

**From:** Dipesh Patel <dipeshpatel14@hotmail.co.uk>  
**Sent:** 08 July 2025 15:51  
**To:** Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
**Subject:** Re: Licensing Act 2003 - Premises Licence Number: 2025/00689/LAPR

Dear Matt

Thank you for your Email.

Please find attached our response to Representations and Police Representation.

Yours Faithfully

Dipesh Patel

---

**From:** Tucker Matt: H&F <[Matt.Tucker@lbhf.gov.uk](mailto:Matt.Tucker@lbhf.gov.uk)>  
**Sent:** 27 June 2025 16:13  
**To:** [dipeshpatel14@hotmail.co.uk](mailto:dipeshpatel14@hotmail.co.uk) <[dipeshpatel14@hotmail.co.uk](mailto:dipeshpatel14@hotmail.co.uk)>  
**Subject:** RE: Licensing Act 2003 - Premises Licence Number: 2025/00689/LAPR

Dear Mr Patel –

Further to my previous e-mail, I have attached the Representations received in the consultation period (4 in total). The first representation (someone owning a neighbouring property) has, by authority of my manager, had the address of the premises redacted.

We would normally be required, under the Licensing Act 2003 (the Act) to consider your application within 20 working days, in this case 23 July 2025. However, we have a slight delay in being able to do so, so we are aiming for a date of 28 July 2025 for the item to be considered by way of a Sub-Committee and further details of this will be sent in due course.

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)



Mr Dipesh Patel  
T/a Swanscombe News  
4 Swanscombe Road  
London W11 4SX

To

The Licensing Officer,

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

Thank you for providing the Police Representation from PC Nicole Sondh and PC Melisa Lopez regarding our application for a new premises licence at 4 Swanscombe Road, London, W11 4SX. We have carefully reviewed the concerns raised by the Metropolitan Police and wish to provide a comprehensive response to address each point.

We understand the police's concerns regarding crime and disorder and Anti-social Behaviour (ASB) in the Shepherds Bush Green ward, and we are committed to being a responsible licence holder and contributing positively to the local community.

**Addressing the Metropolitan Police's Objections:**

**High Levels of ASB, Drug, and Alcohol Abuse:** We acknowledge the data presented in Appendix 1, indicating Shepherds Bush Green ward as being in the top 5 for Notifiable Offences, Violence Against a Person, and ASB over the last three months. We also understand PC Lopez's statement regarding daily issues faced by the local neighbourhood policing team, particularly concerning alcohol-fuelled ASB, which tends to increase during summer months, leading to loitering in public spaces. While we understand these concerns, we believe that a new licence at our premises, Swanscombe News, will not necessarily exacerbate existing issues. Our intent is to operate as a responsible convenience store, providing a service to the local community. It is important to note that a nearby convenience store at 6 Swanscombe Road is already licensed to sell alcohol. This suggests that residents already have access to off-sales alcohol in the immediate vicinity. Our aim is to offer a competitive and regulated option within the existing retail landscape.

**Absence of High Strength Alcohol Condition:** The Police Representation highlights the absence of a condition prohibiting the sale of high strength alcohol products, as listed in the Hammersmith and Fulham model conditions. We appreciate this being brought to our attention. We are fully prepared to accept and implement a condition prohibiting the sale of high strength, low value alcohol products (e.g., over X% ABV, to be determined in line with local policy or police guidance) to address the concerns regarding street drinkers and to promote the licensing objectives. This demonstrates our willingness to work with the authorities and adapt our operations to local needs.

**Non-Standard Timings and Notting Hill Carnival:** The police have raised concerns about our requested non-standard timings for Christmas Eve, New Year's Eve, and Notting Hill Carnival (08:00 to 02:00 the next day). They highlight the premises' proximity to the carnival footprint, the potential for "pre-loading" and sales to intoxicated individuals, and the current condition for off-licences within the footprint to cease sales at 20:00hrs. We understand these specific concerns, particularly regarding Notting Hill Carnival, given the potential for high intoxication levels and the need to encourage dispersal. We are willing to amend our application for Notting Hill Carnival to align with the police's recommended conditions for off-licences within the carnival footprint, ceasing alcohol sales at 20:00hrs on the days of the carnival. For Christmas Eve and New Year's Eve, we believe the proposed hours of 08:00 to 02:00 the next day are reasonable for these specific festive periods. These are times when many other licensed premises operate extended hours, and

our customers may appreciate the convenience for celebratory purchases. We will ensure robust measures are in place to prevent sales to intoxicated individuals during these times, including strict adherence to Challenge 25 policies and staff training on identifying signs of intoxication.

No Consultation with Applicant: We note the police's statement that they have not consulted with the applicant due to their strong opposition. We would welcome the opportunity to engage in a constructive dialogue with the police to further understand their concerns and explore how we can mitigate any potential negative impacts. We believe that open communication can lead to mutually agreeable solutions.

Commitment to Licensing Objectives:

We are fully committed to upholding all four licensing objectives: the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm. Our operating schedule already includes various conditions to promote these objectives. We are prepared to further strengthen our operating schedule with additional conditions as discussed, including:

Prohibition of High Strength Alcohol: As stated above, we will accept a condition prohibiting the sale of high strength, low value alcohol products.

Comprehensive Staff Training: All staff will receive comprehensive training on the licensing objectives, including responsible alcohol sales, Challenge 25, identifying intoxicated individuals, and managing difficult situations. This training will be regularly refreshed.

CCTV System: We will install and maintain a high-quality CCTV system covering all areas where alcohol is sold and public access points, with recordings readily available to the police upon request.

Refusals Log: A refusals log will be maintained to record all instances where sales of alcohol are refused, including details of the date, time, reason for refusal, and description of the individual. This will be made available to the police or licensing authority upon request.

Signage: Prominent signage will be displayed advising customers of our Challenge 25 policy and discouraging anti-social behaviour.

Litter Management: We will implement a regular litter patrol around the immediate vicinity of the premises to ensure that any litter, particularly alcohol containers, is promptly cleared to prevent public nuisance.

We believe that by implementing these measures and working collaboratively with the police and licensing authority, our premises can operate responsibly without contributing to existing issues in the area. We are confident that with the proposed amendments and our commitment to best practices, the granting of this licence will not have a negative impact on crime and disorder in the Shepherds Bush Green ward.

We respectfully request that the Licensing Authority consider our response and the proposed additional conditions. We are available to attend any hearings or meetings to discuss this matter further.

Yours sincerely

Mr Dipesh Patel

Mr Dipesh Patel  
T/a Swanscombe News  
4 Swanscombe Road  
London W11 4SX

To,

**The Licensing Department and Interested Parties,**

Thank you for providing the representations regarding our premises license application at Swanscombe News, 4 Swanscombe Road, Holland Park, London W11 4SX. We have carefully reviewed the concerns raised and would like to respectfully address each point, outlining how our application aligns with the licensing objectives and demonstrates a commitment to responsible operation.

Regarding Over-concentration of Alcohol Outlets (Points 5, 6, 7, 8, 9, 17, 22, 23, 24, 36, 37):

We acknowledge the concerns about the concentration of alcohol outlets. However, as noted by Matt Tucker, Interim Licensing Policy and Administration Team Leader, the Council does not have any Cumulative Impact Zones (CIZs) that would prevent the opening of new premises. In the absence of such CIZs, the presumption under the Licensing Act 2003 is in favour of granting a license, unless there are valid representations and reasonable grounds for refusal that can be defended on appeal. Furthermore, Mr. Tucker explicitly states that "over-concentration is not a material factor in this case".

While we understand the resident's perspective on the co-existence of local shops, our application is for a legitimate business expansion that will serve the community's evolving needs. The presence of another shop selling alcohol nearby (No 6 Swanscombe Rd) does not automatically mean our application will lead to negative impacts, especially given the absence of a CIZ.

Regarding Alcohol-Related Crime and Antisocial Behaviour (Points 18, 25, 26, 27, 29, 34, 35):

We are committed to preventing crime and disorder. While the W11 area may experience alcohol-related disturbances, and crime is reported to be higher in income-deprived areas, our operation will not contribute to these issues. Our application for extended hours on Carnival days, Christmas Eve, and New Year's Eve is to cater to the increased demand during these specific festive periods, and we will implement robust measures to manage any potential for public disorder. These measures will include:

**Staff Training:** All staff will be thoroughly trained in responsible alcohol sales, including challenging underage purchasers and refusing service to intoxicated individuals.

**CCTV:** Comprehensive CCTV will be installed and maintained to cover the premises and immediate surroundings, deterring antisocial behaviour and aiding in any investigations.

**No On-Premise Consumption:** Our license is for off-premise sales only, meaning customers will not be consuming alcohol on or directly outside our premises. This significantly reduces the likelihood of loitering, litter, and noise directly attributable to our operation.

**Engagement with Authorities:** We will work closely with the police and local authorities to address any concerns promptly and effectively.

The reference to increased noise from motorbikes, scooters, and bicycles due to a "deliveroo business" is speculative. While we may offer delivery services, we will ensure that any associated traffic and parking are managed responsibly to minimize disruption to residents.

Regarding Socioeconomic Deprivation and Public Health Implications (Points 19, 28, 30, 31, 32, 33):

We understand the concerns regarding socioeconomic deprivation and public health. However, as highlighted by Matt Tucker, the Sub-Committee is "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".

Our business aims to provide a convenient service to the community, including essential groceries and lottery services. The addition of alcohol sales will enhance our offering to adult customers, consistent with our existing role as a local convenience store. We are not a specialist alcohol retailer, and our sales will be part of a broader retail offering. We will operate responsibly to mitigate any potential negative impacts on vulnerable populations.

Regarding Community Impact and Resident Concerns (Points 34, 35, 53, 54, 55, 56, 57, 58):

We appreciate the residents' desire for peace and quiet, particularly in a dense residential area. Our proposed operating hours, including extended hours on specific festive days, are designed to meet community demand without causing undue nuisance.

Noise and Public Nuisance: Our primary business is a newsagent and grocery store, and the sale of alcohol will be an ancillary service. We will implement measures to prevent public nuisance, such as regular litter patrols around our premises and clear signage reminding customers to respect residents. The suggestion that our extended hours will make the "whole area more lit up and 'alive'" is an exaggeration, as our premises will be a retail outlet and not a late-night entertainment venue.

Loitering: We will actively discourage loitering outside our premises. The presence of a wide pavement and bench is a public amenity and not an invitation for customers to congregate specifically due to our alcohol sales.

Impact on No 6 Swanscombe Rd: We value the diverse offerings of local businesses and believe there is room for both Swanscombe News and No 6 Swanscombe Rd to thrive. Our expansion into alcohol sales is a natural progression for a convenience store, and we do not intend to undermine other local businesses. Our primary focus remains on providing a comprehensive grocery and news agency service, distinct from No 6's independent grocery offerings.

Conclusion:

Our application for a premises license at Swanscombe News is a well-considered proposal that aligns with the four licensing objectives: the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm. We have addressed the concerns raised in the representations and demonstrated our commitment to operating responsibly and being a valuable and respectful member of the local community. We believe that granting this license will allow us to better serve our customers and will not result in the negative impacts suggested by the objectors.

We are available to discuss any further questions or concerns the Sub-Committee or residents may have.

Yours faithfully,

Mr Dipesh Patel