



Re: 794 Fulham Road

From [REDACTED]
Date Tue 11/25/2025 4:31 PM
To Gardiner Neil: H&F <Neil.Gardiner@lbhf.gov.uk>

Good Evening Neil,

Thank you for sending over the representation. I appreciate being informed and welcome the opportunity to clarify how the business will operate and how we will ensure all four Licensing Objectives are fully supported.

Below is a concise, positive, and factual overview addressing the points raised:

1. Supporting the Prevention of Crime & Disorder

Our operation is designed to run quietly and responsibly, with minimal external activity:

- The pubs referenced in the representation already provide extensive food menus and are surrounded by existing takeaway venues with **similar closing times**. These naturally serve any late-night footfall before it reaches further locations like ours.
- Other nearby venues such as **Fireaway, La Pizzica, and Bishops on Fulham Road and Fulham Palace Road** operate well into late hours and demonstrate that food businesses can function safely in the area.
- Our late-night model is **delivery-led**, with no late-night eat-in seating, which significantly reduces any risk of groups gathering.
- As DPS/ Business Operator, I have proactively completed **SIA training and First Aid certification**, even though this is not required, to ensure we maintain a safe and responsible environment.
- Our operating schedule includes:
 - CCTV throughout
 - Incident/refusal logs
 - A strict "no service to intoxicated individuals" rule
 - Quiet-leave guidance
 - Staff trained in conflict management
- Delivery riders are guided through both app instructions and on-site signage to: *Avoid waiting outside, avoid noise, no shouting, no smoking, and no idling engines.* Repeat offenders will be reported and not used.

These measures help maintain a calm environment and support the Licensing Objective at all times.

2. Supporting Public Safety

We understand the concerns regarding the zebra crossing and turning traffic, and are considering these carefully:

- Our late-night offering is strictly takeaway and collected from inside the premises, not the pavement.
- No outdoor seating, congregation area, or smoking area will be permitted.
- Delivery drivers (including third-party couriers) are directed inside the premises only, with strict instructions: no idling, no horns, no shouting, no waiting outside.
- We will provide "Get home safely" guidance and signposting to night buses and licensed taxis per LBHF policy.
- The crossing is **well lit with street lights**, and traffic volumes are lower during the hours we operate late-night refreshment.

- Any illegal right turns from Burlington Road are a **highways enforcement issue**, though our **CCTV will be available to assist authorities** if required.
- Internally, we already have strong safety procedures in place:
 - Gas and electrical safety checks
 - Fire safety equipment
 - First aid availability
 - Clear emergency procedures
 - Non-slip floors
 - Controlled staff access points

These steps ensure both customers and staff remain safe within and around the premises.

3. Prevention of Public Nuisance

We have built the entire business model around keeping operations quiet, controlled, and respectful:

- No eat-in service is requested during late hours, so the premises will not become a place for people to gather.
- **Our priority is to use our own electric bike driver, with third-party riders only used when demand exceeds in-house capacity.**, reducing noise, emissions, and discouraging groups of delivery riders from waiting outside. All third-party drivers will collect **from inside the premises only**, with clear guidance to avoid waiting outside or causing disturbance.
- Quiet-leave signs and staff reminders will ensure customers leave promptly and respectfully.
- Kebab Kid's late-night licence does not appear in the public register, and while we do not know their history, some takeaways have traded without a licence or submitted incomplete applications that failed to address the licensing objectives. In contrast, our application is detailed, community-focused, and clearly demonstrates that we understand and will meet the licensing objectives. Our measures and operating practices show our commitment to preventing nuisance and operating responsibly

Together, these measures minimise noise and activity outside the premises.

4. Clarification on Historical Use of the Premises

To support a clear understanding of the site:

- 2009–2017: Atlas Cars (Taxi business)
- 2020–2022: Estate Agent
- 2022–2024: **Cheerio Juice Bar**, which also operated deliveries
- 2024: **Copper Coffee**, which also operated deliveries

The premises has therefore operated as a café/takeaway for several years, with regular food-related activity and no known complaints reported.

5. Our Intention and Commitment to the Local Community

Our goal is to provide a useful, quiet, and well-managed service for local residents:

- Many locals have expressed the need for a nearby late-night food option, rather than travelling to North End Road or across Putney Bridge late at night.
- We prioritise **locals, families, and delivery orders** rather than eat-ins or groups.
- If, despite all controls, late-night collections create disturbance, we are prepared to **move to delivery platform-only during those hours** to maintain neighbourhood peace.

We want to contribute positively to Fulham and operate in a way that aligns with the character of the area. We are thinking long term in terms of our standing in the community and the impact it will have on our brand.

I hope the information above provides reassurance that the operation will be carefully managed, considerate, and fully aligned with the Licensing Objectives. I am happy to engage in mediation and to incorporate any further reasonable conditions recommended by the Authorities.

Reagrds.

On Mon, Nov 17, 2025 at 10:19 AM Gardiner Neil: H&F <Neil.Gardiner@lbhf.gov.uk> wrote:
Good morning

I hope you are well. I just want to inform you that we have received the below representation against your application for a premises licence. If the representation cannot be mediated the application will have to be heard at a Licensing Sub Committee, following the end of the consultation period.

13/11/2025 10:18 AM I wish to object to this premises licence application for the following reasons:

Prevention of crime and disorder

There are a number of public houses in Fulham High Street which discharge rowdy, drunken customers throughout the evening to late at night and this proposed Indian takeaway restaurant will be a magnet for them.

Public safety

This proposed Indian takeaway is sited directly in front of a zebra crossing and is on a corner where traffic from the Fulham Palace Road often turns at speed into the Fulham Road so there is a high risk to the public if the premises customers spill onto the pavement and obscure this traffic or the customers themselves spill onto the road. It is a particularly dangerous corner more especially since many drivers coming from Burlington Road to not turn left and use the roundabout to turn into the Fulham Road but rather make an illegal right turn across the zebra crossing - I have witnessed 3 very close calls in recent years will standing at the bus stop. This site was an estate agency for many decades with minimal foot traffic.

Prevention of public nuisance

For the same reasons as the prevention of crime and disorder. When Kebab Kid (corner of Fulham Road and Oxberry Avenue) was granted a food outlet licence a few years ago local residents have witnessed gangs of motorcycle and scooter riders using the venue as a meeting place when it is open (it only operates infrequently) and many complaints have been made to H&F noise and environment services. When you add to this the fact that this proposed takeaway at 794 Fulham Road is sited on a corner by a zebra crossing and beside white zig zag no parking warning lines that operate 24/7 it is a recipe for disaster.

Please advise me how you wish to proceed.

Neil Gardiner
Licensing Officer
Licensing
Place Department
Hammersmith & Fulham Council

T: 07551680520

E: Neil.Gardiner@lbhf.gov.uk

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From: [REDACTED]
Sent on: Thursday, December 4, 2025 2:33:57 PM
To: Gardiner Neil: H&F <Neil.Gardiner@lbhf.gov.uk>
Subject: Re: Koocina 794 Fulham Road London SW6 5SL Premises Licence Application.

Thanks for your email Neil.

This does not resolve my concerns and I am very much against the Licence Application as originally stated.

Please let me know about the next steps needed on our end to continue the process to a) reject the licence application and b) the removal of the venting system erected at the back of the property.

I know all the stakeholders I have been in touch with are still very much against this business in it's current form, and the arguments given below are poor at best.

Thanks,

[REDACTED]

From: [REDACTED]
Sent on: Thursday, December 4, 2025 11:00:14 AM
To: Gardiner Neil: H&F <Neil.Gardiner@lbhf.gov.uk>
Subject: Re: Koocina 794 Fulham Road London SW6 5SL Premises Licence Application.

Dear Neil,

Thank you for your email and attached document from the Applicant.

Unfortunately, I consider that the Applicant's statement is merely sophism and wishful thinking dressed up as a box-ticking constructive argument to win the Council's approval – I have lived in this area for a considerable time and have a detailed local knowledge of the numerous pubs and food outlets, therefore, I know from experience which of these have a positive impact on the area and which of those have had a negative one and the proposed change of licence at 794 Fulham Road falls strongly into the latter category for the reasons previously stated in my objection.

Kind regards,

[REDACTED]

From: [REDACTED]

Sent on: Friday, December 5, 2025 4:57:38 PM

To: Gardiner Neil: H&F <Neil.Gardiner@lbhf.gov.uk>

Subject: Re: Koocina 794 Fulham Road London SW6 5SL Premises Licence Application.

Dear Mr. Gardiner,

Thank you for the opportunity to comment on the matter concerning 794 Fulham Road.

I write with unique, long-term insight into this location. [REDACTED]

[REDACTED] Combined with 40 years of residency in Fulham, this provides me with considerable institutional knowledge of the area's traffic and commercial dynamics.

[REDACTED] The primary reason was the insurmountable challenge posed by its location directly on a busy roundabout, with mandatory zigzag parking restrictions at the frontage. This configuration actively discourages both pedestrian stopping and vehicular access, crippling any business dependent on customer visits. The rapid turnover of failed businesses at this address in recent years serves as clear market validation of this problem.

My most serious concern, however, is one of public safety. This specific roundabout has a documented history of severe incidents, including two fatal accidents that directly led to the license revocation for a bar opposite. Approving a new high-footfall use for 794 would inevitably increase pedestrian-vehicle conflict at an already dangerous junction, creating a foreseeable hazard. I urge you to review the historical licensing and highway safety records pertaining to this junction.

In my considered opinion, granting permission for such a use would not only be commercially unviable but would also compromise public safety and contribute to the deterioration of the local environment.

I trust this informed perspective will be given due weight in your deliberations.

Yours sincerely,

[REDACTED]

From: [REDACTED]

Sent on: Friday, December 5, 2025 12:27:05 PM

To: Gardiner Neil: H&F <Neil.Gardiner@lbhf.gov.uk>

Subject: RE: Koocina 794 Fulham Road London SW6 5SL Premises Licence Application.

Dear Mr Gardiner,

Thank you for sending me the attached. My comments are as follows:

1. Clear guidance and requests to respect neighbours are not usually effective.
2. The business will have little if any control over delivery bikes from other businesses.
3. How are they proposing to deal with rowdy or drunken elements?
4. How do they propose to prevent customers from occupying the pavement if they wish?
5. The proposed operation is still presumably within the 400m limit of the junior school.

All things considered, despite their fine words, they give little substantive reassurance. My objection stands.

Kind regards

[REDACTED]

From: [REDACTED]

Sent on: Sunday, December 7, 2025 1:46:35 PM

To: Gardiner Neil: H&F <Neil.Gardiner@lbhf.gov.uk>

Subject: Re: Koocina 794 Fulham Road London SW6 5SL Premises Licence Application

Dear Neil

Many thanks for sending through the email correspondence with the applicant and I do appreciate their justifications to present counter arguments to the representations made.

Sadly their email has not alleviated my concerns in the slightest, it has I'm afraid exasperated them.

Whilst I feel that the sentiment to 'run the premises quietly and responsibly' may be there, you and I know that the reality of being able to maintain this night after night is impossible.

The applicant notes that there will be 'minimal external activity'. A premises that runs a late night takeaway and delivery service on an already busy road is deluded if they think that outside activity will be kept to a minimum.

I know for a fact that despite their efforts Ombretta and Ante's wine bar often had complaints about their noise despite ensuring that their clientele stayed inside.

The applicant also notes that they will have a 'Quiet leave' policy and will not serving intoxicated individuals'. Who will be policing this please?

They also state that their staff will have conflict management training. Please ask the applicant to reconsider this statement as, despite training, the majority of individuals who are presented with an aggressive scenario, do not tackle the threat through fear that they might be assaulted or even worse, stabbed.

My other major concern is that this premise will be 'delivery led'. Who will be policing the deliver drivers at 1am to ensure they're adhering to the rules?

Moped delivery drivers simply don't care! They just want to deliver and be paid - regardless of the rules laid out by the owners.

The word 'avoid' is also very loose. In others words the owner is allowing themselves an element of wriggle room if they ever get cautioned about the noise / shouting / idle engines and smoking.

I dispute the notion that this premises will create a calm environment. It's utterly impossible given the nature of what the new premises are aiming to achieve with this retail venture.

Finally, they note that their business model is quiet, controlled and respectful. The sentiment might be there but you know as well as I, that this is impossible to maintain.

In conclusion Neil, whilst I'm all for entrepreneurship and the regeneration of this part of the Fulham Road, I'm afraid a late night takeaway service such as this is not needed or wanted by the local community.

With very best wishes,



From: [REDACTED]
Sent on: Thursday, December 18, 2025 10:31:42 AM
To: Gardiner Neil: H&F <Neil.Gardiner@lbhf.gov.uk>
Subject: Re: Koocina 794 Fulham Road London SW6 5SL Premises Licence Application.

Good Morning Neil

Apologies for the slow response but I have been away.

Thank you for forwarding the document from Koocina. To be honest, I am not entirely clear as to what this business is going to be! Is it a restaurant or a takeaway venue? I sense that it will operate more as a takeaway, which is where my concerns lie.

The applicant mentions La Pizzica and Bishops, both restaurants I regularly visit. While they may also operate a takeaway service, this is certainly not their main business. The applicant also mentions Fireaway, which is clearly geared to takeaway business. While I notice they have tables and chairs inside, don't think I've ever seen anyone actually eating inside the premises.

In fact, Fireaway is a perfect example of where my objections lie - there is a constant stream of delivery mopeds/cycles on the pavement area outside their premises. The location of Koocina would not lend itself to this kind of constant takeaway business.

Thank you for keeping myself and other residents [REDACTED] in the loop on the proposed Licence Application.

Kind regards

[REDACTED]

From: [REDACTED] >

Sent on: Tuesday, December 23, 2025 9:51:27 AM

To: Gardiner Neil: H&F <Neil.Gardiner@lbhf.gov.uk>

Subject: Re: Koocina 794 Fulham Road London SW6 5SL Premises Licence Application.

Thank you.

[REDACTED]
Co-Founder

[REDACTED]

Tel: [REDACTED]

[REDACTED]

Tel: [REDACTED]

[REDACTED]