

Fulham Broadway Saturation Policy

Overview

From **02/07/2009** to **24/09/2009**, London Borough of Hammersmith & Fulham ran a consultation entitled '*Fulham Broadway Saturation Policy*'. This report covers the online element of the consultation process, which was run from <http://www.citizenspace.com/local/lbhf/SaturationPolicy>

Topic 1: Comments

Q1: Your comments on the Saturation Policy proposal:

There are 45 responses to this question. Please see Appendix A for the text of these responses.

Appendix A

Your comments on the Saturation Policy proposal:

- 1.** I have several very simple points which support a tighter control on the type of venues proposing to add to the writhing mass of existing establishments. The first is the amount of vomit, rubbish, empty glasses which result from these places. The second is the amount of unruly bodies which fill the pavements not just outside the venues but anywhere you happen to be unfortunately enough to have to walk as they zig zag drunkenly across the pavements or through local shops and bash into you, not to mention the foul language, shouting and screaming. The thing I personally find most frightening is the way they either overflow outside these places into the street or just stagger out in front of you when you're driving-I'm terrified of knocking one of them over and have had to slam on the breaks several times to avoid doing so. Thirdly it is extremely difficult- no impossible- for the many local residents to find somewhere to go out themselves in the evening where they can avoid this mess.
- 2.** I believe that this proposal is a step in the right direction but I also believe that the council and police need to take further action to reduce the amount of drunken and anti-social behaviour that occurs week in, week out around Fulham Broadway. The council should consider reducing the number of licensed premises or requesting that the format of some premises is changed to be more welcoming to older, local residents. Promotions and offers for cheap or free drinks should be banned and perhaps the age for drinking alcohol in the zone should be increased to 21 (if legally possible). I speak as a local resident who steers clear of Fulham Broadway on Thursday, Friday and Saturday evenings because the behaviour of (usually non-local) drinkers is so out of hand and unpleasant. Seeing guys urinate in the street as you walk home, or picking your way round vomit and rubbish, is one of the considerable downsides of living in this neighbourhood. If Fulham Broadway was no longer regarded as a "drinking destination" in London, then the quality of life for local residents and workers such as shop assistants and the police would improve significantly.
- 3.** Thank you for not granting any more licences for pubs/bars or granting extensions of licences in the saturation zone. I fully support the idea of restricting existing licensed premises. We, your voters, will be grateful for it!
- 4.** I think that residents will never be happy. When there are no bars restaurants and nightlife the area is not attractive and people do not move in. When there is nightlife people complain about noise. The best solution would be to provide incentives to build bars and clubs in industrial areas (see off carnwath Rd). Alternatively, venues could be built on adapted barges docked somewhere along the river like happens in many European cities. I agree that there must be a limit on new venues in residential areas but the council must provide an appropriate nightlife development strategy.
- 5.** As a resident in a very nearby area, I strongly support the proposal and would urge the council to extend the proposal to put restrictions on existing premises. This is a huge problem for our neighbourhood and it is already out of control. We can not go to town center for shopping or restaurants due to extreme rowdiness. It is very uncomfortable even sitting in our living room with levels of noise and antisocial behaviour on our street until the morning on

13. This seems an entirely sensible idea and one which I would support.

14. I fully support the Saturation Policy proposal. I walk / drive through the area to get to my home. At nights and on match days, the area is like a war zone with boisterous drunks, noise, road accidents waiting to happen, litter and general filth. I would also ask that consideration also be given to: 1) removing whatever entitlement permits bars and pubs to have their patrons drinking outside their premises. Often, to avoid the mayhem, one has to walk along the road because the pavement is full of drinkers. Also, on match days, when things are particularly boisterous and intimidating, drinkers outside pubs from opposite teams tend to goad each other into battle. 2) extending the zone to include Fulham Road in the area of the Munster Road cross. There is a growing problem there on match days with heavy drinkers (apparently from opposing teams' support) outside pubs on both sides of the Fulham Road indulging in 'tribal' taunting. By the close of last football season, there had been two all-out battles on the road and after the last couple of matches, there were nine (9 !) policemen on precautionary watch at the road cross ready to intervene. - But that, of course, doesn't make things any quieter or less intimidating. - It just stops the drinkers killing each other. - Again - WHY are bars allowed to have their drunken patrons drinking OUTSIDE their premises? - If they were inside while drinking, things would be far better.

15. kghjgjhghj

16. There is an increasing problem in Fulham Broadway at night and I think there should definitely be a restriction on drinking hours and no further licences be given to new premises. As a local I would like to be able to support the good restaurants in the area and visit the cinema - I rarely do either because of the problems highlighted. When football is on it is unbearable and quite frightening. Something must be done immediately.

17. I agree that there are already too many drinking establishments in these areas. The drunks on our streets at night are a disgrace. Fulham Broadway despite attempts to improve the area is considered by most people as a no go area at night.

18. I fully support the proposed policy of limiting both the number of licenced premises and also the hours of operation. I can see no justification for the majority (namely residents) to be seriously inconvenienced by the very anti-social behaviour of the minority (some of whom undoubtedly travel into the area because of its reputation).

19. Hammersmith & Fulham compared with other inner London boroughs, is fairly quiet on Friday and Saturday nights. The most significant problems appeared to go away once the School Disco night at Hammersmith Palais finished. Licensing & opening hours are already fairly strict in the borough (very few late night venues). Because of this I usually travel outside of the borough when going out, to places such as Islington and Camden. Perhaps it would be more worthwhile speaking to boroughs and seeing how they manage their night time economy. Especially as the number of bars in Fulham seems relatively sparse in comparison to these other places

20. There are too many bars in the Broadway offering cheap drinks, so called happy hours that extend for most of the evening. The customers are so drunk, they urinate in the street, cause fights, overload the hospital emergency departments and are generally very unpleasant at the bus stops in the area. Please ban these offers. It is nice that there are places to go in the area but these offers attract people who just want to get drunk and cause trouble. In the

Parsons Green area outside Fests, there is often broken glass on the pavements which is not cleaned up by them but the local street cleaner. Customers are noisy and often destructive when they leave at closing time. Now it appears that there is another licencing application for a new bar opposite. Instead of more bars could we have some useful shops?

21. I applaud any action taken to deal with drunken loutish behaviour in Fulham. It is depressing that the Borough Council has to contemplate this action because the breweries and other businesses selling alcohol indiscriminately appear to be unwilling to control the amount of alcohol they sell to their customers, and also appear to abdicate any responsibility they have to discourage disorder and anti-social behaviour. Although I do not have much experience of Fulham Broadway late at night I am not surprised that the borough council has decided that it is necessary to introduce a more stringent policy in this area. My main concern is that a policy to regulate more strictly the bar businesses in Fulham town centre may result in the problems of disorder and mayhem migrating to other areas of Fulham. I live in a residential area just off Fulham Road between Parson's Green Lane and Munster Road. Until recently we had to endure the utter misery of living near the Leopard Lounge, and we had to fight hard to stop it from operating after midnight, disgorging rowdy drunken louts into our streets while we were trying to sleep. Although mercifully the Leopard Lounge is no longer in operation near us, we still have two other bars in the vicinity which create nightly mayhem particularly acute at the weekends. My fear is that the rapacious operators of these bars will be encouraged to seek later licenses in our area and to subject us to unutterable misery if Fulham town centre is brought under some kind of control. So, my plea is that the residential areas not far from the town centre must also be protected from this nuisance. The special licensing policy should be available to our area as well, and there should always be a presumption against the operation of bars and clubs after midnight near residential areas. Tony Hutt

22. Maybe quality rather than quantity should be the main focus. Even if individual premises are well run or well staffed, if you are serving individuals pint upon pint of cheap snakebite before sending them home then they are most likely to vomit on the locals' doorsteps. I am of the belief that the area of fulham broadway could do with one or two nice bars that are open past the midnight curfew and that there are a couple of bars that could do with shutting down permanently as they add nothing to the area.

23. I would be very pleased if the Council introduced a special policy in relation to cumulative impact regarding licensed premises, clubs and so on. Let's clean our Borough up, protect our children, young people, residents and shop keepers from drunks and their doings and bad behaviour. Police time too would be spared to do other jobs necessary for our protection.

24. A large percentage of the licensed premises in the Fulham Broadway area are focussed on attracting overwhelmingly young people. Unfortunately in the evenings (particularly Fridays and Saturdays) these premises become predominantly associated with heavy binge drinking with predictable consequences. At best this involves groups of people making considerable noise in the streets often very late at night and leaving a trail of detritus behind, at worst it degenerates into violence of various sorts. Although this area is designated as a town centre, it is also a residential area. The only way to protect the amenity of residents plus reduce the antisocial behaviour associated with such style of drinking (recently highlighted in international

surveys as the new British Disease) is to curb and roll back this particular type of nighttime economy. It is simply unacceptable and irresponsible to allow a predominance of these types of licensed establishments in the Fulham Broadway area. I therefore support the Saturation Policy as proposed by H&F Council.

25. I agree with the proposed policy but the same caution should be applied in the surrounding streets of the saturation zone as well.

26. The area is already over-saturated with late-night establishments, with the result that Fulham Broadway attracts, from a wide area including from well outside the Borough, people looking for a late night out. Sadly, however, this brings with it serious inconvenience to residents, with noise, rowdiness, drunken behaviour and occasionally violence too. So, no new licences please, and appropriate restrictions on the hours of those establishments already with licences.

27. the council has made great efforts to improve fulham broadway, decent bars clubs and restaurants are part of it, but the place is now overrun on friday and saturday nights with scenes of mayhem. if it cannot be controlled the number of establishments needs to be limited or the type of establishments changed- more restaramts less pubs etc.. apparently these areas are referred to as 'drinking villages' which says it all. i live on eel brook common and the noise from people coming home is often terrible...but the planes are much worse!

28. I believe that the bars and clubs of Fulham bring much needed business and jobs to the area. However more control needs to be exercised over the unruly behaviour. Competition will sort out which and how many can survive. Fulham Broadway area used to be a complete dump - a nothing area- now it has a certain liveliness that seems to have improved the area. If there was a way of controlling the drunks, vomiting and urinating in the street. I would welcome any new business into the area.

29. To ban more bars without restricting football matches is ridiculous - it is almost always on Chelsea match days that problems occur from excess traffic and parking pressure to antisocial behavior. The bars are not the problem it is the people in them.

30. I completely agree that Fulham has reached saturation point on new pubs and clubs. We too, are tired of warning our children to step over vomit and broken glass, and are tired of being woken up frequently by the drunken element leaving the venues. Certainly we have enough places for people to drink around here! We have lived in both the Fulham Broadway and Parsons Green areas, and anywhere you mix ignorance and alcohol, you get trouble for the residents. I do not agree with another comment someone made about not living in Fulham if you want a quiet neighborhood - there is nothing wrong with wanting to live in a vibrant, metropolitan place, but the partying element lack common sense and courtesy towards the residents. What we really need is a much bigger police presence around the hot spots during problem times (I was actually told by the police once that they couldn't do anything about so-called noise disturbances!). And while I do appreciate the frequent street cleaning, don't forget the pavements, which suffer more than the streets do! Between the vomit, spit and dog mess, it is less fraught to walk in the street!

31. None

32. We also have this disturbance daily on the Uxbridge Road near Covedale Road. What about looking at this area as well as Fulham.

33. The main problem is caused by the 2-3AM closing time restriction during the weekends, and the happy hours promotion. This forces people to drink as much as they can until 7/9PM and then they only have 3-5h in front of them to have a good time. It is when they are in really good mood and full of energy that the bars and clubs switch off the music and push them in the streets. Of course in that state and having nothing to do, they start to behave very badly. Solution: We need to have bars/clubs with longer opening hours 5/7AM like anywhere else in Europe. It will help keeping these partying people indoors until they are completely exhausted. Look at the mess in the West End at 2AM... Why? Because so many people very excited are pushed in the streets at the same time. Longer opening hours will encourage people to drink slower as well.

Yours faithfully,

34. Restricting the number of licensed premises is a worthwhile & sensible step. Fulham Broadway & its surrounding area is not a safe or pleasant place to be on a Friday or Saturday night or on any day when Chelsea are playing at home. I do not understand why it has taken the authorities so long to realise this fact.

35. I am in favour of restricting new licences in the Fulham Broadway, Fulham Road area and of very strict supervision of existing licenced premises. The visible police presence at Fulham Broadway is very reassuring to those who have to pass through the area late in the evening.

36. I think that restriction should be made to opening times for Bars like Belushi, Havana, Slug at Fulham Bar. They should all close at normal licensing hours to help avoid problems below. The customers congregate at the pavement during and after closing time and endanger the public using it as they have to walk around the crowd - by walking through the ROAD and endangering ourselves on a daily basis. This is ridiculous and unacceptable. Plus vomit, noise, rowdiness and antiocial behaviour towards others public users and the neighbourhood. Plus general bolshie intimidating and threatening drunken behaviour. from drunks....

37. Fulham Broadway is a no go area at the weekends for local residents the bars spill out on to the streets and pavements i suppose because of the cigarette ban inside

38. I support the policy and hope that it leads to variations in the licensing hours - as many have said Fulham Broadway and the surrounding streets/eel brook common are becoming a no go area and whilst there might be a Police presence on the Broadway itself most of the mayhem happens in the side streets on the common.

39. The main problem is caused by the 2-3AM closing time restriction during the weekends, and the happy hours promotion. This forces people to drink as much as they can until 7/9PM and then they only have 3-5h in front of them to have a good time and liberate all that energy accumulated during the week. It is when they in really good mood and full of energy that the bars and clubs switch off the music and push them in the streets. Of course in that state and having nothing to do next, they start to behave very badly. Solution: We need to have bars/clubs with longer opening hours 5/7AM like anywhere else in Europe. It will help keeping these partying people indoors until they are completely exhausted. Look at the mess in the West End at 2AM... Why? Because so many people, very excited, are pushed in the streets at the same time. Longer opening hours will encourage people to drink slower as well. Please note that I don't own any bar or club. Just a regular citizen. Yours Faithfully, Alexandre

Pilette

40. I support the introduction of this policy

41. Disagree with the need for more licensing regulation. Fulham is a young, lively and fun area to live in and if people want to have more "quiet" then they should not live in Central London. I am married, a father of one and live within spitting distance of the so called impact area on Fulham Road and I actually enjoy having such facilities near-by. What the council should focus on imo is facilitating a lively nightlife but managing the impact by good policing and street cleansing. Nightlife does not cause us any noise burden to speak of (unlike air traffic which does), but our street frequently looks like a rubbish dump, so rather than impose rules on a sector that's already suffering, I like to see some more promotion, enforcement and perhaps some more bins. Hope this helps,
W. Bloem 14 Rostrevor Road

42. Fulham Broadway already has far too many 'open all hours' bars and pubs. The Saturation Policy sounds like a very good idea as there is a real need to curb the number of establishments of this type. Fulham (except for the Broadway area) is in general a quiet and civilised area and unfortunately these establishments tend to lower the tone and cause disruption over the weekends. On another note, the length of pub and bar licences should, in my opinion, be reviewed. For example, I find it bizarre that people can drink until quite so late on a Sunday night. Although I'm sure having lax licensing helps the bar owners to make a lot of extra cash, I'm not convinced that the more general implications of such a licensing policy is well thought through.

43. I agree the area has currently reached saturation point. I live on Dawes Road which is a popular route home for revellers and the level of noise and general rowdiness is excessive and goes on throughout the night until the early hours of the morning (4am / 5am) this is not just restricted to weekends but is also experienced during the week. I have to sleep with ear plugs in. In addition, empty bottles and cans of beer are left strewn around the street ,on garden walls and hedges (incl. mine) - so increased litter and criminal damage are also a problem.It would be beneficial if police could heightened their profile in / around the streets when clubs and pubs are winding up to remind revellers that they are in a residential area, and that they should refrain from breaching the peace.

44. I fully endorse this proposal and hope the Council implements it as soon as possible. Not only am I woken up on a regular basis on Thursday, Friday and Saturday nights, I fear for myself and my young teenage children coming home from events on those evenings. We have a right to live in peace and safety and certainly I pay council tax on two properties to ensure that right. Please Please implement this strongly, and for a long foreseeable period of time.

45. I endorse your proposal to curb further entertainment licenses in the Fulham Broadway area.