

Licensing Sub-Committee

Agenda

Wednesday 8 November 2023 at 6.30 pm

This meeting will be held remotely

Watch the meeting live: youtube.com/hammersmithandfulham

MEMBERSHIP

Administration:	Opposition:
Councillor Mercy Umeh (Chair) Councillor Wesley Harcourt	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: 31 October 2023

Licensing Sub-Committee Agenda

8 November 2023

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1.	APOLOGIES FOR ABSENCE	
2.	DECLARATIONS OF INTEREST	
	<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>	
3.	THE ROSE AND BALL, CHELSEA FOOTBALL CLUB, STAMFORD BRIDGE STADIUM, FULHAM ROAD, LONDON, SW6 1HS	3 - 238

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1. PRE-APPLICATION ADVICE

On 13th July 2023 a pre-application site visit was held at Chelsea Football Stadium, with Adrian Overton of the Licensing Team, PC Kris Cardwell and PC Dan Evans of the Police Licensing Team. Subsequent to this visit, a pre-application advice report was sent to the Applicant. A copy of pre-application advice report can be seen on pages **15-18** of this report.

1.1 Pre-Application Correspondence

On 22nd August 2023, Matthew Phipps from TLT Solicitors on behalf of Chelsea FC Holdings Limited (“the applicant”) contacted the Licensing Team. He requested a letter and brochure of the proposal for the Chelsea Rose and Ball, were sent to those residents who expressed concern about the previous concourse application submitted by the applicant. On 23rd August 2023, the Licensing Team contacted and distributed the documents to all parties as requested. A copy of the email correspondence, letter and brochure can be seen on pages **19-40** of this report.

2. THE APPLICATION

On 05 September 2023, Matthew Philips from TLT Solicitors submitted an application on behalf of Chelsea FC Holdings Limited (“the applicant”) for a new premises licence to be granted in respect of the premises known as The Rose and Ball, Chelsea Football Club, Stamford Bridge Stadium, Fulham Road, London, SW6 1HS.

2.1 Application Requested

The premises intends to operate as match day hospitality suite, and the applicant has applied for a new premises licence for the sale of alcohol on the premises only, and late-night refreshment indoors only as outlined below:

Licensable activities sought:

The sale of alcohol - On the premises only

Mondays to Sundays between the hours of 10:00 to 00:00

The Provision of late-night refreshment - Indoors only

Mondays to Sundays between the hours of 23:00 to 00:00

Opening hours of the premises

Mondays to Sundays between the hours of 10:00 to 00:00

A copy of the application form, plan, operating schedule and noise management strategy can be seen on pages **41-70** of this report.

2.2 Applicants Operating Schedule

The applicant has proposed a number of additional steps to promote the four licensing objectives if the application is granted.

The applicant has proposed that the premises will only operate on match days, and will open no earlier than 3 hours before kick-off and will close no later than ninety minutes after the final whistle, notwithstanding the terminal hour (e.g. whichever is earlier).

The applicant has also proposed that licensable activities will commence no earlier than 3 hours before kick-off and terminate no later than 60 minutes after final whistle, notwithstanding the terminal hour (e.g. whichever is earlier).

The applicant has also proposed that entrance to “Rose and Ball” will be by pre-booked ticket only.

A copy of the full operating schedule and proposed conditions can be seen on page **62-65** of this report.

3. BACKGROUND

The main access to the premise’s unit is located on Stamford Bridge, in the northeast corner of the concourse. There is a mixture of both residential and commercial premises within the area. A map showing the location of the premises and neighbouring licensed premises can be seen on pages **71-77** of this report.

There are several options for transport away from the area including buses and taxis which run from in and around the Fulham Road area. Fulham Broadway tube station is a 7-minute walk away, Imperial Wharf Station is 16 minutes away and West Brompton Station is an 18-minute walk away.

4. CONSULTATION

A public notice was displayed at the premises for 28 days. The application was advertised in a local circular and all statutory consultees were notified as required by the Regulations. The Council has served written notice of hearing upon the applicant and all those parties that have made representations in respect of the application.

4.1 Relevant Representations

The licensing section received forty-two representations objecting to the licence application. Of these representations, one was received from the Walham Green Ward Councillor, Councillor Trey Campbell-Simon. A copy of this representation can be seen on pages **78** of this report.

One was received on behalf of the Barclay Road Conservation Area Neighbourhood Watch residents' group, one on behalf of the Royal Parks and thirty-nine from local residents. A copy of these representations can be seen on pages **79-144** of this report.

The licensing section also received comments from the Planning team. On 23rd October 2023 Hugh Scanlon of Lichfields Planning and Development Consultancy copied the Licensing Team into an update on a planning application submitted on behalf of the applicant. A copy of the comments and update can be seen on pages **145-170** of this report.

5. Other INFORMATION

5.1 Enforcement History

There have not been any warnings, simple cautions or prosecutions given to the operator in respect of the premises during the past three years.

5.2 Temporary Event Notices (“TENs”)

No TENs have been submitted in respect of this premises in the past twelve months.

5.3 Additional Correspondence

On 24th October 2023 Matthew Phipps sent an email to the Licensing Team, requesting that a letter and the brochure be sent to any representors who will not have received it when it was initially circulated on 23 August 2023. A copy of the email, letter, brochure and responses can be seen on pages **171-195** of this report.

On 30th October 2023 Matthews Phipps sent an email to Licensing Team with 9 documents attached for the inclusion of the licensing agenda. These documents were as follows: Chelsea FC Safety plan (matchday), Rose and Ball operations overview, Retail match day brief, Responsible alcohol service questions, Alcohol service refusals/incident log, General admission bars and dispense points, Hospitality areas, Match Day catering operating hours and Personal licence holder notice. A copy of the email explaining the documents, and all documents listed can be seen on pages **196-238** of this report.

6. POLICY CONSIDERATIONS

6.1 Section 5 pages 12 and 13 of the Statement of Licensing Policy (“SLP”) 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;
- the steps proposed to ensure the physical safety of people using the relevant premises or place;
- 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 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.

6.2 Policy 1 page 18 of the SLP states that applicants are expected to undertake a local risk assessment as part of any licensing application.

The Secretary of State's Guidance states that applicants are expected to obtain sufficient information to enable them to demonstrate, the steps they propose to take to promote the licensing objectives; and that they understand the layout of the local area and physical environment including:

- a) crime and disorder hotspots;
- b) proximity to residential premises;
- c) proximity to areas where children may congregate;
- d) any risk posed to the local area by the applicants' proposed licensable activities; and
- e) participation in any local initiatives (for example, local crime reduction initiatives or voluntary schemes, such as 'Ask for Angela', local taxi-marshalling schemes, street pastors and other schemes) which may help to mitigate potential risks.

Applicants are expected to include positive proposals in their application on how they will manage any potential risks.

The Guidance goes on to state that 'Applicants are expected to provide licensing authorities with sufficient information in this section to determine the extent to which their proposed steps are appropriate to promote the licensing objectives in the local area. Applications must not be based on providing a set of standard conditions to promote the licensing objectives and applicants are expected to make it clear why the steps they are proposing are appropriate for the premises.

6.3 Policy 3 page 21 of the SLP states that where there is a relevant representation, the Licensing Authority will consider each particular case on its merits having regard in particular to the following matters:

- a) Whether the licensed activities are likely to have an adverse impact especially on local residents and, if there is potential to have an adverse impact, what, if any, appropriate measures will be put in place to prevent it;
- b) Whether there will be a substantial increase in the cumulative adverse impact from these or similar activities, on an adjacent residential area;
- c) Whether there is a suitable level of public transport accessibility to and from the premises at the appropriate times;
- d) Whether the activity will be likely to lead to a harmful and unmanageable increase in car parking demand in surrounding residential streets suffering high levels of parking stress or on roads forming part of the Strategic London Road Network or the London Bus Priority Network leading to a negative impact on the Licensing Objectives relating to the prevention of crime, disorder, anti-social behaviour (ASB), nuisance and vehicle emissions;
- e) Whether there have been any representations made by Responsible Authorities, or other relevant agency or representative.

The Licensing Authority will closely scrutinise extended hours applications to ensure that the Licensing Objectives are met. In determining an application the licensing

committee might decide that the circumstances are such that a restriction on hours is the only appropriate means to achieve the Licensing Objectives. If an 'hours' restriction is imposed, the Licensing Authority will normally require that customers should be allowed a minimum of thirty minutes to consume alcohol.

To act as a guide for new or existing operators we have set out the suggested closing times for licensed premises below:

Type of premises	Town centres	Mixed use areas	Residential areas
Restaurants and cafes	Fri – Sat 01:30 Mon - Thurs 01:00 Sun – 00:00	Fri – Sat 01:00 Mon - Thurs 00:00 Sun – 23:00	Fri – Sat 23:00 Sun – 22:00
Public houses, bars, or other drinking establishments	Fri – Sat 02:30 Mon - Thurs 01:00 Sun – 00:00	Fri – Sat 01:00 Mon - Thurs 00:00 Sun – 23:00	Fri – Sat 23:00 Sun – 22:00
Members clubs	01:00 daily	00:00 daily	23:00 daily

6.4 Policy 4 pages 22 and 23 of the SLP states that in determining an application where there has been a relevant representation the Licensing Authority will, where appropriate, take into account the cumulative effect of the number, type and density of licensed premises already existing in the area. Consideration will be given to the proximity to any drug and alcohol treatment site, A&E department or homeless hostel in a local area type remit ie applicants need to make the case for how they would not increase further problems for residents/clients nearby.

In coming to any decision regarding cumulative impact the Licensing Authority will consider other mechanisms outside of the licensing regime which may also be available to address this issue, these include but are not limited to:

- Police and other enforcement of the normal law concerning disorder and anti-social behaviour.
- Police powers to close down instantly any licensed premises or temporary events on grounds of disorder, the likelihood of disorder or excessive noise emanating from the premises, for up to 24 hours.
- The power of the police, other responsible authorities, a local resident, business or Councillor to seek a review of the licence or certificate in question.
- Police and Local Authority power to issue a Closure Notice for up to 48 hours where serious antisocial behaviour is taking place at licensed premises under the Anti-social Behaviour, Crime and Policing Act 2014.
- To ensure that residents are protected from the negative impact of late-night local licensing activities the Licensing Authority may decide to adopt an Area Specific Cumulative Impact Policy in relation to a specific area; where the number, type and density of premises providing licensable activities is having a serious negative impact on the local community and local amenities.

6.5 Policy 11 page 29-30 of the SLP states that Licensing law is not the primary mechanism for the general control of nuisance and anti-social behaviour caused by people once they are away from the licensed premises and, therefore, beyond the

direct control of the licensee. However, licensing is a key aspect of such control and licensing law is part of a holistic approach to the management of the nighttime economy.

As a matter of policy, the council expects every holder of a licence, certificate or permission, to accept and be responsible for minimising the impact of their activities and anti-social behaviour by their patrons within the vicinity of their premises by taking appropriate measures and action consistent with that responsibility.

Licensees and certificate holders should take reasonable steps to prevent the occurrence of crime and disorder and public nuisance immediately outside their premises, for example on the pavement, in a beer garden or in a smoking area, to the extent that these matters are within their control.

Population densities in this borough are high, with many residential premises located above or in close proximity to licensed premises. This means that the public nuisance and crime and disorder objectives will be of paramount concern when evaluating Operating Schedules. Licensing Committees will place high regard on the control measures put in place by the applicant to ensure that our residents are protected from the potential detrimental effects of any licensed premises.

6.6 Policy 13 pages 31 and 32 of the SLP state that despite Licensing and Planning being under different legislation, the Licensing Authority will ensure that the licensing regime is in line with the planning regime in Hammersmith & Fulham as far as is possible.

The local planning authority has powers to control opening times of all new establishments seeking planning permission, where harm might occur. Licensing applications will not be a re-run of the planning application.

If the licensing committee grants any variation of a licence which involves a material alteration to a building, the applicant still needs to apply for planning permission, or building regulation control, where appropriate. Where an applicant is granted a premises licence with operating hours that are different to the hours permitted by the premises planning permission, the applicant must observe the earlier closing time. Premises operating in breach of their planning permission would be liable to prosecution under planning law. We would suggest that the applicant contacts Planning apply to vary their conditions.

6.6 Policy 15 page 33 of the SLP in relation to drink spiking issues states the Licensing Authority expects licence applications to outline measures in their operating schedules to prevent, identify and address drink spiking. Any establishment where drink spiking is reported will be supported to address future cases, and where there are several cases occurring a review may be initiated.

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 Annex 1 pages 35 and 36 of the SLP in relation to the prevention of crime and disorder states 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'.
- g) Conditions will, so far as possible, reflect local crime prevention strategies, and that Licensing Authority will also have regard to the views of the local Crime and Disorder Reduction Partnership.
- h) **Crime and disorder in the vicinity of the premises:** this may include the crime and disorder risks arising from persons queuing to enter the premises; persons exiting the premises and customers smoking eating or drinking in outdoor areas and on the highway outside the premises. This can also include crime arising from pickpockets and bag snatchers, particularly in open spaces or crowded areas where alcohol is being consumed.
- i) **alternative to glass bottles and glasses** - restricting the use of glass bottles and beer glasses to customers in preference for containers made from polycarbonate materials.
- j) **CCTV** - using CCTV inside and/or outside the premises together with appropriate procedures and having staff properly trained to use CCTV equipment.
- k) **dispersal procedures** - establishing appropriate dispersal procedures to minimise the potential for crime and disorder when customers are leaving the premises.
- l) **dealing with and reporting crime and disorder** - training for staff and door security aimed at reducing crime and disorder in the premises and its vicinity and dealing with and reporting incidents if they occur.
- m) **door staff** - considering whether the premises employs a sufficient number of SIA registered door staff, whether Door Premises Supervisors check the legitimacy of the badges and whether SIA staff display their badges prominently. (Note: All door supervisors must be Security Industry Authority (SIA) registered).
- o) **excessive drinking** - training for staff to recognise when customers are becoming drunk and adopting appropriate 'cut off' procedures for drunken customers, so as to reduce the likelihood of fights or aggressive behaviour.
- p) **local schemes** – joining and attending local Pubwatch meetings and participating in the Behave or Be Banned Scheme (BOBB) and/or signing up and using the Council's Safety Net Radio scheme.
- q) **prevention of theft** - using bag hooks and signage to warn customers of pickpockets and bag snatchers.
- r) **Event type** - in some cases the type of regulated entertainment proposed could attract elements which increase the possibility of violence and/or disorder occurring in, or in the vicinity of, the premises. For example, some externally promoted live

music events carry an increased risk of violent crime and disorder. It may be appropriate to carry out a risk assessment of the activities proposed, however this would be in a guidance capacity to help support the business in question. Any such assessments should be emailed to: AWMailbox.Licensing@met.police.uk before the event is agreed. Where a large outdoor event is planned this Authority and the Police recommend that the organisers consult with 'relevant parties' as early in the planning stages as possible. 'Relevant parties' would include local residents, local businesses, schools, charitable organisations, responsible authorities and relevant local authority departments. Consideration of timing of events should be given in relation to football matches and other large pre-planned annual events within the locality and surrounding boroughs.

6.8 Annex 1 pages 38 to 40 of the SLP in relation to the prevention of public nuisance states that the Licensing Authority will particularly consider the following matters where they are material to the individual application:

- ii. The proximity of residential accommodation;
- iii. The type of use proposed, including the likely numbers of customers, proposed hours of operation and the frequency of activity;
- iv. The steps taken or proposed to be taken by the applicant to prevent noise and vibration escaping from the premises, including music, noise from ventilation equipment, and human voices. Such measures may include the installation of soundproofing, air conditioning, acoustic lobbies and sound limitation devices;
- v. The steps taken or proposed to be taken by the applicant to prevent disturbance by customers arriving at or leaving the premises.
- vi. Limiting the number of people permitted to use a garden or other open-air areas, including those for the use of smoking, at any one time.
- vii. Restricting the use of a garden or other open-air areas, including those for the use of smoking, after a particular time e.g. 11:00pm (or such earlier time as may be considered appropriate)
- viii. The steps taken or proposed to be taken by the applicant to prevent queuing (either by pedestrian or vehicular traffic). If some queuing is inevitable then queues should be diverted away from neighbouring premises or be otherwise managed to prevent disturbance or obstruction;
- ix. The steps taken or proposed to be taken by the applicant to ensure staff leave the premises quietly;
- x. The arrangements made or proposed for parking by patrons, and the effect of parking by patrons on local residents;
- xi. The provision for public transport in the locality (including taxis and private hire vehicles) for patrons;
- xii. The level of likely disturbance from associated vehicular and pedestrian movement to and from the premises;
- xiii. The delivery and collection areas and delivery/collection times;
- xiv. The siting of external lighting, including security lighting that is installed inappropriately
- xv. The arrangements for refuse disposal, storage and the prevention/tidying of litter (including fly posters and illegal placards);
- xvi. The history of previous nuisance complaints proved against the premises, particularly where statutory notices have been served on the present licence holder;
- xvii. The history of the applicant in controlling anti-social behaviour and preventing nuisance;
- xviii. The generation of odour, e.g. from the preparation of food;

- xix. Any other relevant activity likely to give rise to nuisance;
- xx. Any representations made by the Police, or other relevant agency or representative;

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:

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.

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.

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.

7. DETERMINATION

7.1 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) Grant the application in full
- (b) Grant the application in part – modifying the proposed hours, activities or conditions.
- (c) Reject the application

It is the Council's duty under the Licensing Act 2003 ("The Act") to determine applications 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.

In reaching a decision the Council shall consider the details of any relevant representations received; the applicant's Operating Schedule; the Council's adopted Statement of Licensing Policy and the guidance issued by the Secretary of State under section 182 of the Act.

If the Committee is minded to grant the application conditions may be attached to the licence to alleviate the concerns raised through the representations.

Pre Application Advice Report

To : Mr Matthew Phipps, TLT LLP, 20 Gresham Street
London, EC2V 7JE

From: Licensing, London Borough of Hammersmith and Fulham
First Floor, 45 Beavor Lane, London, W6 9AR

Licensing Act 2003

Premises Licence Number: TBC

Premises Name: Chelsea Football Club

Premises Address: Stamford Bridge Stadium, Fulham Road, SW6 1HS

Mr Matthew Phipps (Solicitor for TLT solicitors) made a request for pre-application advice in relation to a proposal for a new licence to cover an existing area of the stadium previously used as a health club. The now disused health club is situated in the north east corner of the concourse, next to the museum, and has been closed since Covid.

It is intended that the premises will be used as a new hospitality area called Rose and Ball, creating a corporate dining environment for 700 guests (600 on the first floor and 100 on the ground floor).

On Thursday 13th July 2023 a pre-application site visit was held at Chelsea Football Stadium and the following parties attended the meeting:

Council Officers:

- Mr Adrian Overton (Licensing Service Manager)

Police Officers:

- PC Kris Cardwell (Police Licensing Officer)
- PC Dan Evans (Police Licensing Officer)

The Applicant:

- Mr Matthew Phipps (Head of Licensing – TLT Solicitors)
- Mr Keith Overstall (DPS and Head of Security)

The Premises

This venue currently benefits from a number of licences which all have unique hours and conditions. The current licence covering the health club area is called Chelsea Club - 2015/00774/LAPR. This licence permits a number of different licensable activities between 10:00am and 01:00am.

The other licences currently in operation at the premises are as follows:

2013/01056/LAPR- Chelsea Museum

2015/00771/LAPR- South Stand

2015/00773/LAPR-Matthew Harding Stand (North)

2021/00574/LAPR-West Stand

2015/00784/LAPR- East Stand

2019/00272/LAPR- Chelsea Football Ground (Pitch Area)

2020/00772/LAPR- Chelsea Football Club (Concourse Area)

2017/01028/LAPR- Copthorne Hotel

2018/01419/LAPR- Millennium Hotel

2015/00776/LAPR- Under the Bridge

Proposed new licence

The applicant is proposing to apply for new premises licence for the area previously used as a health club. The following licensable activities, days and times are being sought:

Sale of Alcohol On and Off the Premises
Monday to Sunday 10:00 - 00:00

Late Night Refreshment - Indoors
Monday to Sunday 23:00 - 00:00

Licensing Officer's comments

Mr Overton explained that the Licensing Authority would be unlikely to make a representation to the application in its current form as the premises was not located in a cumulative impact area and because the hours requested were within those already permitted by the existing licence. Mr Overton did ask that the Council's pool of conditions were referred to though, and specifically any conditions in relation to the prevention of public nuisance due to the location of local residents nearby.

Police Officer's comments

PC Cardwell and PC Evans agreed to review any conditions suggested by the operators via email after the meeting. Mr Overton also agreed to review any conditions after the meeting, including agreeing the wording for a proposed counter terrorism training condition.

Officers' Advice

1. Any application for a new premises licence would need to be submitted to this Licensing Authority. Please click on the following link to apply for a premises licence / variation by post or online [Premises licences applications and guidance notes](#). The application should be submitted with plans showing the proposed layout of the new licence. Details regarding the information required when submitting plans can be found via the above link under 'Guidance for applicants – Site plan requirements'.
2. Applications for a new premises licence must be advertised as follows :

Site Notice

By displaying a notice in at least one place at or on the site of the premises concerned for not less than **28 consecutive days** starting on the day following the submission of the application to the Council's Licensing Team. The notice must contain the following information:

- Details of the new area and the hours for the licensable activities sought in this area.
- Ensure that it is clear which type of application is being made by marking on the notice whether it is a new grant, variation, or provisional statement. Please note that the site notice must be printed on light blue paper of at least A4 size. The text on the notice must remain in a Size 16 font Times New Roman or similar.

A copy of the site notice should be submitted as part of your application to ensure the correct information is being displayed. Please be advised that if the notice is checked and found to contain errors, or if it is not displayed, you will be asked to make the relevant amendments and restart the 28 day consultation period.

The site notice template can be found here - [Public Notice](#)

Newspaper advertisement

You must publish a notice in a local newspaper circulating in the Hammersmith and Fulham area on at least one occasion during the period of 10 working days starting on the day after the day on which the application was submitted to this department.

A link to the newspaper advert template can be found as follows:

https://www.lbhf.gov.uk/sites/default/files/section_attachments/newspaper_advert.pdf

A newspaper advert can be placed in the following paper:

Ealing Gazette - 01895 45100 -

<http://www.trinitymirrorsouthern.co.uk/contact-us/>

Thank you for meeting with me, I hope the above is of assistance.

A handwritten signature in black ink, appearing to read 'A. Overton', with a long horizontal flourish extending to the right.

Adrian Overton
Licensing Policy and Enforcement Manager

Disclaimer

The advice given is from the Council's Licensing Team, acting in their role as a Responsible Authority under the provisions of Section 13 of The Licensing Act 2003.

This pre-application advice will not give applicants any exemptions from the licensing process. Responsible Authorities, including the Licensing Team, may still make a representation against the application and the case may still need to be heard at Licensing Sub-Committee for a decision to be made.

The advice given does not include views from other responsible authorities such as the Police, Fire Authority, etc. Determining any application that is subject to representations will be the function of the Licensing Sub-Committee who will consider the application and the representations on its own merits and determine the application accordingly on the basis of whether it promotes the licensing objectives.

From: Licensing HF: H&F <licensing@lbhf.gov.uk>
Sent: Wednesday, August 23, 2023 9:22 AM
Cc: Overton Adrian: H&F <>; Mckenna Lorna: H&F < Cllr Campbell-Simon Trey: H&F >; Cllr Nwaogbe Genevieve: H&F <; Matthew Phipps
Subject: RE: Chelsea Football Club - Rose and Ball (Health Club as was)

Dear all,

Following on from the below, please find attached the downloaded documents from the previous attached emails.

Please note that the licensing application has not been submitted yet, and club intend **to submit the application shortly but if you have any queries or feedback we would be happy to hear from you by way of email to residents@chelseafc.com by 29 August 2023.**

Kind regards
Lorna McKenna
Licensing Compliance Officer

From: Licensing HF: H&F
Sent: Wednesday, August 23, 2023 8:13 AM
Cc: Overton Adrian: H&F <>; Mckenna Lorna: H&F < Cllr Campbell-Simon Trey: H&F >; Cllr Nwaogbe Genevieve: H&F <; Matthew Phipps
Subject: FW: Chelsea Football Club - Rose and Ball (Health Club as was)

Dear Residents

Please find below an email regarding Rose and Ball at Chelsea Football Club. Please note that a licensing application has not yet been submitted, therefore please send any comments, queries or feedback directly to Matthew Phipps: Matthew.Phipps@TLT.com **by Tuesday, 29 August 2023**

Kind regards
Karen Layug
Licensing Administration Team Leader
Licensing
The Economy Department
Hammersmith& Fulham Council
020 8753 4543
www.lbhf.gov.uk

From: Matthew Phipps <
Sent: 22 August 2023 16:29
To: Overton Adrian: H&F

Cc: Mckenna Lorna: H&F <>; Licensing HF: H&F <

Subject: Chelsea Football Club - Rose and Ball (Health Club as was)

Please find attached below:

- Self-explanatory letter to residents.
- Presenter for new hospitality space in the Health Club (as was).

Following discussions with both yourselves and the Metropolitan Police, we are now in a position to move forward with the Premises Licence application for the Rose and Ball, as it's proposed to be known, details set out in the attachments, subject to any material feedback that we receive via residents by Tuesday, 29 August 2023.

The club is committed to ensuring an improved dialogue with residents and to that end, and as also discussed, we would be grateful if you could forward this email with attachments to those residents who expressed concern about the Concourse application from a few months ago.

My clients are communicating directly both with Greg Hands, the MP, local councillors and a number of residents with whom they have been in direct contact over the course of the last few months.

Many thanks for your assistance.

Best wishes

Matthew Phipps
Partner
Head of Licensing England and Wales
for TLT LLP



18 August 2023

Dear Neighbours,

As you will be aware we have made a commitment to improve our dialogue and discussions and felt that it would be transparent, and hopefully helpful, to advise you of proposals prior to the formal submission of application. With that in mind, we wanted to get in touch in order to tell you about the development of a new hospitality suite 'The Rose & Ball' at Stamford Bridge.

Having expressed some concerns about the now withdrawn concourse application we have sent this communication across to LBHF, who have kindly indicated that they will send it out in order that we can share this with all of you. This correspondence will also be circulated to councillors and Greg Hands MP.

As you may be aware the Health Club, situated in the north east corner of the concourse, and next to the museum, has been closed since Covid. This space has the benefit of a Premises Licence which permits a variety of licensable activities on the ground floor.

We now propose to invest in this facility and to develop this to permit match day only hospitality facilities on the first and ground floors. The ground floor facility has been in use on match days for a number of years and will continue to be during this application process.

This facility will offer those attending matches an attractive and sophisticated environment in which to socialise before a match (for up to three hours) and after a match (for up to ninety minutes). All attendees will be going to the match. The facility will not increase the capacity nor attendance at matches. Rather, it will provide a new amenity for some of our fans who will already be attending.

We attach a brochure to help introduce the facility fully. This includes reference to the price point for access (no less than £280 per person). Detail about anticipated staff levels, food and drink and indicative designs and finishes are also included.

You will see that plans in the brochure disclose the full extent of the proposal, across ground and first floors. The basement element is simply to accommodate the lavatory provision.

As you may also be aware we are producing a community newsletter and this development was highlighted in the July 2023 edition.

The existing Licence permits a range of licensable activities to be conducted between 10:00am and 01:00am.

Chelsea Football Club Limited

Stamford Bridge
Fulham Road
London SW6 1HS

T: 0371 811 1955
F: 0207 381 4831
chelseafc.com

VAT Reg No: 726 065049
Reg No: 01965149
Reg Office: Stamford Bridge



We are proposing to submit an application for a new Premises Licence so as to incorporate the first floor. The Licence application has been the subject of significant discussions with the Licensing Authority and the Metropolitan Police and the Licence will be conditioned across the four licencing objectives, and will include (but not be limited to) the following:

- To permit the sale of alcohol from 10.00 hours to 00.00 hours.
- To permit late night refreshment from 23.00 hours to 00.00 hours. To permit premises to open between 10.00 and 00.00hours
- The premises will only operate on match days, will open no earlier than 3 hours before kick-off and will close no later than ninety minutes after the final whistle, notwithstanding the terminal hour (e.g. whichever is earlier).
- Licensable activities will commence no earlier than 3 hours before kick-off and terminate no later than 60 minutes after final whistle, notwithstanding the terminal hour (e.g. whichever is earlier).
- Entrance to 'The Rose & Ball' will be by pre-booked ticket only.
- The provision of SIA door security and non SIA registered stewards when licensable activities are being provided on the premises shall be risk assessed, and in any event, there will be two SIA door staff at ground floor level entrance and two further SIA door staff circulating on the two floors.
- High Definition CCTV shall be installed, operated and maintained, at all times that the premises are open for licensable activities or customers are on the premises.
- The Designated Premises Supervisor shall ensure that all existing staff, new staff, supervisors and managers responsible for selling alcohol receive an induction in the legality and procedure of alcohol sales, prior to undertaking the sale of alcohol. This training shall include the contents of the premises licence; times of operation, licensable activities and all conditions. Training documents shall be signed and dated, and training records be made available to police and authorised council officers on request. The records shall be retained for at least 12 months.
- An incident log shall be maintained by the premises that details incidents of note that occur in the premises. This shall include disorder and ejections as a minimum and shall be available for inspection at any reasonable time by an authorised officer of the licensing authority.
- A log book for complaints shall be maintained at the premises. This log and details of any formal response to any residents shall be made available for inspection by an authorised officer of the council or police officer.
- No drinks shall be permitted to be removed from the premises.
- The Licensee shall provide training for all staff to ensure that they are familiar with all means of ingress and egress and the appropriate procedures in case of any emergencies that require an immediate evacuation of the premises.



- Management shall undertake the relevant training in relation to responding and ensuring the welfare and safeguarding of vulnerable patrons. Management shall risk assess the need for all other relevant staff to undertake such training. Written records of the training completed shall be recorded and available to the Police and Authorised Officers from the Local Authority upon request.
- The licence holder shall ensure that no music from the licensed areas is audible at the boundary of the Stamford Bridge Stadium site.
- A Noise Management Plan shall be submitted to and approved in writing by the Noise and Nuisance Team. The plan shall include details relating to the control of noise from patrons entering and leaving the premises as well as controls to ensure that noise from use and activities within the premises does not cause nuisance to neighbours.
- The premises licence holder shall organise and arrange meetings with residents twice a year. The meetings shall be advertised in good time by appropriate means to residents in the locality. Minutes of such meetings shall be circulated to attendees and the council.
- A Challenge 25 proof of age scheme shall operate at the premises and all staff shall be trained in its implementation. Only photographic ID such as a British driving licence, a current passport or a PASS ID shall be treated as acceptable forms of identification.

We believe that these conditions appropriately control the permitted activities but if you have any concerns or suggestions we would be happy to hear from you. You will note the hours of operation are less than those currently permitted and there is no provision for regulated entertainment within this proposal.

Our intention is to submit the application shortly but if you have any queries or feedback we would be happy to hear from you by way of email to residents@chelseafc.com by 29 August 2023.

Chelsea FC



THE MILLENNIUM CLUB SUITES

CHELSEA

THE BEST OF THE BRIDGE



The Rose & Ball

Stamford Bridge's new hospitality offering for the 23-24 season



STAMFORD BRIDGE IS HOME TO A VARIETY OF HOSPITALITY SPACES, RANGING FROM EXCLUSIVE PRIVATE BOXES TO SHARED BARS & LOUNGES.

By renovating the pre-existing 'Health Club' setting, we would be creating an additional hospitality experience within the Club Chelsea portfolio; capitalising on unused space.

The Rose & Ball is an opportunity to establish an informal premium proposition at Chelsea FC, which differs radically to the existing options available, breaking away from the typically homogenous nature of hospitality.

Great emphasis has been placed on ensuring we can deliver points of difference from our other offerings, an entry level price point for premium purchasers and a product that will sit under the Club Chelsea brand umbrella.



THE ROSE & BALL WILL CONTRIBUTE TO THE CLUB CHELSEA TIERING SYSTEM, OFFERING A LOWER-MID LEVEL PRICE POINT.

EAST STAND

Suite	Price
Private Club Boxes	From £9600 - entire box
Champions Club Box	From £700
Executive Club	From £600
The Dugout Club	From £480
The Rose & Ball	From £280
Under the Bridge	From £240

WEST STAND

Suite	Price
Diamond Suite	From £840
Drake & Harris	From £480
1905	From £360
Clarke & Bonetti	From £360
Frankie's	From £240
Westview	From £120



THE PRICE OF THE ROSE & BALL PACKAGES WILL VARY DEPENDENT ON MATCH CATEGORISATION, RANGING FROM £280 TO £675. PRICES FLEXED UP TO £700 IN SPECIAL CIRCUMSTANCES.

Category	The Rose & Ball
AAA	£675
AA	£550
A	£500
B	£360
C	£300
D	£280



THE VISION AND CONCEPT FOR THE ROSE & BALL HAS BEEN CREATED TO INNOVATE THE CLUB CHELSEA HOSPITALITY OFFERING.

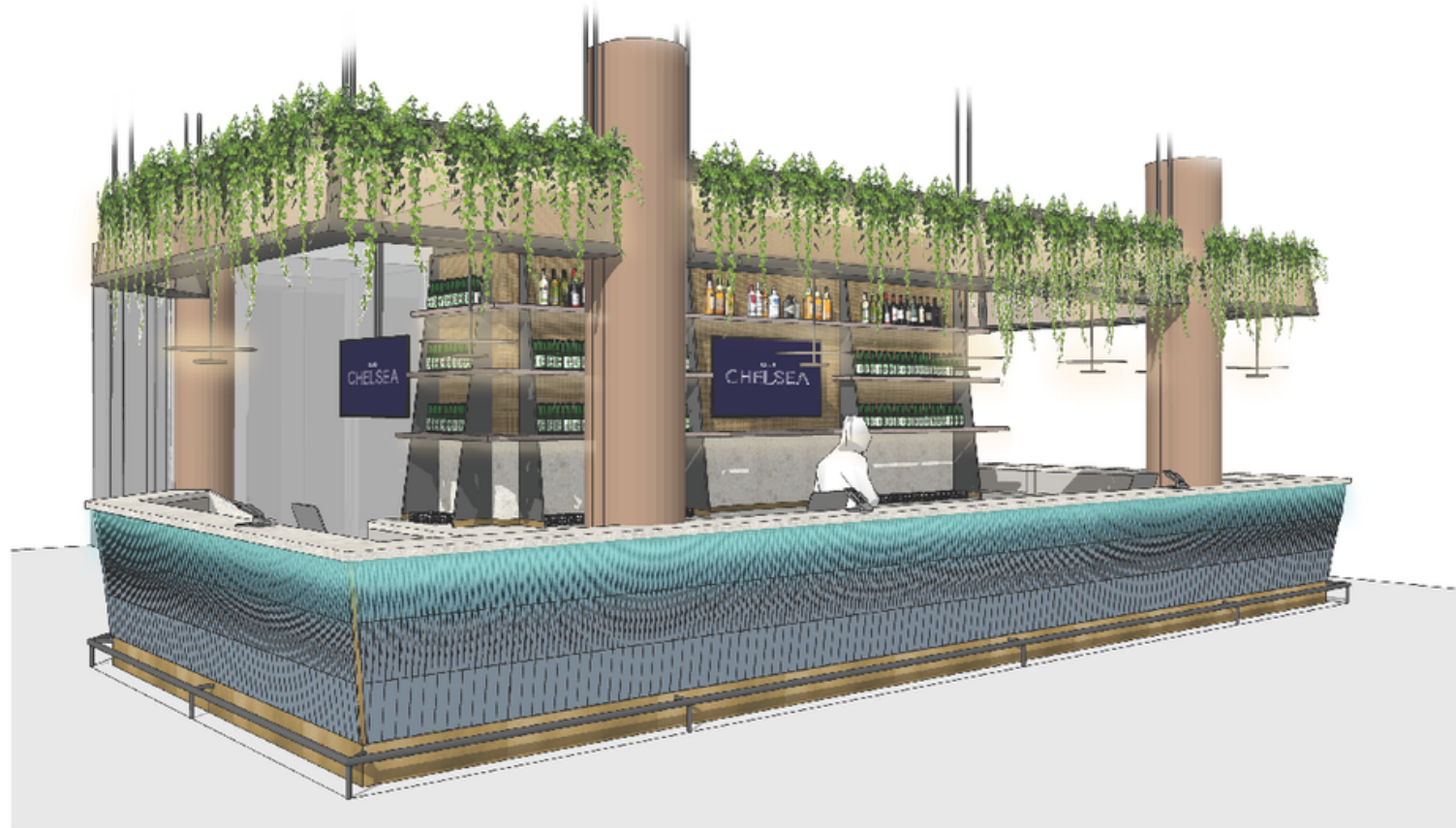
We aim to create a market-leading product. Initial inspiration behind the space focused on eliciting the following:

INVITING, IMMERSIVE, VIBRANT, SPACIOUS, WELCOMING, NEW, PLAYFUL, CASUAL, FRIENDLY, DIFFERENT, RELAXED, INFORMAL, VIBE, FUN, ENJOYABLE, EXPERIENTIAL, UNPRETENTIOUS, INFORMAL, CREATIVE, FRESH, COMFORTABLE, ENTERTAINING, INNOVATIVE, THEATRICAL, ENGAGING, TALKING POINT, GAME CHANGER.

As with every hospitality setting at Chelsea, comfort and atmosphere are of high importance, with great consideration being placed on delivering this for guests.



FEATURE BAR CONCEPT



Blackened metal laminate back bar framework, gantry and foot rail

Stone effect laminate to back bar shelving

Quartz counter top

Bronze decorative mesh infill to gantry and back bar

Warm bronze textured painted columns

A subtle blue brand colour, dynamic tile cladding, with a vibrant blue edge lighting

Brushed brass laminate skirting

MATERIAL PALETTE

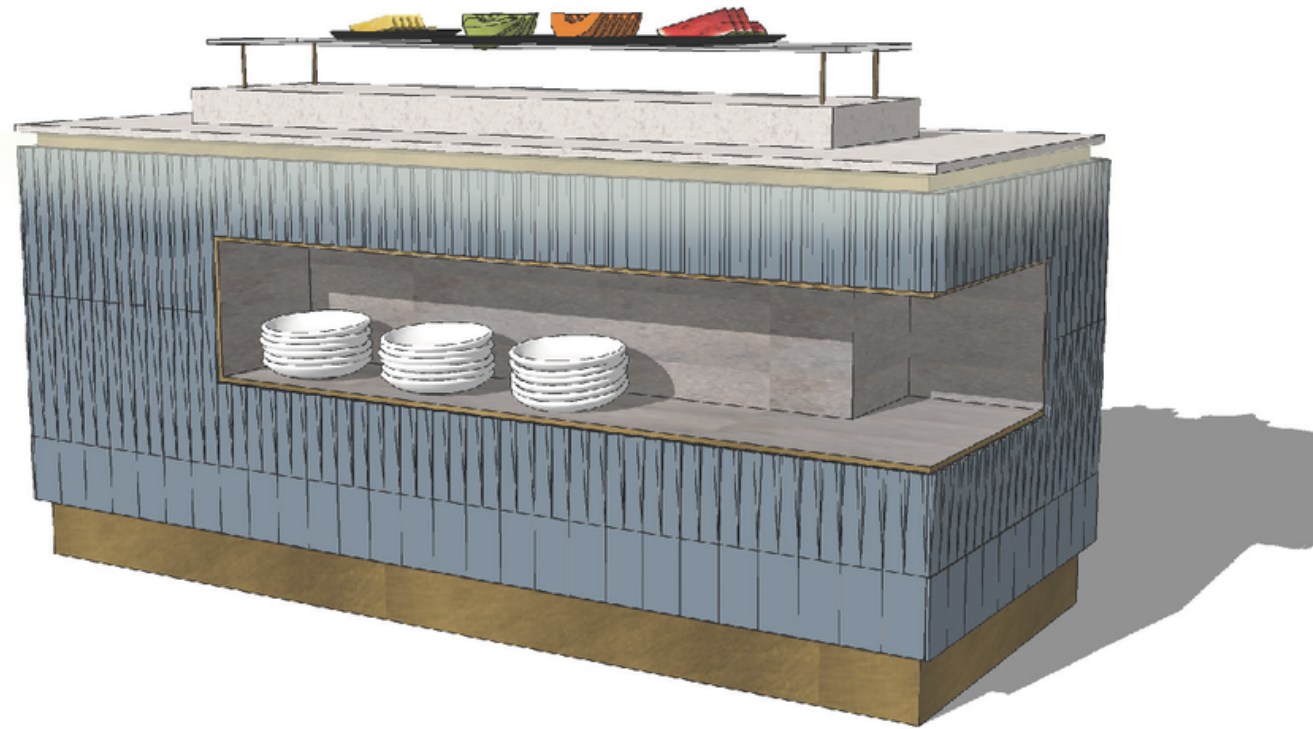
Using metallics and stone textures to create a warm and tactile material palette, with lighting features to add vibrancy and playfulness



© DESIGN GROUP LTD



BUFFET UNIT CONCEPT



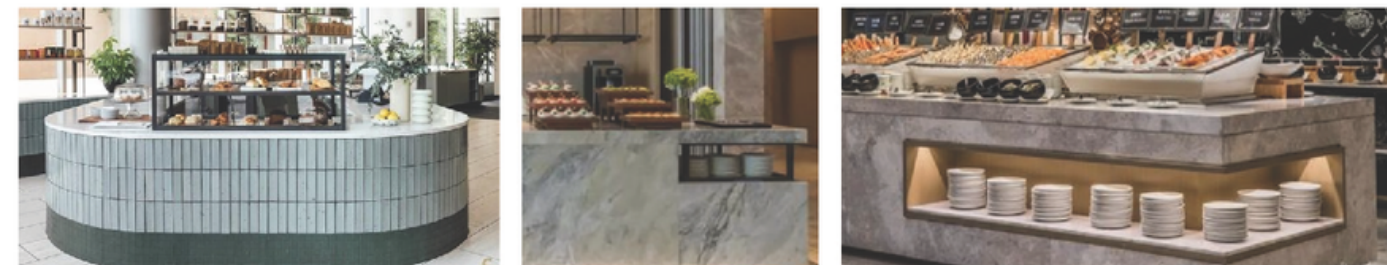
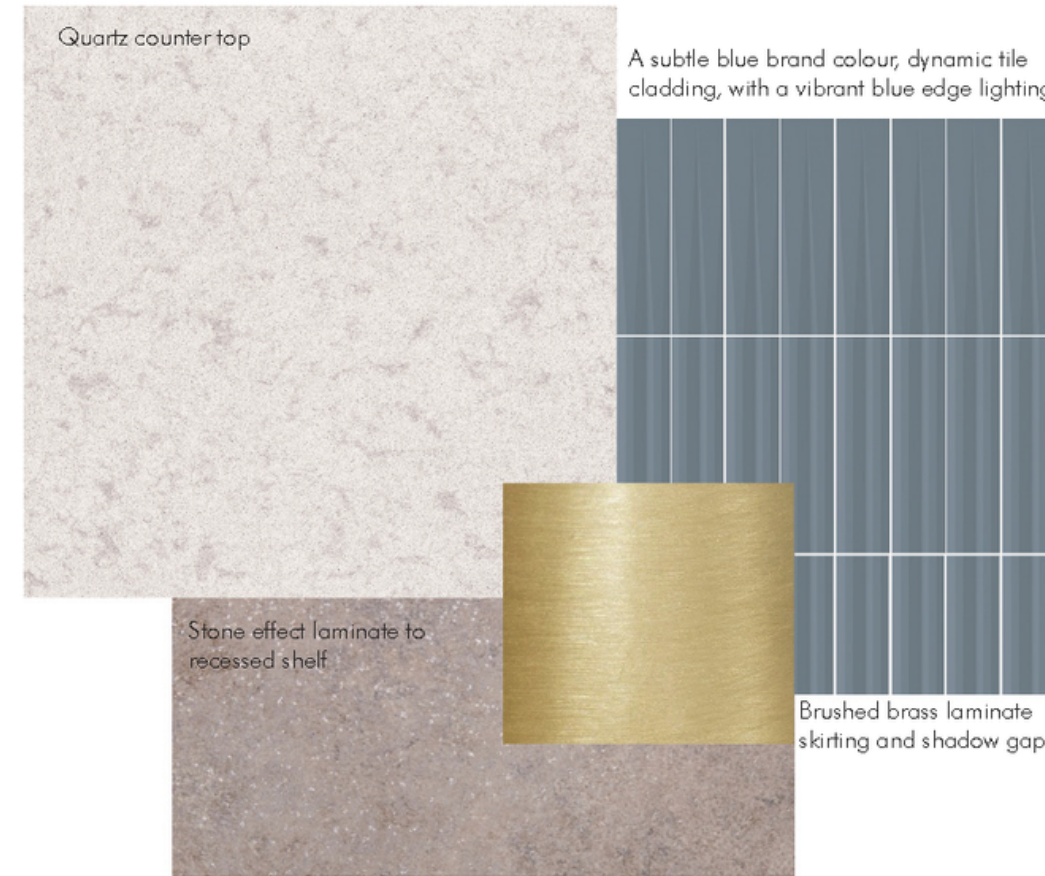
Single modules, can be used individually or together, with a flat counter surface for plug and play equipment and display elements, indicatively shown.

Size 2200mm x 900mm - TBC with catering consultant.



MATERIAL PALETTE

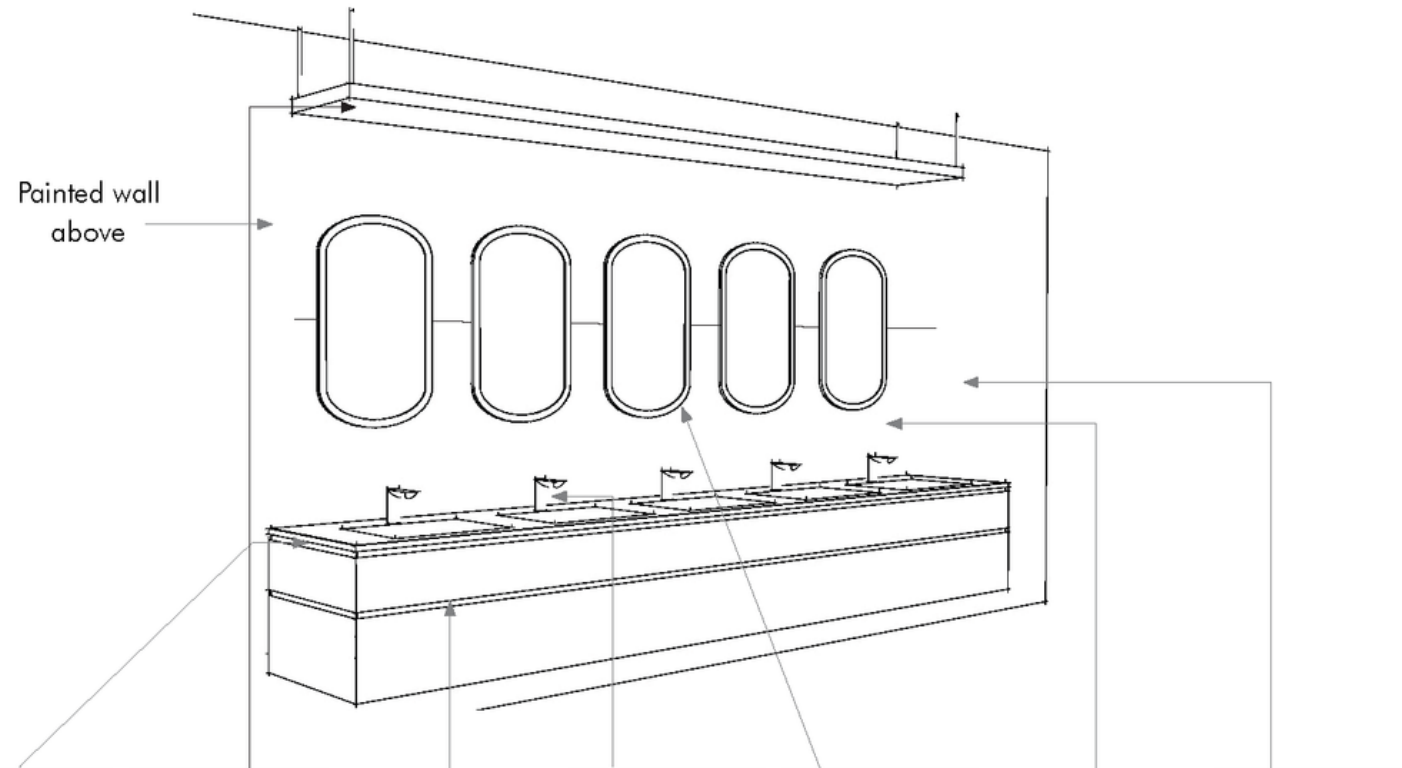
In keeping with the bar palette, using stone textures to create a warm and tactile material palette, with the dynamic sculptural tile cladding in a soft blue finish. Adding halo lighting to for vibrancy and impact



© K&D DESIGN GROUP LTD



WASHROOM CONCEPT DESIGN



Countersunk basin within vanity unit



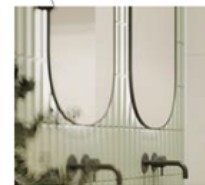
Feature planting trough at high level



Vanity unit. Corian top, and two tone laminate skirt below with brass shadow gaps



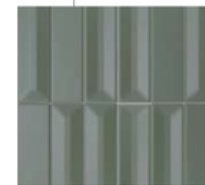
Black tap sensor



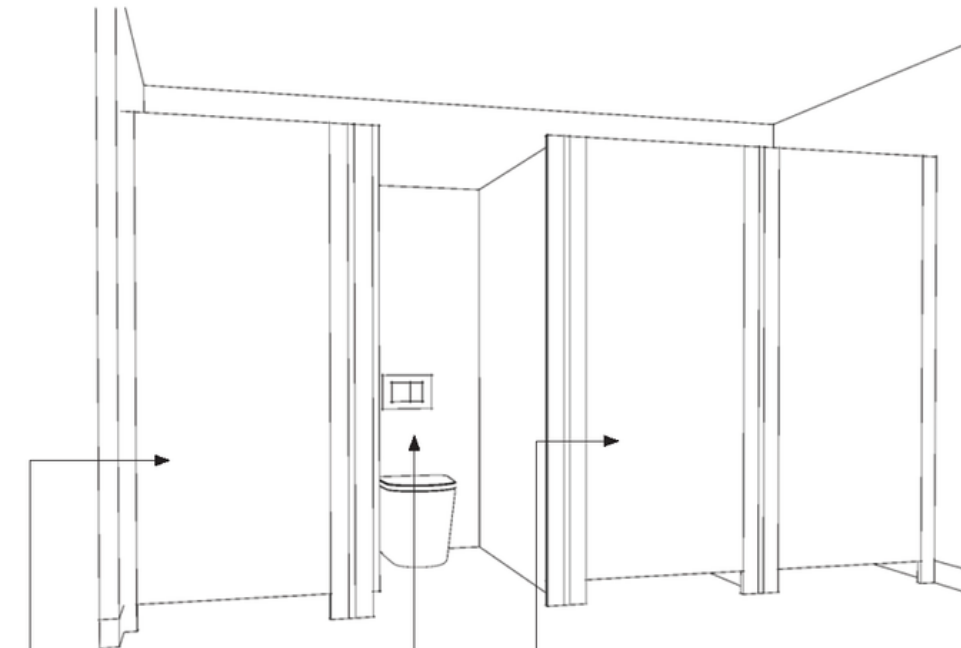
Backlit oval mirror



Black sensor soap dispenser



Green textured tiles up to datum line



Women's finishes



Blue laminate on doors and cubicles



Rear wall textured contrasting grey tile

Men's finishes



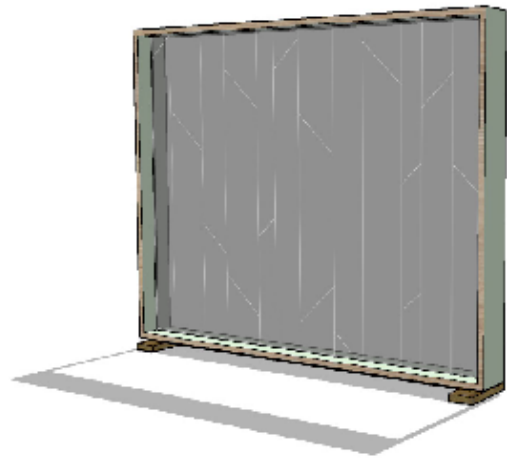
Existing brushed steel doors and cubicles



Rear wall textured contrasting blue tile. Large format version behind urinals

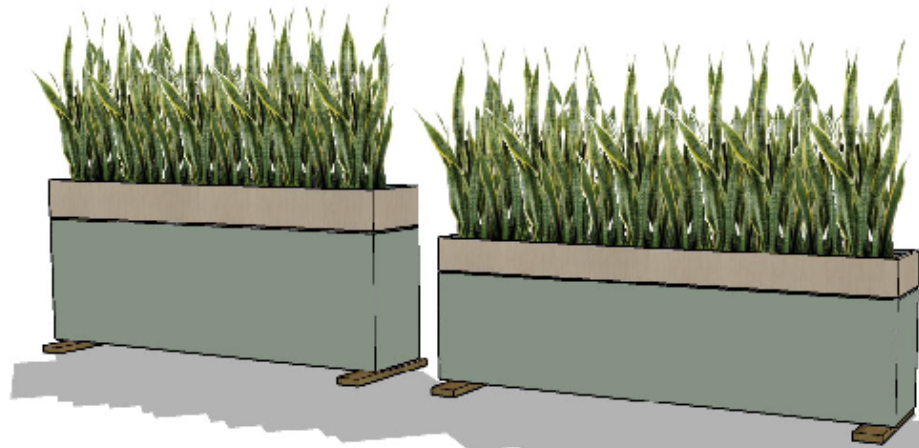


PLANTERS AND PARTITION SCREEN



SCREEN COMPONENT

Free-standing graphic screen divider, with a solid outer frame and an acrylic infill panel with a semi-transparent graphic applied.



HIGH PLANTER

LOW PLANTER

Two sizes of planters in the same design family as the screen divider, to create a harmonious and landscaped partition wall. In two tone laminates, a timber and a dusky green, with brushed brass feet for stability.

Light oak laminate

Matching 3D relief pattern laminate



Dusky pastel green laminate

Brushed brass laminate feet

MATERIAL PALETTE



COMPONENT ARRANGEMENT

Axonometric view of the ground floor hospitality offer configuration, creating a partition between the seating area and the circulation walkway



© H&B DESIGN GROUP LTD

F&B WILL FEATURE SEASONAL AND SUSTAINABLE INGREDIENTS, INCLUDING ROAMING SMALL PLATES AND PLATTERS.

The culinary offering will be created using seasonal, high-quality British ingredients that are beautifully blended with a playful twist.

Guests can expect a feast for the senses, with the freshest ingredients sourced from UK farmers, butchers, and artisans, creating a menu that is both delicious and importantly, sustainable.

Suppliers used to create the draft menus for the space are: Cobble Lane British Charcuterie, Harvey and Brockles Speciality Cheese, IMS of Smithfield's (butchers), Laverstoke Park Farm, Severn and Wye Smokery and Paul Rhodes Bakery.



DESIGNED TO ENCOURAGE INTERACTIVITY WITH DINING, THE CHANGING MENU WILL FEATURE CURATED ROAMING DISHES AND PREMIUM COCKTAILS.



ROAMING BOWLS

Slow-cooked Cornish Turbot
Mauritian curry sauce, confit fennel, kumquat, spiced coconut cracker

Roast Welsh Lamb Cutlets

Lamb scrumpets, tarragon emulsion, crushed spring peas, three-cornered leeks

Hand-rolled Gnocchi (V)

Truffle, glazed white asparagus, shaved Pecorino (vegan alternative available)

MEXICAN HUB

Southern California King Prawn Tacos
Taco shell, grilled marinated King prawns, shredded red cabbage and red onion, mayonnaise, hot sauce, coriander, mint, lime

Grilled Boneless Chicken Thighs

Chimichurri-marinated free-range chicken thighs

Three Bean and Vegetable Chilli (VG)

Pinto, cannellini and red kidney beans, seasonal winter vegetables, traditional spicy Mexican tomato sauce

Mexican Rice (VG)

Tomato, garlic, onions, coriander

Cornbread Muffins (V)

Dressings and Toppings

Louisiana sauce, Mexican salsa, guacamole, sour cream

HOT DOG HUB

Zigger Zagger Dog

Foot long sausage, Camden pale ale-braised onion, signature hotdog sauce, crispy onions

Classic American Hot Dog

Gherkin relish, ketchup, French's mustard

No-sausage Dog (VG)

Chilli sin carne, onion, jalapeños

Seasoned Dirty Wedges (VG)

Jalapeños, red onion, tomato, spring onions, celery salt, smoked paprika

Sides and Sauces

French's mustard, ketchup, mayonnaise, BBQ sauce



WHITE WINE

Rometta, Trebbiano, Rubicone, Italy 11% ABV

La Segreta Bianco, Planeta, Sicily, Italy 12.5% ABV

RED WINE

Tempranillo, Embrujo del Campo, Spain 13.5% ABV

Carmenere Reserva, Viñamar, Central Valley, Chile 13.5% ABV

ROSE

Embrujo Rosado Garnacha Organic Verum, Spain
12.5% ABV

COCKTAILS

Old Fashioned 20% ABV

Espresso Martini 14.9% ABV

Margarita 14.9% ABV

BEER, ALE AND CIDER

Singha 5% ABV

Guinness 4.2% ABV

Cider 330ml 6.0% ABV

Camden Pale Ale 330ml 4.0%

ABV London Pride 500ml

4.7% ABV

SPIRITS 25ML

Captain Morgan Dark Rum 40% ABV

Bacardi Rum/Captain Morgan White

37.5% ABV Sapling Gin 40% ABV

Gordons Pink Gin 40% ABV

Famous Grouse 40% ABV

Courvoisier Cognac (VS) 40% ABV

Sapling Vodka 40% ABV

Jack Daniel's 40% ABV





UPWARDS OF 72 ROLES WILL BE REQUIRED TO STAFF THE TWO-TIER SPACE ON A MATCHDAY.

Senior Management

1 Area Manager

1 Room Manager

4 Supervisors

4 Assistant Managers

Kitchen

Bar

Customer Interaction

Cleaning and Security

8 Chefs

2 Bar Managers

4 Hostesses

4 SIA Staff

16 Waiting Staff

8 Bar Tenders

1 Cloakroom Attendant

1 Cleaning Supervisor

2 Kitchen Porters

6 Drinks Waiters (Reception)

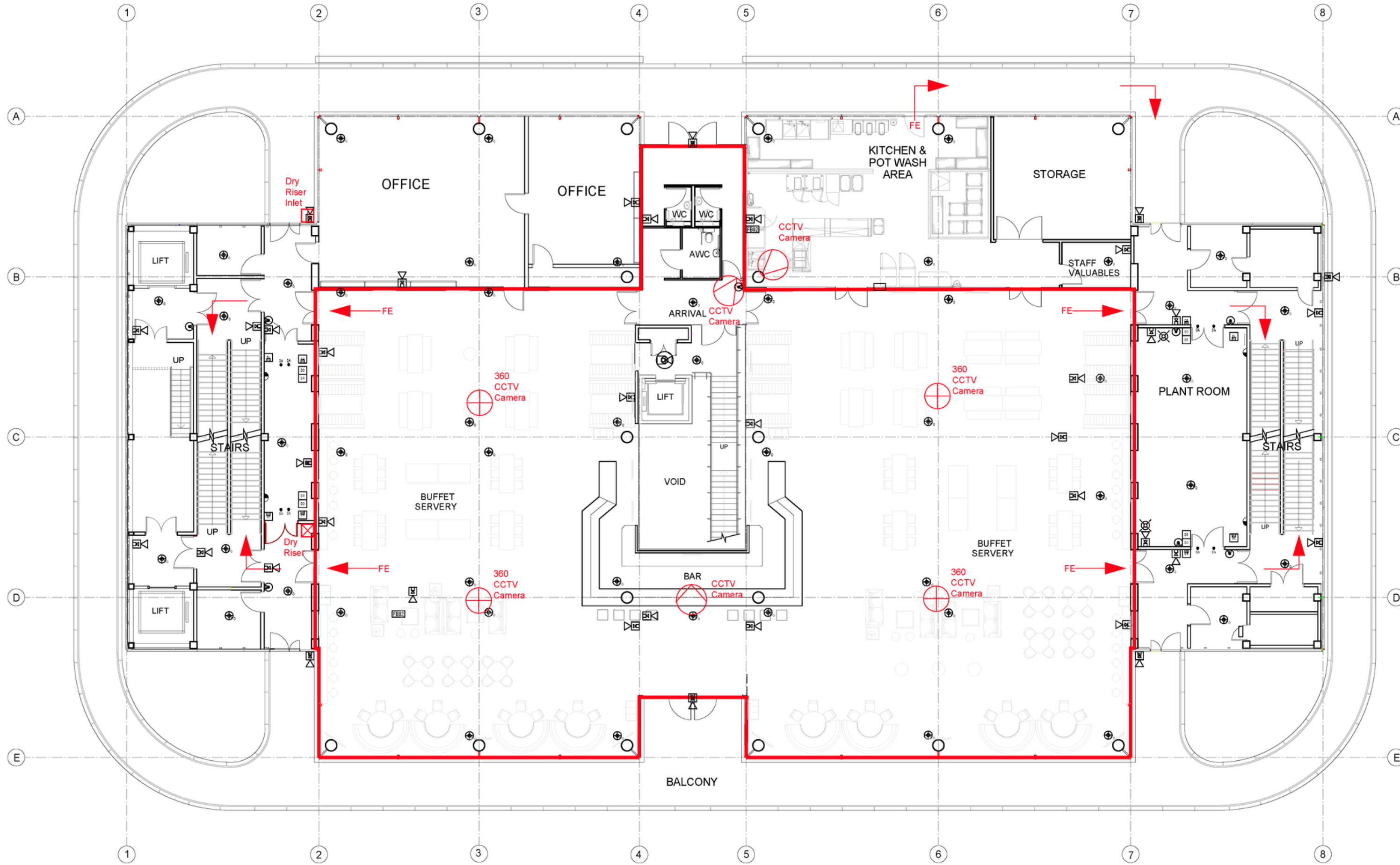
6 Cleaning Attendants



THE MAJORITY OF PACKAGES WILL BE AVAILABLE TO PURCHASE ON A MATCH-BY-MATCH BASIS.

Match-by-match inclusive packages will offer:

- Savoury refreshments and a welcome drink on arrival
- Pre-match three-course hot and cold bowl food and signature food hubs
- A complimentary bar including beer, wine, soft drinks
- Cocktails to purchase
- Complimentary post-match drinks and savoury refreshments for 90 minutes post-match
- An official matchday programme for all guests
- Appearance and Q&A by former first team players
- Seats located within the East Upper &/ West Lower



KEY TO ELECTRICAL SYMBOLS	
FIRE DEFENCE	
[Symbol]	OPTICAL SMOKE DETECTOR
[Symbol]	FIXED TEMPERATURE HEAT DETECTOR
[Symbol]	RATE OF RISE HEAT DETECTOR
[Symbol]	CEILING MOUNTED RECESSED SPEAKER
[Symbol]	SURFACE MOUNTED SPEAKER
[Symbol]	FLASHING BEACON (DIY)
[Symbol]	MANUAL FIRE ALARM CALL POINT (FIRE EXTINGUISHER LED)
[Symbol]	FIRE ALARM PANEL
[Symbol]	ANNUNCIATOR
[Symbol]	END OF LINE DEVICE
[Symbol]	FIREWORK SWITCH
[Symbol]	REMOTE INDICATOR
[Symbol]	VOICE ALARM PANEL
[Symbol]	VOICE ALARM REPEATER PANEL
[Symbol]	STAFF ALERT AUDIBLE & VISUAL FIRE ALARM INDICATOR UNIT
[Symbol]	SPRINKLER VALVE SWITCH
[Symbol]	SPRINKLER FLOW SWITCH
[Symbol]	MAGNETIC DOOR HOLDER
SECURITY	
[Symbol]	DOOR ALARM
[Symbol]	DOOR RELEASE UNIT
[Symbol]	CARD READER
[Symbol]	DOOR OVERRIDE (BREAK GLASS)
[Symbol]	MAGNETIC DOOR LOCK
[Symbol]	DISABLED ALARM PULL CORD SWITCH WITH REASSURANCE LAMP
[Symbol]	DISABLED ALARM PANEL
[Symbol]	PANIC ALARM REPEATER PANEL
[Symbol]	DISABLED ALARM REPEATER PANEL
[Symbol]	PANIC ALARM BUTTON
[Symbol]	PANIC ALARM PANEL

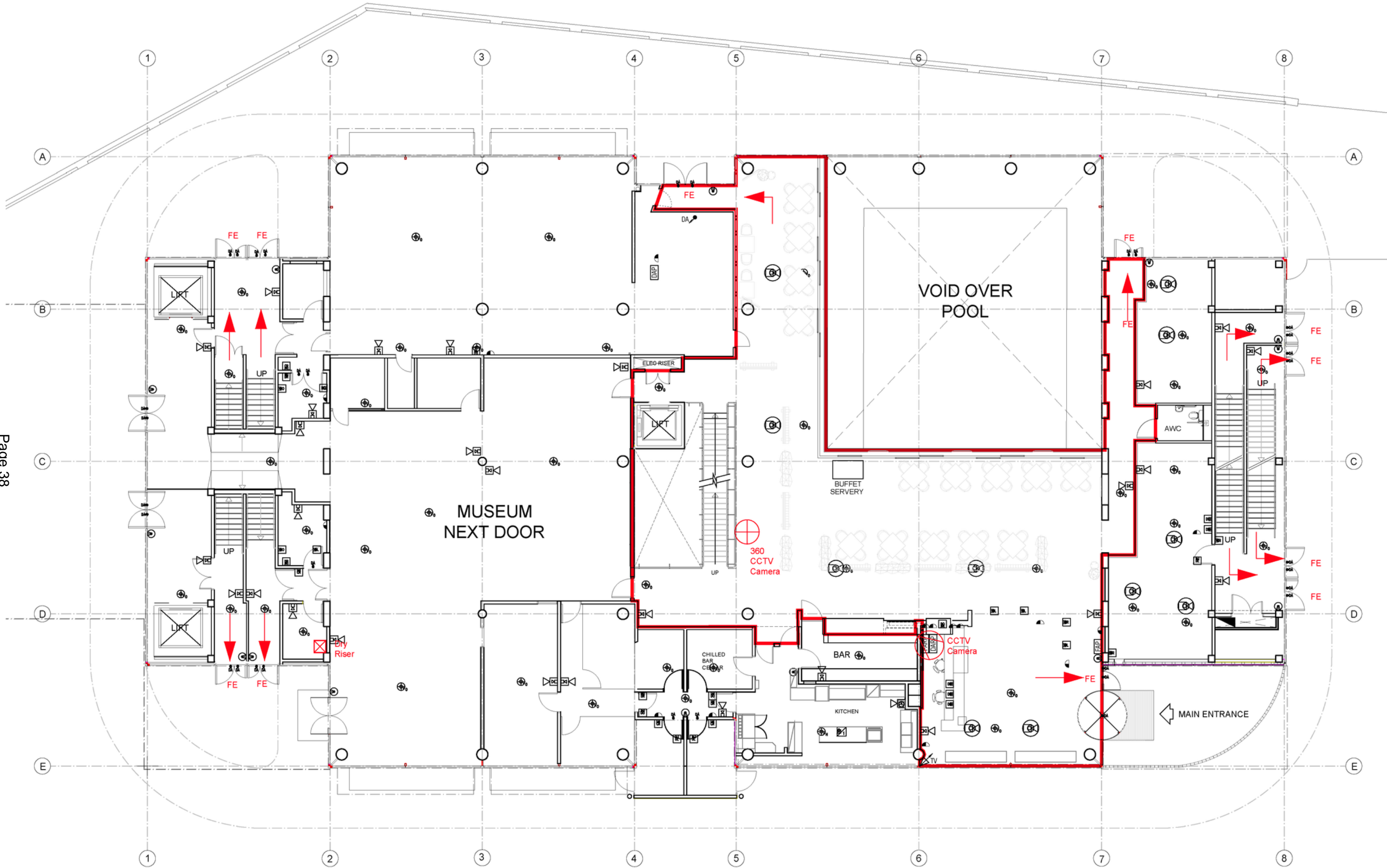
FIRE RISK ASSESSMENT
CAPACITY - 600
Seat numbers - 300

KEY PLAN
KSS London 1 James Street London W1U 1DR
Kent 7 Blighs Walk Sevenoaks TN13 1DB
KSSGROUP.COM +44 (0)20 7907 2222

CLIENT
CHELSEA FOOTBALL CLUB
PROJECT
THE HUB
TITLE
HOSPITALITY LAYOUT
LEVEL 1
LICENSING PLAN

Suitability codes to BS1192:
S0 WIP, S1 Suitable for Coordination S2 Suitable for Information, S3 Suitable for Review & Comment, S4 Suitable for Stage Approval, S5 Suitable for PM Authorisation, S7 Suitable for AIM Authorisation, S8 Suitable for Building Control Approval, S9 Suitable for Planning Approval, ST Suitable for Costing/Tender
A1 A2 A3 Approved and recorded as plans complete, B1 B2 B3 Partially Completed

Level 1



Ground Floor

GENERAL NOTES AND LEGEND

KEY TO ELECTRICAL SYMBOLS	
FIRE DEFENCE	
Symbol	Description
	OPTICAL SMOKE DETECTOR
	FIXED TEMPERATURE HEAT DETECTOR
	RATE OF RISE HEAT DETECTOR
	CEILING MOUNTED RECESSED SPEAKER
	SURFACE MOUNTED SPEAKER
	FLASHING BEACON (STROBE)
	MANUAL FIRE ALARM CALL POINT (BREAK GLASS)
	FIRE ALARM PANEL
	ANCHORAGE BOX
	END OF LINE DEVICE
	FIREWARD SWITCH
	REMOTE INDICATOR
	VOICE ALARM PANEL
	VOICE ALARM REPEATER PANEL
	STAFF ALERT AUDIBLE & VISUAL FIRE ALARM INDICATOR UNIT
	SPRINKLER VALVE SWITCH
	SPRINKLER FLOW SWITCH
	MAGNETIC DOOR HOLDER
SECURITY	
Code	Symbol
	DOOR ALARM
	DOOR RELEASE UNIT
	CARD READER
	DOOR OVERRIDE (BREAK GLASS)
	MAGNETIC DOOR LOCK
	DISABLED ALARM PULL CORD SWITCH WITH REASSURANCE LAMP
	DISABLED ALARM PANEL
	PANIC ALARM REPEATER PANEL
	DISABLED ALARM REPEATER PANEL
	PANIC ALARM BUTTON
	PANIC ALARM PANEL

Seat numbers - 60

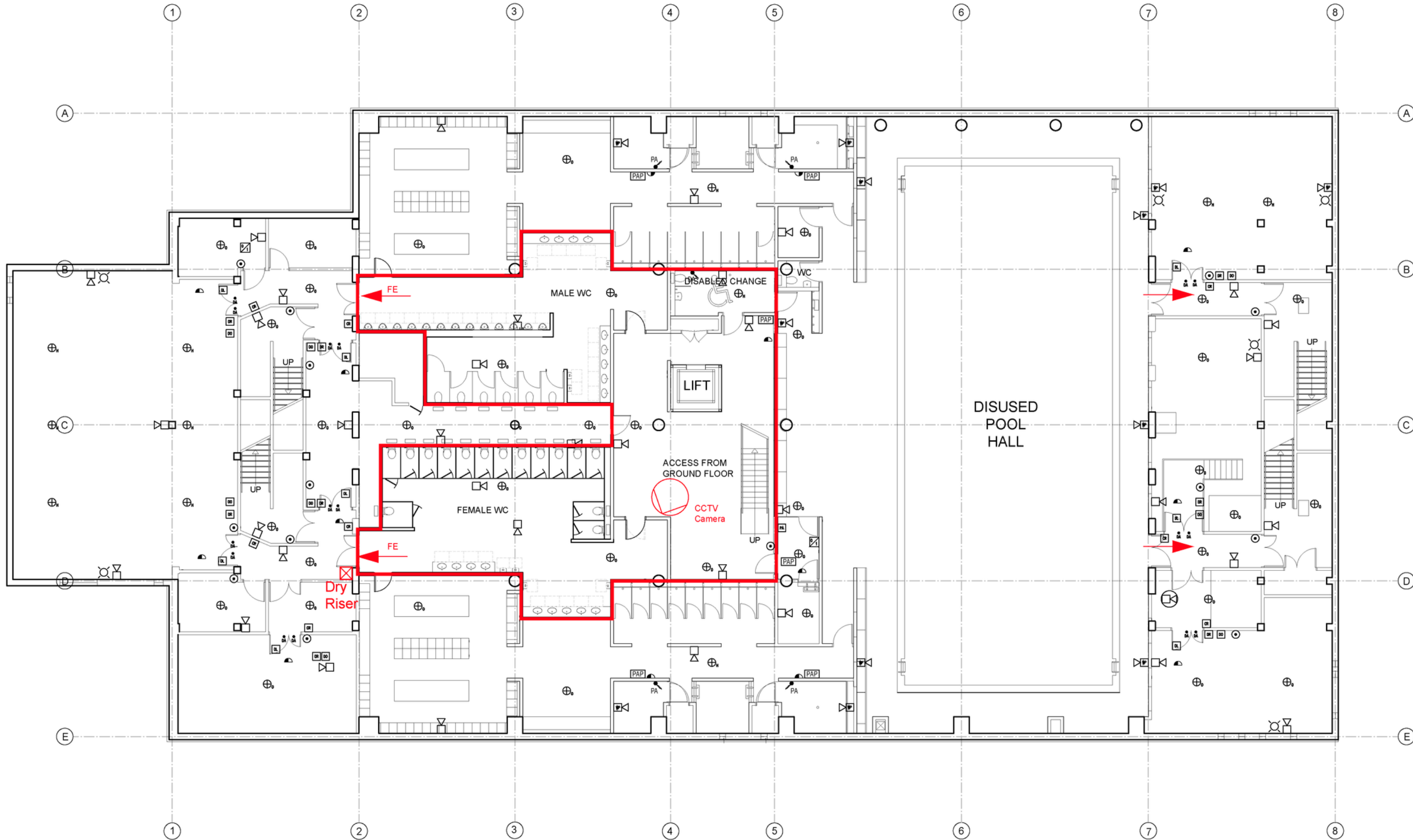
KEY PLAN
KSS London 1 James Street London W1U 1DR
 Kent 7 Blighs Walk Sevenoaks TN13 1DB
 KSSGROUP.COM +44 (0)20 7907 2222

CLIENT
CHELSEA FOOTBALL CLUB

PROJECT
THE HUB

TITLE
**HOSPITALITY LAYOUT
 GROUND FLOOR
 LICENSING PLAN**

Suitability codes to BS1192:
 S0 WIP, S1 Suitable for Coordination, S2 Suitable for Information, S3 Suitable for Review & Comment, S4 Suitable for Stage Approval, S5 Suitable for PIM Authorisation, S7 Suitable for AIM Authorisation, S8 Suitable for Building Control Approval, S9 Suitable for Planning Approval, ST Suitable for Costing/Tender
 All rights reserved and are used as they appear. B1 B2 B3 Partially Cloned CP



KEY TO ELECTRICAL SYMBOLS	
FIRE DEFENCE	
[Symbol]	OPTICAL SMOKE DETECTOR
[Symbol]	FIXED TEMPERATURE HEAT DETECTOR
[Symbol]	RATE OF RISE HEAT DETECTOR
[Symbol]	REUNWATERED RECEIVED BREWER
[Symbol]	SURFACE MOUNTED SPEAKER
[Symbol]	FLUORESCENCE (DENON)
[Symbol]	MANUAL FIRE ALARM CALL POINT WITH RESSURANCE LED
[Symbol]	FIRE ALARM PANEL
[Symbol]	JUNCTION BOX
[Symbol]	END OF LINE DEVICE
[Symbol]	FIREWIRE SWITCH
[Symbol]	REMOTE INDICATOR
[Symbol]	VOICE ALARM PANEL
[Symbol]	VOICE ALARM REPEATER PANEL
[Symbol]	STAFF ALERT AUDIBLE & VISUAL FIRE ALARM INDICATOR UNIT
[Symbol]	SPRINKLER VALVE SWITCH
[Symbol]	SPRINKLER FLOW SWITCH
[Symbol]	MAGNETIC DOOR HOLDER
SECURITY	
[Symbol]	DOOR ALARM
[Symbol]	DOOR RELEASE UNIT
[Symbol]	CARD READER
[Symbol]	DOOR OVERRIDE (BREAK GLASS)
[Symbol]	MAGNETIC DOOR LOCK
[Symbol]	DISABLED ALARM PULL CORD SWITCH WITH REASSURANCE LAMP
[Symbol]	DISABLED ALARM PANEL
[Symbol]	PANIC ALARM REPEATER PANEL
[Symbol]	DISABLED ALARM REPEATER PANEL
[Symbol]	PANIC ALARM BUTTON
[Symbol]	PANIC ALARM PANEL

KEY PLAN

KSS London 1 James Street London W1U 1DR
 Kent 7 Blighs Walk Sevenoaks TN11 1DB
 KSSGROUP.COM ☎ +44 (0)20 7907 2222

CLIENT
CHELSEA FOOTBALL CLUB

PROJECT
THE HUB

TITLE
**HOSPITALITY FEASIBILITY LAYOUT
 BASEMENT LEVEL
 LICENSING PLANS**

Basement

Suitability codes to BS1192:
 S0 WIP, S1 Suitable for Coordination S2 Suitable for Information, S3 Suitable for Review & Comment, S4 Suitable for Stage Approval, S5 Suitable for PMK Authorisation, S7 Suitable for AIM Authorisation, S8 Suitable for Building Control Approval, S9 Suitable for Planning Approval, ST Suitable for Costing/Tender
 A1 A2 A3 Approved and associated as shown complete, B1 B2 B3 Partially Completed



**Application for a premises licence to be granted
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/We Chelsea FC Holdings Limited

(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises details

Postal address of premises or, if none, ordnance survey map reference or description Chelsea Football Club 'The Rose and Ball' Stamford Bridge Fulham Road			
Post town	London	Postcode	SW6 1HS

Telephone number at premises (if any)	n/a
Non-domestic rateable value of premises	£ 3,650,000 (Band E)

Part 2 - Applicant details

Please state whether you are applying for a premises licence as appropriate

Please tick as

- | | | | |
|-----|--|-------------------------------------|-----------------------------|
| a) | an individual or individuals * | <input type="checkbox"/> | please complete section (A) |
| b) | a person other than an individual * | | |
| i | as a limited company/limited liability partnership | <input checked="" type="checkbox"/> | please complete section (B) |
| ii | as a partnership (other than limited liability) | <input type="checkbox"/> | please complete section (B) |
| iii | as an unincorporated association or | <input type="checkbox"/> | please complete section (B) |
| iv | other (for example a statutory corporation) | <input type="checkbox"/> | please complete section (B) |

- c) a recognised club please complete section (B)
- d) a charity please complete section (B)
- e) the proprietor of an educational establishment please complete section (B)
- f) a health service body please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England please complete section (B)
- h) the chief officer of police of a police force in England and Wales please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or
- I am making the application pursuant to a
 - statutory function or
 - a function discharged by virtue of Her Majesty's prerogative

(A) INDIVIDUAL APPLICANTS (fill in as applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
Date of birth		I am 18 years old or over <input type="checkbox"/>		Please tick yes	
Nationality					
Current residential address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

SECOND INDIVIDUAL APPLICANT (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
Date of birth over		I am 18 years old or		<input type="checkbox"/>	Please tick yes
Nationality					
Current residential address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

(B) OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name Chelsea Football Club Holdings Limited
Address Stamford Bridge Stadium Fulham Road London SW6 1HS
Registered number (where applicable) 02536231
Description of applicant (for example, partnership, company, unincorporated association etc.) Company
Telephone number (if any) c/o Matthew Phipps of TLT Solicitors – 03330 060201
E-mail address (optional) c/o Matthew Phipps of TLT Solicitors

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
A	S	A P

If you wish the licence to be valid only for a limited period, when do you want it to end?

DD	MM	YYYY

Please give a general description of the premises (please read guidance note 1)

Hospitality suite for Match days at Stamford Bridge

This application seeks to renovate the pre-existing 'Health Club' setting, Chelsea Football Club propose to create an additional hospitality space, within the building portfolio; capitalising on underused space on first floor, in addition to the already licensed ground floor.

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

N/A

What licensable activities do you intend to carry on from the premises?

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2)

Please tick all that apply

- a) plays (if ticking yes, fill in box A)
- b) films (if ticking yes, fill in box B)
- c) indoor sporting events (if ticking yes, fill in box C)
- d) boxing or wrestling entertainment (if ticking yes, fill in box D)
- e) live music (if ticking yes, fill in box E)
- f) recorded music (if ticking yes, fill in box F)
- g) performances of dance (if ticking yes, fill in box G)
- h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)

Provision of late night refreshment (if ticking yes, fill in box I)

Supply of alcohol (if ticking yes, fill in box J)

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 7)			Will the performance of a play take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
Mon			Please give further details here (please read guidance note 4)	Both	<input type="checkbox"/>
Tue					
Wed			State any seasonal variations for performing plays (please read guidance note 5)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list (please read guidance note 6)		
Sat					
Sun					

B

Films Standard days and timings (please read guidance note 7)			Will the exhibition of films take place indoors or outdoors or both – please tick (please read guidance note 3)		Indoors	<input type="checkbox"/>
					Outdoors	<input type="checkbox"/>
					Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 4)			
Mon						
Tue						
Wed						
Thur						
			<u>State any seasonal variations for the exhibition of films</u> (please read guidance note 5)			
			<u>Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list</u> (please read guidance note 6)			
Fri						
Sat						
Sun						

C

Indoor sporting events Standard days and timings (please read guidance note 7)			Please give further details (please read guidance note 4)
Day	Start	Finish	
Mon			State any seasonal variations for indoor sporting events (please read guidance note 5)
Tue			
Wed			
Thur			
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 7)			Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
Day				Outdoors	<input type="checkbox"/>
Start	Finish			Both	<input type="checkbox"/>
Mon			Please give further details here (please read guidance note 4)		
Tue					
Wed			State any seasonal variations for boxing or wrestling entertainment (please read guidance note 5)		
Thur			Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list (please read guidance note 6)		
Fri					
Sat					
Sun					

E

Live music Standard days and timings (please read guidance note 7)			<u>Will the performance of live music take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 4)		
Tue					
Wed			<u>State any seasonal variations for the performance of live music</u> (please read guidance note 5)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat					
Sun					

F

Recorded music Standard days and timings (please read guidance note 7)			Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 4)		
Mon					
			State any seasonal variations for the playing of recorded music (please read guidance note 5)		
Tue					
			Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list (please read guidance note 6)		
Wed					
Thur					
Fri					
Sat					
Sun					

G

Performances of dance Standard days and timings (please read guidance note 7)			Will the performance of dance take place <u>indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	<input type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Mon			<u>Please give further details here</u> (please read guidance note 4)		
Tue					
Wed			<u>State any seasonal variations for the performance of dance</u> (please read guidance note 5)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat					
Sun					

H

<p>Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 7)</p>			<p>Please give a description of the type of entertainment you will be providing</p>		
Day	Start	Finish	<p><u>Will this entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 3)</p>	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			<p><u>Please give further details here</u> (please read guidance note 4)</p>		
Wed			<p><u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u> (please read guidance note 5)</p>		
Thur			<p><u>Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list</u> (please read guidance note 6)</p>		
Fri					
Sat					
Sun					

Late night refreshment Standard days and timings (please read guidance note 7)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish			
Mon	23:00	00:00	Please give further details here (please read guidance note 4) Hot food/drink after 11pm.		
Tue	23:00	00:00			
Wed	23:00	00:00	State any seasonal variations for the provision of late night refreshment (please read guidance note 5)		
Thur	23:00	00:00			
Fri	23:00	00:00	Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list (please read guidance note 6)		
Sat	23:00	00:00	The premises will only operate on match days, will open no earlier than 3 hours before kick-off and will close no later than ninety minutes after the final whistle, notwithstanding the terminal hour (e.g. whichever is earlier).		
Sun	23:00	00:00	Licensable activities will commence no earlier than 3 hours before kick-off and terminate no later than 60 minutes after final whistle, notwithstanding the terminal hour (e.g. whichever is earlier).		

J

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for consumption – please tick (please read guidance note 8)	On the premises	<input checked="" type="checkbox"/>
				Off the premises	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5)		
Mon	10:00	00:00			
Tue	10:00	00:00			
Wed	10:00	00:00			
Thur	10:00	00:00	Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 6) The premises will only operate on match days, will open no earlier than 3 hours before kick-off and will close no later than ninety minutes after the final whistle, notwithstanding the terminal hour (e.g. whichever is earlier). Licensable activities will commence no earlier than 3 hours before kick-off and terminate no later than 60 minutes after final whistle, notwithstanding the terminal hour (e.g. whichever is earlier).		
Fri	10:00	00:00			
Sat	10:00	00:00			
Sun	10:00	00:00			

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name Keith Overstall	
Date of birth	
Postcode	
Personal licence number (if known) PER0724	
Issuing licensing authority (if known) Hertsmere Borough Council	

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 9).

None

L

<p>Hours premises are open to the public Standard days and timings (please read guidance note 7)</p>			<p><u>State any seasonal variations</u> (please read guidance note 5)</p> <p>The premises will only operate on match days and will close ninety minutes after the final whistle, notwithstanding the terminal hour for licensable activities (e.g. whichever is earlier).</p>
Day	Start	Finish	<p><u>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</u> (please read guidance note 6)</p> <p>The premises will only operate on match days, will open no earlier than 3 hours before kick-off and will close no later than ninety minutes after the final whistle, notwithstanding the terminal hour (e.g. whichever is earlier).</p> <p>Licensable activities will commence no earlier than 3 hours before kick-off and terminate no later than 60 minutes after final whistle, notwithstanding the terminal hour (e.g. whichever is earlier).</p>
Mon	10:00	00:00	
Tue	10:00	00:00	
Wed	10:00	00:00	
Thur	10:00	00:00	
Fri	10:00	00:00	
Sat	10:00	00:00	
Sun	10:00	00:00	

M Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)

Please see attached.

b) The prevention of crime and disorder

Please see attached.

c) Public safety

Please see attached.

d) The prevention of public nuisance

Please see attached.

e) The protection of children from harm

Please see attached.

Checklist:

Please tick to indicate agreement

- I have made or enclosed payment of the fee.
- I have enclosed the plan of the premises.
- I have sent copies of this application and the plan to responsible authorities and others where applicable.
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.
- I understand that I must now advertise my application.
- I understand that if I do not comply with the above requirements my application will be rejected.
- [Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom (please read note 15).

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.

IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.

Part 4 – Signatures (please read guidance note 11)

Signature of applicant or applicant’s solicitor or other duly authorised agent (see guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

Declaration	<ul style="list-style-type: none">• [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).• The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)
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Signature	 Matthew Phipps for TLT Solicitors
Date	5 th September 2023
Capacity	Solicitor for Applicant

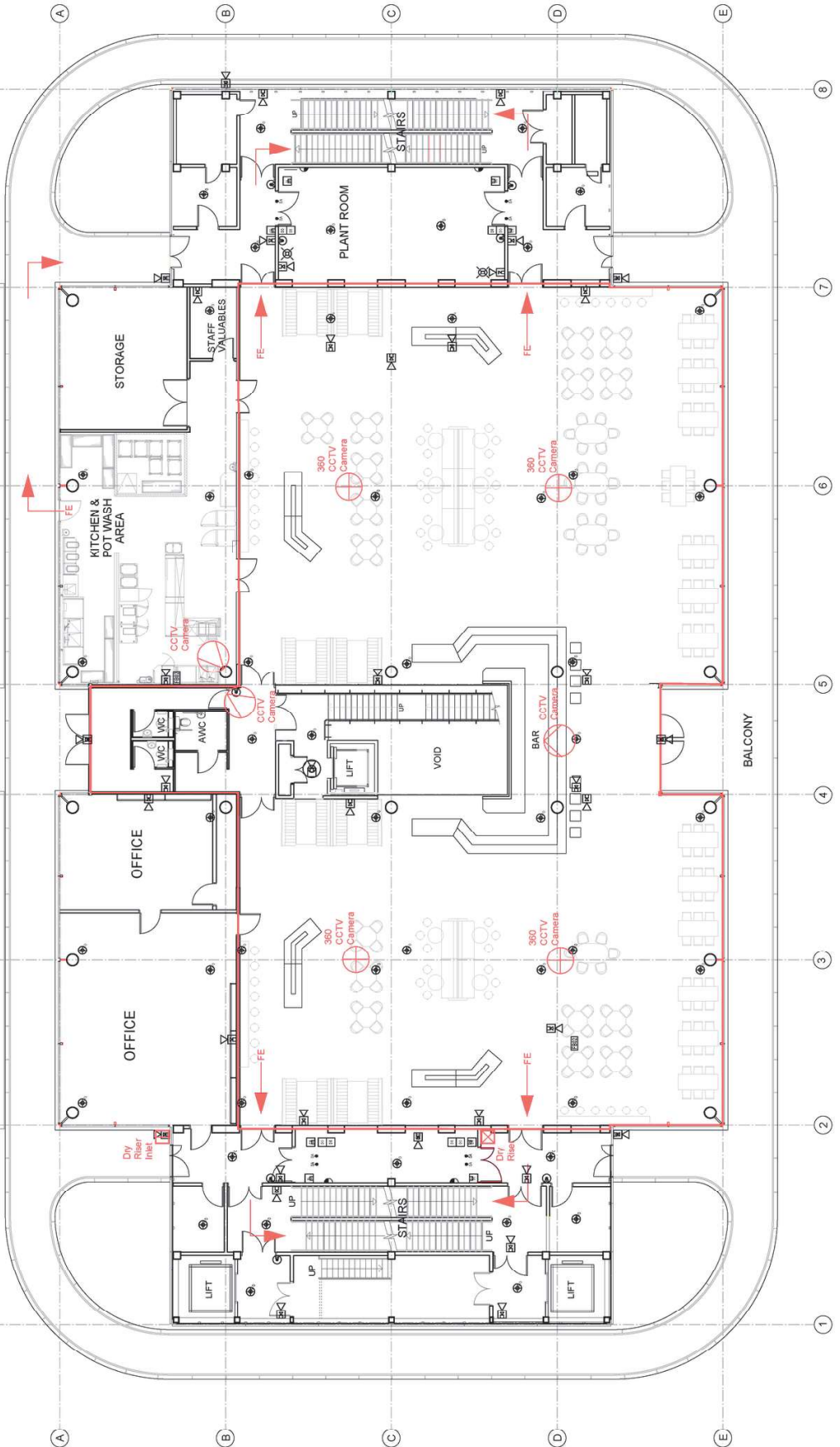
For joint applications, signature of 2nd applicant or 2nd applicant's solicitor or other authorised agent (please read guidance note 13). If signing on behalf of the applicant, please state in what capacity.

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14) Matthew Phipps TLT LLP One Redcliff Street			
Post town	Bristol	Postcode	BS1 6TP
Telephone number (if any)			
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)			

GENERAL NOTES AND LEGEND

KEY TO ELECTRICAL SYMBOLS	
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TOTAL CAPACITY - 600
Seat numbers - 300

SET PLAN
KSS
London 1 James Street London W1U 1DR
Kest 7 Biggin Way Governors TN11 0BB
R&B@KSS.COM U+4 (0)20 7501 2222

CLIENT
CHELSEA FOOTBALL CLUB

PROJECT
THE HUB

TITLE
HOSPITALITY LAYOUT
LEVEL 1
LICENSING PLAN

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Hospitality Layout - Level One

**Chelsea Football Club
'The Rose and Ball'
Stamford Bridge
Fulham Road
London
SW6 1HS**

Proposed Licensing Conditions

Hours

To permit the sale of alcohol from 10.00 hours to 00.00 hours.

To permit late night refreshment from 23.00 hours to 00.00 hours.

The premises will only operate on match days, will open no earlier than 3 hours before kick-off and will close no later than ninety minutes after the final whistle, notwithstanding the terminal hour (e.g. whichever is earlier).

Licensable activities will commence no earlier than 3 hours before kick-off and terminate no later than 60 minutes after final whistle, notwithstanding the terminal hour (e.g. whichever is earlier).

General – all four licensing objectives

1. Locations of fire safety and other safety equipment subject to change in accordance with the requirements of the responsible authorities or following a risk assessment.
2. Any detail shown on the plan that is not required by the licensing plans regulations is indicative only and subject to change at any time.
3. The premises will only operate on match days, will open no earlier than 3 hours before kick-off and will close no later than ninety minutes after the final whistle, notwithstanding the terminal hour (e.g. whichever is earlier).
4. Licensable activities will commence no earlier than 3 hours before kick-off and terminate no later than 60 minutes after final whistle, notwithstanding the terminal hour (e.g. whichever is earlier).
5. Entrance to "Rose and Ball" will be by pre-booked ticket only.

The Prevention of Crime and Disorder

6. High Definition CCTV shall be installed, operated and maintained, at all times that the premises are open for licensable activities or customers are on the premises and;
 - 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 the Police or authorised Council officers on request.
 - at least one camera will show a close-up of the entrance/entrances to the premises, to capture a clear, full length image of anyone entering.
 - shall cover any internal or external area of the premises where licensable activities take place.
 - recordings shall be in real time and stored for a minimum period of 31 days with date and time stamping.
 - footage shall be provided free of charge to the Police or authorised Council officer within 24 hours of a request.
 - 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 will 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.

Appropriate signage shall be displayed in prominent positions, informing customers they are being recorded on CCTV.

7. The Designated Premises Supervisor shall ensure that all existing staff, new staff, supervisors and managers responsible for selling alcohol receive an induction in the legality and procedure of alcohol sales, prior to undertaking the sale of alcohol. This training shall include the contents of the premises licence; times of operation, licensable activities and all conditions. Training documents shall be signed and dated, and training records be made available to police and authorised council officers on request. The records shall be retained for at least 12 months.
8. Signs will be displayed at all bar servery's stating "It is illegal to buy or attempt to buy alcohol for consumption by any person under the age of 18 years.

9. **Door security**

The provision of SIA door security and non SIA registered stewards when licensable activities are being provided on the premises shall be risk assessed, and in any event, there will be two SIA door staff at ground floor level entrance and two further SIA door staff circulating on the two floors.

Where SIA door supervisors are employed the following conditions will apply The premises licence holder shall ensure that the following details for each door supervisor, are contemporaneously entered into a bound or electronic register kept for that purpose: (i) Full name, (ii) SIA Certificate number and or badge number, or registration number of any accreditation scheme recognised by the Licensing Authority (including expiry date of that registration or accreditation), (iii) The time they began their duty (iv) The time they completed their duty. (v) This register is to be kept at the premises at all times and shall be so maintained as to enable an authorised officer of the Licensing Authority or a constable to establish the particulars of all door stewards engaged at the premises during the period of not less than 28 days prior to the request and shall be open to inspection by authorised officers of the Licensing Authority or a constable upon request.

The premise licence holder shall require the designated premises supervisor, or in his/her absence other responsible person to identify by name, those persons performing duty as door security personnel to an authorised officer of the Licensing Authority or a Constable.

All door supervisors shall be capable of communicating instantly with one another by way of radio or other simultaneous system of communication.

Where non SIA registered stewards are employed the following conditions will Apply: Stewards/security personnel shall:

- (i) Ensure that no overcrowding occurs in any part of the premises.
- (ii) Keep gangways, roadways, vehicular routes and exits clear at all times.
- (iii) Investigate immediately any disturbance or incident and if necessary report thereon to the Police.
- (iv) Supervise the fire-fighting equipment located at various points around the site.
- (v) Inspect and supervise at regular intervals the facilities provided for disposal of rubbish and ensure that action is taken as appropriate to remove any refuse which is not properly contained in the facilities provided.

All stewards/security personnel shall be not less than 18 years of age and shall wear distinctive dress and should be easily identifiable.

10. An incident log shall be maintained by the premises that details incidents of note that occur in the premises. This shall include disorder and ejections as a minimum and shall be available for inspection at any reasonable time by an authorised officer of the licensing authority.
11. A log book for complaints shall be maintained at the premises. This log and details of any formal response to any residents shall be made available for inspection by an authorised officer of the council or police officer.

12. A refusals book shall be kept at the premises to record details of all refusals to sell alcohol. This book shall contain the date and time of the incident, a description of the customer, the name of the staff member who refused the sale, and the reason the sale was refused. The book shall be made available to the police and authorised council officers on request.
13. The Designated Premises Supervisor shall regularly check the refusals book to ensure it is being consistently used by all staff.

Supply of Alcohol.

14. A personal licence holder or nominated bar supervisor shall be present at all times sales of alcohol are taking place.
15. A copy of the Premises Licence summary shall be displayed at the front of the bar so that it may be easily read.
16. No drinks shall be permitted to be removed from the premises.
17. No customer carrying open or sealed beverage containers shall be admitted to the premises at such times as they are open to the public.

Public Safety

18. Customer capacities shall be limited to those set out in the Fire Risk Assessment.
19. The Licensee shall provide training for all staff to ensure that they are familiar with all means of ingress and egress and the appropriate procedures in case of any emergencies that require an immediate evacuation of the premises.
20. Management shall undertake the relevant training in relation to responding and ensuring the welfare and safeguarding of vulnerable patrons. Management shall risk assess the need for all other relevant staff to undertake such training. Written records of the training completed shall be recorded and available to the Police and Authorised Officers from the Local Authority upon request.
21. The premises will complete a counter terrorism risk assessment. Such risk assessment will be sent to the licensing authority and Metropolitan Police licensing team for review and comment. Such actions identified within the risk assessment shall be actioned and form part of the operating procedures at the premises. This condition to be of no effect if (and/or when) the Protect Duty/Martyn's Law legislation is introduced (made law).

The Prevention of Public Nuisance

22. The licence holder shall ensure that no music from the licensed areas is audible at the boundary of the Stamford Bridge Stadium site.
23. A Noise Management Plan shall be submitted to and approved in writing by the Noise and Nuisance Team. The plan shall include details relating to the control of noise from patrons entering and leaving the premises as well as controls to ensure that noise from use and activities within the premises does not cause nuisance to neighbours.
24. The premises licence holder shall organise and arrange meetings with residents twice a year. The meetings shall be advertised in good time by appropriate means to residents in the locality. Minutes of such meetings shall be circulated to attendees and the council.

The Protection of Children from Harm

25. A Challenge 25 proof of age scheme shall operate at the premises and all staff shall be trained in its implementation. Only photographic ID such as a British driving licence, a current passport or a PASS ID shall be treated as acceptable forms of identification.
26. Publicity materials notifying customers of the operation of the Challenge 25 scheme shall be displayed at the premises, including a Challenge 25 sign of at least A5 size at the entrance to the premises and where practicable at each point of sale.

Noise Management Strategy

The Rose & Ball

Stamford Bridge

V1.2 – August 2023



A) INTRODUCTION TO THE STRATEGY

Chelsea Football Club “the venue operators” are committed to develop and maintain good relations with local residents, neighbours and regulatory authorities. The objective of this strategy is to minimise disturbance to local residents and to ensure that any licensing objectives or other controls at the venue are being upheld. This policy sets out the measures which have been considered, will be adopted throughout the venues operation, identify steps and manage and control noise, define a programme to monitor noise and response measures to respond to unacceptable noise.

This strategy has been prepared in consultation with the venue operators by Joynes Nash Ltd.

B) INTRODUCTION TO THE VENUE

Stamford Bridge is home to a variety of hospitality spaces, ranging from exclusive private boxes to shared bars and lounges. The proposal to which this strategy relates is referred to as the Rose & Ball, an exciting opportunity intended to benefit from the renovation of the pre-existing health club to provide for an additional hospitality experience. Its intention is to provide a unique experience, including food, drink over two separate tiers. The basement element is simply to provide lavatory facilities.

This facility will offer those attending matches an attractive and sophisticated environment in which to socialise before a match and after a match. This provision is for match day only hospitality facilities and will neither increase the capacity nor attendance at matches. Rather, it will provide a new amenity for some of our fans who will already be attending. It is also noteworthy, because it is match day use only that the impact of this venue needs to be considered in the context that ambient noise levels will be heavily influenced by up to 40,000 attendees to the match.

It is also noteworthy, that historically this venue has been used on match days for a number of years and benefits from an existing premises license which permits a greater remit than that envisaged.

C) SITE LOCATION AND CHALLENGES

The venue will be situated in the northeast corner of the concourse, next to the museum. The venue to its rear overlooks residential units in the Brompton Park Crescent Residency, the noted closest receptors who may be affected. The main entrance does benefit from some shielding to prevent undue disturbance but at the same time the presence of access points etc do require special attention.

In terms of noise breakout from the facilities rear facade this is dealt with by virtue of the fact that the rear of the internal layout provides for offices, kitchens, pot wash areas and emergency escape routes. Such will naturally provide for adequate noise separation given the intended uses internally.

D) IN GENERAL

The venues use shall be restricted to matchdays only up to 180min pre and 90min post matches.

The terminal hour for all licensable activities is 00.00hrs.

All doors and windows shall remain shut (except for access and egress) throughout the opening.

Patrons will not be admitted into the premises outside of the opening hours.

Windows and doors where necessary shall be fitted with self-closing devices.

C) PROVISION OF MUSIC

The provision of background music shall be permitted at any time the premises is open to the public. By definition this is music or other audio played whose main function is to create an atmosphere suitable to a specific occasion rather than to be listened to and is incidental to speech and conversation.

At times a greater provision of music may be permitted, but the target is to ensure that the current criterion for such provision is inaudibility at the residential receptor positions.

At all times music provision will be under direct responsibility of the duty manager and shall not be altered in terms of volume or planned duration without their explicit agreement.

D) MONITORING OF CUSTOMER ACTIVITIES

Routine monitoring will be regularly conducted around the perimeter of the premises during opening hours. Details of checks, observations and any actions taken as a result of such shall be recorded. A noise logbook kept on the premises and maintained by management and be available for inspection by the Local Authority upon request.

E) DISPERSAL OF CUSTOMERS

A minimum of 4 SIA stewards will be in attendance at all times.

A member of staff will be positioned in an area close to the main exit to oversee the end of night departure period. Customers will be encouraged to be considerate upon leaving the premises.

Customers shall not leave the premises other than by the doors to the front of the premises. Customers will be asked not to stand around loudly talking on the concourse outside the premises.

F) TRAINING

All staff will be made fully aware and conversant with this noise management strategy, aware of the licence and any attached conditions and issues of public nuisance. This will be provided through formal documented training before opening and regular briefings etc.

G) PROVISION OF INFORMATION

Notices will inform customers of our commitment to local concerns.

Prominent, clear and legible notices will be displayed at the exits requesting the public to respect residents and to leave the premises and the area quietly.

H) WASTE MANAGEMENT

Such activities will be in accordance with the current procedures employed at Stamford Bridge.

The movement of bins and rubbish outside the premises will be kept to a minimum after 21.00hrs

The removal of empty kegs or bottles to external areas shall not be permitted between the hours of 21.00hrs and 08.00hrs.

I) MANAGEMENT OF DELIVERIES

Deliveries of goods necessary for the operation of the business will be carried out at such a time or in such a manner as to avoid causing disturbance to nearby residents.

Deliveries shall not be permitted outside the hours of 08.00 and 21.00hrs

J) PREMISES

The premise has been designed appropriately and detailed consideration has been given to its ability to operate in a manner which does not give rise to disturbance. The controls and limitations of the venue are reflected in this noise management plan.

No significant structural alterations shall be made to the premises without due consideration of its potential impact on noise management.

L) PROCEDURAL / STRATEGY REVIEW

In order to ensure that the strategy continues to fulfil its aims and objectives it is reviewed and updated regularly. Whilst this is a continual exercise after each event, a formal review and report is conducted at least annually for the venue. This includes an assessment of compliance of noise and time limits, review of complaints data and any impromptu community or regulatory feedback. The results of which are made available to the various stakeholders as necessary.

In addition at least twice annually, the venue management shall invite residents and other interested parties to a meeting to openly discuss any concerns. The meetings shall be organised in good time (providing at least 4 weeks' notice) by means of communication with the interested parties. Minutes of such meetings shall be circulated to attendees and the Local Authority.

Should it be deemed necessary, the venue organisers also commit to seek external assistance for monitoring and control of noise, following complaints, should they feel it necessary to minimise the impact of the venue in the community.

About The Team

Peter Nash BSc(Hons), MSc, CEnvH, MCIEH, MIOA, TechIOSH

Peter Nash has 16 years' experience as a Local Authority Environmental Health Officer, up to Technical Manager Level and has 15 years of Professional Practice within the Environment Industry. He holds a BSc(Hons) in Environmental Health, the IOA Diploma in Acoustics and Noise Control and an MSc in Applied Acoustics. He is a Chartered Environmental Health Practitioner and registered with the Environmental Health Registration Board. Peter is a Member of the Chartered Institute of Environmental Health, and a Member of the Institute of Acoustics. He has appeared as an expert witness in a number of significant noise nuisance and planning cases, public inquiries and appeals.

Simon Joynes BSc(Hons), MSc, CEnvH, MCIEH, AMILM, AMIOA

Simon Joynes has over 20 years' experience in both Private Sector and Local Government. He has acted as a senior advisor and has significant experience in the technical aspects and practical application of environmental law, including acting as an expert witness in courts and planning enquiries and the preparation and reviewing of environmental reports and mitigation strategies. (Air Quality, Land Contamination, Acoustics, Water Quality, Odour Management & Industry Regulation). He holds a BSc (Hons) Environmental Health, MSc in Contaminated Land Remediation, the IOA Diploma in Acoustics and Noise Control, Certificates of Competence Environmental Impact Assessments. He also holds affiliations with the Chartered Institute of Environmental Health, the Institute of Acoustics and is an Associate Member of the Institute of Leadership and Management.

An introduction to Joynes Nash

Joynes Nash is a leading consultancy for the live events industry. We have extensive experience of live events, venues and a proven track record of working with those responsible to enhance the audience's experience, whilst preserving the image of events and venues whilst also maintaining the careful balance of Public Nuisance.

Our consultants experience has ranged from relatively small scale to major venues and events staged both in urban and residential environments, providing for tens of thousands of people. Projects and clients have included Junction 2, Carfest (North and South), Boardmasters, Kendal Calling, BBC Introducing, Tramlines Festival, Liverpool Sound City, Red Bull Music Academy. We have also a proven track record of looking after the interests of venues such as Guards Polo Club, Saracens Rugby Club, Coworth Park, Printworks , Melbourne Hall and Tobacco Dock.

We consider despite the many technical challenges that events and spaces bring, that relationships between all interested parties are of paramount importance and that each and every one of these understands situations clearly. We therefore approach each appointment not in isolation, but carefully consider the public image of events, the venues and the thoughts of the wider community to make events and spaces successful and to secure venues for future years.

www.joynes-nash.co.uk

Simon Joynes
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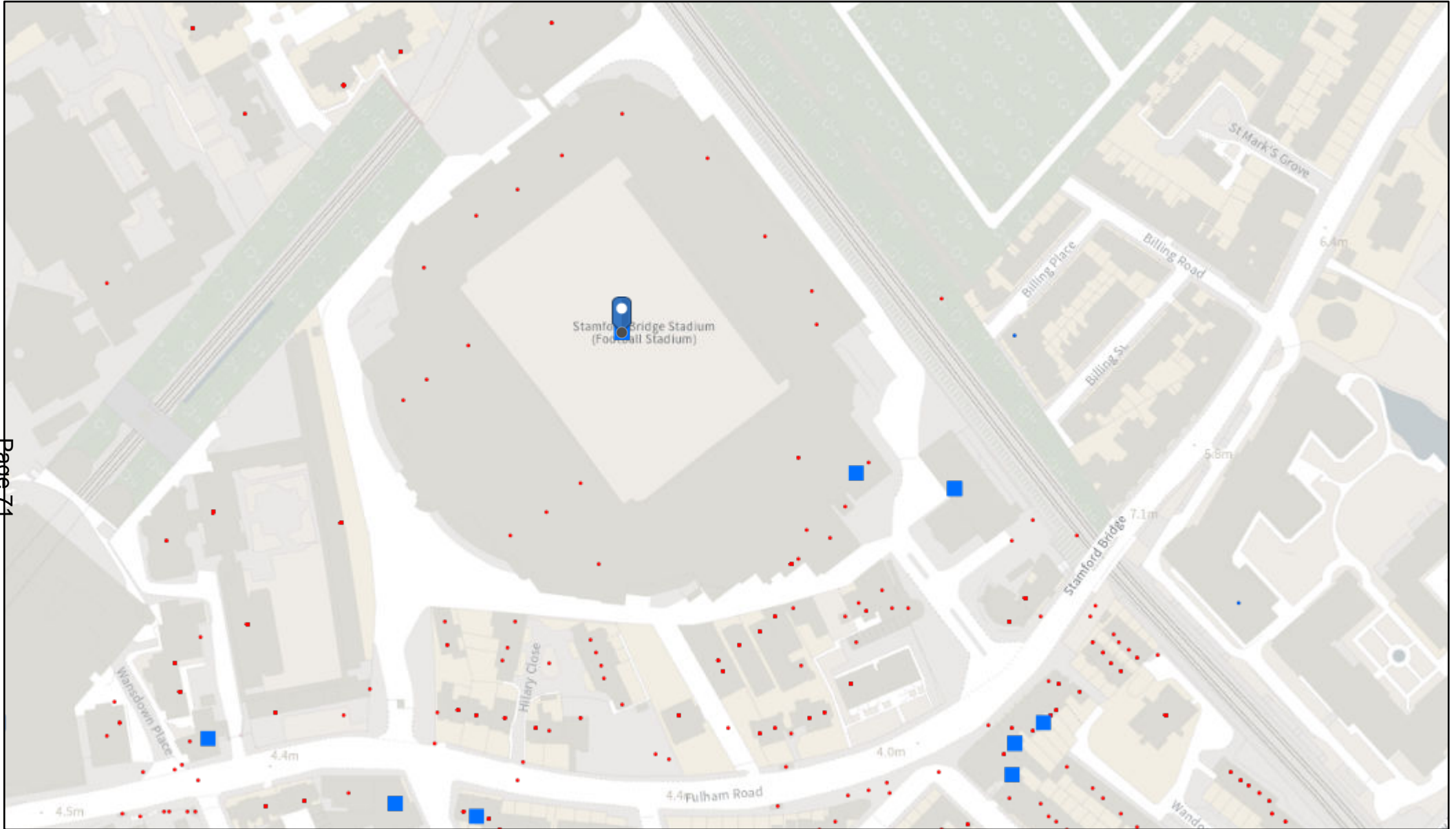
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Company Number:
9422341

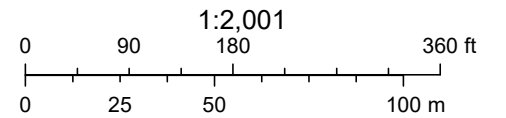
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204 752234

eGIS Web Map



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LICENCE NO	TRADING AS	ADDRESS	ACTIVITY	Monday to Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2015/00774/LAPR	Chelsea Club	Stamford Bridge Stadium Fulham Road SW6 1HS	Performance of Dance	10:00:00 - 01:00:00							
			Exhibition of a Film	10:00:00 - 01:00:00							
			Performance of Live Music	10:00:00 - 01:00:00							
			Playing of Recorded Music	10:00:00 - 01:00:00							
			Entertainment Similar to Music or Dance	10:00:00 - 01:00:00							
			Provision of Late Night Refreshment	23:00:00 - 01:00:00							
			Regulated Entertainment for Private Use								
			Sale of Alcohol On and Off the Premises	10:00:00 - 01:00:00							
2022/01470/LAPR	Chelsea Football Club (Concourse Area)	Stamford Bridge Stadium Fulham Road SW6 1HS	Sale of Alcohol On and Off the Premises	10:00:00 - 21:30:00							
2019/00272/LAPR	Chelsea Football Ground	Stamford Bridge Stadium Fulham Road SW6 1HS	Boxing or Wrestling	10:00:00 - 00:00:00							
			Performance of Dance	10:00:00 - 00:00:00							
			Exhibition of a Film	10:00:00 - 00:00:00							
			Performance of Live Music	10:00:00 - 00:00:00							
			Playing of Recorded Music	10:00:00 - 00:00:00							
			Entertainment Similar to Music or Dance	10:00:00 - 00:00:00							
			Performance of a Play	10:00:00 - 00:00:00							
			Provision of Late Night Refreshment	23:00:00 - 00:00:00							

			Sale of Alcohol On and Off the Premises	10:00:00 - 00:00:00							
2013/01056/LAPR	Chelsea Museum	Stamford Bridge Stadium Fulham Road SW6 1HS	Exhibition of a Film	10:00:00 - 23:30:00							
			Performance of Live Music	10:00:00 - 23:30:00							
			Playing of Recorded Music	10:00:00 - 23:30:00							
			Provision of Late Night Refreshment	23:00:00 - 23:30:00							
			Sale of Alcohol On the Premises	10:00:00 - 23:30:00							
2022/01468/LAPR	East Stand	Stamford Bridge Stadium Fulham Road SW6 1HS	Performance of Dance	10:00:00 - 01:00:00							
Page 73			Exhibition of a Film	10:00:00 - 01:00:00							
			Indoor Sporting Event	10:00:00 - 01:00:00							
			Performance of Live Music	10:00:00 - 01:00:00							
			Playing of Recorded Music	10:00:00 - 01:00:00							
			Entertainment Similar to Music or Dance	10:00:00 - 01:00:00							
			Performance of a Play	10:00:00 - 01:00:00							
			Provision of Late Night Refreshment	23:00:00 - 01:00:00							
			Regulated Entertainment for Private Use								
				Sale of Alcohol On and Off the Premises	10:00:00 - 01:00:00						
2015/00773/LAPR	Matthew Harding Stand (North)	Stamford Bridge Stadium Fulham Road SW6 1HS	Performance of Dance	10:00:00 - 01:00:00							
			Exhibition of a Film	10:00:00 - 01:00:00							

			Performance of Live Music	10:00:00 - 01:00:00							
			Playing of Recorded Music	10:00:00 - 01:00:00							
			Entertainment Similar to Music or Dance	10:00:00 - 01:00:00							
			Provision of Late Night Refreshment	23:00:00 - 01:00:00							
			Regulated Entertainment for Private Use								
			Sale of Alcohol On and Off the Premises	10:00:00 - 01:00:00							
2015/00771/LAPR	South Stand	Stamford Bridge Stadium Fulham Road SW6 1HS	Performance of Dance	10:00:00 - 01:00:00							
			Exhibition of a Film	10:00:00 - 01:00:00							
Page 74			Performance of Live Music	10:00:00 - 01:00:00							
			Playing of Recorded Music	10:00:00 - 01:00:00							
			Entertainment Similar to Music or Dance	10:00:00 - 01:00:00							
			Provision of Late Night Refreshment	23:00:00 - 01:00:00							
			Regulated Entertainment for Private Use								
			Sale of Alcohol On and Off the Premises	10:00:00 - 01:00:00							
2021/00574/LAPR	West Stand	Stamford Bridge Stadium Fulham Road SW6 1HS	Boxing or Wrestling	10:00:00 - 01:00:00							
			Performance of Dance	10:00:00 - 01:00:00							
			Exhibition of a Film	10:00:00 - 01:00:00							
			Indoor Sporting Event	10:00:00 - 01:00:00							
			Performance of Live Music	10:00:00 - 01:00:00							

			Playing of Recorded Music	10:00:00 - 01:00:00								
			Entertainment Similar to Music or Dance	10:00:00 - 01:00:00								
			Performance of a Play	10:00:00 - 01:00:00								
			Provision of Late Night Refreshment	23:00:00 - 01:00:00								
			Regulated Entertainment for Private Use									
			Sale of Alcohol On and Off the Premises	10:00:00 - 01:00:00								
2021/00841/LAPR	Kona Kai	Kona Kai 515 Fulham Road SW6 1HD	Exhibition of a Film		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 00:00:00	
			Indoor Sporting Event		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 00:00:00	
Page 75			Performance of Live Music		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 00:00:00	
			Playing of Recorded Music		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 00:00:00	
			Entertainment Similar to Music or Dance		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 00:00:00	
			Provision of Late Night Refreshment		23:00:00 - 00:00:00	23:00:00 - 00:00:00	23:00:00 - 01:00:00	23:00:00 - 01:00:00	23:00:00 - 01:00:00	23:00:00 - 02:00:00	23:00:00 - 00:00:00	
			Sale of Alcohol On and Off the Premises		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 00:00:00	
2022/00882/LAPR	Kona Kai	Kona Kai 515 Fulham Road SW6 1HD	Exhibition of a Film		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 00:00:00	
			Indoor Sporting Event		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 00:00:00	
			Performance of Live Music		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 00:00:00	
			Playing of Recorded Music		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 00:00:00	
			Entertainment Similar to Music or Dance		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 00:00:00	
			Provision of Late Night Refreshment		23:00:00 - 00:00:00	23:00:00 - 00:00:00	23:00:00 - 01:00:00	23:00:00 - 01:00:00	23:00:00 - 01:00:00	23:00:00 - 02:00:00	23:00:00 - 00:00:00	
			Sale of Alcohol On and Off the Premises		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 00:00:00	

2022/02071/LAPR	Sichuan Popo	511 Fulham Road SW6 1HH	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 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	12:00:00 - 22:30:00
2021/00837/LAPR	Butchers Hook	477 Fulham Road SW6 1HL	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	10:00:00 - 00:00:00	11:00:00 - 00:00:00
2022/00565/LAPR	Chelsea Food And Wine	473 Fulham Road SW6 1HL	Sale of Alcohol Off the Premises		08:00:00 - 00:30:00	08:00:00 - 00:30:00	08:00:00 - 00:30:00	08:00:00 - 00:30:00	08:00:00 - 01:00:00	08:00:00 - 01:00:00	08:00:00 - 01:00:00	08:00:00 - 00:00:00
2022/02070/LAPR	Village Stores	473 Fulham Road SW6 1HL	Sale of Alcohol Off the Premises		07:00:00 - 01:00:00	07:00:00 - 01:00:00	07:00:00 - 01:00:00	07:00:00 - 01:00:00	07:00:00 - 01:30:00	07:00:00 - 01:30:00	07:00:00 - 01:30:00	07:00:00 - 00:00:00
2017/01028/LAPR	Copthorne Hotel	Fulham Road SW6 1HY	Performance of Dance	10:00:00 - 01:00:00								
			Exhibition of a Film	10:00:00 - 01:00:00								
			Performance of Live Music	10:00:00 - 01:00:00								
			Playing of Recorded Music	10:00:00 - 01:00:00								
			Entertainment Similar to Music or Dance	10:00:00 - 01:00:00								
			Provision of Late Night Refreshment	23:00:00 - 01:00:00								
			Regulated Entertainment for Private Use									
			Sale of Alcohol On the Premises	00:00:00 - 00:00:00								
			Sale of Alcohol On and Off the Premises	10:00:00 - 01:00:00								
2018/01419/LAPR	Millennium Hotel	Fulham Road SW6 1HY	Performance of Dance	10:00:00 - 01:00:00								
			Exhibition of a Film	10:00:00 - 01:00:00								
			Performance of Live Music	10:00:00 - 01:00:00								
			Playing of Recorded Music	10:00:00 - 01:00:00								
			Entertainment Similar to Music or Dance	10:00:00 - 01:00:00								
			Provision of Late Night Refreshment	23:00:00 - 01:00:00								
			Regulated Entertainment for Private Use									
			Sale of Alcohol On the Premises	00:00:00 - 00:00:00								

			Sale of Alcohol On and Off the Premises	10:00:00 - 01:00:00								
2015/00776/LAPR	Under The Bridge	Chelsea Village Fulham Road SW6 1HS	Performance of Dance		10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 02:00:00	10:00:00 - 02:00:00	10:00:00 - 01:00:00	
``			Exhibition of a Film		10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 02:00:00	10:00:00 - 02:00:00	10:00:00 - 01:00:00	
			Performance of Live Music		10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 02:00:00	10:00:00 - 02:00:00	10:00:00 - 01:00:00	
			Playing of Recorded Music		10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 02:00:00	10:00:00 - 02:00:00	10:00:00 - 01:00:00	
			Entertainment Similar to Music or Dance		10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 02:00:00	10:00:00 - 02:00:00	10:00:00 - 01:00:00	
			Performance of a Play		10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 02:00:00	10:00:00 - 02:00:00	10:00:00 - 01:00:00	
			Provision of Late Night Refreshment		23:00:00 - 01:00:00	23:00:00 - 01:00:00	23:00:00 - 01:00:00	23:00:00 - 02:00:00	23:00:00 - 02:00:00	23:00:00 - 02:00:00	23:00:00 - 01:00:00	
			Regulated Entertainment for Private Use									
			Sale of Alcohol On and Off the Premises		10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 02:00:00	10:00:00 - 02:00:00	10:00:00 - 02:00:00	10:00:00 - 01:00:00	
2023/00734/LAPR	Bruschetta	448 - 450 Fulham Road SW6 1DL	Sale of Alcohol On 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	11:00:00 - 00:00:00	12:00:00 - 23:30:00	
2023/00496/LAPR	Cafe Compassion	Ground Floor 467 Fulham Road SW6 1HL	Sale of Alcohol On and Off the Premises	10:00:00 - 22:00:00								

From: Cllr Campbell-Simon Trey: H&F

Sent: Tuesday, October 3, 2023 10:55 PM

To: Mckenna Lorna: H&F [REDACTED]

Cc: Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: Objection - 2023/01413/LAPR: Chelsea Football Club – The Rose And Ball: Stamford Bridge Stadium Fulham Road London SW6 1HS

Good evening, Lorna, and licensing team,

I hope you are well.

I am writing to object to the above application. I have received emails from resident with objections which I agree with, mainly on the following grounds:

- A. Prevention of Public Nuisance
- B. Prevention of Children from Harm
- C. Upholding Public Safety

As the ward councillor for which CFC and Stamford Bridge is in, I receive regular emails from distressed residents with regards to urination and noise on matchdays, even for hours after full time and this will only get worse if this application is granted.

CFC matchdays/Crime and noise and nuisance are top issues for the ward panel and It's a huge shame CFC have yet again chosen not to constructively engage with residents.

I reserve my right to comment further if necessary.

Kind Regards,

Trey

Cllr Trey Campbell-Simon

Lead Member for Youth Advancement

Labour

Councillor for Walham Green Ward

From: [REDACTED]
Sent: Monday, September 25, 2023 1:22 PM
To: Mckenna Lorna: H&F [REDACTED]; Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: 2023/01413/LAPR Chelsea Football Club Representation deadline 3 Oct 2023

2023/01413/LAPR Chelsea Football Club Representation
Deadline 3 Oct 2023

From:
Barclay Road Conservation Area Neighbourhood Watch (Barclay Road Residents)
Submitted by [REDACTED]
[REDACTED]

1) Policy 1 of the H&F Licensing Policy 2022-2027 states, "applicants are expected to undertake a local area risk assessment as part of any licensing application".
We would appreciate site of this risk assessment and the vital, detailed information therein. Please supply.

We reserve our right to comment on such a detailed risk assessment when we have received it.

2) We are missing a detailed management operational plan, which should be prepared and submitted to authorities and to residents, especially considering the very different way in which this building is being proposed to be used. The marketing-oriented powerpoint presentation sent around by the Applicant does not suffice in this case.

We reserve our right to comment on such a detailed plan when we have received it.

3) Licensing Objective, Promoting Public Safety
Policy 16 of the H&F Licensing Policy states: "The safety of women and girls in licensed settings."
"The Lic Authority expects license applications to specifically include measure to ensure the safety of women and girls in licensed premises."

There is no mention in the Application about this important issue, and there are no specific Conditions offered regarding dealing specifically with safety of women. Please could they be offered.

There is a huge H&F effort headed by Leader Cowan about violence towards women (and girls)—building on the campaign launched by the London Mayor in 2022. Surely CFC wants to lead the way with specific Conditions regarding training of staff and requiring SIA security who are at the top of their league for not only spotting very early on, in situ, problems but dealing with them immediately.

We reserve our right to expand on our concerns about safety of women at this proposed Premises

4) Drinks Spiking

Policy 15 of the H&F Licensing Policy 2022-2027 states: "The H&F Licensing Authority expects licence applications to outline measures in their operating schedules to prevent, identify and address drink spiking"

Please provide the spiking policy for this proposed Premises as well as additional specific drugs-spiking Conditions on the proposed Premises Conditions.

This is a huge issue, especially regarding safety of women.

We reserve our right to expand on our concerns about the potential for so-called 'casual' drinks spiking at this proposed Premises

5) Eventually 365/7??

We are concerned that this Premises could end up operating outside of the proposed 'only on match days' and beyond the proposed stated closing of midnight; this could easily be done via the use of Temporary Event Notices (TENs) for up to 499 customers, and further private events in order to use the Premises more often.

— Proposed hours are 10am to midnight, only on match days, and only 3 hours before kick off and 90 minutes after end of game.

Request:

This needs to be added as a Condition to the Licence so that it is crystal clear to anyone now, and in future.

It is explained that fans would buy into ticketed packages, for pre-match or post-match, or both. This must be added as a Condition to the Licence so that it is crystal clear to anyone now, and in future. No admittance to the public needs to be made very clear in the Conditions.

There is mention at the proposed Condition 17 of 'premises at such times as they are open to the public'. We are confused about the phrase 'open to the public'.

We are sure that there will be very easy workarounds to open this proposed Premises up to more days, more hours (via TENs, additional 'private' events/ticketed or not etc), and we want this concern expressed on the record.

We reserve our right to expand on our concerns about this entire issue, including use of this building.

6) Licensing Objective, The prevention of Crime and Disorder Drugs

a) Drugs-trained SIA security personnel

We are missing any mention in the Conditions of a drugs policy, and specifically, SIA drugs-trained security guards in the proposed Premises.

We have a huge problem in the Fulham Broadway area with drinking establishments and drugs.

b) Number of SIA security personell

Far more than 4 SIA security will be needed for the 660 customers planned. SIA standards are 1 security guard for 75 attendees for an event when alcohol is being served so that would be 9 SIA security, but the numbers are supposed to increase with the size of the event/venue. Drug sniffer dogs would help as well. Headlines abound and CFC at the top of drug problem league tables.

We reserve our right to expand on our concerns about the very real and very concerning issue of drugs at football games, including at Chelsea Football Club matches

— With Chelsea in the top ten league of clubs suffering immense match day crime and disorder/violence problems related to at least 15% of fans coming fully drug-loaded to games (Met Police stats), this needs to be addressed in Conditions on the proposed licence. Sadly, that is not the case, yet. Silence is not the answer.

We reserve our right to expand on our concerns about drugs problems at this proposed Premises

7) In line with the Framework hours, there is no specific justification to have this Premises open after 23:00 Mon-Sat and 22:00 on Sundays.

Also, in line with those Framework hours, Conditions should stipulate that all customers will exit via Stamford Gate and specifically not via Britannia Gate which is required to close at 22:00 and earlier on Sundays.

8) Licensing Objective, The Prevention of Nuisance
Noise Management Strategy

This 3-page document submitted with the proposed Application mentions 'any time the Premises is open to the public', under C) Provision of Music.

We were told that the venue was not going to be open to the public because it was only to be open via pre-ticketed, pre-paid events, bought presumably via an app or website, or both.

We reserve our right to expand on our concerns about the noise management strategy relating to this proposed Premises.

Thank you.

Barclay Road Conservation Area Neighbourhood Watch (Barclay Road Residents)

Submitted by [REDACTED]

[REDACTED]

[REDACTED]

Barclay Road Conservation Area Neighbourhood Watch (Barclay Road Residents) Barclay Road
Conservation Area Neighbourhood Watch (Barclay Road Residents)

From: [REDACTED]
Sent: Wednesday, October 4, 2023 9:34 AM
To: Mckenna Lorna: H&F
Cc: Overton Adrian: H&F; Scriven Tom: H&F
Subject: Re: 2023/01413/LAPR CFC - The Rose and Ball, Stamford Bridge Stadium - Licensing Response

Good evening Lorna,

Many thanks for your call this afternoon.

As advised, please could you consider this response as a representation against the licensing application, as we require further information on the anticipated noise implications.

Kind regards,

[REDACTED]

The Royal Parks

From: [REDACTED]
Sent: Tuesday, October 3, 2023 3:07 pm
To: Mckenna Lorna: H&F
Cc: Overton Adrian: H&F <>; Scriven Tom: H&F <
Subject: RE: 2023/01413/LAPR CFC - The Rose and Ball, Stamford Bridge Stadium - Licensing Response

Good afternoon,

Please see attached a letter from The Royal Parks regarding the licensing application for the Rose and Ball, Stamford Bridge Stadium.

Kind regards,

[REDACTED]

www.royalparks.org.uk

The Old Police House
Hyde Park, London, W2 2UH



The Royal Parks are:

Bushy Park | The Green Park | Greenwich Park | Hyde Park | Kensington Gardens
The Regent's Park & Primrose Hill | Richmond Park | St James's Park | Brompton Cemetery

Lorna McKenna
Licensing Compliance Officer
Hammersmith and Fulham Council
Hammersmith Town Hall
King St
London
W6 9JU

3 October 2023

Dear Ms McKenna,

RE: 2023/01413/LAPR CFC - The Rose and Ball, Stamford Bridge Stadium

Many thanks for your recent correspondence regarding the proposed changes to the licencing arrangements for the Rose and Ball at Chelsea Football Stadium.

We believe that the site of the Rose and Ball is adjacent to Brompton Cemetery, which as you know is managed by The Royal Parks (TRP) and is a historic Grade I site as well as a Site of Nature Conservation Importance. It remains a working cemetery where funerals and interments regularly take place, and people visit the graves of loved ones at any time when the cemetery is open – overlapping with match days on some occasions. It is also one of very few green spaces in the locality where Londoners and visitors can seek refuge from everyday city life, and experience the natural world.

The Royal Parks wish to put on record that we would have concerns if there was increased activity emanating from the Stadium in respect of light and noise pollution, or other associated disturbance, which could have a detrimental impact upon the Cemetery being a place of quiet reflection and contemplation.

We note that in your submission you make a commitment to a 'Noise Management Plan' and we would be most grateful to receive a copy of this once it has been approved. In addition, we would like to be informed of dates

for the residents meeting, and provided with copies of the minutes if we are not able to attend.

TRP wish to ensure that there is no detrimental effect to the sensitive nature, special character, and ecology of the cemetery. We trust you will take on board our comments and welcome further discussion and the opportunity to comment on any future proposals.

Kind regards,

[Redacted]
[Redacted]
Email: [Redacted]
Tel: [Redacted]

From: [REDACTED]

Sent: Monday, September 25, 2023 11:06 AM

To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: RE: Chelsea Football Club Licensing Application 2023/01416/LAPR.

Dear Lorna and Licensing Team,

RE: Objection to Chelsea Football Club Licensing Application 2023/01416/LAPR.

Firstly, It's important to state, whilst I believe that utilising this building and changing its usage (via correctly going through planning permission), the following could be a good solution for CFC and Residents.

It should be noted that I live on Seagrave Road and represent residents via Seagrave Road Residents Association - Note: Brompton Park Crescent (closest Residents to the 'Rose & Ball' building) is situated on Seagrave Road.

From a licensing perspective my objection solely lies around this venue not turning into a 365 Day late night Drinking/Music and Entertainment Venue – which it very easily could (based on point 1 below) - and therefore request Additional Conditions (as outlined below) to be applied, ensuring this venue does not negatively impact on Residential Amenity and the Four Licensing objectives.

Additional Conditions Request:

1. Licensing Objectives: Prevention of Noise & Nuisance. Residential Amenity & Rights to Enjoyment

Exclusion of Additional TENSs, Extended Hours and Additional Private Events Outside of 'Match Days':

Whilst the Applicant has outlined that the venue will only operate on 'Match Days' – we ask that The Applicant voluntary agrees to the below in the License Conditions.

As it stands looking at the total number of 'Match Days' (including Men's and Women's games) per year, as well as international games, this venue will be already operating on a weekly basis.

Our Major concern as Residents is that there is a potential for this Premises to operate further days and hours (other than suggested Match Days) via submitting TENSs, requesting Extended hours, and inclusion of 'Private Ticketed Events' – which any Licensed Premises can legally do. And therefore, potentially this Premises could operate 365 days a year at all hours. Outlined below:

- Temporary Event Notices (TENSs) - 20 of these are allowed per annum for Licensed Premises – and each TENSs can cover 72 hours. These are a well known 'work around' in the industry to bump up operating days as well as extending hours far later into the early morning.
- Extended Hours - 22 of these are allowed per annum for License Premises – which could mean that Midnight Closing hours can be extended to 2am.
- Private Events (Ticketed) – could effectively allow the premises to operate 7 days a week usage.

- No usage of the surrounding 'open-air concourse area' is utilised as part of The Premises including any temporary Tents, Marquees encloses etc – this would include TENS & 'Private & Ticketed Events' etc.

2. Licensing Objectives: Promotion of Public Safety and Prevention of Nuisance

Operating Hours, Alcohol Hours & Late-Night Refreshment: 10am until midnight:

With the requested hours for Alcohol and Late-Night Refreshment being until Midnight – there is no allowance for drinking up time and responsible dispersal:

- No allowance for Responsible Staggered Dispersal? Having worked in this industry for over a decade, it takes at least 1 hour to disperse big crowds such as this (660 Total). The venue should be closed at 23.30 with a clear cut off 'drinking up' time prior to this.
- With stopping Alcohol sales 30 mins prior to Closing and establishing an earlier closing time of 23.30 – this would importantly allow for Patrons to use Public Transport (especially the Fulham Tube Station) instead of waiting around, often causing Noise and other Nuisance impacting Residents Amenity. Especially on Fulham Road, close by residential onclaves and roads, and The Moore Park Conservation area.
- A designated Taxi/Uber area should be also allocated in the plans to ensure that Patrons are not congregating on Fulham Road and/or surrounding Residential roads. Because Britania Gate closes latest 22.00 and earlier on Sunday nights, we assume the designated Taxi/Uber area should be around Millenium Hotel / Stamford Gate?

3. Licensing Objectives: Promotion of Public Safety & Prevention of Nuisance: First Floor Balcony, Security & Designated Smoking Zones:

Within the plans supplied by The Applicant, there is no submission of Risk Assessments or mentioning of Designated Smoking Zones, nor First Floor Balcony usage (assuming that this is also used as an Fire Exit)? Whilst we are sure that CFC has thought of this, it's important that this is included in the conditions of the Premises License:

- No usage of the outside first floor Balcony other than a Fire escape? And or after 20.00 to ensure Patrons safety (particularly important with Alcohol consumption). Security must be in place at these balcony doors 24/7 during operating usage. If Balcony is in usage by Patrons - an early cut off time will also ensure Noise & Nuisance is mitigated to surrounding Residents i.e. Brompton Park Crescent.
- Designated Smoking Zones (ideally on Concourse) are clearly laid out in the plans with security monitoring numbers etc and a cut off time of usage being minimum of 30minutes before closing to ensure it doesn't impede further on Dispersal. Note: 5-10% is assumed for smoking areas directly outside of Premises which could mean up to 66 persons at one time? Limiting this number to 20 persons should to be considered.

4. Licensing Objectives - Prevention of Crime & Disorder & Promotion of Public Safety

Drugs and Spiking Policies:

As CFC was named in the media 'Top Ten Clubs' worst clubs for fans taking drugs at football matches (see link below), as an extra precaution, regular checks should be established within the Premises.
<https://www.thesun.co.uk/sport/football/9279819/crystal-palace-drugs-football-chelsea-liverpool/>

- Regular drugs checks in bathrooms to be undertaken to discourage usage.
- The Premises to ensure appropriate training is provided to all members of staff regarding spiking and procedures to follow immediately in the case of an alleged incident.
- Ensure all reports of drug usage and spiking are acted upon immediately and that all incidents of drug usage and alleged spiking are recorded and reported to the police immediately.

Yours sincerely

[Redacted signature block]

From: [REDACTED]
Sent: Monday, September 25, 2023 1:21 PM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: 2023/01413/LAPR Chelsea Football Club Representation

2023/01413/LAPR Chelsea Football Club Representation
Deadline 3 Oct 2023

I write to object to the Application

1) Policy 1 of the H&F Licensing Policy 2022-2027 states, "applicants are expected to undertake a local area risk assessment as part of any licensing application".

I would appreciate site of this risk assessment.

2) Where is a detailed management operational plan, please?

This building will be transformed; it will need a proper management operational plan that forms the basis of its full operations.

3) Licensing Objective, Promoting Public Safety

Policy 16 of the H&F Licensing Policy states: "The safety of women and girls in licensed settings."

"The Lic Authority expects license applications to specifically include measures to ensure the safety of women and girls in licensed premises."

Please supply some Conditions to help here.

4) Drinks Spiking (Prevention of Crime and Disorder)

Policy 15 of the H&F Licensing Policy 2022-2027states: "The H&F Licensing Authority expects licence applications to outline measures in their operating schedules to prevent, identify and address drink spiking"

Please include specific drug-related spiking Conditions re training, securing a crime scene, calling police (not just Ambulances) etc. This has been a local problem in pubs/event spaces close to CFC.

5) Eventually 365/7?? (Crime and Disorder, Nuisance, Public Safety)

We are concerned that this Premises could end up operating outside of the proposed 'only on match days' and beyond the proposed stated closing of midnight; this could easily be done via the use of Temporary Event Notices (TENs) for up to 499 customers, and further private events in order to use the Premises more often.

Barclay Road Residents have expanded on this in their Representation.

6) Licensing Objective, The prevention of Crime and Disorder

Drugs

a) Drugs-trained SIA security personnel

We are missing any mention in the Conditions of a drugs policy, and specifically, SIA drugs-trained security guards in the proposed Premises.

We have a huge problem in the Fulham Broadway area with drinking establishments and drugs. Football matches suffer from drug-related problems and Chelsea is in 'league tables' re this issue.

b) Number of SIA security personell

Far more than 4 SIA security will be needed for the 660 customers planned. SIA standards are 1 security guard for 75 attendees for an event when alcohol is being served so that would be 9 SIA security, but the numbers are supposed to increase with the size of the event/venue. Drug sniffer dogs would help as well. Headlines abound and CFC at the top of drug problem league tables.

7) Prevention of Crime and Disorder, Nuisance

Hours

In line with the Framework hours, there is no specific justification to have this Premises open after 23:00 Mon-Sat and 22:00 on Sundays.

Also, Conditions should stipulate that all customers will be escorted by stewards to exit via Stamford Gate and specifically not via Britannia Gate which is required to close at 22:00 and earlier on Sundays.

I reserve my right to expand on my concerns relating to this proposed Premises.

Thank you.

██████████
██████████
██████████

Licensing Application 2023/01413/LAPR Chelsea Football Club- The Rose and Ball: Stamford Bridge Stadium. Fulham Road London SW6 1HS.

In addition to my representation made Thursday 28th September in which I asked for clarification of the licensing application hours (sent to Lorna McKenna and Neil Milligan at Planning) I would like to make an informed representation concerning the licensing application as follows:

As this club will extend the normal match hours of supporters attending the club for 3 hours before and 90 minutes after, the inconvenience residents put up with for normal match day hours will be extended causing -further public nuisance-.

Residents chose to live here knowing about the disturbance caused to our lives during match days, but this adds to the the inconvenience.

I am very concerned about increased -crime and disorder- in the Moore Park Conservation area that could result from Limousines and Uber taxis waiting in our roads across from the Chelsea Football Ground, some with their engines running. This is a very big problem for us and is becoming incrementally worse every time there is a match. For a recent match we had the King of Spain's entourage's vehicles hovering in front of our house for 2 hours.

All the roads around here become a double parking waiting lot for VIP's, their drivers and their vehicles. This is a -crime and causes disorder- as most of these cars are illegally parked.

If this proposed Premises Rose and Ball is going to sell packages for standing drinks and passed around food from £275 per person, surely these will be sold as VIP packages including transport. Out of 660 customers, if even only a third bought through a package, that would be over 200 people being ferried to and from this area; easily 100 extra vehicles.

As this is a licensing application, there is no traffic plan as required in a planning application. These vehicles cause a - public nuisance - with their engine noise, and many of the drivers do not shut off their petrol/diesel engines, adding to the pollution and causing a -public nuisance- in our 100 percent residential roads here across from CFC.

Our roads are the closest place for such vehicles to hover and park and owners are not concerned about a parking fine.

If the match finishes late and people leave the Rose and Ball 90 minutes later before 00.00 hours, the coming and going of cars with noisy engines running will disturb sleeping children,- not protecting them from harm- as they have to have a good nights sleep to grow and to be able to function at school the next day.

When parked cars leave, the lingering stragglers from the football ground use the house front walls as urinals, this is a -public nuisance-, a -crime and is disorderly-. The increased hours members can remain at the premises will exacerbate this problem.

[REDACTED]
From: [REDACTED]
Sent: Sunday, October 1, 2023 2:15 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Fwd: Licensing application Chelsea Football Club. Ref: 2023/01413/LAPR

From: [REDACTED]
Date: 1 October 2023 at 9:02:55 AM GMT+8
To: [REDACTED]
Subject: Licensing application Chelsea Football Club. Ref: 2023/01413/LAPR

From: [REDACTED]
[REDACTED]
[REDACTED]

This email is to oppose this application. 2023/01413/LAPR

I hope to be able to attend the Licensing Zoom meeting that will be arranged. But if I am unable to join, I would like to give my time to [REDACTED] who will represent my interests and is more familiar than I am with the legal problems with this unfortunate, poorly developed Application. Again, please note that I specifically allocate my time to John.

The proposed Application allows for about 500-600 people to come to the immediate area earlier than usual, about three hours prior to kick off, and to leave about 90 minutes after the end of the match. Football Police are already stretched and often leave before matches end. This creates a security problem and a crowd control issue of loud, drunken people.

Now that there are more fixtures, including women's matches, the problems in the Moore Park Conservation Area are enormous. Cars park illegally, double park etc. . Our road the the surrounding area becomes a free car parking area for the Club. The Fulham Road and our street/area are very difficult to access....taxis, Ubers etc will not come. It becomes a total mess. The arrangements only benefit wealthy fans. The Proposal will make it worse. It is a health and security issue.

Drug taking is very visible, drunken behavior- urination and even defecation is often seen. Again, think of the health issues. Just consider the implications for the elderly and families. One example, the King of Spain attended an event and these vehicles blocked access to our road for a lengthy period of time, engines running, fumes being emitted. Petty theft and minor damage to property is common. Most of the time it is not reported.

In summary, we see the following problems and areas of risk with the Application:

Prevention of Public Nuisance
Upholding Public Safety
Prevention of Children from Harm

I ask the Licensing Committee to reject this application. There is no reason why a health club should be allowed to become a bar/restaurant for events. This application makes no sense at all.

Thank you for your time and efforts. I reserve the right to comment further. Please understand the major concerns residents of the area have.

[REDACTED]

Dear Sir/Madam,
Licensing Application comments have been made. A summary of the comments is provided below.
Comments were submitted at 02/10/2023 12:54 PM from [REDACTED]

Application Summary

Address:	Stamford Bridge Stadium Fulham Road London SW6 1HS
Proposal:	Licensing Act - Premises Licence
Case Officer:	Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	
Address:	[REDACTED]

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	02/10/2023 12:54 PM Concerned that the site could be used to host events all day everyday. Concerned at increased traffic, noise, litter, and crowds around the area due to increased frequency of events. In turn, increased risk of crime due to drunken behaviour and nuisance. Concerned about loss of light due to building/extension of site. Concerned about noise and pollution from construction work.

From: [REDACTED]
Sent: Sunday, October 1, 2023 4:02 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: ref 2023/01413/LAPR

Dear Licensing committee

ref 2023/01413/LAPR

I am writing to comment against the proposed change to the licence as outlined in application 2023/01413/LAPR

1 upholding public safety

extending the hours of unlimited drinking before and after matches does not align with LBHF and even national licencing policies to discourage binge drinking and antisocial behaviour resulting in a highly likely further lowering of public safety

2. Prevention of Nuisance

It is likely that many tickets will be in packages many chauffeur driven. This is likely to be for drop off and pick up

Traffic grid lock and congestion, idling and taking up residents permit places (even if charged £65 tickets) is already a huge issue on match days. this will potentially exacerbate it considerably.

3 protecting children from harm

clearly extending the hours will increase noise and disturbance earlier and later for children trying to sleep and study in extremely closely adjacent properties, plus on leaving more drunken behaviour than normal (which is still bad) would be distressing and possibly more dangerous for children coming into contact.

Any further extension of relaxing of drinking hours and beyond match activity has a huge impact on local residents who are in extremely close proximity.

Thank you for considering this very carefully and strictly in alignment with current local and national policy

[REDACTED]
From: [REDACTED]
Sent: Thursday, October 5, 2023 9:22 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: ref 2023/01413/LAPR

Dear Lorna

I do apologise! Realised just after I sent it

We are in very close proximity at [REDACTED]

Many thanks

Best regards



Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 01/10/2023 9:21 PM from [REDACTED]

Application Summary

Address:	Stamford Bridge Stadium Fulham Road London SW6 1HS
Proposal:	Licensing Act - Premises Licence
Case Officer:	Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
Email:	[REDACTED]
Address:	[REDACTED]

Comments Details

Commenter Type:	Neighbour
Stance:	Customer made comments neither objecting to or supporting the Licensing Application
Reasons for comment:	
Comments:	01/10/2023 9:21 PM I am concerned about the potential impact of this application on two critical aspects: (1) The Prevention of Public Nuisance: Residents are currently facing significant challenges due to congestion on Moore Park Road and the surrounding roads, primarily arising from lax parking restrictions and limited enforcement. No other inner-city stadiums, including Craven Cottage also in this borough, have such easy access to parking near the grounds. This easy access to parking leads to blocked residents' bays, yellow lines, and driveways, often obstructed by waiting limousines, Addison Lee drivers, and Ubers. The situation has reached a point where it has become impossible for emergency vehicles to access Moore Park Road on match days should an emergency arise. Allowing fans to arrive up to three hours before and leave up to 90 minutes later

will inevitably worsen the congestion and parking issues, significantly impacting the lives of the residents living near the club.

(2) Public Safety: On match days residents of Moore Park Road are already confronted with instances of drunken and disorderly behaviour. There is absolutely no police presence on Moore Park Road but huge crowds of fans use the road to access the grounds. This season Keith Overstall, head of security at the club, has been patrolling Moore Park Road with this team. Their presence does help but they have no powers to issue tickets for anti-social behaviour or to issue parking tickets to deal with my first point. I spoke to my local LET officer in August and requested that the LET team, who can issue tickets for anti-social behaviour, patrol Moore Park Road supported by traffic warden(s). They turn up sometimes but at other times no one is here. Unless the council can ensure there is a police presence and/or the LET team is present for the three hours before and 90 minutes after the match, granting this license could further disrupt the residents' lives.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 01/10/2023 10:27 PM from [REDACTED]

Application Summary

Address: Stamford Bridge Stadium Fulham Road London SW6 1HS

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 01/10/2023 10:27 PM I live next to the Stadium. The area we live in is already at full capacity. We cannot handle more traffic flow to the stadium during games. We are already dealing with the loud crowds, road closures, and anti social behaviour. This proposal, while held in the club's premises, will undoubtedly spill over to us and further undermine our quality of life with more traffic, more noise and nuisance, more violations, more incidents. This is a family neighbourhood and my kids usually have trouble sleeping on game days so delaying or staggering fan exists will only exacerbate this.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 11:51 AM from [REDACTED].

Application Summary

Address: Stamford Bridge Stadium Fulham Road London SW6 1HS

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

[REDACTED]

[REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 11:51 AM Very much against this proposal. No risk assessments, no smoking sections, what about the areas for parking/ taxi drop offs etc. Our local roads will be clogged up impacting quality of life.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 12:03 PM from [REDACTED]

Application Summary

Address: Stamford Bridge Stadium Fulham Road London SW6 1HS

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 12:03 PM I object to the potential noise and late opening hours that will disturb the peace and tranquility of Brompton Park Crescent's residents.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 12:09 PM from [REDACTED] .

Application Summary

Address:	Stamford Bridge Stadium Fulham Road London SW6 1HS
Proposal:	Licensing Act - Premises Licence
Case Officer:	Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name:	[REDACTED]
[REDACTED]	[REDACTED]
[REDACTED]	[REDACTED]

Comments Details

Commenter Type:	Neighbour
Stance:	Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 12:09 PM Residents of our part of Fulham are constantly under threat one way or the other from Chelsea FC. Whether it is the huge and noisy crowds, the urinating and worse in our streets, the preventing of us from parking on match days or the constant demands to expand the club. Yet again here we are with another plan: a plan that will deny veterans the right to their homes; a plan that will deprive 6500 residents of their medical care; a plan that will cause untold disruption to the community for years to come and a plan that will bring even greater crowds into this highly residential area. This plan should be stopped immediately. It may line the coffers of the current owners of Chelsea FC but it is we residents who will pay the price. If Chelsea FC wants to expand then that's fine. But go somewhere else and do it. Build another stadium elsewhere. Do not shoehorn yet more development into a site that is clearly no longer fit for purpose. Thank you.

Kind regards

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 12:17 PM from [REDACTED]

Application Summary

Address: Stamford Bridge Stadium Fulham Road London SW6 1HS

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 12:17 PM I strongly object to the late opening hours and noise that this venue would create. My flat at [REDACTED] faces this building my tenants and my peace will be compromised. I do not think this is appropriate in this residential area (particularly such a tranquil one). This will also decrease the value of the properties.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 12:33 PM from [REDACTED].

Application Summary

Address: Stamford Bridge Stadium Fulham Road London SW6 1HS

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 12:33 PM Brompton Park Crescent is a peaceful residential area which would be disturbed by the proposed application. Specific concerns: outside area noise and open hours.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 1:38 PM from [REDACTED] .

Application Summary

Address: Stamford Bridge Stadium Fulham Road London SW6 1HS

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 1:38 PM The stadium is directly in front of my balcony. The noise travels and I can hear everything up until games end. This application will cause even further disruption to my rest and sleep and those who live around me, which in turn negatively impacts our mental health. It will be a disturbance that interferes significantly with my right to relax at home. Please go and build this in a location that is not so heavily residential or let it go. People have enough places to go out.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 1:45 PM from [REDACTED].

Application Summary

Address: Stamford Bridge Stadium Fulham Road London SW6 1HS

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 1:45 PM I am only just aware of this request and i whole heartily object to any more noise from the stadium. s you see I live at [REDACTED] and already put up with the noise not just match days but on their venue evenings which are noisy, Very noisy. Not only will it impact on noise pollution but also on the local shops and bus stops and train station. The drunken bad behaviour is bad enough now 5 across walking in the road raring the traffic to touch them. shouting urinating in the street, i picked [REDACTED] because i have the park and a leisure centre to be comfortable in my retirement not to be tormented with a load of mannerless louts. And thats what this will encourage more..SO NO NO NO NO MORE NOISE. not only that you are making the cost of properties go down. All in all it cant and must not happen

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 4:08 PM from [REDACTED]

Application Summary

Address: Stamford Bridge Stadium Fulham Road London SW6 1HS

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Committer Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 4:08 PM The potential for a significant increase in the noise, especially at night, from the proposed development would be unacceptable and devalue the value of my property bordering on Stamford Bridge.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 03/10/2023 12:22 PM from [REDACTED]

Application Summary

Address: Stamford Bridge Stadium Fulham Road London SW6 1HS

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 03/10/2023 12:22 PM I object on the grounds of Public Safety and Public Nuisance and Disorder . The infrastructure around the stadium does not support even more events and grounds on our narrow residential streets . Residents parking restrictions need to be more conservative to control the large number of cars and traffic gridlock . Cars trying to reverse the whole length of Holmead rd and not being able to is a common occurrence. I object to late night gatherings with extended license hours as there is a public disorder concern particularly on my road with loud drunken behaviour.

From: [REDACTED]
Sent: Monday, October 2, 2023 6:08 PM
To: Planning External Inbox: H&F <Planning@lbhf.gov.uk>
Subject: Oppose 2023/041413/LAPR

Dear Hammersmith & Fulham Council

I am writing to oppose this application. I am a resident of [REDACTED]. This will create noise nuisance and potentially disorderly behaviour. It may potentially affect the property value of our home. Match day can be disruptive enough and having this venue will affect our quality of life.

Please do not allow this to go through.

[REDACTED]
[REDACTED] [REDACTED]
[REDACTED]

[REDACTED] Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 8:52 PM from [REDACTED].

Application Summary

Address:	Stamford Bridge Stadium Fulham Road London SW6 1HS
Proposal:	Licensing Act - Premises Licence
Case Officer:	Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 8:52 PM This will be a nuisance and create noise. Potentially public disorder. It will affect property price.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 7:37 PM from [REDACTED].

Application Summary

Address: Stamford Bridge Stadium Fulham Road London SW6 1HS

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 7:37 PM I would like to OBJEST to this extension of TEN Licence for CFC as this would cause excessive noise pollution around Brompton Park Crescent.
Having a License approved will create more traffic around the area thus increase travel time for residence to come home when going out of the Borough.

thank you
[REDACTED]

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 7:57 PM from [REDACTED].

Application Summary

Address: Stamford Bridge Stadium Fulham Road London SW6 1HS

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 7:57 PM Thank you for this opportunity to comment.
We are broadly sympathetic to this development - however we would respectfully request restrictions on external use and noise.
We would also suggest that the planning approval only allows say 4 or 5 TENS each year..

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 9:01 PM from [REDACTED].

Application Summary

Address:	Stamford Bridge Stadium Fulham Road London SW6 1HS
Proposal:	Licensing Act - Premises Licence
Case Officer:	Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 9:01 PM The application seeks permission to serve alcohol at the proposed Hospitality suite- Rose and Ball from Monday to Sunday, 10.00 AM - 00.00, throughout the entire year.

I'm confused because the applicant's solicitor informed residents in his letter dated 23rd August 2023 that the Hospitality Site would be open on match days only, both pre-and post-matches, catering to 660 ticketed patrons. Each patron would be paying a minimum of £280 for access. He made other promises in this letter.

It appears that CFC is using expensive lawyers to engage in gamesmanship; providing reassurances to the local community on one hand, while simultaneously seeking a license for an even more expansive, and detrimental operation on the other.

As a resident of [REDACTED], I've witnessed an increasing number of fans arriving with drivers who wait with their cars, with the sole intention of dodging the parking restrictions.

This creates a nuisance in that scarce residents' parking spots get used up, exhaust fumes spew out of idling engines, or the driver hangs around on the pavement.

Other fans double park, block the roads and prevent egress onto the King's Road - the Fulham Road already closed down for the match.

Essentially the Moore Park Road area is becoming a parking lot for CFC, with the attendant nuisance, and the current license seeks to elongate the situation and should not be allowed.

What is more, cars that drift around the roads create danger, especially for young children, who may not be road-aware.

It is ironic that the proposed license seeks to strip the local community of a benefit, namely a sports club, and replace it with a hospitality suite for wealthy patrons prepared to pay £280 for a ticket for entry. This is simply a matter of CFC sweating the asset, without considering the local community.

Kind regards

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 9:06 PM from [REDACTED]

Application Summary

Address:	Stamford Bridge Stadium Fulham Road London SW6 1HS
Proposal:	Licensing Act - Premises Licence
Case Officer:	Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 9:06 PM The hours requested for the sale of alcohol - on the premises on Mondays to Sundays between the hours of 10:00 to 00:00 is longer than that of a pub. Furthermore, it increases the people in the area,

and potentially creates a disturbance in a quiet residential area.

Also, the Provision of late night refreshment - Indoors only Mondays to Sundays between the hours of 23:00 to 00:00 Opening hours of the premises Mondays to Sundays between the hours of 10:00 to 00:00 creates the same issues later into the night as the crowd will then leave after midnight.

The opening hours should only be restricted to match days and at the latest, 22:30 as matches on weeknights only go till 22:00 latest.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 9:10 PM from [REDACTED] .

Application Summary

Address: Stamford Bridge Stadium Fulham Road London SW6 1HS

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Residents Group

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 9:10 PM The request for sale of alcohol on the premises 7 days a week between 10:00 to 00:00 is not acceptable. These hours are even longer than pub hours, and will likely result in significant noise/sound pollution, increased traffic and anti social behaviour for residents in this area. This disrupts our ability to quietly enjoy our premises and increases public safety concerns. There is already an existing problem of strangers loitering around the stadium area every time there is a match, if CFC is allowed to extend their hospitality to wee hours it will only worsen this nuisance problem for residents around the area.

I would like to kindly request for sale of alcohol and operating of late night hospitality to be strictly restricted to match days, up till 10 pm.

From: [REDACTED]
Sent: Tuesday, October 3, 2023 1:39 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Subject: Licensing Application Chelsea Football Club. Ref: 2023/01413/LAPR

[REDACTED]
[REDACTED]
[REDACTED]

I am writing to oppose the above application for many reasons.

Prevention of Public Nuisance

The 500-600 extra attendees poses many problems for this residential area. There appears to have been no accommodation made to deal with the extra traffic this will involve. We already have enormous problems gaining access to our house during Chelsea Football Club (CFC) matches. As you are aware, it is already difficult for residents to find parking that they have paid for.

The extra noise created by the vehicle and pedestrian traffic will have an impact on our enjoyment of our home life. Voices become loud and unruly after alcohol has been imbibed over a lengthy period of time - in this case, for at least six hours.

There will be an influx of litter being strewn, especially into the well in front of our property, from food packaging, cigarettes, etc.

Upholding Public Safety

With a large increase of attendees, there will inevitably be concern for the public safety of residents. Owing to alcohol consumption, it is likely that fights will occur which is not something we want outside our homes and poses a threat to residents. There will also be the sale and consumption of drugs, again causing a threat to residents safety.

Prevention of Children from Harm

For reasons mentioned above, children will be exposed to harm from traffic chaos, drunken behaviour, which will include fights, and drugs being used and available outside their homes.

If I am unable to join the Licensing Zoom, at a date and time yet to be confirmed, I would like to give my time to [REDACTED] to represent my interests. Please confirm you have this on record. Thank you.

I request that the Licensing Committee reject this application. This objection is not about not wanting CFC to make money, it is about not wanting them to destroy our community.

I reserve the right to comment further.

[REDACTED]

From: [REDACTED]
Sent: Tuesday, October 3, 2023 1:02 PM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Licensing Application Chelsea Football Club. Ref: 2023/01413/LAPR

I would like to add to my previous email objecting to the above licensing application.

Regarding the extra traffic both by car and on foot:-

An extra 600-650 people attending CFC events/games when they are allowed to arrive three hours in advance of a match with all inclusive drinking with pre-paid tickets to enter and allowed to stay in club bar for at least an hour and a half after the match is over, will inevitably result with massive over-drinking. This will result in very unsociable behaviour by the attendees that will make the lives of residents very uncomfortable and will be a danger to the residents.

As CFC have not provided any parking facilities for match days for the extra attendees, the local residents will find themselves "locked in" to their homes for the duration of the events as cars will be double parked, with idling engines. The Moore Park Conservation area roads are already over subscribed by residents who are residents parking permit holders.

The antisocial behaviour will include drunkenness, noise, littering, and public urination and defecation as well as vomiting. And some prostitution.

Idling engines make for a very unhealthy environment for residents. All of the other antisocial behaviors mentioned above add to residents feeling very unsafe.

I urge you to take all these matters into consideration and disallow the above licensing application. Many thanks.

██████████

From: [REDACTED]er

Sent: Tuesday, October 3, 2023 5:23 AM

To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>

Subject: Licensing Application Chelsea Football Club. Ref:2023/01413/LAPR

[REDACTED]
[REDACTED]
[REDACTED]

I am writing the following in opposition to the subject application. I would like to be able to attend the planned Licensing Zoom meeting. However if this is not possible, I would like to cede my time to [REDACTED] who will be representing my interests in opposition to this application.

The areas of greatest concern with the application are as follows:

Prevention of Public Nuisance
Prevention of Children from Harm
Upholding Public Safety

Public disturbances, thuggary, drunken behavior (that include physical altercations), petty theft, and general noise pollution are already commonplace in the Moore Park area on game nights at CFC. The application proposes expanding the amount of people in and around the grounds (to upwards of 660 more people), for an extended period of time (an additional 3 hours PRIOR to kickoff, as well as up to 90 minutes after the final whistle).

More people given almost double the amount of time to consume as many alcoholic beverages as they please (as I understand these tickets buy VIPs an all-inclusive drinks package) will only result in exponentially exacerbating the above mentioned disturbances. This feels highly irresponsible, and compromises both the peace and safety of the residential area, and the health of the consumers and surrounding bystanders alike.

Allowing the increase in capacity and earlier arrival time will also greatly increase congestion and traffic, as these new VIP guests will more than likely have the money to spend on limo services that will block off already tight streets and parking spots intended for residents. There seems to be no plan for the CFC to address handling issues such as hovering/coasting vehicles, double parking, and road blockage. This will cause increased spillover of both vehicle and foot traffic into residential streets, further endangering the area.

Myself and neighbors have small children. We are already kept awake late into the night by rowdy drunken fans hollering, banging on doors and windows, and even getting into fights. Urination, defecation, and regurgitation, as well as littering and property damage regularly require attention in the days following a game. Unfortunately, neither public police nor CFC security seem to be able to prevent any of it. These factors, coupled with the increased hazards caused by car pollution, fail to uphold standards of safety to my property, my children, or the greater public Moore Park area.

With these points, I have highlighted issues with the proposed application. I ask that the Licensing Committee reject Application Ref: 2023/01413/LAPR.

Thank you for your time. I reserve the right to further comment if necessary.

[REDACTED]

From: [REDACTED]

Sent: Tuesday, October 3, 2023 7:47 AM

To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>

Subject: Opposition Licensing application Chelsea Football Club. Ref: 2023/01413/LAPR

I'm writing in opposition to 2023/01413/LAPR because I firmly believe converting a health club into a bar and restaurant for the Chelsea Football Club is terrible for our neighborhood.

Key impacts related to this decision include:

- **Child safety and security** are of utmost importance, and the proposed expansion of time before and after a CFC match for drinking and entertainment creates an unsafe environment for my family.
- **Overcrowding and congestion** from 600 additional attendees who'll arrive early and stay late on game days. Current Chelsea fans already illegally park and negatively impact the neighborhood with their unruly behavior and ill regard for personal property.
- **Illegal behavior, including visible drug use**, public intoxication, public urination, and defecation on our sidewalks, impacts the neighborhood's quality of life and creates public safety concerns.

I plan to attend the upcoming Licensing Zoom meeting, but if I can't, I would like to give my time to [REDACTED], who's familiar with the neighborhood's concerns.

Thank you for considering my input in your decision-making process.

[REDACTED]
[REDACTED]

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 03/10/2023 10:03 AM from [REDACTED].

Application Summary

Address: Stamford Bridge Stadium Fulham Road London SW6 1HS

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Committer Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 03/10/2023 10:03 AM I support the objections and comments set out by Residential Management group our Managing agents for Brompton Park Crescent, the adjoining residential estate. We are concerned about noise and loud music as this is a peaceful residential area.

From: [REDACTED]
Sent: Monday, October 2, 2023 9:44 PM
To: Planning External Inbox: H&F <Planning@lbhf.gov.uk>
Subject: Objection - Licensing Application 2023/041413/LAPR

Hi - I would like to raise my objection to the above mentioned licensing application in the subject as the leaseholder of [REDACTED], which is one of the properties affected by the licensing application. Please see the basis of our objections below.

From a licensing perspective my objection solely lies around this venue not turning into a 365 Day late night Drinking/Music and Entertainment Venue – which it very easily could (based on point 1 below) - and therefore request Additional Conditions (as outlined below) to be applied, ensuring this venue does not negatively impact on Residential Amenity and the Four Licensing objectives. The application states that The Hospitality suite- Rose and Ball will only be open on match days but in the Activity section of the application it says it will be open Monday to Sunday 10.00 AM - 00.00. This implies that the Hospitality suite will be open for alcohol consumption every day of the week all year between 10.00 AM and MIDNIGHT. Under the category Opening hours it says “opening hours unknown”??. Much more clarity is required by The Applicant.

Additional Conditions Request:

1. Licensing Objectives: Prevention of Noise & Nuisance. Residential Amenity & Rights to Enjoyment

Exclusion of Additional TENS, Extended Hours and Additional Private Events Outside of ‘Match Days’:

Whilst the Applicant has outlined that the venue will only operate on ‘Match Days’ – we ask that The Applicant voluntary agrees to the below in the License Conditions.

As it stands looking at the total number of ‘Match Days’ (including Men’s and Women’s games) per year, as well as international games, this venue will be already operating on a weekly basis.

Our Major concern as Residents is that there is a potential for this Premises to operate further days and hours (other than suggested Match Days) via submitting TENS, requesting Extended hours, and inclusion of ‘Private Ticketed Events’ – which any Licensed Premises can legally do. And therefore, potentially this Premises could operate 365 days a year at all hours. Outlined below:

- Temporary Event Notices (TENs) - 20 of these are allowed per annum for Licensed Premises – and each TENs can cover 72 hours. These are a well known ‘work around’ in the industry to bump up operating days as well as extending hours far later into the early morning.
- Extended Hours - 22 of these are allowed per annum for License Premises – which could mean that Midnight Closing hours can be extended to 2am.
- Private Events (Ticketed) – could effectively allow the premises to operate 7 days a week usage.
- No usage of the surrounding ‘open-air concourse area’ is utilised as part of The Premises including any temporary Tents, Marquees encloses etc – this would include TENS & ‘Private & Ticketed Events’ etc.

2. Licensing Objectives: Promotion of Public Safety and Prevention of Nuisance

Operating Hours, Alcohol Hours & Late-Night Refreshment: 10am until midnight:

With the requested hours for Alcohol and Late-Night Refreshment being until Midnight– there is no allowance for drinking up time and responsible dispersal:

- No allowance for Responsible Staggered Dispersal? Having worked in this industry for over a decade, it takes at least 1 hour to disperse big crowds such as this (660 Total). The venue should be closed at 23.30 with a clear cut off ‘drinking up’ time prior to this.
- With stopping Alcohol sales 30 mins prior to Closing and establishing an earlier closing time of 23.30 – this would importantly allow for Patrons to use Public Transport (especially the Fulham Tube Station) instead of waiting around, often causing Noise and other Nuisance impacting Residents Amenity. Especially on Fulham Road, close by residential onclaves and roads, and The Moore Park Conservation area.
- A designated Taxi/Uber area should be also allocated in the plans to ensure that Patrons are not congregating on Fulham Road and/or surrounding Residential roads. Because Britania Gate closes latest 22.00 and earlier on Sunday nights, we assume the designated Taxi/Uber area should be around Millenium Hotel / Stamford Gate?

3. Licensing Objectives: Promotion of Public Safety & Prevention of Nuisance:

First Floor Balcony, Security & Designated Smoking Zones:

Within the plans supplied by The Applicant, there is no submission of Risk Assessments or mentioning of Designated Smoking Zones, nor First Floor Balcony usage (assuming that this is also used as an Fire Exit)? Whilst we are sure that CFC has thought of this, it's important that this is included in the conditions of the Premises License:

- No usage of the outside first floor Balcony other than a Fire escape? And or after 20.00 to ensure Patrons safety (particularly important with Alcohol consumption). Security must be in place at these balcony doors 24/7 during operating usage. If Balcony is in usage by Patrons - an early cut off time will also ensure Noise & Nuisance is mitigated to surrounding Residents i.e. Brompton Park Crescent.
- Designated Smoking Zones (ideally on Concourse) are clearly laid out in the plans with security monitoring numbers etc and a cut off time of usage being minimum of 30minutes before closing to ensure it doesn't impede further on Dispersal. Note: 5-10% is assumed for smoking areas directly outside of Premises which could mean up to 66 persons at one time? Limiting this number to 20 persons should to be considered.

Best regards

██████████

From: [REDACTED]
Sent: Tuesday, October 3, 2023 6:46 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc:
Subject: 2023/01413/LAPR: Chelsea Football Club – The Rose And Ball: Stamford Bridge Stadium Fulham Road London SW6 1HS

Good afternoon Lorna,

I wish to object to the above application made by CFC.

The building where this intended pub will be established on the second floor is, or rather was, a health club. I know the building well as I was a member of the health club for probably close to 15 years until its closure. The floor is underused because the health club has been closed by management. Planning permission was granted for the building with the proviso it was to be a sports facility for the benefit of the community. Has a change to the planning permission been granted?

Corporate hospitality has been held on the ground floor of this building for many years. This hospitality has always been before matches and not afterwards. The application doesn't state the venue will only be used on match days, and is for 365 days a year. There is no mention of extra marshals on the Fulham Road and surrounding streets until after the guests have dispersed.

I don't believe this application meets with the licensing objectives:

Prevention of crime and disorder

Public safety

The prevention of public nuisance

The protection of children from harm

Our local ward panel for the area including Stamford Bridge meets quarterly with the police, council officers and councillors to discuss crime and anti-social behaviour

within our ward of Walham Green. The Ward Panel is made up of residents and business representatives. We review the data and discuss the many and varied issues in the area. There are big challenges with public urination, defecation, littering and consumption of drugs in the area on non-match days, let alone on match days.

Residents and the Ward Panel aren't anti-business or anti CFC, in fact many are keen supporters of the team. We do, however, expect CFC to work in a way which is respectful of the residents.

Creating an additional drinking venue, which is close to Brompton Park Crescent, the Oswald Stoll site and numerous venues without taking into consideration the lives of residents is unacceptable.

I reserve the right to make further comments.

Kind regards

[REDACTED]

[REDACTED]

From: [REDACTED]

Sent: Tuesday, October 3, 2023 4:42 PM

To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>

Cc: [REDACTED]

Subject: Licensing Application Chelsea Football Club. Ref:2023/01413/LAPR

Hello,

I am writing the following in opposition to the subject application. I would like to be able to attend the planned Licensing Zoom meeting. However if this is not possible, I would like to cede my time to [REDACTED], who will be representing my interests.

I am gravely concerned about:

- Prevention of Public Nuisance
- Prevention of Children from Harm
- Upholding Public Safety

Singing, aggressive chanting, continued drinking, threatening behaviour, vomiting, and public urination are currently commonplace in Barclay Road after a CFC match. The prospect of several hundred fans getting further tanked up after a match instead of leaving the area is frankly a crazy idea. It appears to reflect Todd Boehly's view that American practices can be imported to Chelsea FC and all will be well, in this case overturning decades of experience in crowd and fan control.

As I'm sure you are aware, drinking is not allowed in the stands at Stamford Bridge. Drinks can be purchased in the stadium concourse at half time, and have to be consumed before people return to their seats. The most one person could drink in a 15-minute half time is a pint, perhaps two for the lager experts. The proposed additional 90 mins of boozing is 6x the drinking time currently allowed. Additionally I believe the punters will pay a substantial upfront fee for an all-you-can-drink package. We can imagine how that will go, whether Chelsea win or lose on the pitch.

In 1 ½ hours these very drunken people will be let loose on Fulham. By then the extra police for the game will have been stood down, the barriers removed, and the Tube back to normal operation. The results will be anything but "normal." To think that there will be no nuisance, children won't lose a minute of sleep or study time, and public safety will drift along on a sea of calm is delusional.

You could not make this up. This is not a proposal by a good corporate neighbour. This is an entirely irresponsible proposal by a money man desperate to sweat the assets for which he and his consortium colleagues paid £4.5 billion.

I ask that the Licensing Committee reject Application Ref: 2023/01413/LAPR. I reserve the right to further comment if necessary.

Thank you for considering this submission.

Best regards,

████████████████████

████████████████

████████████████

From:

Sent: Tuesday, October 3, 2023 5:13 PM

To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Lorna.Mckenna@lbhf.gov.u

Cc:

Subject: RE: Licensing Application Chelsea Football Club. Ref:2023/01413/LAPR

Hi

I support every word of [REDACTED] email below. I would also like to attend the meeting but if I cannot I would like to give my time to either [REDACTED]

Best Regards

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: [REDACTED]
Sent: Monday, October 2, 2023 1:58 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Chelsea Football Club - new Licence Application

I am writing to you directly because I am having difficulty submitting the form to Hammersmith & Fulham Council

Application Reference:	2023/O1413/LAPR
Address:	Stamford Bridge Stadium Fulham Road London SW6 1HS
Licence Category:	Licensing Act - Premises Licence
Application Type:	New

From a licensing perspective my objection solely lies around this venue not turning into a 365 Day late

night Drinking/Music and Entertainment Venue – which it very easily could (based on point 1 below) - and

therefore request Additional Conditions (as outlined below) to be applied, ensuring this venue does not

negatively impact on Residential Amenity and the Four Licensing objectives. The application states that The

Hospitality suite- Rose and Ball will only be open on match days but in the Activity section of the application

it says it will be open Monday to Sunday 10.00 AM - 00.00. This implies that the Hospitality suite will be open

for alcohol consumption every day of the week all year between 10.00 AM and MIDNIGHT. Under the

category Opening hours it says “opening hours unknown”??. Much more clarity is required by The Applicant.

Additional Conditions Request:

1. Licensing Objectives: Prevention of Noise & Nuisance. Residential Amenity & Rights to Enjoyment

Exclusion of Additional TENS, Extended Hours and Additional Private Events Outside of 'Match Days':

Whilst the Applicant has outlined that the venue will only operate on 'Match Days' – we ask that The Applicant voluntarily agrees to the below in the License Conditions.

As it stands looking at the total number of 'Match Days' (including Men's and Women's games) per year, as

well as international games, this venue will be already operating on a weekly basis.

Our Major concern as Residents is that there is a potential for this Premises to operate further days and hours (other than suggested Match Days) via submitting TENS, requesting Extended hours, and inclusion of 'Private Ticketed Events' – which any Licensed Premises can legally do. And therefore, potentially this Premises could operate 365 days a year at all hours. Outlined below:

- Temporary Event Notices (TENS) - 20 of these are allowed per annum for Licensed Premises – and each TENS can cover 72 hours. These are a well known 'work around' in the industry to bump up operating

days as well as extending hours far later into the early morning.

- Extended Hours - 22 of these are allowed per annum for License Premises – which could mean that Midnight Closing hours can be extended to 2am.

- Private Events (Ticketed) – could effectively allow the premises to operate 7 days a week usage.

- No usage of the surrounding 'open-air concourse area' is utilised as part of The Premises including any

temporary Tents, Marquees encloses etc – this would include TENS & 'Private & Ticketed Events' etc.

2. Licensing Objectives: Promotion of Public Safety and Prevention of Nuisance

Operating Hours, Alcohol Hours & Late-Night Refreshment: 10am until midnight:

With the requested hours for Alcohol and Late-Night Refreshment being until Midnight – there is no allowance

for drinking up time and responsible dispersal:

- No allowance for Responsible Staggered Dispersal? Having worked in this industry for over a decade, it takes at least 1 hour to disperse big crowds such as this (660 Total). The venue should be closed at 23.30 with a clear cut off 'drinking up' time prior to this.
- With stopping Alcohol sales 30 mins prior to Closing and establishing an earlier closing time of 23.30 – this would importantly allow for Patrons to use Public Transport (especially the Fulham Tube Station) instead of waiting around, often causing Noise and other Nuisance impacting Residents Amenity. Especially on Fulham Road, close by residential onclaves and roads, and The Moore Park Conservation area.
- A designated Taxi/Uber area should be also allocated in the plans to ensure that Patrons are not congregating on Fulham Road and/or surrounding Residential roads. Because Britania Gate closes latest 22.00 and earlier on Sunday nights, we assume the designated Taxi/Uber area should be around

Millenium Hotel / Stamford Gate?

3. Licensing Objectives: Promotion of Public Safety & Prevention of Nuisance:

First Floor Balcony, Security & Designated Smoking Zones:

Within the plans supplied by The Applicant, there is no submission of Risk Assessments or mentioning of

Designated Smoking Zones, nor First Floor Balcony usage (assuming that this is also used as an Fire Exit)? Whilst

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 12:41 PM from [REDACTED].

Application Summary

Address: Stamford Bridge Stadium Fulham Road London SW6 1HS

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

[REDACTED]

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 12:41 PM My objection lies around this venue turning into a 365 day late night drinking, music and entertainment venue. It is not clear from the application what opening hours the venue will have as the information provided is different in different sections of the application (states 'match days' on one part, but 10am-midnight on another and 'opening hours unknown' on the third part). This is worrisome and could suggest purposeful ambiguity. Furthermore, it is possible for CFC to organise Temporary Event Notice events, private ticket events or apply for further extended hours, which would result in major disruption in crowd and noise levels in the neighbourhood. Finally, we are concerned that the property balcony will be used by patrons consuming alcohol as an entertainment area or possibly even a designated smoking area, further enabling the loud music, alcohol- and music-fuelled patrons cause significant disturbance in an otherwise very quiet neighbourhood. Further clarification is needed on all of the above points and proper planning permissions should have been applied for - it is quite surprising that CFC are trying to sneak this through without due process, especially as there are many music and entertainment venues already available to patrons along Fulham road.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 6:20 PM from [REDACTED]

Application Summary

Address: Stamford Bridge Stadium Fulham Road London SW6 1HS

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 6:20 PM My major worry as a neighbour is noise from this on days other than match days. Potentially this Premises could operate 365 days a year at all hours. Operating Hours, Alcohol Hours & Late-Night Refreshment: 10am until midnight - this could cause much disruption and noise to the residents of Brompton Park Crescent.

First Floor Balcony, Security & Designated Smoking Zones:

Within the plans supplied by The Applicant, there is no submission of Risk Assessments or mentioning of Designated Smoking Zones, nor First Floor Balcony usage (assuming that this is also used as an Fire Exit)? Whilst we are sure that CFC has thought of this, it's important that this is included in the conditions of the Premises License:

· No usage of the outside first floor Balcony other than a Fire escape. And or after 20.00 to ensure Patrons safety (particularly important with Alcohol consumption). Security must be in place at these balcony doors 24/7 during operating usage. If Balcony is in usage by Patrons - an early cut off time will also ensure Noise &

Nuisance is mitigated to surrounding Residents i.e. Brompton Park Crescent.

- Designated Smoking Zones (ideally on Concourse) are clearly laid out in the plans with security monitoring numbers etc and a cut off time of usage being minimum of 30minutes before closing to ensure it doesn't impede further on Dispersal.

From: [REDACTED]

Sent: Monday, October 2, 2023 6:16 PM

To: Planning External Inbox: H&F <Planning@lbhf.gov.uk>

Subject: Fwd: Application made by Chelsea Football Club (CFC) regarding building opposite Brompton Park Crescent - Deadline Objection: 3rd Oct 2023 (link below)

Dear planning team,

I can certainly share the concerns of the resident association, these changes definitely require a proper planning application to assess the impact on the life of the hundreds of families living at Brompton [REDACTED]

I'm sure our association and leaseholders have reached out already to you but I want to make sure that it's clear that behind it there are hundreds of citizens impacted.

Thanks

[REDACTED]

----- Forwarded message -----

From: Brompton Park Residents' Association >

Date: Mon, 2 Oct 2023 at 17:53

Subject: Application made by Chelsea Football Club (CFC) regarding building opposite Brompton Park Crescent - Deadline Objection: 3rd Oct 2023 (link below)

To:

Hello Resident

We were asked to send you this information regarding the proposal for an entertainment venue at CFC. Blocks 5, 7 & 8 would be the most affected.

RE: Application made by Chelsea Football Club (CFC) regarding building opposite Brompton Park Crescent - Deadline Objection: 3rd Oct 2023 (link below) - Licensing Application 2023/041413/LAPR

<https://public-access.lbhf.gov.uk/online-applications/licencingApplicationDetails.do?activeTab=makeComment&keyVal=S0K65MBI19W00>

Your colleague kindly passed on your contact email. I head up the Seagrave Road Residents Association and wanted to contact you regarding a license application (link above) – which may very well adversely affect Brompton Park Residents as the homes face The building in question (image attached) – in fact, CFC even notes this in their application info. CFC are looking to change usage from the sports/leisure space which is connected to CFC Museum into an entertainment venue serving alcohol from 10am until midnight.

The application as laid out in the Licensing Summary doesn't fully explain a number of things and we feel it's somewhat misleading and needs further clarification to ensure that this building doesn't turn into a daily 10am until midnight drinking/music venue and that the upper balcony is also not used by Patrons. For example it states that the Hospitality suite- Rose and Ball will only be open on match days but in the Activity section of the application it says it will be open Monday to Sunday 10.00 AM - 00.00. This implies that the Hospitality suite will be open for alcohol consumption every day of the week all year between 10.00 AM - 00.00 AM. Under the category Opening hours it says "opening hours unknown". There are also a lot of tricks venues can do to increase the days and hours it is used.

I thought it important that I contacted you as the deadline for objections is Tuesday this week and that your residents and RMG may not have been contacted directly as this application went in as a License Application not a planning one – a tactic we are seeing regularly to get around planning. It should be noted that the change of usage is a major variation and really, CFC should have gone through planning on this first, so that they have to supply risk assessments/impact studies on Residential Amenity.

Below is my email to council which I hope will give you more clarity on our concerns. Feel free to contact me – my details are below.

My Objection info:

From a licensing perspective my objection solely lies around this venue not turning into a 365 Day late night Drinking/Music and Entertainment Venue – which it very easily could (based on point 1 below) - and therefore request Additional Conditions (as outlined below) to be applied, ensuring this venue does not negatively impact on Residential Amenity and the Four Licensing objectives. The application states that The Hospitality suite- Rose and Ball will only be open on match days but in the Activity section of the application it says it will be open Monday to Sunday 10.00 AM - 00.00. This implies that the Hospitality suite will be open for alcohol consumption every day of the week all year between 10.00 AM and MIDNIGHT. Under the category Opening hours it says "opening hours unknown"???. Much more clarity is required by The Applicant.

Additional Conditions Request:

1. Licensing Objectives: Prevention of Noise & Nuisance. Residential Amenity & Rights to Enjoyment

Exclusion of Additional TENS, Extended Hours and Additional Private Events Outside of 'Match Days':

Whilst the Applicant has outlined that the venue will only operate on 'Match Days' – we ask that The Applicant voluntary agrees to the below in the License Conditions.

As it stands looking at the total number of 'Match Days' (including Men's and Women's games) per year, as well as international games, this venue will be already operating on a weekly basis.

Our Major concern as Residents is that there is a potential for this Premises to operate further days and hours (other than suggested Match Days) via submitting TENS, requesting Extended hours, and inclusion of 'Private Ticketed Events' – which any Licensed Premises can legally do. And therefore, potentially this Premises could operate 365 days a year at all hours. Outlined below:

- Temporary Event Notices (TENS) - 20 of these are allowed per annum for Licensed Premises – and each TENS can cover 72 hours. These are a well known 'work around' in the industry to bump up operating days as well as extending hours far later into the early morning.
- Extended Hours - 22 of these are allowed per annum for License Premises – which could mean that Midnight Closing hours can be extended to 2am.
- Private Events (Ticketed) – could effectively allow the premises to operate 7 days a week usage.
- No usage of the surrounding 'open-air concourse area' is utilised as part of The Premises including any temporary Tents, Marquees encloses etc – this would include TENS & 'Private & Ticketed Events' etc.

2. Licensing Objectives: Promotion of Public Safety and Prevention of Nuisance

Operating Hours, Alcohol Hours & Late-Night Refreshment: 10am until midnight:

With the requested hours for Alcohol and Late-Night Refreshment being until Midnight – there is no allowance for drinking up time and responsible dispersal:

- No allowance for Responsible Staggered Dispersal? Having worked in this industry for over a decade, it takes at least 1 hour to disperse big crowds such as this (660 Total). The venue should be closed at 23.30 with a clear cut off 'drinking up' time prior to this.
- With stopping Alcohol sales 30 mins prior to Closing and establishing an earlier closing time of 23.30 – this would importantly allow for Patrons to use Public Transport (especially the Fulham Tube Station) instead of waiting around, often causing Noise and other Nuisance impacting Residents Amenity. Especially on Fulham Road, close by residential onclaves and roads, and The Moore Park Conservation area.
- A designated Taxi/Uber area should be also allocated in the plans to ensure that Patrons are not congregating on Fulham Road and/or surrounding Residential roads. Because Britannia Gate closes latest 22.00 and earlier on Sunday nights, we assume the designated Taxi/Uber area should be around Millenium Hotel / Stamford Gate?

3. Licensing Objectives: Promotion of Public Safety & Prevention of Nuisance:

First Floor Balcony, Security & Designated Smoking Zones:

Within the plans supplied by The Applicant, there is no submission of Risk Assessments or mentioning of Designated Smoking Zones, nor First Floor Balcony usage (assuming that this is also used as an Fire Exit)? Whilst we are sure that CFC has thought of this, it's important that this is included in the conditions of the Premises License:

- No usage of the outside first floor Balcony other than a Fire escape? And or after 20.00 to ensure Patrons safety (particularly important with Alcohol consumption). Security must be in place at these balcony doors 24/7 during operating usage. If Balcony is in usage by Patrons - an early cut off time will also ensure Noise & Nuisance is mitigated to surrounding Residents i.e. Brompton Park Crescent.
- Designated Smoking Zones (ideally on Concourse) are clearly laid out in the plans with security monitoring numbers etc and a cut off time of usage being minimum of 30minutes before closing to ensure it doesn't impede further on Dispersal. Note: 5-10% is assumed for smoking areas directly

outside of Premises which could mean up to 66 persons at one time? Limiting this number to 20 persons should to be considered.

The deadline date is 3rd October 2023. We have asked RMG why they delayed sending this information to all leaseholders considering this notice would have been sent to the Landlord - London & Surrey Property Ltd and or the Maintenance Trustee one would have assumed 28 days ago, a legal requirement if planning is required. We await the response from RMG. In the meantime and probably as a matter of urgency please write to London Borough of Hammersmith & Fulham (planning@lbhf.gov.uk).

We are also aware RMG have emailed you this morning.

From: [REDACTED]
Sent: Thursday, October 5, 2023 4:12 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Application made by Chelsea Football Club (CFC) regarding building opposite Brompton Park Crescent - Deadline Objection: 3rd Oct 2023 (link below)

Dear all,

Thanks for the clear response, my address as required is [REDACTED]
[REDACTED]

Thanks again for clarifying the above points

[REDACTED]

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 02/10/2023 1:45 PM from [REDACTED].

Application Summary

Address:	Stamford Bridge Stadium Fulham Road London SW6 1HS
Proposal:	Licensing Act - Premises Licence
Case Officer:	Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/10/2023 1:45 PM I am totally against CFC turning this into what will be an every night drinking club with lots of noisy music and, early in the morning 'trouble'!

From: [REDACTED]

Sent: Friday, October 6, 2023 12:26 PM

To: Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: RE: Comments for Licensing Application 2023/01413/LAPR

Thanks Lorna – please see below:

From a licensing perspective my objection solely lies around this venue not turning into a 365 Day late

night Drinking/Music and Entertainment Venue – which it very easily could (based on point 1 below)
- and

therefore request Additional Conditions (as outlined below) to be applied, ensuring this venue does not

negatively impact on Residential Amenity and the Four Licensing objectives. The application states that The

Hospitality suite- Rose and Ball will only be open on match days but in the Activity section of the application

it says it will be open Monday to Sunday 10.00 AM - 00.00. This implies that the Hospitality suite will be open

for alcohol consumption every day of the week all year between 10.00 AM and MIDNIGHT. Under the

category Opening hours it says "opening hours unknown"???. Much more clarity is required by The Applicant.

Additional Conditions Request:

1. Licensing Objectives: Prevention of Noise & Nuisance. Residential Amenity & Rights to Enjoyment
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As it stands looking at the total number of 'Match Days' (including Men's and Women's games) per year, as

well as international games, this venue will be already operating on a weekly basis.

Our Major concern as Residents is that there is a potential for this Premises to operate further days and hours (other than suggested Match Days) via submitting TENS, requesting Extended hours, and inclusion of 'Private Ticketed Events' – which any Licensed Premises can legally do. And therefore, potentially this Premises could operate 365 days a year at all hours. Outlined below:

- Temporary Event Notices (TENS) - 20 of these are allowed per annum for Licensed Premises – and each TENS can cover 72 hours. These are a well known 'work around' in the industry to bump up operating

days as well as extending hours far later into the early morning.

- Extended Hours - 22 of these are allowed per annum for License Premises – which could mean that Midnight Closing hours can be extended to 2am.

- Private Events (Ticketed) – could effectively allow the premises to operate 7 days a week usage.

· No usage of the surrounding 'open-air concourse area' is utilised as part of The Premises including any

temporary Tents, Marquees encloses etc – this would include TENS & 'Private & Ticketed Events' etc.

2. Licensing Objectives: Promotion of Public Safety and Prevention of Nuisance

Operating Hours, Alcohol Hours & Late-Night Refreshment: 10am until midnight:

With the requested hours for Alcohol and Late-Night Refreshment being until Midnight – there is no allowance

for drinking up time and responsible dispersal:

· No allowance for Responsible Staggered Dispersal? Having worked in this industry for over a decade, it takes at least 1 hour to disperse big crowds such as this (660 Total). The venue should be closed at 23.30 with a clear cut off 'drinking up' time prior to this.

· With stopping Alcohol sales 30 mins prior to Closing and establishing an earlier closing time of 23.30 – this would importantly allow for Patrons to use Public Transport (especially the Fulham Tube Station) instead of waiting around, often causing Noise and other Nuisance impacting Residents Amenity. Especially on Fulham Road, close by residential onclaves and roads, and The Moore Park Conservation area.

· A designated Taxi/Uber area should be also allocated in the plans to ensure that Patrons are not congregating on Fulham Road and/or surrounding Residential roads. Because Britania Gate closes latest 22.00 and earlier on Sunday nights, we assume the designated Taxi/Uber area should be around

Millenium Hotel / Stamford Gate?

3. Licensing Objectives: Promotion of Public Safety & Prevention of Nuisance:

First Floor Balcony, Security & Designated Smoking Zones:

Within the plans supplied by The Applicant, there is no submission of Risk Assessments or mentioning of

Designated Smoking Zones, nor First Floor Balcony usage (assuming that this is also used as an Fire Exit)? Whilst

we are sure that CFC has thought of this, it's important that this is included in the conditions of the Premises

License:

Hi Lorna – my address is below, OK.

Best,

█

██████████

████████████████████

██████████████████

From: [REDACTED]
Sent: Tuesday, October 3, 2023 10:50 AM
To: Plan Comments: H&F <PlanComments@lbhf.gov.uk>
Subject: RE: Licensing Application 2023/041413/LAPR

Dear Sir,

As a resident of a neighbouring property to Chelsea Football Club I strongly object to their proposal as below.

RE: Application made by Chelsea Football Club (CFC) regarding building opposite Brompton Park Crescent -Licensing Application 2023/041413/LAPR

<https://public-access.lbhf.gov.uk/online-applications/licencingApplicationDetails.do?activeTab=makeComment&keyVal=S0K65MBI19W00>

My Objection info:

From a licensing perspective my objection solely lies around this venue not turning into a 365 Day late night Drinking/Music and Entertainment Venue – which it very easily could (based on point 1 below) - and therefore request Additional Conditions (as outlined below) to be applied, ensuring this venue does not negatively impact on Residential Amenity and the Four Licensing objectives. The application states that The Hospitality suite- Rose and Ball will only be open on match days but in the Activity section of the application it says it will be open Monday to Sunday 10.00 AM - 00.00. This implies that the Hospitality suite will be open for alcohol consumption every day of the week all year between 10.00 AM and MIDNIGHT. Under the category Opening hours it says “opening hours unknown”??. Much more clarity is required by The Applicant.

Additional Conditions Request:

1. Licensing Objectives: Prevention of Noise & Nuisance. Residential Amenity & Rights to Enjoyment

Exclusion of Additional TENs, Extended Hours and Additional Private Events Outside of 'Match Days':

Whilst the Applicant has outlined that the venue will only operate on 'Match Days' – we ask that The Applicant voluntary agrees to the below in the License Conditions.

As it stands looking at the total number of 'Match Days' (including Men's and Women's games) per year, as well as international games, this venue will be already operating on a weekly basis.

Our Major concern as Residents is that there is a potential for this Premises to operate further days and hours (other than suggested Match Days) via submitting TENS, requesting Extended hours, and inclusion of 'Private Ticketed Events' – which any Licensed Premises can legally do. And therefore, potentially this Premises could operate 365 days a year at all hours. Outlined below:

- Temporary Event Notices (TENS) - 20 of these are allowed per annum for Licensed Premises – and each TENS can cover 72 hours. These are a well known 'work around' in the industry to bump up operating days as well as extending hours far later into the early morning.
- Extended Hours - 22 of these are allowed per annum for License Premises – which could mean that Midnight Closing hours can be extended to 2am.
- Private Events (Ticketed) – could effectively allow the premises to operate 7 days a week usage.
- No usage of the surrounding 'open-air concourse area' is utilised as part of The Premises including any temporary Tents, Marquees encloses etc – this would include TENS & 'Private & Ticketed Events' etc.

2. Licensing Objectives: Promotion of Public Safety and Prevention of Nuisance

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With the requested hours for Alcohol and Late-Night Refreshment being until Midnight – there is no allowance for drinking up time and responsible dispersal:

- No allowance for Responsible Staggered Dispersal? Having worked in this industry for over a decade, it takes at least 1 hour to disperse big crowds such as this (660 Total). The venue should be closed at 23.30 with a clear cut off 'drinking up' time prior to this.
- With stopping Alcohol sales 30 mins prior to Closing and establishing an earlier closing time of 23.30 – this would importantly allow for Patrons to use Public Transport (especially the Fulham Tube Station) instead of waiting around, often causing Noise and other Nuisance impacting Residents Amenity. Especially on Fulham Road, close by residential onclaves and roads, and The Moore Park Conservation area.
- A designated Taxi/Uber area should be also allocated in the plans to ensure that Patrons are not congregating on Fulham Road and/or surrounding Residential roads. Because Britania Gate closes latest 22.00 and earlier on Sunday nights, we assume the designated Taxi/Uber area should be around Millenium Hotel / Stamford Gate?

3. Licensing Objectives: Promotion of Public Safety & Prevention of Nuisance:

First Floor Balcony, Security & Designated Smoking Zones:

Within the plans supplied by The Applicant, there is no submission of Risk Assessments or mentioning of Designated Smoking Zones, nor First Floor Balcony usage (assuming that this is also used as an Fire Exit)? Whilst we are sure that CFC has thought of this, it's important that this is included in the conditions of the Premises License:

- No usage of the outside first floor Balcony other than a Fire escape? And or after 20.00 to ensure Patrons safety (particularly important with Alcohol consumption). Security must be in place at these balcony doors 24/7 during operating usage. If Balcony is in usage by Patrons - an early cut off time will also ensure Noise & Nuisance is mitigated to surrounding Residents i.e. Brompton Park Crescent.
- Designated Smoking Zones (ideally on Concourse) are clearly laid out in the plans with security monitoring numbers etc and a cut off time of usage being minimum of 30minutes before closing to ensure it doesn't impede further on Dispersal. Note: 5-10% is assumed for smoking areas directly outside of Premises which could mean up to 66 persons at one time? Limiting this number to 20 persons should to be considered.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

From: Hugh Scanlon
Sent: Monday, October 23, 2023 9:54 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Matthew Phipps Ewen Macgregor Milligan Neil: H&F Overton Adrian: H&F <>
Cc: Emily Clarke <
Subject: FW: Licensing Act 2003 - Reference: 2023/01413/LAPR [LICH-DMS.FID398418]

Lorna/Neil

Further to your correspondence on the above, I thought it might be helpful to update you on the planning application submitted on behalf of Chelsea Football Club in respect of the health club at Stamford Bridge.

A planning application has been submitted to LBHF to seek amendments to the conditions attached to the appeal decision to allow the building to accommodate the matchday hospitality use. This application seeks permission for the variation of Condition 2, Condition 3 and Condition 5, (listed at Lines 9.2, 9.3 and 9.5) of Appeal Decision 9 (ref. T/APP/H5390/A/98/299625/P5). The variations will enable the building to accommodate hospitality during matches at times that are consistent with those that are the subject of the current outstanding licensing application (i.e. between 3 hours before kick-off, and will close no later than 90 minutes after the final whistle, and open no earlier than 10am or later than 0000 hours, in any circumstances).

It is noted that the ground floor of the health club has accommodated hospitality uses since the facility opened, in 2000.

The planning application is accompanied by material that presents a planning justification for the limited changes sought to the ongoing use of the building. In summary, this material notes:

1. Hospitality at the building will be available to match-day ticket holding visitors to Stamford Bridge, who have purchased a hospitality package. As such, the proposals will not result in any net additional visitors to the site, over and above those already attending games;
2. The proposals relate to match days only, which in most seasons would be limited to between 25 and 30 games a season;
3. The proposals will not prejudice the potential reopening of the health club, which is currently closed due to difficult trading conditions. Increased local competition, a reduction in memberships, and the government sanctions imposed on the Club in March 2023 caused the health club to close, a situation that was not helped by the onset of Covid. In the event of a change to prevailing market conditions, the health club could simply re-open, noting this same arrangement has been in place for the use of the ground floor since the opening of the health club.
4. The proposals involve the creation of approximately 80 part-time job opportunities, with new staff required to service the hospitality facilities.

The application has been submitted to, and registered by LBHF reference no. 2023/02549/VAR and is due to be determined by 2nd January 2024.

Any queries on the planning application, please feel free to contact me.

Kind regards

Hugh

Hugh Scanlon
Senior Director

BA (Hons) MPhil MRTPI
Lichfields, The Minster Building, 21 Mincing Lane, London EC3R 7AG

From: Milligan Neil: H&F
Sent: Tuesday, October 17, 2023 10:35 AM
To: Overton Adrian: H&F <; Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: FW: follow up and request (FOI, if necessary)

Morning
FYI
We located the Chelsea FC legal agreement.
Regards
Neil

From: Milligan Neil: H&F
Sent: Friday, September 29, 2023 4:19 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Asante William: H&F < Overton Adrian: H&F >
Subject: RE: Licensing Act 2003 - Reference: 2023/01413/LAPR

Good afternoon

For the sake of completeness please see my attached response to the previous consultation on the matter. Which is still relevant. In my view planning permission is required. We are still unable to locate the original legal agreement associated with the original appeal decision. Our legal section also cannot locate but we are also waiting to hear back from land charges.

Regards

Neil Milligan
Planning Enforcement Team Leader
The Economy Department
Hammersmith & Fulham Council

From: Milligan Neil: H&F
Sent: Monday, August 7, 2023 4:59 PM
To: Overton Adrian: H&F >; Layug Karen: H&F; Perez-Trillo Cristina: H&F <
Cc: Demir Gunay: H&F
Subject: FW: Chelsea FC Health Club [TLT-TLT.FID9164402]

Hi Adrian, Karen and Cristina

I have been looking at the planning history on this one. My Initial view is that the club are likely to require planning permission for the use they are proposing to replace the gym centre. (condition9.2 below) The history is complex and I can't be 100% sure. I have tried to see if the original permission was superseded in anyway by altering the

conditions, but there does not appear to be anything. The relevant appeal decision and conditions are included below dated 12-11-1999. There are also conditions attached regarding how late the gym could open. (condition 9.3) I would imagine the new use, given its nature would be unlikely to cause any significant issues on a typical match day, however, evening matches may be different.

At this stage I would suggest drawing their attention to the below and no doubt they will investigate and respond accordingly.

Regards
Neil

Appeal 9: T/APP/H5390/A/98/299625/P5

The appeal is made under Section 78 of the Town and Country Planning Act 1990 against a failure to determine an application for planning permission within the appropriate period for construction of a sports and leisure centre with museum.

Decision: The appeal is allowed and planning permission granted subject to the conditions set out in Schedule 2.

CONDITIONS ATTACHED TO THE SPORTS & LEISURE CLUB & MUSEUM

- 9.1 The development hereby permitted shall not commence later than the expiration of five years beginning with the date of this planning permission.
- 9.2 The development hereby permitted shall be used only for the purposes of a sports and leisure centre and museum and for no other purpose including any other purpose in Classes D1 and D2 of the Schedule to the Town and Country Planning (Use Classes) Order 1987, or in any provision equivalent to that Class in any statutory instrument revoking and re-enacting that Order with or without modification. Those areas on the first floor (drawing number 528:P008) described as studios 1, 2 and 3 shall only be used for health and leisure purposes.
- 9.3 Except for maintenance purposes the development hereby permitted shall not be used before 0700 hours and after 2200 hours on any day.
- 9.4 The external running track shall not be used before 0800 hours and after 2000 hours Mondays to Saturdays or before 0900 hours and after 1800 hours on Sundays and Public Holidays.
- 9.5 On Match Days, the Sports and Leisure Centre and Museum shall be closed 45 minutes before the scheduled time of commencement of the match and shall not be opened until 45 minutes after the match ends unless the Local Planning Authority gives prior written

9.5 On Match Days, the Sports and Leisure Centre and Museum shall be closed 45 minutes before the scheduled time of commencement of the match and shall not be opened until 45 minutes after the match ends unless the Local Planning Authority gives prior written approval for any lesser period.

9.6 The Sports and Leisure Centre and Museum shall not be occupied until it has been sound insulated in accordance with a scheme submitted to, and approved in writing by, the Local Planning Authority.

9.7 The rating level of the noise emitted from machinery and equipment on the Application Site shall not exceed 40dB between the 2300 and 0700 hours and 50dB otherwise measured at the facing elevations of the nearest residential property in Brompton Park Crescent to the noise source. The rating level shall be determined according to BS4142:1997

9.8 The development hereby permitted shall not commence until particulars and samples of materials to be used in all external faces of the building and surface treatments have been submitted to and approved in writing by the Local Planning Authority.

9.9 Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) Order 1995 (or any order revoking and re-enacting that Order with or without modification), no flues, extract ducts or equipment, fans, pipes (other than rainwater pipes), lighting or public address system, nor satellite or terrestrial receiving equipment (excluding CCTV) shall be fixed to the external elevations of the development

hereby permitted without full details first being submitted to and approved in writing by the Local Planning Authority.

9.10 The building hereby permitted shall not be occupied until the car parking spaces marked No.1 to No.60 have been laid out as shown on COR 112D Plan 5 (Rev 16/06/99). These parking spaces shall be retained and shall be clearly marked.

9.11 The car parking spaces at location A identified on Plan No. 3 (Rev 25/06/99) shall not be used after 2200 hours on any day and before 0700 hours between Monday and Saturday and before 0930 hours on Sunday except on Sunday match days when OBU's may gain access from 0700 hours.

9.12 The removable bollards shown on COR 112D Plan 3 (Rev 25/06/99) between the North Stand and the Sport and Leisure Centre and Museum shall be in place from 2200 hours each day and shall remain in place until 0700 hours each day except on Sunday when they shall remain in place until 0930 hours and except to allow access to Outside Broadcast Units on match days after 0700 hours.

Note:

- i. This decision does not convey any approval or consent which may be required under any enactment, by-law, order or regulation other than Section 57 of the Town & Country Planning Act 1990.
- ii Attention is drawn to the fact that an applicant for any consent, agreement or approval

From: Licensing HF: H&F <licensing@lbhf.gov.uk>

Sent: 11 September 2023 11:22

To: Matthew Phipps <Matthew.Phipps@TLT.com>; Ewen Macgregor <Ewen.Macgregor@TLT.com>

Subject: FW: Licensing Act 2003 - Reference: 2023/01413/LAPR

Hi Matthew & Ewen,

I am forwarding the below for yours and the clients information. The planning team have sent across the below.

Please contact the Planning team if you have any further questions.

Kind regards

Lorna McKenna

Licensing Compliance Officer

From: Milligan Neil: H&F <

Sent: Monday, September 11, 2023 11:01 AM

To: Licensing HF: H&F <

Cc: Overton Adrian: H&F <

Subject: RE: Licensing Act 2003 - Reference: 2023/01413/LAPR

Hi Lorna

I should have said that my initial view is that planning permission will be required and has not been obtained as far as I am aware. There is a complicated history to the site so there is a possibility of this appeal decision being superseded but as the gym did not close that long ago, probably not. I suggest the applicant is informed so they can respond.

Regards

Neil

Appeal 9: T/APP/H5390/A/98/299625/P5

CONDITIONS ATTACHED TO THE SPORTS & LEISURE CLUB & MUSEUM

- 9.1 The development hereby permitted shall not commence later than the expiration of five years beginning with the date of this planning permission.
- 9.2 The development hereby permitted shall be used only for the purposes of a sports and leisure centre and museum and for no other purpose including any other purpose in Classes D1 and D2 of the Schedule to the Town and Country Planning (Use Classes) Order 1987, or in any provision equivalent to that Class in any statutory instrument revoking and re-enacting that Order with or without modification. Those areas on the first floor (drawing number 528:P008) described as studios 1, 2 and 3 shall only be used for health and leisure purposes.
- 9.3 Except for maintenance purposes the development hereby permitted shall not be used before 0700 hours and after 2200 hours on any day.
- 9.4 The external running track shall not be used before 0800 hours and after 2000 hours Mondays to Saturdays or before 0900 hours and after 1800 hours on Sundays and Public Holidays.
- 9.5 On Match Days, the Sports and Leisure Centre and Museum shall be closed 45 minutes before the scheduled time of commencement of the match and shall not be opened until 45 minutes after the match ends unless the Local Planning Authority gives prior written approval for any lesser period..
- Design - 2
Acoustic report
9.6 The Sports and Leisure Centre and Museum shall not be occupied until it has been sound insulated in accordance with a scheme submitted to, and approved in writing by, the Local Planning Authority.
- out of hours
shut down
9.7 The rating level of the noise emitted from machinery and equipment on the Application Site shall not exceed 40dB between the 2300 and 0700 hours and 50dB otherwise measured at the facing elevations of the nearest residential property in Brompton Park Crescent to the noise source. The rating level shall be determined according to BS4142:1997
- Approvals
9.8 The development hereby permitted shall not commence until particulars and samples of materials to be used in all external faces of the building and surface treatments have been submitted to and approved in writing by the Local Planning Authority.
- 9.9 Notwithstanding the provisions of the Town and Country Planning (General Permitted Development) Order 1995 (or any order revoking and re-enacting that Order with or without modification), no flues, extract ducts or equipment, fans, pipes (other than rainwater pipes), lighting or public address system, nor satellite or terrestrial receiving equipment (excluding CCTV) shall be fixed to the external elevations of the development

**CERTIFIED A TRUE COPY
OF THE ORIGINAL**

411

DENTON HALL
DENTON HALL
FIVE CHANCERY LANE
CLIFFORD'S INN
LONDON EC4A 1BU
TEL: 071-242 1212

COR112B

DATED

27th AUGUST 1999

1999

CHELSEA VILLAGE PLC (1)

CHELSEA STADIUM LIMITED (2)

CHELSEA LEISURE SERVICES LIMITED (3)

CHELSEA VILLAGE HOTEL LIMITED (4)

LAW DEBENTURE TRUST CORPORATION LIMITED (5)

CHELSEA FOOTBALL CLUB LIMITED (6)

CHELSEA CAR PARKS LIMITED (7)

**UNILATERAL UNDERTAKING
PURSUANT TO SECTION 106 OF
THE TOWN AND COUNTRY PLANNING ACT 1990
IN RELATION TO CHELSEA VILLAGE**

DENTON HALL

**FIVE CHANCERY LANE
CLIFFORD'S INN
LONDON EC4A 1BU**

**Tel +44 (0)171 242 1212
FAX +44 (0)171 404 0087**

**EMAIL info@dentonhall.com
<http://www.dentonhall.com>**

THIS DEED OF UNDERTAKING is given the
Thousand Nine Hundred and Ninety-nine

27th day of **August** **One**

BY

- (1) **CHELSEA VILLAGE PLC** (registered number 2536231) whose registered offices are at Stamford Bridge Ground Fulham Road London SW6 1HS ("Chelsea")
- (2) **CHELSEA STADIUM LIMITED** (registered number SC138894) whose registered office is at Stamford Bridge as aforesaid ("Chelsea Stadium")
- (3) **CHELSEA LEISURE SERVICES LIMITED** (registered number 02450608) whose registered office is at Stamford Bridge as aforesaid ("Chelsea Leisure Services")
- (4) **CHELSEA VILLAGE HOTEL LIMITED** (registered number 2737849) whose registered office is at Stamford Bridge as aforesaid ("Chelsea Village Hotel")
- (5) **LAW DEBENTURE TRUST CORPORATION PLC** (registered number 1675231) whose registered office is at Princes House 95 Gresham Street London EC2V 7LY ("the First Mortgage")
- (6) **CHELSEA FOOTBALL CLUB LIMITED** (registered number 1965149) whose registered office is at Stamford Bridge as aforesaid ("Chelsea Football Club")
- (7) **CHELSEA CAR PARKS LIMITED** (registered number 3008949) whose registered office is at Stamford Bridge as aforesaid ("Chelsea Car Parks")

WHEREAS

- (a) The London Borough of Hammersmith and Fulham ("the Council") whose Council Offices are at Town Hall King Street Hammersmith London W6 9JU is the local planning authority for the purposes of the Act for the area within which the Development Site is situated
- (b) Chelsea is registered as the freehold owner of part of the Development Site with title absolute under Title No: BGL 23784 subject to a mortgage in favour of the First Mortgagee and their successors in title dated 17 December 1997 and to a lease made 26 April 1995 in favour of Chelsea Car Parks
- (c) Chelsea Stadium is registered as the freehold owner of part of the Development Site with title absolute under Title No. NGL 154792 subject to a mortgage in favour of the First Mortgagee and their successors in title dated 17 December 1997 and to a lease made on 17 December 1997 in favour of Chelsea Football Club
- (d) Chelsea Leisure Services is registered as the freehold owner of part of the Development Site with title absolute under Title No. BGL 21933 subject to a mortgage in favour of the First Mortgagee and their successors in title dated 17 December 1997
- (e) Chelsea Village Hotel is registered as the freehold owner of part of the Development Site with title absolute under Title No. BGL 21932 subject to a mortgage in favour of the First Mortgagee and their successors in title dated 17 December 1997
- (f) Chelsea has submitted the Planning Applications
- (g) The planning obligations contained in this Deed shall bind Chelsea Chelsea Stadium Chelsea Leisure Services Chelsea Football Club Chelsea Village Hotel Chelsea Car Parks and the First Mortgagee in accordance with the terms of this Deed

(h) A copy of this Deed has been served on the Council

NOW THIS DEED WITNESSETH AS FOLLOWS

Definitions

1. In this Deed the following words and phrases shall have the following meanings ascribed to them:

"the Act" the Town and Country Planning Act 1990 (as amended)

"the Car Parking Tariff" the car parking tariff provisions detailed at Schedule 2 to this Deed

"the CCTV Contribution" the sum of seventy five thousand pounds (£75,000) PROVIDED THAT such contribution be reduced by any amount that might be committed for contribution by Pillar Holdings or any subsidiary or lessee licensee or assignee thereof to secure CCTV coverage over the same area and the sum is to be paid to the installer of the system towards the provision of comprehensive CCTV coverage between Stamford Bridge and Fulham Broadway London Underground Station in accordance with the CCTV Coverage Plan such sum to be repayable from the Council Deposit within seven days of the Council's

"the CCTV Coverage Plan"

receipt of notification that such repayment should be made

the plan showing the area to be covered by CCTV attached to this Deed and described as Plan No. 7

"the Controlled Parking Zones"

the parking zones F and S in which parking controls are imposed by the Council during specified hours and which zones are adjacent to Chelsea Village and are depicted on Plan No. 8

"the Controlled Parking Zone Contribution"

the sum of ten thousand pounds (£10,000) payable each year to the Council for the purpose of improving and extending the Controlled Parking Zones F and S subject to a total contribution of one hundred thousand pounds (£100,000) which total shall include contributions already made pursuant to Clause 3.8.1 of the 1995 Unilateral Undertaking

"the Council Deposit"

the sum of one million pounds (£1,000,000) deposited with the Council by Chelsea in anticipation of the completion of a variation of the 1995 Unilateral Undertaking to permit the development of the west stand lower tier

"the Developments"

the developments permitted by the Planning Permissions

"the Development Site"

the land situated at Stamford Bridge Ground Fulham Road London SW6 1HS as shown edged in red on the Development Site Plan attached to this Deed and described as Plan No.1

**"the Fulham Broadway
Redevelopment"**

the redevelopment of Fulham Broadway Underground Station and adjoining property promoted by Pillar Holdings or their successors in title

"initiated"

means the carrying out of a material operation as defined in Section 56(4) of the Act excluding any archaeological works or works of excavation demolition services diversion site or soil investigations or the construction of any land fill gas works or the erection of hoardings and fences or temporary buildings and "initiation" shall be construed accordingly

"Interest"

the Law Society's rate of interest for the time being

**"the Lillie Road Link Ecology
Mitigation Contribution"**

the sum of five thousand pounds (£5,000) to be paid by Chelsea to the London Wildlife Trust or other body nominated by the Council for the purpose of mitigating the ecological impact of constructing the Lillie Road Link such contribution to be repayable from the Council Deposit within seven days of the

	Council's receipt of notification that such repayment should be made
"the Management Plan"	the management plan attached as Schedule 3 to this Deed
"the Mini-cab Management Plan"	the plan attached to this Deed and described as Plan No. 9
"the Night Bus Service Contribution"	the sum of up to one hundred and fifty thousand pounds (£150,000) to be paid to the Night Bus Operator towards the improvement of the Night Bus Service subject to the terms of a net cost agreement and which is provided for by two annual instalments of a maximum of seventy-five thousand pounds (£75,000) each such contributions to be repayable from the Council Deposit if such monies have not been repaid beforehand and within seven days of the Council's receipt of notification that such repayment should be made
"Night Bus Operator"	London Transport or such other bus company to which the Night Bus Service Contribution becomes payable
"the Night time Pedestrian Circulation Plan"	the plan attached to this Deed and described as Plan No. 10(b)

"the Planning Applications"

the applications for planning permissions listed and defined as follows:

- (1) the West Stand (LPA ref 97/00071)
- (2) the West Stand Lower Tier (LPA ref 97/00582)
- (3) the Court Hotel (LPA ref 97/02479)
- (4) the Sports and Leisure Club (LPA ref 98/01169)
- (5) the Lillie Road Link (LPA ref 95/00014)
- (6) the Railway Station (LPA ref 97/02480)
- (7) the Nightclub (LPA ref 97/02606)
- (8) the Section 73 application in respect of Condition 5 attached to the 1989 consent (LPA ref 98/01175)
- (9) the Section 73 application in respect of Condition 9 attached to the South Stand consent (LPA ref 98/01177)

"the Planning Permissions"

the planning permissions for the Developments granted pursuant to the Planning Applications

"the Railway Station Ecology Mitigation Contribution"

the sum of two thousand pounds (£2,000) to be paid by Chelsea to the London Wildlife Trust or other body nominated by the Council for the purpose of mitigating the ecological impact of constructing the Railway Station such contribution to be repayable from the Council Deposit within seven days of the

Council's receipt of notification that such repayment should be made

"the Sports and Leisure Club"

the health and leisure club described in the Planning Application (App ref 98/01169)

"the Sir Oswald Stoll Foundation"

the foundation registered by the Charity Commissioners and having registration No. 207939 the objectives of which are to provide housing for disabled ex-service personnel and which occupies the site on Fulham Road adjacent to the western boundary of the Development Site

"the Tree Screen Contribution"

the sum of five thousand pounds (£5,000) to be paid by Chelsea to the Friends of Brompton Cemetery or other body nominated by the Council such contribution to be repayable from the Council Deposit within seven days of the Council's receipt of notification that such repayment should be made

"the Upper Tier of the West Stand"

all those areas in the West Stand which are at a higher level than that part of the West Stand shown on the drawings submitted with planning application reference 97/00582

"The 1995 Unilateral Undertaking"

the Unilateral Undertaking dated 31 March 1995 given by Chelsea and others pursuant to

**Section 106 of the Town and Country
Planning Act in favour of the Council**

Statutory Authorities

2. It is hereby declared that the restrictions and requirements accepted by Chelsea in this Deed are expressed to be made pursuant to Section 106 of the Act and:
- (a) the obligations are planning obligations for the purposes of the Act
 - (b) the obligations are undertaken by Chelsea Chelsea Stadium Chelsea Leisure Services Chelsea Village Hotel and their successors in title and assigns in their capacity as freehold owners of the Development Site
 - (c) the obligations shall be enforceable by the Council as the local planning authority for the area of the Development Site and
 - (d) sub-clause (c) above is subject to the provisions of clause 3 as to conditionality and clause 6.1 as to the circumstances in which this Deed shall cease to bind those first giving the undertaking

Conditionality

3. IT IS HEREBY AGREED AND DECLARED that
- 3.1. Clause 4 of this Deed will not have effect unless the Planning Permissions have been granted for any of the following Developments:
- (a) the West Stand upper and lower tiers (LPA ref: 97/00071)
 - (b) the Court Hotel

- (c) the Sports & Leisure Centre
- (d) the Nightclub

3.2 in the event of each and every one of the Planning Permissions specified in Clause 3.1 being quashed as a result of legal proceedings then this Deed shall absolutely determine and become null and void

Planning Obligations

4. Chelsea, Chelsea Stadium Chelsea Leisure Services Chelsea Football Club Chelsea Village Hotel Chelsea Car Parks and the First Mortgagee on behalf of themselves their respective successors or assigns hereby undertake in favour of the Council

4.1 not to occupy the Upper Tier of the West Stand for use until

Contribution towards Controlled Parking Zones

4.1.1 the Controlled Parking Zone Contribution which has become due has been paid to the Council

Implementation of the Management Plan

4.1.2 the Management Plan has been implemented

Implementation of the Car Parking Tariff

4.1.3 the Car Parking Tariff has been implemented

Contribution towards CCTV coverage

4.1.4 the CCTV Contribution has been paid

Tree Screen to Brompton Cemetery

4.1.5 the Tree Screen Contribution has been paid

Contribution towards Night Bus services

4.2.1 not to occupy the West Stand on non match days between 22.00 hours and 01.00 hours or the Nightclub between 22.00 and 03.00 hours until the first instalment of the Night Bus Service Contribution has been paid

4.2.2 to pay the second instalment on the anniversary of the payment of the first instalment

Maintenance of Operations

4.3 having implemented the Management Plan and the Car Parking Tariff to continue operation of the same subject to any material modification or alteration that might be made and following consultation with the Council to put into effect reasonable requests of the Council consequent upon such consultation which may have full and proper regard to the objectives of the Management Plan and Car Parking Tariff and to the effective and economic management of the Development Site and uses and activities thereon

Management of Bluebells Nightclub

4.4 Chelsea further undertakes as follows:

4.4.1 that it shall obtain a public entertainment licence in respect of any activity or event or use of the Nightclub premises (being an activity or event or use authorised by planning permission granted in respect of Application No. 97/02606 or modification thereof) which requires such a licence (whether under the London Government Act 1963 or any Statutory re-enactment or modification thereof) and shall at all times comply with the requirements of that licence

4.4.2 if the Nightclub premises are used for an activity or event which does not require a public entertainment licence, Chelsea shall nevertheless carry out such activity or event as though the terms of the licence referred to in Clause 4.4.1 above applied to it (including, for the avoidance of doubt, such conditions of the licence as they relate to opening hours and/or capacity of the Nightclub) save as otherwise authorised in writing

Ecological Impact Mitigation

4.5 The Railway Station Ecology Mitigation Contribution

The Planning Permission for the Railway Station (LPA reference no. 97/02980) shall not be initiated until the Railway Station Ecology Mitigation Contribution has been paid for the purpose of mitigating adverse ecological impact that might arise as a result of the construction of the Railway Station PROVIDED THAT the Railway Station Ecology Mitigation Contribution shall be used for such purpose within five years of the date of its payment and PROVIDED FURTHER THAT

if the Railway Station Ecology Mitigation Contribution is not so used within five years it shall become immediately repayable with Interest

4.6 The Lillie Road Link Ecology Mitigation Contribution

The Planning Permission for the Lillie Road Link (LPA reference 95/00014) shall not be initiated until the Lillie Road Link Ecology Mitigation Contribution has been paid for the purpose of mitigating adverse ecological impact that might arise as a result of the construction of the Lillie Road Link PROVIDED THAT the Lillie Road Link Ecology Mitigation Contribution shall be used for such purpose within five years of the date of its payment and PROVIDED FURTHER THAT if the Lillie Road Link Ecology Mitigation Contribution is not so used within five years it shall become immediately repayable with Interest

Third Party Land

4.7 No obligation herein shall impose upon any party to this Deed any requirement that they shall acquire any interest in any land over which that party has no control

Payments

4.8 All payments made under the provisions contained within this Clause 4 shall be made subject to the following provisos:

- (i) that the payments shall be used for the purpose specified above;
- (ii) that the monies shall be applied to such purpose within five years from the date of the payment;

- (iii) that any sum not so applied within five years shall be immediately repayable with Interest

Balance of the Council Deposit

- 4.9.1 The balance of the monies due to be returned to Chelsea from the Council Deposit after the payment of the CCTV Contribution, the Lillie Road Link Ecology Mitigation Contribution, the Night Bus Service Contribution, the Railway Station Ecology Mitigation Contribution and the Tree Screen Contribution ("the Balance") shall be made available to be used towards the construction and operation of the Lillie Road Link and Chelsea shall meet the additional costs of such construction and operation
- 4.9.2 In the event that the Lillie Road Link development is not granted planning permission THEN the Balance shall be used for alternative measures as identified by Chelsea in agreement with the Council for the purpose of alleviating congestion along Fulham Road within a mile of the Development Site PROVIDED THAT if such alternative agreed measures do not use the whole of the Balance any such unused monies shall forthwith become returnable to Chelsea PROVIDED ALSO THAT if the Balance shall prove to be insufficient to meet the reasonable cost of the alternative measures thus identified and agreed THEN Chelsea shall pay the deficit subject to a maximum amount equivalent to 10% of the Council Deposit PROVIDED FURTHER THAT any such mitigatory measures shall not be such as to limit the various uses permitted to be carried on at the Development Site

5 Notices

- 5.1 Any notice required to be given hereunder shall be in writing and shall be delivered personally or sent by pre-paid first class post. The addresses for service shall be those

stated in the Deed or such other addresses in England for service as the intended recipient to be served might have previously notified in writing

- 5.2 Each notice served in accordance with sub-clause 5.1 hereof shall be deemed to have been given or made and delivered if by delivery when left at the relevant address or if by letter 48 hours after posting

6 Obligations after disposal of whole or part

6.1 Release from Liability

Any of those stated herein as giving the undertaking including for the avoidance of doubt their successors in title and assigns shall cease to have any obligation or liability under the terms of this Deed in relation to the Development Site or any part thereof once they shall have parted with all of their interest in the land (other than easements and rights of a like nature) or that part thereof but without prejudice to liability for any subsisting breach of covenant prior to parting with such interest

6.2 Notice of Disposal

If any of the parties hereto shall dispose of their interest in the Development Site or any part thereof they shall within 28 days of such disposal give written notice of the name and address of their successors to the Council together with sufficient details of the land included in the disposal to allow its identification

7 General

- 7.1 The headings appearing in this Deed are for ease of reference only and shall not affect the construction of this Deed

7.2 For the avoidance of doubt the provisions of this Deed (other than those contained in this sub-clause) shall not have any effect until this document has been dated

7.3 References to statutes by-laws regulations orders and delegated legislation shall include any statute by-law regulation order or delegated legislation re-enacting or made pursuant to the same

8 Local Charges and Council Functions

8.1 IT IS HEREBY AGREED AND DECLARED that:

8.1.1 the provisions of this Deed shall be treated as Local Land Charges and registered at the Local Land Charges Registry for the purposes of the Local Land Charges Act 1975; and

8.1.2 nothing in this Deed shall prejudice or affect the rights powers duties and obligations of the Council in the exercise by it of its statutory functions

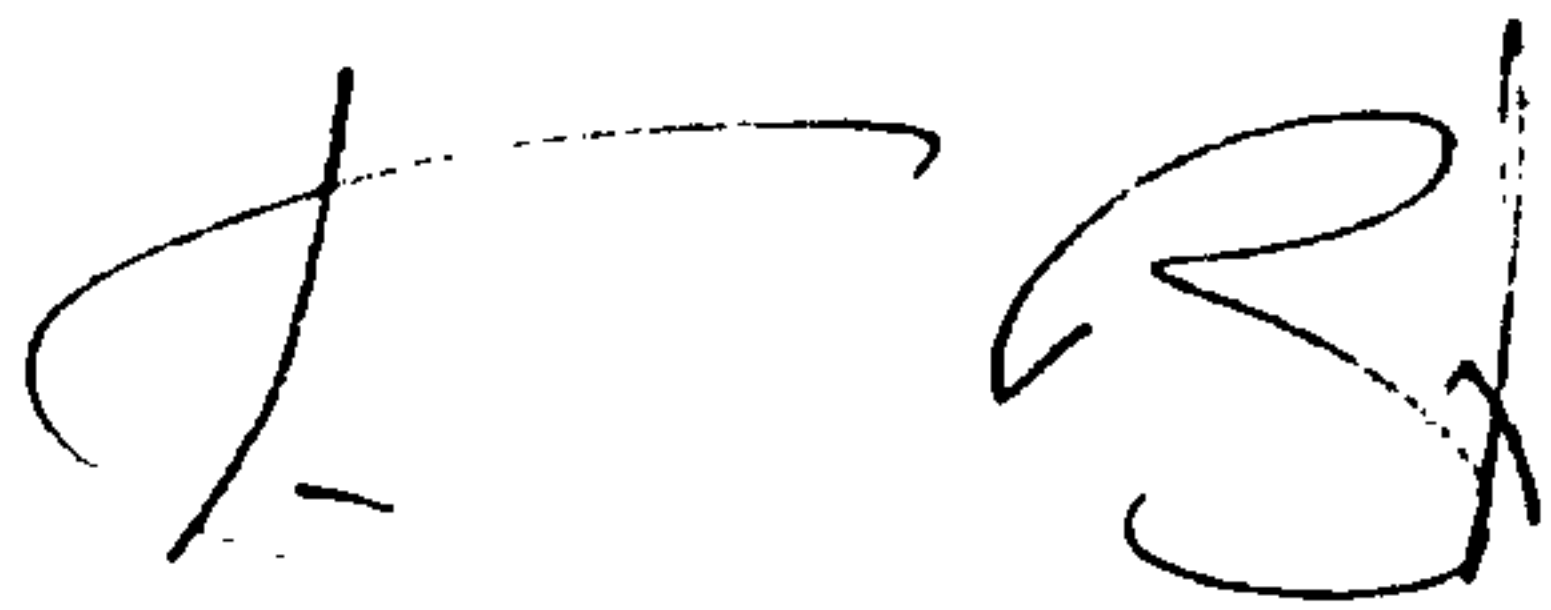
DELIVERED AS A DEED on the date of this document

EXECUTED AS A DEED BY

CHELSEA VILLAGE PLC

in the presence of

Director



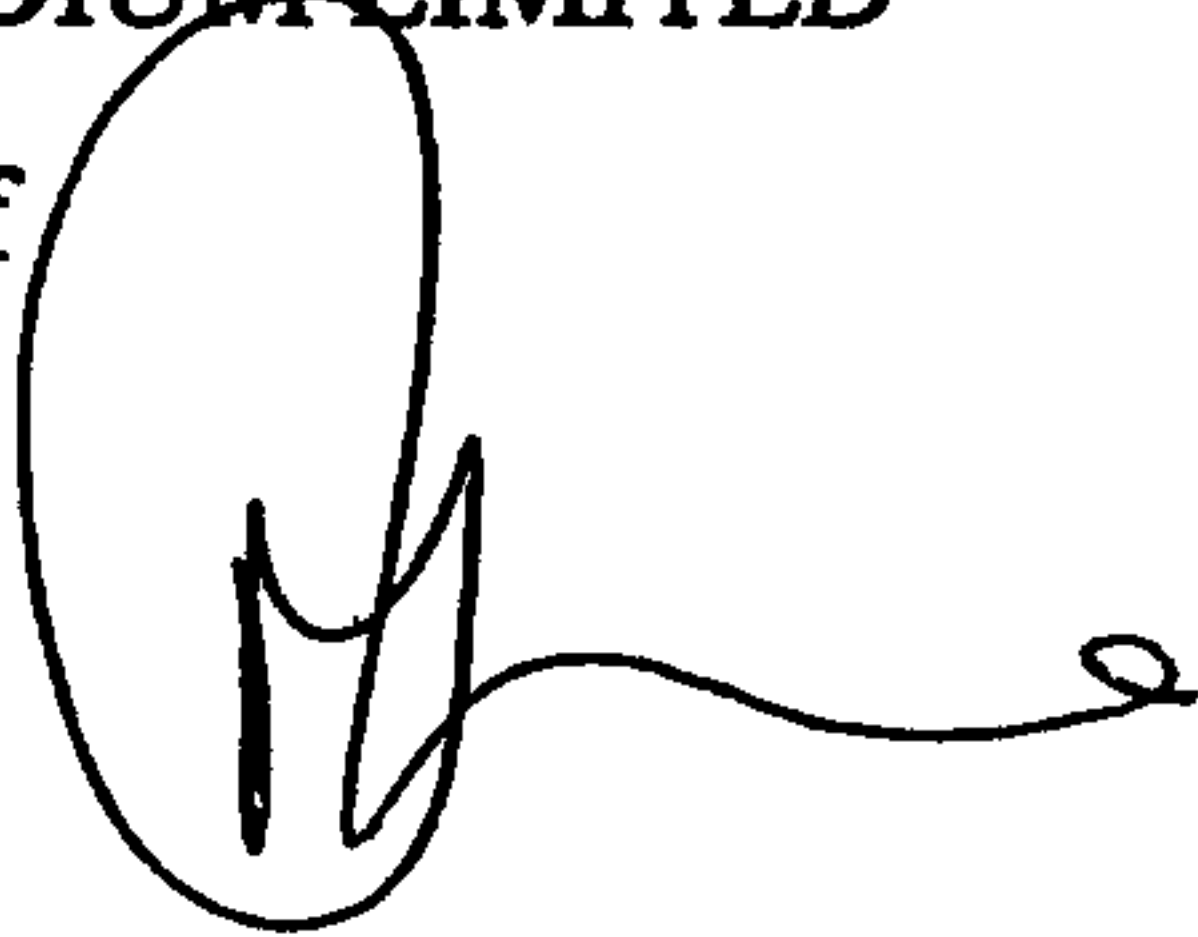
Secretary



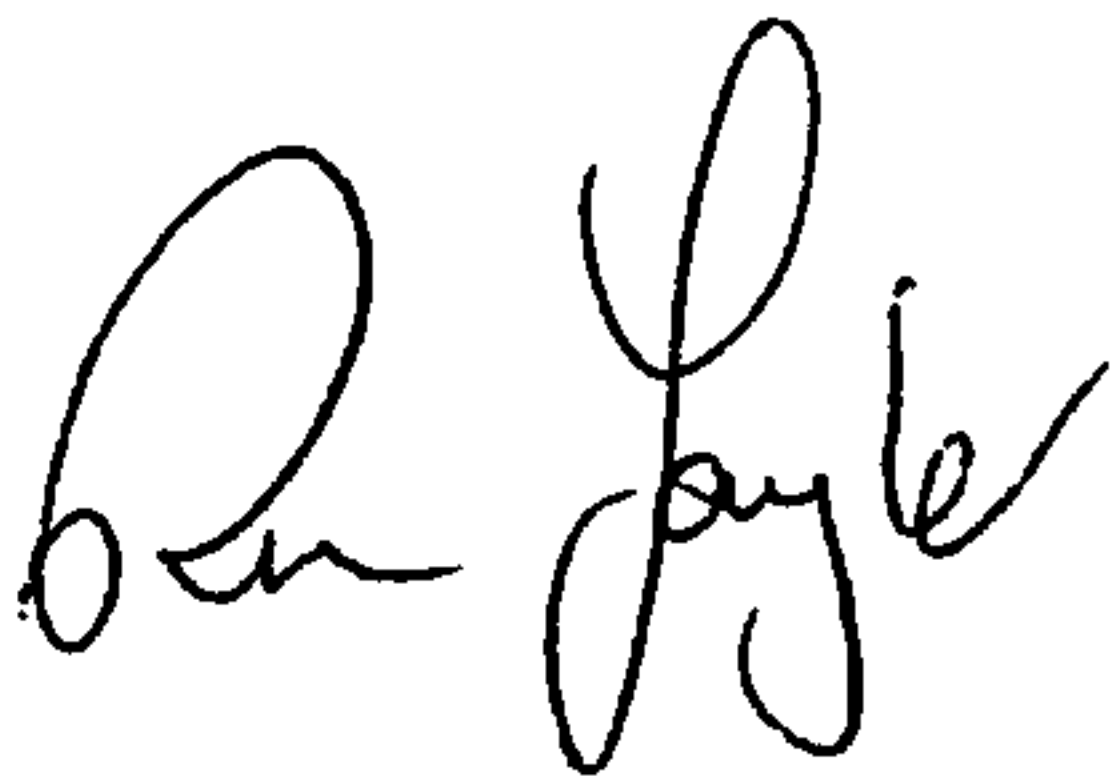
EXECUTED AS A DEED BY
CHELSEA STADIUM LIMITED

in the presence of

Director



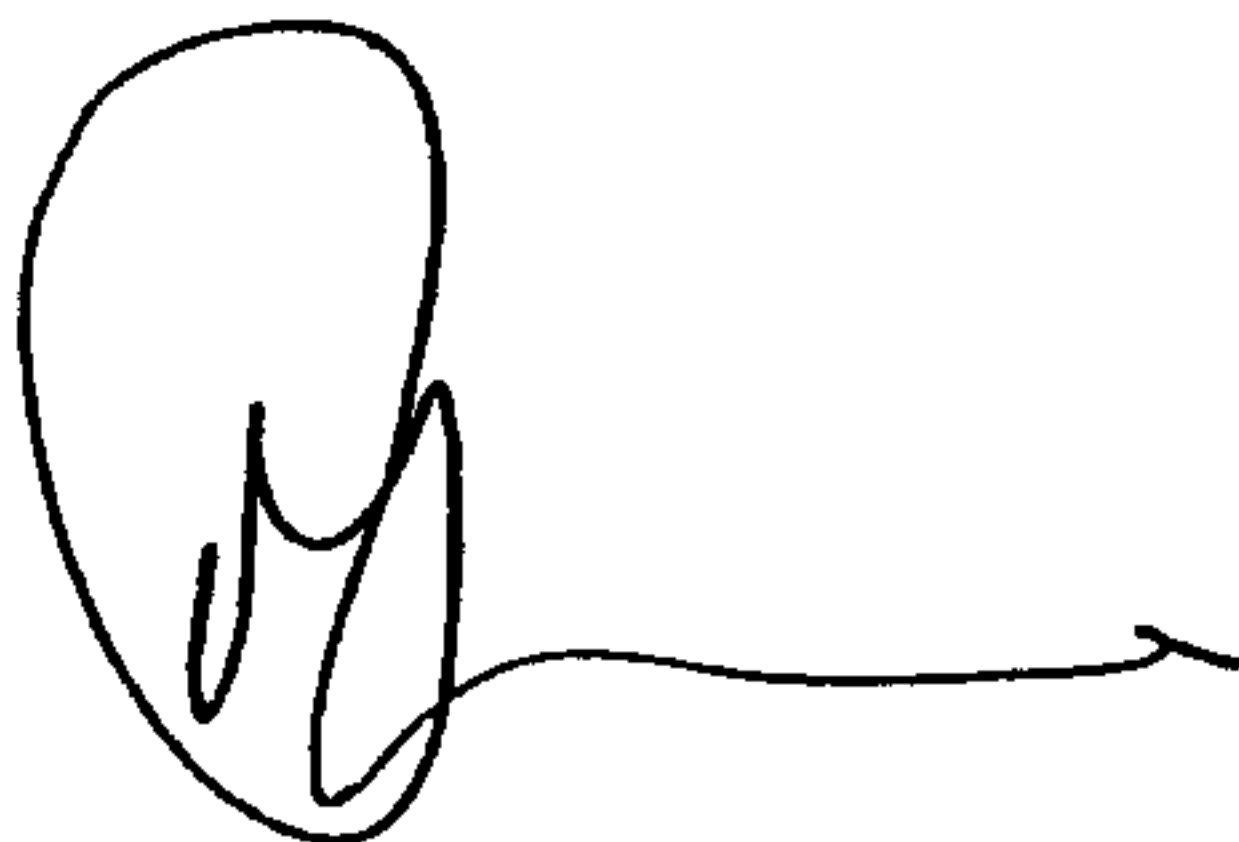
Secretary



EXECUTED AS A DEED BY
CHELSEA LEISURE SERVICES LIMITED

in the presence of

Director



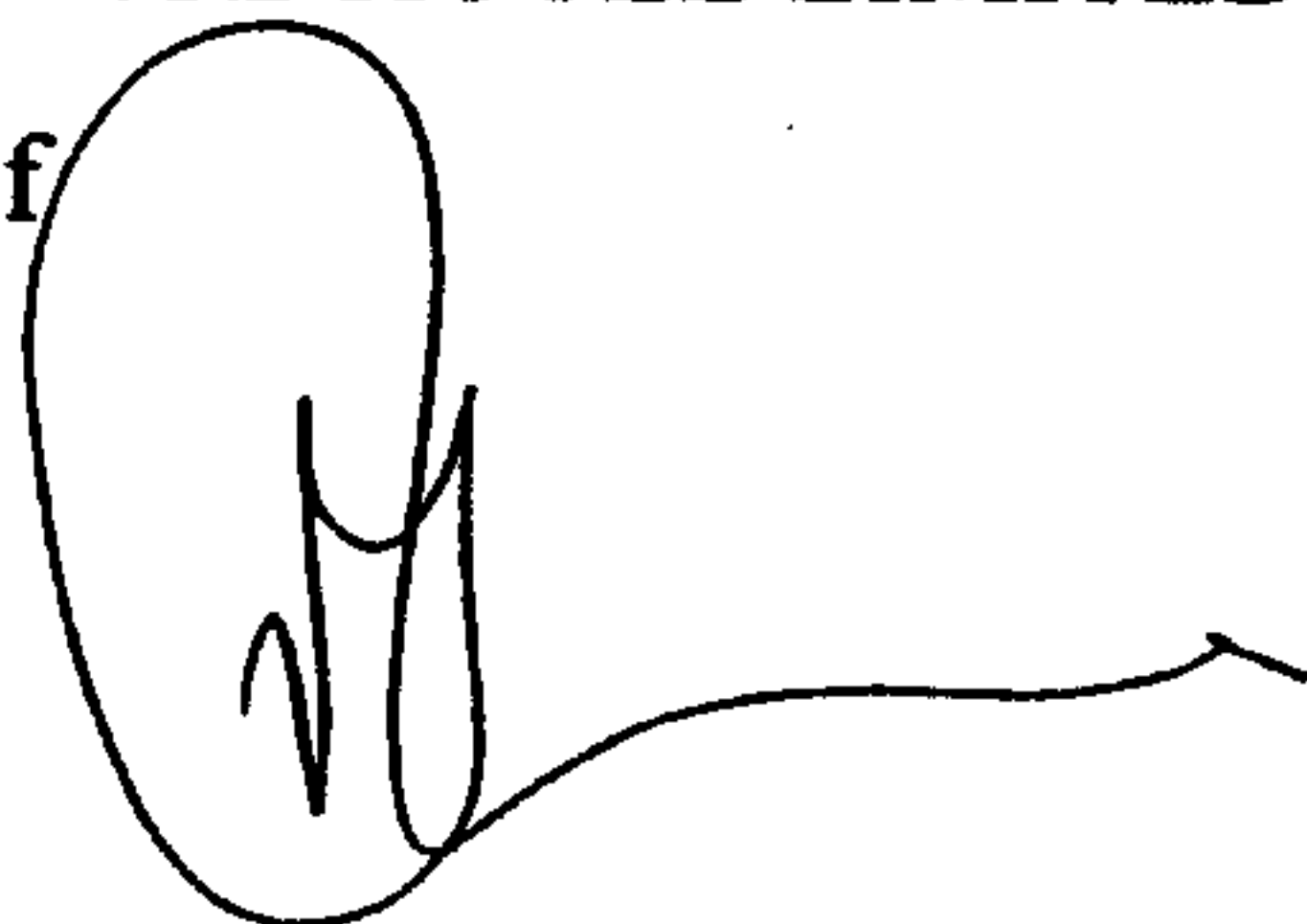
Secretary



EXECUTED AS A DEED BY
CHELSEA VILLAGE HOTEL LIMITED

in the presence of

Director



Secretary



EXECUTED AS A DEED BY
LAW DEBENTURE TRUST CORPORATION PLC

in the presence of

Director

~~Secretary~~

Yvonne Evington
AUTHORISED SIGNATORY



EXECUTED AS A DEED BY
CHELSEA FOOTBALL CLUB LIMITED

in the presence of

Director

Secretary

EXECUTED AS A DEED BY
CHELSEA CAR PARKS LIMITED

in the presence of

Director

Secretary

SCHEDULE 1
DEVELOPMENT SITE PLAN

From: [Licensing HF: H&E](#)
Subject: Letter from CFC - 2023/01413/LAPR - Chelsea Football Club - The Rose And Ball Stamford Bridge Stadium Fulham Road London SW6 1HS
Date: 25 October 2023 10:57:41
Attachments: [Chelsea Rose and Ball Brochure - 22-8-23 \(1\).pdf](#)
[image001.png](#)
[image002.png](#)
[image003.png](#)
[image004.png](#)
[image005.png](#)
[image006.png](#)
[image007.png](#)
[2023.10.24 - Letter from Chelsea FC to residents \(3\).pdf](#)

Dear all,

Licensing Act 2003

Reference: 2023/01413/LAPR

Premises: Chelsea Football Club - The Rose And Ball Stamford Bridge Stadium Fulham Road London SW6 1HS

I am writing to you as an objector against the above application. Matthew Phipps (the agent representing CFC) has requested that I send the attached on behalf of Chelsea Football Club, as you may have not had sight of the original letters circulated, as you did not place a representation against one of the previous two applications submitted.

The two document attached are:

1. A letter from the club, explaining in detail the proposal of the application
2. A brochure showing the offering of the Chelse Rose & Ball
- 3.

If you have any queries or feedback on either document, CFC would be happy to hear from you by way of email to residents@chelseafc.com.

Please let me know if the above addresses the concerns raised in your objection, and you are minded to withdraw? If you are not minded to withdraw, you are invited to attend a licensing sub-committee on the 8th November 2023 at 6.30pm to provide your representation and supporting evidence verbally. Additionally, are you able to advise us of anything the applicant could propose in relation to reduction in hours or attach conditions that could resolve this matter?

Kind regards

Lorna McKenna

Licensing Compliance Officer

Licensing

The Economy Department

Hammersmith & Fulham Council

020 8753 3081

07786747257

www.lbhf.gov.uk

Have you signed up to our email notifications to receive alerts of relevant



24 October 2023

Dear Neighbours

We understand from LBHF Licensing Team that you have lodged an objection to the application for a new Premises Licence at Stamford Bridge. LBHF have kindly indicated that they will send this note out to you, which has also been circulated to others with whom we are in a dialogue.

The proposed application is for a new hospitality suite, the Rose & Ball, in what was formerly known as the Health Club.

As you may be aware the Health Club, is situated in the north east corner of the concourse, next to the museum. It has been closed since 2022. This space already has the benefit of a Premises Licence, which permit a variety of licensable activities on the ground floor.

If this application is granted we propose to invest in this facility and to develop this to permit a match day only hospitality facility on ground and first floor. The ground floor facility has been in use on match days for a number of years and will continue to be during this application process. The existing Licence permits a range of licensable activities to be conducted between 10am and 1am. The hours applied for are more limited than the existing permission.

The facility will offer those attending matches an attractive and sophisticated environment in which to socialise before a match (for up to three hours) and after a match (for up to ninety minutes). All attendees will be going to the match. The facility will not increase the capacity nor attendance at matches. Rather it will provide a new amenity for some of our fans who will already be attending.

We attach a brochure to help introduce the facility fully. This includes reference to the price point for access (no less than £280 per person). Detail about anticipated staff levels, food and drink and indicative designs and finishes are also included. You will see that plans in the brochure discloses the full extent of the proposal, across ground and first floors. The basement element is simply to accommodate the lavatory provision. The application that we have submitted will licence the first floor for the first time.

Chelsea FC Holdings Limited

Stamford Bridge
Fulham Road
London SW6 1HS

T: 0371 811 1955
F: 0207 381 4831
chelseafc.com

VAT Reg No: 726 065049
Reg No: 02536231
Reg Office: Stamford Bridge



As you may also be aware, we produce a community newsletter and this development was highlighted in the July 2023 edition. Please let us know if you would like to be included in the circulation by return to residents@chelseafc.com.

Before the submission of the application there were significant discussions with the Licensing Authority and the Metropolitan Police and the Licence will be conditioned across the four licensing objectives and will include (but not be limited to) the following:

To permit the sale of alcohol from 10am to midnight.

To permit late night refreshment from 11pm to midnight.

To permit the premises to open between 10am and midnight.

Premises will only operate on match days and will open no earlier than three hours before kick off and will close no later than ninety minutes after the final whistle, notwithstanding the terminal hour (eg whichever is earlier). Licensable activities will commence no earlier than three hours before kick off and terminate no later than sixty minutes after the final whistle, notwithstanding the terminal hour (eg whichever is earlier).

Entrance to the Rose & Ball will be by pre-booked ticket only.

The provision of SIA door security and non-SIA registered stewards when licensable activities are being provided on the premises shall be risk assessed and in any event there will be two SIA door staff at ground floor level entrance and two further SIA door staff circulating on the two floors.

High definition CCTV will be installed, operated and maintained, at all times that the premises are open for licensable activities or customers are on the premises.

Designated Premises Supervisor shall ensure that all existing staff, new staff, supervisors and managers responsible for selling alcohol receive an induction in the legality and procedure for alcohol sales, prior to undertaking the sale of alcohol. This training shall include the contents of the Premises Licence, times of operation, licensable activities and all conditions. Training documents shall be signed and dated and training records shall be made available to Police and authorised Officers on request. The records shall be retained for at least twelve months.

An Incident Log shall be maintained by the premises that details incidents of note that occur in the premises. This shall include disorder and ejections as a minimum and shall be available for inspection at any reasonable time by an authorised Officer of the Licensing Authority. A Log Book for complaints shall be maintained at the premises. This log and details of any formal response to any residents shall be made available for inspection by an authorised Officer of the Council or Police Officer.



No drinks shall be permitted to be removed from the premises. (The balcony at the premises is excluded from the application and from customer access)

The Licensee shall provide training for all staff to ensure that they are familiar with all means of ingress and egress and that appropriate procedures in case of any emergencies that require an immediate evacuation of the premises. Management shall undertake the relevant training in relation to responding to and ensuring the welfare and safeguarding of vulnerable patrons. The management shall risk assess the need for all other relevant staff to undertake such training. Written records of the training completed shall be recorded and available to the Police and authorised Officers from the Local Authority upon request.

The Licence holder shall ensure that no music from the licensed areas is audible at the boundary of the Stamford Bridge stadium site.

A Noise Management Plan shall be submitted to and approved in writing by the Noise and Nuisance Team. The plan shall include details relating to the control on noise from patrons entering and leaving the premises as well as controls to ensure that noise from use and activities within the premises does not cause nuisance to neighbours.

The Premises Licence holder shall organise and arrange meetings with residents twice a year. The meeting shall be advertised in good time by appropriate means to residents in the locality. Minutes of such a meeting shall be circulated to attendees and the Council.

Challenge 25 Proof of Age Scheme shall operate at the premises and all staff shall be trained in its implementation. Only photographic ID such as a British Driving Licence, a current Passport or PASS ID shall be treated as acceptable forms of identification.

We believe that these conditions appropriately control the permitted activities but if you have any concerns or suggestions we'd be happy to hear from you. You will note the hours of operation are less than those currently permitted and there is no provision for regulated entertainment within this proposal.

If you have any queries or feedback we would be happy to hear from you by way of email to residents@chelseafc.com.

Best wishes

Chelsea FC

Chelsea Football Club



THE MILLENNIUM CLUB SUITES

CHELSEA

THE BEST OF THE BRIDGE



The Rose & Ball

Stamford Bridge's new hospitality offering for the 23-24 season



STAMFORD BRIDGE IS HOME TO A VARIETY OF HOSPITALITY SPACES, RANGING FROM EXCLUSIVE PRIVATE BOXES TO SHARED BARS & LOUNGES.

By renovating the pre-existing 'Health Club' setting, we would be creating an additional hospitality experience within the Club Chelsea portfolio; capitalising on unused space.

The Rose & Ball is an opportunity to establish an informal premium proposition at Chelsea FC, which differs radically to the existing options available, breaking away from the typically homogenous nature of hospitality.

Great emphasis has been placed on ensuring we can deliver points of difference from our other offerings, an entry level price point for premium purchasers and a product that will sit under the Club Chelsea brand umbrella.



THE ROSE & BALL WILL CONTRIBUTE TO THE CLUB CHELSEA TIERING SYSTEM, OFFERING A LOWER-MID LEVEL PRICE POINT.

EAST STAND

Suite	Price
Private Club Boxes	From £9600 - entire box
Champions Club Box	From £700
Executive Club	From £600
The Dugout Club	From £480
The Rose & Ball	From £280
Under the Bridge	From £240

WEST STAND

Suite	Price
Diamond Suite	From £840
Drake & Harris	From £480
1905	From £360
Clarke & Bonetti	From £360
Frankie's	From £240
Westview	From £120



THE PRICE OF THE ROSE & BALL PACKAGES WILL VARY DEPENDENT ON MATCH CATEGORISATION, RANGING FROM £280 TO £675. PRICES FLEXED UP TO £700 IN SPECIAL CIRCUMSTANCES.

Category	The Rose & Ball
AAA	£675
AA	£550
A	£500
B	£360
C	£300
D	£280



THE VISION AND CONCEPT FOR THE ROSE & BALL HAS BEEN CREATED TO INNOVATE THE CLUB CHELSEA HOSPITALITY OFFERING.

We aim to create a market-leading product. Initial inspiration behind the space focused on eliciting the following:

INVITING, IMMERSIVE, VIBRANT, SPACIOUS, WELCOMING, NEW, PLAYFUL, CASUAL, FRIENDLY, DIFFERENT, RELAXED, INFORMAL, VIBE, FUN, ENJOYABLE, EXPERIENTIAL, UNPRETENTIOUS, INFORMAL, CREATIVE, FRESH, COMFORTABLE, ENTERTAINING, INNOVATIVE, THEATRICAL, ENGAGING, TALKING POINT, GAME CHANGER.

As with every hospitality setting at Chelsea, comfort and atmosphere are of high importance, with great consideration being placed on delivering this for guests.



FEATURE BAR CONCEPT



Blackened metal laminate back bar framework, gantry and foot rail

Stone effect laminate to back bar shelving

Quartz counter top

Bronze decorative mesh infill to gantry and back bar

Warm bronze textured painted columns

A subtle blue brand colour, dynamic tile cladding, with a vibrant blue edge lighting

Brushed brass laminate skirting

MATERIAL PALETTE

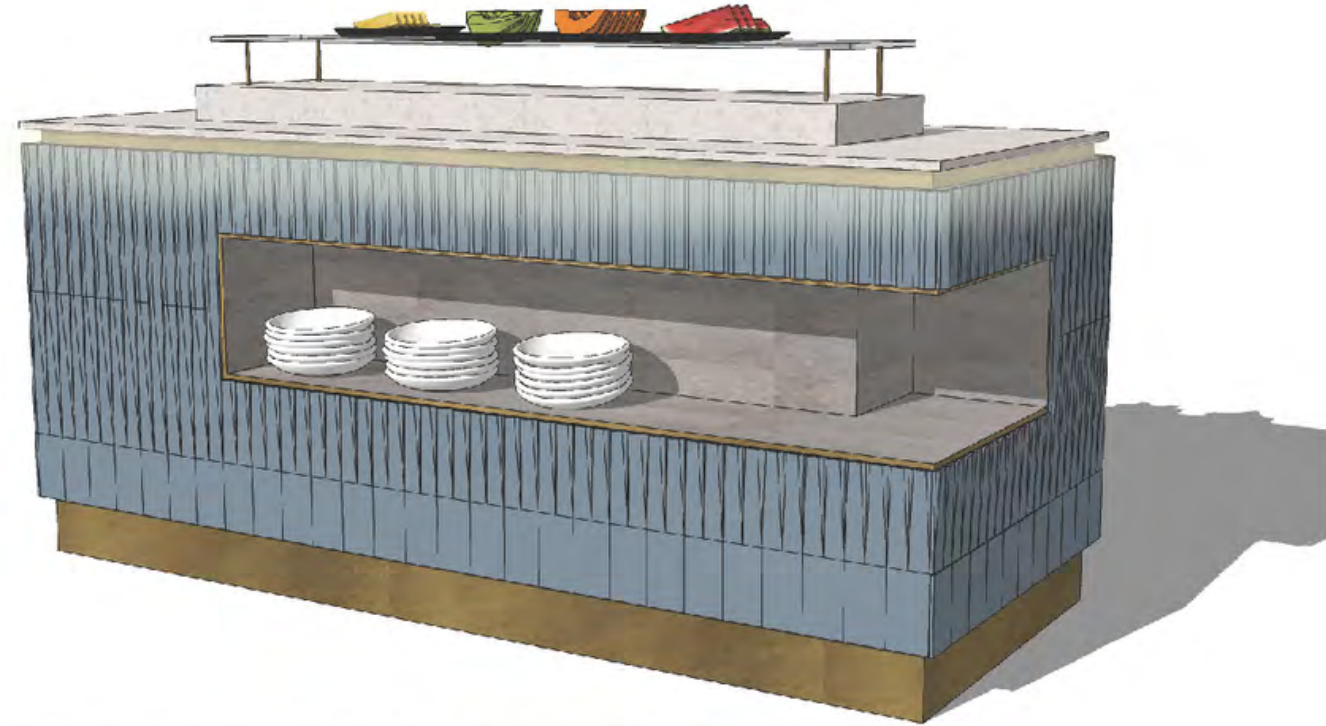
Using metallics and stone textures to create a warm and tactile material palette, with lighting features to add vibrancy and playfulness



© DESIGN GROUP LTD



BUFFET UNIT CONCEPT



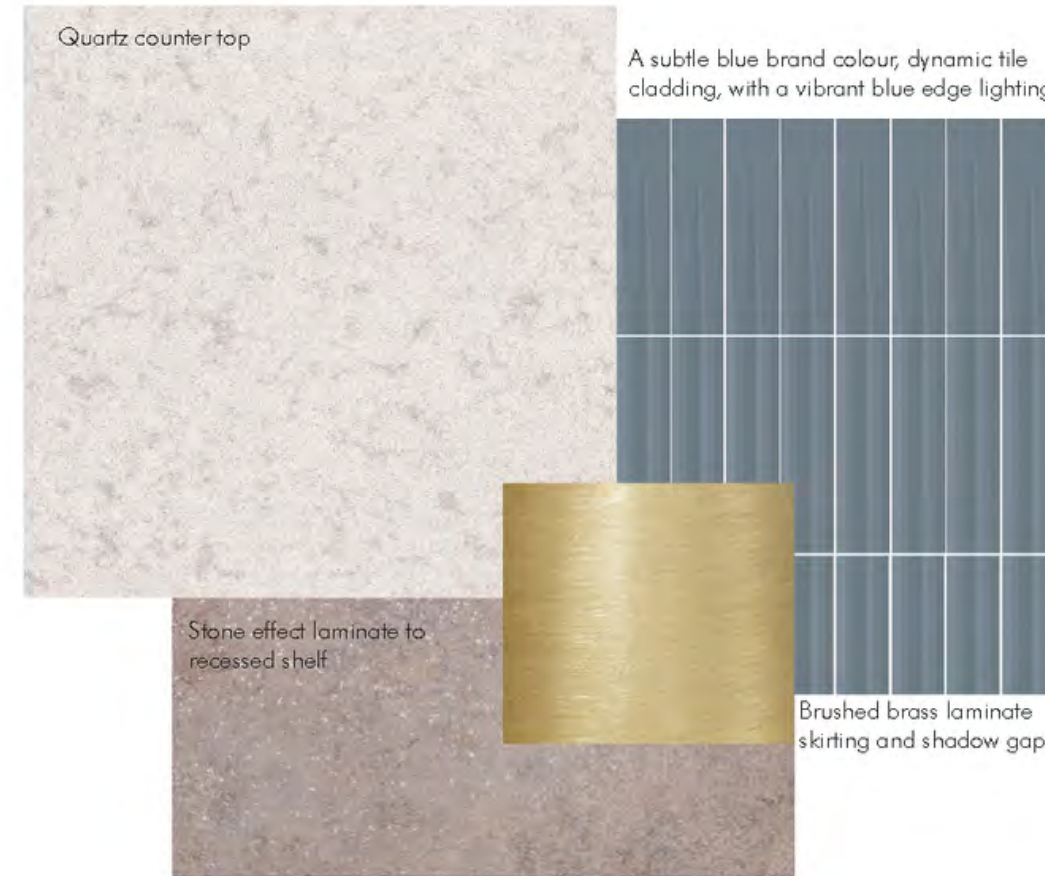
Single modules, can be used individually or together, with a flat counter surface for plug and play equipment and display elements, indicatively shown.

Size 2200mm x 900mm - TBC with catering consultant.



MATERIAL PALETTE

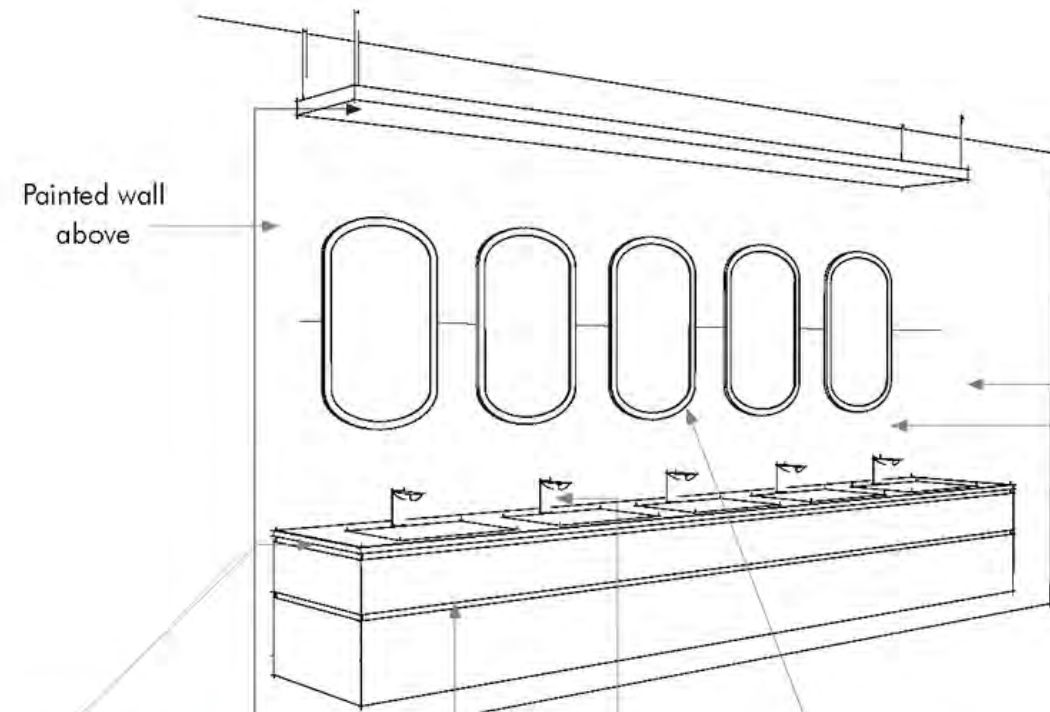
In keeping with the bar palette, using stone textures to create a warm and tactile material palette, with the dynamic sculptural tile cladding in a soft blue finish. Adding halo lighting to for vibrancy and impact



© K&D DESIGN GROUP LTD



WASHROOM CONCEPT DESIGN



Countersunk basin within vanity unit



Feature planting trough at high level



Vanity unit. Corian top, and two tone laminate skirt below with brass shadow gaps



Black tap sensor



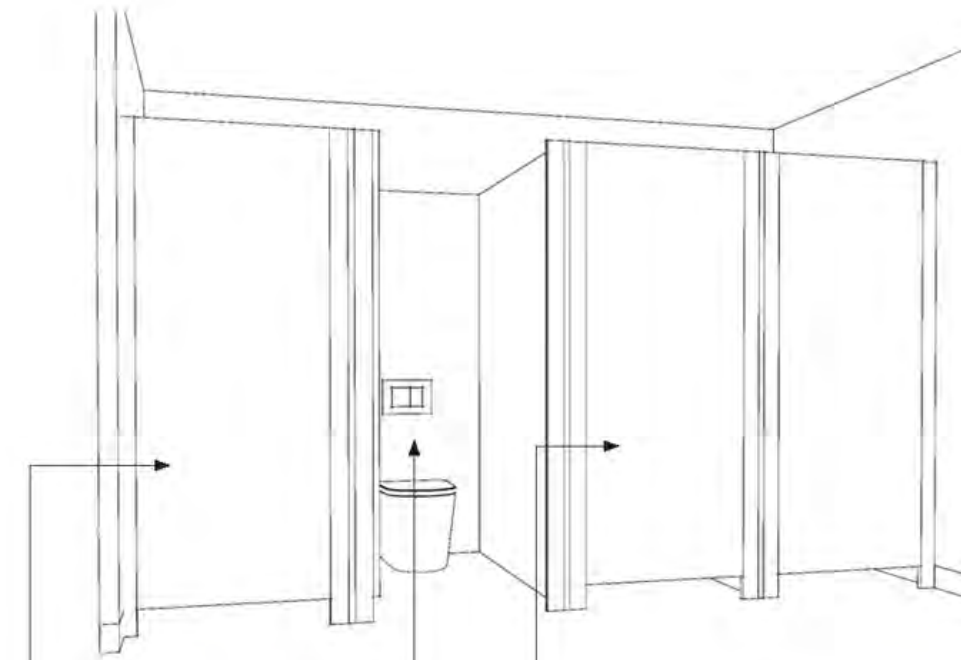
Backlit oval mirror



Black sensor soap dispenser



Green textured tiles up to datum line



Women's finishes



Blue laminate on doors and cubicles



Rear wall textured contrasting grey tile

Men's finishes



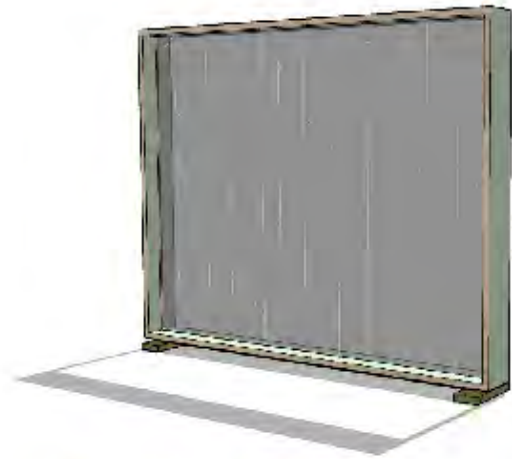
Existing brushed steel doors and cubicles



Rear wall textured contrasting blue tile. Large format version behind urinals



PLANTERS AND PARTITION SCREEN



SCREEN COMPONENT

Free-standing graphic screen divider, with a solid outer frame and an acrylic infill panel with a semi-transparent graphic applied.



HIGH PLANTER

Two sizes of planters in the same design family as the screen divider, to create a harmonious and landscaped partition wall. In two tone laminates, a timber and a dusky green, with brushed brass feet for stability.

LOW PLANTER

Light oak laminate

Matching 3D relief pattern laminate



Dusky pastel green laminate

Brushed brass laminate feet

MATERIAL PALETTE



COMPONENT ARRANGEMENT

Axonometric view of the ground floor hospitality offer configuration, creating a partition between the seating area and the circulation walkway.



© H&B DESIGN GROUP LTD

F&B WILL FEATURE SEASONAL AND SUSTAINABLE INGREDIENTS, INCLUDING ROAMING SMALL PLATES AND PLATTERS.

The culinary offering will be created using seasonal, high-quality British ingredients that are beautifully blended with a playful twist.

Guests can expect a feast for the senses, with the freshest ingredients sourced from UK farmers, butchers, and artisans, creating a menu that is both delicious and importantly, sustainable.

Suppliers used to create the draft menus for the space are: Cobble Lane British Charcuterie, Harvey and Brockles Speciality Cheese, IMS of Smithfield's (butchers), Laverstoke Park Farm, Severn and Wye Smokery and Paul Rhodes Bakery.



DESIGNED TO ENCOURAGE INTERACTIVITY WITH DINING, THE CHANGING MENU WILL FEATURE CURATED ROAMING DISHES AND PREMIUM COCKTAILS.



ROAMING BOWLS

Slow-cooked Cornish Turbot
Mauritian curry sauce, confit fennel, kumquat, spiced coconut cracker

Roast Welsh Lamb Cutlets

Lamb scrumpets, tarragon emulsion, crushed spring peas, three-cornered leeks

Hand-rolled Gnocchi (V)

Truffle, glazed white asparagus, shaved Pecorino (vegan alternative available)

MEXICAN HUB

Southern California King Prawn Tacos
Taco shell, grilled marinated King prawns, shredded red cabbage and red onion, mayonnaise, hot sauce, coriander, mint, lime

Grilled Boneless Chicken Thighs

Chimichurri-marinated free-range chicken thighs

Three Bean and Vegetable Chilli (VG)

Pinto, cannellini and red kidney beans, seasonal winter vegetables, traditional spicy Mexican tomato sauce

Mexican Rice (VG)

Tomato, garlic, onions, coriander

Cornbread Muffins (V)

Dressings and Toppings

Louisiana sauce, Mexican salsa, guacamole, sour cream

HOT DOG HUB

Zigger Zagger Dog

Foot long sausage, Camden pale ale-braised onion, signature hotdog sauce, crispy onions

Classic American Hot Dog

Gherkin relish, ketchup, French's mustard

No-sausage Dog (VG)

Chilli sin carne, onion, jalapeños

Seasoned Dirty Wedges (VG)

Jalapeños, red onion, tomato, spring onions, celery salt, smoked paprika

Sides and Sauces

French's mustard, ketchup, mayonnaise, BBQ sauce



WHITE WINE

Rometta, Trebbiano, Rubicone, Italy 11% ABV

La Segreta Bianco, Planeta, Sicily, Italy 12.5% ABV

RED WINE

Tempranillo, Embrujo del Campo, Spain 13.5% ABV

Carmenere Reserva, Viñamar, Central Valley, Chile 13.5% ABV

ROSE

Embrujo Rosado Garnacha Organic Verum, Spain
12.5% ABV

COCKTAILS

Old Fashioned 20% ABV

Espresso Martini 14.9% ABV

Margarita 14.9% ABV

BEER, ALE AND CIDER

Singha 5% ABV

Guinness 4.2% ABV

Cider 330ml 6.0% ABV

Camden Pale Ale 330ml 4.0%

ABV London Pride 500ml

4.7% ABV

SPIRITS 25ML

Captain Morgan Dark Rum 40% ABV

Bacardi Rum/Captain Morgan White

37.5% ABV Sapling Gin 40% ABV

Gordons Pink Gin 40% ABV

Famous Grouse 40% ABV

Courvoisier Cognac (VS) 40% ABV

Sapling Vodka 40% ABV

Jack Daniel's 40% ABV





UPWARDS OF 72 ROLES WILL BE REQUIRED TO STAFF THE TWO-TIER SPACE ON A MATCHDAY.

Senior Management

1 Area Manager

1 Room Manager

4 Supervisors

4 Assistant Managers

Kitchen

Bar

Customer Interaction

Cleaning and Security

8 Chefs

2 Bar Managers

4 Hostesses

4 SIA Staff

16 Waiting Staff

8 Bar Tenders

1 Cloakroom Attendant

1 Cleaning Supervisor

2 Kitchen Porters

6 Drinks Waiters (Reception)

6 Cleaning Attendants



THE MAJORITY OF PACKAGES WILL BE AVAILABLE TO PURCHASE ON A MATCH-BY-MATCH BASIS.

Match-by-match inclusive packages will offer:

- Savoury refreshments and a welcome drink on arrival
- Pre-match three-course hot and cold bowl food and signature food hubs
- A complimentary bar including beer, wine, soft drinks
- Cocktails to purchase
- Complimentary post-match drinks and savoury refreshments for 90 minutes post-match
- An official matchday programme for all guests
- Appearance and Q&A by former first team players
- Seats located within the East Upper &/ West Lower



From: Mckenna Lorna: H&F
Sent: Wednesday, October 25, 2023 11:10 AM
To: Matthew Phipps
Subject: RE: Chelsea Football Club representations [TLT-TLT.FID9467158]

Hi Matthew,

All sent and copied you in.

Kind regards
Lorna McKenna
Licensing Compliance Officer
Licensing

From: Matthew Phipps <Matthew.Phipps@TLT.com>
Sent: Tuesday, October 24, 2023 8:18 PM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Subject: RE: Chelsea Football Club representations [TLT-TLT.FID9467158]

Lorna

This the brochure and letter.

Really grateful if you could send to residents as discussed.

Matthew

From: Mckenna Lorna: H&F
Sent: 23 October 2023 20:58
To: Matthew Phipps
Subject: RE: Chelsea Football Club representations [TLT-TLT.FID9467158]

Thanks Matthew – I will await further instruction from yourself and ensure all of this correspondence is included in the committee report.

Speak soon,
Lorna

From: Matthew Phipps
Sent: Monday, October 23, 2023 4:16 PM
To: Mckenna Lorna: H&F <
Subject: RE: Chelsea Football Club representations [TLT-TLT.FID9467158]

Thanks, will draft and send you tomorrow a fresh note, presenter to accompany it.

Many thanks

Matthew

From: Mckenna Lorna: H&F <
Sent: 23 October 2023 15:01
To: Matthew Phipps <
Subject: RE: Chelsea Football Club representations [TLT-TLT.FID9467158]

Hi Matthew,

I have looked into our records, and there are 32 representors who did not object to the concourse, and have objected to the Rose Ball.

I can forward them the brochure and letter, or do you want to re-word a letter as they wouldn't have had context of the first.

Please give me a call on the number below to discuss at your earliest convenience.

Kind regards
Lorna McKenna
Licensing Compliance Officer

From: Matthew Phipps
Sent: Monday, October 23, 2023 10:04 AM
To: Mckenna Lorna: H&F <
Subject: Chelsea Football Club representations [TLT-TLT.FID9467158]

Lorna

As briefly discussed, I wonder if you would mind letting me know which of the representors to the Rose and Ball hospitality suite were not objectors to the concourse (if any)?

I have a concern that they may not yet have seen our letter and brochure, circulated in advance of the submission of the application, and so I am minded to send it to them (or candidly as you will have their email addresses, ask you to send it to them).

I appreciate that this is something of an imposition, but if I ask you to send it to all of the existing representors some will inevitably receive it twice and I have a concern that that may not be particularly well received either.

Can we pick up on the phone to discuss, once I/we know the volume.

Many thanks

Matthew

Matthew Phipps
Partner
Head of Licensing England and Wales
for TLT LLP

From: [REDACTED]

Sent: Wednesday, October 25, 2023 2:39 PM

To: Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: Re: Letter from CFC - 2023/01413/LAPR - Chelsea Football Club - The Rose And Ball
Stamford Bridge Stadium Fulham Road London SW6 1HS

Dear Lorna,

Thank you for your email. It was interesting to learn more about it, however I am still very concerned about the effect/disturbance (particularly from the balcony) it will cause to Brompton Park Crescent. So I stand by my original objection.

Regards,

[REDACTED]

From: [REDACTED]

Sent: Wednesday, October 25, 2023 1:36 PM

To: Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: Re: Letter from CFC - 2023/01413/LAPR - Chelsea Football Club - The Rose And Ball
Stamford Bridge Stadium Fulham Road London SW6 1HS

Thank you - but I've read these documents and they do address key concerns - hence my objection was based around ensuring strict licensing policies (as outlined in objection) be put in place as this license if granted could easily spiral into later hours and usage outside of their stated match days. My objection still stands.

From: [REDACTED]

Sent: Thursday, October 26, 2023 10:17 AM

To: Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: Re: Letter from CFC - 2023/01413/LAPR - Chelsea Football Club - The Rose And Ball
Stamford Bridge Stadium Fulham Road London SW6 1HS

Good morning

I need time to look at this but at first glance not looking to withdraw and still want to object. I've just given birth and need to look.

I still expect to attend the hearing in November.

[REDACTED]

From: Matthew Phipps
Sent: Monday, October 30, 2023 3:27 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Subject: Chelsea Football Club - Rose and Ball Hospitality Suite [TLT-TLT.FID9467158]

Dear Licensing/Lorna

In anticipation of the licensing hearing for the proposed new hospitality suite (Rose and Ball) at Chelsea Football Club I attach the following documents (with a brief explanation), for inclusion within the licensing authority agenda.

These are as follows:

Chelsea FC Safety plan (matchday).

Included here the index only, of the formal plan (risk assessment) identifying all issues under consideration on a match day. (Brentford 28-10-23).

Rose and Ball operations overview

This document follows a similar format to other operational plans at the (various) premises, at Chelsea FC and is a document that touches on a number of the issues that go toward a successful operation on a match day, at this proposed hospitality suite. It is a proposed version, obviously, at this stage. It sets out the various control measures to enable the admission of ticket holders in line with the primary objective of protecting the health, safety and wellbeing of all persons (as the introduction advises). You will note that there are a number of appendices listed in the document, I am not proposing to produce those. Respectfully a number do not help develop the issues at hand and other documents, such as the counter terrorism plan, are not appropriate (respectfully) for public distribution.

Retail match day brief

This is an example of the match day briefing undertaken by the club setting out the nature of the operations across the Stamford Bridge site. This is an actual example from the Aston Villa match in September of this year. It illustrates the sort of issues that the club engage upon in order to best ensure a positive experience for all concerned. Please note that we have deleted the telephone numbers and names of the individuals who were responsible for certain parts of the operation.

Responsible alcohol service questions

This document forms part of the specific alcohol training package for bar staff.

Alcohol service refusals/incident log

This is, available to all appropriate staff, where alcohol service is refused or where an incident occurs.

General admission bars and dispense points

This is a list of all of the dispense points where food and beverages are served within the stadium.

Hospitality areas

This is a list of all of the hospitality areas, essentially on all fours with the Rose and Ball proposal, already licensed and operating at Chelsea FC. The volume of covers, per suite and the style of service are identified.

Match day catering operating hours

This is an extract from an earlier match (Chelsea Ladies v Tottenham Hotspur Ladies) produced by Levy as part of their operating procedures identifying precisely when certain hospitality suites and bars open and close on this particular match day.

Personal licence holder notice

This is the public notice on display around the various licensed premises advising on all the personal licence holders on duty on a match day.

I anticipate producing two additional documents/emails later this week.

The first a document setting out conditions that we propose the committee give consideration toward, in respect of issues raised within the representations.

The second an introduction/submission to the application with particular reference to the documents sent across and issues raised.

It's proper that I highlight in this note that I am not proposing, as an example, to produce all of the risk assessment documents, training packages, online modules, etc that the club produces in respect of its various operations. Nor the 47 pages of conditions of ticket sales, nor the formal ground regulations. Taking a couple of topics in isolation, responsible alcohol retailing and vulnerable female young person protection materials run to many pages as produced by CFC and their catering contractor Levy.

Hopefully that is helpful but if you have any queries don't hesitate to get in touch.

Best wishes

Yours sincerely

Matthew Phipps
Partner
Head of Licensing England and Wales
for TLT LLP



**CHELSEA FOOTBALL CLUB
EVENT SAFETY PLAN
BRENTFORD FC: 28/10/23**

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MATCH DAY OPERATIONS OVERVIEW: ROSE & BALL VENUE

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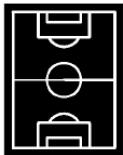

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Introduction

The purpose of this Operations Plan is to set out the control measures set out by the Chelsea Football Club to enable the admission of ticket holders to the 'Rose & Ball' venue in line with the primary objective of protecting the health, safety, and wellbeing of all persons.

This document aims to provide information for Chelsea Football Club, appointed contractors and suppliers working on behalf of the Club during home match fixtures, including other external stakeholders.

This Operations Plan is exhaustive to just the day of the event only and should be read in conjunction with the Event Safety Plan.

<p>1. Security Operation</p> <ul style="list-style-type: none"> • Communications • Partnerships • Safety & Security 	<p>2. Venue Operations and Control</p> <p>This section contains key information including, operational overview, emergency measures, policies, defined roles, and core mitigations to be encouraged throughout the venue.</p> 
<p>3. Facilities & Infrastructure</p> <ul style="list-style-type: none"> • Facilities • Permitted numbers 	<p>4. Supporters</p> <ul style="list-style-type: none"> • Ticketing and Entry • Prohibited Items 

1. Security Operation

1.1 Partnerships

We have worked closely with the Local Authority, the local community, and other partners throughout the preparation of this Operations Plan.

1.2 Safety and Security Safety Regulations –

- This Operations Plan does not conflict the Stadium's existing Security and Emergency Action Plans. The following legislation applies - Health and Safety at Work Act 1974, The Health and Safety (Enforcing Authority) Regulations 1998, Safety of Sports Grounds Act 1975 and the Fire Safety and Safety of Places of Sport Act 1987 and The Regulatory Reform (Fire Safety) Order 2005.

Security -

- A Security Plan that ensures access to the defined areas in the venue and in turn in the Stadium is only granted to Cleared Individuals is included in this Operations Plan (Appendix A).
- A map of the Stadium showing the defined zones/areas, routes and access/egress points is included in this Operations Plan. (Appendix B).
- The Club's Security Personnel will strictly manage the outer perimeter areas to avoid non-Cleared Individuals or Supporters without Match Day tickets from gaining access to the Stadium. The Club's strict management of the Stadium Perimeter is included in this Operations Plan and the Security Plan (Appendix A).
- Chelsea Football Club Match Day Safety Department maintain an ongoing liaison with the Police in the run up to match day, during the match and after fixtures at Stamford Bridge.

- Comprehensive CCTV coverage of the venue will be always in place.

1.3 Communications

Communications (pre-match) will be critical for both sets of Supporters. In consultation with both the Local Authority and the MPS, clearly defined communication will be issued ahead of each fixture to deter supporters from attempting to gain entry to the Stadium or congregating outside. All available media platforms will be utilised.

2. Venue Operations and Control

2.1 Venue Operational Timings

Restriction that the premises only operates on match days and only 3 hours before kick-off and 90 minutes after the conclusion of the game will be a condition on the licence.

The premises should close at 23:00 Monday - Saturday and 22:00 on Sundays.

Please note: Matchday safety will take over the venue from in-house security only 3 hours before kick-off and 90 minutes after the conclusion of the game.

2.2 Designated Roles and Responsibilities

The licence obligations define the Designated Roles that the Club is required to appoint to comply with the parameters of licence. These are:

- Head of Security and Venue Licensee.
- Head of Match Day Safety.

Security and Stewarding

Chelsea Football Club will recruit, train, and maintain a sufficient number of Stewards to meet its obligations under any relevant certificates, licensing, published guidance, risk assessments and legislation at all times.

The main tasks for the Stewards to undertake are:

Understand their responsibilities for health and safety.

Undertake safety checks.

Control and direct spectators and others entering and leaving.

Assist in the safe operation of the ground.

Control staff entrances, exits and strategic points.

Recognise varying crowd conditions and identify any dangers.

Recognise and report suspicious activity.

Assist the emergency services.

Provide basic first aid.

Respond to emergencies.

Enforce ground regulations.

Chelsea Football Club will adopt the guidance provided by the SGSA and other Authorities in relation to the training and conduct of Stewards.

Chelsea Football Club utilise stewarding and security agencies to provide staff resources for each event. All agencies undergo the Clubs Procurement and Vetting Processes along with site familiarisation and inductions to all staff.

A designated Safety and Security Team of ten will be positioned, responsible the safe management of all persons within the venue, access control and security screening. The safety team will report directly to the Duty Safety Officer, of whom will be based in the Event Day Safety Control Room.

Venue Resources include:

1 x Steward Supervisor (patrolling both floors)

1 x SIA DS Stewards Team Leader (patrolling both floors)

8 x SIA DS Stewards (2 posted to external front door, 2 posted to ground floor area, 4 posted to first floor)

(Security Industry Authority – Door Supervisors)

Catering Staff

One Area Manager

One Room Manager

Four Supervisor

Kitchen

Eight Chefs

Sixteen Waiting Staff

Two Kitchen Porters

Bar

Two Bar Managers

Eight Bar Waiters

Six Drinks Waiters

Customer Services

Four Hostesses

One cloakroom assistant

One Cleaning Manager – Four Cleaning Attendants

2.3 Communication with Employees

Chelsea Football Club operates a safety management system incorporating Safety Staff, Stewards, and Event Staff to ensure the safety of all persons, and other people at the event, when entering the ground, whilst they are watching the event and whilst they are exiting the ground.

Chelsea Football Club will encourage two-way communication with staff on all safety and security related matters. This will be supported by safety briefings and debriefing and by periodic staff training sessions.

All staff will undertake a safety briefing before starting their shift.

Employees will be encouraged, through the chain of command, to comment on any safety or security related matters at any time and a record will be made of all such comments.

The Chelsea FC Steward Radio network is a DMR (Digital Mobile Radio) based system, comprising of a number of fixed repeaters (base stations), facilitating traffic across the Stadium site. The network is segmented allowing different disciplines to use and share network infrastructure resources, without interference.

The system includes a C3 (Communication, Command and Control) capability, located in the Match Day Control Room and in the Security Suite situated at Stamford Gate. This system allows a comprehensive overview of the entire network and its users and allows the Radio Controller to communicate with individual radio users, radio groups or, if necessary, the entire network.

All voice traffic through the system is recorded and stored, allowing conversations to be replayed if necessary. Multiple levels of fall back/failsafe are in place.

The entire system is remotely monitored, and can be accessed remotely from any location, allowing diagnostics and reconfiguration to be undertaken under almost any possible scenario.

2.4 Staff Training

Upon being successfully recruited, all in-house Stewards are required to complete the Stewards Training Pathway within 3 months of starting work. Once completed, renewal of this training is every three years.

This training is electronic and can be completed using a laptop or tablet. Reminders are sent via email periodically from the Learning & Development Team.

The pathway contains the following modules:

- Values Video
- Health & Safety introduction module
- Fire video
- E&D introduction module
- Unconscious Bias Video
- Data Protection and GDPR introduction video
- Disability module
- Race module
- Safeguarding Adults at Risk (England & Wales) module.
- ACT Awareness

Access to this training was formerly through Blue Learn via Access Workspace.

The in-house Learning and Development Team are rebranding and re-launching this training under the new club training platform, Cornerstone, also known in-house as GOAL.

Catering Training

Training and the development of staff is a vital and integral focus across all Levy operations. It is only by selecting, training and investing in the on-going development of staff can the customer experience be of the highest standards and ensure all staff discharge their legal obligations across a range of activities

The minimum age for staff is 16, with staff either recruited via a reputable agency or direct to Levy.

All staff have to complete an online "Responsible Alcohol Service" module with records kept of this before they are used. Training is reinforced via a pre shift questionnaire, briefing and supervisory inspection.

2.5 Access and Egress

Chelsea Football Club will employ sufficient staff to manage the safe entry of Cleared Individual's prior to and during each event. This will include sufficient staff to conduct bag searches only identified as necessary by the event risk assessment. Explosive dogs will be in operation during event.

There is additional security screening being conducted upon entry to site and stadium.

- **Step 1** (perimeter/entry to site): **Wayfinding** be conducted at perimeters (tickets and medical screening proof ready – to start -3 hours out.
- **Step 2** (perimeter): **Security checks (Initial Bag Searching)**. Bags no larger than A4. There will be no bag deposit facility in operation. Items purchased within the megastores will come in an official megastore bag. All bags from megastore will be granted access to the stadium. Away Team bags will be checked upon entry to the stadium.
- **Step 3** (Turnstiles /external hospitality areas / entry to stadium): **Security checks (open jacket search/wands, Second bag search upon entry to stadium)**. Conducted by SIA Stewards. Secondary bag search to be carried out here if missed at perimeter.

Entry and exit points will be clearly marked and staffed by security personnel.

Two SIA DS Security staff will be deployed at the main entrance conducting ticket checks and security screening.

Each ticketholder will be signed off the guest list and issued with a designated wristband. This wristband will provide access to the venue post fixture.

2.6 Emergency Measures

Match Day emergency protocols will be adhered to for all incidents with Event Day Safety Control being informed immediately.

2.7 Safeguarding Arrangements

Chelsea Football Club seeks to ensure the safety and well-being of all persons who engage in activities with the Club.

It is through the application of the policies and procedures contained within the Chelsea Football Club Safeguarding Handbook that the Club seeks to develop a positive and proactive welfare programme to enable all persons to participate in an enjoyable and safe environment. This equally applies to the safety and security of those working with, and responsible for, the activities involving children and young people and persons at risk.

This can be located on Chelsea Football Club Staff Intranet page:

<https://onside.chelseafc.com/Interact/Pages/Section/ContentListing.aspx?subsection=3546>

Chelsea Football Club have clear procedures set out in dealing with lost and found children and persons at risk of which fall under the responsibility of the Event Safety Officer.

No persons under 18 will be authorised to work during these events.

As part of the club's continuous efforts to provide a safe and enjoyable experience for all attendees, changes have been made to our age restrictions for stadium entry.

Moving forward, all ticket holders must be over 16 years old to enter the stadium. If you are under the age of 16, you must be accompanied by an adult.

There will be several designated Safeguarding Leads operating this event. All of whom are trained designated Safeguarding Officers.

All incidents involving persons under the age of 18 years old will be reported to the Safeguarding Team.

There is a specific safeguarding risk assessment that has been populated for this Stadium. The document outlines the processes and protocols for staff to follow.

Staffing

All Event Day Stewards have undergone Disclosure and Barring Service (DBS) checks. An enhanced level of DBS check has been completed for the designated Safeguarding Leads and those Stewards working within the Family Sections of the stadium. There will be a sufficient number of trained staff present for all event days.

Missing, Lost and Persons at Risk Procedure

There are rare circumstances in which children and young people may become missing at an event organised by Chelsea Football Club.

CONTROL

Contact the Event Safety Officer or Designated Safeguarding Lead immediately.

Get a description of the person first. Age, height, name, nicknames, clothing, disability info.

Stop the event if you think it would help to maintain supervision of the other children.

Ensure other children are supervised.

SEARCH

Ask if anybody knows the missing child's mobile phone number – attempt to call that number as soon as possible.

Carry out a search using the Stewarding Team under the instruction of the Event Safety Officer.

Carry out a quick search of the immediate area and concentrate on likely areas – use your knowledge and experience of the event and consider the age range of the attendees and the location.

Reunification:

- Observe the interaction between the subject and the adult or carer. If you do not feel comfortable with this, discuss with the safeguarding team.
- Ensure that the subject feels comfortable with the reunion.
- Radio into the Event Control Room to provide an update of the incident.

- Make sure you have a written log of the incident, recording all of the information you gathered from the subject, parent, or carer, as well as a log of the actions that were taken.

NB. Do not send other young people to search.

*Use descriptive language that will help people who are looking for the child e.g., pale white, light brown, dark brown etc.

**This can include physical disabilities and impairments as well as invisible, lifelong developmental disabilities (e.g., autism) which may affect the way a child or young person interacts and communicates with others.

2.8 Sale of Alcohol

All Alcohol will be sold and consumed in line with the Premises Licence.

All serving timings are noted within the Stewards Safety Briefing document.

3. Venue Facilities and Infrastructure

3.1 Facilities

The venue will operate exclusively as a hospitality area on match days only. It is spread across three floors -

Basement - Toilets

Ground Floor – Reception, entry and exit point to venue. Comprising mixed standing and seated space for guests providing drinks and a food service.

First Floor – Seating and standing split across two main areas with a central stairway and lifts. Access will not be permitted to the outside balcony. Food and drinks served throughout.

3.2 Permitted Numbers

Ground Floor 60

Level One - 600

4. Supporters

4.1 Ticketing and Entry

The venue is for the use of ticketholders only.

All ticketholders will be under security screening process which included physical ticket upon entry.

Any persons without a valid ticket will not be permitted entry.

4.2 Prohibited Items

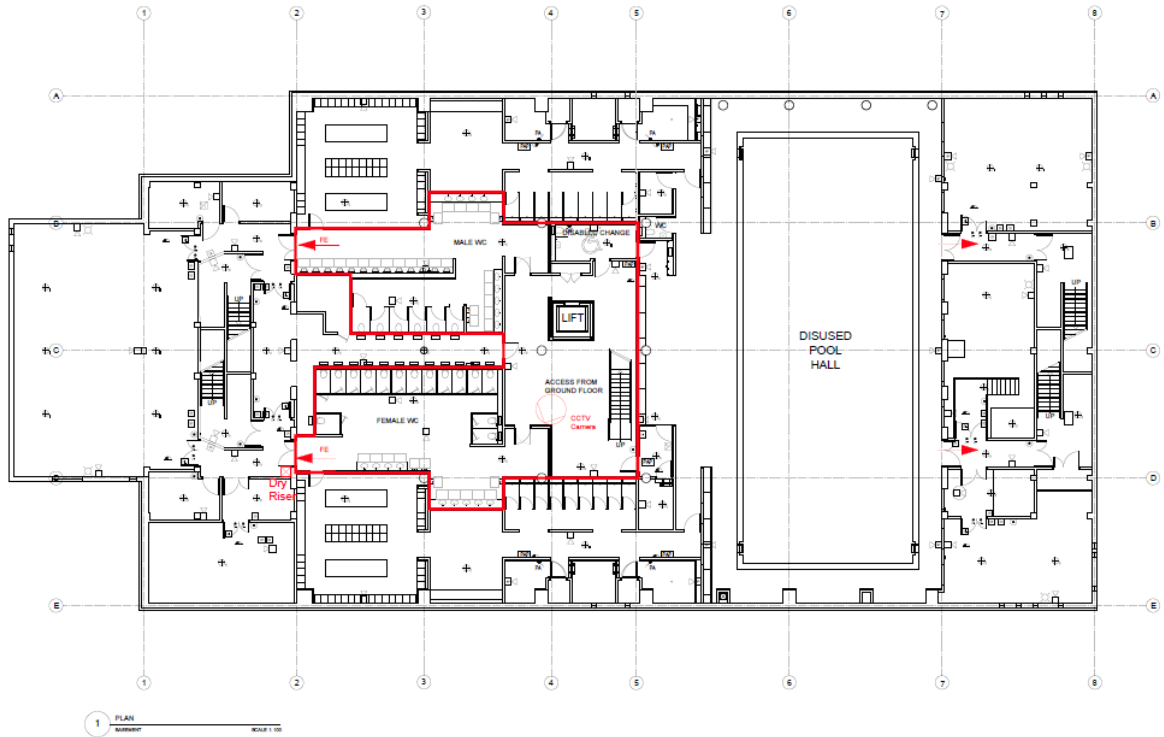
All supporters must abide by the prohibited items allowed access to site. Posters are affixed around site and information published on the Club's website and supporters' information documents. Please refer to appendix G.

Appendices

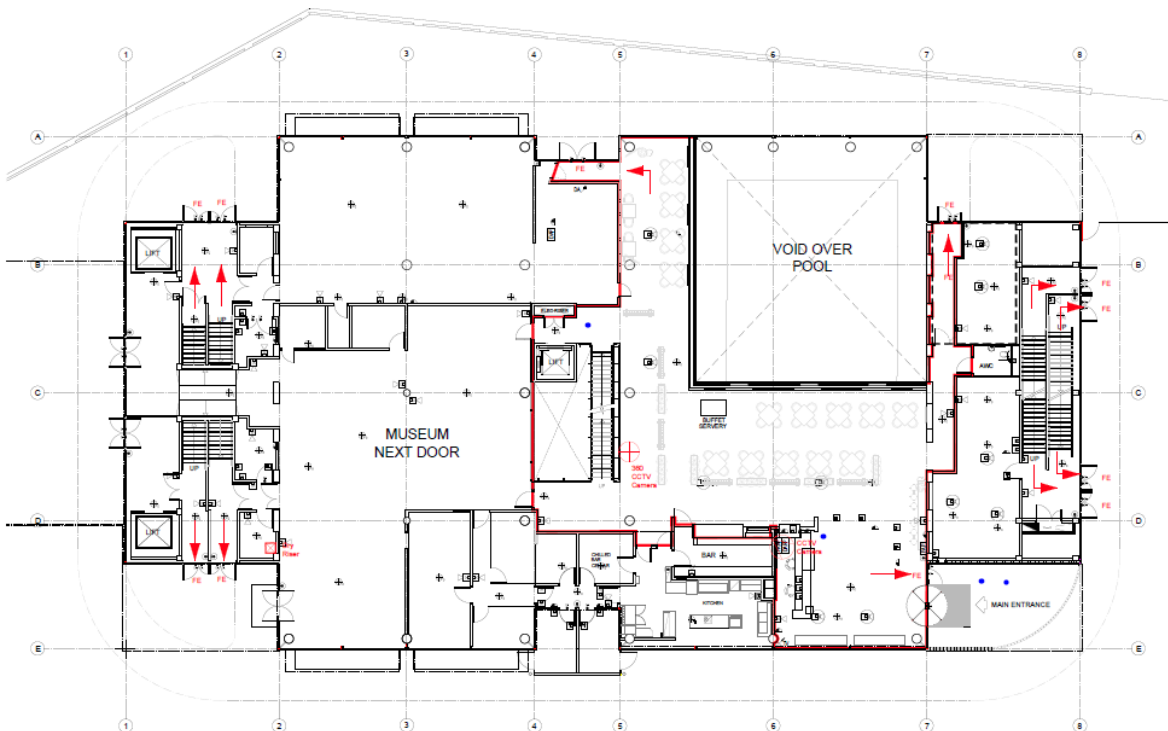
- A. Venue Diagrams and Maps
- B. Risk Assessment
- C. Event Safety Management Plan
- D. Fire Safety Plan
- E. Safety Stewarding Plan
- F Counter Terrorism Plan
- G. Prohibited Items

Appendix A: Venue Diagrams and Maps

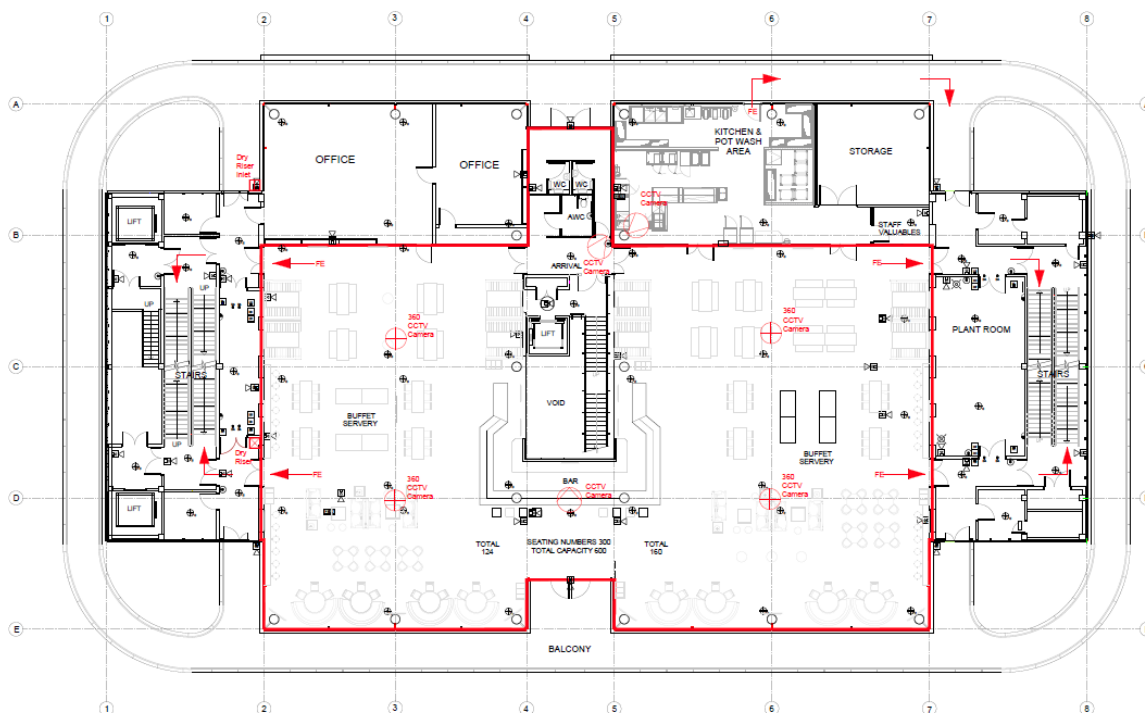
Basement Level:



Ground Floor (Level 1):



First Floor (Level 2):



Appendix B: Risk Assessment

Please see separate document.

Appendix C: Event Safety Management Plan

Please see separate document.

Appendix D: Fire Safety Plan

Please see separate document.

Appendix E: Safety Stewarding Plan

Appendix F: Counter Terrorism Plan

Please see separate document.

Appendix G: Prohibited Items

RETAIL MATCH DAY BRIEF

2023/24 SEASON



CHELSEA v ASTON VILLA
 SUNDAY 24TH SEPTEMBER 2023
 PREMIER LEAGUE
 GAME 7



MATCHDAY TIMINGS

Floor Manager start time	08:30
TL & BOH (West Kiosk 3, Family 1, Gaffers, South Production, Jimmys, Dixons, Tea Bar & North External) start time	08:45
All other Team Leader start time	09:00
Team Member (Steward Feeding Units)	08:45
Team Member start time	10:00
Norh External & Tea Bar OPEN	11:00
Jimmys & Dixons GATES OPEN	11:30
All other Retail areas GATES OPEN	12:00
Kick -Off	14:00
Half- Time	14:45
Alcohol service STOPS – All GA areas except jimmys & Dixons	15:25
Alcohol service STOPS – Jimmys & Dixons	16:45

BRIEFINGS, BREAKS & DELEGATION

- Full Briefing to all Team Members
- Breaks not permitted at KICK-OFF
- Staff allocations – correct areas
- HALF-TIME preparation is essential.
- Staff arrival times, Breaks & finish time must be recorded on the back of the job cards and TLs briefing confirmation sheet.
- Cash declarations and signatures
- briefing confirmation sheet checked by Managers prior to gates open.

STANDARDS CHECKLIST

- Critical walks
- Pre-gates checks – tidy/organised
- Condiment caddy/station standards
- Unit standards/open/closedown cleanliness
- Paperwork compliance

STEWARD HOT DRINKS / FEEDING

- Steward feeding from North Gaffers Bar, South Production, West Kiosk 3, East Family 1

STOCK SHEETS

- Floor Manager spot check opening/closing count
- Accurate completion of transfers/gratis
- Signatures & Lead Manager follow-up

ADDITIONAL KEY POINTS

- Buddy System & HT support: All BOH staff must be helping the FOH staffs during HT service.
- Service Triangle
- Pre-pour for HT

SELF ORDERING UNITS

- Connectivity/troubleshooting checks
- Service delivery expectations
- Timings set & Till rolls checks
- **Password:** [REDACTED]

RESPONSIBLE ALCOHOL SERVICE

- Challenge 25 on or before 24/09/2005
- Decant Policy / Timings / Incident Logs
- DPS is [REDACTED]
- Tap water available on request
- Bottle lids removed
- RAS Questions – staff spot checks

FOOD, BEV & QUALITY CHECKS

- SANITISATION CHECKS – pre-open
- Sauce bottle checks – seals off
- Food waste & capturing
- Food specifications and weights
- Stagger production for service times
- 5 HIGH to 1 LOW – check weights!
- Temp checks 75+ degrees cooked and 63+ degrees in hot holding

ALLERGEN AWARENESS

- Allergen info briefed to team members
- Allergen files in place for service
- Guest to be handed file in the event of dish allergen queries

EPOS & CARD MACHINES

- PCI Compliance checks/records-Floor managers/Stand Leads
- Till Allocation – ERN numbers on paperwork
- CASHLESS STADIUM
- Corporate Vouchers in West Lower & East Upper

SAFETY CONVERSATION

- **Back to Work Safely**

UPCOMING FIXTURES

- Brighton (Carabao Cup) 27/09/23 19:45 KO
- Tottenham Women (WSL) 01/10/23 17:30 KO

Retail Match Day Management Detail

Full Time Managers

Name	Job Role	Area	Tel Number
[Redacted]	Head of Retail	All	[Redacted]
	Deputy Head of Retail	All	
	Senior Retail Manager	All	
	Tills & Stock Manager	All	
	Retail Chef	All	

Stand Leads

Name	Job Role	Area	Tel Number
[Redacted]	Stand Lead	West	[Redacted]
	Stand Lead	South	
	Stand Lead	North	
	Stand Lead	East	

Floor Managers

Name	Location	Suggested Areas
[Redacted]	West 1	Sinclairs, Kiosk 1, Zigger Zagger
	West 2	Robertos, Kiosk 3, Kiosk 2
	West 3	Mobile 1, Mobile 2, Mobile 3, Eddies Mobile
	South 1	South Production, South Lower Bar, South Away Bar
	South 2	Webbies, McCreadies Kiosk, Dickies
	South 3	McCreadies Bar, Bonettis, SU Mobile
	North 1	Kiosk 1, Strikers, Kiosk 2
	North 2	Kiosk 3, Keepers, Bar 4, Gaffers
	North 3	Jimmys, Dixons, North External
	North 4	103 Bar, 102 Bar, Kiosk 101, Back 4
	North 5	Corner Flag, Kiosk 104, Halfway
	East 1	Family 1, Family 2
	East 2 & 3	East Upper 1, East Upper 2, East Upper 3
	Fast Track Tokens & Admin	All
	Tea Bar/GA area support	All
Food- All Area	All	

Team Leader & Supervisors – Match Day Detail



Levy

WEST	West Kiosk 1	Supervisor
	West Kiosk 1	Back of House Supervisor
	West Kiosk 2	Supervisor
	West Kiosk 3	Supervisor
	West Kiosk 3	Back of House Supervisor
	Sinclairs Bar	Supervisor
	Zigger Zagger Bar	Supervisor
	Robertos Bar	Supervisor
	Mobile Bar 1	Supervisor
	Mobile Bar 2	Supervisor
	Mobile Bar 3	Supervisor
	Eddies Mobile	Supervisor
NORTH	North Kiosk 1	Supervisor
	Strikers Bar	Supervisor
		Supervisor
	North Kiosk 2	Supervisor
	North Kiosk 2	Back of House Supervisor
	North Kiosks 3	Supervisor
	North Kiosks 3	Back of House Supervisor
	Keepers Bar	Supervisor
	Bar 4	Supervisor
	Gaffers Bar	Supervisor
	North external	Supervisor
	Jimmys Bar	Supervisor
	Dixons Bar	Supervisor
	Corner flag Bar	Supervisor
	North 104 Kiosk	Supervisor
	Halfway Kiosk	Supervisor
	North 103 Bar	Supervisor
	North 102 Bar	Supervisor
North 101 Kiosk	Supervisor	
Back four	Supervisor	
EAST	Family 1 Kiosk	supervisor
	Family 1 Kiosk	Back of House Supervisor
	Fmaily 2 Kiosk	supervisor
	Family 2 Kiosk	Back of House Supervisor
	East Upper Bar 1	supervisor
	East Upper Bar 2	supervisor
East Upper Bar 3	supervisor	
SOUTH	South Production	Supervisor
	South Production	Back of House Supervisor
	South Lower Bar	Supervisor
	South Away Bar	Supervisor
	Dickies Kiosk	Supervisor
	South Upper Bonnettis	Supervisor
	South Upper Mobile Bar	Supervisor
	McCreadies Bar	Supervisor
	McCreadies Kiosk	Supervisor
	Webbies Bar	Supervisor
	Tea Bar	Supervisor

The 4 Licensing Objectives

Levy UK (Compass Group UK & Ireland) recognises its responsibility to provide an enjoyable and safe environment for all of its customers and guests at Chelsea Football Club.

As part of our activities, we must promote the 4 licensing objectives:

- | | |
|-----------------------------------|-------------------------------------|
| 1. Prevention of crime & disorder | 2. Public safety |
| 3. Prevention of public nuisance | 4. Protection of children from harm |

You are as part of your match day briefing required to confirm and acknowledge your full understanding of the Responsible Alcohol Service objectives. All staff members within the kiosk must be briefed and included in the Responsible Alcohol Service training outlined here.

Designated Premises Supervisor

- A Designated Premises Supervisor (DPS) is the person who has day to day responsibility for the running of a premises that serves alcohol. Any premises where alcohol is supplied under a premises licence must have a DPS. They will be named in the premises licence, a summary of which must be displayed on the premises itself.
- Our Designated Premises Supervisor for this venue is ([REDACTED] pictured).



Challenge 25

- Challenge 25 is a scheme that encourages anyone who is over 18 but looks under 25 to carry acceptable ID when they want to buy alcohol. In Chelsea FC Concessions, we exercise this in all areas in the stadium to ask a customer to prove they are 18 or older if they look under the age of 25.

Simply put, if someone looks under 25, ask them for identification to PROVE that they are.

IT IS AN OFFENCE TO SELL ALCOHOL TO ANYONE UNDER THE AGE OF 18

The ONLY identification that is acceptable to prove that an individual is over 18 is the following: -

- Photocard Driving Licence
- Passport
- PASS ID Card



North Stand – Upper, Lower

Bars & Kiosks Open	2 Hours prior to kick off (1.5 hours evening matches)
Bars & Kiosks Close	70 th Minute of the match

North Stand – Jimmy’s, Dixon

Bars Open	2.5 Hours prior to kick off
Bars Close	1 Hours after the final whistle (23:00 evening matches)

North Stand – North External (Grill)

Bars Open	3 Hours prior to kick off
Alcohol service stop	15 minutes before Kick off
Bar Close	At Kick off

South Stand – Upper, Lower (home)

Bars & Kiosks Open	2 Hours prior to kick off (1.5 hours evening matches)
Bars & Kiosks Close	70 th Minute of the match

South Stand – Upper, Lower (away)

Bars & Kiosks Open	2 Hours prior to kick off (1.5 hours evening matches)
Bars & Kiosks Close	10 th minute of the match
Bars & Kiosks Reopen	35 th minute of the match
Bars & Kiosks Close	55 th minute of the match

West Stand – Lower

Bars & Kiosks Open	2 Hours prior to kick off (1.5 hours evening matches)
Kiosks Close	70 th Minute of the match

East Stand – Upper

Bars & Kiosks Open	2 Hours prior to kick off (1.5 hours evening matches)
Bars & Kiosks Close	70 th Minute of the match

East Stand – Lower Family Sections

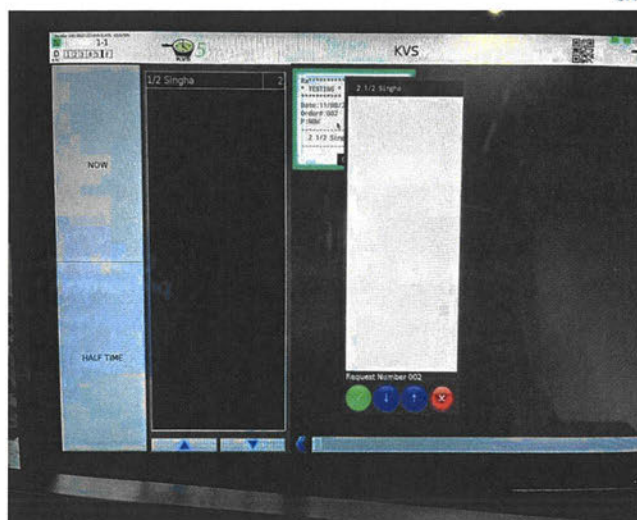
Family Kiosks Open	2 Hours prior to kick off (1.5 hours evening matches)
Family Kiosks Close	70 th Minute of the match
East Concourse Mobile Bars Open	35 th Minute of match
East Concourse Mobile Bars Close	60 th Minute of match

Tea Bar

Bar Open	3 Hours prior to kick off
Bar Close	At Kick off

North External (Sausage Unit) & Shed Wall Bar

Bar Open	3 Hours prior to kick off
Alcohol service stop	15 minutes before Kick off
Bar Close	At Kick off



Designed to enhance customer engagement and provide a greater level of service efficiency, the Self-ordering Kiosk offers durable, secure and touch-screen ordering.

Customers want to be able to order and pay for items in a fast, effective and convenient way and the Self-Service Kiosk does just that – making life easier for customers.

We introduced these self-ordering units to help the customers to make pre kick-off and half time orders on the same time. And also they don't have to wait in the queue to get served.

How to supporters redeem

Pre-Kick-Off

Supporters take their ticket to ANY server on the designated bar. Hand over the receipt. Cashiers check the receipt and give the relevant products to the customer. Once you completed the order then tear off the receipt and discard.

For half time service:

Pre-pour to be ready in line with KVS.

Supporter to hand over ticket to ANY server. Server to fulfil order and tear off the receipt and discard.

What is a KVS?








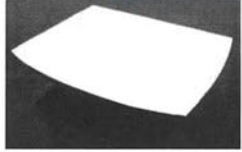

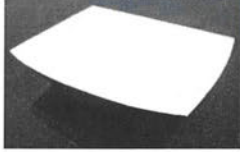

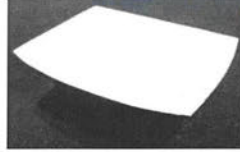

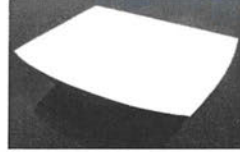

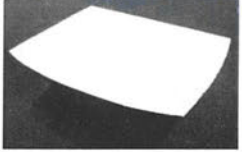

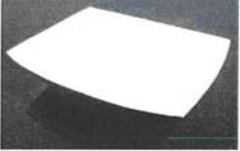

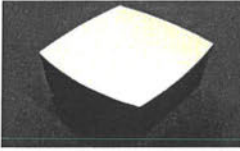




Kitchen Video Screen or KVS. This is how you can view the orders from the self-service machines.


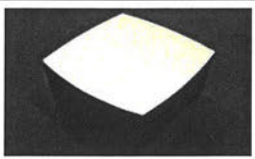

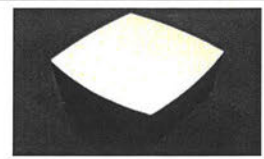
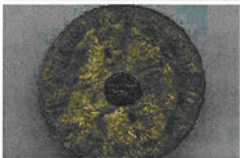
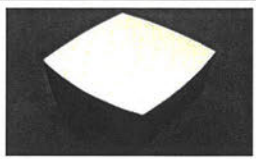
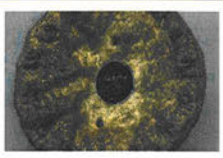

How do I see an order?







The order will appear on the KVS screen instantly. You can manage and build the orders using this.

Tap on a specific order and click the green tick to complete and remove an order.

You can also press the QR in the top right and this will open a keypad. You can use this to select an order number.

<p>Shed Load Burger</p> <p>385g</p>  <p>Pleat Burger Wrap</p> 	<p>Chelsea Chicken Burger</p> <p>330g</p>  <p>Pleat Burger Wrap</p> 	<p>Spicy Nacho Bean Burger</p> <p>300g</p>  <p>Brown Square Tray</p> 	<p>Lamb Kofta Sausage Roll + chips</p> <p>360g</p>  <p>Black Rectangular Tray</p> 
<p>Chicken Strips + Chips</p> <p>450g</p>  <p>Black Rectangular Tray</p> 	<p>M'k Nuggets + Chips</p> <p>380g</p>  <p>Black Rectangular Tray</p> 	<p>Chicken Strips + Waffle Fries</p> <p>400g</p>  <p>Black Rectangular Tray</p> 	<p>Tandoori Chicken Wings + Chips</p> <p>450g</p>  <p>Black Rectangular Tray</p> 
<p>Tandoori Chicken Wings</p> <p>250g</p>  <p>Black Rectangular Tray</p> 	<p>Lamb Kofta Sausage Roll</p> <p>160g</p>  <p>Black Square Tray</p> 	<p>Hot Dog</p> <p>190g</p>  <p>Mom's Foil Lined Hot Dog Bag</p> 	<p>Apple & Mustard Sausage Roll</p> <p>185g</p>  <p>Brown Square Tray</p> 

<p>Beef & Onion Pie</p> <p>205g</p>  <p>Black Square Tray</p> 	<p>Tandoori Chicken Pie</p> <p>205g</p>  <p>Black Square Tray</p> 	<p>Butter Chicken & Spinach Pie</p> <p>200g</p>  <p>Black Square Tray</p> 	<p>Cheese & Onion Pie</p> <p>185g</p>  <p>Brown Square Tray</p> 
--	--	--	--

<p>Fib O' Beef Pie (ve)</p> <p>200g</p>  <p>Brown Square Tray</p> 	<p>Keema Pie (ve)</p> <p>200g</p>  <p>Brown Square Tray</p> 	<p>Hot Drinks Cup</p>  <p>• All Hot drinks except Tea</p>	<p>Tetley Tea Cup</p>  <p>• Tea</p>
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Reusable Pint Cup



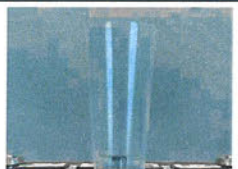
- Singha Pint
- Orchard View Cider Pint
- Whitstable Bay Pale Ale Pint
- Guinness Pint
- Guinness Half Pint

10oz Singha Cup



- Singha Half-Pint
- Orchard View half Pint
- Whitstable Bay Pale Ale Half Pint
- All Wine cans
- All Pre Mixed Spirits Cans

Bottoms Up Reusable Pint Cup




- Singha Pint (Bottoms up dispensers)

20oz CFC Branded Cup




- Guinness 440ml Can
- London Pride 500ml can
- Rekorderlig Apple Cider 500ml Bottle

12oz Singha Cup



- Singha 330ml can
- Leo Beer 330ml Bottle
- Lucky Saint 330ml

16oz paper Cup



- Post Mix soft drinks
- Monster

WATCH OUT FOR MOBILE PEDS



**Seen one being used by an employee?
Report it.**


Only the venue's tills and PEDS must be used.

**Profit Protection
Risk & Control**

Protecting our people, property, profit & brand

EARLY BIRD

STADIUM WIDE OFFER- FIRST 30 MINS AFTER GATES



Early Bird Offers

Available on Kiosks & Bars
for up to 30 minutes after the stadium opens

Singha Pint	3.95
Soft/Hot Drink	1.95
Hot Dog + Soft Drink	5.90
Hot Dog + Pint	7.90
Pie + Soft Drink	5.90
Pie + Pint	7.90
Pie/Hot Dog	3.95

THE ORIGINAL THAI BEER

COMBO DEALS & MULTIBUY OFFERS

STADIUM WIDE OFFER



Combo Deals & Multibuy Options


Pie + Pint	11.50
Pie + Soft/Hot drink	8.99
Hot Dog + Pint	12.50
Hot Dog + Soft/Hot Drink	9.50
3 x Still Water	8.00
3 x Soft Drinks offer	10.00
3 x Hot Drinks offer	8.00
3 x Chocolate Bars or Crisps	5.00
4 x Pints of Beer	25.00
4 x Wines or premixed Spirits	30.00

For discounts & access to extensive & inclusive menu options:
Pre-Order before the match day using the Stadium App.
Adults need around 2000kcal per day.

THE ORIGINAL THAI BEER

1905 CLUB/MUSEUM/UTB VOUCHERS

ALL KIOSKS/BARS/MOBILES



**1905 CLUB
MUSEUM
UNDER THE BRIDGE
PATRONS**

DRINKS VOUCHER REDEEMABLE HERE

FAST TRACK TOKENS

REDEEMABLE FOR ALL ITEMS ON THE MENU
SINGHA BARS / MOBILE COLLECTION POINTS

BEAT THE RUSH

Buy a Fast Track Token

4 Tokens for just £22

SINGLE TOKENS AVAILABLE

Buy your FAST TRACK TOKEN before kick-off and visit a FAST TRACK LOCATION at half-time to redeem.
Tokens are subject to availability match specific and must be redeemed on day of purchase.

SAFETY CONVERSATION

WHAT YOU'RE GOING TO LEARN

In this safety conversation we will talk about what precautions and considerations to take following some time off work to prevent incidents and injury which will help keep you, your colleagues and customers safe.

HOW IT WILL HELP YOU IN YOUR JOB

Following this conversation, you will:

- Understand the importance of readjusting to being back in the work environment
- Know how important it is to check the workplace for hazards, defects and changes that may affect the way you work
- Be reminded of the Safety Behaviours and how these can help us keep safe

WHAT YOU NEED TO KNOW

Whenever any of us have some time off work for whatever reason there is a chance that we will have slipped out of the routine and ways of working that keep us safe at work. In this conversation we are going to consider what we can do to reduce the risk of injury when returning to the workplace and remind ourselves of our Safety Behaviours which are important to maintaining our safety culture.

TAKE TIME

We appreciate it can take time to get back into the routine of work. So, as you start work – **STOP and THINK – Am I Safe?** Accidents can happen when we haven't done a job for a while, if we're distracted or if things have changed, for example, getting used to the routine of shifts and/or early mornings; daydreaming about the recent break; or thinking about getting home to continue something you started during your time off.

REFRESH AND REMIND YOURSELF

It is important to give yourself the opportunity to refresh and remind yourself of the safe systems of work - what is the safe way to carry out the task? No matter how familiar you are with a task, everyone suffers from skill fade whilst away from the job. So always take a moment to review the critical steps and the specific things you must do to stay safe.

CHECK YOUR EQUIPMENT AND PPE

Depending on the length of your break away from work there could have been changes to the equipment in use, its condition or it may not be working at all. It is vital that you take a moment to check the condition, is it working or have there been any changes that you need to be aware of?

This includes your PPE; the condition of it might have deteriorated over time or it may have been misplaced. If you need new PPE highlight this to your supervisor or manager as soon as possible.

OUR SAFETY BEHAVIOURS

Remember we have 3 Safety Behaviours that help to keep us safe every day at work; these are – Speak Out, Be Mindful and Get Involved. If we follow the theme of these every day we will be safer. Let's remind ourselves of these behaviours and the themes;

- **Speak Out** is all about encouraging positive two-way dialogue
- **Be Mindful** is about focusing on worksite hazards and how we control them
- **Get Involved** is about being proactive to help keep safety front of mind

There is more information on each of these Safety Behaviours in the column on the right.

Topic: Back To Work Safely



BACK TO WORK

SPEAK OUT

- Ask questions if you don't understand the task and stop unsafe behaviours being demonstrated by others
- Report incidents, near misses or hazards promptly
- Express any concerns or suggestions for improvement to your supervisor and line manager as soon as possible

BE MINDFUL

- Means being vigilant about hazards, the surroundings, your team members and your fitness for work
- Stay focussed on the task you are doing and look for ways to improve the way it is done
- Take time to plan and focus on how to do the job safely

GET INVOLVED

- Means caring for your team members and encouraging others to work safely
- Do this by contributing to safety discussions, investigations, and meetings
- Share your safety knowledge, experiences, and learnings with others

MORE INFORMATION

- HSE Website
 - Workplace Safety section
 - Training and Awareness – See Care Share



SEE

CORE

SHARE

KNOW YOUR ALLERGENS

WHAT ARE THE ALLERGENS TO BE AWARE OF?



BACK OF HOUSE:



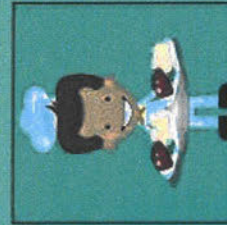
1 Ensure your recipes are printed from The Source or where applicable created using the Manual Allergen Builder.



2 Always follow the recipe. Cross-check the ingredients against the recipe to ensure they match.



3 Periodically check The Source allergen information against your printed allergen information and against the packaging of items when they arrive in unit.



4 Before service, brief your front of house team on allergens in dishes available on a menu.

FRONT OF HOUSE:



1 Ensure allergen information is correct and available. This must be cross-checked during pre-service brief.



2 If a customer has a question regarding allergens point them to where the allergen information is available. Remember don't advise the customer what they can have!



3 Customer to review the information in the allergen folder and decide if the food is safe for them to consume.



4 Allergen information to be kept whilst applicable and retain for 4 weeks before disposing of it.

WASTE MANAGEMENT PROCESS

WHAT WE WANT FROM YOU

PLASTIC WRAP AND FOOD PACKAGING

- HOT DOG BAGS
- CHIP PACKAGING
- PLASTIC SLEEVES FOR CUPS
- SOFT DRINKS CASING



DRY CARDBOARD BOXES, TINS, CANS AND PLASTIC BOTTLES

(NO FOOD WRAP OR PLASTIC WRAP OR GLASS)

- SOFT DRINKS BOTTLES
- SINGHA / LONDON PRIDE CANS
- CARDBOARD BOXES



GLASS ONLY WITHOUT LIQUIDS

- REKORDERLIG CIDER GLASS BOTTLES



COOKED OR RAW FOOD ONLY

(NO PACKAGING)

- FOOD WASTEAGE MUST BE TAKEN OUT OF PACKAGING
AND PLACED IN THE FOOD WASTE ONLY BIN



ALL TYPES OF RECYCLING CAN BE PLACED IN A CLEAR BAG AND TAKEN TO THE NEAREST LOCATION IN YOUR STANDS TO BE PLACED INTO THE CORRECT BIN

LOCATIONS:

NORTH WALL, WEST BIN STORE, SOUTH AND EAST BEHIND THE HOTELS

Even when we make every effort to provide exceptional guest service, there will still be some occasions where we don't meet our guests' expectations and they become dissatisfied. It is important that we put things right for our guests whilst they are still in our venue and learn from our mistakes.

How should we handle a guest complaint? At Levy we use **LEARNT** to handle our complaints.

LISTEN



Listen carefully and ask appropriate questions to get the facts.

EMPATHISE



Put yourself in the guests' shoes to understand how they are feeling.

APOLOGISE



Even if it isn't our fault, it is important that we provide a genuine apology for the guests disappointment or the inconvenience caused.

RESOLVE



Resolve the issue (even if you can't solve the issue then speak to colleagues or management that may be able to help).

NOTIFY



Inform the manager on duty so that they are aware of the complaint. Let the guest know what you are going to do for them.

THANK



Thank the guest for bringing this to your attention.

Statistics shows that if a guest has a complaint and it is resolved to their satisfaction at the time, they are 95% likely to return. A complaint provides us all with opportunity to show our guest that we care and to ensure that we take steps to prevent it from happening again.

The management team must always be made aware of any complaints, even if they have been resolved. The manager can then follow up with the guest to ensure that everything has been resolved to the guest's satisfaction.

WALL MOUNTED



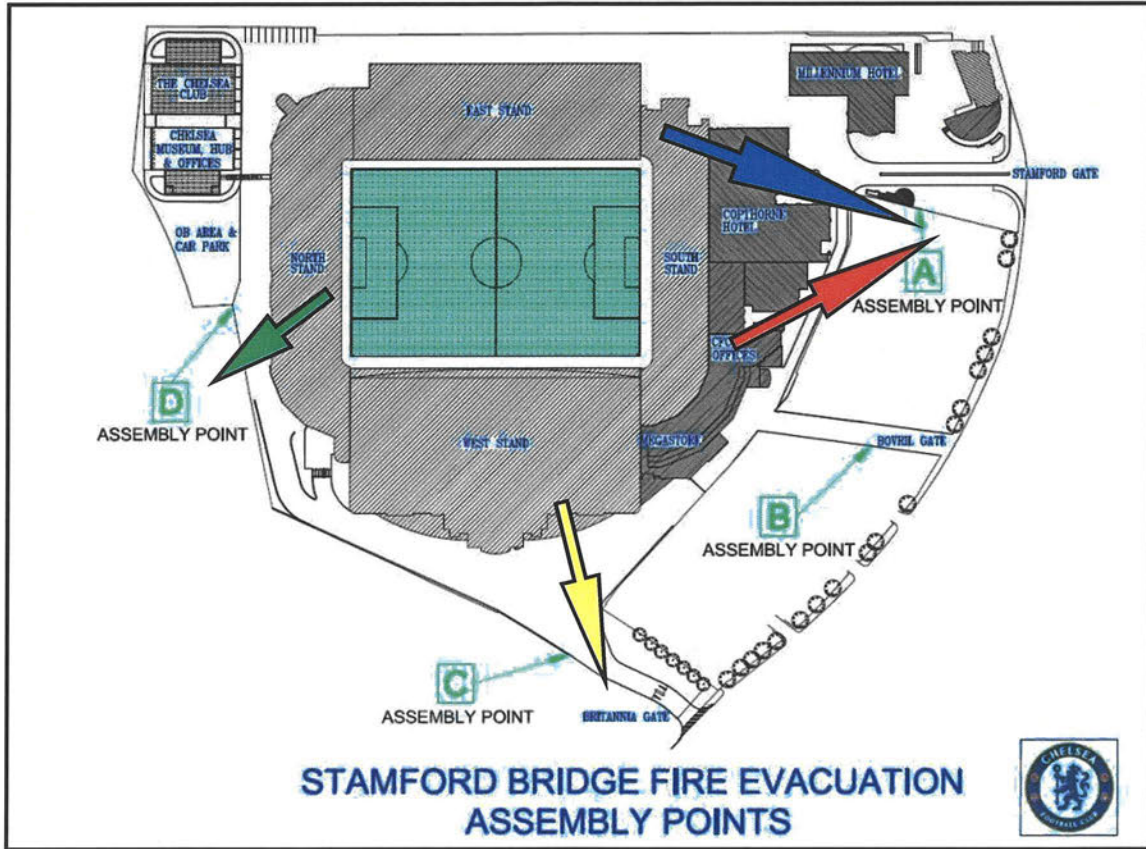
CONDIMENT CADDY



CONDIMENT STATIONS/CADDIES SHOULD ALWAYS BE:

CLEAN, ORGANISED & TOPPED UP

Don't forget your napkin holders and milk cubes on counters where they are required.



In the event of an emergency, your assembly point will differ depending on the location that you are working in on a match day. Please use the map above as guidance for those assembly points.

Assembly Point A
EAST STAND STAFF
SOUTH STAND STAFF

Assembly Point B
Used only if other points are not available

Assembly Point C
WEST STAND STAFF

Assembly Point D
NORTH STAND STAFF

Match Day Operations Checklist



TASK		✓	Time
MANAGER & SUPERVISOR ARRIVAL CHECKS – 4 hours before KICK-OFF		✓	Time
<ul style="list-style-type: none"> Area safety checks have been conducted in all kiosks and called through to the SM once achieved Check each printer/pdq/SSOU has paper and z-read all tills – keep receipts for any follow-up Check all lights are working in the kiosk and record maintenance faults Check the concourse is clean and tidy Temperature & cleaning checklist pre match has been signed/checked Insect killer is on and working Blue paper and soap are in each dispenser Check 3 stock items in each unit to ensure they have been counted correctly Check food stock levels Allergen Information Folder is in position in ALL units – flagged up with management if not in place 			
PRE-MATCH CRITICAL WALK – 1 hour before KICK-OFF		✓	Time
<ul style="list-style-type: none"> All staff are in the correct uniform Fridges are fully stocked with no empty shelves and bottles front facing Check all condiment stations/trays are clean and fully stocked and napkins are displayed correctly Check staffing levels Crisps and confectionery stands are full and facing the right way Feedback last match kiosk performance to each Team Leader Complete any cashier training & Z all tills in each unit Remove all boxes and spare stock from customers view Staff are briefed correctly and have signed the BRIEFING CONFIRMATION SHEET 			
GATES OPENING		✓	Time
<ul style="list-style-type: none"> Quality Check 1 & 2 Temperature Check 1 & 2 Check the display of hot food in each unit Par levels are being followed Conduct a Back of House Critical Walk of each unit to monitor standards All staff shortages dealt with and staff moved to other units as per needs of area Staff knowledge levels sense checked and retraining undertaken where required 			
30 minutes after GATES OPEN		✓	Time
<ul style="list-style-type: none"> Quality Check 3 & 4 Temperature check 3 & 4 Check each condiment station is being regularly cleaned Pre-pour and cook-off levels are being actioned or are increased Check the display of hot food in each unit 			
1 hour after GATES OPEN		✓	Time
<ul style="list-style-type: none"> Check each condiment station is being regularly cleaned Check the display of hot food in each unit Check the front of the units are clean 			
1.5 hours after GATES OPEN		✓	Time
<ul style="list-style-type: none"> Place yourself in the main production kitchen to monitor standards Quality Check 5 & 6 Temperature Check 5 & 6 			
KICK-OFF CRITICAL WALK		✓	Time
<ul style="list-style-type: none"> Check unit is stocked to par when stock is available and pre pour levels Condiment stations fully stocked for half time 			
HALF-TIME SERVICE		✓	Time
<ul style="list-style-type: none"> Place yourself in the main production kitchen to monitor standards BOH team are not cooking food but backing up till operators using the BUDDY system 			
ALCOHOL SERVICE STOPS		✓	Time
<ul style="list-style-type: none"> Check each unit has stopped trading alcohol 25 minutes after the second half KO Spot check 3 stock items in each unit to ensure they have been counted correctly - check stock sheets are aligned (transfers, gratis, wastage etc.) Check each unit's paperwork and sign-off before signing out any staff All empty kegs have been removed where applicable Check each unit thoroughly before sending the staff home – BINS are clean and turned over. Manager to return to Operations Office – to present paperwork and return/sign-in radio & other relevant operational materials 			

Floor Manager Name	
Lead Manager Signature	

Responsible Alcohol Service – Questions

1. What is the age verification policy that we use at Chelsea FC to determine someone's actual age if they look under the age of 18 when purchasing alcohol? **Challenge 25**
2. What would be your actions if someone appeared to look under the age of 25 was trying to purchase alcohol? **Adhere to the Challenge 25 policy and request a valid form of ID.**
3. What are the 4 forms of ID we accept to prove someone is over the age of 18? **Passport, Driver's Licence, PASS ID Card, Military ID Card**
4. Who is the venue Designated Premises Supervisor (DPS)? **Keith Overstall**
5. When do we refuse the sale of alcohol to a customer? **If they appear intoxicated or purchasing alcohol for underage guests.**
6. If we refuse the sale of alcohol to any customer, what form needs to be filled in by the supervisor or manager? **Alcohol Service Incident Log**
7. What measures of drinks are offered in Retail / Hospitality for beer? **Pint and half pint**
8. What measures of drinks are offered in Retail / Hospitality for wine? **125ml, 175ml and 187ml (pre-packed bottle of wine bottle)**
9. What measures of drinks are offered in Retail / Hospitality for spirits? **25ml and 50ml**
10. What is the ABV% for Singha? **5%**
11. Where can one obtain free drinking water? **From all kiosks, bars, suites, boxes and lounges.**
12. Can you serve triple spirit measures? **No, we prohibit the selling of triple measures to reduce likeliness of intoxication.**
13. Under the Licensing Act 2003, which of the following customers can you serve alcohol to alongside a sit-down meal? **16/17 year olds.**
14. What would be your actions if a customer appeared to be under the influence of alcohol and was trying to purchase drink? **Refuse service, report to the manager/supervisor and ensure this is noted down in the Alcohol Service Incident Log.**



CHELSEA FC ALCOHOL SERVICE REFUSAL/INCIDENT LOG

Location: _____ Date: _____ Time: _____

Use table to track Alcohol Service Incidents (should you have multiple incidents in one category, use a hash mark). Please turn completed log in at the end of shift.

1		Refused service to a guest who appeared to exhibit signs of obvious intoxication.
2		Became necessary to "cut off" service to a guest
3		Refused service because guest could not provide proper valid ID (drivers license, pass card, passport)
4		An over 25 ID was presented and rejected.
5		Underage ID presented and service refused to minor.
6		Refused sale because guest was already in possession of two drinks.
7		Alcoholic beverage was removed from a guest's possession.
8		Guest required alternative transportation home because he / she/ they were, or may be, unable to drive safely.
9		Guest may have been inadvertently served more than 4 drinks per identification.
10		Alcohol was, or reasonably maybe have been, inadvertently furnished to a guest under 18 years of age.
11		No alcohol incidents occurred during shift.

MANAGER AND THE SERVER MUST COMPLETE THE INFORMATION BELOW IF ALCOHOL SERVICE HAS BEEN REFUSED. REMOVED FROM A GUEST'S POSSESSION OR DISCONTINUED ("CUT OFF") TO A GUEST EXHIBITING SIGNS OF OBVIOUS INTOXICATION.

(If needed, back of log may be used for listing more information)

NAME, (may be obtained through checking of ID): _____

MALE FEMALE DESCRIPTION OF CLOTHING _____

HEIGHT _____ WEIGHT _____ HAIR COLOR _____ NUMBER IN PARTY _____

SEAT/BAR LOCATION _____

INJURY OCCURRED? NO YES

TYPE OF INJURY: _____

SECURITY/MANAGEMENT INVOLVED

FIRST AID INVOLVED

LOCAL POLICE INVOLVED

OTHER PERTINENT INFORMATION (ANY UNUSUAL CONVERSATIONS, SPECIAL CIRCUMSTANCES EXPLAINING HOW THE PROBLEM OCCURRED, ETC.): *If needed, back of log may be used for listing more information*

Whenever service to the guest has been "cut off," the manager must immediately notify all venue management who will notify other areas. Once a guest has been "cut off," **no team member** may knowingly continue to sell or furnish any alcohol beverages to the individual at any other point of sale.

Employee involved or witness:

Location:

Manager / supervisor name:

Signature / date:

General manager: Ben Burton

Signature / date:

DPS: Keith Overstall

Signature / date:



CHELSEA FC GENERAL ADMISSION BARS & DISPENSE POINTS

WEST	West Kiosk 1
	West Kiosk 1
	West Kiosk 2
	West Kiosk 3
	West Kiosk 3
	Sinclairs Bar
	Zigger Zagger Bar
	Robertos Bar
	Mobile Bar 1
	Mobile Bar 2
	Mobile Bar 3
	Eddies Mobile
	South West Wall (External)

EAST	Family 1 Kiosk
	Family 1 Kiosk
	Family 2 Kiosk
	Family 2 Kiosk
	East Upper Bar 1
	East Upper Bar 2
	East Upper Bar 3

NORTH	North Kiosk 1
	Strikers Bar
	North Kiosk 2
	North Kiosk 2
	North Kiosk 3
	North Kiosk 3
	Keepers Bar
	Bar 4
	Gaffers Bar
	North External
	Jimmys Bar
	Dixons Bar
	Corner Flag Bar
	North 104 Kiosk
	Halfway Kiosk
	North 103 Bar
	North 102 Bar
	North 101 Kiosk
	Back Four

SOUTH	South Production
	South Production
	South Lower Bar
	South Away Bar
	Dickies Kiosk
	South Upper Bonnettis
	South Upper Mobile Bar
	McCreadies Bar
	McCreadies Kiosk
	Webbies Bar

	Tea Bar
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CHELSEA FC HOSPITALITY AREAS

AREA	COVERS	STYLE OF SERVICE
BONETTI	152	Chefs Table/Table service
CLARKE	150	Plated
MILLENIUM SUITES	376	Chefs Table or Plated
DIRECTORS DINNING	40	Plated
VIALLI	58	Plated
DRAKE	278	Plated
HARRIS	278	Plated
TAMBLINGS	170	Plated
HOLLINS	170	Plated
WEST BOXES	242	Chefs Table
Canoville 1	500	Chefs Table/Table service
Canoville 2	50	Chefs Table/Bar service
SW6	70	Chefs Table/Bar service
1905/Frankies	94	Plated
UTB	250	Chefs Table/Bar service
CANALETTOS	168	Plated
OSSIES	109	Plated
HOME/AWAY/PRESS	250	Chefs Table
EXEC WISE- UPPER	230	Plated
EXEC ZOLA-LOWER	249	Plated
EAST BOXES	107	Chefs Table
MUSEUM	180	Chefs Table/Bar service
HEALTH CLUB	60	Chefs Table/Table service
HEALTH CLUB 2	600	Chefs Table/Bar service
CHAMPIONS	578	Chefs Table/Table service
CHAMPIONS 2		Chefs Table/Table service
Club Champions box	20	Chefs Table/Table service

Matchday Catering Operating Hours



Club Chelsea

East Stand – Canaletto, Zola, Wise, Ossie's, East Boxes, Captains', Managers

Doors Open	2.5 Hours prior to kick off
Last Orders	1 hour after the final whistle
Suite Closes	1.5 hour after the final whistle (23:00 evening matches)

South Stand - Canoville, SW6 Lounge

Doors Open	2.5 Hours prior to kick off
Last Orders	1 hour after the final whistle
Suite Closes	1.5 hour after the final whistle (23:00 evening matches)

North Stand – Champions 1 and Champions 2

Doors Open	2.5 Hours prior to kick off
Last Orders	1 hour after the final whistle
Suite Closes	1.5 hour after the final whistle (23:00 evening matches)

West Stand – Clarke, Bonetti, Millennium Suites, Drake, Harris, Vialli, Hollins, Tambling, West Boxes

Doors Open	2.5 Hours prior to kick off
Last Orders	1 hour after the final whistle
Suite Closes	1.5 hour after the final whistle (23:00 evening matches)

West Stand – Westview

Doors Open	2.5 Hours prior to kick off
Last Orders	1 hour after the final whistle
Suite Closes	1.5 hour after the final whistle (23:00 evening matches)

Under the Bridge

Doors Open	3 Hours prior to kick off
Bar Closes	30 mins before kick off
Under the Bridge Reopens	At the final whistle
Last Orders	1 hour after the final whistle
Under the Bridge Closes	1.5 hours after the final whistle

Internal

Museum

Doors Open	5 Hours prior to kick off
Museum Closes	1 hour before kick off

Club 1905

Doors Open	3 Hours prior to kick off
Bar Closes	30 mins before kick off
Under the Bridge Reopens	At the final whistle
Last Orders	1 hour after the final whistle
Under the Bridge Closes	1.5 hours after the final whistle

GA Areas

North Stand – Upper, Lower

Bars & Kiosks Open	2 Hours prior to kick off (1.5 hours evening matches)
Bars & Kiosks Close	70 th Minute of the match

North Stand – Jimmy's, Dixon

Bars Open	2.5 Hours prior to kick off
Bars Close	1.5 Hours after the final whistle (23:00 evening matches)

South Stand – Upper, Lower (home)

Bars & Kiosks Open	2 Hours prior to kick off (1.5 hours evening matches)
Bars & Kiosks Close	70 th Minute of the match

South Stand – Upper, Lower (away)

Bars & Kiosks Open	2 Hours prior to kick off (1.5 hours evening matches)
Bars & Kiosks Close	10 th minute of the match
Bars & Kiosks Reopen	35 th minute of the match
Bars & Kiosks Close	55 th minute of the match

West Stand – Lower

Bars & Kiosks Open	2 Hours prior to kick off (1.5 hours evening matches)
Kiosks Close	70 th Minute of the match
Bars Close	1.5 hours after the final whistle (23:00 evening matches)

East Stand – Upper

Bars & Kiosks Open	2 Hours prior to kick off (1.5 hours evening matches)
Bars & Kiosks Close	70 th Minute of the match

East Stand – Lower Family Sections

Family Kiosks Open	2 Hours prior to kick off (1.5 hours evening matches)
Family Kiosks Close	70 th Minute of the match
East Concourse Mobile Bars Open	35 th Minute of match
East Concourse Mobile Bars Close	60 th Minute of match

Internal

External Restaurants and Bars

Tea Bar	
Bar Open	2.5 Hours prior to kick off
Close	1.5 Hours after the final whistle (23:00 evening matches)

Frankie's Week End Match	
Restaurant & Bar Open	12:30 noon (10am 12:30 KO/11am 13:30 KO)
Last orders	23:00
Guests Depart By	23:30

Frankie's Week Day Evening Match	
Restaurant & Bar Open	12:00 noon - regular trading day
Restaurant & Bar Close	15:00
Restaurant & Bar Reopens	17:00
Last Orders	23:00
Guests Depart By	23:30

External Food Vans	
Vans Open	3 hours prior to kick off
Van Close	15 mins after kick off

Internal



PUBLIC NOTICE

Licensing Act 2003

Chelsea Football Club

Stamford Bridge
Fulham Road
London
SW6 1HS

**Stadium / Frankie's / SW6 / Health Club / Museum /
Club 1905 / Tea Bar / External Concourse**

Designated Premises Supervisor (DPS)

Keith Overstall

Personal Licence Holders / Licence Numbers

Navjeet [REDACTED]
(200500950)
Regional Retail Manager

Alexander [REDACTED]
(5870/16/00044/LAPERS)
Systems Manager

Adriatik [REDACTED]
(2018-00671-LAPER)
Frankie's Assistant Manager

Grigore [REDACTED]
(Pers5484)
Head of Logistics

James [REDACTED]
(11268/1)
Food and Beverage Duty Manager

Nikolaos [REDACTED]
(22/302452/1)
Frankie's Restaurant Manager

Dawid [REDACTED]
(H04105)
Head of Hospitality

Steven [REDACTED]
(827)
Regional H&S Manager

Arun [REDACTED]
(Z01N11145M/2)
Head of Retail

Daniel [REDACTED]
(H06341)
Logistics Manager

Ivalentin [REDACTED]
(H05949)
Logistics Manager

Edward [REDACTED]
(Z01N1023VI/1)
Partnerships Manager

Staff Authorised to sell alcohol in the absence of the DPS

The above-named personal licence holders, with the permission of the Designated Premises Supervisor at Chelsea Football Club Stadium, authorise approved staff members to sell alcohol within the various Food and

Beverage and venues of the Stadium.