

Licensing Sub-Committee

Agenda

Tuesday 25 October 2022 at 6.30 pm

This meeting will be held remotely

Watch the meeting live: youtube.com/hammersmithandfulham

MEMBERSHIP

Administration:	Opposition:
Councillor Paul Alexander (Vice-Chair) Councillor Florian Chevoppe-Verdier	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

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

Date Issued: 14 October 2022

Licensing Sub-Committee Agenda

25 October 2022

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	<p>If a Councillor has a disclosable pecuniary interest in a particular item, whether or not it is entered in the Authority's register of interests, or any other significant interest which they consider should be declared in the public interest, they should declare the existence and, unless it is a sensitive interest as defined in the Member Code of Conduct, the nature of the interest at the commencement of the consideration of that item or as soon as it becomes apparent.</p> <p>At meetings where members of the public are allowed to be in attendance and speak, any Councillor with a disclosable pecuniary interest or other significant interest may also make representations, give evidence or answer questions about the matter. The Councillor must then withdraw immediately from the meeting before the matter is discussed and any vote taken.</p> <p>Where Members of the public are not allowed to be in attendance and speak, then the Councillor with a disclosable pecuniary interest should withdraw from the meeting whilst the matter is under consideration. Councillors who have declared other significant interests should also withdraw from the meeting if they consider their continued participation in the matter would not be reasonable in the circumstances and may give rise to a perception of a conflict of interest.</p> <p>Councillors are not obliged to withdraw from the meeting where a dispensation to that effect has been obtained from the Standards Committee.</p>	
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1. REVIEW APPLICATION

On 23 June 2022, an application for a review of a premises licence under section 51 of the Licensing Act 2003 was served by Mr Adrian Overton on behalf of the Licensing Authority. The review application is in respect of the premises known as the Chelsea Lodge, 562 King's Road, London SW6 2DZ. At the time the application was received, Chelsea Lodge Holdings Ltd was the licence holder.

The application for a review of the premises licence was made on the grounds of prevention of crime and disorder, public safety, prevention of public nuisance as well as protection of children from harm following an incident which took place on 26 March 2022 that concerned a child and three other females who had to be admitted to hospital after visiting the premises.

Mr Overton on behalf of the Licensing Authority details in the review that there were serious management failures on the day in question, not least by allowing access to a child, but also by allowing customers to consume so much alcohol that they had to be admitted to hospital. According to the review application, the licence holder has taken immediate steps to dismiss the manager on duty that day, but the Licensing Authority still have concerns that the premises will not be able to safely and effectively manage events which take place during the daytime.

Mr Overton requests that the Licensing Sub-Committee considers adding a number of conditions to the licence to ensure that the premises changes its operation during the day as well as reduce the terminal hours of the premises. These amendments and conditions aim to ensure the safety of customers who use the venue in future, and also reduce the effect of noise / ASB caused by the premises later in the evening.

A copy of the review application and supporting documentation can be seen on pages 14-41 of this report.

2. CURRENT LICENCE

The premises have traded under a premises licence which permits the following licensable activities:

Performance of Dance -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Performance of Live Music -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00

Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Playing of Recorded Music -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Entertainment Similar to Music or Dance -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Provision of Late Night Refreshment -Indoors Only

Monday	23:00 - 00:00
Tuesday	23:00 - 00:00
Wednesday	23:00 - 00:00
Thursday	23:00 - 00:00
Sunday	23:00 - 00:00

Sale of Alcohol On and Off the Premises

Monday	11:00 - 00:00
Tuesday	11:00 - 00:00
Wednesday	11:00 - 00:00
Thursday	11:00 - 00:00
Friday	11:00 - 02:00
Saturday	11:00 - 02:00
Sunday	11:00 - 00:00

Hours premises open to the public

Monday	09:00 - 00:30
Tuesday	09:00 - 00:30
Wednesday	09:00 - 00:30
Thursday	09:00 - 00:30
Friday	09:00 - 02:30
Saturday	09:00 - 02:30
Sunday	09:00 - 00:30

A copy of the current premises licence can be seen on pages 42-56 of this report.

3. BACKGROUND

There has been a premises licence in place at this address since September 2005. This licence was transferred to Chelsea Lodge Holdings Ltd in February 2020. A further, shadow licence application, was made by the landlords of the premises (Ei Group Ltd) in May 2022. This application sought to replicate the licence in place however the application has been withdrawn.

On 23 June 2022 an application for a Minor Variation was submitted by Chelsea Lodge Holdings Ltd to add conditions to the licence as agreed with the Hammersmith and Fulham Police Licensing Unit. This application with reference number 2022/00975/LAPR was granted on 08 July 2022. A copy of the current licence can be seen on pages 42-56 of this report.

Mr Chase Marco Matthias McGuinness is the current Designated Premises Supervisor (“DPS”) and has been the DPS responsible for the sale of alcohol at the premises since 25 July 2018.

The main access to the premises is located on King's Road. There is a mixture of both residential and commercial premises within the area (buffer zone 75m). A map showing the location of the premises and neighbouring licensed premises can be seen on pages 57-58 of this report.

There are several options for transport away from the area including buses and taxis which run from in and around the King's Road area. Fulham Broadway tube station is a 7-minute walk away and Imperial Wharf overground station is an 11-minute walk away from the premises.

4. CONSULTATION

A public notice was displayed by the Council near the premises. A further public notice was displayed by the Council at Hammersmith Town Hall. Details of the application were also published on the LBHF Web Site and sent to the local Ward Councillors.

A notice of review was served on the premises licence holder and all the statutory responsible authorities as required by regulation.

4.1 Relevant Representations

The licensing section received 33 representations from local residents objecting to the review application. A copy of these representations can be seen on pages 59-99 of this report.

The licensing section received one representation from the Noise and Nuisance Authority in support of the review application. A copy of this representation can be seen on pages 100-110 of this report.

The licensing section received one representation from the Fulham Town Ward in support of the review application. A copy of this representation can be seen on pages 111-112 of this report.

The licensing section received one representation from the Fulham Broadway Ward Panel in support of the review application. A copy of this representation can be seen on pages 113-114 of this report.

The licensing section received one representation from the Parsons Green and Walham Ward Safer Neighbourhood Panel in support of the review application. A copy of this representation can be seen on pages 115-116 of this report.

The licensing section received one representation from the Barclay Road Conservation Area Neighbourhood Watch in support of the review application. A copy of this representation can be seen on pages 117-121 of this report.

The licensing section received one representation from the Ei Group Ltd who is the long leaseholder of the premises in support of the review application on the basis that some conditions are added to the premises licence rather than the premises licence being revoked or suspended. A copy of this representation can be seen on pages 122-124 of this report.

The licensing section received 18 representations from local residents supporting the review application. A copy of these representations can be seen on pages 125-144 of this report. On Wednesday 10 August 2022 additional video evidence was submitted by a legal counsel on behalf of these local residents.

5. OTHER INFORMATION

5.1 Enforcement History

On the 5 August 2022, a warning letter was issued in response to ascertained breach of condition 26. Condition 26 requires CCTV footage to be provided to Police within 24 hours of a request. Requests for CCTV footage were made by officers of the Metropolitan Police between 17 December 2021 to 11 February 2022. The reason for the CCTV footage request was to investigate an incident that occurred at the premises on the 09 December 2021. The requested footage was not provided within 24 hours of request.

5.2 Licence extensions (“LATEN”)

Nine LATENs took place in respect of this premises in the past twelve months:

1. Licence extension - 2021/01584/LATEN
Thursday 9 September 2021 from 00:00 hours until 02:30hours, bars closed at 02:00am.
2. Licence extension - 2021/01214/LATEN
Sunday 17 October 2021 from 00:00 hours until 03:30hours, bars closed at 03.00am.

3. Licence extension - 2021/00944/LATEN
Thursday 2 December 2021 from 00:00 hours until 02:30 hours, bars closed at 02:00am.
4. Licence extension - 2021/00945/LATEN
Friday 3 December 2021 from 00:00 hours until 02:30 hours, bars closed at 02:00am.
5. Licence extension - 2021/00946/LATEN
Thursday 9 December 2021 from 00:00 hours until 02:30 hours, bars closed at 02:00am.
6. Licence extension - 2021/00947/LATEN
Friday 10 December 2021 from 00:00 hours until 02:30 hours, bars closed at 02:00am.
7. Licence extension - 2021/00948/LATEN
Thursday 16 December 2021 from 00:00 hours until 02:30 hours, bars closed at 02:00am.
8. Licence extension - 2021/00949/LATEN
Friday 17 December 2021 from 00:00 hours until 02:30 hours, bars closed at 02:00am
9. Licence extension - 2021/00950/LATEN
Thursday 23 December 2021 from 00:00hours until 02:30 hours, bars closed at 02:00am.

6. POLICY CONSIDERATIONS

- 6.1 It is the Council's duty under the Licensing Act 2003 to determine the review with a view to promoting the four licensing objectives; Prevention of Crime and Disorder, Public Safety, Prevention of Public Nuisance and the Protection of Children from Harm.
- 6.2 In reaching a decision the Council must have regard to the Council's adopted Statement of Licensing Policy ("SLP") and the guidance issued by the Secretary of State under section 182 Licensing Act 2003.
- 6.3 The revised guidance issued by the Secretary of State under section 182 of the Licensing Act 2003 ("the Guidance") contains advice in paragraphs 11.16 to 11.28 in relation to the review of a premises licence. Paragraphs 11.16 to 11.28 of the revised guidance can be seen on pages 145-148 of this report.
- 6.4 The Council's own SLP gives guidance concerning the review of a premises licence.
- 6.5 Policy 10 page 28 of the SLP in relation to reviews states that the Act describes two "groups" that may make representations to applications and may apply for an existing premises licence or club premises certificate to be reviewed by the Licensing Authority. These groups are Responsible Authorities and "Other Persons".

At any stage, following the grant of a premises licence, a Responsible Authority, such as the police or the fire authority, or other persons, may apply for a licence to be reviewed because of a matter arising at the premises in connection with any of the four Licensing Objectives.

A licence may be reviewed where it is alleged that the Licensing Objectives are not being promoted and there is evidence to show this. Guidance on grounds for a review are outlined in Annex 5.

At a hearing held to determine an application for a review of a licence the sub-committee may:

- a) Modify the conditions of the premises licence;
- b) Exclude a licensable activity from the scope of the licence;
- c) Remove the designated premises supervisor;
- d) Suspend the licence for up to three months;
- e) Revoke the licence.
- f) Take no further action”.

6.6 Policy 15 page 33 of the SLP in relation to drink spiking issues states that licensees and licence applicants are encouraged to establish a clear approach to preventing, identifying and addressing drink spiking in their operating schedules. This should include, but is not limited to:

- Training for door and bar staff to identify where drink spiking may be taking place, how to respond to any reported or observed instances of drink spiking, and how to report to Police.
- Offering drink spiking preventative measures, such as drink covers, serving drinks direct to customers (not leaving these unattended before being provided to customers), and keeping an eye on or clearing drinks left unattended.
- Providing customers with information on keeping safe from drink spiking.
- Operating schemes such as ‘Ask for Angela’ to encourage customers to seek help if they suspect drink spiking has occurred.
- Requiring the production of a drink spiking risk assessment and procedure for dealing with any such incidents.
- Displaying posters in visible locations at the premises to explain what to do in the event of a spiking incident / what a spiked drink looks like.

6.7 Policy 16 pages 33 and 34 of the SLP in relation to the safety of women and girls in licensed settings states that the Licensing Authority will use its powers to regulate the night-time economy, both with specific regard to spiking incidents and more generally in relation to violence against women and girls. This may include:

- a) Using the Licensing Authority’s powers to impose conditions or revoke premises licenses, where venues do not take sufficient measures to protect and provide support to customers in spiking incidents;
- b) Considering the prevalence, prevention and reporting of sexual harassment and misconduct and gender-based violence in licensed premises.
- c) Requiring the presence of suitably trained and accredited door staff,
- d) Require presence of CCTV, or to introduce entry searches for example.

Licence applicants and existing licence holders are encouraged to include in their operating schedules clear policies relating to potential abuse or violence against women and girls.

This would include, but is not limited to the ‘Ask for Angela’ programme, Welfare and Vulnerability Engagement’ training package (WAVE) for staff to identify and assist women and girls being at risk or being subjected to violence, and the implementation of clear policies in the premises on preventing and addressing violence against women

and girls. The Licensing Authority would also encourage off licensed premises to take part in the Ask for Angela scheme in an effort to increase the visible promotion of the scheme in all licensed premises across the borough.

Implementing these measures, particularly for on-licence premises, providing training for staff to increase awareness and provide skills and tools for identifying and assisting when it is at risk of happening or is happening, and having clear policies against violence against women and girls provide a solid basis for addressing the issue when it occurs in licensed premises. Furthermore, having policies on staff reporting incidents to Police and Council officers will help to ensure that these incidents are addressed.

6.8 Annex 1 page 35 of the SLP in relation to the prevention of crime and disorder states that in order to ensure the promotion of the four Licensing Objectives the Licensing Authority will require applicants to detail in their operating schedule the steps proposed to promote the licensing objective of the prevention of crime and disorder on, and in the vicinity of, the premises, having regard to their location, character, condition, the nature and extent of the proposed use and the persons likely to use the premises; Licence applicants will be expected to demonstrate the following in their operating schedules:

- a) Measures to control excessive consumption and intoxication.
- b) Consideration of any additional measures or restrictions that may be placed on alcohol sales to prevent binge drinking and promote 'sensible drinking'.
- c) Operators of off-licences in areas problems relating to street drinking and under age drinking are prevalent, measures should be outlined to strictly monitor the way alcohol is sold, specifically where the premises are located close to schools and hostels and similar premises that provide shelter or services to alcohol dependent persons.
- d) It is important to ensure that staff working at off licences are suitably trained and receive appropriate refresher training in their responsibilities under the Act and can discharge their duties in full compliance with the licence conditions and requirements of the Act. This includes the ability to competently check a customer's age with acceptable forms of identification where necessary. The Licensing Authority will particularly consider the following matters where they are material to the individual application:
 - i. The likelihood of any violence, public order or policing problem if the licence is granted;
 - ii. The measures taken to control admission to the premises, and to take reasonable steps to prevent the occurrence of crime and disorder and public nuisance immediately outside the premises, where and to the extent that these matters are within their control.
 - iii. Past conduct and prior history of complaints against the premises;
 - iv. Whether a dispersal policy has been prepared to minimise the potential for disorder as customers leave the premises; and
 - v. Any relevant representations.
- e) Measures to demonstrate compliance Home Office guidance 'Safer Clubbing' in relation to the control of illegal drugs on their premises. They should agree a protocol with the Licensing Authority and the police on the handling of illegal drugs found on their premises.
- g) Conditions will, so far as possible, reflect local crime prevention strategies, and the Licensing Authority will also have regard to the views of the local Crime and Disorder Reduction Partnership.

6.9 Annex 1 page 35 of the SLP in relation to the prevention of public nuisance states that The Licensing Authority will require the applicant to demonstrate within the operating plan how they intend to prevent nuisance arising, prevent disturbance and protect amenity so far as is appropriate to ensure that the Licensing Objectives are met. Where there is a relevant representation regarding extended hours, the Licensing Authority will not permit an extension unless it is satisfied that the Licensing Objectives would be met.

The following provides a non-exhaustive list of risks associated with the public nuisance objective that applicants may want to consider when preparing their Operating Schedule:

j) **Deliveries/collections** – noise from deliveries to and/or collections (e.g. refuse) from the premises are another common source of complaint. Consider the times of such deliveries/collections and make sure you specify to any contractors that deliveries/collections should not be made at anti-social times. As a guide, the Noise and Nuisance Service recommend that deliveries/collections should only be made between the hours of 7:30am and 9:00pm, depending on the proximity of residential and/or other noise sensitive properties.

k) **Late night refreshment** - applicants in respect of late night takeaways should demonstrate that they have assessed the risk of persons congregating in large numbers in the vicinity of their premises. Where appropriate, applicants should demonstrate suitable measures to address this problem.

l) **Light pollution** – this is an increasingly common source of complaint, particularly from illuminated signs and external security lighting. Where provided, illuminated signs should not cause glare to neighbouring properties, ideally being turned off at night, and external lighting should be angled and/or diffused to also prevent nuisance.

m) **Noise and/or vibration breakout from the provision of regulated entertainment, particularly from (but not limited to) live music** – consider what type of entertainment is to be provided, in what room/area of the premises and the suitability of the construction of this room/area to contain sound. Windows are a particular weak-point for noise break-out so consider providing regulated entertainment in a room without windows or with as few windows as possible, particularly windows that face towards nearby residential properties. Where suitable, install a lobby to prevent spillage of noise each time an entrance/exit door is opened.

n) **External Areas** – External areas such as gardens can be the source of noise disturbance to surrounding premises. Consider limiting the use of the garden to a reasonable time and number of people.

o) **Odour** – odour from cooking is a common source of complaint, particularly from restaurants and fast food takeaways. The Council's Noise and Nuisance Service may therefore require evidence that the kitchen ventilation and/or extract systems are regularly maintained and serviced to ensure that it is operating efficiently and with minimal nuisance to neighbours arising from odour and also noise. This includes the siting of BBQs.

p) **Queue management** - establishing appropriate procedures to avoid the need for customers to queue before entering the premises or, where queuing cannot be avoided, to manage queues so as to minimise the potential for crime and disorder or public nuisance by customers who are queuing.

q) **Ventilation** – where regulated entertainment is to be provided there may be a requirement to keep doors and/or windows closed during its provision to limit noise

breakout, consider therefore the provision of air conditioning for the comfort of your customers if doors and windows have to be closed during the summer. However, also note air conditioning can be the source of noise complaints in itself, so careful consideration also needs to be given to the siting of this equipment.

r) **Waste** – consider how and where waste will be stored/disposed of at the end of trading hours, particularly if trading until late at night. This is important because the disposal of glass and/or cans to outside bin areas can be very noisy and give rise to complaints, so it may be necessary to store such items and other non-degradable refuse inside the premises until the next trading day. Consideration should also be given to the time of deliveries to minimize disruption to local residents.

s) **Litter** – for example, litter patrols for late night take-away premises

6.10 Annex 1 page 40 of the SLP in relation to the protection of children from harm states that the Licensing Authority will require operating plans to specify the measures and management controls in place to protect children from harm. Where appropriate a written childcare policy should be available and be incorporated in the induction of staff.

6.11 Annex 4 page 52 of the SLP in relation to the grounds for considering a review states that the Licensing Authority will regard applications for the review of any premises licence particularly seriously where they involve evidence of:

a) Use of licensed premises for the sale and distribution of drugs and the laundering of drugs money;

b) Use of licensed premises for the sale and distribution of illegal firearms and the laundering of illegal firearms money;

c) Evasion of copyright in respect of pirated or unlicensed films and music;

d) Underage sales and consumption of alcohol;

e) Use of a licensed premises contrary to any emergency legislation requesting its closure;

f) Use of licensed premises for prostitution or the sale of unlawful pornography;

g) Serious risks to children;

h) Use of licensed premises for unlawful gaming and gambling;

i) Use of licensed premises as a base for organised criminal activity;

j) Use of licensed premises for the organisation of racist, homophobic, sexual abuse, attacks or any discriminatory behaviour;

k) Use of licensed premises for storing or selling illegal alcohol or tobacco or smuggled goods;

l) The use of licensed premises for the sale of stolen goods;

m) Incidents of disorder;

n) Instances of public nuisance where warnings have been disregarded;

o) Serious risks to public safety which the management is unable or unwilling to correct;

p) Frequently operating outside permitted hours.

q) There may be legal implications if activity of child sexual exploitation (CSE) is taking place on licensed premises and there has been a failure to demonstrate due diligence or that adequate safeguards are in place – this may lead to prosecution or any of the licensing sanctions detailed in the paragraph below.

7. THE REVIEW HEARING

In determining this application, the Committee must have regard to the representations and take such of the following steps as it considers necessary for the promotion of the licensing objectives. The steps are:

- (a) Take no further action.
- (b) Modify the conditions of the licence.
- (c) Exclude a licensable activity from the scope of the licence.
- (d) Remove the Designated Premises Supervisor.
- (e) Suspend the licence for a period not exceeding three months.
- (f) Revoke the licence.

Where the Committee takes a step mentioned in (b) or (c) above, it may provide that the modification or exclusion is to have effect for only such period (not exceeding three months) as it may specify.

In making its decision, the Committee must act with a view to promoting the licensing objectives:

- the prevention of crime and disorder
- the prevention of public nuisance
- public safety
- protection of children from harm

It must also have regard to its own SLP and the Guidance.

If the Committee is minded amending the licence, conditions may be attached to the licence to alleviate the concerns raised through representations; nevertheless, this is a matter for the Committee to determine in light of the above matters, and any others it considers material.

[Insert name and address of relevant licensing authority and its reference number (optional)]

**Application for the review of a premises licence or club premises certificate under the
Licensing Act 2003**

PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form.
If you are completing this form by hand please write legibly in block capitals. In all cases ensure
that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.
You may wish to keep a copy of the completed form for your records.

I The Licensing Authority - Hammersmith and Fulham Council

(Insert name of applicant)

**apply for the review of a premises licence under section 51 / apply for the review of a club
premises certificate under section 87 of the Licensing Act 2003 for the premises described in
Part 1 below (delete as applicable)**

Part 1 – Premises or club premises details

Postal address of premises or, if none, ordnance survey map reference or description

The Chelsea Lodge
562 King's Road
Chelsea

Post town
London

Post code (if known)
SW6 2DZ

Name of premises licence holder or club holding club premises certificate (if known)

Chelsea Lodge Holdings Ltd

Number of premises licence or club premises certificate (if known)

2022/00975/LAPR

Part 2 - Applicant details

I am

Please tick ✓ yes

- 1) an individual, body or business which is not a responsible authority (please read guidance note 1, and complete (A) or (B) below)
- 2) a responsible authority (please complete (C) below)
- 3) a member of the club to which this application relates (please complete (A) below)

(A) DETAILS OF INDIVIDUAL APPLICANT (fill in as applicable)

Please tick ✓ yes

Mr Mrs Miss Ms Other title
(for example, Rev)

Surname

First names

Please tick ✓ yes

I am 18 years old or over

Current postal address if different from premises address

Post town

Post Code

Daytime contact telephone number

E-mail address (optional)

(B) DETAILS OF OTHER APPLICANT

Name and address
Telephone number (if any)
E-mail address (optional)

(C) DETAILS OF RESPONSIBLE AUTHORITY APPLICANT

Name and address The Licensing Authority Hammersmith and Fulham Council 45 Beavor Lane, Hammersmith W6 9AR
Telephone number (if any) 0208 753 1081
E-mail address (optional) licensing@lbhf.gov.uk

This application to review relates to the following licensing objective(s)

- Please tick one or more boxes ✓
- | | |
|---|-------------------------------------|
| 1) the prevention of crime and disorder | <input checked="" type="checkbox"/> |
| 2) public safety | <input checked="" type="checkbox"/> |
| 3) the prevention of public nuisance | <input checked="" type="checkbox"/> |
| 4) the protection of children from harm | <input checked="" type="checkbox"/> |

Please state the ground(s) for review (please read guidance note 2)

Background

There has been a premises licence in place at this address since September 2005. This licence was recently transferred to Chelsea Lodge Holdings Ltd in February 2020 and a copy of the current licence (including plans) can be found at Annex 1 - 3 of this review.

A further, shadow licence application, was made by the landlords of the premises (Ei Group Ltd) in May 2022. This application sought to replicate the current licence in place however the application has now been withdrawn.

Timeline

On Saturday 26th March 2022 a 'bottomless brunch' event took place at Chelsea Lodge from midday until 16:00. The event was attended by 96 people with the vast majority being female (90).

During the event 4 females were taken ill, with the first female making staff aware that they were unwell at 13:35. This person was taken outside and the ambulance service were called.

- At 14:40 a second female said she felt ill and was taken outside to be assisted.
- At 14:45 the bar was closed for service.
- At 15:00 the music was reduced, and a staged dispersal took place.
- Two further females fell ill at some point between 14:40 and 15:00.

During conversations with staff and paramedics the females who fell ill said that they felt that their drinks had been spiked. Three females were taken to Chelsea and Westminster hospital for blood and urine samples and one female refused to be taken.

A police investigation was subsequently launched into this incident. Out of the three samples tested one returned a negative result and two showed traces of prescribed, or over the counter, medicines. Given these results a crime report was closed for potential drink spiking as the drugs found in the toxicology tests were not a cause for concern.

However, during the Police investigation it became evident that one of the victims was 17 years old when she entered the venue.

It was established that when the manager of the premises arrived at the venue at approximately 11:30, there was already a group of customers outside. As the door supervisors on duty that day had not yet arrived, the manager made a decision to let in the group of customers without checking for ID. It is assumed that the 17 year old who gained access to the premises was part of this group. The manager responsible has subsequently been dismissed by the venue.

After recently concluding their investigation the Police licensing team suggested that a number of conditions should be added to the licence by way of a minor variation to try and reduce the chances of such an incident happening again. These conditions concerned the use of an ID scanner and improved training amongst others. All of these conditions can be found at Annex 4 of this review.

Now that the Police investigation has concluded, and new conditions have been added to the licence, the Licensing Authority would like to make further amendments to the licence. These amendments and conditions look to ensure the safety of customers who use the venue in future, and also look to reduce the effect of noise / ASB caused by the premises later in the evening.

Suggested amendments to the licence

Amendment to licensable hours:

- The start time for all licensable activities to be amended to 13:00.
- The terminal hour for all licensable activities to be amended to 01:00 on Friday and Saturday evening (currently 02:00).

Conditions to be added, amended or removed:

1. From 13:00 to 17:00 any sale of alcohol at the premises shall be subject to the following conditions:
 - Any sale or supply of alcohol on the premises shall be to customers seated at tables by waiter/waitress service.
 - Alcohol supplied for consumption on the premises shall only be supplied with and be ancillary to food to be consumed on the premises at the same time.
 - The sale and consumption of alcohol on the premises shall be to customers seated at tables. Vertical drinking shall not be permitted.
2. No external speakers will be used outside the building.
3. No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 23:00 hours and 08:00 hours on the following day.

Condition 14 to be amended as follows:

Current: Whenever the premises trades after 21:00, there shall be a personal licence holder on duty on the premises.

Proposed: Whenever the premises is providing licensable activities there shall be a personal licence holder on duty at the premises.

Condition 17 to be amended as follows:

Current: 17. After 23:00 hours the terrace area hatched in grey on the plan shall not be used.

Proposed: 17. After 22:00 hours the terrace area hatched in grey on the plan shall not be used.

Condition 18 to be amended as follows:

Current: 18. After 23:00 hours there shall be no more than 30 people at any one time in the terrace area hatched in red on the plan.

Proposed: 18. After 22:00 hours there shall be no more than 30 people at any one time in the terrace area hatched in red on the plan.

Condition 19 to be amended as follows:

Current: 19. After 23:00 hours there shall be no consumption of alcohol in the terrace area hatched in red on the plan.

Proposed: 19. After 22:00 hours there shall be no consumption of alcohol in the terrace area hatched in red on the plan.

Condition 20 to be amended as follows:

Current: 20. After 23:00 hours the terrace area hatched in red on the plan shall be constantly monitored and supervised to ensure that customers assist in the promotion of the licensing objectives.

Proposed: 20. After 22:00 hours the terrace area hatched in red on the plan shall be constantly monitored and supervised to ensure that customers assist in the promotion of the licensing objectives.

Condition 21 to be amended as follows:

Current: 21. After 23:00 hours the terrace area hatched in red on the plan shall be inaccessible from the public highway.

Proposed: 21. After 22:00 hours the terrace area hatched in red on the plan shall be inaccessible from the public highway.

Condition 22 to be amended as follows:

Current: 22. After 23:00 hours the front doors located on the east side of the terrace area hatched in red on the plan shall be closed.

Proposed: 22. After 22:00 hours the front doors located on the east side of the terrace area hatched in red on the plan shall be closed.

Condition 41 to be removed from the licence. The current wording of this condition is as follows:

41. An additional period after the normal hours permitted in the licence for the supply of alcohol shall be permitted on a maximum of twelve days in each calendar year (excluding applications made under TENs). The additional hours shall be permitted only if written notice has been served on the licensing authority and the police at least seven days beforehand. The police are to have an absolute veto in respect of these occasions.

Condition 43 to be amended as follows:

Current: There shall be no admittance or re-admittance to the premises after 01:00

Proposed: There shall be no admittance or re-admittance to the premises after 00:00.

Summary

The Licensing Authority views the incident which took place on the 26th March 2022 extremely seriously, taking into account that it concerned a child and three other females who had to be admitted to hospital after visiting one of our licensed premises.

It is apparent that there were serious management failures on the day in question, not least by allowing access to a child, but also by allowing customers to consume so much alcohol that they had to be admitted to hospital.

We appreciate that the licence holder has taken immediate steps to dismiss the manager on duty that day, but we still have concerns that the premises will not be able to safely and effectively manage events which take place during the daytime.

For these reasons we have suggested a number of conditions to ensure that the premises changes its operation during the day, with alcohol only being sold as ancillary to a meal from 13:00 to 17:00 each day.

It should also be noted that Section 21.6 of the Council's current Statement of Licensing Policy (2017 – 2022) explains that: *The Licensing Authority will regard applications for the review of any premises licence particularly seriously where they involve evidence of Underage sales and consumption of alcohol.*

We have also suggested a reduction in the terminal hour of the premises as the Council is in receipt of numerous complaints concerning ASB and noise emanating from the premises later in the evening, in what is a densely residential area. These issues will undoubtedly be expanded on by local residents during the consultation process for this review.

Taking into account all of the above we respectfully ask that this review is considered in line with the following licensing objectives:

- the prevention of crime and disorder
- public safety
- the prevention of public nuisance
- the protection of children from harm

Please provide as much information as possible to support the application (please read guidance note 3)

Please see grounds for review section.

Please tick ✓ yes

Have you made an application for review relating to the premises before

If yes please state the date of that application

Day	Month	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

If you have made representations before relating to the premises please state what they were and when you made them

N/A

Please tick ✓

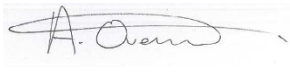
yes

- I have sent copies of this form and enclosures to the responsible authorities and the premises licence holder or club holding the club premises certificate, as appropriate
- I understand that if I do not comply with the above requirements my application will be rejected

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

Part 3 – Signatures (please read guidance note 4)

Signature of applicant or applicant’s solicitor or other duly authorised agent (please read guidance note 5). **If signing on behalf of the applicant please state in what capacity.**

Signature 

Date **13/07/2022**

Capacity **Licensing Policy and Enforcement Manager**

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 6)	
FAO : Adrian Overton The Licensing Authority Hammersmith and Fulham Council 45 Beavor Lane	
Post town Hammersmith	Post Code W6 9AR
Telephone number (if any) 020 8753 1081	
If you would prefer us to correspond with you using an e-mail address your e-mail address (optional) licensing@lbhf.gov.uk	

Notes for Guidance

1. A responsible authority includes the local police, fire and rescue authority and other statutory bodies which exercise specific functions in the local area.
2. The ground(s) for review must be based on one of the licensing objectives.
3. Please list any additional information or details for example dates of problems which are included in the grounds for review if available.
4. The application form must be signed.
5. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
6. This is the address which we shall use to correspond with you about this application.

Licensing Act 2003

Premises Licence

Premises Licence Number: 2020/00137/LAPR

Part 1 – Premises details

Postal address of premises, or if none, OS map reference or description of the premises

The Chelsea Lodge
562 King's Road

Post town: London

Post code: SW6 2DZ

Telephone:

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Performance of Dance -Indoors Only
Performance of Live Music -Indoors Only
Playing of Recorded Music -Indoors Only
Entertainment Similar to Music or Dance -Indoors Only
Provision of Late Night Refreshment -Indoors Only
Sale of Alcohol On and Off the Premises

The licence authorises the carrying out of the following licensable activities on the days and at the times specified below:

Performance of Dance -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Performance of Live Music -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00

Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Playing of Recorded Music -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Entertainment Similar to Music or Dance -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Provision of Late Night Refreshment -Indoors Only

Monday	23:00 - 00:00
Tuesday	23:00 - 00:00
Wednesday	23:00 - 00:00
Thursday	23:00 - 00:00
Sunday	23:00 - 00:00

Sale of Alcohol On and Off the Premises

Monday	11:00 - 00:00
Tuesday	11:00 - 00:00
Wednesday	11:00 - 00:00
Thursday	11:00 - 00:00
Friday	11:00 - 02:00
Saturday	11:00 - 02:00
Sunday	11:00 - 00:00

The opening hours of the premises:

Monday	09:00 - 00:30
Tuesday	09:00 - 00:30
Wednesday	09:00 - 00:30
Thursday	09:00 - 00:30
Friday	09:00 - 02:30
Saturday	09:00 - 02:30
Sunday	09:00 - 00:30

Where the licence authorises supplies of alcohol whether these are on and / or off supplies:

Both on and off the premises

Part 2

Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:

Chelsea Lodge Holdings Ltd
3rd Floor East
47-50 Margaret Street
London
W1W 8SB

Registered number of holder, for example company number, charity number (where applicable):

12168364

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol:

Chase Marco Matthias McGuinness

**Licensing Authority:
Personal Licence Number**

Annex 1 – Mandatory Conditions

1. Mandatory Condition

(1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—

(a) games or other activities which require or encourage, or are designed to require or encourage, individuals to—

(i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or

(ii) drink as much alcohol as possible (whether within a time limit or otherwise);

(b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;

(c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

(d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;

(e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).

2. Mandatory Condition

The responsible person shall ensure that free potable water is provided on request to customers where it is reasonably available.

3. Mandatory Condition

1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

(3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—

- (a) a holographic mark, or
- (b) an ultraviolet feature.

4. Mandatory Condition

The responsible person must ensure that—

(a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—

- (i) beer or cider: ½ pint;
- (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
- (iii) still wine in a glass: 125 ml;

(b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and

(c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

5. Mandatory Condition

1. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

2. For the purposes of the condition set out in paragraph 1—

(a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b) "permitted price" is the price found by applying the formula—

$$P = D + (D \times V)$$

where—

(i) P is the permitted price,

(ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and

(iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence—

(i) the holder of the premises licence,

(ii) the designated premises supervisor (if any) in respect of such a licence, or

(iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

3. Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

4.(1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

6. Mandatory Condition

(1) No supply of alcohol may be made under the premises licence-

(a) at a time when there is no designated premises supervisor in respect of the premises licence, or

(b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.

(2) Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

7. Mandatory Condition

Where this licence includes a condition that at specified times one or more individuals must be at the premises to carry out a security activity, each individual must be licensed by the Security Industry Authority, with the following exceptions:

- a) premises where the premises licence authorises plays or films
- b) any occasion mentioned in paragraph 8(3)(b) or (c) of Schedule 2 to the Private Security Industry Act 2001 (premises being used exclusively by a club with a club premises certificate, under a temporary event notice authorising plays or films or under a gaming licence), or
- c) any occasion within paragraph 8(3)(d) of Schedule 2 to the Private Security Industry Act 2001.

Annex 2 – Conditions consistent with the operating Schedule

8. From 9pm on Fridays and Saturdays there shall be a minimum of 2 SIA approved door supervisor on duty at the premises until all customers have dispersed from the immediate vicinity.

9. On Fridays and Saturdays from 11pm until all customers have dispersed from the immediate vicinity of the premises, a minimum of 1 SIA approved door supervisors wearing a high visibility jacket shall provide a presence in the vicinity of Holmead Road to discourage anti-social behaviour.

10. Any queues formed at the premises shall be supervised by door supervisors to prevent disorder and measures shall be implemented to discourage anti-social behaviour. All SIA approved door supervisors engaged outside the entrance to the premises, or supervising or controlling queues, shall wear high visibility jackets or vests.

11. All glasses and drinks (whether alcoholic or not) shall be cleared from the outside areas by 11pm.

12. A register of door supervisors working at the premises on any given night shall be maintained (recording SIA numbers, full names and times worked) and made available to police and responsible authorities immediately upon request.

13. An authorised representative of the premises licence holder shall attend the local pub watch meetings.

14. Whenever the premises trades after 9pm, there shall be a personal licence holder on duty on the premises.

15. A cloakroom shall be provided at the premises.

16. During the last 30 minutes of licensable activities a wind down period shall operate and the music and entertainment shall be scaled back so that customers are calmer when they leave. Lighting shall also be raised during the final 30 minutes until it is on full on at the terminal hour of licensable activities.

17. After 23:00 hours the terrace area hatched in grey on the plan shall not be used.
18. After 23:00 hours there shall be no more than 30 people at any one time in the terrace area hatched in red on the plan.
19. After 23:00 hours there shall be no consumption of alcohol in the terrace area hatched in red on the plan.
20. After 23:00 hours the terrace area hatched in red on the plan shall be constantly monitored and supervised to ensure that customers assist in the promotion of the licensing objectives.
21. After 23:00 hours the terrace area hatched in red on the plan shall be inaccessible from the public highway.
22. After 23:00 hours the front doors located on the east side of the terrace area hatched in red on the plan shall be closed.
23. All staff shall be trained in the Proof of Age policy and how to identify acceptable means of identification.
24. Unless agreed with the police licensing team in writing, on days when Chelsea FC are playing at home or on days when a Chelsea FC victory parade takes place, from 2 hours before the advertised kick off until 1 hour after the match has been completed:
 - a) There shall be a minimum of 2 SIA approved door supervisors on duty at the premises;
 - b) The bar, basement and terrace areas (hatched on the plan) shall operate with polycarbonate vessels, save for persons seated at a table and dining at the premises; and
 - c) There shall be a personal licence holder on duty at the premises.
25. The maximum number of persons, including staff, permitted on the premises at any one time shall not exceed the numbers specified on the premises fire risk assessment, a copy of which shall be made available upon request by an authorised officer.
26. High Definition CCTV shall be installed, operated and maintained, at all times that the premises is open for licensable activities and;
 - (i) shall be checked every two weeks to ensure that the system is working properly and that the date and time are correct. A record of these checks, showing the date and name of the person checking, shall be kept and made available to police or authorised council officers on request;
 - (ii) one camera shall show a close-up of the entrance to the premises, to capture a clear, full-length image of anyone entering;
 - (iii) shall cover any external area of the premises accessible to the public;
 - (iv) recordings shall be in real time and stored for a minimum period of 31 days with date and time stamping;
 - (v) footage shall be provided free of charge to police or authorised council officer within 24 hours of a request; and
 - (vi) a staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times. This staff member shall be able to

show police or authorised officers of the Licensing Authority recent data footage with the minimum of delay when requested. This data or footage reproduction shall be almost instantaneous.

27. An incident record shall be maintained by the licence holder / designated premises supervisor/ manager that details incidents that occur in or in the immediate vicinity of the premises. The incident record shall be kept on the premises and be available for inspection by the police or an authorised officer of the licensing authority at all times the premises is open.

28. The premises shall operate an outdoor area management policy this shall include how the outside area of the premises, smoking area and dispersal shall be managed. All staff shall be trained in its implementation. The outdoor management policy shall be agreed with police, environmental health and licensing officers and shall be provided upon request.

29. The premises may remain open for the sale of alcohol, regulated entertainment and the provision of late night refreshment from the terminal hour for those activities on New Year's Eve through to the commencement time for those activities on New Year's Day.

30. The smashing of bottles shall not be permitted between the hours of 23:00 to 08:30.

31. On Fridays and Saturdays, a steward shall monitor the smoking area from 23:00 until the premises is closed.

32. An acoustic enclosure (or enclosures) shall be erected and maintained around all extractor fans and air conditioning units at the rear of the premises. Such enclosure (or enclosures) shall be erected within six months of the date of the variation (subject to planning permission).

33. All management, the head of security and shift supervisors shall be trained in how to manage a crime scene and crime scene preservation. All other front of house staff is to be made aware of this policy. This training shall be repeated at least once a year and written records of the training shall be kept on the premise and made available to Police and authorised Officers of the Licensing Authority on request.

34. An incident reporting policy detailing the management of all incidents shall be completed and approved by Police Licensing Officers from The Metropolitan Police. All management and the head of security shall be trained in the contents of this policy and this training shall be repeated at least once a year. All other front of house staff is to be made aware of this policy. This policy shall be kept on the premises and made available for inspection by the Police or an authorised Officer from the Licensing Authority at all times. Any material changes to this policy must be agreed by Police Licensing Officers.

Annex 3 – Conditions attached after a hearing by the licensing authority

35. The licensee shall ensure that no live music, amplified music or amplified voice from the licensed premises is audible at or within the site boundary of any residential property.

36. The licensee shall maintain a permanent written record of each complaint received about the operation of the premises, including the complainant's name and location, the date and time the complaint is received, the action taken and when. The record shall be kept on the premises readily available for inspection at all reasonable times by an officer from the council's licensing division.

37. Signs shall be displayed instructing patrons to respect the neighbours and behave in a courteous manner.

38. The licensee shall provide and maintain a dedicated phone number solely for the purpose of receiving any complaints about the licensed premises and staffed at all times when the premises are in use under the licence. Details of the telephone number shall be sent in writing to residents and residents associations in the locality and to the council.

39. The licensee shall arrange a meeting at least once in every 4 months of which local residents shall be notified. The purpose of each meeting shall be to discuss and try to resolve matters of mutual concern. The licensee shall use all reasonable endeavours to publicise these meetings and a copy of the minutes shall be circulated to each of those attending and to the council and shall be made available at the premises.

40. All plant and machinery is to be correctly maintained and regularly serviced to ensure that it is operating efficiently and with minimal disturbance to neighbours arising from noise.

41. An additional period after the normal hours permitted in the licence for the supply of alcohol shall be permitted on a maximum of twelve days in each calendar year (excluding applications made under TENS). The additional hours shall be permitted only if written notice has been served on the licensing authority and the police at least seven days beforehand. The police are to have an absolute veto in respect of these occasions.

42. Alcohol shall not be consumed other than during the hours permitted by the licence for the sale of alcohol and during a 30-minute period immediately following the permitted hours.

43. There shall be no admittance or re-admittance to the premises after 01:00.

44. All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003 in terms of the licensing objectives, offences committed under the Act and conditions of the premises licence. Written records of this training shall be retained and made available to police and authorised officers of the licensing authority on request.

Signed: 
Authorised Officer

Date: 24.02.2020

Annex 4- Plans:

Please insert plans at pages 11 and 12

COPY

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Licensing Act 2003

Premises Licence



Premises Licence Summary

Premises Licence Number: 2020/00137/LAPR

Premises details

Postal address of premises, or if none, OS map reference or description of the premises

The Chelsea Lodge
562 King's Road

Post town: London

Post code: SW6 2DZ

Telephone:

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Performance of Dance -Indoors Only
Performance of Live Music -Indoors Only
Playing of Recorded Music -Indoors Only
Entertainment Similar to Music or Dance -Indoors Only
Provision of Late Night Refreshment -Indoors Only
Sale of Alcohol On and Off the Premises

The licence authorises the carrying out of the following licensable activities on the days and at the times specified below:

Performance of Dance -Indoors Only	
Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Performance of Live Music -Indoors Only	
Monday	09:00 - 00:00
Tuesday	09:00 - 00:00

Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Playing of Recorded Music -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Entertainment Similar to Music or Dance -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Provision of Late Night Refreshment -Indoors Only

Monday	23:00 - 00:00
Tuesday	23:00 - 00:00
Wednesday	23:00 - 00:00
Thursday	23:00 - 00:00
Sunday	23:00 - 00:00

Sale of Alcohol On and Off the Premises

Monday	11:00 - 00:00
Tuesday	11:00 - 00:00
Wednesday	11:00 - 00:00
Thursday	11:00 - 00:00
Friday	11:00 - 02:00
Saturday	11:00 - 02:00
Sunday	11:00 - 00:00

The opening hours of the premises:

Monday	09:00 - 00:30
Tuesday	09:00 - 00:30
Wednesday	09:00 - 00:30
Thursday	09:00 - 00:30
Friday	09:00 - 02:30
Saturday	09:00 - 02:30
Sunday	09:00 - 00:30

Where the licence authorises supplies of alcohol whether these are on and / or off supplies:

Both on and off the premises

Name, (registered) address, of holder of premises licence:

Chelsea Lodge Holdings Ltd
3rd Floor East
47-50 Margaret Street
London
W1W 8SB

Registered number of holder, for example company number, charity number (where applicable):

12168364

Name of designated premises supervisor where the premises licence authorises the supply of alcohol:

Chase Marco Matthias McGuinness

State whether access to the premises by children is restricted or prohibited:

No Restrictions

Signed: 
Authorised Officer

Date: 24.02.2020

NOT TO BE SCALED. DIMENSIONS TO BE CHECKED ON SITE
SCALING FOR LOCAL AUTHORITY PURPOSES ONLY

Location Plan (Scale 1:1250)

Revision	Description	Date	Drawn
P3	Fire safety symbols and areas added	20.11.18	PR
P2	Plan updated following site visit	29.10.18	PR
P1	Preliminary issue	03.09.18	PR

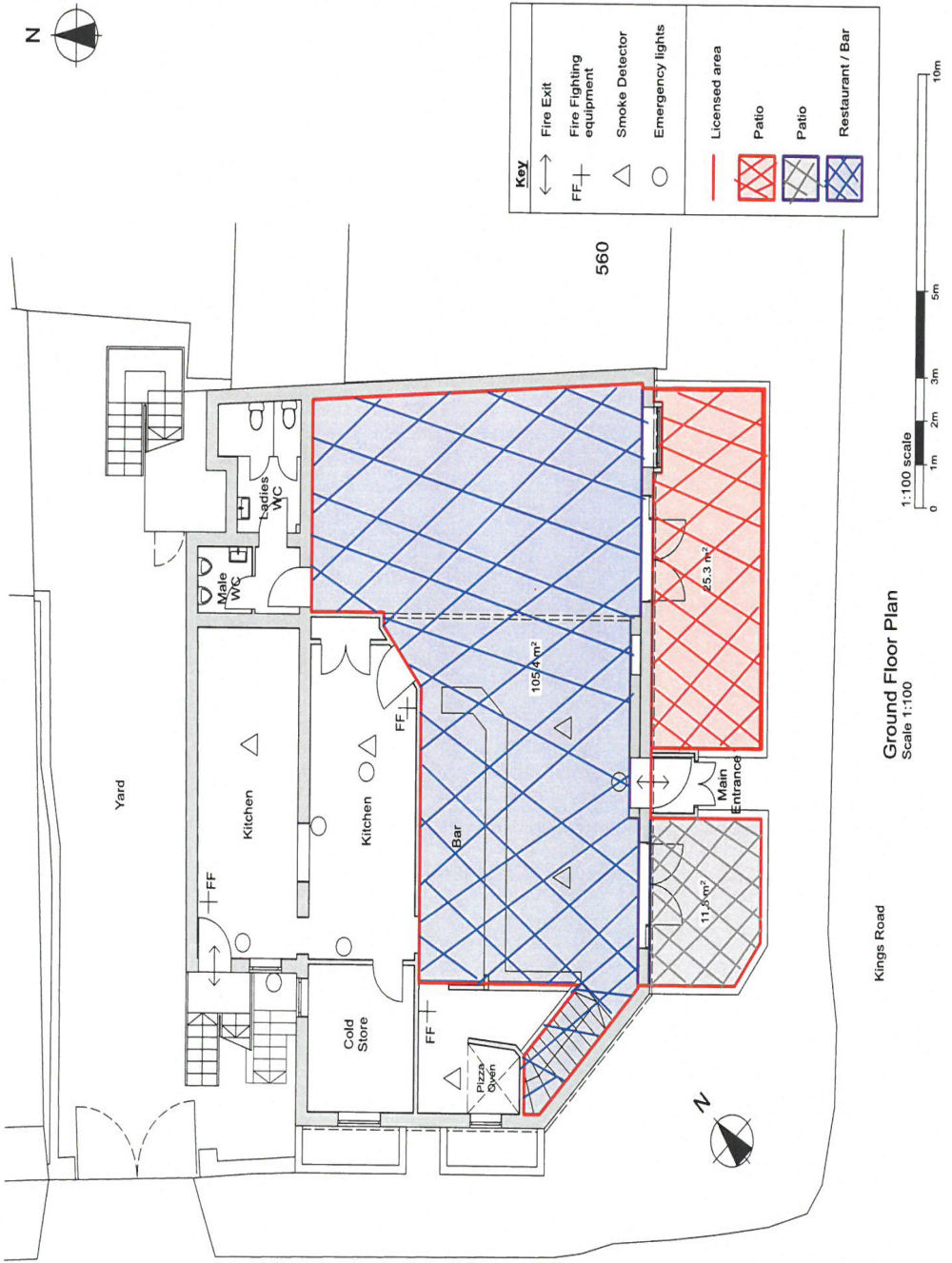
Project:
Licence Plan
The Chelsea Lodge
562 Kings Road, Fulham
London, SW6 2DZ

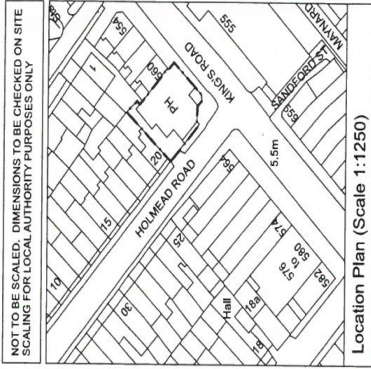
Drawing Title:
Licence Plan - Ground Floor Plan

Drawn By	Date	Checked By	Date	Approved By	Date
PR	Sept 18				

Drawing No.: 18 / 186 / 100
Revision: P3
Scale: As Shown @ A3

APPROVAL: INFORMATION TENDER CONSTRUCTION





Revision	Description	Date	Drawn
P3	Fire safety symbols and areas added	20.11.18	PR
P2	Plan updated following site visit	29.10.18	PR
P1	Preliminary issue	03.09.18	PR

Project:
Licence Plan
The Chelsea Lodge,
562 Kings Road, Fulham
London, SW6 2DZ

Drawing Title:
Licence Plan - Basement Floor Plan

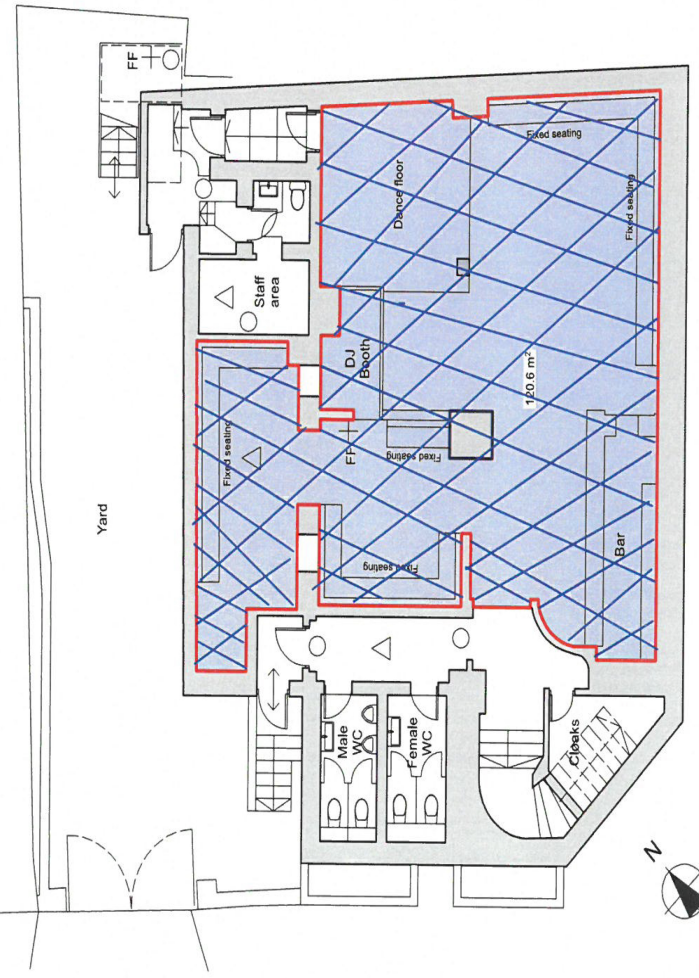
Drawn By	Date	Checked By	Date	Approved By	Date
PR	Sept 18				

Drawing No.	Revision:	Scale:
18 / 186 / 101	P3	As Shown @ A3



Key

- Fire Exit: ←
- Fire Fighting equipment: FF+
- Smoke Detector: △
- Emergency lights: ○
- Licensed area: Red outline
- Patio: Red cross-hatch pattern
- Patio: Blue cross-hatch pattern
- Restaurant / Bar: Blue diagonal-hatch pattern



Basement Floor Plan
Scale 1:100

ANNEX 4

1. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.

2.(a) After 21:00hrs all customers entering the premises shall have their ID scanned on entry. The details recorded shall include a live facial image capture of the customer and capture the photographic identification produced. The details recorded by the ID scanner system shall be made available to the Police and the local authority upon request.

(b) The requirement in (a) above is subject to the following exceptions, namely that a maximum number of 20 guests per night may be admitted at the Managers discretion without necessarily photo ID being scanned and recorded. The admission of such guests however shall be in accordance with the following procedure:

(i) The DPS shall approve in writing the names of a maximum of three managers other than him/herself who are authorised to sign in such guests.

(ii) A legible record (the signing in sheet) of those guest's name shall be retained on the premises for inspection by the licensing authority and Police for a minimum period of 31 days. The name of the DPS approved manager authorising the admission will also be recorded by that manager,

(iii) Where there are appropriate reasons for a guest not to be able to produce ID and be subject to ID scan, the Approved Manager may still permit entry. In such circumstance he shall also record the reasons for this in the signing in sheet.

3. If the electronic ID scanner is not operational the police and the licensing authority will be informed of this fact within 24 hours and a repair timescale provided.

4. All patrons who attend a pre-booked or private event at the premises shall have their ID Scanned on entry. The details recorded shall include a live facial image capture of the customer and capture the photographic identification produced. The details recorded by the ID scanner system shall be made available to the Police and the local authority upon request.

5. All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003 in terms of the licensing objectives, offences committed under the Act and conditions of the Premises Licence. Written records of this training shall be retained and made available to police and authorised officers of the Licensing Authority on request.

6. All staff shall be trained in how to identify drunk or drug impaired customers. This training shall be repeated at least biannually and written records of the training kept and made available to police and authorised officers of the Licensing Authority on request.

7. A written search and dispersal policy will be in place at the premises, and which will be available to the Police and Local Authority on request.

Licensing Act 2003

Premises Licence



Premises Licence Number: 2022/00975/LAPR

Part 1 – Premises details

Postal address of premises, or if none, OS map reference or description of the premises

The Chelsea Lodge
562 King's Road

Post town: London

Post code: SW6 2DZ

Telephone:

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Performance of Dance -Indoors Only
Performance of Live Music -Indoors Only
Playing of Recorded Music -Indoors Only
Entertainment Similar to Music or Dance -Indoors Only
Provision of Late Night Refreshment -Indoors Only
Sale of Alcohol On and Off the Premises

The licence authorises the carrying out of the following licensable activities on the days and at the times specified below:

Performance of Dance -Indoors Only	
Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Performance of Live Music -Indoors Only	
Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00

Sunday	09:00 - 00:00
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Playing of Recorded Music -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Entertainment Similar to Music or Dance -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Provision of Late Night Refreshment -Indoors Only

Monday	23:00 - 00:00
Tuesday	23:00 - 00:00
Wednesday	23:00 - 00:00
Thursday	23:00 - 00:00
Sunday	23:00 - 00:00

Sale of Alcohol On and Off the Premises

Monday	11:00 - 00:00
Tuesday	11:00 - 00:00
Wednesday	11:00 - 00:00
Thursday	11:00 - 00:00
Friday	11:00 - 02:00
Saturday	11:00 - 02:00
Sunday	11:00 - 00:00

The opening hours of the premises:

Monday	09:00 - 00:30
Tuesday	09:00 - 00:30
Wednesday	09:00 - 00:30
Thursday	09:00 - 00:30
Friday	09:00 - 02:30
Saturday	09:00 - 02:30
Sunday	09:00 - 00:30

Where the licence authorises supplies of alcohol whether these are on and/or off supplies:

Both on and off the premises

Part 2

Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:

Chelsea Lodge Holdings Ltd
3rd Floor East
47-50 Margaret Street
London
W1W 8SB

Email: 

Registered number of holder, for example company number, charity number (where applicable):

12168364

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol:

Chase Marco Matthias McGuinness


Licensing Authority: 
Personal Licence Number: 

Annex 1 – Mandatory Conditions

1. Mandatory Condition

(1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—

(a) games or other activities which require or encourage, or are designed to require or encourage, individuals to—

(i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or

(ii) drink as much alcohol as possible (whether within a time limit or otherwise);

(b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;

(c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

(d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;

(e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).

2. Mandatory Condition

The responsible person shall ensure that free potable water is provided on request to customers where it is reasonably available.

3. Mandatory Condition

1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

(3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—

(a) a holographic mark, or

(b) an ultraviolet feature.

4. Mandatory Condition

The responsible person must ensure that—

(a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—

(i) beer or cider: ½ pint;

(ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and

(iii) still wine in a glass: 125 ml;

(b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and

(c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

5. Mandatory Condition

1. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
2. For the purposes of the condition set out in paragraph 1—
 - (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b) "permitted price" is the price found by applying the formula—

$$P = D + (D \times V)$$

where—

- (i) P is the permitted price,
- (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
- (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence—

- (i) the holder of the premises licence,
- (ii) the designated premises supervisor (if any) in respect of such a licence, or
- (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

3. Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

4.(1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

6. Mandatory Condition

(1) No supply of alcohol may be made under the premises licence-

- (a) at a time when there is no designated premises supervisor in respect of the premises licence, or
- (b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.

(2) Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

7. Mandatory Condition

Where this licence includes a condition that at specified times one or more individuals must be at the premises to carry out a security activity, each individual must be licensed by the Security Industry Authority, with the following exceptions:

- a) premises where the premises licence authorises plays or films
- b) any occasion mentioned in paragraph 8(3)(b) or (c) of Schedule 2 to the Private Security Industry Act 2001 (premises being used exclusively by a club with a club premises certificate, under a temporary event notice authorising plays or films or under a gaming licence), or
- c) any occasion within paragraph 8(3)(d) of Schedule 2 to the Private Security Industry Act 2001.

Annex 2 – Conditions consistent with the operating Schedule

8. From 9pm on Fridays and Saturdays there shall be a minimum of 2 SIA approved door supervisor on duty at the premises until all customers have dispersed from the immediate vicinity.

9. On Fridays and Saturdays from 11pm until all customers have dispersed from the immediate vicinity of the premises, a minimum of 1 SIA approved door supervisors wearing a high visibility jacket shall provide a presence in the vicinity of Holmead Road to discourage anti-social behaviour.

10. Any queues formed at the premises shall be supervised by door supervisors to prevent disorder and measures shall be implemented to discourage anti-social behaviour. All SIA approved door supervisors engaged outside the entrance to the premises, or supervising or controlling queues, shall wear high visibility jackets or vests.

11. All glasses and drinks (whether alcoholic or not) shall be cleared from the outside areas by 11pm.

12. A register of door supervisors working at the premises on any given night shall be maintained (recording SIA numbers, full names and times worked) and made available to police and responsible authorities immediately upon request.

13. An authorised representative of the premises licence holder shall attend the local pubwatch meetings.

14. Whenever the premises trades after 9pm, there shall be a personal licence holder on duty on the premises.

15. A cloakroom shall be provided at the premises.

16. During the last 30 minutes of licensable activities a wind down period shall operate and the music and entertainment shall be scaled back so that customers are calmer when they leave. Lighting shall also be raised during the final 30 minutes until it is on full on at the terminal hour of licensable activities.

17. After 23:00 hours the terrace area hatched in grey on the plan shall not be used.

18. After 23:00 hours there shall be no more than 30 people at any one time in the terrace area hatched in red on the plan.

19. After 23:00 hours there shall be no consumption of alcohol in the terrace area hatched in red on the plan.

20. After 23:00 hours the terrace area hatched in red on the plan shall be constantly monitored and supervised to ensure that customers assist in the promotion of the licensing objectives.

21. After 23:00 hours the terrace area hatched in red on the plan shall be inaccessible from the public highway.

22. After 23:00 hours the front doors located on the east side of the terrace area hatched in red on the plan shall be closed.

23. All staff shall be trained in the Proof of Age policy and how to identify acceptable means of identification.

24. Unless agreed with the police licensing team in writing, on days when Chelsea FC are playing at home or on days when a Chelsea FC victory parade takes place, from 2 hours before the advertised kick off until 1 hour after the match has been completed:

a) There shall be a minimum of 2 SIA approved door supervisors on duty at the premises;

b) The bar, basement and terrace areas (hatched on the plan) shall operate with polycarbonate vessels, save for persons seated at a table and dining at the premises; and

c) There shall be a personal licence holder on duty at the premises.

25. The maximum number of persons, including staff, permitted on the premises at any one time shall not exceed the numbers specified on the premises fire risk assessment, a copy of which shall be made available upon request by an authorised officer.

26. High Definition CCTV shall be installed, operated and maintained, at all times that the premises is open for licensable activities and;

o shall be checked every two weeks to ensure that the system is working properly and that the date and time are correct. A record of these checks, showing the date and name of the person checking, shall be kept and made available to police or authorised council officers on request;

o one camera shall show a close-up of the entrance to the premises, to capture a clear, full length image of anyone entering;

o shall cover any external area of the premises accessible to the public;

o recordings shall be in real time and stored for a minimum period of 31 days with date and time stamping;

o footage shall be provided free of charge to police or authorised council officer within 24 hours of a request; and

o a staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times. This staff member shall be able to show

police or authorised officers of the Licensing Authority recent data footage with the minimum of delay when requested. This data or footage reproduction shall be almost instantaneous.

27. An incident record shall be maintained by the licence holder / designated premises supervisor/ manager that details incidents that occur in or in the immediate vicinity of the premises. The incident record shall be kept on the premises and be available for inspection by the police or an authorised officer of the licensing authority at all times the premises is open.

28. The premises shall operate an outdoor area management policy this shall include how the outside area of the premises, smoking area and dispersal shall be managed. All staff shall be trained in its implementation. The outdoor management policy shall be agreed with police, environmental health and licensing officers and shall be provided upon request.

29. The premises may remain open for the sale of alcohol, regulated entertainment and the provision of late night refreshment from the terminal hour for those activities on New Year's Eve through to the commencement time for those activities on New Year's Day.

30. The smashing of bottles shall not be permitted between the hours of 23:00 to 08:30.

31. On Fridays and Saturdays, a steward shall monitor the smoking area from 23:00 until the premises is closed.

32. An acoustic enclosure (or enclosures) shall be erected and maintained around all extractor fans and air conditioning units at the rear of the premises. Such enclosure (or enclosures) shall be erected within six months of the date of the variation (subject to planning permission).

33. All management, the head of security and shift supervisors shall be trained in how to manage a crime scene and crime scene preservation. All other front of house staff is to be made aware of this policy. This training shall be repeated at least once a year and written records of the training shall be kept on the premise and made available to Police and authorised Officers of the Licensing Authority on request.

34. An incident reporting policy detailing the management of all incidents shall be completed and approved by Police Licensing Officers from The Metropolitan Police. All management and the head of security shall be trained in the contents of this policy and this training shall be repeated at least once a year. All other front of house staff is to be made aware of this policy. This policy shall be kept on the premises and made available for inspection by the Police or an authorised Officer from the Licensing Authority at all times. Any material changes to this policy must be agreed by Police Licensing Officers.

35. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport or proof of age card with the PASS Hologram.

36. (a) After 21:00hrs all customers entering the premises shall have their ID scanned on entry. The details recorded shall include a live facial image capture of the customer and capture the photographic identification produced. The details recorded by the ID scanner system shall be made available to the Police and the local authority upon request.

(b) The requirement in (a) above is subject to the following exceptions, namely that a maximum number of 20 guests per night may be admitted at the Managers discretion without necessarily photo ID being scanned and recorded. The admission of such guests however shall be in accordance with the following procedure:

(i) The DPS shall approve in writing the names of a maximum of three managers other than him/herself who are authorised to sign in such guests.

(ii) A legible record (the signing in sheet) of those guest's name shall be retained on the premises for inspection by the licensing authority and Police for a minimum period of 31 days. The name of the DPS approved manager authorising the admission will also be recorded by that manager,

(iii) Where there are appropriate reasons for a guest not to be able to produce ID and be subject to ID scan, the Approved Manager may still permit entry. In such circumstance he shall also record the reasons for this in the signing in sheet.

37. If the electronic ID scanner is not operational the police and the licensing authority will be informed of this fact within 24 hours and a repair timescale provided.

38. All patrons who attend a pre-booked or private event at the premises shall have their ID Scanned on entry. The details recorded shall include a live facial image capture of the customer and capture the photographic identification produced. The details recorded by the ID scanner system shall be made available to the Police and the local authority upon request.

39. All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003 in terms of the licensing objectives, offences committed under the Act and conditions of the Premises Licence. Written records of this training shall be retained and made available to police and authorised officers of the Licensing Authority on request.

40. All staff shall be trained in how to identify drunk or drug impaired customers. This training shall be repeated at least biannually and written records of the training kept and made available to police and authorised officers of the Licensing Authority on request.

41. A written search and dispersal policy will be in place at the premises, and which will be available to the Police and Local Authority upon request.

Annex 3 – Conditions attached after a hearing by the licensing authority

42. The licensee shall ensure that no live music, amplified music or amplified voice from the licensed premises is audible at or within the site boundary of any residential property.

43. The licensee shall maintain a permanent written record of each complaint received about the operation of the premises, including the complainant's name and location, the date and time the complaint is received, the action taken and when. The record shall be kept on the premises readily available for inspection at all reasonable times by an officer from the council's licensing division.

44. Signs shall be displayed instructing patrons to respect the neighbours and behave in a courteous manner.

45. The licensee shall provide and maintain a dedicated phone number solely for the purpose of receiving any complaints about the licensed premises and staffed at all times when the premises are in use under the licence. Details of the telephone number shall be sent in writing to residents and residents associations in the locality and to the council.

46. The licensee shall arrange a meeting at least once in every 4 months of which local residents shall be notified. The purpose of each meeting shall be to discuss and try to resolve matters of mutual concern. The licensee shall use all reasonable endeavours to publicise these meetings and a copy of the minutes shall be circulated to each of those attending and to the council and shall be made available at the premises.

47. All plant and machinery is to be correctly maintained and regularly serviced to ensure that it is operating efficiently and with minimal disturbance to neighbours arising from noise.

48. An additional period after the normal hours permitted in the licence for the supply of alcohol shall be permitted on a maximum of twelve days in each calendar year (excluding applications made under TENs). The additional hours shall be permitted only if written notice has been served on the licensing authority and the police at least seven days beforehand. The police are to have an absolute veto in respect of these occasions.

49. Alcohol shall not be consumed other than during the hours permitted by the licence for the sale of alcohol and during a 30-minute period immediately following the permitted hours.

50. There shall be no admittance or re-admittance to the premises after 01:00.

51. All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003 in terms of the licensing objectives, offences committed under the Act and conditions of the premises licence. Written records of this training shall be retained and made available to police and authorised officers of the licensing authority on request.

Signed: 
Authorised Officer

Date: 08.07.2022

Annex 4- Plans:

Please insert plans at pages 11 to 12

Licensing Act 2003

Premises Licence



Premises Licence Summary

Premises Licence Number: 2022/00975/LAPR

Premises details

Postal address of premises, or if none, OS map reference or description of the premises

The Chelsea Lodge
562 King's Road

Post town: London

Post code: SW6 2DZ

Telephone:

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Performance of Dance -Indoors Only
Performance of Live Music -Indoors Only
Playing of Recorded Music -Indoors Only
Entertainment Similar to Music or Dance -Indoors Only
Provision of Late Night Refreshment -Indoors Only
Sale of Alcohol On and Off the Premises

The licence authorises the carrying out of the following licensable activities on the days and at the times specified below:

Performance of Dance -Indoors Only	
Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Performance of Live Music -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Playing of Recorded Music -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Entertainment Similar to Music or Dance -Indoors Only

Monday	09:00 - 00:00
Tuesday	09:00 - 00:00
Wednesday	09:00 - 00:00
Thursday	09:00 - 00:00
Friday	09:00 - 02:00
Saturday	09:00 - 02:00
Sunday	09:00 - 00:00

Provision of Late Night Refreshment -Indoors Only

Monday	23:00 - 00:00
Tuesday	23:00 - 00:00
Wednesday	23:00 - 00:00
Thursday	23:00 - 00:00
Sunday	23:00 - 00:00

Sale of Alcohol On and Off the Premises

Monday	11:00 - 00:00
Tuesday	11:00 - 00:00
Wednesday	11:00 - 00:00
Thursday	11:00 - 00:00
Friday	11:00 - 02:00
Saturday	11:00 - 02:00
Sunday	11:00 - 00:00

The opening hours of the premises:

Monday	09:00 - 00:30
Tuesday	09:00 - 00:30
Wednesday	09:00 - 00:30
Thursday	09:00 - 00:30
Friday	09:00 - 02:30

Saturday	09:00 - 02:30
Sunday	09:00 - 00:30

Where the licence authorises supplies of alcohol whether these are on and/or off supplies:

Both on and off the premises

Name, (registered) address, of holder of premises licence:

Chelsea Lodge Holdings Ltd
3rd Floor East
47-50 Margaret Street
London
W1W 8SB

Registered number of holder, for example company number, charity number (where applicable):

12168364

Name of designated premises supervisor where the premises licence authorises the supply of alcohol:

Chase Marco Matthias McGuinness

State whether access to the premises by children is restricted or prohibited:

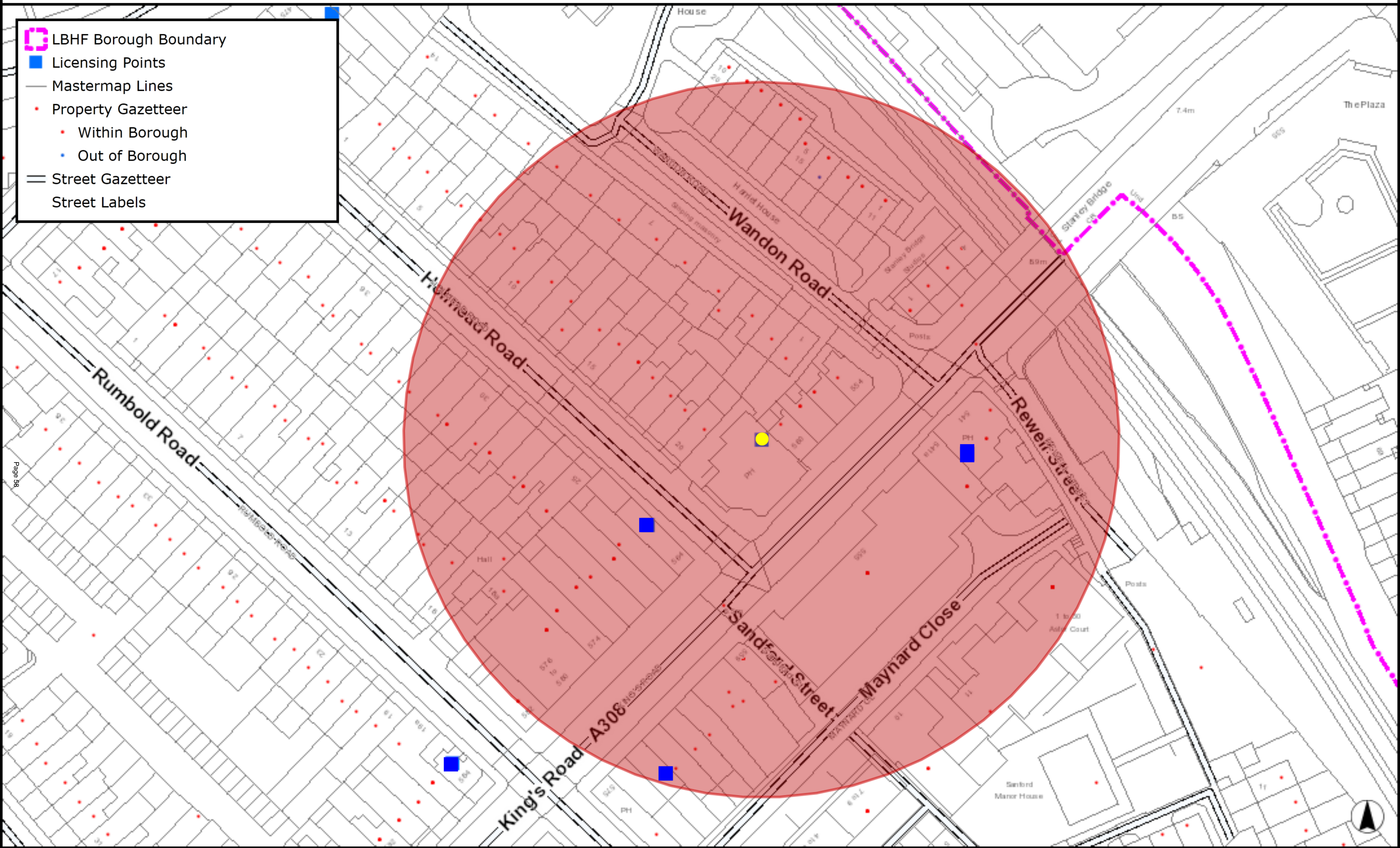
No Restrictions

Signed: 
Authorised Officer

Date: 08.07.2022

London Borough of Hammersmith & Fulham

- LBHF Borough Boundary
- Licensing Points
- Mastermap Lines
- Property Gazetteer
 - Within Borough
 - Out of Borough
- Street Gazetteer
- Street Labels



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Reference Number	Trading As	Premises Address	Licensable Activity	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2005/04302/LAPRT	Sapore	564 King's Road London SW6 2DY	Sale of Alcohol On and Off the Premises	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	12:00:00 - 23:30:00
2018/00700/LAPR	Megan's Delicatessen	571 - 573 King's Road London SW6 2EB	Sale of Alcohol On and Off the Premises	08:00:00 - 00:00:00	08:00:00 - 00:00:00	08:00:00 - 00:00:00	08:00:00 - 00:00:00	08:00:00 - 00:00:00	08:00:00 - 00:00:00	10:00:00 - 23:30:00
2022/00009/LAPR	The Lost Hours (First Floor)	The Jam Tree 541 King's Road London SW6 2EB	Provision of Late Night Refreshment					23:00:00 - 02:30:00	23:00:00 - 02:30:00	
			Sale of Alcohol On the Premises	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 02:00:00	11:00:00 - 02:00:00	11:00:00 - 02:00:00	11:00:00 - 23:00:00
2022/00008/LAPR	The Lost Hours (Ground Floor)	The Jam Tree 541 King's Road London SW6 2EB	Playing of Recorded Music	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 02:00:00	11:00:00 - 02:00:00	11:00:00 - 02:00:00	11:00:00 - 23:00:00
			Sale of Alcohol On and Off the Premises	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 02:00:00	11:00:00 - 02:00:00	11:00:00 - 02:00:00	11:00:00 - 23:00:00

Representations
Objecting to the Review Application

From: Vanessa Esejomo
Sent: 09 August 2022 13:00
To: Licensing HF: H&F
Cc: Overton Adrian: H&F
Subject: General support for the Chelsea lodge

To whom this may concern,

I'm Vanessa, work in procurement and live in Fulham so very local to the Chelsea Lodge. Since pre-covid it's been one of my regular spots which I visit at least every other week! Especially as a girl it's really important that I feel protected in a club environment, and the staff / security at lodge has always made me feel safe and looked after. Always handling any issues in an extremely professional manner without comprising the night or anyone else's safety.

Gavin and Chase have always been welcoming to me and my friends. Which is really rare for club owners in the area where it's not atypical to be pretentious / less friendly. Events are well planned and inventive, which again is rare for the area.

A couple of my friends have been given the opportunity to DJ and work at events at the lodge and have only ever expressed positive experiences which have further helped them in their careers down the line. I look forward to continue visiting the lodge and making new memories

Many thanks
Vanessa

From: Vanessa Esejomo
Sent: 10 August 2022 20:28
To: Licensing HF: H&F
Subject: Re: General support for the Chelsea lodge

Hi Karen

Full address is Palmer Road, sw11 4gb

From: Poppy Lloyd Davies
Sent: 09 August 2022 13:14
To: Licensing HF: H&F
Cc:
Subject: The Chelsea Lodge
Importance: High

Dear Licencing,

I would like to make an official representation of my support of The Chelsea Lodge - reasons detailed below.

I myself live and work locally to this establishment and have been saddened to see the affect that covid has had on our neighbourhood F&B operators - indeed when the Chelsea Lodge was open during the week it would be somewhere I would take my clients for a drink and a pizza. Nothing too "flashy" but good food with excellent service; or enjoy a quiet after-work drink with a colleague.

I also frequent the Lodge in my spare time and whilst it's primary appeal to me is that it hosts some amazing live performers and DJs, I also find it to be a safe place for women, (and men), to let their hair down. Having lived in London for over 15 years I have had my fair share of sexually inappropriate behaviour from members of the opposite sex and at all times when I have been in the Lodge, I have been treated with respect by both the staff and the patrons.

I also think that it is very well marshalled at night, with the staff being mindful of the fact it is located close to a residential area and ensuring that any noise is kept to a minimum and people are moved along and into cabs quickly and efficiently at the end of the night.

Well-run, late-night establishments in SW London are few and far between these days and as a result, the Lodge has become an iconic part of the local landscape.

Yours,

Poppy
Poppy Lloyd-Davies

From: Sofia Rouchy
Sent: 09 August 2022 17:54
To: Licensing HF: H&F
Cc: Overton Adrian: H&F
Subject: Local Licensing

Dear Local Licensing,

I have recently been made aware about the review that you are looking to apply for against the Chelsea Lodge. I currently work there and have done for the last 18 months. i am a VIP manager and look after the resturant and the table service with special clients. This is like my home and the people that work here and that i work for are like my family. I have been offered so many jobs for a lot more pay but i have never left because of what this business and the owners mean to me. We undergo regular training and we are all constantly concious of the neighbours in the area. i love my job, the atmosphere and the people that come here. As a female working in hospitality and late night it can sometimes be difficult but never at the Chelsea Lodge. the customers are respectful, the staff are respectful. at the end of the night i spend a-lot of my time making sure that everyone leaves quietly and is respectful, and there is rarely any problem. If there is ever anyone that is disrespectful or doesn't respect our request, they are instantly banned, removing them from the ability to revisit or be in the area. I speak on behalf of all the staff. Please do not do anything to change the hours of this business or add any more conditions that will restrict us being able to operate. This is our livelihoods, our lives. we have families to support and above all we deserve to continue to work in a great safe environment. i could understand if this was a poor operation and we were bad people and bad staff, but we work really hard to show people a great respectful time alongside ensuring that everyone around them from each-other to the neighbours are all respected. We do not have issues and any that we have ever had have been dealt with professionally and swiftly to ensure it doesn't repeat. This is one of the best restaurants and late night bars which gives people the ability to dine and then dance and enjoy their area which they live. there is nothing like it and it would really be a terrible knock to the industry if the hours were reduced to join. the many other venues that have been forced to close early even though no issues arise late at night that are substantial enough to cause the reduction. It just feels like there is a target on all late night at the moment and i hope that you can be the ones to change that.

Thank you for you time,

Best regards
Sofia R

From: Lucy Kennett
Sent: 09 August 2022 18:42
To: Licensing HF: H&F
Subject: The Chelsea lodge review

Dear Licensing

Please find my representation in favour of the Chelsea lodge.

PLEASE SEE REP ATTACHED

From: Connagh McCormick
Sent: 09 August 2022 20:10
To: Licensing HF: H&F
Cc:
Subject: RE: The Chelsea Lodge

Dear whom it may concern,

I used to live in Chelsea Harbour, a short 5/10 minute walk from the Chelsea Lodge Bar and restaurant; during my time living here, I first discovered and attended the Chelsea Lodge and have been back countless times since. I found the Chelsea Lodge while walking to and from other local establishments late at night (i.e. back from the local 24-hour Tesco's on the same road) or after having previously visited other bars nearby, such as Jaks, Zefi or the Imperial Arms. Every time walking past the Chelsea Lodge, I saw very few people outside and could not hear loud levels of noise coming from inside (especially when compared to the other nearby venues such as Jaks, which always had a much larger crowd).

While living in the local area, I wanted to find a venue where I could attend with both friends and clients; where I would not feel uneasy about being there late at night; a venue where the crowd was not unruly and where I could reliably take clients knowing that there is not a crowd likely to cause trouble. Further, I was confident that taking clients would maintain my professional reputation (Qualified Barrister and current General Counsel), and if there ever was trouble, a venue where I was assured that it would be taken seriously. I would often pass the venue late at night, coming back from a different venue or heading out. My observation was that I never saw any trouble or large groups of people or customers that would put me off going into the venue, as a result, I visited the Chelsea Lodge multiple times and my observations from visiting the venue aligned with my initial observations walking past.

At work, I would often get back from the office late at night on a Friday, which would largely limit my option of venues to go to, with many venues already closed or no longer serving. Many late-night venues are often very loud, full of highly intoxicated people and not the place you would want to visit after leaving the office. However, I was pleasantly surprised to discover that I could attend the Chelsea Lodge late at night without the worry of this and still enjoy a drink, surrounded by people who didn't make me feel uncomfortable and at a safe venue.

I believe that the venue positively impacted the area and made my time here and continues to be a pleasurable and safe experience, and allowed me to meet like-minded locals who also enjoyed having somewhere less rowdy to attend late at night.

Even when walking past the venue not as a customer late at night (such as to get to the 24-hour Tesco mentioned above), I have never seen large groups of people or heard significant noise coming from inside or outside the venue.

I now live in Greenwich and Work in Holborn but still regularly go out of my way to attend the Chelsea Lodge for several reasons; largely for those described above but not exclusively. This is the only venue I have visited that does not let customers leave until they have a taxi or way of getting home already booked or organised (unless walking, as I used to; although, I was initially told every time that I could not leave until I had an uber booked and was encouraged to book an uber despite living in walking distance). Over time, I have grown to know the staff and security here, who are always professional and carry out their jobs to the highest standard. The queues to get in are always very well managed and efficient (it is reassuring to know that every person must scan their ID to get in every time from a safety perspective). I have witnessed door staff handle all situations in a very friendly, professional

manner (very different to how I have often witnessed security at other venues behave). I have witnessed security go out of their way on countless occasions such as to move people out of the way of pedestrians walking past, completely move the queue to allow a woman with a large push pram to get past and help people remain in the venue and get taxis when perhaps uber has been busy. As a result, I still visit the Chelsea Lodge with friends and take clients here for dinner and drinks.

Due to the professionalism and peace of mind of all of the described above, I arranged for my companies Christmas party to be hosted at the Chelsea Lodge for a private dinner (circa 100 attendees) and was happy for the venue to then open to the public later on in the evening. The safety of our employees is of the utmost importance, and this was a key factor in opting for the Chelsea Lodge as a venue, as I knew that I did not have to worry about a potential troublesome crowd and that in the unlikely event of trouble occurring there was a fair but well observant and professional staff and security team.

The following is aimed at responding to the suggested headings and what I have gathered from my personal experiences at the Chelsea Lodge:

1. The prevention of crime and disorder:

The Chelsea lodge, from my experience, does not attract a crowd likely to cause crime or disorder. However, I have observed various procedures in place that minimise the potential of crime and disorder occurring:

- a. Not allowing customers to flood on to the streets at the end of the night (staggering people leaving and ensuring only where taxis are booked);
- b. Security is well distributed both inside and outside of the venue;
- c. Security actively managing the crowd and customers rather than taking a reactive stance to customer management;
- d. Strict entry requirements to the venue (ID required, not too intoxicated etc.);
- e. Incredibly friendly and observant staff and security (I believe friendly staff and security are vital in minimising the propensity for people to cause trouble and is a rare but welcomed approach as a customer); and
- f. Security ensuring that there are no groups of people hanging around outside the venue, and, dispersing large groups in general.

2. The prevention of public nuisance:

I believe the reasons given under point 1 above will all apply directly to this point 2. Furthermore, I believe that a large proportion of public nuisance from venues tends to be caused by individuals who are far too drunk and have actively witnessed the Chelsea lodge refuse to serve people who they believe to be already too intoxicated further alcohol in a way that has not caused any issues with the customer.

3. The protection of children from harm:

Not relevant to the Chelsea lodge other than as far as the strict process on checking age identification.

4. Public safety

The points described in the main body of this email and the further point indicate measures I have witnessed as a customer that maximise public safety. I have at no point ever felt unsafe, seen a potentially unsafe situation or known any other individual to have been made to feel unsafe on any occasion.

In summary, I firmly believe that the Chelsea Lodge is a very safe venue that in no way imposes or indirectly results in any form of a nuisance to the local area. Any change to the operation of the Chelsea Lodge, I firmly believe would be a great loss to the local area and it's resident who want a safe late night venue. I struggle to see how any individual could complain about loud noise levels or an unsafe environment.

Please do not hesitate to contact me for further information.

Kind regards,
Connagh McCormick

From: Connagh McCormick
Sent: 11 August 2022 01:24
To: Licensing HF: H&F
Subject: Re: The Chelsea Lodge

Hello,

My address referred during my time living at Chelsea Harbor was: Chelsea Harbour Drive,
London, SW10 0XG

Kind regards
Connagh

From: Katiejane Quinn
Sent: 10 August 2022 00:03
To: Licensing HF: H&F
Cc:
Subject: Chelsea lodge

Good afternoon

I hope this email finds you well.

I'm writing this email this afternoon to express the community affect the venue has.

I am a young individual who not only lives and works within the area spends a lot of time within the area eating, drinking, shopping and my time of leisure.

The lodge is not only home but a key player in the community. I have know the management and owners of the establishment for a long time and worked for them while I was at university. I can strongly say I have never had an employer who looked after their staff so well and had such a care for the people who worked for them.

Under new management the venue is completely different from how it was previously run 8 years ago and how the venue had such a bad reputation. The venue makes sure all staff and customers are looked after and safe! They have security work making sure people are safe and watching for everyone to get home until 3am.

I take my friends and family to the lodge as it hosts such amazing atmosphere for all!

This place really is a key part to the community and does nothing but bring everyone together in a safe way while having fun and making memories.

Kate Quinn

From: Katiejane Quinn
Sent: 10 August 2022 20:51
To: Licensing HF: H&F
Subject: Re: Chelsea lodge

Good evening,

My registered address is fire tree close SE16 5NG however I will soon be moving to wiltshire close sw32ny as this is where my partner lives and I mostly stay.

Kate

From: Josh Coppard
Sent: 10 August 2022 12:43
To:
Subject: The Chelsea Lodge

To whom it may concern,

I'm just writing to you as I've been informed that the licensing for The Chelsea Lodge on the Kings Rd. is being reviewed & I just wanted to take the opportunity to share my experiences of the venue, being a regular patron & a business owner with offices in the local area.

As mentioned, I'm a regular visitor of 'The Lodge' both from a social & business perspective, meeting with friends for some of the great food & drink events there, seeing my good friends DJ the venue & also taking clients there to help build relations outside of the boardroom.

My experiences of the venue have always been superb, from the quality of food & drink, to the attentiveness of the staff. The team there have done an amazing job of creating a great community feel to the nights there & I can safely say I've made some lifelong friendships & business partnerships from people I've met at the venue.

I've heard there has been some discussion around the noise of customers when leaving the venue, which surprised me, as whenever I've left, it's been under strict orders by staff, the owners & the bouncers that we leave quietly. From my experience, the team have always been hot on this & efficiently shut down anyone who would be seen to be raising their voices at risk of disturbing neighbours. Everyone in the venue is made aware of this before leaving.

To conclude, I've had some great memories at Chelsea Lodge & I look forward to making more in the future & truly wish that the team there are rewarded for all they are doing to add to the local community & not take from it.

Best wishes,
Joshua Coppard | Founding Partner

From: Josh Coppard
Sent: 15 August 2022 14:13
To: Licensing HF: H&F
Subject: Re: The Chelsea Lodge

Hello,

I forgot to include my address in the response I sent last week. I do not have a residential property within Fulham, but I do rent office space located on Fulham Road SW10 9QL.

My personal address is Madeira Tower, SW11 7AA.

As mentioned previously, I have been a customer of the Chelsea Lodge for the past 3 years and would like to object to the application made by the council due to the fact I wholeheartedly disagree with what the council is accusing the premises of.

Kind regards,
Joshua Coppard

From: Nicholas Scarcliffe
Sent: 10 August 2022 14:05
To: Licensing HF: H&F
Subject: The Chelsea Lodge

Hi,

I'm a local resident who resides at Ifield Road, SW10 9AA and I have been a customer of The Chelsea Lodge for around 2/3 years.

I have read the representation and do not feel it is inline with my experience. I have always thought the staff and security go above and beyond to create a safe and enjoyable environment for customers and residents.

The Chelsea lodge is a great community asset, and it would be a great shame if further conditions lead to its inability to function as a business!

Feel free to contact me further elaboration or support.

Kind regards,

Nicholas Scarcliffe

From: Knut Eikrem
Sent: 10 August 2022 14:28
To: Licensing HF: H&F
Subject: Chelsea Lodge

Hi There,

My name is Knut Eikrem, and I live in Sw6 2Gz (Lensbury Avenue, Imperial Wharf) and I have been a customer of Chelsea Lodge since they opened. I understand that there is a licensing review ongoing, and I would as a local residence offer my support against this potential reduction in licensing hours since I strongly believe that Chelsea Lodge is a very well managed venue and a cornerstone of the local community nightlife offering. I have frequented the venue for years and have never seen any incidents or experienced any problems either inside or outside the venue.

Best regards
Knut Eikrem

From: Austin Torres
Sent: 10 August 2022 14:46
To:
Cc:
Subject: Response to complaint

Dear licensing,

This is to confirm that I wholeheartedly disagree and do not support the review against the Chelsea Lodge. I live locally in Fulham and as a professional chef in the area and wine merchant, I have had the pleasure of private clients choosing the Chelsea Lodge for their events where my clients have hired me to cater for their event. I have read the representations and I find them highly disproportionate to my experience of the venue, the customers, and the staff and management. As a result of my dealings with the business and its owners, I have since insisted on my clients using the venue and other businesses of these operators because I know the caliber of the experience my guests will receive. I have also attended as a customer countless times, and it has become a home to be and anyone I introduce because of the professionalism, efficiency, and kindness of the staff. It is a local business with a late license, and as such, they deserve to trade that license. What I have seen and experienced as a customer with and without my clients is that this business does not operate in the way you suggest, and I could only use the description of "TUMBLEWEED" when discussing the resident's roads surrounding the Chelsea Lodge. I know this because by walking down to them and I'm not setting foot on the beginning of the road without being reminded by the security to respect the neighbours. As we are all well-to-do professional people that respect others, we actually listen because if we don't then we would risk having a place to enjoy! Perhaps before trying to destroy another local business in hospitality, you might get your noise teams down to the venue so that you might substantiate the claims you are making to close/restrict the business. What a shame if anything happens to restrict the license of this venue.

Best,
Austin Torres

From: Austin Torres
Sent: 11 August 2022 08:10
To: Licensing HF: H&F
Subject: Re: Response to complaint

Hello Karen,

I am happy to help out.

Address:
Fulham Road Sw6 5NJ London

Best,
Austin

From: Izzy Hough
Sent: 10 August 2022 15:31
To: Licensing HF: H&F
Subject: Chelsea Lodge

To whom it may concern,

I have been made aware of a representation to reduce the operating hours of The Chelsea Lodge, as a local Fulham resident (Gilstead Road), I disagree with this. My housemates & I (All female young professionals) visit The Chelsea Lodge frequently because it is one of the most professionally and safely run Venues in the area. From the moment you arrive to when you leave safely, staff and security are diligent and attentive. I also respect that they employ specific staff to ask leaving clients to be quiet, many venues do not do this, but I see great benefit. By reducing the hours, you are limiting access to a great venue for the community.

Many thanks,

Izzy

From: Izzy Hough
Sent: 10 August 2022 21:23
To: Licensing HF: H&F
Subject: Re: Chelsea Lodge

Hi,

Full address is Gilstead Road, SW6 2LG.

Thanks,

Izzy

From: Aoife
Sent: 10 August 2022 15:41
To: Licensing HF: H&F
Subject: The Chelsea Lodge

To Whom this may concern,

I am writing to show my support to The Chelsea lodge due to the representation by the council to reduce the operating hours. The Chelsea Lodge is a great addition to Fulham, where residents can enjoy time with friends in a safe and well-run venue. In my multiple visits I have always seen staff going above and beyond to ensure everyone has a safe and enjoyable experience, in fact it is one of the only bars I have visited in my life where the bar staff consistently check in on the welfare of patrons.

Sincerely,
Aoife Gaughan
Lillie Road, SW6 7PA

From: Grant Hamlet
Sent: 10 August 2022 15:42
To:
Subject: OBJECTION TO CHELSEA LODDGE REVIEW

Dear Sir/Ma'am

Please find attached a letter for your attention.

Many thanks and kind regards

Dr Grant Hamlet

PLEASE SEE ATTACHMENT

From: Jenneke-Lynne Paterson
Sent: 10 August 2022 15:44
To: Licensing HF: H&F
Subject: The Chelsea Lodge

To whom it may concern

I am a local resident (SW18 1LP) and have been a customer of the Chelsea Lodge for a few years now and it would be absolutely devastating if it were to be closed or it's hours reduced. It has always been a very well run place and I've always felt safe there. They have also always been very respectful of the local residents and make sure the noise is kept down outside after a certain time of night.

Please don't reduce the hours/close it down as there are lots of close friends that I have made who work there and this would also be very detrimental to their livelihood (there would be a number of job losses if this were to happen and that would be very sad for those people).

Yours sincerely,

Jenneke-Lynne Paterson

From: Jenneke-Lynne Paterson
Sent: 12 August 2022 07:56
To: Licensing HF: H&F
Subject: Re: The Chelsea Lodge

Hi Karen

My full address is:
Milliners House
SW18 1LP

Please let me know if you need any other information.

Kind Regards

Jenneke

From: Katie Wakeling
Sent: 10 August 2022 16:11
To: Licensing HF: H&F
Subject: Chelsea lodge

To whom it may concern,

I have been made aware of a representation to reduce the operating hours of The Chelsea Lodge, as a local Fulham resident (Gilstead Road), I disagree with this. My housemates & I (All female young professionals) visit The Chelsea Lodge frequently because it is one of the most professionally and safely run venues in the area. From the moment you arrive to when you leave safely, staff and security are diligent and attentive. I also respect that they employ specific staff to ask leaving clients to be quiet, many venues do not do this, but I see great benefit. By reducing the hours, you are limiting access to a great venue for the community.

Many thanks,
Katie

From: Catherine Noordermeer
Sent: 10 August 2022 19:25
To:
Subject: The Chelsea Lodge

To whom it may concern

I was quite surprised to hear that The Chelsea Lodge was under review based on a few complaints received.

I stay in Pimlico and as such, frequent The Lodge regularly.

In my 2 years enjoying this space, I have never encountered a time where I thought "maybe this is too much". The Lodge and it's management have always looked after it's visitors on a night out and there have been many occasions where, if it weren't for their team, the night may have turned for the worst.

To start, queues outside the property are kept to a minimum to cause as little disruption on the street as possible, and come time to leave, bouncers at the venue always encourage us as to wait within the barrier limits of the property for our Uber, in some instances have even helped call us a cab. And naturally, after consuming a few and feeling festive, we are always asked to keep it down or go back inside to wait.

The team at The Lodge are trained to handle people of difficult backgrounds and as such, in all my visits, I don't recall ever seeing a fight breakout or ever feeling unsafe and having the need to leave. There is security though it the building, even in the bathrooms, to ensure you feel safe at all times while still being able to enjoy yourself on a night out.

I think consideration should be given to the fact that The Lodge team make all efforts to ensure that visitors respect the community it is in as well as those around them, and continue to improve on their service week in and week out.

Please feel free to contact me regarding any of the above and I'd be happy to provide more insight.

Kind regards
Catherine Noordermeer

From: Catherine Noordermeer
Sent: 12 August 2022 12:27
To: Licensing HF: H&F
Subject: Re: The Chelsea Lodge

Hi Karen

My address is Westmoreland Terrace, Pimlico, Sw1v4ah

Thanks
Catherine

From: John Keane
Sent: 10 August 2022 20:23
To:
Subject: Chelsea Lodge licensing

Dear Licensing, I have seen the application and I object and disagree to the review in its entirety. Back in December, coming out of Covid times I was eager to start working in hospitality again, especially seeing how much these businesses struggled during the pandemic. I explained this to them and even though they had no openings and barely were able to afford it coming out of covid, they created the role for me, a complete stranger. During my time working there they trained me and helped me get a better grasp of the industry. I worked hard and met so many great people from customers to staff.. These people have become long term friends, I have had countless opportunities created for me from working there and meeting the people that go there. The Chelsea Lodge is an incredible place run by great people and I simply cannot agree with the noise being an issue, nor any crime, because I worked there! I have since worked other places and The Chelsea Lodge has set a precedent for me for how places are meant to be run. Furthermore, I was also trained to deal with such issues, thus making it frustrating to be hearing these false complaints being thrown around. Countless times I helped reduce any noise by asking customers to book Ubers before they left, personally looking after people if there were intoxicated and making sure they were safe before leaving the venue and I was also often out on the streets moving people along quietly to help reduce noise.

Kind Regards,

John Keane

From: John Keane
Sent: 12 August 2022 14:04
To: Licensing HF: H&F
Subject: Re: Chelsea Lodge licensing

Dear sirs,

I currently live in Timber close, GU22 8QA, Woking, Surrey, however, I have been an employee and customer of Chelsea Lodge for a significant time period of time and would like to object to the application made by the council due to the fact that what the council have accused the venue of, is simply not an accurate representation of the well managed and safe venue I have experienced multiple times.

Kind regards,
John Keane

From: Ed Bezzant
Sent: 10 August 2022 21:06
To:
Subject: Chelsea lodge support

Dear Licensing Team

My name is Ed Bezzant, my wife is Rachel Bezzant and our two little ones Ella and Parker.

We have a home on Holmead. We find the fact that we are even having to write this unsupportive representation rather bizarre considering we, the most prominent immediately "affected" neighbours have never been contacted or consulted. We are not in support of the review brought on the premises by the council. We have read the representations and we whole heartedly disagree, especially surrounding and noise and nuisance and crime and disorder in the later hours. We believe the local council have totally let down licensed premises down by not doing more to investigate what the issues are and where the main issues are coming from.

- The location of our home is directly opposite the venue. We are on the corner of Holmead Road and Kings Road.
- If there was ever to be a home that would be affected it would be us as we are not only pretty much next to their queue, but also live next to where they disperse all their patrons at the end of the night.
- When we moved in, my wife Rach and I were up most nights with the new-born, and then recently having another little one, means we are up a lot.
- If there is one thing no parents of really young children wants, when we get so little sleep as it is, is anything around us that makes noise which can wake up the little ones which we have only gotten to sleep!!
- Now I am a man who needs my sleep. I love sleep but am a very light sleeper (the effects of two little ones) and I am very very grumpy with no sleep. if I was disrupted at all, the business could expect nothing less than a very angry man in his Pjs shouting out the windows or heading over to the club.
- We are also fully aware that if we had issues and were disturbed, we would be able to get local authorities down to assist us with forcing the venue to either fix the issues or leave, and it wouldn't be very difficult because if they really were a problem nightmare family business who were poor operators – all we would need to do was have the noise team down which we have had to recommend to tenants in our other properties, and they would quickly be caught out. However, I strongly believe the noise team would find no fault.
- They are exactly the kind of local business you need. There is nothing you can ask that is too much.

Their presence on the Kings Road and the corner of Holmead is great benefit to all the residents around and what they do for the area and to limit crime and noise is grossly underrated. My wife and I have witnessed, personally

- The security patrol the all the way down to the other side to make sure people don't linger
- Multiple occasions where they cross over the road and walk further down the Kings Road making sure females get in to cabs etc ok.
- I personally called Chase once when I saw a suspect looking moped further down the road and he went down the road with a member of security and moved them on.
- Their team are constantly outside cleaning the street. Recently a van fly tipped a load of waste outside our front door, and they cleared most of it in and stored it in their bins

As people they are great. There have been occasions my wife is getting out the car with strollers etc, and Chase or one of his colleagues have helped in getting things out the car and packed or folded (this can be difficult when you have 2 little ones). Just because we now know them well and support their business by making this supporting representation, and

think they are great people, does not mean we would endure living next to their business and having our peace and quiet disrupted, our children's sleep disrupted and the enjoyment of our neighbourhood by defending them if they were monstrous operators as the representations suggests. It is just simply not the case and we would not stand for it if it did.

We have grown to really Enjoy them being there, love knowing that we can call them at early hours of the morning if we need, and love knowing that we have security at the end of our street especially when london is rebound for car theft etc that happens in the early hours of the morning. That is what happens when you get to know them, you can't help but appreciate them.

There were many times we were asked to join residents' meetings, but we never really saw the point as we have no issues. Had we known how disproportionate and inaccurate the views were of others – perhaps our presence and involvement may have prevented all this and assisted sooner.

We are under no illusion that there is sometimes trouble or issues with late night premises, but for us the most important thing is how they are dealt with and what is put in place for them not to happen again. This venue and business are one of the best run and it would be a real shame if anything happened to it for no real reason in my opinion.

It would be an absolute misjustice if the local authority treated them as the problem as a result of complaints from people who have never spoken to them directly as I and other residents do. Work with them, speak to them, and it would very quickly become apparent about what they for us which most don't know about.

We are moving to another property to renovate it for about 8 months, but we will still own the house and we will be very sad if we return next year and the business is either not there or if the business has its hours reduced because we feel that will be a determent to a great little area/ community.

We hope that at least the councillors at the review, making the decisions, might actually make the right decision and see this for what it is, a total disproportion where the facts are.

Good luck to one of the best late night run venues in the borough.

--

Edward Bezzant

From: Marcus Monsell
Sent: 10 August 2022 21:09
To:
Subject: Objection to the application to review the Chelsea lodge

To whom it may concern.

Name - Marcus AG Monsell.

Office name & address. The UK Drone Company Ltd.
Peterborough Road, Fulham, SW6 3BU.

I own my own business, The UK Drone company Ltd and we specialise in a number of services including surveying and corporate/professional filming across the globe, as well as this we are developing new unmanned aviation tech and have many major contracts with large companies based in London and continuous dealings with high-profile individuals. I appreciate that this is not a job application but I think it's important for my representation to note that myself/my staff and the people that I work/socialise with are the people that I attend this venue with are not the type of people that fit the description of the type of operation or customers that this review would suggest attends!

I did not think that anyone would ever have write support for a venue that is so well run but here we are! I have been visiting the Chelsea lodge and immediately got on with all the people there that work from floor staff, bar staff, management, security, and the owners. It is apparent that the ethos and professionalism funnels down to everyone. I don't ever recall a time when I have ever witnessed any fight, argument or mere disagreement in my time visiting. The mere suggestion that there are any issues at the end of the night or noise that would cause a disturbance would really suggest that there is no one investigating the issues or complaints correctly and as such the council have let down the venue and the residents complaining. If there was adequate fact finding and investigating you might find that what is causing the council to suggest a reduction in hours and or other alterations to the operation of their business, is from general idiots in the area or through traffic from kings' road to Fulham Road. Perhaps I can offer my services and launch a complimentary commercial drone service that might give your insight to where people are going and where they are coming from. I can offer recorded sound too – that might help as its apparent that the ones bringing this review have not done much by way of recordings or noise wouldn't be an issue or fall apart of this review.

If you need any further support/evidence on this case please reach out.

Kind Regards,
Marcus Monsell / Director & Pilot

From: Richard Evans
Sent: 10 August 2022 21:25
To:
Cc:
Subject: The Chelsea Lodge

Dear Sirs

I have felt compelled to put something in writing formally having seen the application and proposal to reduce the opening hours of the Chelsea Lodge due to noise and crime.

I have frequented the Chelsea Lodge on numerous weeknights and countless weekends over the last two years. By frequent - I mean that I attend at least twice a week, usually more. "The Lodge" as we fondly refer to it, is where both myself and my associates enjoy a quiet drink after work as well as an enjoyable night out and unwind on the weekends.

To be frank, I quite honestly have been justifiably appalled by the proposal to reduce the operating hours of this venue. I am a reliable eyewitness as to the ongoings both inside and outside of the premises on a very regular basis and therefore would like to make my observations known to ensure there isn't any avoidance of doubt:

There certainly is a welcome buzz inside the Lodge - which brings eager punters, myself included, and creates the great atmosphere which we love and come back for. There is music and some live shows which are loud enough for the individuals inside to enjoy themselves - I am happy to testify that. However, I am also happy to testify that the noise levels outside of the Lodge are simply not and cannot viably be intrusive to anybody in the local vicinity. The moment an individual steps outside - be that on a sober Wednesday night, or after a whole evening of drinking on the weekend - they are either met with complete silence as the venue isn't so busy on weekday evenings, or immediately met by a member of security team. These individuals without fail keep noise levels practically to a whisper as they direct people towards taxis and away from the local residential streets. Those who attend the venue are all too aware of it's proximity to local residential properties because it's been drilled into the punters since the moment the venue opened.

To this day I have never seen or witnessed any violence or crime happen either inside or outside of the Lodge. As I said I attend regularly and with quite a large group of my associates, and they also have never been witness to any such behaviour. It truly is one of our favourite places to socialise and we as a group have been quite put out by the news that the opening hours are threatened by change. I therefore speak on behalf of all of us when I say please investigate this matter more thoroughly - as a past resident and current home owner on Fulham road myself, I know myself very well that local residents are willing to say whatever necessary to ensure their house prices keep souring at the detriment of those who enjoy socialising in the area. Reducing the opening hours of the Lodge reduces the utility of all those who enjoy it, which I can assure you bares a far greater impact on public utility and enjoyment than helping ensure that the motivated few get their country house in the Cotswolds as soon as possible. I do hope I have made my views clear and if you have any further questions about my experience, do not hesitate to get in touch.

Yours sincerely
Richard Evans BA, MSC, PHD, MRICS

From: Rosie Naylor
Sent: 10 August 2022 22:10
To: Licensing HF: H&F
Cc: Overton Adrian: H&F
Subject: Licence review 2022/01110/LAPRR

Dear Sirs

I am writing in relation to the premises licence review of Chelsea Lodge (2022/01110/LAPRR).

I have visited the premises on a number of occasions since opening. As a solicitor and resident of Hammersmith & Fulham I recognise the importance of the four licensing objectives for our local and wider communities. In my experience, the premises is a safe and orderly environment. I also consider that staff work hard to deter crime, disorder and public nuisance that can arise in late night venues.

I am writing in support of the premises and to object to conditions being placed on the licence that serve to restrict the operation of the premises. It would be a great shame for the borough potentially to lose a venue which is enjoyed by many local residents when the hospitality industry has already been so heavily impacted by the COVID-19 pandemic.

I hope the above assists.

Yours faithfully
Rosemary Naylor

Hannell Road, SW6 7RB

From: Miles Cox
Sent: 10 August 2022 21:59
To:
Subject: Chelsea Lodge Licensing

FAO Licensing, this is to confirm I do not support your application to the review the license. I live in Fulham and have been visiting The Chelsea Lodge for years, since it first opened. The moment it changed hands it became an incomparable venue in the chelsea and Fulham area. It was great to finally have a place where me, my friends and family could all enjoy. I first met the owners and their incredible family when I asked if they would help me with my charity for Able Donations (this is a fundraising app which allows businesses and individuals to donate to all charities in the UK through one all) . They went above and beyond. These people and this venue is NOT what is reflected in the application. There has Never been a sniff of crime and disorder or disturbance when I have ever been there. I was dragged over the coals when I arrived one night at 10.30pm really excited because of how well the chairs run did and we were all so excited, and the security told us to celebrate when inside, we respected that and that was it. ever since then we knew the rules, knew was was expected of us and at the end of the night we would leave quietly. I am really quite shocked that what is in the application and the grounds for trying to alter the trading hours is the same Chelsea Lodge I frequent. It is not possible and therefore I must object heavily to this application. it is a community pillar within the area and allows people of all walks of life, race and age a place to party safely. and they do a wicked pizza!

Best wishes,
Miles Cox
Founder Able Donations

From: Miles Cox
Sent: 12 August 2022 15:48
To: Licensing HF: H&F
Subject: Re: Chelsea Lodge Licensing

I currently live in St Albans, however, I did rent in Fulham before lockdown but have now been a customer of Chelsea Lodge for a significant time period and would like to object to the application made by the council due to the fact that what the council have accused the venue off, is simply not an accurate representation of the well managed and safe venue I have experienced multiple times

From: Miles Cox
Sent: 15 August 2022 11:49
To: Licensing HF: H&F
Cc: Dimitriou Maria: H&F
Subject: Re: Chelsea Lodge Licensing

Hi Karen,

No problem my address currently is
st Michaels street
St Albans
Al34sg

**Representations with no full address provided
Objecting to the Review Application**

From: Danielle Tobin
Sent: 09 August 2022 12:57
To: Licensing HF: H&F
Cc:
Subject:

Good afternoon,

Hope you're well.

I am Danielle, The travel and lifestyle writer for Luxuria Lifestyle magazine. I live in London and visit The Chelsea lodge fortnightly, any less than that and it's way too long! I have visited and reviewed hundreds of venues around London and this is always my go-to guaranteed favourite night out. I not only take friends and family here but I also take clients here as I am guaranteed a drama-free, fun night out. Nightlife since lockdown has taken a massive hit and places like The Chelsea Lodge really inject the hope and excitement that we've been missing for such a long time. The Chelsea Lodge escapes us from reality and they leave no stone unturned in the way they treat their customers, new or old. It may sound silly that a venue can make such a positive impact on people's lives but for me, it really is a gem. Some of my favourite memories are made in this place and they've certainly built up such a special brand worth shouting about. The standard they operate to really is one of the contributing factors to why I remain a loyal customer. The community needs a venue where all their troubles can be left at the door, where they can enjoy some of life's fewest pleasures and feel like a home-from-home when they visit; I believe The Chelsea Lodge embodies all of that.

Best wishes,
Danielle
Danielle Tobin

From: Alice Todd
Sent: 09 August 2022 13:19
To: Licensing HF: H&F
Cc:
Subject: The Chelsea Lodge

Good Day,

To whom it concerns RE The Chelsea Lodge.

I live local to the Lodge, and I work as an Fuel Oil Trader within the UK. I have been visiting the Lodge for many years.

The Lodge is a great addition to The Kings Rd, many times I've visited with both clients and friends.

Over Covid, I was especially impressed with how they handled the re-openings throughout the lockdowns, and how safe the venue felt.

The staff I've found have always gone above and beyond, having witnessed it first-hand. From front of house, bouncers on the door, and even management style.

The Lodge is a fantastic, vibrant venue, which provides not only great food, but a great atmosphere in the evenings - live saxophone players etc.

This is a venue I would like to carry on visiting within Chelsea.

Many thanks,
Alice Todd

From: Asshur Sinclair
Sent: 09 August 2022 14:16
To: Licensing HF: H&F
Cc:
Subject: Chelsea Lodge

Dear Whom it may concern,

I am a Sport and Exercise Psychologist in training working in the city and I am emailing you regarding the Chelsea Lodge, which is very local to me. The Chelsea Lodge has been a great bar and restaurant that I have been taking my friends and work clients to for a number of years. My friends and I see the Lodge as our local due to its great location, atmosphere and overall vibe. The staff at the Lodge - from the security and bar staff to management and hostesses - have always been extremely welcoming and make us feel very safe, which as a group of girls in this day and age, living and going for drinks in the city, is so important! The great location, food, bar, staff and overall management has seen that we have always have the best experience in the area, offering a great addition to where we are based. It would be a shame for the Lodge to ever be relocated to a place that doesn't offer the same surrounding area for us as it is somewhere that we can go and know we will be safe and well looked after for the whole night. And above all, have one of the best evenings around!

Kind regards,
Asshur Sinclair

From: Eliza N
Sent: 09 August 2022 14:57
To: Licensing HF: H&F
Cc:
Subject: The Chelsea Lodge

Dear Sirs,

I would like to express my views regarding The Chelsea Lodge venue from the residential point of view.

I work in the property management industry, living and working in the Kensington & Chelsea neighborhood and being a long term customer of The Chelsea Lodge.

The Chelsea Lodge has been great for the community for the last few years. It was completely different back in the day, over 7-8 years ago. I feel like the venue has so much to offer now, I visit them regularly with my friends and family for dinner or a night out and they've always been so great and welcoming, especially looking after the residents which is super nice and I am always happy to go back there and have a great time, knowing that I am in a safe establishment.

I also feel safer when coming back home on the weekend late evening/ night as they have security staff outside the venue until 3am to keep the neighbourhood as safe as possible, which is greatly appreciated. The noise is kept to the minimum and there are no issues with that as so ever. I never encountered a venue like this before, that keeps making sure that the residents are not affected by the business and its opening hours, they really care and the community is grateful for that.

If you need any further information from me, please let me know and I will be happy to help if I can.

Kind regards,
Eliza

From: Mellissa Laycy
Sent: 09 August 2022 17:46
To: Licensing HF: H&F
Cc:
Subject: The Lodge

To whom this may concern,

I am writing to let you know about my opinion about The Lodge in Chelsea.

My name is Mellissa, I am an actress and personal development coach who lives locally in Battersea @mellissalaycy on social media.

I have visited the Lodge at least once a week for the past year and have made some wonderful local friends through this venue. The staff are very caring, the food is outstanding and I always feel safe when leaving late at night.

If you would like to hear anymore about my experience please don't hesitate to get in touch.

Kind regards
Mellissa Laycy

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Kind regards
Mellissa

From:
Sent: 09 August 2022 21:26
To: Licensing HF: H&F
Cc:
Subject: Chelsea lodge

Hello,

my name's Sabina and I'm working in child care. I live locally for past 6 years and visiting Lodge quite often with my friends or colleagues from work. And we all love it because how the stuffs treats their guests. They're always very polite and I have never had any bad experiences with them since they're under new management. When I moved to the area 6 years ago I didn't like the way this venue have been run by their previous managers. It was loud (very disrespectful in late evenings hours) and their security wasn't doing a very good job with keeping everyone calm and behaved well. The way the current management control this venue for past few years works perfectly. The security is actually doing their job and they're making sure they're making it well. When it comes to controlling "loud" people that are visiting the venue they're making sure to tell them to respect other people living there which I find very professional. Same with security staying there till late nights when it's sure everyone from the venue's gone and it's safe to leave which helps me a lot when I'm on my way home in late evenings. I hope this helps you a bit to understand how lovely this venue is and how well does it treat the community they're in.

Hope you'll have a great day!
Sabina V.

From: Edward Lloyd-Davies
Sent: 09 August 2022 21:28
To: Licensing HF: H&F
Cc:
Subject: Chelsea Lodge

To whom it may concern,

My name is Edward Lloyd-Davies and am owner and founder of Orsu Consulting, I wish to keep my details private but live within a short walk from Chelsea Lodge.

I visit Chelsea Lodge on a regular basis with various clients and friends, I do so because the venue is well run, safe and a good representation of myself and as a result a good place to impress clients. The venue is also very handy as I am able to take a short walk home after enjoying myself without any hassle.

I used to visit the venue when it was called Mare Motto and since it has changed names/ownership to Chelsea Lodge the venue has improved beyond comprehension both in terms of external aesthetic and the experience inside.

I remain at your disposal if you require any further comment.

Edward

From: Ella Farebrother
Sent: 10 August 2022 12:30
To:
Subject: The Chelsea Lodge

Dear Local Licensing

I'm writing to say I'm not in support of the review.

I am big supporter of the Chelsea Lodge and have been going for many years with all my friends. It has a very inclusive atmosphere that always makes me feel comfortable and safe.

They consistently go above and beyond to ensure their customers have a good evening, in particular when celebrating special occasions. As a result of this great hospitality I have had my birthday at the Chelsea Lodge numerous times!

I also love how the Chelsea lodge is locally ran by a great family and therefore can provide a more personalised service. I look forward to continuing to frequent the Chelsea Lodge in the future.

I have read that apparently there is major noise issue at the end of the night, I'm yet to experience this myself. I think it would be a real shame to reduce the hours and would disappoint a lot of the regular customers.

Kind regards
Ella

From: Erin Toner
Sent: 10 August 2022 14:00
To: Licensing HF: H&F
Subject: Chelsea Lodge support email

To whom it may concern,

I am Erinn Toner-Hale, a local resident of the borough residing in W8 5LH and have been a customer of the Chelsea Lodge for several years.

As a female customer, I have always felt much safer within The Chelsea Lodge than other local nightlife venues due to the friendliness and proactiveness of the staff. I do not agree that the hours of operation should be reduced, as this would limit further the number of venues that take safety seriously.

I strongly oppose the representation and feel The Cheslea Lodge is an asset to the local community.

Thanks,
Erinn

From: Amalia Strand
Sent: 10 August 2022 14:55
To:
Subject: the chelsea lodge

This is an email to say that I do not support the license review

i have read the representation and am saddened as what is expressed as the grounds simply has never been witnessed by me or my friends. hopefully the below serves as evidence that they are not the type of venue you describe

I have always lived in the local area and neighbouring boroughs, putney, fulham, parsons green etc.

I have always been a customer at the Chelsea lodge ever since I was 19. in fact, my first time there was for my birthday as I had a dinner party there with some of my friends. Unfortunately for me, I had forgotten my ID...

but the Chelsea lodge was kind enough to book me a taxi to my home so I could collect my ID and then come back. Once allowed in my friends and I had such a great evening/night celebrating! Ever since then I have loved the place and started introducing it to other friends of mine. As a woman it is hard to find places to go out where you feel safe but luckily the staff here are so friendly and helpful.

For instance, whenever i want to leave the venue there is always somebody i can go to that orders me a taxi so i get home safely, meaning that I am no left alone waiting on the streets because that area, well most places in London have so many people that just hang around and harass people. Ive experienced this all along the kings road, fulham road etc. Having the security there and having the venue attracting the type of people they do it always feels like the outside area and street is so much more safe. As a woman this is so important to me and my friends when choosing where to go.

The venue really takes precaution with who is coming inside, not letting in any unwanted behaviours hence why it is a really good atmosphere inside. As someone who doesn't really drink alcohol most nights and is sober through out the night, I find that the venue is the perfect place to have a good time, feeling that the place has a sense of responsibility and control unlike other venues around London which can definitely be too intense. As a sober partier you often can be annoyed by people around you acting stupid and drunk but its never the case here. I honestly think it would be an absolute shame and misjudice if the council saw fit to reduce their hours, because it would ruin the experiences like mine for so many. this is a community in the south west and helps girls like me and many others enjoy something local without having to travel all the way to central London.

I even briefly moved to shoreditch not long ago, and landed up moving all the way back to the area because i found myself travelling all the way back to fulham to enjoy dinner and drinks at the Chelsea lodge as it is such a good place and nothing found like it around.

this is a massive part of peoples social lives and i speak for me and all my friends when i say we always respect the neighbours and really have not seen anything ever that would be of a concern.

Hope you do whats right for hospitality, nightlife and the local community.

Amalia Strand

From: Dominik Mitsch
Sent: 10 August 2022 15:24
To:
Cc:
Subject: Official Representation in support of the Chelsea Lodge



To whom it may concern.

My name is Dominik and I am a resident in close proximity to the Chelsea Lodge venue. I would like to keep my details confidential as I do not want to get involved any more than this statement.

I frequent the Chelsea Lodge on regular basis, as a local I find the venue extremely professionally run and I use it as a local venue to socialise and to host work clients here. I am Managing Director of my company and having a fun late-night venue close to home that I feel safe walking to and from is very important to me and my friends. I personally have never seen any noise issues or general problems at the end of the night. Security seems in full control of people coming and leaving and from personal experience disperse groups and encourage everyone to leave the venue swiftly and quietly.

I would like to state that under the current management who have been in control for the last 4 years this venue is a great addition for the local community and not least for the economy of the borough.

Kind Regards,
DM

 Holmead Road
London


My name is Lucy Kennett, I reside at the above address. I am an immediate and direct neighbour to the Chelsea Lodge.

Please treat this email as an objection to your application for a review against the Chelsea Lodge.

When I first bought my house; the deciding factor for me was the outgoing tenant (the seller) Deborah, told me how amazing the owners of the venue were. She said that the previous operators were ghastly and since the new owners took over, she has had nothing but peace. Deborah said they were absolutely accommodating they were.

I then also checked with the neighbour next to me, and she echoed the same, that she felt absolutely safe and was great since they took over.

The only thing that was mentioned by a few residents who wish to stay anonyms out of fear of being victimised, was that there was this witch hunt against the Chelsea Lodge and that they would all be banding together to try and get them shut down.

We have never ever had any issues with this venue. At the end of the night, I sleep peacefully. Eddie and Rachel across the road say the same. If there is ever any noise, you can hear the security keeping them quiet and moving them along.

These ladies and gentlemen that run the place make the road a better place, and it is an utter shame that there is this absolute witch hunt for them. There are a few of us - direct neighbours - that feel the same way. The issue is we cannot even get vocal; or we are removed from the residents' group, if we try defending them we are removed, and this is why so many have not made a stand and just stayed silent, because if you do, you are removed from something that is there to keep people safe.

Originally a few other residents and I were going to submit anonymously as we did not want any hostility from anyone, but I think there is time to speak up to defend this business.

The sad and terrible thing here is that all the residents that engage directly with these amazing operators only have the greatest experiences. I have been a silent witness to the constant false claims against this these operators, where if I show any push back or support then there is a terrible back lash. Other residents and I wanted to get our statements of support taken by a councillor or MP for our area so that at least it would be an anonymous submission, but then we learned that somehow even they are involved in hating the venue to their connections to some residents. How are senior authorities that have never engaged with the venue, or met the operators, be in support of a review? Is it because they think they will

lose votes? Is it all political? Is this why the local authority has caved and coming after a local business? Politics? So, we have decided to be public from now on.

My decision to do this was heavily weighted by recent confrontation from a resident about the fact I was the only neighbour who supported them and it's because I worked for them all - because I decided to help decorate their business terraces because I cared for them so much after covid and wanted them to win their business back. That is what this business gives to everyone, a happy community, and that is what I want to be a part of.

There was an issue not too long ago when there were ambulance and a fire engine. I was there - I was drinking wine in the Italian opposite the road. It was crystal-clear what the initial issue was- because I witnessed it with my own eyes!

A Fire engine stopped, blocking the road. I don't even think the fire engine was called, it just stopped! These fire men were only flirting with the girls! One group of girls was outside and Next minute there was a resident that claimed to live down king's road, shouting at police about the venue how girls have been spiked. I had to pull her away and tell her to let the venue and authorities do their jobs and look after these girls. Well let me tell you, once the word spiked was used it was carnage! It was horrible to watch unfold because I have been watching these events weekly for the past 2 years with no problems.

I will tell you something; and this is important to note. I have daughters - and if my daughters were ever going to be at a place where they become vulnerable, be it through alcohol intake or something else, I would want it to be at the Chelsea Lodge in the care of their team - because my God, at least I would know my girls would be safe.

Noise and Nuisance:

As a direct and immediate neighbour with my property backing on to the rear of the Chelsea lodge, I think it's important to note the following

- 1. I have never really experienced music noise outbreak from the premises, apart from one time at 10pm, where they had loud music, and I text Chase and he sorted it out immediately*
- 2. I am a very light sleeper and wake up instantly if even the wind blows too loud so I would certainly know if there was noise from a bar and restaurant.*
- 3. During the summer I leave my windows open and still I can't hear a thing from the venue*

I am a menopausal woman, so let me be clear that if there was anything that wound me up or disrupted my life, the whole neighbourhood would know about it! Noise is not my friend!

Requests made with immediate change

Whenever I have ever had issues, I contact the venue immediately and it is fixed. I have got all the numbers of the managers and security for anything I ever need, and this should be a prime example that if you ask and speak with the venue directly then they are the most accommodating people, employees, and business.

- 1. There used to be an issue with their waste being collected early in the morning, this went on for about 2 weeks and my menopausal head said “that is enough” so I went over, and I spoke with them, and they instantly changed their collections. There was never another issue*
- 2. A few of the staff started to take their smoke breaks out the back. Although it was only before 11pm, there was still talking out the back and miss menopausal did not want talking next to my bedroom, So I spoke with Chase, and although he was away, but he immediately put a stop to their smoke breaks out the back and explained it may have been a new manager*
- 3. For a period of around 3 weeks, they had a terrible rubbish issue, and a few of us residents didn't help much because we were all used to using their large bins for our items. Yet every few days, Chase would get a external company to come and clear at great expense (and yes perhaps a few of us made good use of this collection for our larger items). However, after 3 weeks of absolute struggles I know he immediately changed supplier to H&F and since then there have been no issues whatsoever.*
- 4. There was one time when I could hear bass, and I contacted Chase and he came round immediately with his noise monitoring equipment and between him and his colleagues, fixed the issue inside 10 minutes.*

The above should be treated as evidence to support these owners, that they are highly approachable and will fix anything you ask – all you have to do is ask. All you have to do is meet them, talk to them.

Crime and disorder:

Myself and my daughters feel absolutely safe with the business being there at the end of the road. More importantly we feel safe knowing that they are there until 3am.

On nights that they are not there in the weekdays, the noise can be unbearable. There is more noise in the weekdays when they are not there than on the weekend when they are, full of customers.

There was one time where someone had urinated on my wall, in the weekday, and all I popped a note on the wall saying, “if you pee here again your willy will fall off” and it's never happened again.

Liebe, Chase's brother, spends every night on the street ensuring that there is no noise. I call him any time of the night if I ever see anything, and he will record it and move them along. I

have witnessed him walking down to groups of random people congregating outside homes to get them to keep the noise down.

Getting to know the team, Chase, his lovely family that work with him and Gav, as been an absolute delight and I wish other people would experience what great people they are. They have faced some terrible hard times across their businesses' and yet all they continue to do is be kind and care about others. I would be so much more upset if they were gone.

There are so many undesirables in the area. They are on every corner. We don't live in LA in \$20M homes surrounded by security entrances. We are surrounded by moped thefts, council estates, unemployment and high crime rates where sometimes just walking down the kings road or Fulham road passed a certain hour makes you feel unsafe. How is all this noise and through traffic being blamed on them??? How has no one watched them or spent 30 minutes with them in the early hours of the morning and seen what they do for the street, the area and the noise and safety???

I find it an abomination how clear it is that if there is enough beating of a drum hard enough and long enough to the local authorities and senior authorities in power about a premises— that they would act so ridiculously unjust to a local business just so that the drum might stop beating in their ear, without taking a closer look at those beating the drum and whether what they are saying is true is actually happening.

As a final point, I CHOSE to live next to a licensed premises and still to this day I never regretted buying my house next to the Chelsea Lodge and trying to reduce the hours or drive them out will only end up with an increase in crime and disorder and noise on our street.

What a terribly sad world we live in where things have gotten so petty and people are no longer judged on the characters they are or the merits of the good they do yet are judged and disciplined with catastrophic affects to their livelihoods on what others purport to experience.

Perhaps you should get your teams outside the Chelsea Lodge every night they are open and judge them on your findings there – because something tells me – if they experience what me or the other immediate residents and customers experience – then they will find nothing.

Kind Regards

Lucy Kennett, Immediate neighbour

In support of local businesses, well operated late night venues and hospitality surviving.

THE HAMLET CLINIC

Wednesday, 10 August 2022

Private and Confidential

Dear Hammersmith and Fulham licensing department,

I've become aware of your application to review the license of The Chelsea Lodge, in which you recommend reducing the operating hours; I would strongly oppose this and would like to express my favour towards this Restaurant, as I'm sure many of the regulars will.

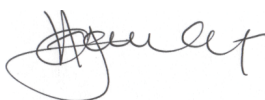
I have been frequenting this venue for dinner and drinks for quite some time now; I am a regular customer, in my late 40's and a well-respected surgeon. I find this place to be a pleasant environment to visit, with like-minded people attending; from professionals to families and always a sensible crowd. I specifically frequent this business because of the type of calibre of people that attend it. The business is outstandingly managed and one of the few valued late-night venues in the area. It really shocks me to read that there are concerns over public safety as well as crime and disorder, this couldn't be farther from the truth.

Myself, my colleagues and friends enjoy dining at this venue and being able to spend the remainder of the night enjoying the music; it is the perfect networking environment both for pleasure and business. I find the venue to be well organised throughout my visit, just as well at the end of the night as at the beginning. The security here are fantastic at their job and have a keen eye; they stop any nonsense before its even started. They have great control over the venue and its customers, something which they are respected for. All the while I have been attending this venue I have nothing but praise for the operation and the hospitality of the staff and security. I would be really keen to meet these people who claim to not be able to sleep or enjoy a peaceful neighbourhood as a result of this business because the only loud thing I hear when leaving is the sound of the vehicles on The Kings Road!

We have just come from very dark times and our freedoms were lost for a long time, so venues like this should be praised and not punished for what they represent for and to our local neighbourhood. This venue allows us to enjoy a safe night out in South West London, whilst causing no disturbance to the surrounding neighbours, which is highly commendable for any venue in London. My experiences have never been anything shy of amazing and what a horrible thing it would be if yet another venue in the already fragile state that hospitality is in falls victim to the attack of local authorities.

Please reconsider your application.

Yours faithfully,



Dr Grant Hamlet MB.ChB

From: Boniface Simon: H&F
Sent: 10 August 2022 15:00
To: Licensing HF: H&F
Cc: Overton Adrian: H&F
Subject: Chelsea Lodge Review - Noise and Nuisance Team Representation

Good afternoon,

Please find attached comments raised by the noise and nuisance team with respect to the licensing team's review of the Chelsea Lodge premises license.

Should you require anything further, please let us know.

Kind regards

Simon

Simon Boniface
Principal Noise Officer
Noise and Nuisance
Resident services
Hammersmith & Fulham Council

Representation on behalf of responsible authority: Noise and Nuisance Team

Premises: 562 King's Road, London SW6 2DZ

Officer: Mr S Boniface

Position: Team Leader, Noise and Nuisance Team

Date: 09/08/22

I make this representation on behalf of the Council's Noise and Nuisance Team, with reference to the licensing objective of prevention of public nuisance and in support of the Council Licensing Team's Review of the premises 562 King's Road, SW6 2DZ/

I will detail below the location of the premises, the location of nearby residents and provide a summary of noise complaints received by the Council's noise and nuisance team. I will address issues of noise disturbance which could be further mitigated through additional or amended licensing conditions. I will detail those matters of complaint which are inherent given the particulars of this premises; being attributed to its location; its business model and the hours it operates. We will make recommendations to the licensing sub-committee.

Location of premises and surrounding area

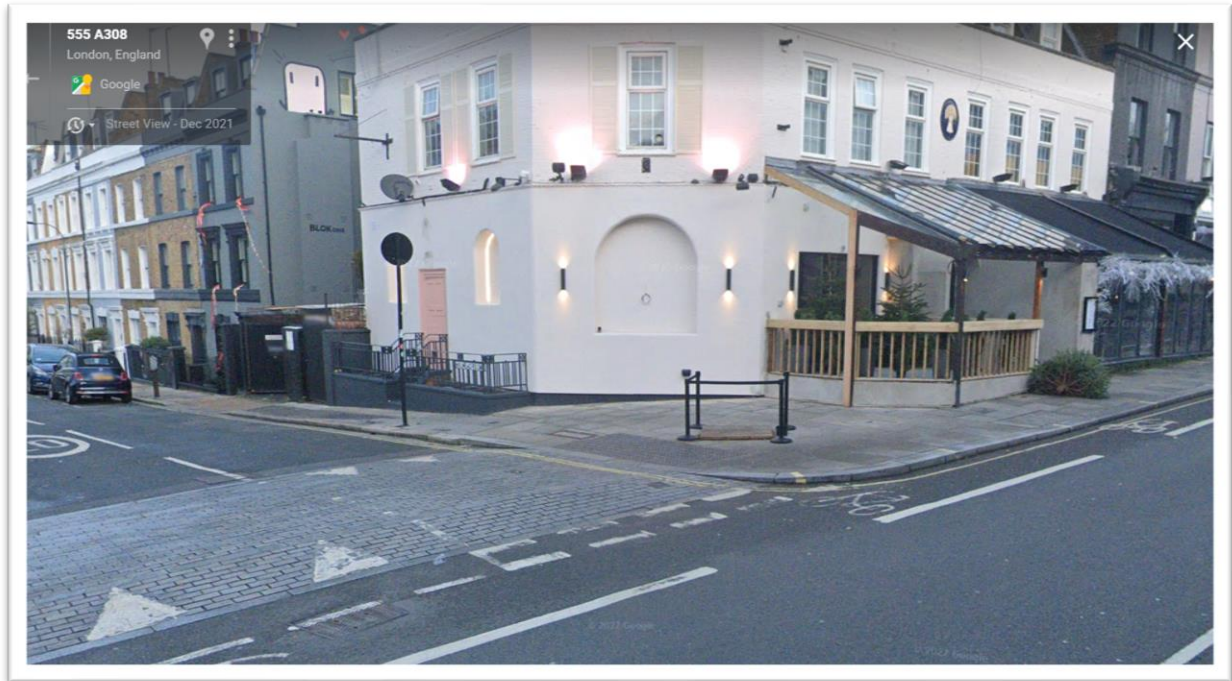
The premises currently trading as 'Chelsea Lodge' is located at 562 King's Road, London, SW6 2DZ. It is situated on the junction of King's Road and Holmead Road along a run of shops, restaurants, and cafes on Kings Road, many which have either offices or flats located above at first floor level.

Holmead Road is entirely residential in its nature consisting of approximately 41 buildings, most of which are single dwelling townhouses. Wardon Road is another residential road consisting of houses and flats and is located just 25m to the north-east of the Chelsea Lodge.

The nearest residential dwelling to the Chelsea Lodge is number 20 Holmead Road, it adjoins the plot and its building façade is located no more than 2.19m away from the rear of the Chelsea Lodge Building.

The main entrance to the building is located facing onto Kings Road, with a side access door on Holmead Road. The corner plot of the building is set back from the public highway with a large open pedestrian area located on the corner of King's Road and Holmead Road in front of the premises.

The image below is a screen capture from 'google street view' and the image is reported to have been taken in December 2021. The image illustrates the location of the premises and its relationship with the residential addresses in Holmead Road, within the image one can also see the large pavement area which would form a natural meeting/waiting point for individuals leaving the venue.

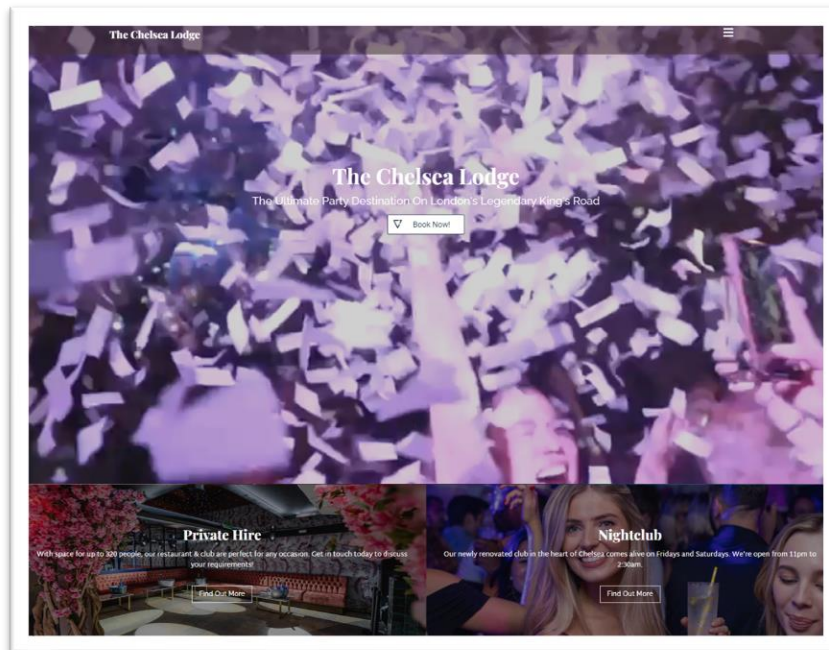


Google map – streetview screenshot captured 04/08/22

The nature of the operation of the premises:

The Chelsea lodge markets itself as a “nightclub and dining spot”, its website opens with the statement “The Ultimate Party Destination”. Its **advertised** opening hours are:

Friday	19:00hrs – 02:30hrs
Saturday	19:00hrs – 02:30hrs
Chelsea Match Days	2 hours before kick off



website screen shot taken from <https://www.thechelsealodge.com/> 09/08/22

Its website homepage advertises its downstairs 'nightclub' with a capacity of 200 people and its upstairs restaurant bar with a capacity of 120 people.

Come & Join Us

Experience opulence at our deluxe nightclub boasting a stunning floral interior downstairs holding up to 200 people.

Join us for our exclusive dinner party events on every Friday and Saturday nights with live entertainment DJs and more in our beautiful restaurant bar hosting up to 120 people.

Situated in the heart of King's Road in West London.

Get in touch with one of our dedicated salespeople to help bring your event to life!

[Contact Us](#)

website screen shot taken from <https://www.thechelsealodge.com/> 09/08/22

Drinks promotions and drinks packages:

Under its 'MENU' options the website advertises 'dinner party packages' with a menu page that includes drinks promotions such as bottomless prosecco and spirits, shot trays (6 shots for £30, 12 shots for £50), Magnum bottles of wine and a cocktail tree.

It also advertises a two for one cocktail promotion between 7pm-8pm.



Screen shot taken 09/08/22 <https://www.thechelsealodge.com/wp-content/uploads/2022/05/Pre-booked-Packages66.pdf>

Under its 'club packages' menu it advertises Magnum bottles of Champagne and spirit bottles sized from 70cl to 6ltrs.

THE CHELSEA LODGE	
CLUB PACKAGES	
Magnums	
Moet	£270
Moet Ice Imperial	£290
Moet Rose	£330
Veuve Clicquot	£300
Pom Perignon	£940
Bottles	
Moet	£125
Moet Ice Imperial	£140
Moet Rose	£165
Ruinart Blanc de Blancs	£140
Ruinart Blanc de Blancs Rose	£175
Dom Perignon Rose	£450
Dom Perignon	£475
Spirits	
Belvedere 70cl	£350
Belvedere 1.75ltr	£700
Belvedere 3ltr	£1500
Belvedere 6ltr	£2500
Hendricks Lunar 70cl	£300
Hendricks 70cl	£350
Hendricks Summer Solstice 70cl	£350
Hennessey 70cl	£385

@THECHELSEALODGE

Screenshot from Chelsea lodge website 09/08/22

In considering the advertised offering of the premises, its drinks promotions, its own description of a nightclub, and its chosen opening hours, we consider that it primarily operates as a music and drink led nightclub establishment. Whilst food provision is part of its offering, it does not form a significant element of the late-night activity (after 23:00hrs) which is subject to complaint.

Recent complaint history:

The Council has a record of a long history of complaints against the premises at 562 King's Road with records showing that noise complaints were received as far back at 2002 (prior to the current licensee's involvement).

The premises was not operational during long periods of 2020 and 2021 due to covid-19 national lockdown measures. For the purpose of this representation, we will detail complaints received from local residents in the last 24 months.

Direct complaints have been received out of hours from six neighbouring households, located on Holmead Road and King's Road. Several further households have also complained they are also directly affected by noise disturbance in their attendance at public meetings with the Council and on some occasions with the licensee.

The table below shows out of hours complaints received by the team regarding noise from the Chelsea Lodge. The team operate a responsive service between 08:00hrs – 03:00hrs seven days a week. Upon receipt of a complaint the team will call back residents when available, confirm the noise is still ongoing and undertake a visit.

Date	Time	Complaint type	Outcome
13/09/2020	01:31	Raised voices or music	No service
05/12/2020	22:55	Raised voices or music	No service
24/01/2021	00:10	Raised voices and music	Visit
25/01/2021	02:26	Raised voices or music	Email sent to subject
31/07/2021	02:49	Raised voices or music	Phone call - no answer
01/08/2021	02:20	Raised voices or music	Noise off
15/08/2021	00:55	Raised voices or music	Phone call - no answer
21/08/2021	02:20	Raised voices & bottles	Visit
21/08/2021	02:41	Raised voices or music	Phone call - no answer
29/08/2021	20:56	Raised voices or music	Phone call - no answer
27/11/2021	01:39	Raised voices or music	Phone call - no answer
10/12/2021	01:19	Raised voices or music	Phone call - no answer
19/02/2022	23:27	Raised voices or music	Phone call - no answer
13/02/2022	01:57	Raised voices or music	Phone call - no answer
19/02/2022	23:27	Raised voices or music	Phone call - no answer
12/03/2022	22:07	Raised voices or music	Visit
20/03/2022	00:13	Raised voices or music	Phone call - no answer
26/03/2022	15:21	Raised voices or music	Visit to area. Police incident
27/03/2022	03:21	Raised voices or music	Out of service hours
09/04/2022	00:50	Raised voices or music	Phone call - no answer
17/04/2022	23:51	Raised voices or music	Visit
18/04/2022	02:07	Raised voices or music	Rep did not want visit
01/05/2022	22:40	Raised voices or music	Phone call - no answer

Complaints have largely been in relation to the following noise disturbance issues:-

1. Plant noise associated with either kitchen extract system and/or air-conditioning condenser units.
2. Late night waste (bottle) emptying
3. Noise caused by breakout of loud amplified music
4. Noise from patrons, as they leave the premises and disperse

Plant Noise:

A series of complaints regarding plant noise from the premises were received in 2021. The premises have both planning and licensing conditions to control noise outbreak from plant/machinery. They have undertaken works to mitigate noise and during an inspection earlier in the year we found that they are now compliant with those conditions.

Noise caused by loud amplified music:

A series of late-night complaints have been received regarding low frequency (bass) noise outbreak from within the premises. Several observational visits have been undertaken where music was witnessed escaping from within the venue. This was largely attributed to noise arising as patrons left the premises and doors were opened. We engaged with the premises on each occasion. Noise break-out in our view can be affectively addressed through objective noise limit conditions and/or by the installation of a lobby door (although this may be subject to fire regulation restrictions).

Noise from bottle emptying:

Occasional complaints have been received about glass crashing noises. This has been addressed directly with the premises and is a matter of management housekeeping. It should be addressed affectively through condition.

Patron noise and dispersal

Residents had complained about noise from patrons within the external areas of the premises curtilage, while on the public highway outside and as patrons walk away in the immediate vicinity along Holmead Road and King's Road.

Dispersal noise may often be unpredictable, sporadic, and short lived. Incidents of individuals, couples or small groups projecting their voices as they leave or walk away may last but a few seconds but is often sufficient to cause sleep disturbance during sleep hours, particularly in the summer months when residents expect to be able to ventilate their homes. The noise of larger groups dispersing can give rise to more chronic, disruptive noise disturbance and can be ongoing for prolonged periods.

This evidence is difficult to witness by the team given its sporadic and frequently short-lived nature.

I have already detailed the layout of the premises and the area of pavement which affords a natural location for groups of patrons to congregate. This area has a direct line of sight to residential dwellings.

Unfortunately, Fulham Road and Fulham Broadway is located to the North-West of the venue and is most immediately accessed on foot via Holmead Road. Fulham Broadway is a late-night transportation hub and in addition offers a number of late-night hot food options. A percentage of Chelsea Lodge Patrons will therefore inevitably disperse along Holmead Road.

It is also of note that a King's Road resident has complained of dispersal noise issues as crowds are frequently encouraged to disperse in the direction of their home and away from Holmead Road.

When we risk assess the likelihood of noise disturbance from dispersal and patrons as they leave a venue the impact upon residents will be dependent on a combination of factors:

1. The location of the premises with respect to the nearest residential properties and likely transport routes.
2. That character of the area (town centre vs residential vs mixed use).
3. The terminal hour of the venue.
4. The mode of operation of the premises and its character. Is it music driven? Arts led? Is alcohol consumption and alcohol promotion and key element of its offering? Is it food led?
5. Dispersal policy including taxi marshalling, SIA staffing, signage, marshalling etc.

A good dispersal policy can assist in mitigating patron noise at terminal hour; however, this is a matter that is not always fully within a licensee's control. They can marshal customers away from the area through encouragement, but they cannot for example physically move customers away from congregating outside, waiting for taxis or dictate which roads they may walk down.

Team recommendations:

The sub-committee may be minded to consider the facts detailed within this representation, together with evidence brought forward by the licensing team and any direct evidence detailed within resident's own representations. We would ask that they consider how a balance maybe found between the needs of this business to operate and the negative impact of noise on residents.

In making any determination we consider that the residential or mixed-use character of the area is a material consideration and that matters such as the physical environment, the location of neighbouring residents, dispersal routes and the nature of the business (as a night club) are also important considerations.

The Council's licensing policy recognises that; *"conditions will centre on the premises and on the vicinity of those premises. What is in the vicinity will depend on the facts of each individual case."*

We fully support to comments and recommendation raised within the licensing team's review.

Suggested condition: Amplified Noise: Amend or replace existing condition **31.** *"The licensee shall ensure that no live music, amplified music, or amplified voice from the licensed premises is audible at or within the site boundary of any residential property."*

With:-

"The licensee shall install a tamper proof noise limiting device in each area where amplified entertainment is provided. The limiting device shall control the overall sound pressure level, as well as each 1/3 octave band and shall be set such that the following criteria is achieved when the main entrance/exit outer door is in the open position:

The music noise level (MNL), measured as a 15 minute L(A)eq, 1 metre from the façade of noise sensitive properties, shall not exceed the representative background level L90 (without entertainment noise). And, the L10 of the entertainment noise measured over 15 minute period 1 metre from the façade of noise sensitive properties, shall not exceed the representative background noise level L90 (without entertainment noise), in any third octave band between 40 Hz and 160Hz."

The above condition would replace the existing 'audibility' condition which is a subjective standard. It would also allow the premises the flexibility to operate in its current layout, or alternatively choose to invest in a sound proof entrance lobby and so increase internal noise levels.

Suggested condition: Bottle emptying: Amend or replace existing condition **30.** *"The smashing of bottles shall not be permitted between the hours of 23:00hrs to 08:30hrs."*

With:-

"No commercial refuse, bottles or other waste will be emptied into bins or waste storage in the rear yard or any open or partially open space outside of the hours of 08:00hrs – 21:00hrs."

Suggested hours of opening/provision of alcohol/provision of entertainment (music):

We consider that the nature of the premises as a music and alcohol led late night venue in its current location would inevitably give rise to disturbance from dispersal. The premises is operating as a night club, until 02:30hrs whilst being located within 2 meters of the nearest residential home. Its hours of use is inherently incompatible

with its location and mode of operation. It is true that residents in the immediate vicinity of a vibrant town centre location may periodically expect a degree of disturbance from licensed venues. As such however those town-centre homes are frequently orientated with noise sensitive bedroom away from both transportation noise and entertainment associated disturbance.

The Council's licensing policy recognises the importance of the character of the area as a significant element to consider. It's current recommendations for night-club openings in mixed use areas is until 01:00hrs on Friday's and Saturdays and 00:00hrs on Monday to Thursdays.

We therefore suggest that the sub-committee should consider reducing the terminal hour of the premises to reflect those licensing policy recommendations.

From: Georgie Stewart
Sent: 10 August 2022 23:09
To: Overton Adrian: H&F
Cc: Licensing HF: H&F
Subject: ref: 2022/01110/LAPRR REGULAR REVIEW of Chelsea Lodge's 562 King's Road present Premises licence 2022/00975/LAPRR

August 10 2022

I write as a **committee member of Felden/Swift St Neighbourhood Watch** and as current **Co Chair of the presently designated 'Fulham Town Ward'** - prior to its change to fit the new Ward Boundaries.

The Fulham Ward Panels are working together to pay closer attention to licensing Applications in Fulham. I am supporting them in this effort.

We have observed, especially post-COVID, that many of our few but still quite vibrant Fulham high streets/parades of shops that are so close to our 100 percent residential roads suffer from crime, ASB, nuisance problems that actually stem from licensed Premises, especially ones open into the very late or early morning hours in Fulham, which is 99 percent residential.

In the case of Chelsea Lodge, residents of Holmead Road and surrounds suffer nuisance every time there is a bottomless brunch or other fantastic budget reason to come to 562 King's Road, even during the daytime, and especially on weekends and around bank holidays.

I support, and am thankful for the official Review called by the LBHF Lic Authority regarding Chelsea Lodge, 562 King's Road, London SW6 2DZ.

I am asking the Subcommittee to seriously consider revoking the present Premises licence. At the same time, I understand that were the licence to be revoked, the Premises would have the right to appeal, and thus remain open until the appeal is decided.

It is more than disturbing to read the vivid 10-page Application for this Regular Review. The incident of 26 March 2022 concerning a child and three other females who had to be admitted to hospital after eating/drinking at Chelsea Lodge, owned by the largest PubCo, Stonegate Group, should never have happened.

I have passed by this Premises when returning on a Friday or Saturday night and always see and can clearly hear crowds partying in front of the Premises and into Holmead Road.

I hope it is clear to everyone that the Licence should be revoked. This Premises has proven that they are unable to uphold the Four Licensing Objectives.

Hours should be rolled back to 12 midnight closing at the very latest, maybe even 23:30 (not the proposed 01:00), with last orders at 23:15.

So-called Bottomless Brunches and Drink-all-you-want Champagne/Prosecco for 1 hour, or similar promotions, should be specifically banned in very strict, spelled out Conditions as they attract a certain proven demographic which is mainly very young women and young groups of friends.

This leads to public safety issues, nuisance in the nearby neighbourhood (vomiting etc), and the new phenomenon, NSO balloons on the pavement, in the road, in cars on Holmead Road etc.

Thank you for your consideration of the Fulham community and residents represented through our Fulham Ward Panels. We are pleased to have the opportunity to work with the Licensing Authority, the Police and other Responsible Authorities, as well as the LBHF Sub-Committee for a better, more pleasantly habitable Fulham.

(Mrs) Georgie Stewart
Felden St
London SW6 5AF

From: Sarah Chambers
Sent: 10 August 2022 22:42
To: Licensing HF: H&F
Cc: Sarah Chambers
Subject: Ref: 2022/01110/LAPRR REGULAR REVIEW of Chelsea Lodge's 562 King's Road present Premises licence 2022/00975/LAPRR

Good evening,

I am the **Chair of the Fulham Broadway Ward Panel**, and am likely to be appointed co-Chair of the new Walham Green Ward Panel in due course.

The Chairs of the Ward Panels in Fulham are now working together to address licensing issues, as discussion of these issues is occurring more frequently at meetings (from police reports or resident accounts) or in online forums.

I support the call by the LBHF Licensing Authority for a review of Chelsea Lodge. I am disappointed and shocked by the poor management of this establishment, whose owners pay scant regard to the four licensing objectives of the Licensing Act 2003:

- the prevention of crime and disorder
- public safety
- the prevention of public nuisance
- the protection of children from harm

This establishment frequently has large groups of customers congregating outside on the Kings Road and Holmead Road, usually under the influence of alcohol. The customers stand in the road impeding the traffic, which is clearly dangerous, and the Ubers and other minicabs dropping off and picking up cause traffic jams. The noise of the customers outside the premises disturbs the sleep of the residents of Holmead Road and nearby.

I was absolutely flabbergasted to hear about the infamous brunch episode on 26th March 2022 at the meeting of the Parsons Green & Walham Ward Panel back in the spring. I couldn't believe poor management had led to four women being taken ill on a Saturday afternoon with LAS and the MPS being called. My first thought was the drinks must have been spiked but was advised the cause was due to a bottomless brunch event and excessive alcohol consumption. I am appalled to read in the Licensing Authority's application for the review that one of the unwell women was only 17 years old.

This establishment should stop serving drinks from 11pm, with all customers to leave by 11:30pm. This will reduce the current considerable noise and anti-social behaviour inflicted on local residents and their children way into the early hours of the morning and reduce the public safety hazards from large groups of intoxicated customers milling around on the pavements and in the roads.

Alcohol should not be served before 1pm and all promotions and events such as bottomless brunches, drinks offers etc should be banned. Drinking to excess should

be discouraged with an emphasis on drinking in moderation. This should avoid LAS and MPS being called out because customers have drunk too much.

All customers should have their photo IDs scanned without exception. It is ludicrous that 20 people should be exempt each evening. Why? Will they be the first 20 people without photo ID or random people or a select list of specific individuals? Everyone knows nowadays to carry photo ID on them in order to buy alcohol, whether in a supermarket, off licence, bar or restaurant. This is standard practice and I don't see there being exceptions in say Waitrose or my local NISA store. Why should there be an exception for entry to a bar?

I fully support this review in my capacity as a local Ward Panel Chair. Residents expect licensed establishments in Fulham and throughout the borough to be well run by professional, responsible owners who adhere to and respect the licensing objectives of the Licensing Act 2003 at all times. As this has not happened with Chelsea Lodge over the last couple of years, stringent conditions should be imposed or the licence revoked.

Kind regards

Sarah Chambers
Chair - Fulham Broadway Ward Panel

From: Simon Enoch
Sent: 09 August 2022 21:32
To: Overton Adrian: H&F
Cc: Licensing HF: H&F
Subject: ref: 2022/01110/LAPRR REVIEW of Chelsea Lodge's present Premises licence 2022/00975/LAPRR

Dear Sir

I am the Chair of the **Parsons Green and Walham Ward Safer Neighbourhood Panel**, which will shortly be the Parsons Green and Sandford panel, when it is officially created.

We support the official Review called for by the Licensing Authority regarding Chelsea Lodge, 562 King's Road, London SW6 2DZ.

We believe that given the past history there are strong grounds for the revocation of the Licence, especially in light of the incident of 26th March 2022 that concerned a child and three other females who had to be admitted to hospital after visiting the premises.

I frequently pass by these Premises on a Friday or Saturday night. More often than not I see people partying in front of the Premises and into Holmead Road. The Premises certainly do not seem to manage their customers in accordance with their Licensing Conditions.

The Licence Holder has proven that they are unable to uphold the Four Licensing Objectives, as clearly set out by the Licencing Authority in its Application for Review.

If notwithstanding the foregoing, if the Sub Committee is minded not to revoke the licence, I believe that as minimum the terms of the Licence should be amended so that :

1) The hours should be reduced to midnight closing at the very latest, as opposed to the proposed 01:00, with drinking up from 23:15.

2) The "Bottomless Brunches" and drink all you want Champagne/Prosecco for 1 hour ,or similar promotions, should be banned as they encourage young drinkers ,in particular to drink to excess. The subsequent drunken behaviour leads to public safety issues, nuisance in the nearby neighbourhood (vomiting etc), and noise at a time that residents are trying to sleep.

3) The proposed Amendments suggested on pages 5 and 6 of the 10-page Application for Review, should be revised to take into account a closing at midnight as the Terminal Hour. The amendment to only start the service of alcohol from 13:00.

4a) ID checks and scanning should start at the opening time of the Premises, not 21.00 as proposed. Starting at 21:00 can tempt young people, i.e. underage, to show up at 20:30 and wait for the crowds to roll in through the ID checks that start at

21:00. Once they are in, the chances of their ID being checked will be very slim; alternatively, others will buy alcohol for them.

b) Allowing a special list of 20 guests of the manager, who do not need to show ID or be scanned etc., defeats the whole purpose of scanning and ID checks. All ID 's should be checked for age and scanned by the latest technology so that if there is an incident, a fire, shooting or otherwise, the Premises will be able to account for everyone who was in the building. This would also assist the Licencing Objective of Protecting Children from Harm (underage customers) being upheld.

Thank you for your consideration of the wider community and residents as these issues cross artificial boundaries on the map, hence this submission.

Regards

Simon Enoch
Chairman Parsons Green and Walham Ward SNT

From: Charlotte Dexter
Sent: 09 August 2022 21:22
To: Overton Adrian: H&F
Cc:
Subject: DEADLINE Aug 10 Wed, DEXTER Rep 2022/01110/LAPRR REVIEW of Chelsea Lodge's present Premises licence 2022/00975/LAPRR

.....
To: Adrian Overton, LBHF Licensing
by email:
cc:

From: Barclay Road Conservation Area NEIGHBOURHOOD WATCH

ref: 2022/01110/LAPRR REGULAR REVIEW of Chelsea Lodge's 562 King's Road present Premises licence 2022/00975/LAPRR

August 9, 2022

I write as a resident of our Neighbourhood Watch and as a member of the newly-formed 'Walham Green' Ward Panel (formerly certain roads of former 'Fulham Town' Ward).

The Fulham Ward Panels are working together to pay closer attention to licensing Applications in Fulham. I am supporting them in this effort.

We have observed, especially post-COVID, that many of our few but still quite vibrant Fulham high streets/parades of shops that are so close to our 100 percent residential roads suffer from crime, ASB, nuisance problems that actually stem from licensed Premises, especially ones open into the very late or early morning hours in Fulham, which I might add is 99 percent residential.

In the case of Chelsea Lodge, residents of Holmead Road and surrounds suffer nuisance every time there is a bottomless brunch or other fantastic budget reason to come to 562 King's Road, even during the daytime, and especially on weekends and around bank holidays.

I support, and am thankful for the official Review called by the LBHF Lic Authority regarding Chelsea Lodge, 562 King's Road, London SW6 2DZ. It is not easy to call a Review; much evidence is needed, hundreds of hours of gathering info/data/involving various Responsible Authorities, creating a water-tight file....

I am asking the Subcommittee to seriously consider revoking the present Premises licence. At the same time, I understand that were the licence to be revoked, the Premises would have the right to appeal, and thus remain open until the appeal is decided. Difficult...

To the facts:

It is more than disturbing to read the vivid 10-page Application for this Regular Review. The incident of 26 March 2022 concerning a child and three other females

who had to be admitted to hospital after eating/drinking at Chelsea Lodge, owned by the largest PubCo, Stonegate Group, should never have happened

FACT: The Premises was incapable of upholding/promoting the Four Licensing Objectives on 26 March 2022.

My own observations

Since the opening up again of venues/theatres in the West End and a mild Winter/Spring, and now Summer, I have passed by this Premises when returning from the West End on a Friday or Saturday night and always see and can clearly hear crowds partying in front of the Premises and into Holmead Road. Often, I am on my bicycle, so I've had a chance to stop and observe. One night there were about 150 people outside the Premises and in Holmead Road. The Premises certainly was not managing their customers and those attracted to this very Premises, as per their Licensing Conditions. I had read articles, and was able to find one again, in the newspaper (6 Feb 2020) about a stabbing at this Premises in February 2020, '*Clubber left with bleed on the brain in vicious attack at London celebrity venue Chelsea Lodge*'.

You can read the article and watch the actual camera scanning on that very night at Chelsea Lodge here: <https://www.standard.co.uk/news/crime/partygoer-attacked-chelsea-lodge-king-s-road-cctv-appeal-a4355016.html> I add shorter and easier to type in tinyURL in case Sub-Committee members do not encounter a live link: <https://tinyurl.com/fe3sb6at>

I hope it is clear to everyone that the Licence should be revoked. This Premises has proven that they are unable to uphold the Four Licensing Objectives. My sense is that they have no intention of doing so. I set out why, below.

I also note that it has taken the Licensing Authority to push for this Review. I do wonder why Police did not push for a review; instead, it seems that they were satisfied with more Conditions agreed in yet another minor variation-ish situation where residents really cannot comment and if they do, not much happens and we don't get to a hearing; I am unclear if the Sub-Committee is even aware of all this. There are grey areas in the 2018 Guidance of the 2003 Lic Act that I think should be discussed, but where? We can't contact Licensing Committee members as that would compromise them.

Twenty people in , 'Scott-Free'

Those newly agreed Conditions (Annex 4) now allow a special manager's list of 20 people every night who do not need to be ID checked or scanned.

I asked about this; apparently, people are out and about London to go to clubs without ID; really? Is this realistic to even contemplate, I ask the Sub-Committee Contrary to ideas like Public Safety, preventing crime, protecting underage teens: I am supposed to believe that after Covid, in this still somewhat Covid/post Covid world, people actually go out without proper ID, without a tissue in their pocket, without a card to pay for things (even if they have their phone and use ApplePay, but it suddenly might not work), even maybe with/without a mask, just in case they decide that they suddenly need one?

"People are using Ubers so they don't have their driver's licence with them," I was told. I don't buy that argument and I don't see how the Sub-Committee could either, in the interest of promoting the Four Licensing Objectives; Prevention of Crime and Disorder, Public Safety, Prevention of Public Nuisance and Prevention of Children from Harm.

It is also very dangerous to go out on the town without ID (public safety); what if something happens to you? People need to be able to identify you, quickly; they will immediately search for your ID.

I hope the SubCommittee will revoke. But in these Representations, one has to also say what one does not want but what one would want were revocation not on the minds of the decision makers.

1) 23:30/ MIDNIGHT latest Terminus Hour

Please; hours should be rolled back to 12 midnight closing at the very latest, maybe even 23:30 (not the proposed 01:00), with last orders at 23:15.

2) BAN ALL Promotions that condone getting drunk, and spell them out in words and specific descriptions:

So-called Bottomless Brunches and Drink-all-you-want Champagne/Prosecco for 1 hour, or similar promotions, should be specifically banned in very strict, spelled out Conditions as they attract a certain proven demographic which is mainly very young women and young groups of friends.

This leads to public safety issues, nuisance in the nearby neighbourhood (vomiting etc), and the new phenomenon, NSO balloons on the pavement, in the road, in cars on Holmead Road etc.

All sorts of noise of people (yelling, yelping, screaming, at any time disturbs residents who are trying to sleep. Fulham's Victorian terraced houses cause an echo/sound tunnel down the road. The smallest voice reverberates against the glass windows and bounces further.

This is especially the case later in the evening as people disperse from the Premises and walk down Holmead Road towards Fulham Broadway and pubs on Fulham Road that are open until 2am, and where nighttime street parties are now an attraction until around 4am, especially on weekends, in Fulham Broadway.

3) MIDNIGHT latest: Regarding the proposed Amendments suggested on pages 5 and 6 of the 10-page Application for Review, I suggest that these be revised to take a closing of 23:30 or if necessary midnight as the Terminal Hour. I applaud the amendment to starting the service of alcohol only from 13:00; more on that in a moment, though.

4) I am very concerned about Annex 4 Conditions, attached. These were agreed by the Police with the Premises after the 26 March incident and before the calling of this Review by the Licensing Authority, namely at point 2)a,

a) not scanning/checking IDs for lunch ie from before and after 13:00 (proposed new time for starting to serve alcohol), and only starting ID checks and scanning at 21:00 is a temptation too much and not even good management policy.

ID checks/scanning should start at the opening time of the Premises, namely a short time before alcohol will begin to be served at 13:00.

If that does not happen, those bottomless brunches will attract the very same type of young underage woman of 26 March. Word is now getting out very quickly that there is no real ID check, no scanning for lunch/afternoon, not until 9pm.

This is a HUGE gap in the Conditions and the SubCommittee must please address it.

Starting scanning/ID checks, so called "onboarding of customers" at 21:00 will tempt young people, ie underage, to show up and again pain-free/no ID access at 20:30 and wait for the crowds to roll in through the ID checks that start at 21:00. Once they are in, the chances of being checked for ID will be very slim; alternatively, others will buy alcohol for them.

b) point allowing a special list of 20 guests of the manager who do not need to show ID or be scanned etc.

This defeats the whole purpose of scanning and ID checks.

Eliminate, excuses for "I forgot my ID":

Points 2)b i, ii, iii should be eliminated to assure that EVERYONE is ID checked for age and they are scanned by the latest technology so that if there is an incident, a fire, shooting or otherwise, the Premises will be able to account for everyone who was in the building ie came through scanners, ie a thorough checking of EVERY individual.

As well, how can the Lic Objective of Protecting children from Harm (underage customers) be upheld if this Premises does not complete thorough ID checks and scanning on ALL customers? This was exactly the problem on 26 March 2022! No pity, please.

I read that one of the problems for Police back in February 2020 regarding the incident at Chelsea Lodge mentioned above (Evening Standard 6 Feb 2020) was that one of the male suspects had not been recorded on the Premises camera, so they did not know who they were looking for. It's time for this Premises to learn some lessons and implement very simple, straight forward scanning, cameras, ID checks that are scanned into databases (all within GDPR regs, fear not) etc. The latest, fastest 'onboarding customers' technology is out there and surely Stonegate knows all about the best practices of other Premises. Why owners Stonegate are not putting the Rolls-Royce of onboarding into this Premises is clearly incomprehensible for the very wise Sub-Committee but also for us mere residents.

Hopefully, Stonegate will implement a state-of-the-art system vs relying on a special list of 20 unchecked persons with their 'forgot-my-ID, -again but I am a friend of the Manager' scenarios.

I understand that a decision will normally be made on completion of the hearing but if no decision is made at the hearing, I have read that the sub-committee has a maximum of five days from the day or the last day of the hearing to come to a decision. Following a review, a sub-committee may:

- Decide that no action is necessary to promote the licensing objectives
- Modify or add conditions to the licence
- Exclude a licensable activity from the licence

- Remove the designated premises supervisor
- Suspend the licence for a period (not exceeding three months)
- Revoke the licence

Thank you for your consideration of the Fulham community and residents represented through our Fulham Ward Panels. We are pleased to have the opportunity to work with the Licensing Authority, the Police and other Responsible Authorities, as well as the LBHF Sub-Committee for a better, more pleasantly habitable Fulham. We have a lot of work to do, together!

Leader Cowan has promised us a safer place to live. We certainly need that in Fulham and especially around 562 King's Road.

Barclay Road Conservation Area Neighbourhood Watch
Charlotte Dexter Murray
Barclay Rd
London SW6 1EJ

From: Alex Green
Sent: 27 July 2022 15:10
To: Licensing HF: H&F
Cc: Lily Marks; Mandy Mighty
Subject: Chelsea Lodge 562 Kings Road, SW6 2DZ - Premises Licence Review

Dear Sirs,

We act on behalf of Ei Group Ltd, the long leasehold owner of the above property.

Accordingly, please see attached representation letter for your approval.

We look forward to hearing from you with confirmation that this has been received and approved.

Kind Regards,

Alex Green

**Alex Green | Partner | Licensing
for and on behalf of Gosschalks LLP**



BY EMAIL AND FIRST CLASS POST
Licensing Service
London Borough Hammersmith & Fulham
Town Hall
King Street
London
W6 9JU

Please ask for: Alex Green
Direct Tel: 01482 590216
Email: arg@gosschalks.co.uk
Our ref: ARG / LBM / 098454.28302
Your ref:
Date: 27th July 2022

Dear Sirs,

Re: Licensing Act 2003 – Review proceedings Chelsea Lodge 562 King’s Road Chelsea SW6 2DZ

We act on behalf of Ei Group Ltd. Our client is the long leaseholder of these premises which are currently let under a 21 year lease to the current premises licence holder Chelsea Lodge Holdings Limited. We have received a copy of the application for review of the premises licence by the Licensing Authority.

We would be grateful if you would accept this letter as a formal representation on behalf of our client.

Ei Group Ltd owns the freehold or long leaseholds of around 4000 public houses in England and Wales. The vast majority of these premises are the subject of lease/tenancy agreements by which the tenant operates his/her/its own business out of our client’s premises. The lease/tenancy agreement makes it clear that all operational responsibility for the premises lies with the tenant.

We note the reference in the review papers to a shadow licence application which was submitted by Ei Group Ltd but this was subsequently withdrawn and is therefore not relevant.

The purpose of this representation is to support a determination of the review on the basis that some conditions are added to the premises licence rather than the premises licence being revoked or suspended.

We note that the issues that gave rise to the review related to the management of the premises and the Premises Licence holder has already dismissed the manager in charge on this particular day.

We would respectfully submit that the licensing objectives could be promoted by the imposition of further conditions especially relating to staff training at the premises. The Committee will no doubt have regard to paragraph 11.20 of the Home Office Guidance which requires that in determining which of the powers to use upon review, the Committee identifies the cause/causes of the concerns that gave rise to the review and the remedial action taken should be directed at these causes being no more than an appropriate and proportionate response.

We would be grateful if you would accept this letter as a formal letter of representations and advise as to the date upon which the application will be considered by the Licensing Committee as our client may seek to expand upon the issues raised.

We look forward to hearing from you.

Yours faithfully



GOSSCHALKS

From: Craig Baylis

Sent: 02 August 2022 13:23

To: Licensing HF: H&F

Cc: Overton Adrian: H&F

Subject: LBHF application for licence review for 562 Kings Road London SW6 2DZ - 2022/01110/LAPRR

We are instructed on behalf of a number of residents of Holmead Road who wish to support the application by the Licensing Authority to review this premises licence.

Please see attached a list of the residents whom we represent and a number of written representations which are supported by all of those whom we represent.

We also attach a number of photos of a serious incident at the premises this year attended by Police and the ambulance service when the premises were operating a "Bottomless brunch". We attach a video taken by one of the residents which is indicative of the constant disturbance caused by drunken patrons of these premises when they leave. The video was taken at 01.35 hours.

We shall be submitting further videos in support of the residents' contention that the application by the Licensing Authority does not go far enough in seeking to curb the excessive problems caused by these premises.

For many years the residents lived with these premises when they were operated properly without any difficulty whatsoever. The residents are not naïve. In living close to licensed premises they expect a certain amount of noise and disturbance that is associated with licensed premises.

However, the operators of these premises seem to disregard any concerns for the feelings of local residents.

To that extent, the residents that I represent, whilst supporting the additional conditions sought by the Licensing Authority, would also wish to see a reduction in hours permitted for licensable activity as follows

- Monday to Thursday 23.00
- Friday and Saturday midnight
- Sunday 22.30

Craig Baylis

Legal Counsel

Kingsley Napley LLP

Residents supporting review application for Chelsea Lodge

David & Jenna Hardcastle Holmead Road

Alex Watkins Holmead Road

Michael & Sarah Smith Holmead Road

Giovanni Revedin Holmead Road

Michael & Jena Quinn Holmead Road

Guillaume & Calantha Bonnissent Holmead Road

Hamish & Vlasta McCombie Holmead Road

Amina & Michael Dempsey Holmead Road

Stefano & Margherita Anselmetti Holmead Road

Valerie Dennis Holmead Road

Dickie & Susan Bannenberg Holmead Road

Andrius Isciukas Holmead Road

Christopher & Sara Moser Holmead Road

Verne & Andrea Grinstead Holmead Road

Rupert & Steph Merton Holmead Road

Shelley, Countess of Cromer Holmead Road

Mark & Lucy Melford Holmead Road

Mark & Joanna Palmer Holmead Road

Name Dickie & Susan Bannenberg

Address Holmead Road

Reasons for supporting the council's review of the premises licence for The Chelsea Lodge

We strongly support the review of the premises licence for Chelsea Lodge for the following reasons :

- I. For many years there has been considerable disturbance in our street in the early hours of Saturday and Sunday mornings when patrons leave the premises around 230am. Disorder and nuisance includes drunken shouting and singing, sometimes fighting, vomiting and urinating in Holmead Road.
- II. Disorder and public nuisance is not limited to the late license, with many instances of extremely drunk patrons in mid afternoon, including the now notorious events of 25 March which involved the attendance of all three emergency services. These seem to us as prime examples of disorder, public nuisance and public safety.
- III. Chelsea Lodge appear to have no interest in acting as responsible neighbours with rubbish, including food waste and empty bottles, frequently left in overflowing bins and bags at the rear of the premises and on the pavement itself. It is standard practice for the premises to have their empty bottles collected – with considerable noise of mechanical loading and smashing – at 4am on a Monday morning.

Name Shelley, Countess of Cromer

Address Holmead Road

Reasons for supporting the council's review of the premises licence for The Chelsea Lodge

I support the council's review of the license for Chelsea Lodge on the grounds that as a resident of Holmead Road I have been subjected to repeated noise and disorder, and public nuisance, for the past three years.

There is frequent late night noise and disturbance from patrons leaving the premises, and rubbish is often piled up outside the premises in overflowing bins, and on the pavement itself.

Name David and Jenna Hardcastle

Address Holmead Road

Reasons for supporting the council's review of the premises licence for The Chelsea Lodge

We moved into Holmead Road in April 2005. Over the last 2 or 3 years the venue has become a source of constant frustration. In our opinion the operators use of the venue to promote 'bottomless brunches' and 'free flowing' club nights has resulted in inebriated patrons falling out of the club both during the day and into the early hours. We have witnessed multiple fights, vandalism (men walking over car roofs) and general antisocial behaviour emanating from the venue.

It is a miracle none has been killed on the Kings Road. The venue just cannot cope safely with the number of clients on any club night. The pavement is constantly blocked with pedestrians forced into the road in order to pass.

We welcome the Councils review and hope measures are put in place to curtail the license and install measures that may help the venue respect its neighbours.

Name Guillaume and Calantha Bonnissent

Address Holmead Road, London SW6 2JE

Reasons for supporting the council's review of the premises licence for The Chelsea Lodge

We have several reasons, including:

1. As the parents of three young children, aged 4 to 9, we are worried by the amount of crime and disorder coming from The Chelsea Lodge our children have unfortunately witnessed on several Saturday afternoons, from violent fights to drunken behaviour, including young patrons passed out on the street.
2. The excessive noise from patrons entering or leaving the premises late at night has also caused our children and us to wake up in the middle of the night.
3. We are worried that the rubbish left outside the premises will attract rodents and other vermin to our house, as we are relatively close to the premises

Stefano and Margherita Anselmetti

Holmead Road

Reasons for supporting the council's review of the premises licence for The Chelsea Lodge

1 Noise : The level of noise generated by the clients of the Chelsea Lodge is not in keeping with a residential area. Every week end we unfailingly get woken up by shouting and lewd behaviour, which at times has turned into violence.

2 Stress: This past year I (Margherita) have had a number a number of very invasive cancer surgeries and would have liked to recuperate in my home in peace, whilst I repeatedly had to endure the noise and aggravation of the Chelsea Lodge customers every week end as well as very loud weekly 4am refuse pick ups , amongst other very stressful issues.

3 Pollution: we have had a number of problems with the rubbish and general upkeep of the premises, we have a constant view on the street to their bin/refusal area as the doors are kept wide open.

Andrius Isciukas and Milda Seiliute

Holmead Road

Reasons for supporting the council's review of the premises licence for The Chelsea Lodge

We have been residents of Holmead road for over a year now and consider The Chelsea Lodge to be a major nuisance. We have witnessed numerous antisocial behaviour incidents including urinating on Holmead road in public and private spaces, verbal attacks by intoxicated attendees of the venue as well as threats received from departing guests of the venue well after midnight. The type of events hosted at the venue contribute to the outcomes residents face on a regular basis.

Name Alex Watkins

Address Holmead Road

Reasons for supporting the council's review of the premises licence for The Chelsea Lodge

Detrimental impact on our quality of life through disturbance, littering and behaviour of drunken customers. Should be a residential street with no late licenses nearby.

Amina Ricciardi Dempsey, Michael Dempsey, Titus Dempsey

Holmead Road, London. SW6 2JD

Reasons for supporting the council's review of the premises licence for The Chelsea Lodge

We are firmly of the belief The Chelsea Lodge fails in every valid area to be considered as a suitable licensed venue.

Along with other residents of Holmead Road, we have witnessed late night and early morning fights, public urination and discarded litter associated with this venue – a trail of discarded nitrous oxide canisters being a common feature around the premises.

It is far from a comfortable experience returning home at night when this venue is operating due to the general intimidating nature of the clientele.

Additionally, in the summer it is impossible to sleep with open windows due to the excessive noise of clients leaving The Chelsea Lodge in the early hours of the morning.

It is clear that any licensed venue of this nature in this location is detrimental to the reasonable well being of what is predominantly a residential neighbourhood.

Name: Mr V Grinstead

Address: Holmead Road London SW6 2JD

Reasons for supporting the council's review of the premises licence for The Chelsea Lodge

Thank you for taking into consideration our views, having lived in 32 Holmead Road for approximately 20 years.

It is very clear that on certain nights of the week there can be considerable noise and, at times, shouting, sometimes late at night and occasionally continuing into the early hours of the next day. Given that Holmead Road is a residential street, these disturbances affect a number of the houses including those with children and babies living in them.

Yours faithfully,

V Grinstead

PName
H and V McCombie

Address
Holmead Rd

Reasons for supporting the council's review of the premises licence for The Chelsea Lodge

We support the council's review for the following reasons:

- Each weekend, we are kept awake or are woken up between 11pm and 2.30am by patrons of Chelsea Lodge as they arrive and leave the premises. They are heard shouting, fighting, swearing and on occasion - taunting residents. Our children are often kept awake during these hours.
- We (and our children) have witnessed multiple fights/brawls between patrons. They have taken place both day and night spilling onto Holmead Rd. It has been unpleasant and disturbing to watch. It has also felt very unsafe.
- Police have had to visit the premises on numerous occasions which has been unsettling.
- We have witnessed patrons urinating and being sick on residents' cars and property and often wake up to the mess outside our home.
- The music from the premises can be heard until 2.30am with management largely ignoring noise nuisance concerns voiced by residents during council led meetings.
- Waste management and general cleanliness has been a long standing issue with more vermin evident.
- Our quality of life has deteriorated significantly on this street over the last couple of years as a result of the above.

2 August 2022

Christopher & Sara Moser
Holmead Road
SW6 2JD
London
United Kingdom

Chelsea Lodge

We moved to Holmead Road in 2017. We did know from the moment we purchased our house that there was a night club at the corner with Kings Road. In the past we have lived in the vicinity of clubs and never had any issues. We are also neighbours of Stamford Bridge and therefor not foreign to crowds coming to enjoy Chelsea FC.

Chelsea Lodge has no control over the revellers they attract. We've witnessed all sorts of noise in the early morning hours including partygoers throwing up or fully passing out in front of our house. We reached out to the Council on 6 December 2020 for help after the Police broke up another party at Chelsea Lodge - this one concluded with a fight in our street.

Since, we've attended numerous official meetings hosted by the Council's Environment Department with the venue operators present to find a path forward. So far the only thing we got back from Chelsea Lodge is a lack of acknowledgement, no sense of accountability or urgency and certainly no actions to remedy this situation.

We'd encourage you to come and visit our street any Saturday or Sunday morning. You'll find all sorts of litter: Cigarette buds, broken bottles of alcohol, food leftovers or empty laughing gas containers are, unfortunately, the norm.

Our two boys aged 4 and 10 have been woken them up in the middle of their night sleep too many times. We welcome the Councils review and hope much tighter measures are put in place to prevent such behaviours in the future.

Best regards,

Christopher & Sara Moser

Name : Val Dennis

Address : Holmead rd, London SW6 2JD

REASONS FOR SUPPORTING THE COUNCILS REVIEW OF THE PREMISES LICENCE FOR THE CHELSEA LODGE

The club nights and some all you can drink promotional brunches have often been noisy affairs because of the young age group attending, the amount of alcohol consumed and despite the presence of the security guards there is a often lot of noise/shouting as revellers wait to go in and/or leave the club and continue partying /congregating outside residents homes on Holmead rd, sometimes leaving bottles and cans on our walls and I have seen men urinating in full view against walls.

Many of us are aware of drug dealers operating in this road and I have seen a drug deal take place on my wall on an evening the club was open as I am able to discreetly look down from a roof terrace 3 floors up.

My objections are to the noise of the clubbers as they can be drunk and disorderly and can be heard shouting/singing/arguing or seen congregating on Holmead rd and even urinating in full view of residents windows. I also object to the increased crime in the area to include the presence of drug dealers and increased number of car break ins.

V. Dennis
2/8/22

Name Michael & Jena Quinn

Address Holmead Road

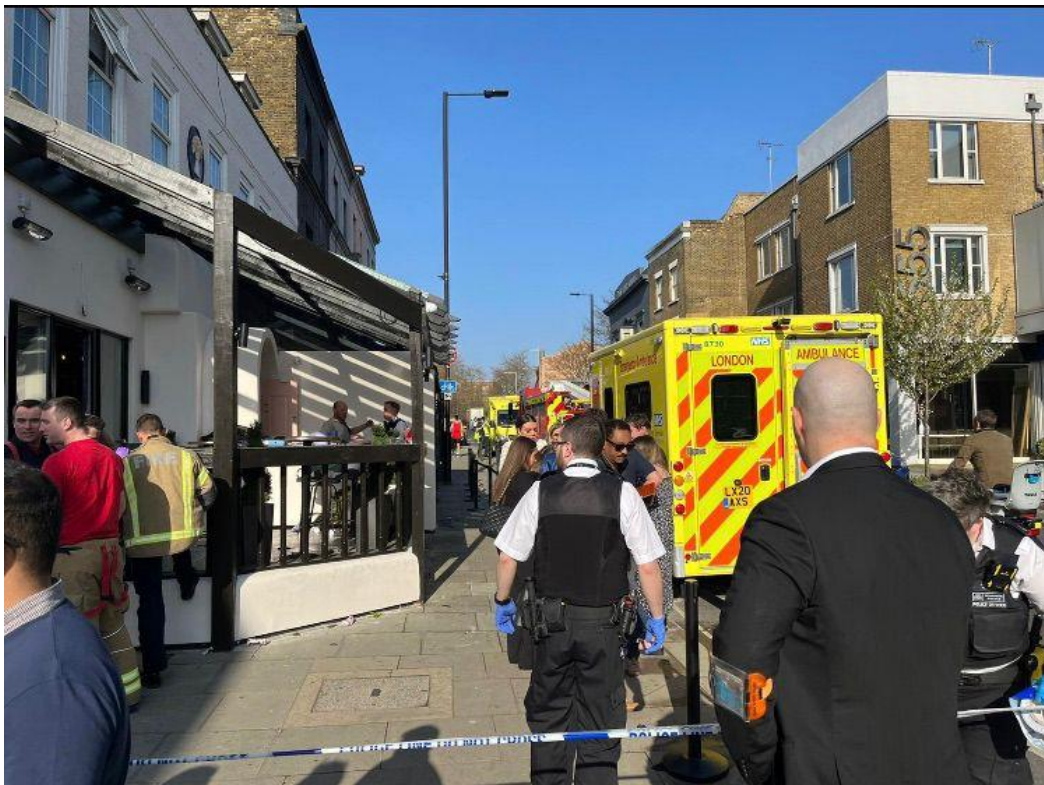
Reasons for supporting the council's review of the premises licence for The Chelsea Lodge

General disturbance, noise and rubbish left in front of house when exiting the night club. Sitting in front of our house and on rubbish bin store talking loudly, singing and often hurling abuse at others in the early hours of the morning. Having to leave one's bedroom to tell them leave and receiving abuse and often walking towards our open door. Then continuing often with greater noise and aggression leaving no choice really to respond. Collection of empty bottle at around 4 or 5 in the morning; waking everyone including our two teenage daughters. Violent skirmishes at times when our teenage daughters are returning home in both the late afternoon and evenings. Lack of safety in our doorstep with vulgar behaviour and aggression from those leaving the premises. Never anyone monitoring despite claims from the owners.

From: Craig Baylis
Sent: 10 August 2022 14:59
To: Licensing HF: H&F
Subject: Chelsea Lodge

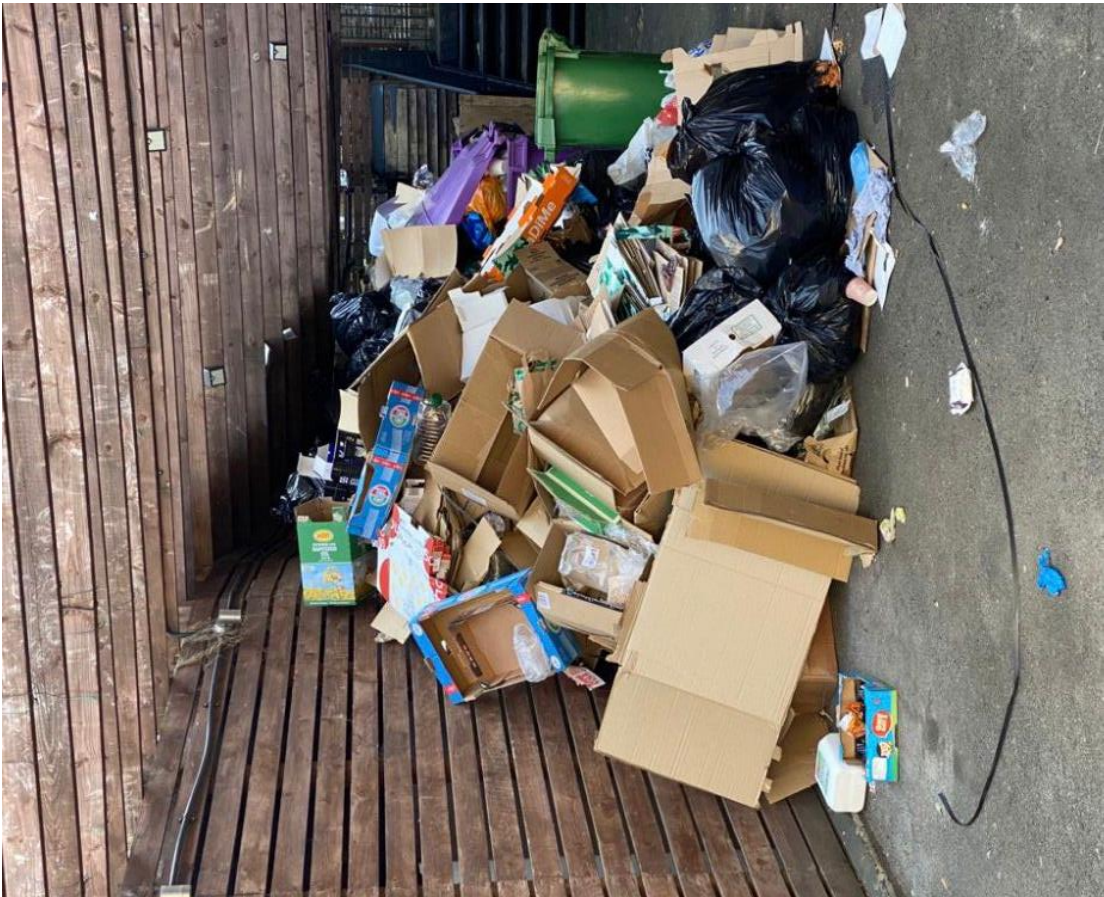
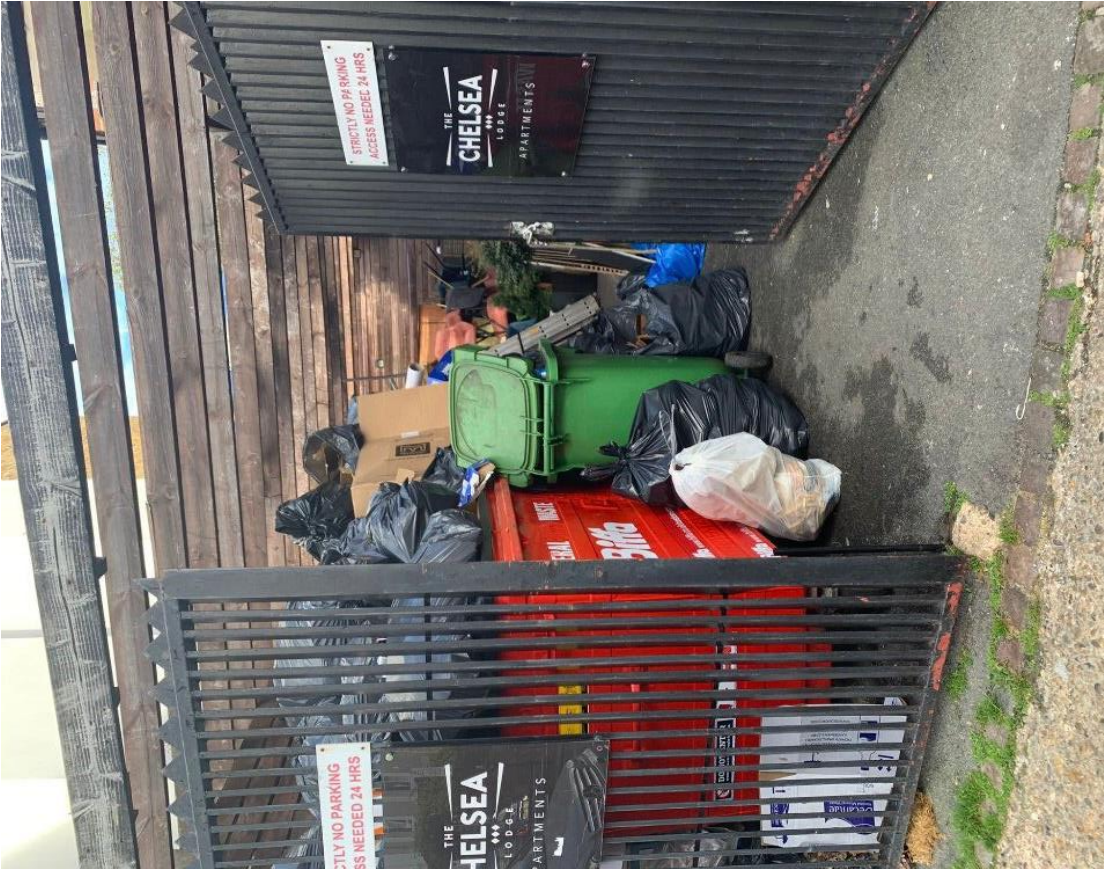
Further pictures showing build up of rubbish outside Chelsea Lodge as a public nuisance to residents

Craig Baylis
Legal Counsel
Kingsley Napley LLP









licence was first made and which were excluded then by reason of the prior issue of a provisional statement; and, in addition to the above grounds, a reasonable interval has not elapsed since that earlier review or grant.

- 11.13 Licensing authorities are expected to be aware of the need to prevent attempts to review licences merely as a further means of challenging the grant of the licence following the failure of representations to persuade the licensing authority on an earlier occasion. It is for licensing authorities themselves to judge what should be regarded as a reasonable interval in these circumstances. However, it is recommended that more than one review originating from a person other than a responsible authority in relation to a particular premises should not be permitted within a 12 month period on similar grounds save in compelling circumstances or where it arises following a closure order.
- 11.14 The exclusion of a complaint on the grounds that it is repetitious does not apply to responsible authorities which may make more than one application for a review of a licence or certificate within a 12 month period.
- 11.15 When a licensing authority receives an application for a review from a responsible authority or any other person, or in accordance with the closure procedures described in Part 8 of the 2003 Act (for example, closure orders), it must arrange a hearing. The arrangements for the hearing must follow the provisions set out in regulations. These regulations are published on the Government's legislation website (www.legislation.gov.uk). It is particularly important that the premises licence holder is made fully aware of any representations made in respect of the premises, any evidence supporting the representations and that the holder or the holder's legal representative has therefore been able to prepare a response.

Powers of a licensing authority on the determination of a review

- 11.16 The 2003 Act provides a range of powers for the licensing authority which it may exercise on determining a review where it considers them appropriate for the promotion of the licensing objectives.
- 11.17 The licensing authority may decide that the review does not require it to take any further steps appropriate to promoting the licensing objectives. In addition, there is nothing to prevent a licensing authority issuing an informal warning to the licence holder and/or to recommend improvement within a particular period of time. It is expected that licensing authorities will regard such informal warnings as an important mechanism for ensuring that the licensing objectives are effectively promoted and that warnings should be issued in writing to the licence holder.
- 11.18 However, where responsible authorities such as the police or environmental health officers have already issued warnings requiring improvement – either orally or in writing – that have failed as part of their own stepped approach to address concerns, licensing authorities should not merely repeat that approach and should take this into account when considering what further action is appropriate. Similarly, licensing authorities may take into account any civil immigration penalties which a licence holder has been required to pay for employing an illegal worker.
- 11.19 Where the licensing authority considers that action under its statutory powers is appropriate, it may take any of the following steps:

- modify the conditions of the premises licence (which includes adding new conditions or any alteration or omission of an existing condition), for example, by reducing the hours of opening or by requiring door supervisors at particular times;
- exclude a licensable activity from the scope of the licence, for example, to exclude the performance of live music or playing of recorded music (where it is not within the incidental live and recorded music exemption)¹⁰;
- remove the designated premises supervisor, for example, because they consider that the problems are the result of poor management;
- suspend the licence for a period not exceeding three months;
- revoke the licence.

11.20 In deciding which of these powers to invoke, it is expected that licensing authorities should so far as possible seek to establish the cause or causes of the concerns that the representations identify. The remedial action taken should generally be directed at these causes and should always be no more than an appropriate and proportionate response to address the causes of concern that instigated the review.

11.21 For example, licensing authorities should be alive to the possibility that the removal and replacement of the designated premises supervisor may be sufficient to remedy a problem where the cause of the identified problem directly relates to poor management decisions made by that individual.

11.22 Equally, it may emerge that poor management is a direct reflection of poor company practice or policy and the mere removal of the designated premises supervisor may be an inadequate response to the problems presented. Indeed, where subsequent review hearings are generated by representations, it should be rare merely to remove a succession of designated premises supervisors as this would be a clear indication of deeper problems that impact upon the licensing objectives.

11.23 Licensing authorities should also note that modifications of conditions and exclusions of licensable activities may be imposed either permanently or for a temporary period of up to three months. Temporary changes or suspension of the licence for up to three months could impact on the business holding the licence financially and would only be expected to be pursued as an appropriate means of promoting the licensing objectives or preventing illegal working. So, for instance, a licence could be suspended for a weekend as a means of deterring the holder from allowing the problems that gave rise to the review to happen again. However, it will always be important that any detrimental financial impact that may result from a licensing authority's decision is appropriate and proportionate to the promotion of the licensing objectives and for the prevention of illegal working in licensed premises. But where premises are found to be trading irresponsibly, the licensing authority should not hesitate, where appropriate to do so, to take tough action to tackle the problems at the premises and, where other measures are deemed insufficient, to revoke the licence.

¹⁰ See chapter 15 in relation to the licensing of live and recorded music.

Reviews arising in connection with crime

- 11.24 A number of reviews may arise in connection with crime that is not directly connected with licensable activities. For example, reviews may arise because of drugs problems at the premises, money laundering by criminal gangs, the sale of contraband or stolen goods, the sale of firearms, or the sexual exploitation of children. Licensing authorities do not have the power to judge the criminality or otherwise of any issue. This is a matter for the courts. The licensing authority's role when determining such a review is not therefore to establish the guilt or innocence of any individual but to ensure the promotion of the crime prevention objective.
- 11.25 Reviews are part of the regulatory process introduced by the 2003 Act and they are not part of criminal law and procedure. There is, therefore, no reason why representations giving rise to a review of a premises licence need be delayed pending the outcome of any criminal proceedings. Some reviews will arise after the conviction in the criminal courts of certain individuals, but not all. In any case, it is for the licensing authority to determine whether the problems associated with the alleged crimes are taking place on the premises and affecting the promotion of the licensing objectives. Where a review follows a conviction, it would also not be for the licensing authority to attempt to go beyond any finding by the courts, which should be treated as a matter of undisputed evidence before them.
- 11.26 Where the licensing authority is conducting a review on the grounds that the premises have been used for criminal purposes, its role is solely to determine what steps should be taken in connection with the premises licence, for the promotion of the crime prevention objective. It is important to recognise that certain criminal activity or associated problems may be taking place or have taken place despite the best efforts of the licence holder and the staff working at the premises and despite full compliance with the conditions attached to the licence. In such circumstances, the licensing authority is still empowered to take any appropriate steps to remedy the problems. The licensing authority's duty is to take steps with a view to the promotion of the licensing objectives and the prevention of illegal working in the interests of the wider community and not those of the individual licence holder.
- 11.27 There is certain criminal activity that may arise in connection with licensed premises which should be treated particularly seriously. These are the use of the licensed premises:
- for the sale and distribution of drugs controlled under the Misuse of Drugs Act 1971 and the laundering of the proceeds of drugs crime;
 - for the sale and distribution of illegal firearms;
 - for the evasion of copyright in respect of pirated or unlicensed films and music, which does considerable damage to the industries affected;
 - for the illegal purchase and consumption of alcohol by minors which impacts on the health, educational attainment, employment prospects and propensity for crime of young people;
 - for prostitution or the sale of unlawful pornography;
 - by organised groups of paedophiles to groom children;
 - as the base for the organisation of criminal activity, particularly by gangs;

- for the organisation of racist activity or the promotion of racist attacks;
- for employing a person who is disqualified from that work by reason of their immigration status in the UK;
- for unlawful gambling; and
- for the sale or storage of smuggled tobacco and alcohol.

11.28 It is envisaged that licensing authorities, the police, the Home Office (Immigration Enforcement) and other law enforcement agencies, which are responsible authorities, will use the review procedures effectively to deter such activities and crime. Where reviews arise and the licensing authority determines that the crime prevention objective is being undermined through the premises being used to further crimes, it is expected that revocation of the licence – even in the first instance – should be seriously considered.

Review of a premises licence following closure order or illegal working compliance order

11.29 Licensing authorities are subject to certain timescales, set out in the legislation, for the review of a premises licence following a closure order under section 80 of the Anti-social Behaviour, Crime and Policing Act 2014 or an illegal working compliance order under section 38 of and Schedule 6 to the Immigration Act 2016. The relevant time periods run concurrently and are as follows:

- when the licensing authority receives notice that a magistrates' court has made a closure order it has 28 days to determine the licence review – the determination must be made before the expiry of the 28th day after the day on which the notice is received;
- the hearing must be held within ten working days, the first of which is the day after the day the notice from the magistrates' court is received;
- notice of the hearing must be given no later than five working days before the first hearing day (there must be five clear working days between the giving of the notice and the start of the hearing).

Review of a premises licence following persistent sales of alcohol to children

11.29 The Government recognises that the majority of licensed premises operate responsibly and undertake due diligence checks on those who appear to be under the age of 18 at the point of sale (or 21 and 25 where they operate a Challenge 21 or 25 scheme). Where these systems are in place, licensing authorities may wish to take a proportionate approach in cases where there have been two sales of alcohol within very quick succession of one another (e.g., where a new cashier has not followed policy and conformed with a store's age verification procedures). However, where persistent sales of alcohol to children have occurred at premises, and it is apparent that those managing the premises do not operate a responsible policy or have not exercised appropriate due diligence, responsible authorities should consider taking steps to ensure that a review of the licence is the norm in these circumstances. This is particularly the case where there has been a prosecution for the offence under section 147A or a closure notice has been given under section 169A of the 2003 Act. In determining the review, the licensing authority should consider revoking the licence if it considers this appropriate.

Agenda Item 4

IN THE MATTER OF A REVIEW OF A PREMISES LICENCE

PREMISES: 562 KINGS ROAD, LONDON, SW6 2DZ (CHELSEA LODGE)

PREMISES LICENCE HOLDER BUNDLE INDEX

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IN THE MATTER OF A REVIEW OF A PREMISES LICENCE

PREMISES: 562 KINGS ROAD, LONDON, SW6 2DZ (CHELSEA LODGE)

WITNESS STATEMENT OF MR CHASE MCGUINNESS

Introduction and summary of licence holder's response to the review

- 1 My name is Chase McGuinness, I am 35 years old and have been in the hospitality industry for 17 years. I am the current operator of Chelsea Lodge along with my business partner Gavin Wright, my sister Tehillah Fratti and my brother Liebe McGuinness. I am authorised to make this statement on behalf of the licence holder Chase Lodge Holdings Ltd. I have also been the Designated Premises Supervisor since July 2018.

- 2 This statement sets out the licence holder's response to the review application and representations. We take this review very seriously indeed. The future of our business, my personal life-savings and my home, my family members' livelihoods and the 20 jobs that rely on our late night business all depend on the outcome.

- 3 Our client base consists primarily of people who live and work in our local community. We are grateful that so many members of the local area have made representations in support of Chelsea Lodge. These representors include doctors, barristers, solicitors, surveyors, journalists, health care workers, psychologists, child care workers, business persons, company directors, local mums and dads and, perhaps most importantly, some of our nearest neighbours on Holmead Road: Ed and Rachel Bezzant (in Agenda Papers at p.78) and Lucy Kennett (in Agenda Papers at p.95). These representations make it clear that our venue is highly valued by many responsible people who live and work in the London Borough of Hammersmith and Fulham.

- 4 I also strongly believe, and with strong evidence to support this belief, that these supporting representations provide a fairer representation of Chelsea Lodge and its impact on the area than the more critical ones from certain residents and resident groups.

- 5 I do *not* claim that no customer of Chelsea Lodge has never, or will never, make a noise on departure. Nor do I assert there has never, or will never be any incidents associated with our customers. In the real world, any licensed venue, however well operated, will occasionally have some impact on an area. Sometimes customers will raise voices on arriving or departing. To expect otherwise would be to prevent any licensed premises opening at night in Hammersmith & Fulham. The question is one of fact and degree and how well incidents are dealt with. However, I believe we run Chelsea Lodge very professionally, that our clientele are overwhelmingly not problematic and our late night operation does not significantly impact on residents living in the local area. The substantial objective evidence we have gathered from independent experts strongly supports this contention. This evidence will be included in an evidence bundle supplied that my legal representatives will be submitting to the Council.

- 6 Despite making every possible effort to engage with all our local residents, including at several meetings facilitated by the licensing team, we are aware that there is a core group of residents, with significant influence in local resident groups and neighbourhood panels, who would prefer not to live next to a popular late night venue just off the King's Road. This core group have actively campaigned and made representations to Council officers in order to see us either closed down or to have our terminal hours reduced to 11pm or midnight. (One local resident, who lives next to us has described the actions of her fellow residents as "a witch hunt" and has recorded that when she objects to the unfair targeting of Chelsea Lodge she is effectively excluded from participating in local resident groups – see Agenda Papers, page 95-98).

- 7 I have also been forwarded a note sent to one of our neighbours by a resident organiser shortly before we opened that stated:

*“Hi Debora; hope this finds you well.
Residents tell me the launch of Chelsea Lodge Nightclub (next to
your home) is happening this weekend.*

*Feel free to pass me any video footage you or your family shoot
if you have an unpleasant experience with
drunks/Uber’s/crowds/music.*

*I have spoken to lawyers and there is a simple way of reducing
the late-night license to a more respectable 12am finish.*

Happy to chat on the phone whenever.

Hope helpful. Best wishes.

Nick”

- 8 It is clear to me that certain residents wished to see my licence heavily restricted or the premises closed even before we opened and regardless of the facts on the ground.
- 9 The reality is that given the economic realities of this site, and the huge debts we incurred during the Covid lockdowns, a reduction in hours of this sort will amount to the same as the revocation of our licence – the business simply cannot operate profitably and service our debts with reduced hours.
- 10 The Council may wish to consider that most of the critical residents have chosen to live next to a long-established late night entertainment venue just off the busy and vibrant King’s Road and its many late night establishments. Our premises has been licensed since at least 2005. It is becoming an increasingly encountered phenomenon in the hospitality trade, particularly since the quiet period during the Covid lockdowns which had a devastating impact on our sector, that residents who choose to live close to late night establishments in our capital city then seek to close down those premises even though the resident is newer to the area than the venue. The Noise Officer in his representation (at Agenda Papers, page 110)

acknowledges that “*It is true that residents in the immediate vicinity of a vibrant town centre location may periodically expect a degree of disturbance from licensed venues*”. I would hope the licensing sub-committee is prepared to take a more balanced and fair approach to our business and the wishes of our customers than that urged on the sub-committee by certain parties.

- 11 However, we are never complacent and wish to address the outstanding concerns of all residents but in a manner that enables our business to remain financially viable. We operate in the community we serve.
- 12 We are able to agree a majority, but not all, of the conditions proposed by the licensing authority in their review application and by the Noise and Nuisance Team in their representation. Our detailed response to these proposals is set out at Annex A to my statement.
- 13 Importantly, there are several other late night venues in the vicinity of Chelsea Lodge who attract a more problematic, younger, and louder client-base than ours. These venues include the nightclub Embargo at 533 King’s Road which closes at 03:00Hrs at weekends and 02:00Hrs through the week. There is Jaks bar at 533 King’s Road which operates as a restaurant and bar with a DJ and live music events until midnight. At 601 King’s Road there is a 24 hour Tesco Express which is popular with young people on a night out in the area. Customers from these, and other venues in the area, pass Chelsea Lodge in great numbers and turn down Holmead Road in order to access the transport hubs in Fulham Road and Fulham Broadway late at night and in the early hours. I believe the applicant for the review, Mr Adrian Overton, knows this to be the case and the Noise Officer has confirmed as much in his representation (at Agenda Papers, page 108). The overwhelming number of noise and anti-social behaviour incidents that residents mistakenly attribute to Chelsea Lodge customers are not, in fact connected to us at all. However, invariably, some residents blame us for every incident in our vicinity.
- 14 Despite officers of the Council’s licensing and noise teams making a number of extended inspections and observations of our premises, it appears that on no

occasion have they been able to verify any complaints as relating to our customers that amounted to a public nuisance.

15 We have made applications for disclosure of the details of all visits made by the noise team to our premises for several months, including by way of Freedom of Information requests. The Council's noise team finally responded to that requested at 04:20 on 30.9.22. I note however that the noise officer's representation (in Agenda Papers, p.106) lists four noise officer visits to our venue in response to resident complaints between 24.1.2021 and 17.4.2022. On none of these occasions has an officer found any evidence of a public nuisance created by our customers. At its highest, on one occasion on 13 March 2022 at 00:44 they momentarily heard "loud voices". That appears to be the sum of the Noise Team's evidence in this review relating to customer noise. We are aware of other night-time visits where the Noise Team were very complimentary to our staff about our management of customers. For example, my brother Liebe evidences in his witness statement two lengthy Saturday night Noise Team observational visits on 26.6.2022 (between 00:09-00:55) and 2 July (00:26-01:55. I believe there was also a visit on 25.6.2022. For reasons that are unclear, those comments have not found their way in to the Noise Team's representations or disclosure in this review.

16 Our view, that Chelsea Lodge does not significantly adversely impact on the area, is supported by the expert evidence provided by two highly experienced former Metropolitan Police licensing officers, Mr Richard Bunch and Mr Jim Sollars, who have carried out 5 observational visits to Chelsea Lodge between July and September 2022. On each visit these former police officers confirmed that:

- (a) Groups of people, sometimes rowdy, passed Chelsea Lodge from other venues and/or congregated on the corner of King's Road and Holmead Road. These persons were not associated with Chelsea Lodge.
- (b) The late night presence of Chelsea Lodge's door security helped to reduce the levels of disturbance in the area from these people.

(c) Customers of Chelsea Lodge were overwhelmingly well behaved and were not the cause of the public nuisance and anti-social behaviour the critical residents complain of in their representations.

(d) Chelsea Lodge operates in a professional and compliant manner.

17 I would ask the licensing sub-committee to consider these reports in detail.

18 My brother Liebe McGuinness has also provided his own statement in this review which is in the evidence bundle. He confirms that he has met officers on several nights observing our venue. On no occasion have those officers indicated any concerns and have been praiseworthy in their assessment of our operation. Liebe also confirms that certain complaints have been made which cannot be connected to our premises because we were closed at the time. Liebe also sets out a period when we were closed on Fridays yet we were able to monitor the pedestrian traffic and disturbances around the Holmead Road. If anything, the issues were worse on nights we were closed.

19 Liebe also summarises the nightly observations he and staff members carry out outside our venue and the frequent noise measurements he takes and records in reports. His evidence further demonstrates that the issues with noise in the vicinity are demonstrably not associated with Chelsea Lodge customers.

20 The findings of independent expert witnesses and in Liebe's evidence are reflected in the instances where the noise team find no corroboration for noise complaints but also, simply by way of example, by this exchange with the Council's Licensing and Compliance Officer Ms Cristina Perez in August/September 2021. On 31 July 2021 a local resident, Margherita Scassa Anselmetti, emailed Mr Overton and noise officers complaining about a disturbance outside Chelsea Lodge that the resident videoed at between 01:00-01:45hrs. The resident suggested this was connected to customers of Chelsea Lodge. On 9 August 2021, Ms Perez asked my business partner Gavin to provide our footage of this incident. Gavin was away at the time, and Ms Perez then contacted me and I provided the requested footage to Ms Perez.

In email dated 20 September 2021 Ms Perez emailed me as follows (in so far as relevant, and with emphasis added):

On 20 Sep 2021, at 20:58, Perez-Trillo Cristina: H&F <Cristina.Perez-Trillo@lbhf.gov.uk> wrote:

Good Evening Chase,

31 July 2021 - Update:

Sincere apologies for my delay in sending you this update. I can confirm that the footage you provided (received 05 September 2021 via WhatsApp) does show the same group of individuals that were causing a noise disruption/climbing post in the recorded clips received via the resident.

***After reviewing this footage, it appears that this group were not customers from Chelsea Lodge.** We have noted this on records. I have also noted your full WhatsApp correspondence with respect to the discussions you had with your security and engagement with disruptive members of the public, and that the incident was successfully recorded on your side.*

I reviewed the resident clips again and it appears that 3 males of that same group were involved in an incident in which one of them climbed a lamp post. (It was the lamp post you identified in the recording you forwarded to me which is out of shot from CCTV at the premises). The resident has been advised that if someone is in immediate danger or a crime is in progress that should contact 999.

I would like to thank you for your time on this matter. If you have any questions please do not hesitate to contact me.

- 21 This is a concrete example of the Council's officers accepting that a residential complaint about customers of Chelsea Lodge was simply not borne out by the evidence and the evidence positively refuted the resident's no doubt honestly held, but mistaken, belief.
- 22 A noise expert, Mr Richard Vivian, provides a report in our evidence bundle confirming that the noise limiter through which music is played is set at a level that prevents music escape from our premises causing a nuisance.
- 23 The alleged "drink spiking" incident on 26 March 2022 that triggered the concerns of the authorities was not in fact a drink spiking incident at all. This was demonstrated by police forensic tests and has been accepted in the review application.
- 24 However, this incident did demonstrate that the "Bottomless Brunches" we held at Chelsea Lodge risked leading to severe intoxication of certain guests. We have acted accordingly. Despite this being a one-off incident with adverse consequences, we have permanently ended our "Bottomless Brunches" or other unlimited alcohol offerings at any time of the day. Therefore, this issue has been addressed. The police accept this is the case, and after a minor variation attaching certain conditions the police are satisfied that our venue promotes the licensing objectives. That is why the police have made no representation in this review.
- 25 Since we are prepared to accept a condition that there shall be no "Bottomless Brunches", or other promotions where unlimited alcohol is provided for a fixed price, it is not proportionate or appropriate to condition our licence so that it can only operate as a restaurant during the day and only open at 1pm.
- 26 It was of deep concern that one of the females who became intoxicated on 26 March 2022 was 17 years old. I was so furious that I summarily dismissed the manager who had let her in when I found out. Further investigations of our CCTV proved that this female had, in fact, provided what appeared to be valid identification verifying that she was over 18. Indeed, social media searches suggest she has gained entry to other licensed premises and purchased alcohol presumably using the same ID.

This is considered in detail in the report of Richard Bunch. Regrettably, we were duped by this female's false documentation but, as it now turns out, this was not down to our negligence. Nevertheless we have since tightened further our age-verification procedures and the training of staff.

27 Given the evidence, properly scrutinised, does not support the claims that our customers are the cause of the public nuisance complained of, I would invite the sub-committee to leave our terminal hours as they are and impose the conditions proposed in Annex A. The alternative courses, proposed in the review papers, would simply mean the end of our business and I believe that would be unjustified by the totality of the reliable evidence now available in these review proceedings.

28 I will now deal with the issues raised in this appeal in more detail, but first I will set out my personal history in so far as it is relevant to this review.

Personal history

29 In 2018 I acquired the site with investor backing and the last of my life savings. Approximately £150,000 was invested into the site to change the style demographic and introduce a more upmarket style of operation from what was previously there. Before completing on the site, extensive research was done into the history of the site and the previous operation. The premises previously operated as a fairly down-market nightclub and had done so for many years. Its clientele were problematic and were the subject of many residential complaints I understand. We invested heavily into the restaurant element of the premises and changed the purely vertical drinking nightclub in the basement into more of a club-style lounge area with tables, sofas and less vertical drinking. Although we still host DJ-led music and dancing in the basement, and it has a nightclub element, it is far less impactful than the previous operation.

30 The ground floor operates as a restaurant and bar. I attach sample menu for our restaurant.

31 We monitored the trade for the first few months and realised that we had a lot of issues with previous “members” from the previous operation, and an influx of heavily intoxicated youths descending on the door from other venues just before 2am, as historically the last entry was 2am. We made a licence application to reduce the last entry to 1am and remove the membership condition. From then onwards the operation smoothed out and the issues of before greatly diminished.

32 At the end of 2020, the investor pulled out and so my sister Tehillah invested all her savings along with my brother Liebe who also invested his entire savings, to help keep the venue going amidst Covid. I then sold my house to help the venue and make improvements to the outside as this was a brought up on a residents’ call.

33 I moved to the UK at the age of 18 following a tragedy in my family and me needing to step up to provide for my 5 sisters, brother, and mother in South Africa. I worked tirelessly in the hospitality industry on the south coast, becoming an area manager at a young age. 5 years after I moved to the UK I finally managed to move my family over as my dependants. I moved to London and worked in Westminster where I later took over a site in Leicester Square. This site I ran with Gavin, and my younger brother once he was of age. It was a 1,000 capacity venue. We took it from being one of the highest crime rate venues under the previous operation to the lowest in the area. I took on another group of venues in London, Watford and Guildford before exiting and starting the Chelsea Lodge.

34 I have always prided myself in reducing crime, giving people a safe environment to enjoy themselves, and upholding the licensing objectives. In each area I have worked there have always been issues prior to our involvement where we have ultimately, through engaging and a positive proactive approach, been able to fix.

35 To give two examples, we ran two sites in the Royal Borough of Kensington and Chelsea (“RBKC”). One had a resident who continuously complained about the site and management for years. There was a digital Dropbox which was shared with the authorities which would be inundated with complaints. I met the local authorities, and they explained the historic issues and the magnitude. I met with this resident, appeased her issues and was commended by the local authorities as they could

not believe how I had done it. I did this by directly engaging and working with the resident.

36 In relation to another site in RBKC, there was a resident who had previous issues. It took myself and Gavin one meeting with her where we went into her apartment, and worked with the local authorities to eradicate her concerns. We had Keith Mehaffy, an environmental health officer from RBKC, and our own acousticians all work together to set the noise limiter so that the resident complaints went away. I have always prided myself with meeting people, building a relationship with them and being on hand when they need. I have done the same with the Chelsea Lodge. Those residents that wish to engage directly can attest that we will always go above and beyond at any time of day whether it's attributed to the venue or not.

37 With Chelsea Lodge we have held frequent resident meetings and my phone number has been made available to local residents to call if there are any issues outside.

38 I believe I am a responsible individual who is community-spirited. To give one example, during the Covid lockdowns I was speaking to an NHS psychologist who told me about pressure healthcare workers were under. Myself, my brother Liebe, and another friend then started delivering pizzas we made for free to anyone who showed us they either worked for, or had donated to the NHS or Age UK. We had a pizza chef at the time living about Chelsea Lodge as he had nowhere to go, so we topped up his wages and he made these pizzas for us. We delivered them to worthy NHS staff and those who made charitable donations on a daily basis during a period of lockdown until we could no longer afford the wood to fire the ovens.

The intoxication incident on 26 March 2022

39 The Chelsea Lodge has been running brunches since opening. They have always been operated well, attracted a lovely group of individuals who wish to celebrate special occasions, birthdays, hen parties and even engagement parties. We have to date run over 150 brunches. The core demographic has always been primarily 90% female who feel safe in our environment (as attested to in the numerous

representations from women supporting our venue in this review). We have food with all the meals, and we have great live entertainment including drag queens, singers, musicians, and great hosts. The brunch starts with food and drinks in the first 90 minutes and then continues into entertainment and dancing.

40 They have been run with great care, management and have attracted guests from all over. We have never had an incident of a similar type to what occurred on 26 March 2022 which was the exception and not the rule.

41 “Bottomless” is not bottomless alcohol as the name suggests, it is merely a marketing ploy that hundreds of perfectly respectable London venues use to give the idea of value for money. It is loved by large groups because it is a “set menu” as it were, and they can budget easily without things getting out of control. It means a group of 10 can easily plan their occasion. The staff closely monitor, and risk assess each table on a case-by-case basis however as a policy, we slow the service down so that if a drink is finished it is not immediately filled up. The number of drinks per table are monitored and the sobriety of individuals are observed. We offer free soft drinks and water.

42 All staff are wave trained and had been 2 weeks before the event with a training session the police had arranged in Hammersmith. Everyone’s alcohol threshold is different which is why we monitor it closely. Someone might have 3 drinks and someone might have 5 without feeling the effects so it is all dealt with on a case by case basis. The staff are trained to notify management if there is any concern and trained in refusals. We have been running these for so long, including at many other venues, that we know how to deal with patrons if they complain or feel they have not had enough. We have the right to refuse, we have a duty to protect them and others. We will often have tables complain they have not had anyone come round to offer them a new drink yet. It is how we time things. We include entertainment mid meal which stretches 10-15 minutes at time. During this time we don’t serve anyone as we “don’t want to disrupt the show”. There are also multiple courses, these courses pull the staff away from drinks orders and focus on food delivery.

43 This event, as like the others started off well. I was not at the premises at that time. I understand the security was not on time but in the interest of not holding them all outside, the event manager and the venue manager made the call to open the venue. At first appearance I was devastated, as they are all so experienced. However, upon further investigation and interviews, we learned that the event manager who has run hundreds of events operated a Challenge 25 on all the guests. Upon reviewing the CCTV I was comforted to know he had done just as he told me.

44 Security arrived and continued to search bags and ask all patrons for ID. Upon learning that one of the girls were 17, I was away with my family on our first family holiday in years, my heart sank. However, upon speaking with my investigators in the subsequent weeks, I had to trust the training and expertise of the event manager and venue staff in that Challenge 25 would have been exercised and that there was very little chance that a 17-year-old looked 25. I reviewed the CCTV for months, but in the absence of knowing which of the four girls was the minor, I was unable to know whether ID was requested as per our challenge 25 policy.

45 It was only following the subsequent police meetings that I found out that the minor had in fact produced (falsified) ID to the security. (A photograph of this female holding her ID as she arrives at Chelsea Lodge is exhibited in Richard Bunch's expert report). This was a great shame to learn as it meant I had made changes to the team when in fact they had followed their training and experience.

46 The manager on duty acted professionally and within the boundaries of his experience and his training.

47 One of the females said she felt "ill". Not "drunk". The CCTV which we viewed with the police show her dancing and having fun and 10 minutes later, a totally different version of what she was before, without having had another drink. Staff gave her soft drink immediately and notified the manager. Her friends said they thought something was wrong as they had not had much to drink. Her friends took her outside, and the manager followed. They said they were going to take her home however the manager having just had recent WAVE training was against this. The

friends had said she had recently just broken up with a boyfriend, and lost a lot of weight as a result, which flagged to the manager to take more care. The parents said that her friends could take her back to Essex by train, but the manager insisted on calling an ambulance. He was on the phone to the ambulance for quite a while. Normal Policy is to deal with issues in the safe zone of the venue, which is closed, until the ambulance arrives, or first aid is administered. However, a fire engine which was driving by, stopped to check if all was ok. At that point another lady said she felt poorly. At this point the venue manager thought something was not right as both females said they felt ill. The fire engine then called for another ambulance.

48 As stated above, the usual policy is for incidents like this to be dealt with in the safe zone inside but with the manager now dealing with a fire engine outside and the 2 girls, and as he wasn't sure why the females were poorly and was concerned there could be something more serious going on, he responsibly took the decision to close the venue. This would now require him to not only keep an eye on both girls, but also ensure the venue is closed correctly with dispersal, and if he was in the safe zone downstairs with both girls, he would not be able to do this. For the record I believe he made the right decision, and although it meant having all this outside, the safety of the individuals far exceeded what the outside might look like to others. If there was a more serious incident such as spiking, this took priority rather than whether we had females outside being tended to by staff and paramedics. The business "image" takes a back foot when it comes to public safety.

49 Gavin was contact to assist and upon his arrival he too thought that something more serious had happened as he then identified a further 2 females and as a precaution wanted ambulances for them as well.

50 These were the right decisions made by the people in charge at the time.

51 Not only were the right decisions made to leave the females where they were to manage the closing down of the venue, but also the decision was made immediately by Gavin to preserve the potential "crime scene". He retained drinks and cordoned off an area which was later commended.

- 52 An immediate decision to cancel all future brunches were made albeit it this being an isolated incident. We worked with the police and really pushed to get the toxicology reports done by the forensic laboratory as at the start this was not going to be done.
- 53 No responsible licensee or venue holder wishes to ever have an incident where a potential spiking or incident leading to vulnerable persons can occur, and certainly not to have a venue with girls outside in the street, but it's far more important to remember that they were being looked after and the decisions made were the right ones.
- 54 In the event, and as confirmed in the review application, none of the females had their drinks spiked. It appears at least two of the females were taking prescription or over the counter medicines and this may have caused the adverse reaction to the alcohol.
- 55 I was also later told by a resident that she had witnessed some of the females drinking alcohol (or "pre-loading") immediately before they arrived at Chelsea Lodge. There is a time-lag between a person drinking alcohol and the effects of intoxication becoming apparent. I believe it is likely that these females had pre-loaded with alcohol immediately before they arrived at our venue, and the additional alcohol they were served in our venue, combined with the medication they were on, led to the deeply regrettable consequences on that day.
- 56 Following the incident, Gavin and I liaised at length with the police to provide them with everything they requested in terms of evidence and information about the event and those involved. As the police concluded their investigation into the incident, they recommended several conditions that in their opinion would safeguard customers and promote the crime disorder and licensing objective. Gavin and I were more than happy to adopt these conditions as they reflected steps that we had already put in place. We therefore made a minor variation application to enshrine those conditions on the premises licence.
- 57 All staff have also had follow up training and retraining.

58 I note from the representation of a local resident and customer of our venue, Ms Amelia Strand (Agenda Papers, page 93), where she recounts an incident when at the age of 19 when she turned up to our venue without ID. Our staff did not let her in without ID but instead assisted her with a taxi to take her home so she could return with her ID. This evidences our strict age-verification policy at Chelsea Lodge.

Music noise break out

59 From my discussions with the Noise Team officers, when they have attended complaints about music break out the issue concerns music that escapes the building when the door opens and closes as customers come and go.

60 We have recently had our noise limiter re-calibrated by an experienced acoustician, Mr Richard Vivian of Big Sky Acoustics. His report is in the evidence Bundle and confirms that this resolves the previous music escape issues.

61 We also employ noise monitoring equipment outside and at the back of the premises to ensure no nuisance results from our operation.

62 I note from the Noise Team's representation that they have made comments on the operation of Chelsea Lodge. It is correct that we advertise ourselves as being open late with a capacity of 200 people in our basement and 120 people on our ground floor. In fact, the overall fire safety capacity of the whole building at any one time is 225 people. We abide by that.

63 The basement trades more as a nightclub with the ground floor trading as a restaurant and bar and the ground floor of the premises has a much lower music noise level than in the basement of the premises. When music is played in the basement it cannot be heard outside as there are no windows or doors leading directly from the basement to the outside, however music from our restaurant and bar can be heard when the front door of the premises opens and closes but it is at a low-level that does not create a nuisance. As our expert reports record the

predominant noise outside is the noise from vehicles on the busy King's Road with drowns out any noise that momentarily escapes our venue.

Drinks promotions and drinks packages

64 The noise officer has made reference in his representation to the menu provided on our website that we sell "dinner party packages" and this includes the ability for our customers to buy set quantities of spirits cocktails or sangria and "bottomless Prosecco". This webpage has not been updated as we stopped providing these packages in June 2022 while we launched a new menu. They are no longer being provided at our venue.

65 But for the sake of completeness, I can give further information about this package when it was available. It was not an irresponsible promotion. Even when spirits were bought as part of a dinner party package they still work out as between £5.70 and £6.60 per 25ml unit of alcohol. This is more expensive than most pubs in London and more expensive than spirits offered in most venues' "happy hours". As to the "bottomless" offers the price of £30 per person for Prosecco and £40 per person for spirits is controlled by our service policies that ensure:

- Slow service
- No drinks service while serving food
- No drinks service during the shows
- Drinks are served in carafes so that the mixing is done by us, and we can dilute it more allowing roughly 6 drinks maximum per person but the dilution of spirits is less than 25ml per drink.

Bottle emptying

66 Our policy on bottles is that they are placed besides the bins quietly all bagged up and the end of night manager would supervise them being placed in the bin.

67 We understand there have been some complaints about noise from these bottles.

68 We have therefore accepted the revised condition 30 proposed by the Noise Team which reads: *“No commercial refuse, bottles or other waist will be emptied into bins or waste storage in the rear yard or any open or partially open space outside of the hours of 08:00hrs – 21:00hrs.”*

Rubbish

69 I have seen photographs in a resident’s representation of rubbish bags outside our premises. There was a very brief period where our refuse contractor BIFFA were missing collections, resulting in a pile up of rubbish. These images were taken during that period.

70 Given our contracted waste collectors let us down I arranged for an external waste company to collect the bags. On the days the external waste company would collect we would have to take the bags out of the bins and move everything to the front in anticipation of their collection as they did not have the trucks to lift and empty the bins and would not remove the bin bags themselves due to health and safety stipulations for their drivers. On one occasion I notified the President of the residents’ association of the issue and said I was resolving it but was giving him the heads up on the issue.

71 We since contracted our refuse collection out to LBHF’s own waste collection service and have biweekly collections with no issues.

Ice-machine issues & Plant Noise

72 Some complaints have been made suggesting that our ice-machine has been making a noise amounting to a nuisance. I turned off the ice-machine, yet

subsequent to that we still received 3 complaints from residents about noise from our (then off) ice-machine.

73 The Noise Team accept that previous issues with noise from plant machinery has now been resolved following works we have undertaken to mitigate noise.

Patron noise and dispersal

74 This appears to be the main source of complaints. We have received many complaints from local residents. The Council's noise and licensing teams have forwarded on these complaints to us.

75 For as long as we have been running Chelsea Lodge we have always strived to be a good neighbour and when we received complaints about this sort of activity we began monitoring customers leaving our premises and identifying if they walked up one of these neighbouring residential roads.

76 As explained earlier in my statement, we also looked to identify if people were involved in noisy antisocial behaviour as they walked along these roads and throughout our time here, although we have seen a number of incidents of unacceptable noise nuisance on those roads, the offenders have not come out of Chelsea Lodge but rather were among the many people who walk through those roads to pass from King's Road to Fulham Road and Fulham Broadway.

77 It is true that some of our patrons also walk that way, although our investigations have demonstrated the average number of our patrons walking down Holmead are only about 15 customers per night. So our customers form a very small minority of the people who walk down Holmead Road.

78 However, despite keeping observations, we have not witnessed any noise nuisance caused by them and we have a policy of monitoring Holmead Road specifically by deploying a street marshal at weekend nights and our own staff also monitor the area.

79 I have given an example above of a noise complaint forwarded to us by the Council's noise officer Ms Perez in August 2021. We were able to disprove the suggestion these people causing the disturbances were our customers. Unfortunately, when we presented this information to the complaining residents in one of our remote residents' meetings with the Council, we were told by residents that "if we spent as much time controlling our patrons as we did trying to prove our innocence there wouldn't be these problems". I find this a completely impossible situation. Our investigation identified that these people did not come from Chelsea Lodge but the residents would simply wish we did not or were not able to prove our innocence and instead control customers who are not ours.

80 In that same meeting a representative of the Noise Team was in attendance and when asked by the residents if any noise nuisance had been witnessed, they explained that although they had attended on two previous occasions (with no notice given to us so it cannot be said that we had taken any specific steps that we would not otherwise take) they had "unfortunately" not witnessed any noise nuisance. I find this to be incredibly disheartening as the officer had witnessed us not causing a noise nuisance and felt it was unfortunate. I do not believe it should be the role of a Council noise officer to take sides, as appears to have happened here, but instead to objectively and dispassionately investigate issues and act in accordance with the evidence, rather than buckle to pressure from certain residents.

81 Since that meeting, we believe that there have been a number of further visits (unannounced to us) by the Noise Team and yet again no noise nuisance caused by our patrons has been witnessed as there is a complete absence of such information in their representation. I cannot see how given that the Council's own noise monitoring experts have made visits to our premises and Holmead Road (I anticipate for lengthy periods of time given the complaints that had been made by the residents) and have found little evidence of our customers causing noise nuisance that this crucial evidence in support of Chelsea Lodge has not been put forward in their representation. This does not seem like a fair approach.

82 In order to obtain a consistent record of the noise produced by the premises I had a noise level recording device installed at the rear of the premises that will be able

to identify any excessive plant noise or any music break out as a result of our operation of Chelsea Lodge. This recording device monitors noise levels (and the cause of the noise levels) on a continual basis. Its captured information has been considered by our Noise Consultant Mr Richard Vivian who has provided a report for consideration by the Committee.

83 We conduct DB readings every 15 – 30 minutes as well as occurrence logs where we log things such as people walking up or down Holmead Road, any urinations, loud cars, cars parked playing music and many other ASB occurrences.

84 As a result of this we have managed to document the sheer volume of people who use Holmead Rd as a through road who are wholly unconnected with Chelsea lodge.

85 Myself, Liebe, and my staff regularly walk up and down the street and ask people who are unrelated to us to keep the noise down. This includes vehicles playing music, people walking, and people loitering etc. We act like the road's private security.

86 We try to engage with residents directly. This has always been my preferred and suggested route. I have put letters through residential doors with my contact details, circulated my phone number through the council, circulated my number through the President of the Resident's Association, and offered it up on residents' calls many times.

87 Although a few residents do call me if there is an issue, which I can then investigate and do resolve, the vast majority of critical residents do not contact me and instead call the Council's noise line and ask them to log the incident. This is then only brought to my attention months later, on average, and so I cannot investigate it. On occasions when I am told sooner I am usually able to demonstrate the disturbance was not caused by my customers.

88 I recall a number of occasions when I have been contacted by residents on my phone about disturbances and assisted residents with everything from moving on

groups of loitering individuals unrelated to the venue, to occasions where I have gone to check on a road where voices can be heard and moved on vehicles parked playing loud music which are also not associated with my venue.

89 To give some examples from this year (2022) of my responsive to residential concerns raised with me:

June 19th – I received a text from a resident at 22:49 about something banging at the back of the Chelsea Lodge. We were closed, but I got out of bed and hopped on my bike and raced over. I thought it was our rear gate, but the resident felt it might be a door, so the following day, I installed a new self-closer to the door he thought it might be.

27th August - I received a message at 21.28 about loud voices and shouting. We were very quiet at the time but investigated it to find a house on Holmead Road playing loud music which we logged in entries timed at 21.35, 22.07, 22.27 and 1:09am.

11th September – a resident said he was being disturbed by shouting from intoxicated individuals. We identified them as extremely undesirable individuals, which we moved on, but they returned and the resident said he would notify police, but we would continue to monitor. They were not associated with Chelsea Lodge.

22nd of September – I received a message from a resident thinking that there was an issue at The Chelsea Lodge as there was noise outbreak they had not heard before and that they could not sleep. I advised we weren't open, but I would get someone to go down to check. It transpired it was a house party on Wandon Road which continued into the early hours of the following morning, however we went to check and identify regardless.

90 In addition to this we have been asked to move along and monitor people that were from another venue, Lost, and we did this.

91 We have moved vehicles along off Holmead Road on countless occasions. We keep an eye open for thieves and opportunists which has happened on numerous occasions.

92 Quite recently there was fly-tipping that occurred on Holmead Road which consisted of old used cooking oil and other items. A resident left a card at the Chelsea Lodge as though it might be my rubbish. I called her immediately when my colleague passed it over and I then got onto the CCTV to assist and sent her all the details of the individual fly-tipper. I believe the residents found who was responsible, but I also understand some residents then thought I owned the other restaurant which was behind the fly-tip on Holmead Road and in front of my other business. I was saddened to learn that this was the response to me making such an effort to help the street.

93 There have been numerous thefts, car break ins and a moped theft, and without fail, I will always spend hours trawling through cameras to try and assist.

94 I strongly believe, from spending every night out on the streets and witnessing the sheer volume of people that walk around, use Holmead Road as a through road, cause ASB unrelated to the Chelsea Lodge, park vehicles playing loud music and so on, that us being there on that corner late at night is an asset to the area. An asset that all the residents who directly engage with us appreciate.

Temporary Event Notices

95 Between September 2021 and December 2021 I applied for 9 temporary event notices to permit us to operate to extended hours. All of these were permitted without objection from the Noise Team or Police. This strongly suggests these responsible authorities had little or no objectively justified cause to object to these extensions.

Policies

96 We have existing Policies in place on :

- (a) Search and Dispersal – which was approved by the police licensing officer
- (b) Outdoor Area Management Plan

Both are included in our evidence Bundle.

Conclusion

97 It is disheartening to work so hard and give up so much to face the real risk that my family and I will lose everything we have worked for (including my family home), and invested due to a core group of residents who have made unsubstantiated allegations of public nuisance. It is also disappointing that Council officers, seemingly pressurised by residents, appear to have taken the side of certain vocal residents despite not having independently verified the accuracy of the resident complaints. Indeed the Council officers first hand observations appear to support our venue that, save possibly for momentary raised voices on the rare occasion, our customers are not the cause of significant public nuisance in the area.

98 I want nothing more than to work closely with the Council, as we have done before. This review application appears to have driven a wedge between our venue and the partnership approach to licensing. Following this review I intend once again, to work with all residents and the Council in promoting the licensing objectives but also continue to provide the wider community with a venue they enjoy and appreciate very much.

I believe that the facts stated in this witness statement are true and accurate to the best of my knowledge and belief.

[Digitally signed]

CHASE McGUINNESS

Dated: 30.9.2022

**Before the London Borough of Hammersmith and Fulham’s
Licensing Sub-Committee**

Review of Premises Licence for Chelsea Lodge

562 King’s Road, SW6 2DZ

ANNEX A:

**LICENCE HOLDER’S RESPONSES TO CONDITIONS
PROPOSED BY RESPONSIBLE AUTHORITIES**

Key: “LA” - Licensing Authority in Review Application; “EH” – Noise Team in representation

#	<u>Condition proposed</u>	<u>PLH’s Response/ Counter proposal(s)</u>	<u>Comment</u>
<u>LA</u>			
1.	Start time for licensable activities amended to 13:00hrs	Amended proposed: Start time for sale of alcohol is noon.	This permits opening for lunch with alcohol.
2.		Additional condition proposed: There shall be no “bottomless brunches” or similar offering or other alcohol promotions whereby an unlimited quantity of alcohol is supplied for a fixed price.	This condition directly addresses the daytime issues relating to alcohol intoxication.
3.	Terminal hours for all licensable activities restricted to 1am of Friday-Saturday	Not agreed	This will end the viability of the business and effectively close the venue. It is inappropriate and disproportionate given the totality of evidence.

4.	From 13:00 to 17:00 any sale of alcohol at the premises shall be subject to the following conditions: (a) Any sale or supply of alcohol on the premises shall be to customers seated at tables by waiter/waitress service. (b) Alcohol supplied for consumption on the premises shall only be supplied with and be ancillary to food to be consumed on the premises at the same time. (c) The sale and consumption of alcohol on the premises shall be to customers seated at tables. Vertical drinking shall not be permitted.	Not agreed	Given point 2 prohibiting bottomless brunches, which was the primary cause of daytime intoxication issues, this condition is unnecessary, inappropriate and disproportionate.
5.	No external speakers will be used outside the building.	Agreed	
6.	No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 23:00 hours and 08:00 hours on the following day.	Agreed	
7.	Whenever the premises is providing licensable activities there shall be a personal licence holder on duty at the premises.	Agreed	
8.	After 22:00 hours the terrace area hatched in grey on the plan shall not be used.	Agreed	
9.	After 22:00 hours there shall be no more than 30 people at any one time in the terrace area hatched in red on the plan.	Agreed	
10.	After 22:00 hours there shall be no consumption of alcohol in the	Agreed	

	terrace area hatched in red on the plan.		
11.	After 22:00 hours the terrace area hatched in red on the plan shall be constantly monitored and supervised to ensure that customers assist in the promotion of the licensing objectives.	Agreed	
12.	After 22:00 hours the terrace area hatched in red on the plan shall be inaccessible from the public highway.	Agreed	
13.	After 22:00 hours the front doors located on the east side of the terrace area hatched in red on the plan shall be closed.	Agreed	
14.	Remove this condition: An additional period after the normal hours permitted in the licence for the supply of alcohol shall be permitted on a maximum of twelve days in each calendar year (excluding applications made under TENs). The additional hours shall be permitted only if written notice has been served on the licensing authority and the police at least seven days beforehand. The police are to have an absolute veto in respect of these occasions.	Not agreed	There is no evidence these special events cause an issue and the police have a veto in any event.
15.	There shall be no admittance or re-admittance to the premises after 00:00.	Not agreed	There is no evidence the current last admission time of 1am causes any issues.

<u>EH</u>			
16.	<p>“The licensee shall install a tamper proof noise limiting device in each area where amplified entertainment is provided. The limiting device shall control the overall sound pressure level, as well as each 1/3 octave band and shall be set such that the following criteria is achieved when the main entrance/exit outer door is in the open position: The music noise level (MNL), measured as a 15 minute L(A)eq, 1 metre from the façade of noise sensitive properties, shall not exceed the representative background level L90 (without entertainment noise). And, the L10 of the entertainment noise measured over 15 minute period 1 metre from the façade of noise sensitive properties, shall not exceed the representative background noise level L90 (without entertainment noise), in any third octave band between 40 Hz and 160Hz.</p>	<p>Not agreed.</p> <p>Counter proposal in line with LBHF’s model sound condition:</p> <p>"A tamperproof sound limiting device for amplified equipment shall be installed and in operation on at the premises, with all amplified equipment played through the device. The device shall be set at a level agreed with the Noise and Nuisance Team"</p>	<p>The PLH’s expert acoustician (Richard Vivian) states that the EH proposal is unworkable.</p>
17.	<p>No commercial refuse, bottles or other waste will be emptied into bins or waste storage in the rear yard or any open or partially open space outside of the hours of 08:00hrs – 21:00hrs.</p>	<p>Agreed</p>	
18.	<p>Reduction in terminal hours to 01:00hrs on Friday-Saturday</p>	<p>Not agreed.</p>	<p>See above.</p>

TO START

SEARED TUNA Tuna pate, avocado cream (gf)	£11
32 DAYS AGED BEEF TARTARE With gherkins, chives, light mustard truffle dressing, burrata, heirloom tomatoes, basil oil (gf)	£9
ROSEMARY PIZZA BREAD (Vegan)	£7.5
ZUCCHINI FRITTI Chilli, basil mayo (Vegan if mayo removed)	£7
TRUFFLE ARANCINI Parsley cream, basil oil (Vegan)	£5.5
TRUFFLE POLENTA FRIES (Vegan)	£6
AUBERGINE White miso emulsion, caramelised walnuts (Vegan)	£8

FOR YOUR MAIN COURSE

POACHED HALIBUT In a white wine sauce, broccoli, chives, crispy samphire, and smoked almonds (gf if crispy samphire removed)	£19.5
GRILLED OCTOPUS Marinated salsa, roast pepper cream, sunblush tomato puree (gf)	£19
GRILLED TUNA Ginger sauce, watercress with sunblush tomato mash	£19.5
PAN FRIED CHICKEN Baby carrots, broccoli, jus	£17.5
SPRING LAMB TWO DAYS With confit baby carrots, onion cream, burnt onion, honey mustard and jus	£17.5
FILET STEAK With roasted onion shallot, truffle mash potato, bone marrow crust, jus	£25
TEMPURA COURGETTE FLOWER Quiona, vegetables mix, avocado, peppers (Vegan)	£17

YOUR BIT ON THE SIDE

TRUFFLE MASH POTATO (gf) (Vegan)	£5.5
CREAMY SPINACH Pine nuts (Vegan)	£5.5
TENDERSTEM BROCCOLI Chilli, roasted almonds (gf) (Vegan)	£5.5
FRIES Rosemary salt (Vegan)	£4.5

PIZZA

BUFALA CAMPANA Pesto (Vegan)	£12.5
GOATS CHEESE Caramelized onions, smoked aubergine, micro coriander, white base (Vegan)	£13.5
SMOKED AUBERGINE Vegan cheese, italian pepper, squash, tomatoes, pine nuts, pesto sauce, micro rocket (Vegan)	£13.5
PEPPERONI N'duja, fresh oregano, mozzarella	£14.5
PEPPERONI And chilli honey	£14.5
GORGONZOLA Italian sausage, mushroom, truffle oil	£14.5
PROSCIUTTO COTTO Button mushrooms, oregano, white base	£14.5
SAN DANIELE HAM Burrata, pesto	£16.5
QUATTRO FORMAGGI Taleggio, provolone, parmesan, Gorgonzola (Vegan)	£16.5
BRESAOLA Rocket, parmesan, truffle oil, pesto, white base	£16.5
TRUFFLE PIZZA Buffalo mozzarella, fresh truffle, white base (Vegan)	£19.5

DESSERT

STICKY TOFFEE PUDDING With ice cream	£7.5
SORBET SELECTION Lemon, or passion fruit	£3

FOLLOW US ON INSTAGRAM @THECHELSEALODGE

Please always inform your server of any allergies or intolerances before placing your order.
A discretionary optional service charge of 12.5% will be added to your bill.

FOOD MENU

THE CHELSEA LODGE

THE CHELSEA LODGE

Search and Dispersal Policy

Inclusive of Entry, ID scan and Outdoor Management

Our company recognises the importance of ensuring that our customers leave at the end of the night in a safe, controlled and efficient way; The *Dispersal and Outside Policy* has been created to ensure the following:

- Minimum of noise and nuisance caused to our neighbours and the general public.
- To reduce the risk of crime and disorder.
- The safety of patrons as they move towards taxis / routes home or to other venues.

This policy has been prepared with regard to the maximum capacity of the venue; should the venue trade with a lower capacity or for other specific events, the operation will be risk assessed and adapted when necessary.

The Chelsea Lodge ensures that entry and dispersal of customers is completed by taking the following steps:

Entry

- A queue system will be used to control the area immediately outside the main door, this will queue to the left across the terrace doors away from Holmead road. During peak trade there will be one extra queue bookings and guest list to the right which we will close at midnight.
- Door supervisors outside the premises will wear high visibility SIA security badges and smart black suit.
- Any queue will be supervised by a minimum of 1 SIA door supervisor.
- A minimum of 2 SIA door supervisors will be stationed outside the front of the venue from 10pm until the end of trade and customers have dispersed. 1 of these will be located on Holmead road at all times.
- ALL security and venue management and staff are to be extra vigilant and with any sighting of noise or ideally any situation which looks like it may create noise, they are to approach and engage to reduce or prevent by quietly speaking and making “be quiet” gestures to anyone involved in the situation. If walking with people to guide them away from residential areas is required, this is the procedure to follow.
- A manager will regularly monitor outside area regularly throughout the night.
- A manager will be on duty at the reception area on busy nights and at peak hours.
- A manager or dedicated staff member will carry out noise decibel readings at the rear, side and front of the venue at regular intervals.
- Queue management will ensure the pavement is not obstructed, to allow for free flow past the premises.
- Customers waiting in the queue will be advised on likely waiting times due to the ID scan; in the event of excessive waiting times customers will be encouraged to find alternative venues to avoid congestion.
- Customers causing noise or disturbance from any other venue will be refused entry.
- Customers who appeared to be impaired/intoxicated through alcohol or drugs will be refused entry.
- Customers trying to smoke outside will be directed to the smoking area in line with the Venue’s smoking policy. A no re entry policy is in place.
- Customers are not permitted to leave with bottles or glassware. This policy is supported by a vigilant door team and supervised by the manager on the exit.
- To avoid allegations of drink spiking the venue will not encourage a public area for the retention of drinks for smokers; customers will be encouraged to consume their drink prior to leaving or to leave their drink with a trusted friend.
- Door supervisors will monitor activity outside throughout each night to ensure that there is no crime and disorder, noise or disturbance arising from customers of nearby venues.

- A detailed entry will be made in the incident book of any crime or disorder. The Duty manager will liaise with the Police as and when necessary.
- An entry will be made in our local analysis book for any noise problems in the area.
- Door supervisors will be vigilant and proactive in preventing crime and disorder and will assist police within their ability/powers/authority

ID Scan

After 21:00hrs all customers entering the premises shall have their ID scanned on entry. The details recorded shall include a live facial image capture of the customer and capture the photographic identification produced. The details recorded by the ID scanner system shall be made available to the Police and the local authority upon request. (b) The requirement in (a) above is subject to the following exceptions, namely that a maximum number of 20 guests per night may be admitted at the Managers discretion without necessarily photo ID being scanned and recorded. The admission of such guests however shall be in accordance with the following procedure:

- The DPS shall approve in writing the names of a maximum of three managers other than him/herself who are authorised to sign in such guests.
- A legible record (the signing in sheet) of those guest's name shall be retained on the premises for inspection by the licensing authority and Police for a minimum period of 31 days. The name of the DPS approved manager authorising the admission will also be recorded by that manager
- Where there are appropriate reasons for a guest not to be able to produce ID and be subject to ID scan, the Approved Manager may still permit entry. In such circumstance he shall also record the reasons for this in the signing in sheet.
- If the electronic ID scanner is not operational the police and the licensing authority will be informed of this fact within 24 hours and a repair timescale provided.
- All patrons who attend a pre-booked or private event at the premises shall have their ID Scanned on entry. The details recorded shall include a live facial image capture of the customer and capture the photographic identification produced. The details recorded by the ID scanner system shall be made available to the Police and the local authority upon request.

Search Policy

The Venue will operate a random search policy of patrons entering the club. This is to prevent any drugs, weapons, alcohol and any other illegal substances or anything that is not permitted on the premises

- Weapons will be seized, logged and police will be notified
- Drugs will be seized, logged and comply with our drugs policy
- Alcohol will be seized and thrown away, and it will be down to the discession of the management if the patron may still enter depending on the circumstances

The searches may include but are not limited to:

- Bag searches, pat downs, requesting patrons to empty pockets, checking inside phone cases etc.

Dispersal

- Door supervisors will be proactively dispersing customers outside via direct 121 communication and positive engagement to encourage quiet behavior.
- The venue MUST operate a staged dispersal. Bars must close 30 min before the end of the session. Room 2 will close 15 minutes before the end of the venue and then the final bars music will close last to allow staff to disperse people in smaller groups.
- A minimum of 4 SIA door supervisors will patrol outside the premises to ensure customers leave the area quietly. Customers causing noise or disturbance will be asked to be quiet; those that do not will be refused entry to the venue in future and banned on the ID scan system
- At close of business additional Door supervisors will move outside to assist in dispersal when on shift. We operate with 6 and sometimes 7 security on peak sessions.
- At close of business a manager will be in the reception area, to monitor any potential noise pollution, and proactively communicate with Door supervisors at the front door and on the external dispersal.
- All patrons will be asked to keep the noise down as they leave and ushered to dispersal zones. Especially at the top of Holmead road.
- Patrons will be encouraged to book taxis before leaving.
- Ropes and poles to the left hand side of the entry/exit doors will discourage people from congregating in front of the venue and to keep them away from the highway, on dispersal.
- A Door supervisor will be stationed at the end of the ropes by the front door to advise customers of the location of the taxi collection points.
- On busy nights, subject to an operational risk assessment, a door supervisor will patrol along the Street from 12am until the close of trade to manage the dispersal.
- Door supervisors will be proactive in asking drivers of vehicles to lower the volume of any loud music being played via communication and engagement.
- Door supervisors will request drivers of vehicles to park/idle away from residential accommodation.
- Door supervisors will discourage any guest from double parking/obstructing the street via communication and engagement; those that do not cooperate will be refused entry to the venue in future.
- To assist customer departure and reduce the potential for people carrying glassware out of the premises, towards the end of trading, service points at each bar will be reduced with staff reallocated to collect glasses or work in the cloakroom.
- Music volume will be lowered gradually during the last 15 minutes to reduce shouting and boisterous behaviour when people exit the Venue.
- Lighting levels will be gradually raised during the last 15 minutes to allow customers time to acclimatise to the brighter surroundings and the need to exit the venue.
- A member of Management and a Door supervisor will oversee the safe and orderly collection of coats and bags from the cloakroom to prevent flash points.
- Notices are positioned in the foyer, requesting customers to leave quietly and respect our neighbours.
- Litter patrols will be carried out 30 meters either side of the premises at close of business. Especially on Holmead road.
- Customers will be supplied with information on transport options available late at night from door staff or management.

- Any persons found to be in need of additional assistance when leaving the Venue will be escorted politely to the exit doors by the door supervisors or a member of the Management Team to ensure that they can safely leave - where necessary a Minicab will be arranged to take them to their ultimate destination.
- Security (4 minimum) will stay outside the venue until a minimum of 30 minutes after closing to prevent any noise from other venues customers.
- Any vulnerable persons shall be kept inside until resolved.

**Before the London Borough of Hammersmith and Fulham's
Licensing Sub-Committee**

Review of Premises Licence for Chelsea Lodge

562 King's Road, SW6 2DZ

WITNESS STATEMENT OF LIEBE McGUINNESS

Personal Background & Experience

1. My name is Liebe McGuinness. My brother Chase McGuinness moved me and the rest of my family over from South Africa when I was very young. I spent my young teenage years working in the family pub, and when I hit 18 years old, I moved to London to work with Chase and my sisters. My first London job was working in Leicester Square in a 1,000 capacity venue where I was trained in management. I spent the first 6 months on the front door understanding security management, searching and dispersal.
2. I then moved to running the inside of this venue where I trained in conflict management and the ensuring the licensing objectives were promoted at all times. When I completed that I then spent 3 months monitoring the CCTV continuously during trade across 4 floors, 2 entrances, 4 separate staircases spanning the 4 floors. Here I would monitor security, the front door, the bars, the dancefloor and be on the lookout for any ASB as well as anyone vulnerable.
3. After a year in Leicester Square, I moved into casino management before joining Chase, Gavin and my two sisters; Tehillah and Elphin at the Chelsea Lodge in 2020.
4. I make this statement in relation to the review application and representations relating to Chelsea Lodge.

My current role at Chelsea Lodge

5. I now work outside the Chelsea Lodge monitoring occurrences and conducting sound decibel (DB) readings to ensure sound levels do not disturb residents. I try where possible to record in

film and/or in writing the occurrences that happen on Holmead Road, King's Road and Wandon Road where I can.

6. I have made a large number of reports on all my observations as well as numerous videos. These are voluminous and can be inspected on request. For the purposes of this review hearing, and by way of example, I have attached two sample reports one from June 2022 and one from July 2022 to my statement.

7. Occurrences:

- a. I record in writing and/or film, the people walking up or down Holmead Road.
- b. I record in writing and/or film the people walking up or down King's Road.
- c. I record in writing and/or film the people in or around Wandon Road.

8. DB readings

- a. I take DB readings for 30 seconds outside different points on Holmead Road and Wandon Road
- b. I use a decibel reader, and then also film the decibel reader with a decibel app on my phone so that the two readings can be compared.

My findings and reports

9. House parties

10. House parties happen on a regular basis in residential premises on Holmead Road and Wandon Road. What people do within their own properties is up to them, but it is important to report as it can easily be mistaken, and has been mistaken by local residents, for noise associated with The Chelsea Lodge and its customers. To name a few examples:

- a. 27.08.2022 – received a complaint from a resident on Wandon Road about females' voices being loud on Holmead Road. No one was seen at the top of the road at the time, I completed a video and DB reading. We had very little customers at the time, so I monitored this more and could hear music and women's voices, but this was on Holmead Road, so as the area was so quiet, I presumed perhaps he had heard this. These women were not Chelsea Lodge customers. I am not sure if they had a back garden but windows

were closed. This music and loud voices continued until 01:09 when I made my final log on it. I went around the venue to also look at any other points where this resident could have heard loud voices, but it's the only thing I could hear. This house was on the opposite side of the street to the complainants' house but logged nonetheless in case anyone thought it was us or other people in the area.

b. 22.09.2022 – from Thursday night into the early hours of Friday morning there was a very loud party at a property at the rear of Chelsea Lodge and backing onto the homes of Holmead Road residents. I was contacted as a resident felt it was unusual that they were disturbed by the Chelsea Lodge. I investigated and found it to be a house party which was playing very loud music into the early hours of the morning on Friday. We were closed at the time.

11. There have been many other instances of large groups of individuals in and out of houses with drinks, standing outside greeting guests, playing loud music etc. Again, it's their homes, their lives and they should enjoy themselves but the importance of mentioning this is to ensure that it is clear that it is not us as causing the disturbance experienced by some residents. There is often mention in the representations of audible music and bass stopping them from sleeping, where these residents live so far down Holmead Road. I cannot pick up any music, bass or beat when I stand at the back of the property with the recording device and so the music these residents are hearing is not coming from Chelsea Lodge.

12. People urinating

13. These instances are important to note as these are not our customers, and if they ever tried to enter, they would never be allowed. There were representations made in this review suggesting "customers of Chelsea lodge" urinate in their doorways and gardens but I can confirm they are not our customers. I have listed 3 occasions in September 2022 alone below, but there have been plenty others.

a. 04.09.22 – 01.45 – 2 males urinating on the bridge on King' Road. This I spotted while doing my DB readings on Wandon Road. I managed to film this. These males were not customers of Chelsea Lodge.

b. 16.09.22 - 23.42 – 4 males walking up Holmead Road were spotted being quite loud, 1 male urinated. When they got to the top we told them it had been reported and they can

get fined for that, and they quickly moved on. These males were not customers of Chelsea Lodge.

- c. 25.09.22 – 01:00 – 1 male urinating on Wandon Road, which I managed to film. I was doing a DB reading at the time when I witnessed this. He was not a customer of Chelsea Lodge.

14. People in vehicles parked / Loud vehicles driving down the road

- a. In the reports there are many references to cars playing loud music going down the road or whilst stationary.
- b. There are references to people parking in vehicles doing balloons

15. These are not our customers. I log these incidents and, where we can, we go up to these vehicles and get them to turn it down and move on. It only takes a moment of loud beating music and loud voices from individuals loitering, for someone to be disturbed and if a local resident were to hear this beating music, it is very possible to mistake it for music emanating from our venue. Several residents appear to have done just that.

Noise Nuisance team visits

16. On a number of occasions I was present to meet officers from the Council's noise and nuisance team who were inspecting Chelsea Lodge. The officer did not only come for a few minutes in response to a complaint, they told me that they had been sent down to monitor the venue over long periods of time. Every time they attended, they confirmed they were happy with the way the venue was operating. On one occasion the officer even told me they were "very impressed". Another time the officers witnessed first-hand the sheer volume of people (not associated with Chelsea Lodge) that use Holmead Road as a through road. Officers witnessed first-hand our security and the staff ensuring that even non customers were told to respect the neighbours and keep quiet.

17. Examples of Noise Nuisance Team Visits (which are not mentioned in the noise officer's representation in this review):

- a. Saturday 26th June 2022 – arrived 00.09 and left 00:55

b. Saturday 2nd July 2022 – arrived at 00.26 and left 1.55.

18. Holmead Road is a through road which joins Fulham and Kings Road. Many people who attend other late night venues in King's Road and use this road to access the late night travel hubs on Fulham Road and Fulham Broadway. Some congregate on the corner of King's Road and Holmead Road as well as King's Road and Wandon Road but these are not our customers. Nevertheless our security do their best to move these people on and quieten down.
19. The reports show that less than 10% of the total number of people that walk down Holmead Road are Lodge customers. If I witness any anti-social behaviour from anyone who then tries to enter the Lodge, I would radio the door team and inform them of this. The door team would then reject them from entry. Most don't even try as going to the Chelsea Lodge was never their intention. We try and engage with everyone who walks along the road (including the 90% who are unrelated to the venue), if they make noise, to ask them to be quiet and respectful as they pass along the road.
20. It is important to note as there are well over 2,000 people in the reports over a very short period of time, where the amount of foot fall, loud cars, ASB and loitering is notable and where no attempt is made by them to enter the venue. It is important to realise the value of this venue, myself and the security on the street and what we do for the street and surrounding neighbours.
21. Our security team and I regularly walk up and down the street and ask people who are unrelated to us to keep the noise down. This includes vehicles playing music, people walking, people loitering etc. We act like the road's private security. I have given some recent examples below of the positive effect our late night presence has on people in the area unassociated with our venue.

a. Saturday 25th June 2022:

23:40 - People midway on Holmead Road talking quite loudly. Not our customers. Approached and asked to keep the volume down and they said they were residents. We explained we were sorry and were just keeping the road quiet. They went inside after a while.

00:52 - Cars having a standoff down Holmead Road with none of them prepared to reverse, multiple cars involved, security went over to help them and guide them reversing out.

01:31 – Group of rowdy drunk males walked passed the entrance to The Chelsea Lodge towards Holmead Road. One male shouted he needed to “pee” while walking towards Holmead. The security asked them to keep their noise down as we have neighbours on Holmead. Our door host, in a further attempt asked if he would like to use our toilet, in an attempt to engage with the males before entering Holmead Road. The males continued to walk down the road, shouting louder. In another attempt to quieten them down the males got aggressive and abusive shouting “f your mum” and “f you you bald c**t”. When we realised we were not going to be able to keep them quiet we had to leave them to prevent an altercation. They continued down the road very loud. This is just one example of many of how hard we try. These are not our customers.

b. Friday 1st July 2022

Random car parked in the middle of Holmead Road loud music. Asked to be quiet by security. Car left.

01:05 - Black SUV parked on Holmead Road, Not a customer. Very loud. Drove off when saw us come over with a torch.

c. Saturday 2nd July 2022

0:31 - we sent some staff down Holmead Road to clean, there was a lot of rubbish and bags which seemed like it had been dumped. This was all along the one side of Holmead Road.

d. Friday 8th July 2022

A moped was half way down Holmead Road with a passenger. It appeared in the distance that they were looking in the back window of a car looking for items to steal. A staff member shouted at them and they sped off, we didn't get any details and staff was also alone so didn't want to try to film them in case they had a hammer or something to steal

things, and then see our staff member as a threat. Our staff left shortly after. We were closed at the time of this incident.

e. Saturday 9th July 2022

01:48 – staff made this report: “there was a guy sat on the floor on Holmead Road, wasn’t our customer, but we moved him to where we felt he was safe, and we could keep an eye on him until his taxi arrived. He didn’t seem vulnerable, only drunk, and looked like he was falling asleep while on the floor.”

f. Saturday 13th August 2022

00:35 - Group of males playing loud music and doing balloons in their car on Holmead Road. Security asked them to move on due to residents, they left. They were not Chelsea Lodge customers.

g. Friday 26th August 2022

00:58 - Group of 6 people, unrelated to Chelsea Lodge, on Holmead Road, being loud. I sent security to move them on, and he asked them politely and they did move on.

22. We were closed for some Fridays in July 2022. We employed a member of security to work a few of these Fridays, even though we were closed, in order for us to get accurate reports of the situation when we were not operating. The reports’ findings were that there was more noise while people walked up or down Holmead Road than when we were open. We didn’t record everyone as the security member went home at midnight on occasions, but there were nearly 150 people recorded on one of the nights whilst we were closed. It is clear from these reports that The Chelsea Lodge is not responsible for most of the pedestrian traffic in the area. Below are only a few on the entries on the nights we were closed.

a. Friday 8th July 2022 – recorded by security

21:51 - Big group of students went pass by Holmead Road to King’s Road towards Chelsea. Approximately 50 kids together - quite loud and drunk.

21:53 – 3 very drunk girls, very loud, walking with beer cans and cigarettes on Holmead

23:26 – 4 guys walking down Holmead Road, loud and drunk

00:00 - Big group of guys and girls very loud, probably 10, walking off Holmead Road off Kings Road towards Embargo.

b. Friday 15th July 2022

22:46 – drunk man on Wandon Road

23.17 – very big party with loud music going on in the Rug company opposite Holmead Road

23. Should we not be there, there is no one to ask the cars to be quiet when they park up and play loud music. There is no one to ask the people walking up and down Holmead Road to keep their voices down. There is no one to move people along. There is no one keeping an eye out for any suspicious behaviour. Our staff and security's presence in the early hours helps to reduce the issues in the area.

Residents' videos

24. I have viewed a number of videos submitted by residents in this review. I can categorically state that none of the rowdy individuals in these videos are customers of Chelsea Lodge. I know this because of the following:

- a. We do not permit our customers to either enter or leave our venue with drinks – any people with drinks on the street are not ours;
- b. We have a dress code and some of the clothing worn by these individuals would not enable them to enter our venue;
- c. We have also, where available, scrutinised CCTV footage from inside our venue on where dates have been provided. We have been able to confirm that in some of the videos the persons filmed had not been into Chelsea Lodge.

25. I believe these videos submitted by residents actually support Chelsea Lodge's response to the review application – they are positive examples of where residents honestly but wrongly believe people who are making a disturbance in the area are associated with Chelsea Lodge when in fact they are nothing to do with our venue.

Residents who engage with us

26. Having myself and the team in the street, we are able to respond quicker than any noise team could. The neighbours who actually engage with myself or the team find that they can call on us for anything. One of the residents will text for anything he hears and asks on a regular basis for us to go and investigate or move people along. These are not our customers. They are often undesirables that have not been at any venue. If a resident had a disturbance, they would have to phone the noise team to make a report, phone the police if it was ASB – but we are there, a simple message and we can help all the residents as we help a few that do engage with us. It is unfortunate and upsetting that everything negative is automatically attributed to the venue and brought up once every 3 months in a resident's call. I feel we have always gone above and beyond and will continue to do so.

I believe that the facts stated in this witness statement are true and accurate to the best of my knowledge and belief.

[Digitally Signed]

LIEBE MCGUINNESS

Dated: 29.9.22

DATE :	1st July 2022		DAY	Friday		
TIME	DETAILS	Holmead Y/N	our customers? Y/N	How many people	video evidence Y/N	logged by?
	Customer from lodge leaving in his car at holmead road	Y	Y	1	Y	LIEBE
22:30	22:30 - first db read of the night at 48.8db midway down holmead road	Y	N/A	0	Y	LIEBE
22:33	Customer from lodge in white dress walking at holmead road few people cominh towards lodge	Y	Y	1	Y	LIEBE
22:34	High way maintenance at holemead road	Y	N	0	Y	LIEBE
22:37	Wandon road is quite and no noises	N	Y	0	Y	HAMI
22:45	Rumbold road, 57.1db, quiet on the street	N	N/A	0	Y	SAM
22:48	outside the venue on corner of holmead road @ 66.2db	Y	N/A	0	Y	SAM
22:50	2 Pedestrians, Holmead Road, Not from the chelsea Lodge	Y	N	2	Y	HAMI
22:54	a loud bike with 92 DB went pass kings road recorded	N	N	1	Y	HAMI
23:00	Customers arriving on Holmead road in a vehicle.	Y	Y	2	Y	HAMI
23:01	2 Non lodge customer on Holmead road.	Y	N	2	Y	HAMI
23:00	Walking up kings road towards wandon road and on corner of the road there to do DB reading. Max around 76db with cars coming past	N	N/A	0	Y	SAM
23:04	Random car parked in the middle of holmead road loud music. asked to be quiet. car left.	N	N	2	N	HAMI
23:04	Man running towards the Chelsea Lodge, came into the venue, he was running as he thought it was last entry	Y	Y	1	N	LIEBE
23:05	None lodge customer entering a taxi on holmead road	Y	N	3	Y	LIEBE
23:11	none lodge customer walking down holmead road holmead road	Y	N	1	Y	LIEBE
23:11	Bottom of Holmead Road all clear of people	Y	N/A	0	Y	LIEBE
23:13	3 drunk none lodge customer walking up holmead road towards kings road	Y	N	3	Y	HAMI
23:14	Outside of the chelsea lodge, on top corner of Holmead road, normal traffic flow, average DB reading of 70db	Y	N/A	0	Y	LIEBE
23:22	4 None Lodge customers being loud on kings road	N	N	4	Y	SAM
23:23	Two lodge customers walking down Holmead Road	Y	Y	2	Y	HAMI
22:36	3 None lodge guests with alcohol cans walking up holmead road towards kings road	Y	N	3	Y	SAM
23:37	DB reading middle of holmead 53.5db	Y	N/A	0	Y	SAM
23:38	Taxi dropped off 3 customers for the lodge on Wandon road	Y	Y	3	Y	HAMI
23:38	Holmead Road db reading of max 60db	Y	N/A	0	Y	SAM

22:39	non guests walking up holmead talking from butchers hook	Y	N	0	Y	SAM
23:43	6 People walking down kings road toward the chelsea lodge to enter	N	Y	6	Y	HAMI
23:45	4 People exited a taxi on Kings road near the lodge to enter the chelsea lodge	N	Y	4	Y	HAMI
23:50	4 Non lodge customers waling up holmead road towards kings road drunk.	Y	N	4	Y	HAMI
23:47	Two cars waiting on holmead road	Y	N	0	Y	SAM
23:53	DB Rreading outside of the chelsea lodge, max 75db due to cars.	Y	N/A	0	Y	SAM
23:53	5 non customers walked through holmead road, talking, and crossed over the opposite side of kings road	N	N	5	Y	SAM
23:58	Guests walking toward the lodge from oppsite side of kings road	N	Y	2	Y	SAM
0:01	Non guest standing on holmead road, asked to keep his phone conversation quiet	Y	N	1	Y	SAM
0:03	7 people walked down toward the lodge	Y	Y	7	Y	HAMI
0:05	Non lodge guests walking down holmead road	Y	N	2	Y	SAM
0:06	Non lodge guest waling down Holmead road	Y	N	1	Y	SAM
0:15	Fire truck going down Kings road, loud towards kensington	N	N	0	N	HAMI
0:16	Holmead Road completely cleared of all people	Y	N/A	0	Y	SAM
0:23	Non guest walking fown holmead road, asked to be quiet	Y	N	1	Y	SAM
0:24	db reading from outside of the lodge, max 83db due to cars driving past	N	N/A	0	Y	SAM
0:26	Council car arrives and monitoring	N/A	N/A	0	Y	HAMI
0:44	Taxis beeping horns on kings road in traffic, council there to witness	N/A	N/A	0	N	GAVIN
0:47	11 non customers walking on kings road, past holmead road	N	N	11	Y	HAMI
0:55	7 People, non customers, walking up holmead road towards kings road	Y	N	7	Y	SAM
1:01	3 non customers walking up holmead road towards kings road	Y	N	3	Y	SAM
1:01	2 People walking past lost hours, non customers	N	N	2	Y	HAMI
1:03	Holmead Road completely cleared of all people	Y	N/A	0	Y	SAM
1:05	Black SUV parked on holmead road, Not a customer. Very loud. drove off when saw us come over with a torch	Y	N	0	N	HAMI
1:08	Loud couple walking down kings road toward fulham Broadway	N	N	2	Y	SAM
1:12	Loud group of 5 girls outside imperial arms, jumping on benches outside megans	N	N	4	Y	HAMI
1:22	2 People walk up holmead road towards kings road	Y	N	2	Y	SAM
1:24	2 drunk Non lodge customer walking on Holmead road. asked to be quiet. they apologies	Y	N	2	Y	HAMI

1:28	2 girls running down holmead road, not from the lodge	Y	N	2	Y	HAMI
1:29	2 customers from the chelsea lodge crossed kings road to enter a taxi	N	Y	2	Y	SAM
1:49	2 People walking up holmead road towards kings road, not customers	Y	N	2	Y	SAM
1:55	Council car leaves through fulham road towards fulham road. Confirmed that there are no issues he has witnessed and explained how well run we seem to be. he discussed some other areas hes been to and how bad they are	Y	N	0	Y	CHASE
1:58	2 People walk down holmead road towards fulham road, non customers	Y	N	2	Y	LIEBE
2:06	Holmead road completely cleared of all people	Y	N	0	Y	LIEBE
2:09	3 Customers leaving through holmead road, asked to be quiet as they leave and were	Y	Y	3	Y	LIEBE
2:15	Non lodge guest walking down Holmead road	Y	N	1	Y	LIEBE
OCCURANCE TOTALS						
TOTAL PEOPLE		109				
CSUTOMERS THAT USED HOLMEAD		8				
NOT VENUE		101				
COMMENTS						
<p>Tonight went well and security asked all walking down Holmead road to be quiet if they were making any noise. We had a council visit at 00:26 until 01:55, they were happy with the lack of noise and saw no issues with how we performed dealing with. We went over to a car playing loud music and they turned it down, anothe wr car the same, and they just left when seeing us.</p>						

DATE :	25th June 2022		DAY	Saturday		
TIME	DETAILS	Holmead Y/N	our customers? Y/N	How many people	video evidence Y/N	logged by?
23:05	People walking down HOLMEAD. Not our customers. They were making noise at the top of the street. Asked to be quiet. They were quiet after	Y	N	2	Y	Liebe
23:12	people walking down HOLMEAD. Not our customers. They were making noise at the top of the street	Y	N	2	Y	Liebe
23:20	6 people walking up HOLMEAD. Not our customers. They were making noise at the top of the street. They were quiet after by door staff	Y	N	6	Y	sam
23:20	Group of 6 girls really loud. Not our customers. Walked on HOLMEAD then up towards jaks	Y	N	6	Y	Liebe
23:25	people driving down HOLMEAD. Not our customers. Revving down the road at the end, not customers	Y	N	N/A	Y	sam
23:26	people walking up HOLMEAD. Not our customers. They were making noise at the top of the street. Asked to be quiet	Y	N	2	Y	Liebe
23:27	people walking up HOLMEAD. Not our customers. They were making noise at the top of the street.	Y	N	3	Y	Liebe
23:30	person getting dropped by driver midway up holmead. Not our customers	Y	N	1	Y	Liebe
23:32	non guest driving down holmead road	Y	N	1	Y	Liebe
23:33	big group of people walking down HOLMEAD. Not our customers. They were making noise at the top of the street. asked to be quiet	Y	N	10	Y	Liebe
23.36	very noisy road, loud cars.Kings Road	Y	N	N/A	Y	Liebe
23:37	person walking up HOLMEAD. Not our customer but on the phone whilst walking	Y	N	1	Y	Liebe
23:39	people walking up HOLMEAD. Not our customers	Y	N	2	Y	Liebe
23:40	people midway on HOLMEAD. Not our customers. Approached and asked to keep the volume down and they were residents	Y	N	2	Y	Liebe
23:42	two people waiting at the top of HOLMEAD. Not our customers but asked to keep the noise down	Y	N	2	Y	Liebe
23:47	Group on corner of HOLMEAD. loud. Not our customers. Moved on by our security	Y	N	7	N	sam
23:47	Pair of people walking up HOLMEAD. Guests to start, followed by others who were not	Y	N	2	Y	Liebe

23:51	group of non guests having a full domestic over the road, not anything to do with lodge. female shouting. asked to keep down	N	N	4	Y	sam
0:01	non guest commotion at the top of the road	N	N	6	Y	Liebe
0:07	non guest cars driving down holmead road very fast with noisy exhausts	Y	N	N/A	Y	Liebe
0:09	law enforcement parked up on holmead observing	Y	N	2	Y	Liebe
0:16	non guests walking up the road being noisy, asked to keep the noise down	Y	N	2	Y	Liebe
0:18	law enforcement arrived at the venue monitoring	Y	N	2	Y	sam
0:20	car beeping trying to exit the junction with van waiting at the crossing before leaving	Y	N	N/A	Y	Liebe
0:25	non guests waiting at the top of holmead road for cab, security asked to keep noise down	Y	N	5	Y	Liebe
0:29	non guests walking up through holmead road	Y	N	3	Y	Liebe
0:30	Law enforcement from 00:09 - Emanuelle. spoke to us said he was sent to monitor in response to complaints. Said all ok and impressed with DB readings and monitoring. He witnessed a non lodge customer ,male, wanting to urinate on street and advised he would fine him	Y	N/A	N/A	PHOTO OF DB READING	Liebe
0:38	non guests making a lot of noise whilst walking up the road. Customers of embargo's	Y	N	2	Y	Liebe
0:44	non guests getting a taxi at top of holmead	N	N	4	Y	Liebe
0:52	Cars having a standoff down holmead road with none of them prepared to reverse, multiple cars involved, security went over to help them and guide them reverseing out.	Y	N	N/A	Y	Liebe
1:03	two non guests riding bikes shouting at each other	Y	N	2	Y	Liebe
1:15	non customers walking down middle of the road	Y	N	2	Y	Liebe
1:16	non lodge customers walking up the road being noisy	Y	N	2	Y	Liebe
1:25	a group of males were shouting and arguing walking down holmead. Security asked them to be quiet. 1 male wanted to pee so Sam offered him to come inside to try deescalate. Males were very abusive and carried on shouting	Y	N	3	Y	Liebe
1:31	security walked and asked the same group to be quiet, and they got really agitated and aggressive, security tried calming it down but in the end just walked away. Not our customers.	Y	N	3	Y	Liebe
1:45	non guest agitated after not being allowed in the venue	Y	N	4	Y	Liebe

OCCURANCE TOTALS

TOTAL PEOPLE

95

TOTAL THAT CAME FROM THE VENUE	0
NOT VENUE	95

COMMENTS

tonight there was alot of loud people walking around, more so than usually. we also had a very loud occurance with vehicles all hooting and refusing to move for eachother half way down holmead. Security went down and he was firm with them to get them to reverse and he helped guid them through. there was also a group that had been walking up and down. They were angry and agresive so security decided to not engage any further

Date	TIME	DETAILS	Holmead Y/N	lodge patron? Y/N	How many people	video evidence Y/N
24-Jun-22	23:16	Customers outside imperial arms, very loud.	Y	N	3	Y
24-Jun-22	23:25	4 friends passing opposite side of lodge loud noise	N	N	5	Y
24-Jun-22	23:26	Same group as above, loud.	N	N	5	Y
24-Jun-22	23:34	22 people came from Jaks direction and went on holmead road. They were asked to keep it quiet twice.	Y	N	22	Y
24-Jun-22	23:37	Loud Group of 10 came from Fulham Broadway side opposite to lodge non customers	N	N	10	Y
24-Jun-22	23:42	3 drunk girls not from lodge are at holmead road been asked to move quietly	Y	N	3	Y
25-Jun-22	0:05	3 guys walked up holmead road, noisy, were asked to be quiet.	Y	n	3	y
25-Jun-22	0:18	3 guys went passed from lodge being loud, were a asked to keep quiet, not our customers	N	N	5	Y
25-Jun-22	0:21	3 guys went passed from lodge loud been asked to keep quiet not our customers	N	N	5	Y
25-Jun-22	0:54	Imperial arms (Pub just down from us) is packed outside people leaving and making noise, around 40 people	N	N	40	Y
25-Jun-22	1:12	4 people outside Italian drinking. Not our customers. Asked to keep quiet. Told us it's public road. But I've asked a few times	N	N	4	N
25-Jun-22	1:13	More of the same group. Not our customers. Asked to be quiet	N	N	12	Y
25-Jun-22	23:05	People walking down HOLMEAD. Not our customers. They were making noise at the top of the street. Asked to be quiet. They were quiet after	Y	N	2	Y
25-Jun-22	23:12	people walking down HOLMEAD. Not our customers. They were making noise at the top of the street	Y	N	2	Y
25-Jun-22	23:20	6 people walking up HOLMEAD. Not our customers. They were making noise at the top of the street. They were quiet after by door staff	Y	N	6	Y
25-Jun-22	23:20	Group of 6 girls really loud. Not our customers. Walked on HOLMEAD then up towards jaks	Y	N	6	Y
25-Jun-22	23:25	people driving down HOLMEAD. Not our customers. Revving down the road at the end, not customers	Y	N	N/A	Y
25-Jun-22	23:26	people walking up HOLMEAD. Not our customers. They were making noise at the top of the street. Asked to be quiet	Y	N	2	Y
25-Jun-22	23:27	people walking up HOLMEAD. Not our customers. They were making noise at the top of the street.	Y	N	3	Y
25-Jun-22	23:33	big group of people walking down HOLMEAD. Not our customers. They were making noise at the top of the street. asked to be quiet	Y	N	10	Y
25-Jun-22	23:40	people midway on HOLMEAD. Not our customers. Approached and asked to keep the volume down and they were residents. they went in after while	Y	N	2	Y
25-Jun-22	23:47	Group on corner of HOLMEAD. loud. Not our customers. Moved on by our security	Y	N	7	N
25-Jun-22	23:51	group of non guests having a full domestic over the road, not anything to do with lodge. female shouting. asked to keep down	N	N	4	Y
25-Jun-22	0:07	non guest cars driving down holmead road very fast with noisy exhausts	Y	N	N/A	Y
26-Jun-22	0:16	non guests walking up the road being noisy, asked to keep the noise down	Y	N	2	Y
27-Jun-22	0:38	non guests making a lot of noise whilst walking up the road. Customers of embargo's	Y	N	2	Y
26-Jun-22	0:52	Cars having a standoff down holmead road with none of them prepared to reverse, multiple cars involved, security went over to help them and guide them reverseing out.	Y	N	N/A	Y
26-Jun-22	1:16	non lodge customers walking up the road being noisy.	Y	N	2	Y
26-Jun-22	1:25	a group of males were shouting and arguing walking down holmead. Security asked them to be quiet. 1 male wanted to pee so Sam offered him to come inside to try deescalate. Males were very abusive and carried on shouting	Y	N	3	Y
26-Jun-22	1:31	security asked the same group to be quiet, and they got really agitated and aggressive, security tried calming it down but in the end just walked away. Not our customers.	Y	N	3	Y
26-Jun-22	23:04	Random car parked in the middle of holmead road loud music. asked to be quiet .car left	N	N	2	N
26-Jun-22	23:13	3 drunk none lodge customer walking up holmead road towards kings road	Y	N	3	Y
1-Jul-22	23:22	4 None Lodge customers being loud on kings road	N	N	4	Y
1-Jul-22	22:36	3 None lodge guests with alcohol cans walking up holmead road towards kings road	Y	N	3	Y
1-Jul-22	23:50	4 Non lodge customers waling up holmead road towards kings road drunk.	Y	N	4	Y
1-Jul-22	0:01	Non guest standing on holmead road, asked to keep his phone conversation quiet	Y	N	1	Y

1-Jul-22	0:23	Non guest walking fown holmead road, asked to be quiet	Y	N	1	Y
2-Jul-22	1:05	Black SUV parked on holmead road, Not a customer. Very loud. drove off when saw us come over with torch	Y	N	0	N
2-Jul-22	1:08	Loud couple walking down kings road toward fulham roadway	N	N	2	Y
2-Jul-22	1:12	Loud group of 5 girls outside imperial arms, jumping on benches outside megans	N	N	4	Y
2-Jul-22	1:24	2 drunk Non lodge customer walking on Holmead road. asked to be quiet. they apologies	Y	N	2	Y
2-Jul-22	22:39	2 PEOPLE SPEAKING OUTSIDE LOST HOURS, A LITTLE LOUD, NOT CUSTOMERS	N	N	2	N
2-Jul-22	23:29	LOUD CAR COMING DOWN KINGS ROAD AND DOWN HOLMEAD ROAD	Y	N	N/A	N
2-Jul-22	23:38	2 MALES WALKING DOWN HOLMEAD ROAD AFTER BEING REFUSED ENTRY, ASKED TO PLEASE BE QUIET WHEN HEADING DOWN THE ROAD	Y	N	2	N
2-Jul-22	0:31	OUR STAFF CLEANING UP RUBBISH THAT DOES NOT BELONG TO US OR OUR CUSTOMERS ON HOLMEAD ROAD, NOT NOISY.	Y	N	N/A	Y
2-Jul-22	0:55	2 PEOPLE WALKING UP HOLMEAD ROAD TOWARDS KINGS ROAD BEING LOUD, NOT CUSTOMERS	Y	N	2	Y
3-Jul-22	1:05	5 PEOPLE ON THE OPPOSITE SIDE OF KINGS ROAD CROSSED THE ROAD AND WERE ASKED TO BE QUIET, NOT CUSTOMERS	Y	N	5	Y
3-Jul-22	21:52	Big group of students went pass by holmead road to kings road towards Chelsea approx 50 kids together non customers quite loud and drunk	N	N	50	N
3-Jul-22	21:53	3 very drunk girls, very loud, walking with beer cans and cigarettes on Holmead	Y	N	3	Y
8-Jul-22	22:01	Group of 8 in total with 3 girls 5 guys walking pass by lost hours were laughing and loud on their way towards jacks	N	N	8	Y
8-Jul-22	22:05	Group of 6 on holmead road just walking pass by drinking	Y	N	6	Y
8-Jul-22	22:40	Council van coming on holmead road	Y	N	0	Y
8-Jul-22	22:43	Enforcement van went off outside imperial arms	N	N/A	0	Y
8-Jul-22	23:03	Two guys outside lost hours walking towards embago. VERY LOUD	N	N	2	N
8-Jul-22	23:16	4 guys walking towards Moore park road off holmead road loud and drunk probably students	Y	N	4	Y
8-Jul-22	23:45	Group of 8 girls walking off holmead road towards kings road. shouting and very intoxicated	Y	N	8	N
8-Jul-22	0:00	Big group of guys and girls very loud, but is still early, probably 10 walking off holmead road off kings road towards embargo's	N	N	10	N
8-Jul-22	0:14	4 guys getting off on holmead road walking towards embargo's. loud	Y	N	4	N
9-Jul-22	0:22	Hami reported a suspicious moped half way down holmead, lookd in the back of a car, saw me taking my phone out and sped off when i shouted. there was a passenger on the back.	Y	N	6	N
9-Jul-22	0:33	Loud group of 4 people on holmead road, not our customers. playing music in car. doing baloons. one was watching me so i didnt film them	Y	N	4	N
9-Jul-22	0:35	MULTIPLE RANDOM GROUPS OF PEOPLE ON HOLMEAD ROAD, DRINKING AND TALKING, NOT CUSTOMERS	Y	N	5	Y
9-Jul-22	23:03	8 members of public waiting for taxi on corner of road to go to another venue	Y	N	8	Y
9-Jul-22	23:08	same group of 8 asked to keep the noise down, have said that taxi is going to be arriving shortly	Y	N	8	Y
9-Jul-22	23:53	law enforcement coming up holmead road towards our venue, Did not stop at venue, sat at the top of the road and all quiet with two orderly queues	Y	N/A	0	Y
9-Jul-22	1:48	a non guest, male. sat on floor near our venue on holmead road, picked up and taken around the corner to sit safety on the wall while he waited for a taxi. offered water.	Y	N	1	Y
9-Jul-22	22:46	Drunk guy on wandon road walking	Y	N	1	Y
10-Jul-22	22:46	4 girls across Chelsea lodge loud and chatting	N	N	4	N
15-Jul-22	22:48	5 guys and one girl quite loud on kings road	N	N	6	Y
15-Jul-22	23:17	very big party with loud music going on in the Rug company opposite Holmead road	N	N	0	Y
15-Jul-22	23:41	Loud car driving passing up holmead road passed Chelsea lodge	N	N	0	N
15-Jul-22	0:15	10 girls walking towards Fulham off kings road by Chelsea lodge. screaming loudly and laughing.	N	N	10	N
15-Jul-22	0:36	5 males got out car parked on holmead rd, loud music in car. all quiet when they left	N	N	5	N
16-Jul-22	23:01	2 people entering their car parked on Holmead road, played very loud music and drove off non customers	Y	N	2	N
16-Jul-22	23:34	1 man singing into his phone loudly, not customer	Y	N	1	Y
16-Jul-22	1:16	3 people on Holmead road, talking and appearing to argue, not customers	Y	N	3	Y
16-Jul-22	23:28	3 PEOPLE WALKING ON THE OPPOSITE SIDE OF KINGS ROAD FROM THE CHELSEA LODGE, KICKING CANS AND BEING LOUD	Y	N	3	Y
17-Jul-22	23:43	CAR BEING PARKED ON HOLMEAD ROAD, LOUD MUSIC, NOT OUR CUSTOMERS	Y	N	1	Y

23-Jul-22	23:51	4 PEOPLE OPPOSITE THE CHELSEA LODGE, BEING QUITE LOUD, NOT CUSTOMERS	Y	N	4	Y
23-Jul-22	0:09	LOUD CAR DRIVING DOWN HOLMEAD ROAD, NOT CUSTOMER	Y	N	1	Y
23-Jul-22	0:15	3 PEOPLE WALKING ON KINGS ROAD SIDEWALK OPPOSITE THE LODGE, BEING LOUD AND SHOUTING, NOT CUSTOMERS	N	N	3	Y
24-Jul-22	0:24	3 PEOPLE WALKING DOWN HOLMEAD ROAD TOWARDS FULHAM ROAD, NOT CUSTOMERS, ASKED TO BE QUIET WHEN WALKING DOWN HOLMEAD	Y	N	3	Y
24-Jul-22	23:55	Loud car driving down Holmead road, 1 person, not customer	Y	N	1	Y
24-Jul-22	0:03	Top of Wandon road, light traffic, loud people walking down from Jaks	N	N	5	Y
30-Jul-22	0:12	Large group of people congregating outside of Megan's	N	N	10	Y
31-Jul-22	0:13	Large group of people approx 6 across from the Chelsea lodge, being loud, not customers	N	N	6	Y
31-Jul-22	0:23	13 people walking up kings road towards Jaks, being very loud, not customers	N	N	13	Y
31-Jul-22	0:55	7 people on the opposite side of kings road, not customers, being quite loud	N	N	7	Y
31-Jul-22	22:10	Loud sports car, 2 people inside driving down Holmead road, not customers	Y	N	2	Y
31-Jul-22	0:10	Blue BMW sitting on Holmead road outside black gate, not customers	Y	N	2	Y
6-Aug-22	0:30	2 females standing ON HOLMEAD ROAD for a prolonged period of time, asked not drink and stand there, very nice people, not customers. they gave us their empties to throw away	Y	N	2	Y
7-Aug-22	1:23	2 people walking down Holmead road, very drunk, not our customers	Y	N	2	Y
7-Aug-22	0:16	3 intoxicated people walking down Holmead road toward Fulham road, not customers	Y	N	3	Y
7-Aug-22	0:35	Venue security going to ask random group of non customers doing balloons and being loud, outside residents address, was polite and moved them on	Y	N	3	Y
14-Aug-22	1:01	Top of Wandon road, drunk people (not customers) being loud and driving up volume, medium traffic	N	N	4	Y
14-Aug-22	23:54	29 people walking down Holmead road towards Fulham road, not customers. not very loud.	Y	N	29	Y
14-Aug-22	0:14	33 people walking down Holmead road, not customers, asked to be quiet as they started going down, they were not very loud.	Y	N	33	Y
19-Aug-22	22:53	3 people walking down Holmead road, towards Fulham road, loud music playing out of their phone, not customers	Y	N	3	Y
20-Aug-22	0:33	Top of Wandon road, light traffic, a few loud people who are not customers	N	N	3	Y
20-Aug-22	0:41	Group of men outside a car on Holmead road, right at the end, loud music, not customers, too far from venue to send someone for people unrelated to the venue as were focusing on our customers.	Y	N	4	Y
21-Aug-22	0:45	Car with loud music on Holmead road, not customers	Y	N	2	Y
21-Aug-22	0:58	6 people on Holmead road, being loud, security asked them to move and be quiet politely, moved on, not customers	Y	N	6	Y
21-Aug-22	1:32	3 people sitting on kings road, security moved them on 3 times to not disturb neighbours, not customers	Y	N	2	Y
27-Aug-22	22:07	Closest point of the venue to the neighbour who mentioned noise, no noise from the venue but can hear cars in the background	N	N	0	Y
27-Aug-22	22:27	Can hear loud female chatter from this area, not sure if it is a back garden or due to a window open, can't pick it up due to traffic noise	Y	N	N/A	Y
27-Aug-22	1:09	One of the houses on Holmead road, close to the venue, still producing a lot of noise.	Y	N	0	Y
27-Aug-22	2:15	complaint from a resident about shouting on kings road, nothing observed by us. checked wandon road again where he lives and filmed. all quiet.	N	N	0	Y
28-Aug-22	22:48	12 people walking up Holmead road, Very loud, not customers	Y	N	12	Y
28-Aug-22	23:35	Not lodge customers being loud walking down kings road	N	N	6	Y
2-Sep-22	23:41	Imperial arms loud customers	N	N	10	Y
2-Sep-22	0:00	Loud people walking from imperial arms, being loud on the other side of the street	N	N	6	Y
2-Sep-22	1:02	Door is closed and has been for approx 30 mins, non customers being very loud	N	N	10	Y
3-Sep-22	1:04	Previously stated loud group plus other customers sitting outside of imperial arms with alcohol outside. very loud.	N	N	10	Y
3-Sep-22	0:56	3 people, very loud, security went over to ask them to be quiet, they were extremely rude and confrontational, security walked away to avoid further noise	Y	N	3	Y
3-Sep-22	1:31	Drunk loud people, not customers, waiting for taxis. kings road. asked to keep noise down which increased their volume so ignored them and they moved on. not customers	N	N	3	Y
4-Sep-22	1:42	Loud car from earlier who was aggressive to security, deliberately being loud with his car	Y	N	3	Y
4-Sep-22	1:45	Two people from the direction of Jaks urinating in the street ON WANDON ROAD.	N	N	2	Y

4-Sep-22	23:15	2 people walking up Holmead road towards kings, highly intoxicated not customers	Y	N	2	Y
4-Sep-22	23:22	2 people walking down Holmead road, speaking loud, not customers	Y	N	2	Y
9-Sep-22	1:18	Loud drunk people on e-scooters and bikes, not customers	N	N	3	Y
9-Sep-22	1:49	5 people very loud and intoxicated walking up Holmead road, not customers	Y	N	5	Y
10-Sep-22	22:29	Group of people at the bottom of Holmead road, close to Fulham road, bring loud, nothing to do with the Chelsea Lodge	Y	N	4	Y
10-Sep-22	23:32	Top of Wandon road, medium to heavy traffic, 2 men standing on the road with wine being quite loud, not customers	N	N	2	Y
10-Sep-22	22:40	5 guys walking towards Jaks direction. chanting veery loud, picked up Megan's Aboard, threw it and kicked it.	N	N	5	Y
10-Sep-22	23:42	4 people walking up Holmead road, 1 of them urinated on a residents gate. walked up towards the lodge and we told them that they could get a fine for it, and that it was reported. they moved on	Y	N	4	Y
16-Sep-22	1:04	Drunk people from Imperial arms standing on tables being loud, not customers	N	N	3	Y
16-Sep-22	0:10	Loud group of 3 heading down Holmead road, not our customers	Y	N	3	Y
17-Sep-22	2:14	Large loud group at Megan's NOT CUSTOMERS	N	N	6	Y
18-Sep-22	23:06	4 people walking down Holmead road, very loud, asked to be quiet, not customers	Y	N	4	Y
24-Sep-22	0:27	2 people on Wandon road, middle of the street, not customers, appearing highly intoxicated	N	N	2	Y
24-Sep-22	0:41	5 people exited a taxi on Holmead road, one appeared highly intoxicated and dry heaving, all were denied entry and water was offered	Y	N	5	Y
25-Sep-22	0:48	Same 2 people from the previous report, standing on Holmead and being loud	Y	N	2	Y



**COMPLETE
LICENSING**

THE CHELSEA LODGE

FULHAM

Expert Report

19.09.22

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**COMPLETE
LICENSING**

THE CHELSEA LODGE FULHAM

Expert Report 1

1.1. LICENSING EXPERTISE AND BACKGROUND

- 1.1.1 I retired from the Metropolitan Police in 2019, having joined in 1980. During my police service, I worked in several uniform and non-uniform roles, including a long spell as the 'village policeman' for Soho in the City of Westminster and then as office manager for Westminster Police Licensing Team, based in Westminster City Hall. Whilst working in Soho I was frequently called upon to observe and report on disputes between licensed premises and local residents. I also liaised with licensed premises to promote best practice.
- 1.1.2 During my time at West End Central, I was commended twice, once for professionalism, initiative and dedication leading to the arrest of a gang of prolific burglars and a second time for sensitivity and detective ability when uncovering and dealing with vulnerable women, trafficked for prostitution.
- 1.1.3 Whilst managing the Westminster police Licensing Team, I was responsible for dealing with all aspects of licensing, including processing and dealing with hundreds of licence applications, thousands of TEN notices and many Expedited Reviews, including:
- Amika, South Molton Street;
 - Madam Jo Jo's, Brewer Street;
 - Studio Valbonne, Kingly Street;
 - Avalon, Shaftesbury Avenue;
 - along with other premises in Dean Street and Piccadilly.
- 1.1.4 All of the above were closed as a result of serious crime and disorder, often coupled with management teams that failed to engage with us in the police service. In addition to these late-night bars and nightclubs, which were formally closed, I was responsible for closing the Embassy Club in Old Burlington Street and Jalouse in Hanover Square on behalf of the police, supported by the evidence-based cases I was able to build, based on serious crime and disorder. In both cases the premises management realised that Reviews would follow, so they surrendered their licences and closed voluntarily and permanently. I have also liaised with well-known nightclubs to prevent the need for Review, including:
- Novikov, Berkeley Street;
 - Whisky Mist in the Hilton, Park Lane; and
 - Dstrkt, in Soho,
- 1.1.5 From my experience, I have seen first-hand the need for the police to work with business operators to identify problems and resolve issues through a collaborative approach whenever possible.



- 1.1.6 I represented the Metropolitan Police at weekly licensing hearings in front of Westminster Licensing Committee. I have extensive experience in licensing applications, compliance, and Reviews. I worked with premises that caused the Metropolitan Police concern, suggesting action plans or Minor Variations to promote the licensing objectives. I was responsible for training new staff in Westminster and provided training in licensing across the Metropolitan Police area. Frequently officers from other licensing teams would come and spend time with me to gain knowledge and experience. Whilst working in the Westminster Police Licensing Team, for several years, I sat on Gold Advisory Groups at both Scotland Yard and at the Mayor's Office at London City Hall, for both Gay Pride and Notting Hill Carnival. I later acted as licensing advisor to Sector Commanders at both events for a number of years.
- 1.1.7 I understand that my duty is to help the licensing authority and court to promote the licensing objectives in an appropriate and proportionate way by giving independent assistance by way of objective, unbiased opinion on matters within my expertise, both in preparing reports and giving oral evidence. I understand that this duty overrides any obligation to the party by whom I am engaged or the person who has paid or is liable to pay me. I confirm that I have complied with and will continue to comply with that duty.

1.2. BACKGROUND TO REPORT

- 1.2.1 I have been asked to attend Chelsea Lodge in my role as a Compliance Specialist for Complete Licensing. I made two night-time visits to the premises on Saturday, 30 July 2022 and Saturday, 20 August 2022.
- 1.2.2 The reason for my attendance was to gain first-hand knowledge of the premises, observe customer behaviour on arrival and departure, to ensure compliance with the requirements of the Premises Licence, and to assist staff in understanding their obligations under the conditions on the Licence.

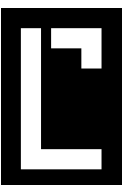


1.3. VISIT ON SATURDAY 30 JULY 2022

- 1.3.1 I arrived at Chelsea Lodge, Kings Road at 22.50 on Saturday 30th July 2022.
- 1.3.2 Outside were five male SIA doormen, all wearing dark or black smart, but casual clothing. All were conspicuously wearing their SIA badges in holders on their arms.
- 1.3.3 On the pavement, with the doormen, was a tall, slim lady, with a radio attached to the back of her waist. She explained that she was the VIP host.
- 1.3.4 There were posts holding expanding tape, describing queuing areas either side of the short outdoor entrance to the premises. To the left of the entrance was a covered area that was full with stacks of chairs. In this area was a man who was working an ID scan device. He was very happy with the brand new device as it scanned very quickly, so should help manage queues outside.
- 1.3.5 I introduced myself and was told that Chase Hunter wasn't yet at the premises, but his brother was. I'd previously met his brother and recognised him. He was taking noise levels, using a mobile phone, in the adjacent streets. At this time, there were no customers in the premises. Also at this time, low level music could be heard outside the Premises on King's Road when I was stood directly outside. There was a doorway to the area where the ID scan was, with a partially open door. As soon as it was closed the music outside became barely audible. Even with the door open, I would say the music was quieter than the passing traffic.
- 1.3.6 To the side of the premises, is Holmead Road. A residential, terraced street, with on street parking. At about 22.50, a minicab pulled up at the junction with King's Road and two white females, aged in their mid 20's got out. One of them had an empty bottle, which she secreted behind the wall of L'Antico restaurant, currently closed for holidays. The women then walked north in Holmead Road but did not enter Chelsea Lodge.
- 1.3.7 I then walked around the area, east in King's Road and soon came to Jaks and Embargo. Both premises had door staff with branded jackets, outside the door and patrolling the local streets. I saw an obviously intoxicated man and woman leave Jaks by cab. Music could be heard at low levels, from both premises. I returned to the Chelsea Lodge. There were a small number of people forming a queue behind the cordoned area.
- 1.3.8 At 23.35, Chase Hunter called me from his office. I joined him. He explained he was sorting out some CCTV footage. We had a brief conversation and I went back outside where I watched the premises and surrounding area.



- 1.3.9 King's Road had plenty of traffic, including men driving "souped up" sports cars with extremely loud exhausts (far louder than the average traffic noise in the area). These cars were cruising up and down King's Road. Some of the drivers were sucking on balloons of what I suspect (from my experience in the police) was nitrous oxide.
- 1.3.10 At about 00.10, 4 men walked along King's Road, from the East; they turned into Holmead Road, where 1 of them urinated against a car in the side street. The men then hung out, outside the closed Italian restaurant, apparently watching people pass. They were not customers of Chelsea Lodge.
- 1.3.11 Not long after, a group of 8 women walked on the far pavement, from the West. They too were sucking on balloons and shouting to each other in high spirits. They walked on East. They were not customers of Chelsea Lodge.
- 1.3.12 By about 00.30, there was a steady flow of taxis and mini cabs bringing guests to the premises.
- 1.3.13 At about 00.35, both cordoned queuing areas were being used as there were about 25 people waiting to be processed by the ID scan. The queues were orderly and well managed by the doorstaff and hostess, but these staff would have been more visible and safer on the pavement edge if they were wearing high visibility jackets. I have made a formal recommendation relating to this effect.
- 1.3.14 The outdoor noise monitoring continued all night.
- 1.3.15 At about 01.00, a group of 8 men in their mid twenties appeared on the far pavement, from the west. They hung around opposite the premises for approximately 20 minutes. They were boisterously teasing each other, but remained on the opposite side of the road. They were not customers of Chelsea Lodge.
- 1.3.16 As part of my patrol, at about 01.10 I saw 5 women appear from the west, they were clearly intoxicated and 1 sat down on the pavement at the edge of the kerb, with her back to the traffic. I watched the women for a couple of minutes, they were deep in conversation but did not appear vulnerable, save for being sat on the kerb in close proximity to the road. I approached the doormen outside the premises who were managing the external area queue, about twenty metres away and asked 1 of them to move the ladies along. I watched him professionally request the ladies to move and although they did not want to leave the area, they did move to the building edge the pavement. They were not customers of Chelsea Lodge.
- 1.3.17 At about 01.50, Chase Hunter (the DPS) came outside to supervise the customers who were starting to disperse.



- 1.3.18 Inside the premises, the music had been turned down on the ground floor. The door staff had arranged a cordon, so that people leaving the premises went west, away from Holmead Road. As customers left, several attempted to take their drinks with them, were stopped, and required to leave those drinks behind. This was done in a good natured and professional way, with no disputes arising. In my opinion, an SIA doorman just inside the premises would have made this even easier as customers with drinks could have been intercepted before crossing the threshold.
- 1.3.19 A little while later, I went inside the premises. When I came out, a young man was arguing with a minicab driver, immediately outside the premises. Apparently, the young man was a cyclist who had started to turn into Holmead Road as the minicab pulled off west, knocking the man off his bike. The cyclist was very angry and noisy, but eventually got on his bike and cycled away. He was wearing dark clothing and had no lights on his bike. He was not a customer of Chelsea Lodge.
- 1.3.20 As more people started to leave, at times the security ended up walking in the road, with their backs to the traffic, while they kept the customers on the pavement and moving along. Although one had a high visibility jacket on, he was situated in the entrance to the premises. I have recommended that all doormen stationed outside the premises wear hi visibility clothing after 9pm, and avoid standing in the road whenever possible. This will involve maintaining a narrower line of discharging customers.
- 1.3.21 At about 02.15, the external doormen responded to an incident inside the premises. Within approximately 30 seconds, the doormen came out with a group of 5 or 6 men. The men were led away, about 50 yards west, on the pavement. 2 doorstaff were posted to the junction of Holmead Road to observe them. After about twenty minutes, the men left the area by cab. At that point, the other party involved in the altercation was then escorted out of the premises. This form of ejection and dispersal is best practice and resulted in no disruption being caused to the neighbourhood. The promptness of the door team's response also prevented the incident escalating to the point where anyone was injured.
- 1.3.22 By 02:44, the premises were empty. Soon after this two large cars with tinted windows, turned into Holmead Road and parked about 100 yards away near 7, Holmead. They were playing music very loud and inhaling from balloons. Their music was audible from the premises. These people had not been in Chelsea Lodge. Indeed, very few people from Chelsea Lodge, walked down Holmead Road while I was there and I did not witness any of them commit any acts of disorder or nuisance. The overwhelming number of people I saw walk down Holmead Road were not customers of Chelsea Lodge.



- 1.3.23 Through the night, staff from the premises took sound and video recordings from the immediate vicinity. I didn't experience any excessive noise, except from the "souped up" cars and boisterous people unconnected with the premises.
- 1.3.24 Before I left, I asked Chase Hunter to send me copies of the incidents.
- 1.3.25 I feel that all of the staff outside should be wearing high-visibility clothing for their safety and to assist with dealing with people close to traffic. I further advise that a 'holding queue' be established just east of the premises where the pavement is much wider. People naturally congregated at this location whilst awaiting cabs.
- 1.3.26 Chase Hunter was hands-on with dispersal and demonstrated effective management, but I believe the premises would benefit from having him or another senior member of the management team present at the start of the evening.
- 1.3.27 Following the visit I have seen the incident book for the evening.
- 1.3.28 On 5th August 2022, I emailed Kristen Cardwell from the local police licensing team, asking if police had any concerns with the premises. In response, I've received confirmation that Chase Hunter has worked well with police to rectify concerns raised by their historic incident relating to an alleged spiking at the premises. She further confirms that police have no concerns or issues at this time.



1.4. VISIT SATURDAY 20 AUGUST 2022

- 1.4.1 I arrived at Chelsea Lodge at just before 11.15 pm. Parking in Holmead Road, there were fewer spaces on the residents parking than on my previous visits and more lights on in the houses.
- 1.4.2 I walked to the front of the club where I could see an SIA doorman at the junction with King's Rd, on the west side of the junction.
- 1.4.3 On the other side of the road, I saw Leibe, Chase Hunter's brother who appeared to be filming the street.
- 1.4.4 There were 3 other doormen outside and expanding barriers outside. There were 3 men queuing to go in, waiting at the ID scan.
- 1.4.5 I went into the premises. There were about 30 people upstairs, most standing, but some sitting. Music was playing and some people were dancing.
- 1.4.6 I went back outside. The music was not audible outside the premises, unless the door was open. Even then it was only audible immediately outside if no traffic was passing.
- 1.4.7 At 11.50pm, a marked Hammersmith and Fulham Street Enforcement Team vehicle came up Holmead Rd and stopped at the junction with Kings Rd. The car stopped there for a couple of minutes. The driver waved, in a friendly way, to staff from the Lodge, then drove off. No adverse comments were made.
- 1.4.8 I continued to observe the Lodge and adjacent streets for the rest of the night. Which passed without incident. There was a brief period soon after 1.00 am when the queue reached about 15 people. The queues were well managed and the doorstaff could be seen communicating with the customers in a relaxed way. It was a very good natured, fairly young crowd, probably between 20 and 30 for the main part.
- 1.4.9 At 2.00am, people were starting to leave, most in pre booked cabs. At 2.05 am, a marked Hammersmith and Fulham Street Enforcement Team vehicle pulled up and stopped in Holmead Rd near Kings Rd.
- 1.4.10 Two men, in smart uniform, including dark trousers and white shirts, smart black boots and Hi Viz yellow stab vests with "LAW ENFORCEMENT OFFICER" emblazoned on the back, got out of the vehicle and stood at the junction with King's Rd.



- 1.4.11 After a few moments, Chase and his brother walked over and spoke to the men. I was standing close by and could hear the conversation.
- 1.4.12 The men explained that they'd been sent to investigate a complaint of noise, apparently made at 11.00pm. They agreed that there was no noise or other nuisance that they could hear or see.
- 1.4.13 Chase asked the men if they would walk down Holmead Road with him to see if they could see or hear any nuisance. Both men agreed that there was no nuisance and that the music could not be heard. Chase had asked the men for their ID numbers, to complete his incident book. The men happily gave him their ID numbers.
- 1.4.14 I saw another marked vehicle appear in the Kings Road at 02.24. It was a marked cctv van, it stopped in the King's Rd at the junction with Holmead Rd. The male passenger shouted down Holmead Rd, 'are you ok?' This man shouted by far the loudest of any person I'd heard during the night. I said, 'please don't shout, the residents have been complaining about noise' the van drove off East.
- 1.4.15 Customers continued to leave the venue in small groups. Most left in Ubers. A small number went West, a couple via Holmead Rd. None caused any nuisance. By 02.45 the premises was empty.
- 1.4.16 In summary, the evening went without any incident or nuisance.
- 1.4.17 My only negative comment is that I feel the SIA doorstaff working outside should be wearing Hi Viz clothing, with an additional recommendation that having Chase Hunter or another Director level member of the team on site early in the evening would assist the rest of the team.



1.5. CONCLUSIONS

- 1.5.1 Based on my two observation visits, and my previous experience in regulating licensed premises, my conclusions may be summarised as follows:
- a. Chelsea Lodge is a well-managed premises in the local late night economy.
 - b. It is situated in a busy and vibrant area on King's Road.
 - c. There are other late night licensed premises in the vicinity which operate at least as late as Chelsea Lodge.
 - d. On the nights I visited, customers of Chelsea Lodge do not create a public nuisance when arriving or departing from the premises.
 - e. Dispersal of customers is managed well by the door security and management team.
 - f. The overwhelming number of people who walk down Holmead Road in the early hours are not customers of Chelsea Lodge.
 - g. Holmead Road appears to be used as a cut-through by people, who are not customers of Chelsea Lodge, but in the vicinity and wish to head to the late night transport hubs on Fulham Broadway and Fulham Road
 - h. The presence of Chelsea Lodge's door security helps to quieten down people unconnected to Chelsea Lodge who are walking past the premises on King's Road and/or down Holmead Road.
 - i. I have made certain relatively minor recommendations to the management as detailed in my report.





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LICENSING**

THE CHELSEA LODGE FULHAM

Expert Report 2

2.1. LICENSING EXPERTISE AND BACKGROUND

- 2.1.1 I retired from the police service in April 2016 having served in both Sussex and Metropolitan Police Services. On retirement I was issued with a certificate of service detailing that my career had been exemplary.
- 2.1.2 Throughout my three decades of service, I served in many differing roles in both uniform and detective roles including major crime branches, community policing and on retirement as a substantive sergeant I was responsible for the police licensing team in the City of Westminster. I have also managed several departments as an acting Police Inspector.
- 2.1.3 I qualified as a divisional and major crime branch detective at the National Criminal Investigation Centre in Maidstone, Kent. Following on from this I qualified as an Advanced Interviewer, Family Liaison Officer, Exhibits Officer, and Disclosure Officer. I have also worked on Divisional Drug Squads, Sussex Police Corporate Development Department, Sussex Police Unsolved Crime Investigations, Metropolitan Police City of Westminster Homeless Unit. I am a qualified Key Decision maker on CPS Charging Standards and worked for two years within the country's busiest custody at Charing Cross Police Station fulfilling this role. Following this I was the Crime Operations Manager for the Oxford Street, Regent Street and Bond Street crime team working from West End Central Police Station. Through this period, I was the co-author of Operation Blizzard which is a Policing initiative used through the busy autumn nights and Christmas period in the West End of London. The initiative was designed to support West End Business Improvement Districts (BIDS) responsible for both night – time and day-time economies within this high-profile area of the City of Westminster. Such was its success with its policing to demand methodology and the subsequent success in driving down crime and disorder, the Mayor of London firmly embedded the operation within the Capitals Policing plan.
- 2.1.4 My final role within the police was the Licensing Sergeant for the City of Westminster working in partnership with the City of Westminster Licensing Authority. I was responsible for over 6,500 licensed premises across Westminster. This gave me a great deal of knowledge in dealing with and advising on Licensing issues, Crime & Disorder within premises, reviews, and problem solving in with a partnership approach.
- 2.1.5 Finally, my service within Sussex Police gave me the opportunity to work with Licensed Premises in rural towns, villages and bigger coastline towns and cities.
- 2.1.6 I have been awarded two commendations for bravery, and a merit for my direct involvement in assisting the Metropolitan Police in recovering a kidnap victim whilst a member of the Major Crime Branch in Sussex Police.



2.1.7 I understand that my duty is to help the licensing authority and court to promote the licensing objectives in an appropriate and proportionate way by giving independent assistance by way of objective, unbiased opinion on matters within my expertise, both in preparing reports and giving oral evidence. I understand that this duty overrides any obligation to the party by whom I am engaged or the person who has paid or is liable to pay me. I confirm that I have complied with and will continue to comply with that duty.



2.2. BACKGROUND TO REPROT

- 2.2.1 I have been instructed by the owners of The Chelsea Lodge, 562 King's Road, London, SW6 2DZ, to complete a crime and disorder review on the premises following a review being brought by the Licensing Authority for Hammersmith & Fulham Council under Section 51 of the Licensing Act 2003.
- 2.2.2 The premises has held a licence since September 2005. It was transferred to Chelsea Lodge Holdings in February 2020.
- 2.2.3 A shadow licence was applied for in May 2022 by the Landlords of the premises (Ei Group Ltd) in May 2022. The application was made to replicate the current licence.
- 2.2.4 The review has come about following the venue holding a Bottomless Brunch event on 26th March 2020, between the hours of 1200 to 1600.
- 2.2.5 The event hosted 96 attendees with the majority being female (90).
- 2.2.6 Four females were taken ill at the event.
- 2.2.7 The first was at 13:35Hrs, where she was taken outside, and the ambulance service called. At 1440Hrs a further female was taken ill, taken outside and treated.
- 2.2.8 The bar was closed at 14:45Hrs and a further two females have fallen ill between these times.
- 2.2.9 During conversations with staff and paramedics the females who fell ill said that they felt that their drinks had been spiked. Three females were taken to Chelsea and Westminster Hospital for blood and urine samples. One female refused to be taken.
- 2.2.10 A police investigation was subsequently launched into this incident. Out of the three samples tested one returned a negative result and two showed traces of prescribed, or over the counter, medicines. Given these results a crime report was closed for potential drink spiking as the drugs found in the toxicology tests were not a cause for concern.
- 2.2.11 However, during the Police investigation it became evident that one of the victims was 17 years old when she entered the venue. It was established that when the manager of the premises arrived at the venue at approximately 11:30. There was already a group of customers outside. As the door supervisors on duty that day had not yet arrived, the manager decided to let in the group of customers without checking for ID. It is assumed that the 17-year-old who gained access to the



premises was part of this group. The manager responsible has subsequently been dismissed by the venue. After recently concluding their investigation the Police licensing team suggested that several conditions should be added to the licence by way of a minor variation to try and reduce the chances of such an incident happening again. These conditions concerned the use of an ID scanner and improved training amongst others.

- 2.2.12 Following on from this some local residents have now also made representations with regard to crime and disorder and public nuisance which they state is brought about from the operation of Chelsea Lodge. Other residents have made contrary representations in support of Chelsea Lodge.
- 2.2.13 I have now completed three personal visits and observations at Chelsea Lodge and the surrounding areas. These visits were to gain a perspective on the general operation of the business, the effects of the business on the surrounding area and to ascertain if there was any merit in the representations made by residents, local authority department, the local Community Policing Team or the Police Licensing Team. These visits were undertaken on Saturday 23rd July into Sunday 24th July 2022, Saturday 27th August 2022 into Sunday 28th August 2022 and lastly, Saturday 3rd September 2022 into Sunday 4th September 2022.
- 2.2.14 My colleague Mr Jim Sollars, also formerly a Metropolitan Police licensing officer in Westminster, has also separately completed observation visits at the premises on other weekend periods.



2.3. VISIT ON SATURDAY 23RD JULY 2022

- 2.3.1 I my first personal visit to the venue between the hours of 21:25Hrs Saturday 23rd July 2022 and 03:20Hrs Sunday 24th July 2022. The visit was to view the operational practices of the Chelsea Lodge Team, the impact of the venue on the residents that feel they are being impacted by the venue's activities.
- 2.3.2 I met with Chase McGuiness the owner and operator. This is a family run business, and his brother Liebe was at his side throughout the night. His two other sisters are actively involved. One is a director and the other runs the floor within the premises.
- 2.3.3 The entire family both very focused on the potential for further complaints from residents and focus heavily on keeping the streets monitored. The internal operation is well run and managed with good managers and bar staff on both levels.
- 2.3.4 Both Chase and his brother Liebe are very hands on. They deliver good strong leadership to the hospitality staff and the security inside and outside of the premises.
- 2.3.5 Liebe McGuiness is essentially outside the venue for the entire evening. He records all movements of pedestrian and vehicles in Holmead Road, which is an area of complaint from residents. All activity is recorded on video and decibel readings taken every 15 minutes for 30 seconds up and down the road. All this activity is recorded on a spreadsheet for the consideration of the Licensing Committee.
- 2.3.6 The security teams are directed and patrol the surrounding streets throughout. They are pro-active in requesting patrons and other members of the public to be mindful of residents and to keep noise levels to a minimum. security team to ensure any form of noise is kept to the minimum and the dispersal of clients from the are done so effectively and speedily.
- 2.3.7 Chase McGuiness is also very much responsible for the running of the business internally. He is the DPS for the business and extremely focused on matters internally and externally.

VENUE & BUSINESS PROFILE

- 2.3.8 The venue itself is located on the main King's Road with the junction of Holmead Road. The venue is a substantial building with accommodation on the upper floors and an office area.
- 2.3.9 The hospitality areas are on two floors. A ground floor which operates as a restaurant area and bar and on the weekends is transformed into a late night bar with dancing. There is a basement which



operates as a club. This is a set up with a bar, seating and table areas and a DJ booth. Typical of what you would expect to find in a venue of this nature. From the top bar you access an enclosed smoking area which has seating within it. The smoking area is enclosed from the King's Road by double glazing system. No noise emanates from the smoking area.

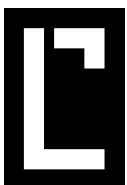


Image 1 - Frontage of Chelsea Lodge





Image 2 - View Chelsea Lodge from Holmead Rd junction



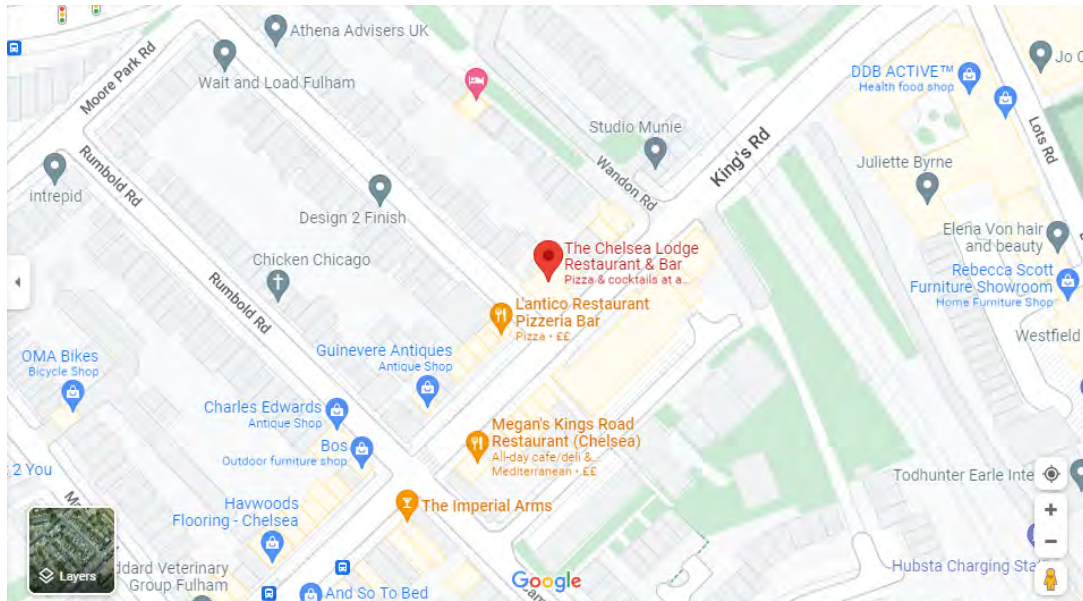
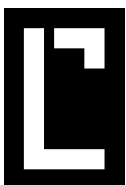


Image 3 - Map showing location of Chelsea Lodge



Image 4 - Satellite Image of Chelsea Lodge



SECURITY & ENTRY

2.3.10 The venue was operating with 5 SIA security team members from Cadogan Security.

2.3.11 They were well turned out and pro-active. Each security team member had the SIA badges prominently displayed on their arms. One male and one female operated within the property. Three other male team members operated at the entrance and the junction of Holmead Road. Constantly in attendance at the front of the premises were Liebe & Chase McGuiness together with another male who operated the new ID scanner system.



Image 5 - ID Scanner in operation at Chelsea Lodge





Image 6 - SIA Security team member at Chelsea Lodge

- 2.3.12 On my arrival the venue was very low on capacity. This improved as time passed through the evening. The busy period from approximately midnight and the last entry time of 0100Hrs. Clients come from nearby pubs and restaurants and many by taxi. Very few walked directly to the venue from the Holmead Road residential area and the nearby Chelsea Football Ground.
- 2.3.13 I witnessed several refusals being made by Chase and the security team. These were recorded in the logbook which was kept nearby to the ID scanner. This was prominently placed on the boundary of the terrace area. It is in a raised position giving good vision and protection to the staff member operating the ID scanner. The process with this machine was exceptionally slow which did cause problems with the queues in that the barrier areas became busy. The security team did try to ease



the numbers by placing barriers to the left of the entrance towards Holmead Road. Such is the care the owners take in avoiding disturbance to the neighbours, the ideal area to hold queuing customers is not used.

2.3.14 There is a large area in the junction of Holmead Road and the premises itself where customers could be corralled safely on a large, paved area against the boundary of the building and be fed around to the entrance. (See image 2) The queues to the venue are currently on the King's Road. This is not ideal as the area at the junction as described above is preferable but the concern is that residents in Holmead Road might raise concerns. Security are wearing high visibility jackets or bibs as per the conditions on the licence which assists with health and safety.

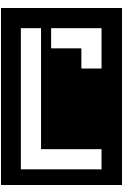


Image 7 - Queues at Chelsea Lodge



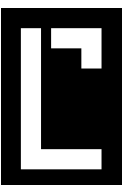
NEARBY HOSPITALITY VENUES

- 2.3.15 The Chelsea Lodge is located on the King's Road. There are many hospitality venues within the area both East and West. These include pubs, clubs and restaurants. These generate their own footfall in the area. Particularly the nearby DJ-led nightclub called Embargo Republica at 533 King's Road with its own rooftop terrace. This is a large premises providing a Cuban style music venue. This is a very popular venue and closes at 03:00Hrs at weekends and 02:00Hrs through the week.
- 2.3.16 There is also another nearby venue Jaks also at 533 King's Road which operates as a restaurant and bar with DJ events and live music. This operates until midnight Thursday-Saturday and 11.30hrs midweek.
- 2.3.17 Both these venues have a far younger client base than Chelsea Lodge with observable higher levels of intoxication. Both generate considerable pedestrian footfall through Holmead Road from Fulham Road to Kings Road and vice versa. Pedestrians use Holmead Road to access the late night tube and buses.
- 2.3.18 The pedestrian and vehicular traffic in Holmead Road is not, in any significant way, generated by the Chelsea Lodge's customers. The evidence gathered from the video recordings indicates that Chelsea Lodge's customers generate no more than 10% of the pedestrian traffic through Holmead Road with average nightly numbers at the venue reaching 150. This equates to about 15 people on a Friday or Saturday evening leaving Chelsea Lodge and going down Holmead Road.
- 2.3.19 Based on my observations, the other nearby venues, and in particular Embargo nightclub, generate footfall long after the Chelsea Lodge has closed and completed dispersal.
- 2.3.20 There was little footfall into Holmead Road through this evening. If there was any pedestrian traffic they would be politely requested to be quiet by security as they passed through the area.
- 2.3.21 I would suggest that much of the perceived nuisance comes from other venues' footfall at their respective closing time. The noise levels generated in the area is nothing more than you would expect in an area such as this. The road traffic noise on the King's Road generates the highest levels.



DISPERSAL

- 2.3.22 The venue has a very structured wind down period. Firstly, the ground floor level had the lights lifted and music changed at about 01:30. People started to leave this area and make their way home. They were sent in an Easterly direction from the venue. At 02:00Hrs the same process takes place in the basement club. This process ensures there is no large gathering of people outside of the venue and with the area being well managed there are no issues.
- 2.3.23 Taxis and Ubers were in a constant flow to the venue. Few customers walked via Holmead Road. By 02:00 the upper area was almost clear. The same process then starts in the basement at 02:00 and is closed at 02:30. Clients are then cleared from the venue. This was slightly busier outside, but the pro-activity of the staff cleared people speedily. Again, there was a constant flow of Taxis and Ubers to the venue. Few people walked into Holmead Road. If they, did it was a short distance to a vehicle.
- 2.3.24 The King's Road was very busy at this time of the morning. High performance cars with clattering exhausts cruised up and down, together with a general traffic flow. This activity generates tremendous noise in the area. None of these vehicles attended the venue.



2.4. VISIT SATURDAY 27TH AUGUST 2022

- 2.4.1 I completed my second personal visit to the venue between the hours of 2230Hrs Saturday 27th August 2022 and 0300Hrs Sunday 28th August 2022. The visit was to view the operational practices of the Chelsea Lodge Team. I understand that some residents feel that the venue and its clientele are having a negative impact on their quality of life and not meeting the requirements of the licensing objectives.
- 2.4.2 I spent the entire period of my observations with Liebe McGuinness the brother of the owner Chase McGuinness. Again, both the brothers Chase and Liebe McGuinness were fully focused on running the business effectively and professionally throughout the evening. As I had witnessed before the entire team were fully focused. They are very focused on ensuring the residents in the area are in no way impacted by the Chelsea Lodge venue and ensuring their clients have a fantastic evening.
- 2.4.3 Through the daytime period there had been a Premier League Football match played at the very adjacent home of Chelsea Football Club, Stamford Bridge. The visiting team had been Leicester City. The venue had opened through the day without issue. Dinner had been served in the restaurant. This service had again gone without issue.

STAFFING

- 2.4.4 Six fully trained SIA staff were on duty. All were supplied from Cadogan Security. All were smart and well turned out. All displayed their SIA badges on their arms and were dressed in Hi-visibility tops which bore the Cadogan Security branding.
- 2.4.5 The venue had eleven hospitality staff on duty. This included two managers, backroom bar staff and a glass washer.
- 2.4.6 Both Chase and Liebe McGuinness were in attendance and fiercely monitoring the overall operation. Liebe McGuinness monitored the outside of the venue again for the entire evening. He recorded all movements in Holmead Road and surrounding areas. Decibel checks were also completed throughout. All have been recorded and entered onto a spreadsheet

OBSERVATIONS

- 2.4.7 The entire King's Road area seemed far less busy than I had experienced before. There appeared to be less traffic, and footfall throughout the area at the start of my observation period. The area became busier as the evening went on with footfall from other venues such as embargos and Jaks making an impact on the immediate area of Chelsea Lodge. Vehicular traffic increases through the



evening too with high powered sports vehicles being given the opportunity to show their full potential. None of this noise and traffic has been brought about by the Chelsea Lodge.

- 2.4.8 At 01.00am 162 customers have entered the venue and 42 have left. The doors are now closed to last entrants, so the club are now operating for the final hour with almost half capacity. This is now a venue that can only be considered as low risk.
- 2.4.9 At 01.07am I take a video in Holmead road. This identifies the fact that a noisy garden party is taking place in 25 Holmead road. The noise and nuisance in the area is only being generated by individuals at this party. It is unrelated to Chelsea Lodge.
- 2.4.10 At about 02.00am I take a further video in the centre of Holmead road. Chelsea lodge is in full swing currently. No noise can be heard emanating from the venue and there is certainly no impact on residents. This has now been the case on my second visit.
- 2.4.11 The wind down period again starts at 01:30hrs with the ground floor of the premises. Currently there is a steady footfall from the east of kings road. I can only presume these are coming from other licensed premises. Some are intoxicated and noisy. Again, nothing to do with the chelsea lodge venue. Security teams usher clients on leaving the venue towards wendron road. Those that wish to cross the road are escorted by sia in high visibility jackets.
- 2.4.12 There is a constant flow of uber and taxi's collecting clients from the venue. This ensures no large groups of people are left standing outside of the venue. The dispersal is effective well managed and speedy.
- 2.4.13 I take a further video at about 02.20am which clearly shows the effectiveness of the dispersal plans and the fact the clientele from chelsea lodge is having little impact on residents based on my observations. The dispersal of the basement is now taking place. Such is the steady progress of the wind down period and managed dispersal there is no impact on the residents in the area.
- 2.4.14 This perhaps cannot be said for other nearby venues that have a younger demographic and open later. These premises may well be having an impact on the area. But not chelsea lodge. Patrons from the other nearby venues are attracted to the bench and walls opposite chelsea lodge and they tend to congregate in this location for a period. Some obtain ubers or taxis and other wander home.





**Image 21 - SIA security teams monitoring dispersal towards
Wendron Road.**

(Please note lack of patrons)





**Image 22 - Frontage of Chelsea Lodge at about 0100Hrs and door close
close
(Please note lack of patrons)**



2.5.VISIT SATURDAY 3RD SEPTEMBER 2022

- 2.5.1 I completed my third evening of observations and the fifth from Complete Licensing consultants between the hours of 2250Hrs on Saturday 3rd September 2022 and 0300Hrs Sunday 4th September 2022. I again spent the evening observing the venue and surrounding area. I worked the entire evening with the external Cadogan Security team and Liebe McGuinness the brother and staff member to the owner Chase McGuinness.
- 2.5.2 Liebe McGuinness again spent the entire evening outside of the venue with the security teams. He engaged with clients and continually requested compliance and respect around noise and nuisance. Again, he spent the evening recording any footfall and decibel levels in and around Holmead Road and surrounds. Again, he delivered good leadership and maintained a focus all evening on the task in hand.
- 2.5.3 The venue had operated through the day. There had been a Premier League match at nearby Stamford Bridge. This had gone without issue and the Chelsea Lodge enjoying a successful business afternoon. I would expect nothing else from this from this well managed environment.
- 2.5.4 The venue was far busier this evening than the previous week. There was a large smart wedding party and on my third visit I was able to recognise a continual flow of regular customers. The majority of the wedding party were in the 30 to 45 age brackets, and all appeared to be professional people. Most of this party arrived at the venue in Ubers and Taxis. Men were dressed in morning suits or lounge suits and the ladies were well dressed in their wedding best. A few small groups walked to the venue along Holmead Road but were well behaved.
- 2.5.5 The area of the King's Road was extremely busy this evening. By far busier than the previous week. A continued flow of vehicles in both directions. Again, a high volume of performance vehicles which were very loud. Also, several high-powered motorcycles tearing up and down the Kings Road.
- 2.5.6 The venues of Embargo, Raffles and Jaks were very busy creating footfall through the King's Road. There was an increased footfall in both directions on the King's Road from the previous week. Some of the younger element from these venues walked into Holmead Road but were monitored and spoken to by security staff.



STAFFING

- 2.5.7 Seven fully trained SIA staff were on duty. Four outside the venue and three inside. All were supplied from Cadogan Security. All were smart and well turned out. All displayed their SIA badges on their arms and were dressed in Hi-visibility tops which bore the Cadogan Security branding.
- 2.5.8 The venue had eleven hospitality staff on duty. This included two managers, backroom bar staff and a glass washer.

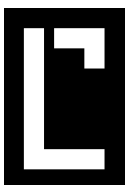
OBSERVATIONS

- 2.5.9 The entire area of the King's Road was far busier than the previous week. All the nearby venues were much livelier as was the footfall and vehicular traffic.
- 2.5.10 Chelsea Lodge recorded 220 people entering the venue to the point when the doors closed at 01:00Hrs on Sunday 4th September 2022. Many had already left by this time. There was a large high class wedding party that attended the venue. Many were dressed in morning suits and the women were in their finest. Equally there was an equal mix of regular club goers
- 2.5.11 There were more traffic movements in Holmead Road through the evening until about 00:20Hrs. This was nothing to do with Chelsea Lodge as the majority arrived on foot or by taxi or Uber.
- 2.5.12 There was a flow of younger people coming from an easterly, Wendron Road direction. They were loud and noisy on occasions but again nothing to attach them to Chelsea Lodge. They were hastily spoken to by Chelsea Lodge security and Liebe McGuinness and sent on their way quietly.
- 2.5.13 All the SIA door staff along with Liebe McGuinness were very speedy in addressing any potential noise or traffic situations keeping the area around Chelsea Lodge peaceful throughout my visit.
- 2.5.14 Again, at the time of closing the dispersal went without issue and was speedily managed. There was a constant flow of Uber and taxi vehicles which were managed at the front of the property. SIA security managed the exit directing people in an easterly direction making good use of the barriers. Again, the dispersal with its managed wind down period on both the ground floors and club areas negated large groups being left waiting outside of the venue.
- 2.5.15 There were again no issues at the venue. Individuals were refused entry where required through lack of ID or SIA believed they were intoxicated. No ejections had to be made and clients were in respectful good spirits. There were again no issues within the venue.





**Image 19 - Younger crowd outside Embargo 00:30Hrs 4/9/22
(Please note large groups on pavement area)**



2.6 INCIDENT 26TH MARCH 2022 – INTOXICATED AND UNDERAGE FEMALES

- 2.6.1 I have taken the opportunity to review the incident where four females became intoxicated at the venue on 26 March 2022.
- 2.6.2 This premises is up for review for the incident involving an event being held at the venue on 26th March 2022. The event was a “Bottomless Brunch”. During the afternoon four female customers fell ill through the effects of excess alcohol. It was found that one was a 17-year-old female. There was suspicion that the females had been spiked. Toxicology results from the medical care have proved otherwise. It was alcohol and prescription or over the counter drugs that were identified.
- 2.6.3 The Licensing Authority is critical of the lack of use of the premises’ ID scanner. The premises can now provide clear CCTV footage of the 17-year-old female having her ID clearly checked by a member of staff. This identification document has been accepted in good faith and she has been granted entry.
- 2.6.4 I have completed our own investigations on the female in question and found several images of her in venues which clearly hold a premises licence. These are clearly displayed on her social media pages. This would suggest that she is in possession of false documentation to secure entry to licensed premises and events.
- 2.6.5 I have produced three images below of the 17-year-old female who we have identified by name but will be referred to by initials “BS” (her full name can be supplied if requested). These are identified on images 19 – 20 & 21. The first image (19) has been lifted from the venues CCTV footage shortly after she presented a form of ID to the duty manager.
- 2.6.6 You can clearly see that she is holding a credit card sized document which would have indicated she was over the age of 18 years. This document satisfied the manager. If the document has been presented to gain entry to a venue to obtain alcohol there are potential offences for the police to investigate. (Section 2 Fraud Act 2006 – Fraud by false representation and Section 6 Fraud Act 2006 – Possession of an article for use in connection with fraud)
- 2.6.7 I doubt that the Police will have the will to do so, or it would satisfy the public interest test, However, if she is in possession of an article for use in the act of fraud that is an offence and then presenting such a document is a further offence of fraud by false representation. That is not the fault of the venue, that makes the venue a victim of crime and perhaps they should be considered as such.



- 2.6.8 With regards to the other three women, they were clearly older and of an age where the challenge 25 policy was adopted and was sufficient for them to be admitted. They were spoken to by staff prior to entry who made an informed decision to grant entry to the premises.
- 2.6.9 The bar was closed, and the appropriate action taken by the management and staff to secure their welfare and safety. The ambulance service was called, and the females obtained the required medical care. There was no evidence of criminal wrongdoing or intent through the administering of noxious substances (Spiking).
- 2.6.10 The manager has subsequently been dismissed from the venue and no further Bottomless Brunches have taken place at Chelsea Lodge, therefore negating any repeat of a similar incident.



**Image 19 - BS entering Chelsea Lodge - 26th March 2022
(In possession of ID)**





Image 20 – BS pictured in licensed premises



Image 21 – BS in possession of alcohol



2.7 RESIDENTS REPRESENTATIONS

- 2.7.1 I have spent three evenings in and around the Chelsea Lodge venue. The owners and staff are experienced managers and hosts. There are several small issues that need to be addressed, but I am of the professional opinion that this premises is meeting the licensing objectives and clearly those of crime and disorder and the public nuisance.
- 2.7.2 Despite resident concerns, independent observations suggest this venue is having little significant impact on residents. The security through the evenings that I was present on were very pro-active in and outside the venue and driven by the management to ensure no anti-social behaviour, public nuisance or crime offences are committed. They cover a large area outside the venue and ensure that people do not loiter or behave inappropriately.
- 2.7.3 The residents need to be mindful of the fact that there are numerous premises in and around the area of Chelsea Lodge that cause footfall in the area late at night and have a younger clientele that are more likely to cause noise and nuisance. It is inaccurate to single out this venue from the evidence I have witnessed on my observations.
- 2.7.4 There is a lot of late night vehicular and pedestrian movements in the King's Road area generated from many sources. The Licensing Committee, Licensing Authority, Police Licensing Team, and local Policing teams must be fully aware of this fact.



2.8 CONCLUSIONS

- 2.8.1 Between my colleague Jim Sollars and myself we have now completed five night-time personal observations at the venue. We are both of the opinion that the venue meets all the requirements of the Licensing Objectives and is not responsible for creating a public nuisance or crime and disorder in the area. I would suggest that match day afternoons and evenings are more impactful than the evenings Chelsea Lodge opens.
- 2.8.2 I have significant experience of policing venues across the capital and elsewhere. If all of them operated to the level of Chelsea Lodge then police officers' lives would have been far less busy. Chelsea Lodge is not the problem venue in the King's Road area. I invite the Local MPS Police teams, the Police Licensing Team, the Local Authorities responsible for the local area and all other responsible authorities to look at venues such as Embargo's, Jak's and Raffles (at 287 King's Road) as the primary crime and disorder and public nuisance generators in the area.
- 2.8.3 When fairly viewed, Chelsea Lodge is not causing any significant or disproportionate impact on the local community who have chosen to live in a busy and vibrant area of London. Based on my observations it is a well-run, well organised and popular venue that serves people living and working in the area.
- 2.8.4 The venue did have an issue with the intoxicated women in March 2022. However, the venue acted swiftly at the time and managed the situation. They removed the management responsible for allowing access to an underage female and no longer run such events. There is mitigation in that the underage female had clearly presented false identification and was able to present herself as someone aged 18 or over. Her own social media indicates she has continually gained entry to licensed premises.
- 2.8.5 The venue's owners, management, security teams and staff work effectively to deliver the licensing objectives. They are focused on the task in hand. Effective and well managed dispersals ensure the minimum impact on the local area. Constant monitoring of nearby streets by management and security teams ensures there is little impact on local residents. Other nearby venues do not operate anywhere near this level and their patrons have a far greater impact to residents in this area.
- 2.8.6 I have had to deal with many venues that operate poorly and have an adverse effect on the local community. Chelsea Lodge in no way can be considered a problem venue. It does not appear to be the cause of the public nuisance or crime and disorder complained of.



- 2.8.7 Significant numbers of pedestrians - unconnected to Chelsea Lodge - use Holmead Road late at night and in the early hours of the morning to access the transport facilities on Fulham Road and Fulham Broadway.
- 2.8.8 The Licensing-Sub Committee and any other responsible authority can be confident this venue does and will continue to operate to the highest standards and professional levels and, even at its current hours of operation, is not in my profession opinion undermining the licensing objectives.



15th August 2022

Mr James Hoffelner
Complete Licensing Limited
11 Forest Drive
Woodford Green
Essex
IG8 9NG

Our ref: 22081082

Dear James

Re: Chelsea Lodge calibration of sound system maximum operating level

Further to my visit to Chelsea Lodge last week please find attached the limiter calibration certificate for the premises.

The main sound system in the basement is controlled by an industry standard Formula Sound AVC2-D limiter. The system on the ground floor, which is much smaller, is powered with an amplifier that has built-in DSP providing limiting functions which are set and locked by a password. The setting of both systems was carried out by the sound installer (Intense Entertainment Technology) and supervised by me.

Neither sound system is large or features very powerful bass bins. The configuration, and signal processing, are typical for this type of premises. The building envelope is effective in containing noise from the sound system when operating at maximum level, and there are three sets of doors between the basement and rear façade of the premises.

Continuous noise monitoring has also been carried out at the site by RBA Acoustics Ltd and Mr Chase Hunter has confirmed that noise from amplified music does not have any impact on the noise monitoring system.

In conclusion, amplified music at the premises is effectively controlled by the sound insulation of the building envelope and the setting of a limiter on the music systems. The licensing objective of the prevention of public nuisance is therefore effectively promoted by these methods for the control of noise from amplified music.

If you have any questions please do not hesitate to contact me.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Richard Vivian', with a horizontal line extending to the right.

Richard Vivian BEng(Hons) MIET MIOA MIOL
Director, Big Sky Acoustics Ltd

Enc.: Limiter Calibration Certificate

This is a certificate for the calibration of music noise limiter device installed on the premises as described below.

Name of premises: Chelsea Lodge
 Address of premises: 562 King's Road, London SW6 2DZ
 Management details: Chase Hunter

Limiter device: 1. Formula Sound AVC2-D dedicated limiter (basement)
 2. Yamaha PX5 amplifier with built-in limiter function (ground floor)

Location of device: 1. Equipment rack in DJ booth in basement
 2. Cupboard under bar on ground floor

Anti-tamper measures: All amplifiers are set at max gain
 Both limiters are locked and password protected

Description of music system: Basement - Martin Audio Blackline 1 x CSX118 compact sub; 2 x X10 2-way; 2 x X12 2-way; 2 x Citronic CS-810B 2-way.
 Ground floor - Martin Audio Blackline 5 x X12 2-way, 1 x EV SX200.

The above equipment has been measured at maximum operating level as shown below:

Location	L _{Aeq,1min}	L _{Zeq,1min}	L _{eq,1min 63Hz}	L _{eq,1min 125Hz}
Basement	95	106	105	100
Ground floor	88	93	88	88

Measurements are spatial averages in the areas indicated

This calibration certificate is valid only for the equipment as specified above.



Date: 10th August 2022

Richard Vivian BEng(Hons) MIET MIOA MIOL
 Big Sky Acoustics Ltd
 Institute of Acoustics Membership Number: 43620

Instrumentation record: Measurements were carried out using a Cirrus type CR:171B integrating-averaging sound level meter #G056799 with real-time 1:1 & 1:3 Octave band filters and audio recording conforming to the following standards: IEC 61672-1:2002 Class 1, IEC 60651:2001 Type 1 I, IEC 60804:2000 Type 1, IEC 61252:1993 Personal Sound Exposure Meters, ANSI S1.4-1983 (R2006), ANSI S1.43-1997 (R2007), ANSI S1.25:1991, 1:1 & 1:3 Octave Band Filters to IEC 61260 & ANSI S1.11-2004.

Description	
Cirrus sound level meter	type CR:171B
Cirrus pre-polarized microphone	type MK:224
Cirrus microphone pre-amplifier	type MV:200E
Cirrus class 1 acoustic calibrator	type CR:515

The calibration of the measuring equipment was checked prior to and following the tests and no signal variation occurred. Calibration of equipment is traceable to national standards.

This is a certificate for the calibration of music noise limiter device installed on the premises as described below.

Name of premises: Chelsea Lodge
 Address of premises: 562 King's Road, London SW6 2DZ
 Management details: Chase Hunter

Limiter device:
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Description

Cirrus sound level meter	type CR:171B
Cirrus pre-polarized microphone	type MK:224
Cirrus microphone pre-amplifier	type MV:200E
Cirrus class 1 acoustic calibrator	type CR:515

The calibration of the measuring equipment was checked prior to and following the tests and no signal variation occurred. Calibration of equipment is traceable to national standards.

Subject: S Boniface Report
From: Richard Vivian <richard@bigskyacoustics.co.uk>
Date: 27/09/2022, 16:49
To: Marcus Lavell <marcus@completelicensing.uk>
CC: James Hoffelner <james@completelicensing.uk>

Dear Marcus

Further to your request for technical analysis of the document by S Boniface dated 09/08/22 I am pleased to provide the following comments:

Pages 1 and 2 of the document deal with the location of the premises and pages 3 to 5 show various marketing screenshots. Page 6 lists the complaint history from 13th September 2020 to May 2022 and consists of one complaint of *raised voices **and** music*, one of *raised voices **and** bottles*, and the remainder of *raised voices **or** music*. Of the complaints recorded a total of five are marked as having the outcome "**visit**". No further details are given. Page 7 states that complaints have largely been in relation to: 1. Plant noise (not recorded in the table on page 6); 2. Bottles (one incident recorded on 21/08/21); 3. Loud amplified music; and 4. Noise from patrons as they leave.

Plant noise has been satisfactorily addressed by mitigation works and this is confirmed in the report.

Noise from amplified music has been addressed by setting of the limiter. There is a dedicated sound system limiter at the premises and this was checked, by me, during a site inspection at the beginning of August (details are provided in a separate limiter calibration certificate). The sound system at the premises is not substantial, it consists of some fairly modest semi-professional equipment with limited bass response. Setting a limiter is a common procedure at premises such as this and ensures that the sound system is controlled to such a level that the public nuisance objective is upheld with regard to noise from amplified music.

Glass recycling noise has been addressed through management controls and one incident has been recorded since September 2020. I note that there are a number of licenced premises in the vicinity and so a positive identification of the source of glass recycling noise is important before attributing it to one premises. Breaking glass sounds will also be made by refuse and recycling services.

That leaves the issue of noise from dispersal. Mr Boniface is correct that Holmead Road is a popular pedestrian route for those heading to Fulham Broadway from this section of the Kings Road. It is the logical pedestrian route for anyone frequenting the various premises in the area, including those around the bridge, and on Lots Road, that need to head towards Fulham Broadway. It is a straight, short road that is lit, has licensed premises at either end, and features no social housing: in that respect people will consider it a safer route between the Kings Road and Fulham Road. It is a road I have used many times myself.

Patron dispersal is managed through good operational procedures which can be observed at any time the premises is trading, and so I do disagree with Mr Boniface that it is difficult to witness: if the bulk of complaints are about patron dispersal then observations at the time of dispersal will identify the noise source, allowing the assessment of noise levels (ideally from within the complainant's property), and therefore he would be able to quantify any impact from the noise of dispersal, noting the importance of correctly attributing where members of the public are dispersing from as there are a number of late night licensed premises in the vicinity.

It is not possible to give any detailed technical analysis of the report because there is no technical evidence advanced. Of the five complaints that result in a visit being recorded there are no reports of what was carried out on the visits, what observations were made, if residential properties were visited,

and if any noise levels were witnessed and recorded/measured within those properties.

Comments on suggested conditions:

Amplified music: I certainly support a limiter condition but there are more robust, and eminently more practical, ways of wording a condition than that proposed by Mr Boniface. LBHF has its own local pool of licence conditions (last revised February 2021), and the limiter condition is sensibly worded: "*A tamper-proof sound limiting device for amplified equipment shall be installed and in operation at the premises, with all amplified equipment played through the device. The device shall be set at a level agreed with the Noise and Nuisance Team*". I suggest that wording is used.

Bottle emptying: there is no dispute that late night glass recycling can cause noise and it makes sense to reinforce the need for good practice with this condition from the local pool of conditions: "*Empty bottles / other glass and non-degradable refuse shall remain in the premises at the end of trading hours and shall not be taken out to the refuse point between the hours of [insert times] and [insert times]*".

Reduction in hours: there is no evidence given in the report to support a reduction in hours. In fact it is, in my opinion, quite a leap for an officer to go from a position of having no quantified evidence of noise after 01:00hrs to suggesting such a significant curtailment of the business. Even if Mr Boniface has been unable to witness noise himself from within a resident's property during his multiple visits then he had the the option to install a noise nuisance recorder so that the resident can gather evidence for him. As there is no substantiated noise evidence provided in this report then rather than make an unjustified reduction in hours I suggest that the following condition, from the local pool, is applied: "*The Premises shall operate a dispersal policy and all staff shall be trained in its implementation.*"

I will be available on the hearing date, but if you have any questions before then please do not hesitate to contact me.

Best regards
Richard

Richard Vivian BEng(Hons) MIET MIOA MIOL
Big Sky Acoustics Ltd
office: 020 7617 7069
mobile: 07973 283369

Agenda Item 5

From: Charlotte Dexter

Sent: 30 September 2022 15:40

To:

Cc: Licensing HF: H&F

Subject: Further Supplementary agenda item regarding alleged spiking; Conditions, 3 PDFs attached (Evening Standard and March 26 tickets online)

2022/01110/LAPRR

Premises name: The Chelsea Lodge

Premises address: Mare Motto 562 King's Road London SW6 2DZ

Two points:

1) Further to my initial representation, I would like to point out that on page 17 of the Agenda Pack, on the third page of the actual 11-page 'Review Application' form, it is stated that the London Ambulance Service was called to the Premises. Nowhere is it stated that the Police were initially/at the same time rung by the Premises.

A subsequent investigation by the Police did take place and photos submitted by residents as part of their own representations to the official Review do show police on the pavement (at some point, day unknown), so we might assume, but I do not know, that the London Ambulance Service (LAS) rang the Police at some point after LAS arrived on the scene at 562 King's Road on 26 March 2022. I mention this in relation to the suggested Condition 3), below.

I attach a 4-page PDF of the advertisement

to buy tickets through a third-party event organiser, for this March 26 event, billed as a bottomless affair, with all you can drink.

I submit this Evening Standard article which mentions the alleged spiking incident at Chelsea Lodge.

I have spoken with the Licensing Authority specifically about this 'spiking' point and I was told it would be appropriate to submit proposed Conditions to **2022/01110/LAPRR**.

Spiking (adding extra alcohol or drugs to drinks, or needle spiking) is an issue/concern around Fulham at wine bars, pubs and other licensed Premises. Residents met in June with a Premises which has seen a marked decline in the number of women entering the Premises; it is believed that there is a heightened fear of possible spiking across the board ie in any Premises.

The LGA (Local Government Agency) issued guidance on spiking on 07 Sept 2022, as a result of a Home Affairs Select Committee inquiry. <https://www.local.gov.uk/publications/lga-guidance-note-drink-spiking-prevention>

Residents are keen for these types of real issues to be addressed, especially if official, fresh guidance is out there now on 'spiking', giving an opportunity for pro-active best practice, reflected in Conditions added to the Licence being considered under the official Review of Chelsea Lodge.

We have spoken with the Licensing Authority and understand that they will be working on using this new LGA guidance to draft language for their LBHF Pool of Conditions. In the meantime, we would appreciate Conditions for Chelsea Lodge that address the top line recommendations of this new guidance, namely,

Proposed Condition 1

'To secure any drinking vessels used by the alleged spiking victim, as well as any specific vessel suspected of having the 'drug' in it, for inspection later by Authorities.'

(This might seem obvious, but it requires ongoing training/reminding, procedures and quick-thinking by the Premises staff.)

Proposed Condition 2

'The Premises will ensure appropriate training is provided to all members of staff regarding spiking and procedures to follow immediately in the case of an alleged incident.'

Proposed Condition 3

'Ensure all reports of spiking are acted upon immediately and that all incidents of alleged spiking are recorded and reported to the police immediately by ringing 999.'

Residents would appreciate the Sub-Committee's consideration of these proposed Conditions.

2) I also attach a one-page Employment Tribunal decision stating that Chelsea Lodge 'has unlawfully failed to pay salary to the claimant in March 2022'; this for info and for consideration in the overall context of the management of the Premises.

Attachments:

- PDF of 21 Aug Evening Standard
- PDF of March 26 event, 4 pages
- Employment Tribunals decision, 1 Page

Best regards

Charlotte Dexter Murray
Barclay Rd

**BREAKING** ⌚ 28m

Meghan and Harry given red carpet welcome as they a...

NEWS › DIARY

Londoner's Diary: Chelsea Lodge party leaves a very nasty taste

In today's Diary: Chelsea brunch leaves a very nasty taste / Keir Starmer's fundraising woes / Keith Allen's cheesy musical / Daisy Waugh becomes a yogi / Stars come out for Banksy

[VIEW COMMENTS](#)



Society hangout Chelsea Lodge is beloved by Sloane Rangers for its bottomless brunches. But one party has cast a shadow over the venue.

In March, a brunch attended by more than 90 guests was cut short when four women fell ill. Some said they thought they had been spiked. A police investigation found insufficient evidence of spiking but one girl who got sick was found to be 17 at the time.

The manager on the day was sacked, and police told the bar to use an ID scanner on the door. Now the Licensing Authority has recommended stricter conditions, asking the bar to stop stand-up drinking and only serve alcohol with food during daytime hours. A local told us “London needs pubs and clubs but they need to be in control.”

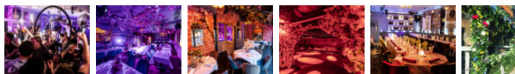
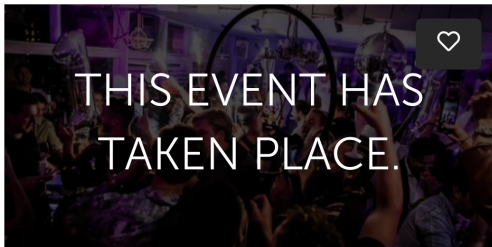
Keir Starmer's fundraising woes

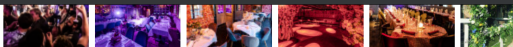




XOXO BRUNCH / THE CHELSEA LODGE (26TH MARCH)

📍 The Chelsea Lodge





LOCATION MENUS ORGANISER VENUE



Bottomless Brunch, Brunch and Fun
Time Partying



No tickets available



Chelsea



Hip Hop/RnB, House Music and Minimal
House




Over 18



Sat, 26th Mar 2022 @ 11:30 - 16:00



11:30 - 16:00

Chelsea's latest premium boozy brunch
hotspot has landed! 

Prepare yourself for an immersive dining
experience like no other; combining
delicious food, bottomless bubbles,
vibrant cocktails, live entertainment, in
the most instagrammable interiors.

Page 253

Exclusively in one of Chelsea most sought
after locations, step into the fabulous

Exclusively in one of Chelsea most sought after locations, step into the fabulous world of XOXO! 🏠

🌟 Instagramable Interiors

👁️ Food

🍹 90 Minutes Bottomless Booze

🎤 Live Host

🎷 Live Saxophonist

🥁 Live Percussionist

🔥 Fire-Breathers

🏰 Stilt Walkers

💃 Ibiza Inspired Dancers

🕒 Event Times:

Doors / Arrival Time = 11:30am

Event / Entertainment = 12pm - 4pm

Bottomless = 12pm - 1:30pm

📍 Venue = The Chelsea Lodge, London

🎵 Music Policy - House, Rnb,

Throwbacks & Guilty Pleasures

Event / Entertainment = 12pm - 4pm

Bottomless = 12pm - 1:30pm

📍 Venue = The Chelsea Lodge, London

🎵 Music Policy - House, Rnb,

Throwbacks & Guilty Pleasures

Brunch Club T&C / Covid

Guidelines: bit.ly/BrunchClubTerms

Allergies - Please Email:

allergies@thebrunchclub.co.uk

🚫 This Event Is 18+ (Adults Only) 🚫

Please send and email over to
info@thebrunchclub.co.uk with your food
orders for this event

PREVIOUS THE BRUNCH CLUB REVIEWS





EMPLOYMENT TRIBUNALS

Claimant: Mr J Taylor

Respondents: CL MGT Ltd t/a Chelsea Lodge

JUDGMENT ON RECONSIDERATION

Rule 21 Employment Tribunal Rules 2013

1. Following a request for reconsideration by the claimant the judgment of the tribunal is as set out below.
2. The respondent has failed to file an ET3 Grounds of Resistance in this case.
3. Having considered the ET1, REJ Wade has decided that a determination of the remaining claims can properly be made without a hearing and the Judgment of the Tribunal, made under rule 21 of the Employment Tribunals (Constitution and Rules of Procedure) Regulations 2013, is as set out below.
4. The tribunal does not have jurisdiction to award holiday pay for holiday taken within the period of unpaid wages set out below as that would offend against the principle of double recovery.
5. The respondent has unlawfully failed to pay salary to the claimant in March 2022 and for the period 1-22 April 2022 and the tribunal orders the respondent to pay him the gross sum of £3,697.22 and to account to /HMRC for any tax and NI due.

Regional Employment Judge Wade

Date 7 July 2022

JUDGMENT SENT TO THE PARTIES ON

07/07/2022.

FOR THE TRIBUNAL OFFICE

Agenda Item 6

From: Gary Grant
Sent: 01 October 2022 19:55
To: Licensing HF: H&F
Subject: Chelsea Lodge Review - further submission by licence holder

Dear Licensing

On behalf of the licence holder I wish to submit the email exchange with Mr Boniface (below) as part of the evidence relied on by the licence holder in the review hearing on 4 October 2022.

Would you please circulate this in the usual way.

Thank you
GARY GRANT
Barrister

Begin forwarded message:
From: "Boniface Simon: H&F"
Date: 1 October 2022 at 18:10:10 BST
To: Gary Grant
Subject: RE: Chelsea Lodge FOI - FOI 5053120

Hi Gary,

I'm away at the moment, but had a chance to review your last. The Council has been in receipt of significant complaint volumes from local residents but we've not witnessed noise which has amounted to a public nuisance.

Kind regards
Simon Boniface
Principal Noise Officer
Noise and Nuisance
Resident services
Hammersmith & Fulham Council

From: Gary Grant
Sent: 30 September 2022 06:05
To: Boniface Simon: H&F
Subject: Re: Chelsea Lodge FOI - FOI 5053120

Dear Simon/Adrian

Thank you for this. I think it boils down to this:

Can you please confirm that on no visits by Council officers was any noise from patrons of Chelsea Lodge (as opposed to music escape) witnessed that amounted to a public nuisance in the opinion of officers? If that can be confirmed a lot of time can be saved at the review hearing Next week.

Thanks
GARY GRANT
Barrister

Agenda Item 7

From: Gary Grant

Sent: 03 October 2022 10:22

To: Licensing HF: H&F

Subject: RE: Chelsea Lodge Review - further submission by licence holder

Dear Licensing

I'm sorry for the late service of the attached acoustic report from RBA Acoustics but I have only received it today. Please accept this document as further evidence relied on by the licence holder. It summarises noise monitoring carried out at the premises when it was closed on Friday nights between 8 July -12 August 2020 and concludes that compared to nights when Chelsea Lodge was open "there was no consistent additional noise due to venue operations".

Given the importance of this evidence I thought it right the licensing sub-committee had the benefit of considering it.

GARY GRANT

Barrister

ACOUSTIC TECHNICAL NOTE



Reference:	11041.ATN01.PAT.0
To:	Chase Hunter, Chelsea Lodge, 562 Kings Road, London SW6
Date:	30 September 2022
Project:	Chelsea Lodge
Subject:	Noise Complaints

1.0 INTRODUCTION

Chelsea Lodge, London SW6 is a restaurant/bar on a busy section of Kings Road SW6. There have been a number of noise complaints to the venue from local residents over several years, related to alleged to plant, patron and music noise. In response to this, Chelsea Lodge have made major changes to their plant installation, relocating much of their plant items to an area which provides additional screening to local residences and partially enclosing them. Additionally, noise monitoring has been undertaken at the site since August 2021 in order to inform the venue's response to local residents' concerns. The noise monitor is situated at roof level close to a kitchen extract vent.

This report provides of an analysis of noise levels measured at the site during July-September 2022, comparing noise levels measured on weekend evenings when the venue was closed to those when the venue was operating. In addition, noise levels measured during the time of specific noise complaints will be analysed to determine whether these complaints are indeed due to noise emissions from Chelsea Lodge, or those from other sources on and around Kings Road.

2.0 NOISE LEVELS DURING OPENING HOURS

To assess the additional noise impact on the surrounding residential area due to operations at Chelsea Lodge, we can compare evening and night-time data from specific Fridays when the venue was closed, and then on Fridays and Saturdays when the venue was open.

The venue was closed on Fridays between 8th July and 12th August. Noise levels on these dates have been used to establish a baseline for comparison. The venue generally closes at 02:30 and dispersed by 03:00. However, during the measurement period the venue often closed earlier than this, being dispersed by as early as 01:00 in some instances.

The measured data shows typical L_{Aeq} levels are generally consistent around 53-55dBA during the evening, with a slight drop-off of 2-3dB after midnight, which is normal and unrelated to the activity of Chelsea Lodge. There are occasional periods of increased noise observed on all nights regardless of whether the venue was open, consistent with the Kings Road area where there is a lively night-time economy. Kings Road is also a major thoroughfare and there is frequent noise generated by events such as engine noise from high power motorbikes and cars, and from sirens from emergency services vehicles.

Graph 1 below shows $L_{Aeq,30min}$ average noise levels for nights while operating and for nights when closed. The average for closed nights shows a peak around 23:30 which is due to a one-off noisy event on the 8th July. The average with this event removed from the analysis is also shown and is considered more representative of the true background noise level.

From these measurements we observe no consistent additional noise levels associated with Chelsea Lodge operations.

3.0 SPECIFIC NOISE COMPLAINTS

Three specific noise complaints were reported during the July-September period.

24 September 2022

It was reported that a group of men were shouting on Wandon Road close to the junction with Kings Road (some 40m from Chelsea Lodge) between 22:10 and 23:00 on 25 September. The measurements show no excess level at this time (see Graph 2).

27-28 August 2022

It was reported that a group of women were singing and shouting at the corner of Holmead Road and Kings Road (outside Chelsea Lodge) at around 21:30pm. The measurement shows no excess levels at this time (see Graph 3).

Later on, it was reported that there was raised voices on the Kings Road around 02:15. Chelsea Lodge had closed at 01:15 and dispersed by 01:30 on this night and so these particular patrons are likely to be unrelated to the Chelsea Lodge premises. The measurements show no excess level during this time. (see Graph 4).

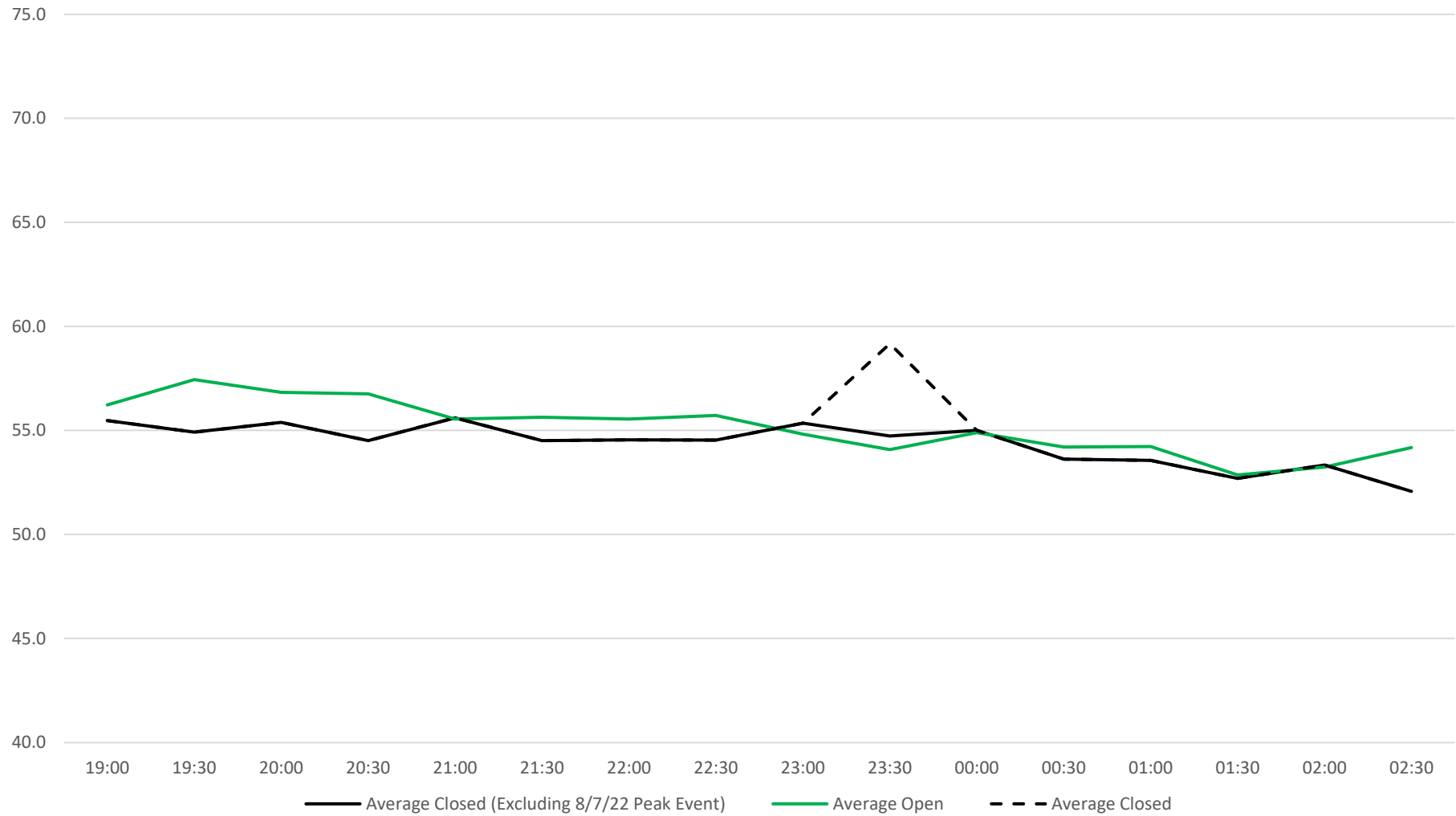
Thursday 16 June 2022

A complaint was made of excessive plant/extract noise which the complainant associated with the Chelsea Lodge; however, the venue was closed on this evening.

4.0 CONCLUSION

Noise levels have been continuously monitored at Chelsea Lodge restaurant & bar during June-September 2022. Comparison between nights when the venue was open and closed show no consistent additional noise level due to venue operations.

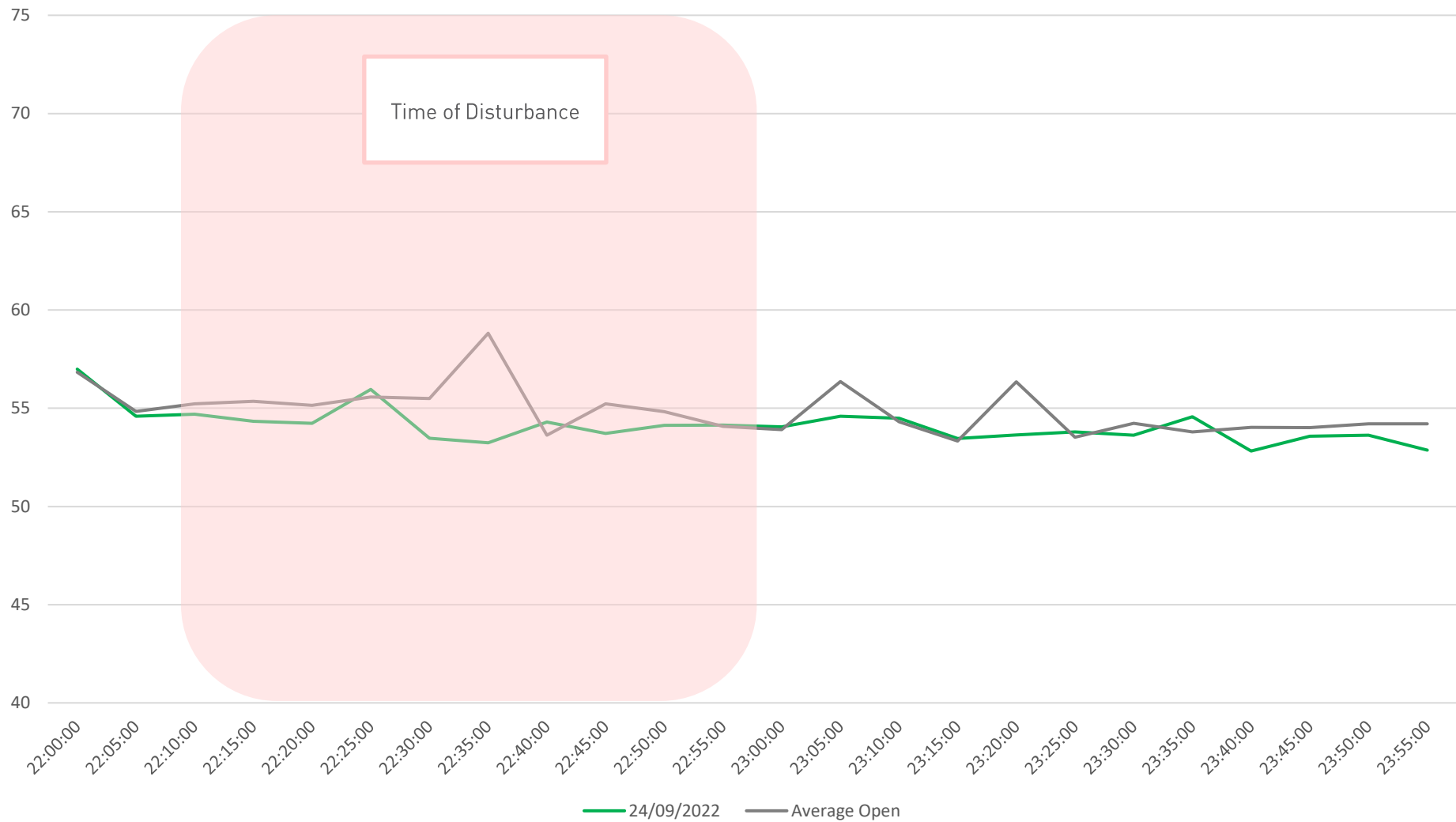
Reference to measured noise levels at the time of specific noise complaints shows no consistent raised noise levels at Chelsea Lodge during these times. On the evening when one noise complaint (referring to plant noise) was received, the venue was in fact closed.



Chelsea Lodge
LAeq, 30min Average Noise Levels, Open and Closed
Project 11041

Graph 1
30 September 2022
Not to Scale

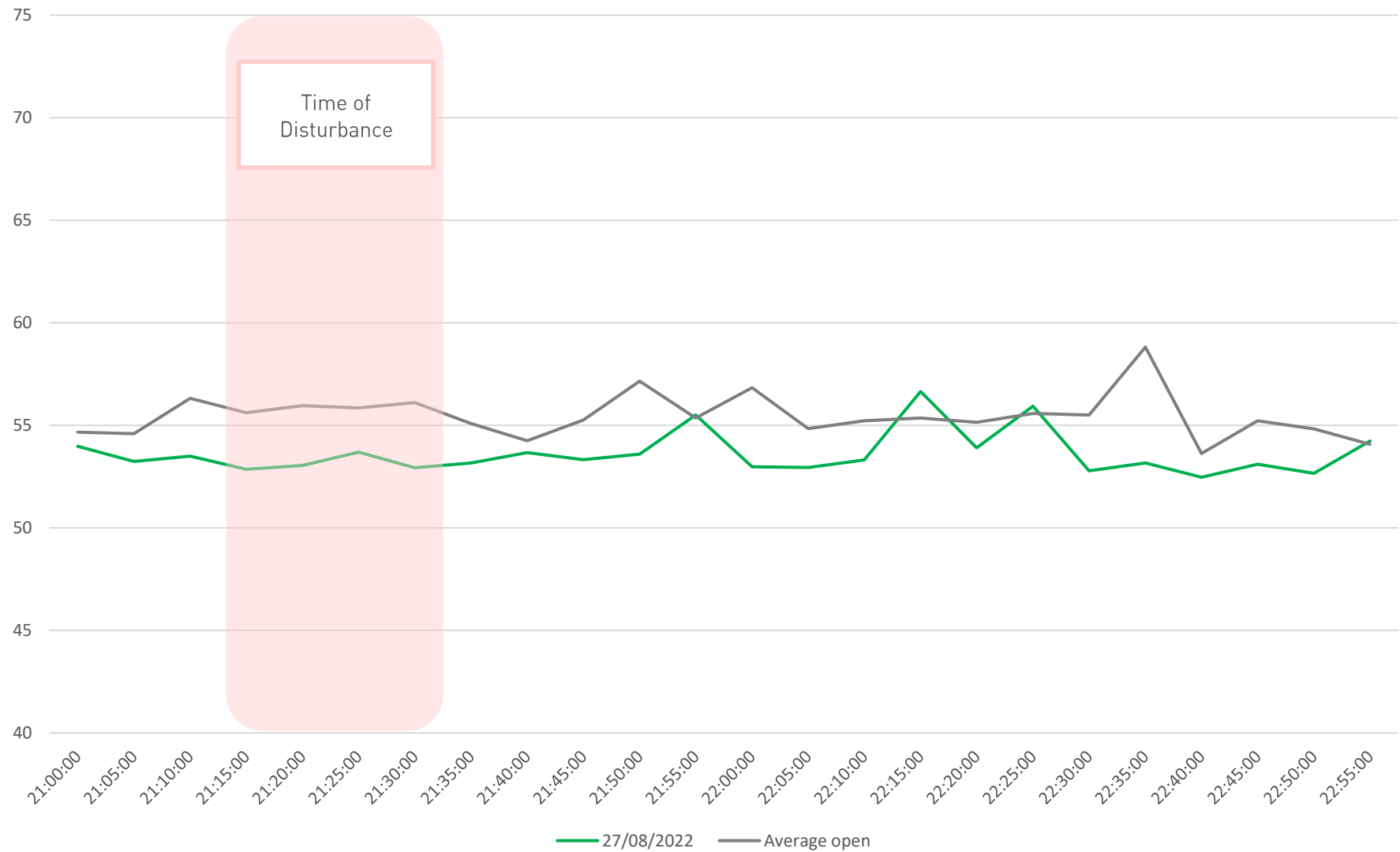




Chelsea Lodge
LAeq, 5min Noise Levels During 24/9/22 Noise Complaint
Project 11041

Graph 2
30 September 2022
Not to Scale





Chelsea Lodge
LAeq, 5min Noise Levels During 27/8/22 Noise Complaint
Project 11041

Graph 3
30 September 2022
Not to Scale

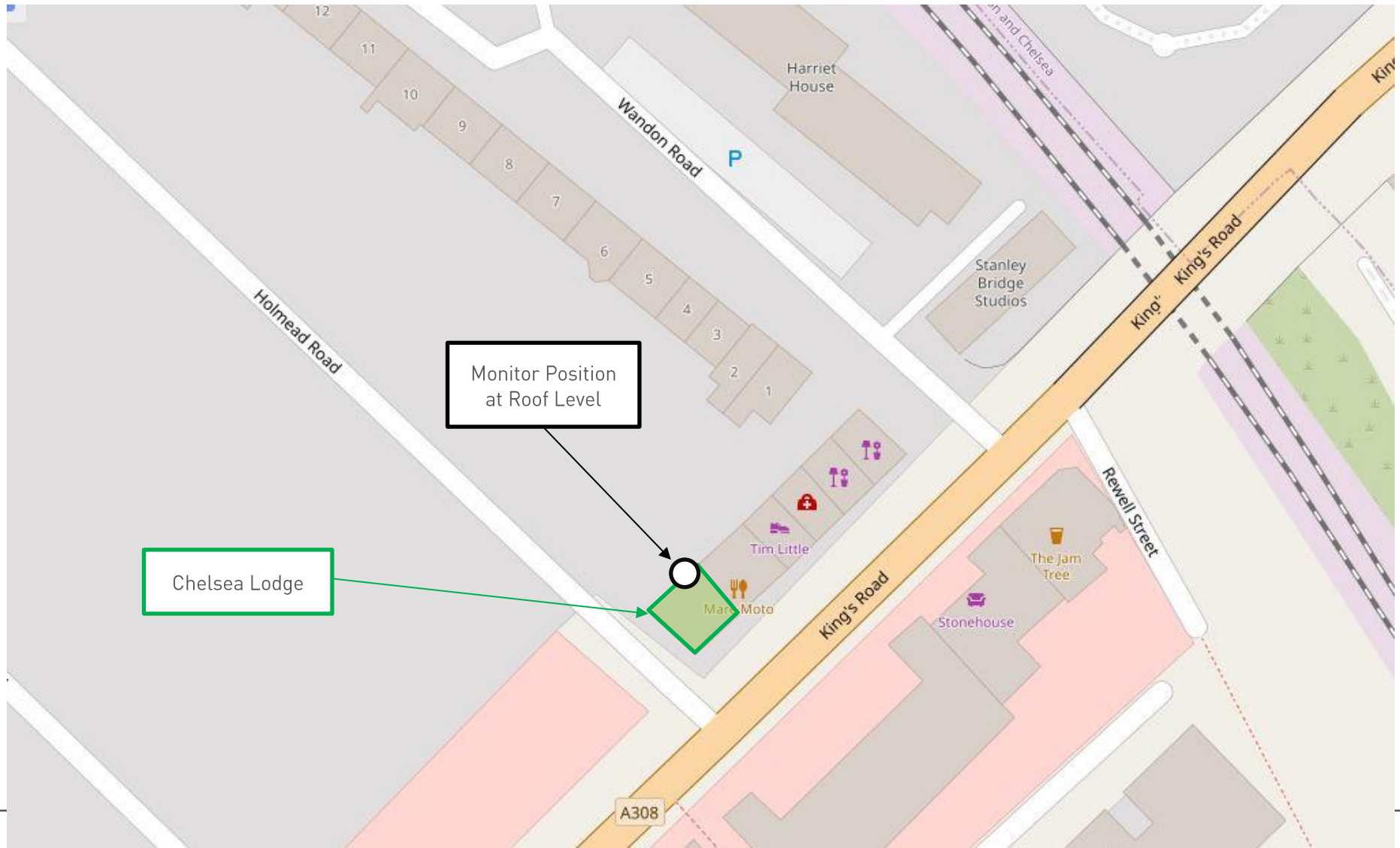




Chelsea Lodge
LAeq, 5min Noise Levels During 28/8/22 Noise Complaint
Project 11041

Graph 4
30 September 2022
Not to Scale







Chelsea Lodge
Site Plan
Project 11041

Figure 2
30 September 2022
Not to Scale



Agenda Item 8

From: Annabel Cottrell <>
Date: 10 August 2022 at 23:26:50 BST
To: adrian.overton@lbhf.gov.uk
Cc: Ward Panel Chair Fulham Town <>
Subject: 2022/01110/LAPRR REVIEW of Chelsea Lodge's present Premises licence
2022/00975/LAPRR

Dear Sirs

I am the Co-Chair of the Town Ward Panel and as such represent residents nearby.

I have read with interest the Chelsea Lodge Review. In view of the very serious incident that occurred at the premises on 2th March I fully concur with the review and the stance taken by the Council Licencing Officers but believe the premises should have their licence revoked because although the manager on duty at the time has been fired, it is clear that had he been properly trained and encouraged by the Management to uphold the four licencing principals this situation would not have occurred.

I have yet to consider my response to the proposed conditions to the licence in detail so reserve my right to comment further. Although immediately it stands out that not to check the ID of those entering the premises, making all sorts of exceptions both of times and groups, defeats the whole object of the exercise. There also appears to be no conditions that will prevent the establishment from promotions such as the "Bottomless Lunches", which clearly attract very young females.

Annabel Cottrell

Annabel Cottrell
Shottendane Road
London SW6

Agenda Item 13

From: Marcus Lavell

Sent: 25 October 2022 15:27

To: Licensing HF: H&F

Subject: RE: HEARING: 25 October 2022 at 6.30 pm - Premises: The Chelsea Lodge 562 King's Road London SW6 2DZ

Dear Karen

Please find attached two further draft conditions, proposed by the Premises Licence Holder.

I should be most grateful if you could please circulate these to the Members, local residents and Officers at your earliest convenience so that they can be considered prior to this evening's hearing.

Kind regards

Marcus Lavell

**BEFORE THE LONDON BOROUGH OF HAMMERSMITH AND
FULHAM'S LICENSING SUB-COMMITTEE**

Chelsea Lodge
562 King's Road, SW6 2DZ

**ADDITIONAL PROPOSED DRAFT CONDITIONS FOLLOWING
FURTHER DISCUSSIONS BETWEEN PREMISES LICENCE HOLDER AND
LOCAL RESIDENTS**

For Review Hearing: 25 October 2022

1. The Premises Licence holder shall consult with police and implement a written drink spiking policy.
2. The Premises Licence Holder will have in place suitable procedures to ensure that children attending child friendly daytime events are not allowed to remain on the premises when a subsequent adult only event is held on the same day.