact of allowing another premises selling alcohol to open. Although I also understand these concerns too, the Sub-Committee are not required to consider any public health-related concerns as part of their deliberations as this is not a licensing objective and, hence, not a material factor either.

If you could let me know regarding the address of the property at your earliest convenience, I would be grateful.

Kind regards

Matt Tucker  
Interim Licensing Policy and Administration Team Leader  
Licensing  
Place Department  
Hammersmith & Fulham Council

T: 07778 966423  
E: [Matt.Tucker@lbhf.gov.uk](mailto:Matt.Tucker@lbhf.gov.uk)  
W: [www.lbhf.gov.uk](http://www.lbhf.gov.uk)

**From:** [REDACTED]  
**Sent:** 29 May 2025 14:00  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** 4 Swanscombe Rd W11 4SX

Dear Licensing Department,

I am a landlord of a neighbouring property to where there has been an application to sell alcohol at the above address.

Please accept my objection on the social grounds detailed in the attached report.

Yours faithfully,

[REDACTED]

[REDACTED]

Victory House  
13 Nelson St  
Southend-on-Sea  
Essex SS1 1EF  
[REDACTED]

## Executive Summary

This report presents a formal objection to the application for an alcohol licence at Swanscombe News, 4 Swanscombe Road, Holland Park, London W11 4SX.

The objection is grounded in concerns related to:

- Overconcentration of alcohol outlets in the area.
- High levels of alcohol-related crime and antisocial behaviour.
- Socioeconomic deprivation in the local community.
- Public health implications, particularly for children and vulnerable populations.

The granting of this licence is likely to undermine the Licensing Act 2003 objectives, specifically:

1. Prevention of crime and disorder.
2. Public safety.
3. Prevention of public nuisance.
4. Protection of children from harm.

### 1. Overconcentration of Alcohol Outlets

Swanscombe News is adjacent to another shop that already sells alcohol, contributing to a high density of alcohol outlets in the immediate vicinity. Studies show a significant correlation between the density of alcohol outlets and increased crime, particularly violent and property crime. According to the European Research Studies Journal, areas with more off-premise alcohol outlets tend to see higher rates of social harm and policing issues.

### 2. Alcohol-Related Crime and Antisocial Behaviour

The W11 area, encompassing Holland Park and adjacent to Notting Hill, already experiences persistent alcohol-related disturbances. The applicant seeks permission for extended hours up to 2:00 AM on Carnival days, Christmas Eve, and New Year's Eve—times historically linked to elevated levels of public disorder. London's Metropolitan Police and ONS data highlight this as a key risk factor for increased antisocial behaviour.

### 3. Socioeconomic Deprivation

Despite the Royal Borough of Kensington and Chelsea's general affluence, areas like Swanscombe Road show marked deprivation. Trust for London reports that crime is 41% higher in the most income-deprived areas. This community cannot absorb the additional strain of increased alcohol availability without consequence.

### 4. Public Health Implications

High outlet density is associated with greater hospital admissions for alcohol-related conditions. Youth exposure, underage drinking, and local health service burden are all potential consequences. Adding another licensed premise could compromise health and wellbeing further.

### 5. Community Impact and Resident Concerns

Residents have raised concerns regarding loitering, litter, noise, and general decline in public order. Granting this licence, especially with extended hours, increases the risk of nuisance and reduces quality of life.

### Conclusion and Recommendation

Given the saturation of existing alcohol retailers, the socioeconomic vulnerability of the area, and well-documented consequences of outlet density, it is strongly recommended that the application be refused.

The Council is also urged to consider a cumulative impact assessment for the area and to engage with residents on how best to preserve community safety and wellbeing.

### References

1. European Research Studies Journal – Alcohol Outlet Density and Crime Rates
2. Institute of Alcohol Studies – Crime and Social Impacts
3. Trust for London – Poverty and Crime Data
4. Alcohol Change UK – Alcohol Outlet Density and Public Health
5. [www.lbhf.gov.uk/licensing](http://www.lbhf.gov.uk/licensing)

From: [REDACTED]  
Sent: 04 June 2025 22:58  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
Subject: Objection - to alcohol license application for 4 Swanscombe Road

I have tried numerous times to upload my objection to this application but it says that there is an error.

Please do not reveal my contact details when including my comments on your website.

Many thanks

[REDACTED]  
27 St Anns Villas  
London  
W11 4RT

My objection is set out below.

I am afraid that I do not support this application as there is no local need to have another premises selling alcohol in the area. We currently have two local shops which co-exist quite nicely next to each other and which are different and both useful in their own way.

No 4 Swanscombe Rd has transformed itself over recent years from being just a regular news agent to increase its offering of groceries - this has been in conjunction with its partnership/arrangements with the Co-op through which it now offers a wider range of co-op branded products. It also offers the lottery and a cash machine all of which presumably offer the owners good income opportunities. It is usually closed by 6 or so each evening.

No 6 Swanscombe Rd has been an independent grocery store with an alcohol license for as long as I can remember. It offers a wide and very diverse range of grocery goods and some which are quite unique in the area. It does not offer newspapers or magazines, the lottery or a cash machine. Whilst No6 has faced increasing competition from No4 through its increasing offer of groceries, it has also always opened later into the evening than No 4 serving as a useful after hours convenience store for locals.

Whilst there is now some crossover in goods sold between the two stores, overall, there is a distinction between them which is sensible and very useful to the local community. Generally, we are happy to use both stores for different things and are very happy to support both businesses. I believe that if this new alcohol license is granted

- (1) No 4 will be open later into the night
- (2) No 4 will attract motorbikes, scooters and bicycles to the area to support its deliveroo business (as it states in the application). This will mean additional noise from traffic and parking outside the shop and in the local roads.

(3) No 4 will potentially take business away from the shop at No 6 Swanscombe Rd (in terms of what it sells and the longer hours) which may put No 6 at risk

(4) Having two shops open late at night on that small strip of shops will make the whole area more lit up and "alive" later into the evening potentially attracting people to the area at a time when residents actually want peace and quiet. There is a wide pavement and a bench outside which would encourage people to gather.

None of the above are of any benefit for local residents as the proposed application, if successful, risks disturbing the quiet enjoyment of local residents for no real benefit. I therefore strongly object to this new license being granted in what is a dense residential area as I think local residents concerns should be the priority. Many thanks

**From:** Cllr Umeh Mercy: H&F <[Mercy.Umeh@lbhf.gov.uk](mailto:Mercy.Umeh@lbhf.gov.uk)>

**Sent:** 05 June 2025 15:04

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>; Carleton James: H&F <[James.Carleton@lbhf.gov.uk](mailto:James.Carleton@lbhf.gov.uk)>; Carpenter Anna: H&F <[Anna.Carpenter@lbhf.gov.uk](mailto:Anna.Carpenter@lbhf.gov.uk)>; Food and Safety Team: H&F <[foodandsafety@lbhf.gov.uk](mailto:foodandsafety@lbhf.gov.uk)>; Love Doug: H&F <[Doug.Love@lbhf.gov.uk](mailto:Doug.Love@lbhf.gov.uk)>; Overton Adrian: H&F <[Adrian.Overton@lbhf.gov.uk](mailto:Adrian.Overton@lbhf.gov.uk)>; Planning External Inbox: H&F <[Planning@lbhf.gov.uk](mailto:Planning@lbhf.gov.uk)>; Trading Standards: H&F <[Trading.Standards@lbhf.gov.uk](mailto:Trading.Standards@lbhf.gov.uk)>

**Cc:** Cllr Qayyum Zarar: H&F <[Zarar.Qayyum@lbhf.gov.uk](mailto:Zarar.Qayyum@lbhf.gov.uk)>

**Subject:** RE: Licensing Act 2003 - Reference: 2025/00689/LAPR

Dear Team

I am writing express my concern about the proposed operating hours of the above Reference 2925/00689/LAPR to opening hours  
Christmas Eve 08:00 to 02:00 the next day  
New Years Eve 08:00 to 02:00 the next day  
Notting Hill Carnival 08:00 to 02:00 the next day.

While I understand the need for flexibility, I believe this could have a significant impact on the surrounding area and our residents that live above the flats. Potential Noise disturbance and Safety concerns.

Cllr Mercy Umeh  
Chair Licensing Committee  
Councillor for Shepherds Bush Green  
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Web: [www.lbhf.gov.uk](http://www.lbhf.gov.uk)  
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