

# Licensing Sub-Committee

## Supplementary Agenda B

Wednesday 17 April 2024 at 6.30 pm

This meeting will be held remotely

Watch the meeting live: [youtube.com/hammersmithandfulham](https://www.youtube.com/hammersmithandfulham)

### MEMBERSHIP

Administration:	Opposition:
Councillor Mercy Umeh (Chair) Councillor Bora Kwon	Councillor Dominic Stanton

**CONTACT OFFICER:** Charles Francis  
Committee Co-ordinator  
Governance and Scrutiny  
Tel: 07776 672945  
E-mail: Charles.Francis@lbhf.gov.uk

### Public Notice

This meeting will be held remotely. Members of the press and public can watch the meeting live on YouTube: [youtube.com/hammersmithandfulham](https://www.youtube.com/hammersmithandfulham)

Speaking at Licensing meetings is restricted to those who have submitted a representation and registered to speak.

Date Issued: 16 April 2024

# Licensing Sub-Committee Supplementary Agenda B

17 April 2024

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3.2	<b>NATIONAL HOTEL (CITIZEN M) - BASEMENT TO LEVEL 4 OLYMPIA EXHIBITION CENTRE HAMMERSMITH ROAD LONDON W14 8UX - ADDITIONAL INFORMATION FROM AN OBJECTOR</b>	3 - 4
4.2	<b>EMBERTON HOUSE HOTEL (HYATT), OLYMPIA EXHIBITION CENTRE HAMMERSMITH ROAD LONDON W14 8UX - ADDITIONAL INFORMATION FROM AN OBJECTOR</b>	5 - 6

**From:** [REDACTED]  
**Sent:** Monday, April 15, 2024 8:02 PM  
**To:** Licensing HF: H&F <licensing@lbhf.gov.uk>  
**Subject:** Re: Supplementary Agenda - National Hotel (Citizen M) - Basement To Level 4

Dear Lorna,

I will be attending the meeting live on Wednesday.

I've noted that Olympia has made several misleading statements in their packet in an attempt to discredit the representations received. I am concerned about how we can formally address this with the licensing committee, particularly regarding:

**Westfield Opening Hours:**

Olympia claims that the statements made in several representations, which suggest closing hours for restaurants in Westfield are between 9 and 10 PM, are "respectfully" wrong. However, a quick check of the Westfield website confirms that the majority of restaurants indeed close at 9/10 PM. Clearly, Olympia does not shop or dine at Westfield.

**Transport:**

Olympia states that the site is highly accessible, with a public transport accessibility level (PTAL) rating of between 5 and 6A, defined as very good to excellent. They mention that public transport facilities include both overground and underground train networks at Kensington Olympia, which is within 20 meters of the site on the opposite side of Olympia Way, and multiple nearby high-frequency bus networks and cycle provision routes also surround the site.

However, these facts are misleading. TfL only runs 3 trains per hour during the weekend, and during the week, the service is restricted to a few very early morning and late evening trains. The underground trains at Kensington Olympia station operate only on a limited schedule. There are only 3 buses stopping at Kensington Olympia bus station, with a frequency of 8-10 minutes. I wouldn't consider this a "multiple high-frequency bus network."

It is also disingenuous to expect that guests of a 4-star hotel will arrive at the hotel with their luggage by bus or cycling. Hence, residents are concerned about increased noise from traffic and local parking spaces being used by Uber, taxi drivers, and visitors.

**Community Engagement:**

While Olympia has made several attempts to engage with the local community, including myself at drop-in events, this engagement has been one-sided, with none of the residents' concerns ever taken into consideration.

**Policy and Impact:**

Olympia claims that, as per the licensing policy and national guidance, each

application must be considered on its individual merits. However, this goes against LHBF policy, which clearly states that where there is relevant representation, the licensing committee will consider whether there is a substantial increase in the cumulative adverse impact from these or similar activities on adjacent residential areas.

Furthermore, the committee will consider:

1. Whether the licensed activities are likely to have an adverse impact, especially on local residents, and, if there is potential to have an adverse impact, what, if any, appropriate measures will be put in place to prevent it.
2. Whether there is a suitable level of public transport accessibility to and from the premises at the appropriate times.
3. Whether the activity will likely lead to a harmful and unmanageable increase in car parking demand in surrounding residential streets suffering high levels of parking stress or on roads forming part of the Strategic London Road Network or the London Bus Priority Network, leading to a negative impact on the Licensing Objectives relating to the prevention of crime, disorder, anti-social behavior (ASB), nuisance, and vehicle emissions.

We believe this is clearly the case, given that 20 late-night licensing proposals have been submitted by Olympia, with an estimated 30,000+ guests and visitors (excluding employees, exhibitors, and local workers) expected to attend these premises, as per page 23 of the supplementary agenda.

Best regards,

A solid black rectangular redaction box covering the signature area.

**From:** [REDACTED]  
**Sent:** Monday, April 15, 2024 8:02 PM  
**To:** Licensing HF: H&F <licensing@lbhf.gov.uk>  
**Subject:** Re: Supplementary Agenda - Emberton House Hotel (Hyatt) - Olympia London Development

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