

**From:** [REDACTED]  
**Sent:** 12 January 2026 09:19  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** OBJECTION 2025/02045/LAPR (confirm receipt please?)

Can you please confirm receipt?

**OBJECTION 2025/02045/LAPR**

[REDACTED]  
[REDACTED]  
London  
[REDACTED]

I object to this application as a neighbour who lives [REDACTED]. While I have no expectation of complete silence in a city home, my family with young children does have a right to similar levels of peace and privacy already enjoyed. New licensing grants should be sympathetic to the heavy residential presence in the area, both above and behind these premises. Noise travels easily because of the canyon-shaped structure of the buildings and homes in this area. Due to the low frequency of the bass sound in music, the constant "boom-boom" beat will be heard in my children's bedroom torturing them until midnight, even if the amplified speakers are kept inside the premises.

I would have expected the new licencing to be comparable to historic licencing terms granted to Oktoberfest under previous ownership and in keeping with the permissions already granted to a similar venue (and the new owner of these premises), The Brown Cow, [REDACTED]. The current application represents a significant escalation.

The premises is in a mixed-use neighbourhood and a balance needs to be found between supporting local businesses and the needs of local residents. At the moment the application does not address the latter sufficiently.

The licence should not be extended beyond that currently in place and additional mitigation should be put in place, specifically

- Other than New Year's Eve, no extended hours could be seen in the application. Hours should not be extended in the licence beyond the standard hours specified. Applications for temporary event licences could be submitted if needed.
- The application requests "unrestricted hours" for private use, essentially any time of day or night during private use. This should not be granted. Private use should be limited to the standard hours in the application.
- The hours on New Year's Eve should be agreed by a temporary event licence and not beyond those granted for the 2025/6 New Year.

In respect of promoting the licencing objectives (section M). The committee are requested to consider tightening the requirements of the door security policy. Currently the use of door staff will be "risk assessed on an ongoing basis by the licence holder or

premises supervisor". Considering the size of the premises, proximity to Chelsea and Fulham football clubs and that the plans include several TV screens, door staff should be required on football match days and the screening of significant sporting events. If temporary event licences are granted to extend hours, door staff should be in use.

The pavement outside the main door is narrow and is likely to be an intimidating environment for passing pedestrians as they navigate smokers and patrons. Dedicated staff should ensure that patrons are not creating an uncomfortable/ dangerous environment for pavement users.

In summary, the application would cause demonstrable and severe harm to the amenity of adjoining occupiers, undermining the high standard of living environment that local policy seeks to protect.

**From:** Cllr Downer-Sanderson Liam: H&F <Liam.Downer-Sanderson@lbhf.gov.uk>

**Sent:** 15 January 2026 09:29

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

**Subject:** Felden Street residents - Brown Cow

Hi Matt,

I hope you're well.

I met with local residents on Tuesday evening and we agreed the attached letter, which has prepared with my input, setting out their objection to the Brown Cow application. A few other residents share these views and intend to make representations along similar lines. I understand at least one objection may already have been submitted and would be grateful if you could confirm how many representations have been received to date.

To be clear, residents are not opposed to the Brown Cow as an establishment and want it to be successful. Nor are they objecting to the premises' core hours. Their concerns relate to specific impacts and are reflected in the request for a small number of conditions, which they consider reasonable and proportionate, to be attached to any licence granted.

If the applicant is willing to engage with residents and work constructively to address some of these points, I believe there is a realistic prospect that the objections could be withdrawn.

I would be keen to hear the applicant's initial views, whether a meeting with residents would be helpful, and whether you had any thoughts at this stage.

Kind regards,

Liam

PS I am aware you are due to be leaving the Council shortly, so I would be grateful for your advice on how best to proceed.

**Cllr Liam Downer-Sanderson**

**Conservative Councillor** for Fulham Town

London Borough of Hammersmith & Fulham

Click [here](#) to sign up for local updates

Email: [Liam.Downer-Sanderson@lbhf.gov.uk](mailto:Liam.Downer-Sanderson@lbhf.gov.uk)

Web: [www.lbhf.gov.uk](http://www.lbhf.gov.uk)

Tel: 020 8753 3550

Address: Hammersmith Town Hall, King Street, London W6 9UJ

Dear Sir or Madam,

I am a resident of [REDACTED], which [REDACTED] [REDACTED] in question. I am writing to make representations in respect of the application, primarily in relation to the prevention of public nuisance and public safety.

In addition to noise travelling between adjacent streets, local residents reasonably expect to be able to walk along neighbouring roads without the fear or inconvenience associated with anti-social behaviour, or the aftermath of such behaviour from the previous night. The pavement outside the premises is narrow, with limited space for passing, particularly for users of mobility scooters, wheelchairs or prams. Any increase in patrons congregating outside the premises would exacerbate these existing constraints.

The premises sits within a mixed-use neighbourhood and represents a considerable expansion of the current Brown Cow operation. This expansion is likely to result in increased noise levels and a higher risk of anti-social behaviour. While supporting local businesses is important, a balance must be struck between commercial activity and the needs of nearby residents. In its current form, the application gives rise to legitimate concerns.

In particular, the application seeks flexibility around hours and private use that is not adequately justified. The licence notice displayed at the premises refers to extended hours on Bank Holidays and other limited days, yet aside from New Year's Eve, no such extensions are clearly specified.

With regard to management and security, Section M of the application relies on ongoing risk assessment by the licence holder to determine whether door staff are required. Given the size of the expanded premises, its proximity to Chelsea and Fulham football clubs, and the presence of multiple television screens, this approach lacks sufficient certainty. Door supervision should be mandatory on football match days and during the screening of significant sporting events, as well as during any period covered by a Temporary Event Notice.

There is also concern about the management of patrons outside the premises. While smoking and congregation currently occur relatively infrequently, this is likely to change with a larger premises and the relocation of the main entrance onto a narrower pavement. The Fulham Road frontage is particularly constrained and sits adjacent to a busy chemist/pharmacy which is a valued local amenity. Patrons smoking, drinking, or standing in this location would create an uncomfortable and potentially unsafe environment for pavement users.

For these reasons, if the licence is granted, I respectfully request that it is subject to the conditions set out below, which I believe are reasonable, proportionate, and necessary to promote the licensing objectives:

## **Proposed Condiitons**

### **Hours and use**

- On Bank Holidays, the premises may operate to the same hours as permitted on a Saturday. No further extension of hours shall apply on Bank Holidays or any other day unless specified by a Temporary Event Notice.
- Any commercial private hire or private use of the premises shall be restricted to the same permitted hours as standard operation and shall not take place outside those hours without a Temporary Event Notice. If the operator has particular events in mind, it would be helpful for these to be clearly set out.
- On New Year's Eve, the premises shall not operate beyond 3am.

### **Door supervision and security**

- Registered door supervisors shall be deployed on football match days involving Chelsea FC or Fulham FC and during the screening of significant sporting events.
- Where a Temporary Event Notice is in place to extend trading hours, a minimum of one registered door supervisor shall be on duty from 30 minutes before the start of licensable activities until all patrons have left the premises.
- A written door supervision and customer dispersal policy shall be maintained at the premises and made available to the police or licensing authority upon request.

### **Management of patrons outside the premises**

- The licence holder shall ensure that sufficient members of staff are on duty at peak times, including at weekends, on football match days and during any period authorised by a Temporary Event Notice, to actively monitor and manage patrons who smoke or congregate outside the premises.
- No drinks shall be taken outside the premises, and no smoking by patrons shall be permitted, on Fulham Road at any time.
- Patrons using the external area on Rostrevor Road shall be seated at all times and shall not be permitted to stand, with no vertical drinking.
- Patrons shall not be permitted to congregate in a manner that obstructs the pavement or causes discomfort or danger to pedestrians, wheelchair users, or those with prams.
- The licence holder shall take reasonable steps to prevent the obstruction of the pavement by e-bikes or other vehicles associated with patrons of the premises.
- The licence holder shall not apply for, or seek to operate under, a tables and chairs licence on Fulham Road in connection with the premises.

Yours Sincerely



**From:** [REDACTED]  
**Sent:** 15 January 2026 10:23  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** 2025/02045/LAPR - Brown Cow 676 Fulham Road - objection

Dear Sir/Madam

I am submitting an objection to the above licence. I have attempted to submit the same objection on the portal, however the word count does not allow space for the proposed conditions below and the portal is not working ("Your comments could not be submitted due to an error in the system").

Please let me know if you require any clarification.

Kind regards

[REDACTED]

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**From:** [REDACTED] >

**Sent:** 15 January 2026 10:32

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Subject:** Fwd: Fw: 2025/02045/LAPR - Brown Cow 676 Fulham Road - objection

Dear Sir/Madam

2025/02045/LAPR - Brown Cow 676 Fulham Road - objection

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Please let me know if you require any clarification.

Kind regards

[REDACTED]

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In addition to noise travelling between adjacent streets, local residents reasonably expect to be able to walk along neighbouring roads without the fear or inconvenience associated with anti-social behaviour, or the aftermath of such behaviour from the previous night. The pavement outside the premises is narrow, with limited space for passing, particularly for users of mobility scooters, wheelchairs or prams. Any increase in patrons congregating outside the premises would exacerbate these existing constraints.

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**From:** [REDACTED]  
**Date:** Friday, 16 January 2026 at 14:46  
**To:** Gardiner Neil: H&F <[Neil.Gardiner@lbhf.gov.uk](mailto:Neil.Gardiner@lbhf.gov.uk)>  
**Subject:** Re: Brown Cow Licensing application

Afternoon Neil

Many thanks for getting back to me and for agreeing to receive my representation. I have included it below. I will also try to contact [REDACTED].

Kind regards

[REDACTED]

Dear Sir or Madam, I am Chair of the [REDACTED] and as such I represent their views. A number of the houses in [REDACTED] back directly onto the premises in question. I am writing to make representations in respect of the application, primarily in relation to the prevention of public nuisance and public safety.

In addition to noise travelling between adjacent streets, local residents reasonably expect to be able to walk along neighbouring roads without the fear or inconvenience associated with anti-social behaviour, or the aftermath of such behaviour from the previous night. The pavement outside the premises is narrow, with limited space for passing, particularly for users of mobility scooters, wheelchairs or prams. Any increase in customers congregating outside the premises would exacerbate these existing constraints.

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There is also concern about the management of customers outside the premises. Smoking, drinking, or standing in this location would create a potentially unsafe environment for pavement users.

For these reasons, if the licence is granted, we request that it is subject to conditions around Hours and use, Door supervision and security and Management of customers outside the premises, all to be discussed and agreed.

[REDACTED]  
[REDACTED]

**From:** [REDACTED] >

**Sent:** Monday, January 19, 2026 6:14 PM

**To:** Gardiner Neil: H&F <[Neil.Gardiner@lbhf.gov.uk](mailto:Neil.Gardiner@lbhf.gov.uk)>

**Subject:** Brown Cow Extension License Application

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Dear Neil

I gather from other Residents that the application portal still has issues so please see my representation below.

I object.

As:

- The footfall is much greater than the current footprint, and now will exit on a much smaller segment of pavement. ASB outside late with people drinking or smoking in a mixed residential area will now impact a much greater number of residents
- The unrestricted hours for private events should not be permitted in a highly residential area
- With slot machines and large TVs proposed it seems a very different type of clientele is being encouraged to attend, and during football matches noise and ASB could increase significantly

Thank you for taking these concerns into account.

Best wishes

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

London [REDACTED]