

Licensing Sub-Committee

Supplementary Agenda A

Tuesday 30 April 2024 at 10.00 am

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

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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: 23 April 2024

Licensing Sub-Committee Supplementary Agenda A

30 April 2024

Item

Pages

4. RIVERSIDE STAND, FULHAM FOOTBALL CLUB, STEVENAGE ROAD, LONDON, SW6 6HH - ADDITIONAL INFORMATION FROM APPLICANT AND OBJECTOR

3 - 15

Agenda Item 4

From: [REDACTED]
Sent: Sunday, April 21, 2024 8:19 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: RE: Agenda - Licensing Sub-Committee - 30APR24 @ 2pm- Fulham Football Club

Dear Lorna,

Yes, I do plan to view the 2pm session. I have just discovered the other licence applications are to be heard at 10am which I may not be able to view.

I have just been down to the River Walk and am appalled to see tins and plastic glasses abandoned on the railings beside the river adjacent to FFC and [REDACTED] block of flats which have been left following this afternoon's match. The river is suffering enough with sewage and dumping without the added burden of this rubbish which will only be exacerbated if the Council is unwise enough to grant the licences for sale of drinks for off ground consumption. I do hope common sense will prevail. I have also been looking at the same beer cans for months in the part of Bishop's Park which FFC has now been using for years and into which fans throw their rubbish through the rails. Nothing is ever done to clear it and it is very depressing to see our area become a large rubbish tip.

Regards,

[REDACTED]

[REDACTED]









Introduction

Welcome to our exhibition providing an update on progress of the Riverside Stand development.

As you will be aware, we have experienced delays in the Riverside Stand project from the outset, largely caused by:

- 1 The Covid-19 pandemic which required the implementation of special construction measures and reduced the amount of people who could work at the site.
- 2 The demolition process took longer than programmed as site conditions were more complex than expected.

- 3 More recently our main contractor the Buckingham Group Contracting Ltd. has also gone into administration which has created further challenges to the programme.

We are now working with our fit out contractor, Portview Fit-Out Ltd. ('Portview') to minimise any further delays as we are keen to open the Riverside Stand and the Riverside Walk as soon as it is possible and safe to do so.

The Stand currently provides interim match day seating for up to 4,968 spectators whilst works are ongoing.



ARTIST IMPRESSION OF THE NEW RIVERSIDE STAND

The Approved Scheme

Fulham FC brings significant economic benefits to the area.

Unlike a traditional football stand that only provides match day seating, the Riverside Stand will create a range of new spaces that will create year-round activity looking out onto the River Thames. The spaces within the Riverside Stand are shown on the diagram below.

Once completed the Riverside Stand will bring further economic benefits including the creation of over 200 jobs (FTE*).

Through the legal agreement linked to the Riverside Stand planning permission we are also providing financial contributions towards enhancements of Bishops Park.

Fulham FC Foundation is the Official Charity of Fulham Football Club, committed to a vision for a healthy, inclusive and thriving community. The new floorspace within the Riverside Stand will significantly enhance the Foundation's ability to deliver community programmes.



RIVERSIDE STAND SPACES

*Full Time Equivalent



RIVERSIDE WALK

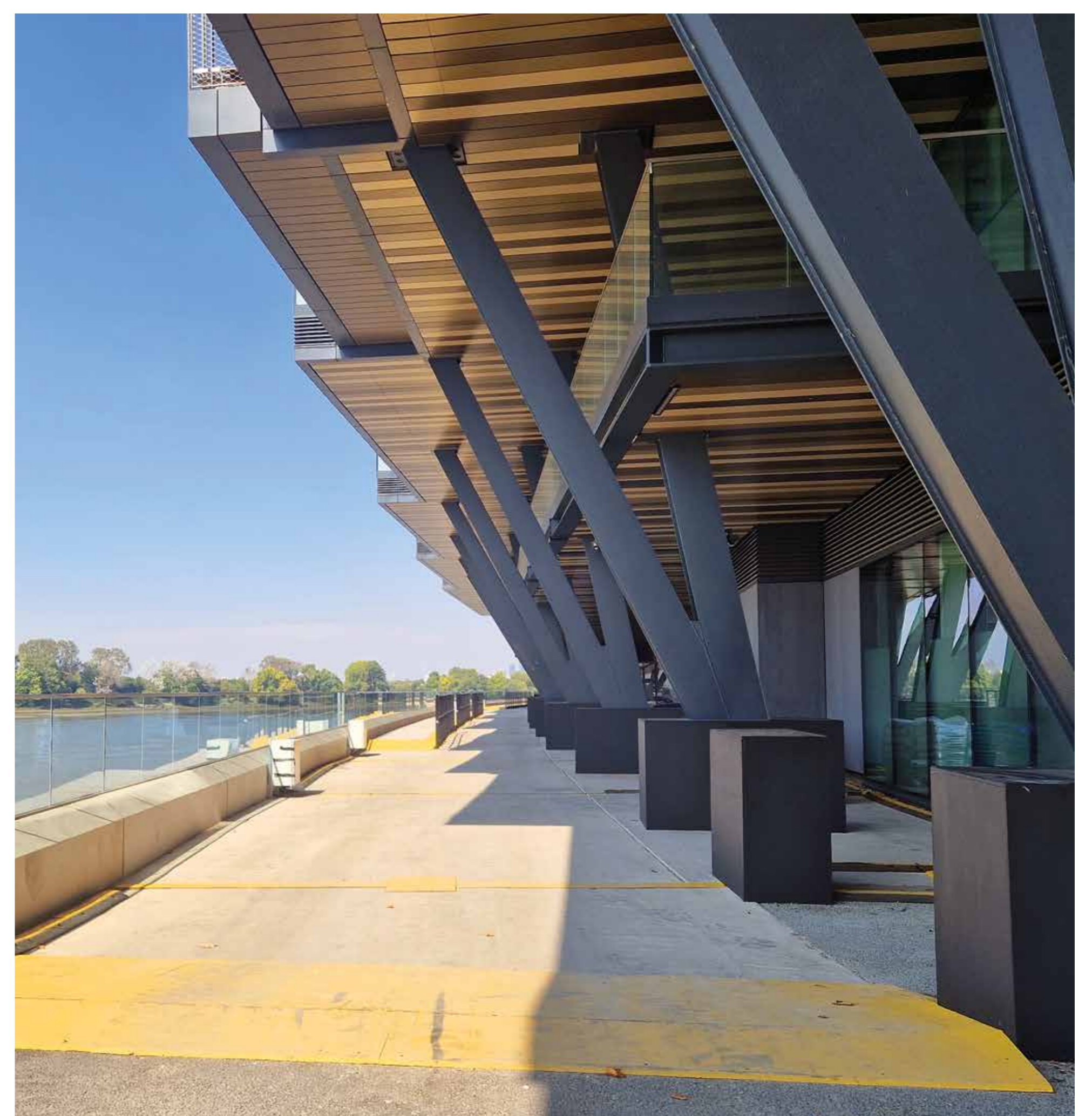
Riverside Walk

Another key public benefit of the scheme is the Riverside Walk which will allow for the continuation of the existing Thames Path, meaning people will no longer be diverted via Stevenage Road.

At present, special arrangements are in place to allow the limited use of the Riverside Walk area by fans during home games. This comes at a significant financial cost to the Club as the Riverside Walk is still a construction site.

Once it is safe to do so and the Riverside Walk is no longer a construction site, we will be able to open the walkway for public access which is something we all want to achieve.

Our planning permission requires that once occupation of the Riverside Stand exceeds the current 4,968, the Riverside Walk will be open to the public.



PHOTOGRAPH OF THE RIVERSIDE WALK WITH ITS CURRENT TEMPORARY CONSTRUCTION SURFACE. THE PERMANENT SURFACE WILL BE INSTALLED ONCE CONSTRUCTION IS COMPLETE

The Orange Box

The Orange Box is a bar and hospitality space located within the basement of the Riverside Stand.

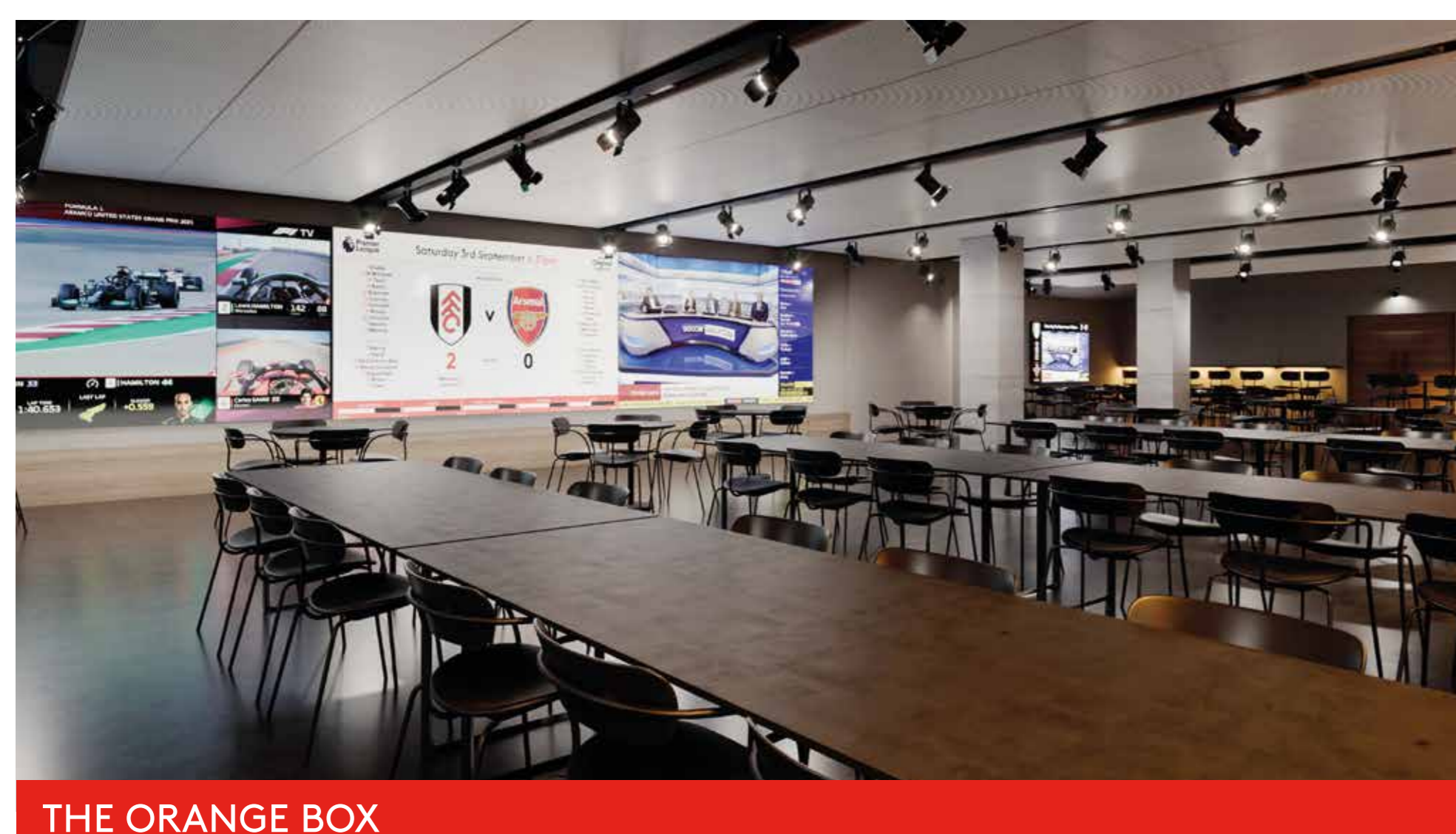
- Match day – the space will be available to fans pre and post match.
- Every day – the hospitality area will be a space to promote cultural and social programmes.



THE ORANGE BOX



THE ORANGE BOX



THE ORANGE BOX

Riverside Market

The Riverside Market is located at concourse level.

- Match day – the concourse and Riverside Walk will provide general circulation and bar space for fans. There will also be pop up food and beverage units parked along the concourse.
- Every day – there will be a range of shops, cafés and bars which can be accessed by all from the Riverside Walk during the day and into the early evening.



RIVERSIDE MARKET



RIVERSIDE MARKET



RIVERSIDE MARKET



BEDROOM



BEDROOM

Hotel

Located at the Hammersmith end of the new stand is a boutique hotel that will be operated independently of the Football Club.

The hotel includes a landscaped terrace space at level 4.

The hotel rooms will be accessed via the concourse level and will be available for guests to book throughout the year.



RECEPTION



ENTRANCE



BEDROOM SUITE LOUNGE



TERRACE

Water's Edge Restaurants

Within the heart of the stand at level one are the **Water's Edge Restaurants** which will contain a range of dining opportunities, including a brasserie and fine dining.

- Match day – available for fans to book a table at one of the restaurant spaces as part of their match day experience.
- Every day – available for individual and group bookings during the day and evening.



WATER'S EDGE RESTAURANTS



WATER'S EDGE RESTAURANTS



WATER'S EDGE RESTAURANTS

Markers

At level two is **Markers** which provides hospitality spaces

- Match day – available to Premium General Admission pre and post match.
- Every day – provides hospitality space available to hire during the day and evening.



MARKERS



MARKERS



MARKERS

Members Club and Health Club and Spa

Above the restaurants at levels three to five is the **Members Club** that will provide a unique setting for people to meet, work and relax. The members club will include an ancillary creche and will be a family friendly space. Details of membership packages are yet to be created and if you'd like more information when available please leave your details with members of the team.

At the Putney Stand end is the **Riverside Stand health club and spa** which includes a range of relaxation and spa treatment rooms. At the fourth floor terrace there is also an outdoor heated swimming pool.

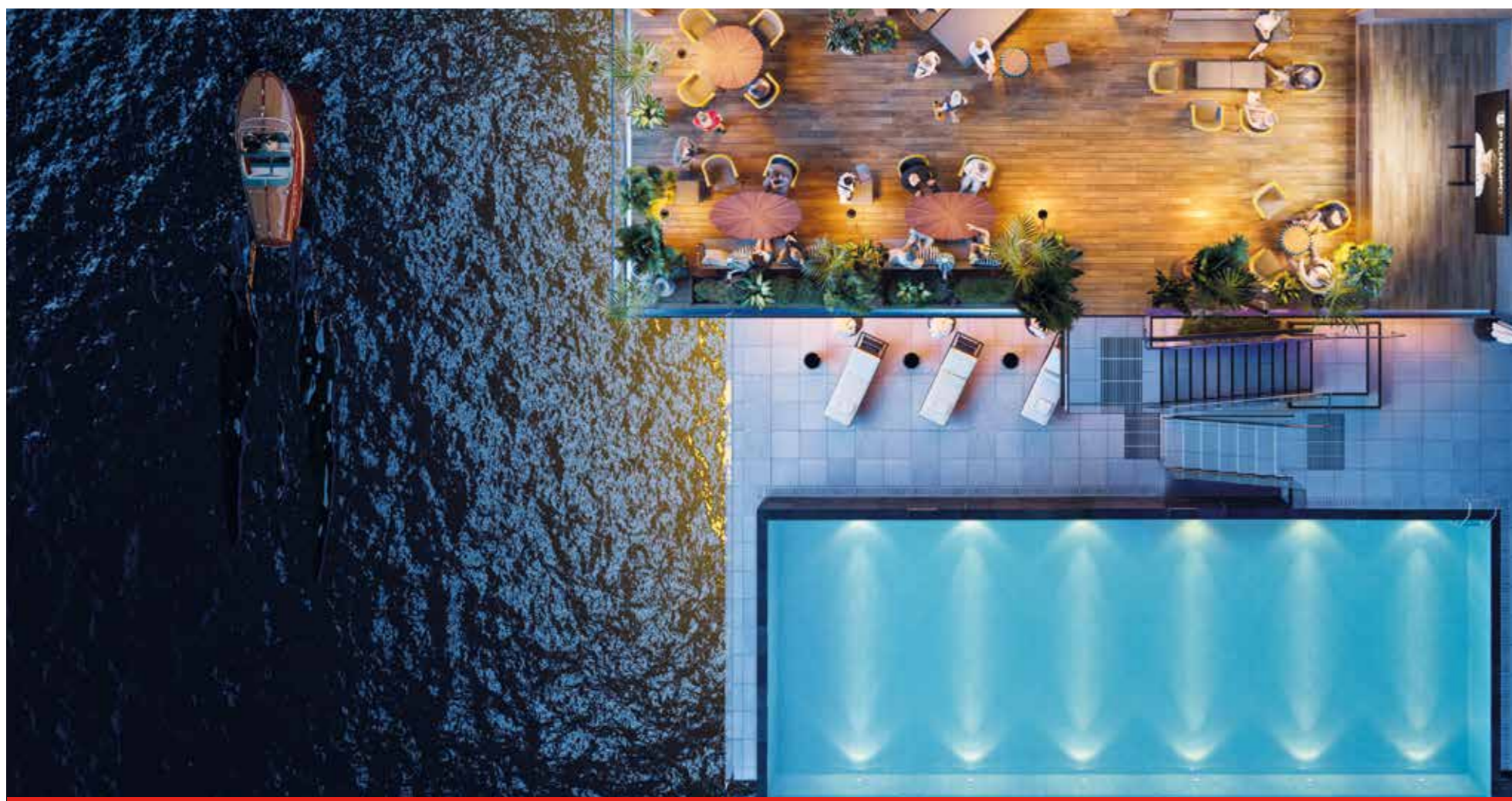
Spa packages will be available to all and bookings will be operated independently of the Football Club. Further details will be provided as the spa packages are developed.



MEMBERS CLUB - TERRACE



MEMBERS CLUB



HEALTH CLUB AND SPA - SWIMMING POOL AND MEMBERS CLUB TERRACE



SPA - MASSAGE ROOM



SPA - CHANGING ROOM



SPA - WET ZONE

Next Steps

Over the coming months we will be working with our contractors Portview to complete construction of the various spaces within the new Stand.

We will also be submitting Alcohol License applications to the Council for the different Riverside Stand spaces to allow us to operate and sell alcohol. This will also include an update to our existing match day License for the Riverside Stand.

Additional seating in the new stand will be available, subject to licensing, from the commencement of the 2024/25 football season.

When the additional seating becomes available and the interim seating capacity is exceeded (i.e. when seating exceeds 4,968) the Riverside Walk will also be open to the public.

Not all of the spaces in the Riverside Stand will be available at the same time and further information on the hotel and health club/spa will be provided when available.

