

# Objector - Victory House 13 Nelson Street Southend On Sea Essex SS1 1EF

From: [REDACTED]  
Sent: 09 July 2025 11:49  
To: Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
Subject: Re: Swanscombe News - 4 Swanscombe Road London W11 4SX (New Premises Licence Application)

Dear Matt,

Thank you for this update.

I have read the info and responses. It does not appease us in that the number crime associated with alcohol is proportional to the number of outlets.

We agree that the number of outlets would provide more competition and therefore improved availability and variety at lower prices.

This supports our claim above and we therefore this does not mitigate our concerns.

Kind regards

[REDACTED]

[REDACTED]

[REDACTED]

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

---

From: Tucker Matt: H&F <[Matt.Tucker@lbhf.gov.uk](mailto:Matt.Tucker@lbhf.gov.uk)>  
Sent: 09 July 2025 08:00  
Subject: Swanscombe News - 4 Swanscombe Road London W11 4SX (New Premises Licence Application)

Dear Objector –

Further to the above, the Applicant has sent me two responses, both to the Police (who have represented) and you as objector (both attached). It may well be the case that further discussions with the Police produce further update and, of course, we will keep you informed of that.

At this point, I am required to ask that you consider what has been provided by the Applicant. Should this mitigate your concerns to the extent that you wish to withdraw your objection, please let me know by way of return e-mail.

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)

## Objector - 27 St Anns Villas London W11 4RT

**From:** [REDACTED]

**Sent:** 10 July 2025 10:41

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

**Subject:** RE: Swanscombe News - 4 Swanscombe Road London W11 4SX (New Premises Licence Application)

Dear Matt

Thankyou for sending this through.

I have cut and paste the contents below and made comments to support my objection.

I am not sure what the next step is but would be grateful if my name etc continues to be protected.

You may have seen this article in the BBC yesterday with the top 30 places in London for Anti Social Behaviour put together by the Met - [London's anti-social behaviour hotspots named by Met Police - BBC News](#)  
Grim reading.

Many thanks  
[REDACTED]

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. **I had not noticed these extended hours previously this will only exacerbate anti-social problems for residents**

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. **The truth of the matter is that with all the training in the world it is very difficult to manage anti social/aggressive behaviour in a small space late at night when you might be the only person in the shop. Most retailers advise their staff not to intervene in difficult situations where they may be physically at risk. I note that the premises already has very high security screens in place around the till area where staff usually stay.**

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. **Residents will be much more concerned about what happens outside of the shop not inside and in preventing events happening rather than catching people afterwards**

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. **People intent on anti-social behaviour normally ignore signs especially if intoxicated**

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.

#####  
#####  
#####

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". It should be. Why do you need two shops right next door to each other with alcohol licenses**

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. **This is inconsistent – on the one hand the applicant is saying that the needs are the same and he is just making the offer “more competitive” on the other he is saying that he wants to meet the “evolving needs” of the community. The other premises with a license is not “nearby” it is next door.**

Regarding Alcohol-Related Crime and Anti social 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.

**I have no doubt that the applicant is “committed” to preventing crime and disorder as we all are but the truth is that most of us are unable to prevent it. In this instance we have clear objections from the local police saying that it is a bad idea and, being on the front line, they more than anyone should understand this. We are facing numerous issues in the area and don’t need to risk having any more.**

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:

**With respect, these measures are not robust.**

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 anti social 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.

**Other than inside his premises, the applicant has no control over where the alcohol is consumed, including on the bench directly outside his premises and the various walls/seats nearby**

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.

**The applicant mentions delivery services in his application and therefore this is not speculative. Attracting more electric bikes and scooters to the area with the associated disruption for residents is an obvious consequence of this. Why should the residents of this area have to put up with increased noise and congestion to satisfy the needs of people who don't live here? The applicant says that they will "manage" traffic and parking - in reality this is very unlikely as they will be inside the premises not directing traffic.**

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.

**The store has always primarily been a newsagents and not open in the evenings. It has slowly been changing its offering over the last few years I am guessing as a response to decreasing newspaper sales. The local community already have lots of places to buy alcohol - we do not need more when the downsides are so obvious,**

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.

**The measures mentioned (litter picking and signage) will not prevent public nuisance. It is not an exaggeration to suggest that an area with two shops open and lit up makes an otherwise quiet area seem more "lit up and alive"**

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. **How ? Is this just the signage?**

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.

**It is not a natural progression to sell alcohol. It is not clear whether the applicant is**

- (1) looking to increase alcohol sales in the area**
- (2) make alcohol cheaper/more easily accessible by increasing the competitive offering in the area therefore potentially increasing volume sales**
- (3) looking to split existing alcohol sales with existing retailers**

**OR**

- (4) looking to sell alcohol for delivery outside of the area**

**In the case of (1) and (2) this will likely lead to increased volume of alcohol sales with the associated negative impacts already noted. In the case of (3) the**



**area already has enough licensees to satisfy this demand and in the case of (4) why should this community suffer to satisfy the demand from outside.**

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.

**I cannot see any positives to local residents from approving this application and this conclusion is also enforced by the police.**

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

**From:** Tucker Matt: H&F <[Matt.Tucker@lbhf.gov.uk](mailto:Matt.Tucker@lbhf.gov.uk)>

**Sent:** 09 July 2025 08:01

**Subject:** Swanscombe News - 4 Swanscombe Road London W11 4SX (New Premises Licence Application)

Dear Objector –

Further to the above, the Applicant has sent me two responses, both to the Police (who have represented) and you as objector (both attached). It may well be the case that further discussions with the Police produce further update and, of course, we will keep you informed of that.

At this point, I am required to ask that you consider what has been provided by the Applicant. Should this mitigate your concerns to the extent that you wish to withdraw your objection, please let me know by way of return e-mail.

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)

## NEWS

Home | InDepth | Israel-Gaza war | War in Ukraine | Climate | UK | World | Business | Politics | Culture

England | Local News | London

# London anti-social behaviour hotspots named by Met



EPA

More than 30 areas in London will be subjected to increased patrols over the summer in the hopes of reducing anti-social behaviour, theft and street crime

https://www.bbc.co.uk/news/articles/cp864e1jk13o

Jess Warren

BBC News

9 July 2025

**More than 30 locations in London have been named by the Metropolitan Police as the most likely to attract anti-social behaviour (ASB), theft and street crime.**

The mayor of London's office said increased police patrols would be at hotspots over the summer, with intelligence-led plain-clothed officers to target prolific offenders.

It is part of the Home Office's national **Safer Streets Summer Initiative** running from 30 June until the end of September.

Deputy Commissioner for the Met, Matt Jukes, said the force was tackling "the crimes that matter most to Londoners".

The identified town centre and high street locations include Stratford, Woolwich town centre, Finsbury Park, Croydon town centre, Shepherds Bush Green, Elephant and Castle, Seven Sisters and the West End.

It will be a multi-agency operation by the Met, the mayor's office for policing and crime (MOPAC), local authorities and community partners.

Hannah Wadey from business crime prevention body the Safer Business Network said when people felt safe, town centres thrived.

According to the Met, the force has solved 163% more cases of shoplifting in the first six weeks of this financial year compared to last.

It added that theft from a person was down by 15.6% and personal robbery down by 12.8% over the same period.

Deputy mayor for policing and crime, Kaya Comer-Schwartz, said: "The safety of our town centres is more than just policing – it's about building stronger, more connected communities where everyone feels secure.

Of the 32 town centres and high street locations named as experiencing the highest levels of ASB, theft and street crime, the top 20 were:



Deputy mayor for policing and crime, Kaya Corner-Schwartz, said: "The safety of our town centres is more than just policing – it's about building stronger, more connected communities where everyone feels secure."

Of the 32 town centres and high street locations named as experiencing the highest levels of ASB, theft and street crime, the top 20 were:

- Barking Town Centre
- Brixton Town Centre
- Camden Town
- Catford – Lewisham High Street
- Croydon Town Centre
- Ealing Town Centre
- Elephant and Castle
- Finsbury Park
- Woolwich Town Centre
- Ilford Town Centre
- Kingston Town Centre
- Romford Town Centre
- Seven Sisters
- Shepherds Bush Green
- Shoreditch Town Centre
- Silver Street
- Stratford
- Walthamstow
- West End
- Whitechapel

**From:** Cllr Umeh Mercy: H&F <Mercy.Umeh@lbhf.gov.uk>  
**Sent:** 10 July 2025 14:24  
**To:** Tucker Matt: H&F <Matt.Tucker@lbhf.gov.uk>  
**Cc:** Cllr Qayyum Zarar: H&F <Zarar.Qayyum@lbhf.gov.uk>  
**Subject:** RE: Swanscombe News - 4 Swanscombe Road London W11 4SX (New Premises Licence Application)

Dear Matt

I am writing to formally object to the application for extended operating hours at the premises in question, located within my ward. My concerns are based on both experience and the likely impact on residents.

There are residential flats situated directly above the shop, and I have previously received numerous complaints from those residents regarding excessive noise emanating from the premises in the past. These disturbances have significantly affected their quality of life and peace of mind, particularly during the evening hours. Allowing the shop to operate late into the night during the hours and dates they are requesting is likely to exacerbate these issues. It may also encourage groups of drinkers to congregate in the vicinity, leading to increased noise, antisocial behaviour, and a general decline in the safety and wellbeing of the neighbourhood during late hours. For these reasons, I strongly urge the licensing committee to reject this application to protect the interests of residents and maintain the character and safety of the area.

Kind regards

Cllr Mercy Umeh  
Chair Licensing Committee  
Councillor for Shepherds Bush Green  
London Borough of Hammersmith & Fulham  
Email: [mercy.umeh@lbhf.gov.uk](mailto:mercy.umeh@lbhf.gov.uk)  
Web: [www.lbhf.gov.uk](http://www.lbhf.gov.uk)  
Tel: 020 8753 2018  
Address: Hammersmith Town Hall, King Street, London W6 9UJ



[Covid symptoms? Get tested now. Test and trace - nhs.uk/coronavirus or call 119](#)  
[Click here](#) for the Digital Hub

**From:** Tucker Matt: H&F <[Matt.Tucker@lbhf.gov.uk](mailto:Matt.Tucker@lbhf.gov.uk)>  
**Sent:** 09 July 2025 08:01  
**Subject:** Swanscombe News - 4 Swanscombe Road London W11 4SX (New Premises Licence Application)

Dear Objector –

Further to the above, the Applicant has sent me two responses, both to the Police (who have represented) and you as objector (both attached). It may well be the case that further discussions with the Police produce further update and, of course, we will keep you informed of that.

At this point, I am required to ask that you consider what has been provided by the Applicant. Should this mitigate your concerns to the extent that you wish to withdraw your objection, please let me know by way of return e-mail.

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)