

From: Nicole.Sondh@met.police.uk <Nicole.Sondh@met.police.uk>

Sent: 25 June 2025 15:43

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

Cc: AWMailbox-LicensingFH@met.police.uk; Environmental Protection: H&F <noise@lbhf.gov.uk>; Charlotte.Bennett@met.police.uk; ShepherdsBushGreen.SNT@met.police.uk

Subject: New Premises Licence Application - 4 Swanscombe Road, London, W11 4SX - 2025/00689/LAPR - Police Representation

To Licensing,

New Premises Licence Application - 4 Swanscombe Road, London, W11 4SX - 2025/00689/LAPR

Please find attached Police Representation and supporting documents from PC Lopez against the above New Premises Licence application.

Please note that we have not consulted with the applicant for this application as we are strongly opposed to it and the impact that it would have on crime and disorder in the area should it be granted.

Kind Regards

Nicole

PC Nicole SONDH 2438AW

Hammersmith and Fulham Police Licensing Unit

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Ref: **2025/00689/LAPR**

Tuesday 24th June 2025

Dear LBHF Licensing Authority,

With reference to the below new premises licence application the Metropolitan Police objects to the application on the grounds of the Licensing Objective in the Prevention of Crime and Disorder.

New Premises Licence Application – 4 Swanscombe Road, London, W11 4SX

Licensable activities sought

The sale of alcohol - Off the premises only

- Monday to Saturday - 08:00 to 23:00
- Sundays - 10:00 to 23:00

Proposed opening hours

- Monday to Saturday - 08:00 to 23:00
- Sundays - 10:00 to 23:00

Non-Standard Timings

- 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

The premises is currently operating as a convenience store and is located on a small parade of shops within the Edward Woods Estate. Upon this parade are several shops including a butchers, pharmacy, café and another convenience store that is already licensed for the sale of alcohol off the premises. The Edward Woods Estate is located within the local policing of Shepherds Bush Green which is currently experiencing high levels of Anti social Behaviour often linked to alcohol, the Metropolitan Police are therefore objecting to this premises licence application in its entirety.

1. As stated above the premises is located within the ward of Shepherds Bush Green, there are high levels of ASB often associated with drug and alcohol abuse, this can range from littering, loitering, low level public orders offences to violence against the person. Appendices 1 shows that the Shepherds Bush Green ward has been listed in the top 5 wards for Notifiable offences, Violence against a person and ASB over the last 3 months, it is the beliefs of the police that the addition of a further licensed premises would only exacerbate the current issues.
2. The statement attached by PC Lopez details the ongoing issues that the local neighbourhood policing team face on a daily basis and in particular around alcohol fuelled ASB. This can increase during the summer months causing people to loiter around green open spaces and park benches on the estate. Ultimately these spaces are created for residents and families to enjoy however this is impossible when they are taken over by people drinking.
3. The applicant has supplied conditions within the operating schedule, however, has not provided a condition prohibiting the sale of high strength alcohol products, a condition listed in the Hammersmith and Fulham model conditions and also proposed on most off-licence applications within the borough of Hammersmith and Fulham. It is these high strength, low value alcohol products that are purchased by street drinkers and the absence of this condition questions the applicant's knowledge of the local area and their willingness to promote the licensing objectives over their business needs. These concerns were also raised with the applicants request for Non-Standard timings for Notting Hill Carnival, requesting to sell alcohol between the times of 08:00hrs until 02:00hrs the following day. The premises is located on the boarder of the carnival footprint and will be passed by many attending the event, which often sees high intox levels. The early sales will enable those attending the event to 'pre-load' on alcohol and the later hour will leave the premises open to selling to those who may be heavily under the influence, currently off licences within the footprint are conditioned to cease the sale of alcohol at 20:00hrs. This is to encourage dispersal of those attending and also discourage those who are already under the influence of alcohol to continue to drink increasing the risk of disorder and vulnerability to the public. This again shows a disconnect between the applicant's business needs and the needs of the local community.

In summary the Metropolitan Police do not support the above application and object to the application in its entirety. Police have not consulted with the applicant throughout the consultation period as we strongly oppose this application. It is our belief that the addition of a further licensed premises will only intensify the current issues that are being faced in the Shepherds Bush Green ward and will have a negative impact on Crime and Disorder.

Yours sincerely,

PC Nicole SONDH 2438AW
Hammersmith and Fulham Police Licensing Team

WITNESS STATEMENT

Criminal Procedure Rules, r 27. 2; Criminal Justice Act 1967, s. 9; Magistrates' Courts Act 1980, s.5B

URN

Statement of: PC Melisa LOPEZ

Age if under 18: Over 18 (if over 18 insert 'over 18') Occupation: Police Officer

This statement (consisting of 2 page(s) each signed by me) is true to the best of my knowledge and belief and I make it knowing that, if it is tendered in evidence, I shall be liable to prosecution if I have willfully stated in it anything which I know to be false, or do not believe to be true.

Witness Signature:  PC Melisa Lopez 1548AW Date: 18/06/2025

My name is PC Melisa LOPEZ, I am a dedicated ward officer working for the Safer Neighbourhoods Team at Hammersmith Police Station. My team and I cover the Shepherd's Bush Green area that includes the Edward Woods Estate located in W11 which is a hot spot for street drinking and drug misuse and ASB (antisocial behaviour).

My colleague PC Nicole SONDH made us aware that an application for an alcohol license was made by one of the convenience stores located at 4 SWANSCOMBE ROAD W114SX. The premises is a ground floor retail unit operating as a convenience store/newsagent which currently offers for sale items such as newspapers, magazines, confectionery, tobacco products, general groceries, and other daily necessities to the public from the main retail area which includes a service counter. This application would allow the licensable activity of the sale of alcohol for consumption off the premises (off-sales) during the proposed licensing hours, in addition to its existing retail offerings. These off-sales will include both sales made directly from the premises over the counter, and remote sales facilitated through third-party delivery platforms (such as Deliveroo) direct to customers' homes. Alcohol products will be displayed within a designated area of the shop floor, visible from the service counter. The license would also include non-standard timings including Christmas Eve 08:00 to 02:00 the next day, New Years Eve 08:00 to 02:00 the next day as well as Notting Hill Carnival 08:00 to 02:00 the next day.

There is currently a convenience store at 6 SWANSCOMBE ROAD which is licensed to sell alcohol between 7:00 and 23:00 hours. This means there would now be two convenience stores next door from each other with alcohol products available in an area that is already struggling with issues related to alcohol misuse that have a detrimental effect for the community. I am providing below evidence of the many reports made to Police in regard to ASB in the area:

01/7517109/25 - 21/05/25

STEBBING HOUSE, QUEENSDALE CRESCENT, W11 4TJ

092/61 - Having possession of a controlled drug - Class B – Cannabis

Witness Signature:  PC Melisa Lopez 1548AW

Signature Witnessed by Signature:

Continuation of Statement of:

01/7512926/25 20/05/25

008/06 - Assault occasioning actual bodily harm (ABH) STEBBING HOUSE, QUEENSDALE CRESCENT, LONDON, HAMMERSMITH AND FULHAM, W11

Female called the police asking for a unit as she got beaten up by a male who lives two floors below her boyfriend's flat.

01/7504317/25 17/05/25

008/06 - Assault occasioning actual bodily harm (ABH)

Poynter House, Queensdale Crescent, London, Hammersmith and Fulham, W11 4TB

Altercation between neighbours which led to a victim being assaulted resulting in a scratch and a bruise on her face.

01/6051765/25 Crimestoppers report - Drug Supply – resident of **Stebbing House**.

01/224990/24 This is a report of ongoing drug dealing at **STEBBING HOUSE, W11**

01/7044251/25 Assault occasioning actual bodily harm (ABH) -**NORLAND HOUSE, QUEENSDALE CRESCENT, LONDON, HAMMERSMITH AND FULHAM, W11 4TL** - This report refers to an incident of Actual Bodily Harm

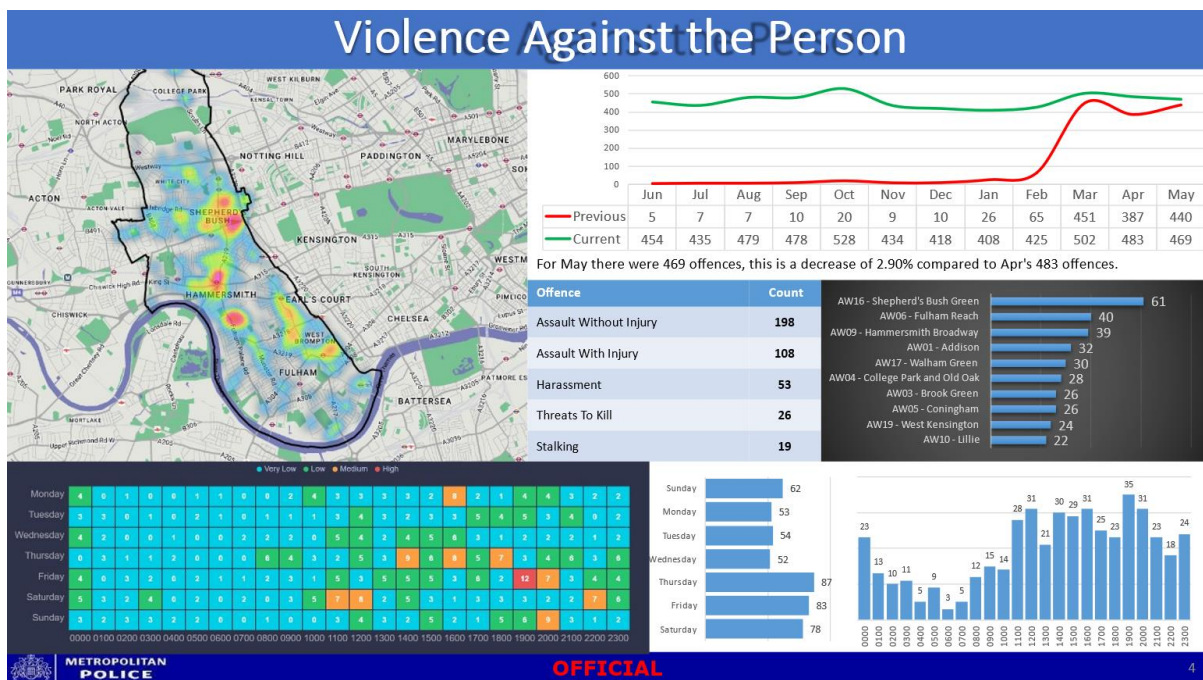
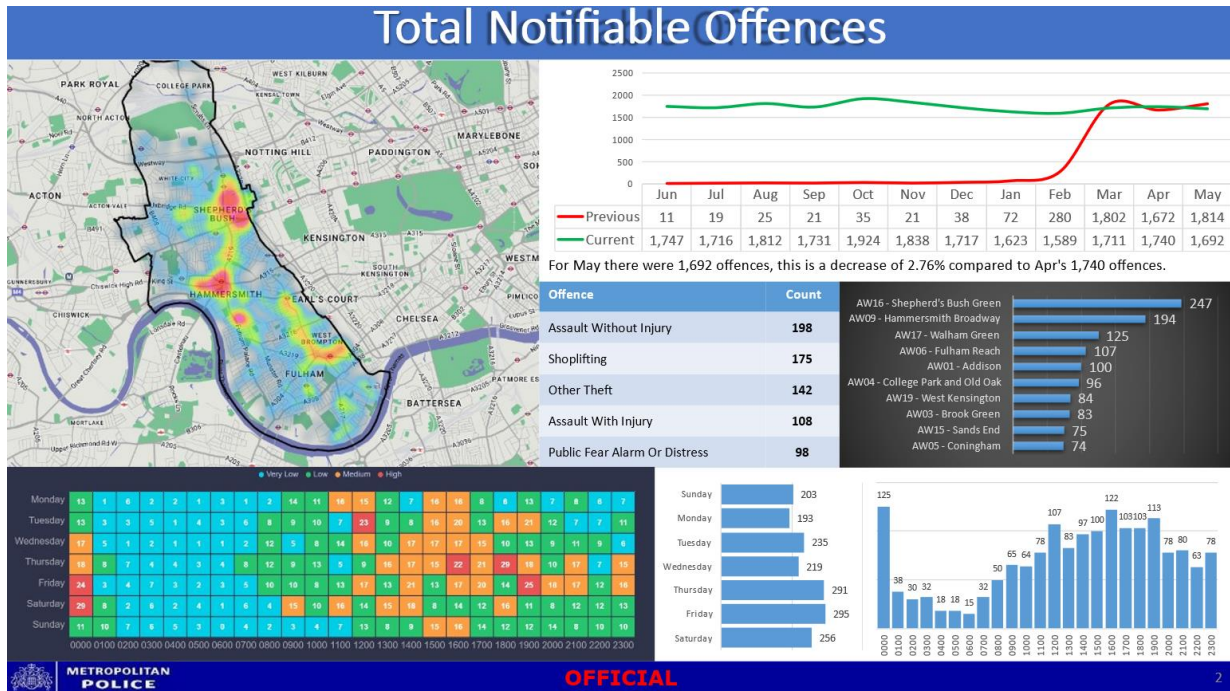
Furthermore, there have been repetitive incidents in which my colleagues and I during our foot patrols around the Edward Woods Estate came across adult males sitting in benches, sometimes near the playground area drinking alcohol and had to ask them to dispose their drinks. These incidents happen daily around Shepherd's Bush Green and Uxbridge Road as a result of the numerous licensed stores and the easy access to alcohol products. These incidents seem to increase during spring and summer as people spend more time outdoors and they tend to sit in the grass and/or benches where they congregate sometimes for hours. Street drinking is associated with ASB and violence and I firmly believe that by allowing more licensed stores in the area there is a chance that these issues might increase, especially during summertime.

Witness Signature:  P.C. Melisa Lopez 1548AW.....

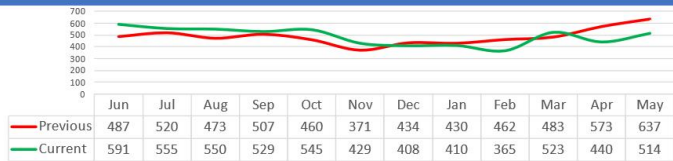
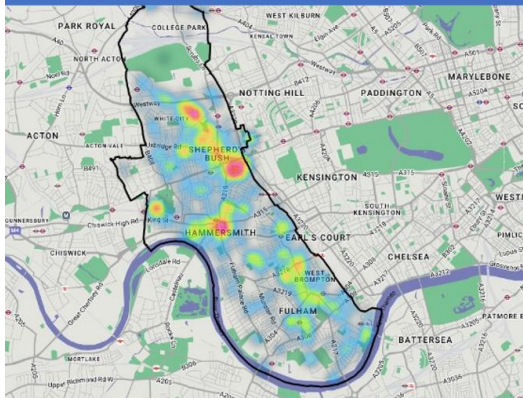
Signature Witnessed by Signature:.....

Page 2 of 2

May 2025

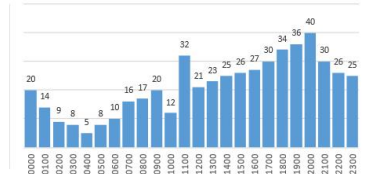
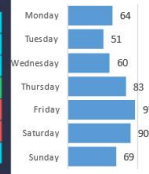
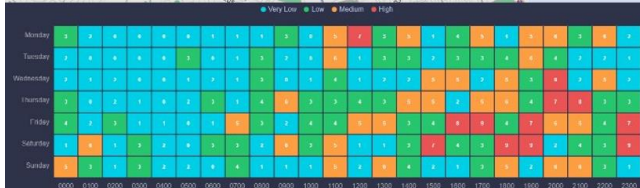
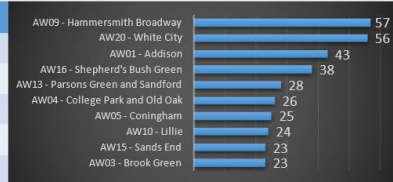


Anti Social Behaviour

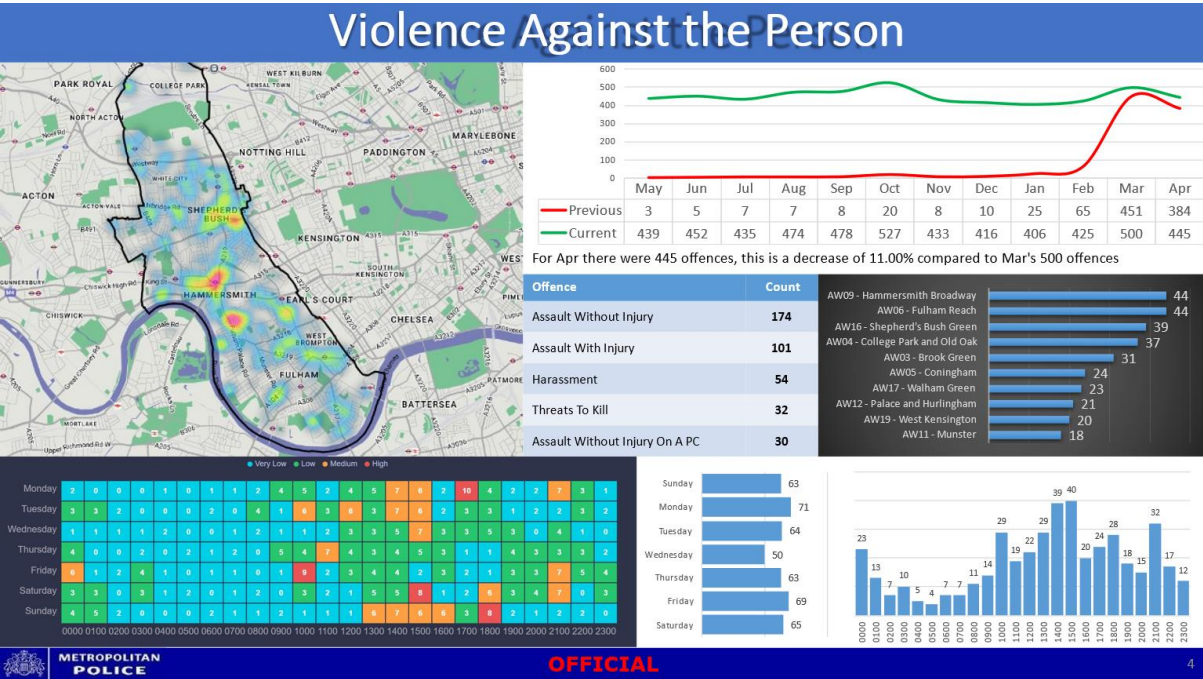
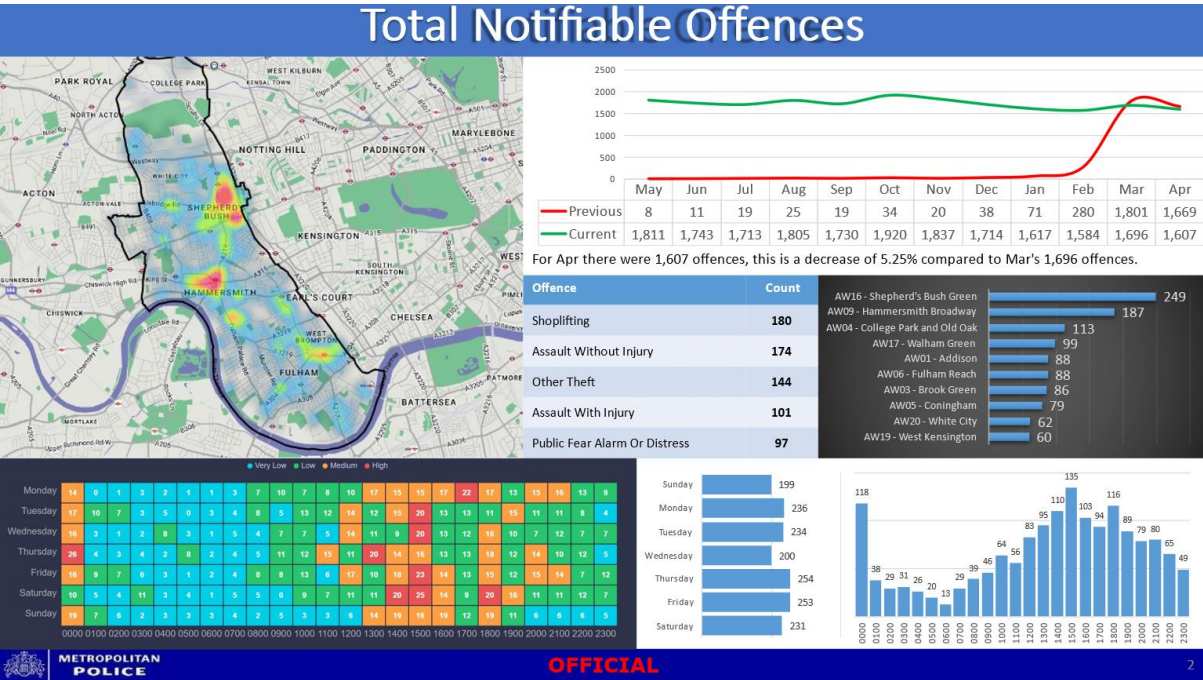


For May there were 514 calls, this is a decrease of 19.31% compared to last year's 637 calls and an increase of 16.82% compared to April's 440 calls. Over previous rolling 12 months there were 5,859 calls, this is an increase of 0.38% compared to last year's 5,837 calls.

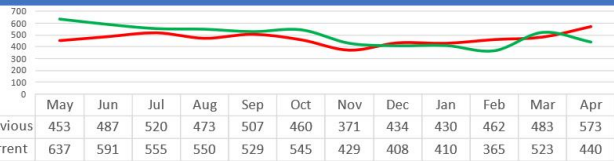
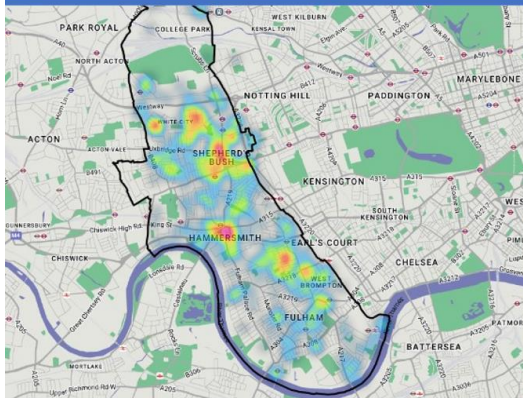
Category	Count
[215] ASB - Nuisance	473
[214] ASB - Personal	33
[216] ASB - Environmental	8



April 2025

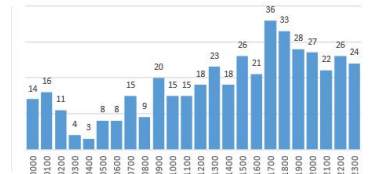
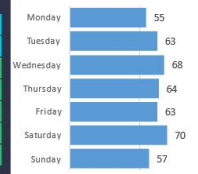
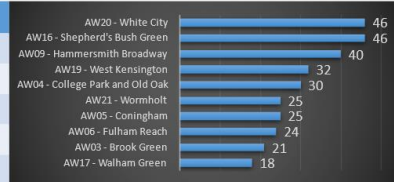


Anti Social Behaviour

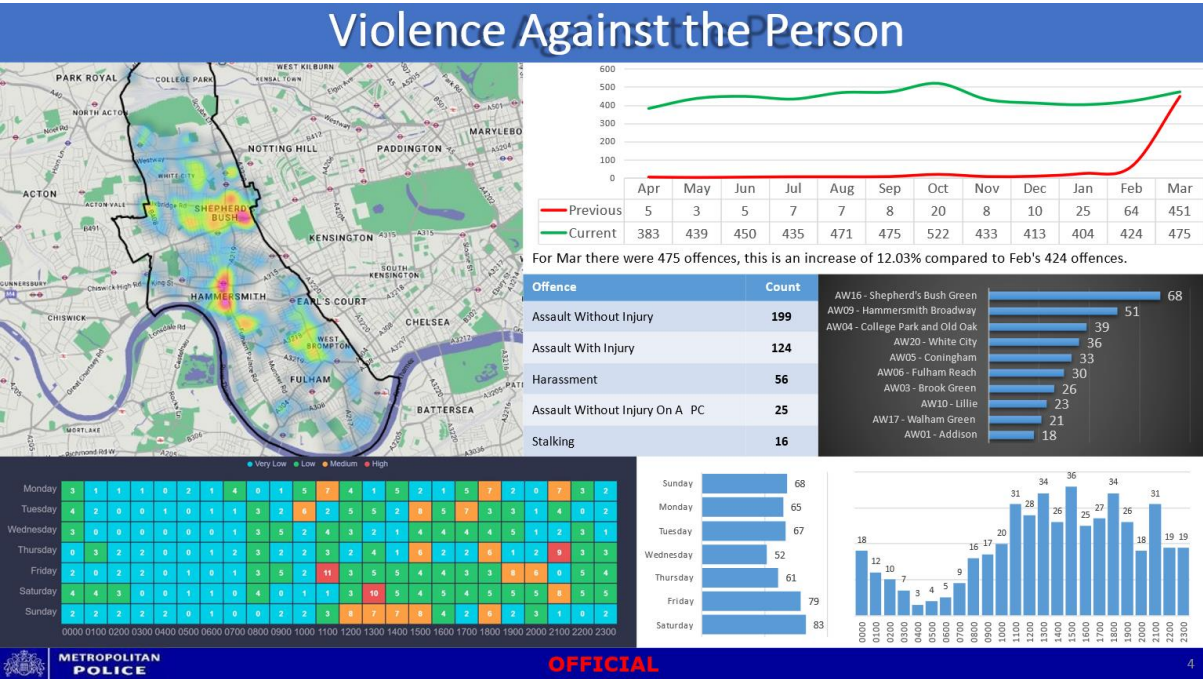
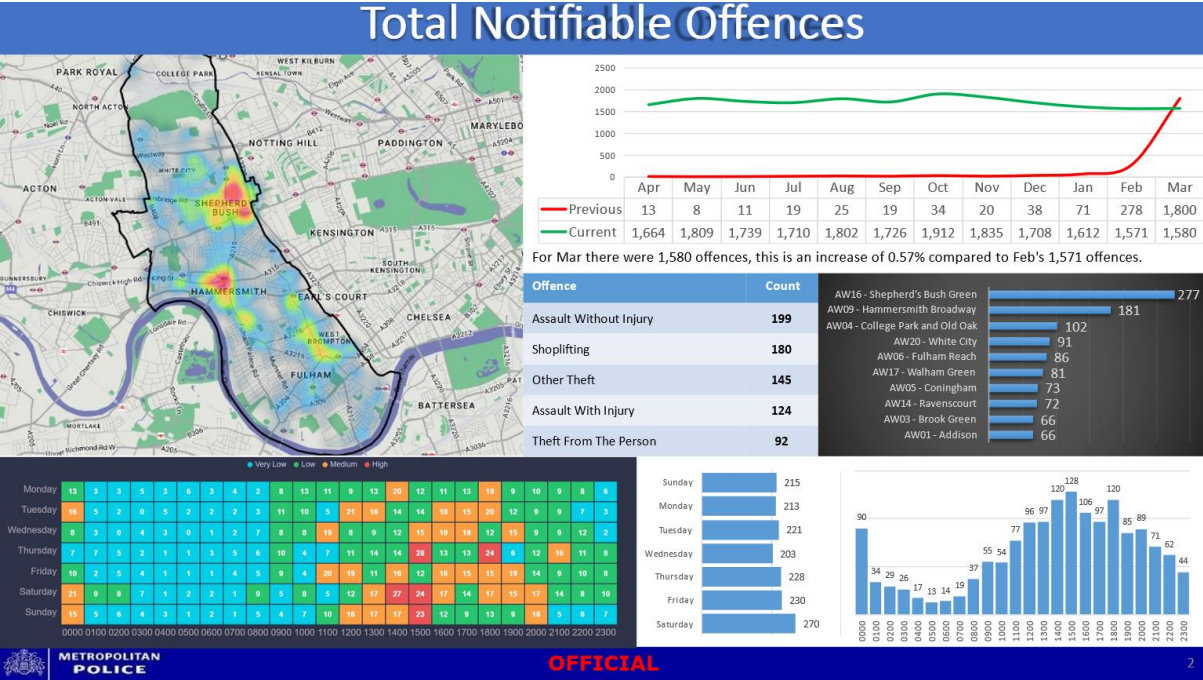


For April there were 440 calls, this is a decrease of 23.21% compared to last year's 573 calls and a decrease of 15.87% compared to March's 523 calls. Over previous rolling 12 months there were 5,982 calls, this is an increase of 5.82% compared to last year's 5,653 calls.

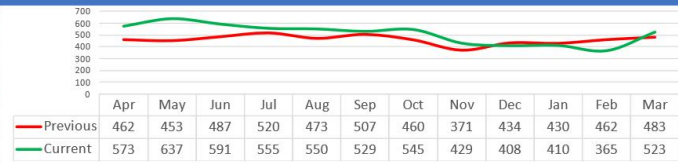
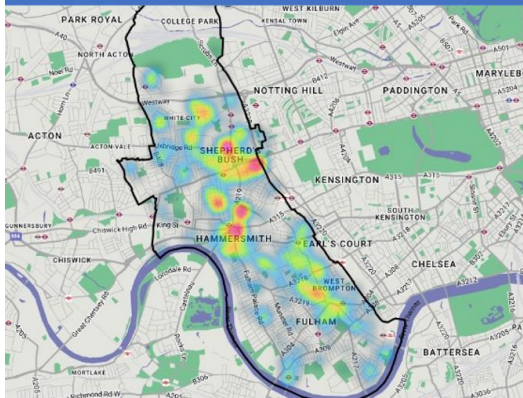
Category	Count
[215] ASB - Nuisance	403
[214] ASB - Personal	24
[216] ASB - Environmental	13



March 2025



Anti Social Behaviour



For March there were 523 calls, this is an increase of 597.16% compared to last year's 483 calls and an increase of 43.29% compared to February's 365 calls. Over previous rolling 12 months there were 6,115 calls, this is an increase of 10.34% compared to last year's 5,542 calls.

Category	Count
[215] ASB - Nuisance	463
[214] ASB - Personal	44
[216] ASB - Environmental	16

