

Licensing Sub-Committee

Agenda

Wednesday 17 April 2024 at 6.30 pm

This meeting will be held remotely

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

MEMBERSHIP

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

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Public Notice

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

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

Date Issued: 08 April 2024

Licensing Sub-Committee Agenda

17 April 2024

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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>	
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Agenda Item 3

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1. PRE-APPLICATION ADVICE

Between December 2023 and January 2024 pre-application advice meetings took place with representatives for the premises, Mr Adrian Overton, Licensing Service Manager, and the Police Licensing Team. Subsequent to these meetings, a pre-application advice report was sent to the Applicant. A copy of pre-application advice report can be seen on pages **16-19** of this report.

2. THE APPLICATION

On 26th February 2024, TLT Solicitors submitted an application on behalf of the Olympus Property Holdings Limited (“the applicant”), for a new premises licence, in respect of the premises known as National Hotel (Citizen M) - Basement to Level 4 Olympia Exhibition Centre Hammersmith Road London W14 8UX.

2.1 Application Requested

The applicant proposes to operate the premises as a hotel with all facilities ancillary to that function, including licensable activities. The site will include a restaurant/bar and other guest facilities. The applicant has applied for the following licensable activities:

Licensable activities sought:

The Sale of Alcohol - Both On and Off the Premises

Mondays to Sundays between 00:00 to 00:00 (residents and bona fide guests)

Mondays to Sundays between 07:00 to 00:00 (non-residents)

Seasonal/Non-standard timings: For non-residents of the hotel only - All licensable activities extended to 02:00 on New Year's Eve, with the premises closed 30 minutes thereafter.

The Exhibition of Films - Indoors Only

Mondays to Sundays between 00:00 to 00:00

The Provision of Late-Night Refreshment - Indoors Only

Mondays to Sundays between 23:00 to 05:00

Proposed opening hours

Mondays to Sundays between 00:00 to 00:00

A copy of the application form and plan can be seen on pages **20-48** of this report.

2.2 Applicants Operating Schedule

The applicant has proposed additional steps in their operating schedule to promote the four licensing objectives if the application is granted. A copy of the full list of proposed additional steps can be seen on pages **38-42** of this report.

3. BACKGROUND

The premises proposes to operate as a hotel. The main access to the premises is located on Hammersmith Road. There are a mixture of commercial and residential premises within the area. A map showing the location of the premises and neighbouring licensed premises can be seen on pages **49-53** of this report.

There are several options for transport away from the area including buses and taxis which run from in and around the Hammersmith Road area. Kensington (Olympia) tube and overground station is a 1-minute walk away and West Kensington tube station is a 15-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 twelve representations from local residents objecting to the licence application. A copy of these representations can be seen on pages **54-82** of this report.

5. OTHER INFORMATION

5.1 Enforcement History

On the 20th February 2023 the Olympia Exhibition Centre hosted a Moncler fashion event where the Council received four separate noise complaints. Of these, two were Licensing Complaints and two from Councillors about the event itself and the disruption caused to local residents. The noise team carried out a visit to a resident's property later in the evening where noise nuisance from bass music was clearly causing a statutory nuisance within the complainants' property. There were a number of meetings with the operators after this event to discuss the future use of external promoters, and how this could be better managed in future. A temporary extension of the premises licence (permitted by a condition of the licence) was used to cover this event. Whilst the event caused disruption and disturbance to local residents, the venue was not in breach of their licence by hosting the event.

From the 29th April to the 2nd May 2022 a series of concerts by 'The Foals' took place at the venue over four nights. The Council received a number of complaints in relation to queuing, dispersal and a lack of policing at these events. There were also a number of noise complaints and officers observed significant noise breakout outside the venue. These issues were followed up separately by Noise and Health and Safety officers. There were no temporary extensions to the licence used for this event, and there were no breaches of conditions, so there was no action taken from a licensing perspective.

5.2 Temporary Event Notices (“TENs”)

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

5.3 Other Information

On the 5th April 2024, the applicants' solicitors submitted further documents to be included in the main agenda of the report. This included an email with reference to the Licensing Policy and presentation of the proposed operation at the premises. A copy of these can be seen on pages **83-97** of this report.

6. POLICY CONSIDERATIONS

6.1 Section 2 pages 7-10 of the Statement of Licensing Policy (“SLP”) states the Licensing Authority is keen to support the licensed sector and leisure offer within the borough, with a particular focus on business resilience and growing a robust and thriving cultural and leisure sector.

To achieve this the Licensing Authority has identified three key themes of the Licensing Policy and the Licensing Authority’s approach to implementing it. These are:

- A sustainable, well-run licensed sector;
- Hammersmith & Fulham as a good place to live, work and enjoy leisure; and,
- A safe licensing environment and night-time economy.

6.2 Section 5 pages 12 and 13 of the Statement of Licensing Policy (“SLP”) states that 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.

6.3 Policy 1 page 18 of the SLP states that applicants are expected to undertake a local risk assessment as part of the licence 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.

6.4 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

6.5 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 i.e. 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:

- Planning controls (where development or change of use is involved, or where trading hours are limited by planning conditions)
- 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.

6.6 Policy 11 page 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 night-time 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.

Licencees 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.

6.7 Policy 13 of the SLP in relation to Planning, states 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.

6.8 Policy 16 of the SLP pages 33 and 34 in relation to licence measures to ensure the safety of women and girls in licensed premises, expects licence holders to have measures in place.

The Licensing Authority will use its powers to regulate the night-time economy, both with specific regard to spiking incidents and more generally in relation to violence against women and girls. This may include:

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

Licence applicants and existing licence holders are encouraged to include in their operating schedules clear policies relating to potential abuse or violence against women and girls. This would include, but is not limited to the 'Ask for Angela' programme,

Welfare and Vulnerability Engagement' training package (WAVE) for staff to identify and assist women and girls being at risk or being subjected to violence, and the implementation of clear policies in the premises on preventing and addressing violence against women and girls. The Licensing Authority would also encourage off licensed premises to take part in the Ask for Angela scheme in an effort to increase the visible promotion of the scheme in all licensed premises across the borough.

6.9 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'.
- c) Operators of off-licences in areas problems relating to street drinking and under age drinking are prevalent, measures should be outlined to strictly monitor the way alcohol is sold, specifically where the premises are located close to schools and hostels and similar premises that provide shelter or services to alcohol dependent persons.
- d) It is important to ensure that staff working at off licences are suitably trained and receive appropriate refresher training in their responsibilities under the Act and can discharge their duties in full compliance with the licence conditions and requirements of the Act. This includes the ability to competently check a customer's age with acceptable forms of identification where necessary. The Licensing Authority will particularly consider the following matters where they are material to the individual application:
 - i. The likelihood of any violence, public order or policing problem if the licence is granted;
 - ii. The measures taken to control admission to the premises, and to take reasonable steps to prevent the occurrence of crime and disorder and public nuisance immediately outside the premises, where and to the extent that these matters are within their control.
 - iii. Past conduct and prior history of complaints against the premises;
 - iv. Whether a dispersal policy has been prepared to minimise the potential for disorder as customers leave the premises; and
 - v. Any relevant representations.
- e) Measures to demonstrate compliance Home Office guidance 'Safer Clubbing' in relation to the control of illegal drugs on their premises. They should agree a protocol with the Licensing Authority and the police on the handling of illegal drugs found on their premises.
- g) Conditions will, so far as possible, reflect local crime prevention strategies, and the Licensing Authority will also have regard to the views of the local Crime and Disorder Reduction Partnership.
- 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.
- 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).
- n) **drugs and weapons** - ensuring compliance with relevant guidance regarding illegal drugs and weapons. Attention should be paid to search procedures, procedures for the safe storage and surrender of seized drugs and weapons and drug awareness issues, designing out the ability to take drugs in the premises, etc.
- o) **excessive drinking** - training for staff to recognise when customers are becoming drunk and adopting appropriate 'cut off' procedures for drunken customers, 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.
- 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.

6.10 Annex 1 pages 37 and 38 of the SLP in relation to public safety, will require the applicant to demonstrate the steps proposed to ensure the physical safety of people using the relevant premises or place. This does not cover the separate need for applicants to provide relevant public safety requirements dealt with by Environmental Health. This is expected to include:

- a) Maximum occupancy limits will be specified on the licence only where necessary for the promotion of public safety or the prevention of disorder. Where a capacity limit is already specified in a fire risk assessment, the Licensing Authority will not normally include that limit as a licence condition.
- b) Safe capacities will be imposed where necessary for the promotion of public safety or the prevention of disorder on the relevant premises. If no safe capacity has been imposed through other legislation, a responsible authority may consider it necessary for a new capacity to be attached to the premises which would apply at any material time when the licensable activities are taking place and may make representations to that effect.

The types of premises that may be subject to safe capacities will be the following;

- i. Nightclubs
 - ii. Cinemas
 - iii. Theatres
 - iv. Other premises where regulated entertainment is being provided within the meaning of the Act, e.g. open public spaces
- c) The Licensing Authority will, where appropriate, attach conditions to a licence to ensure public safety, dealing with, but not limited to. the following:
- i. Checks on equipment at specified intervals, e.g. gas safety checks;
 - ii. Standards to be maintained, e.g. temporary electrical installations to comply with British Standards;
 - iii. The number of people on the premises to ensure it is appropriate having regard to the activities taking place and reliable ways of counting the number;
 - iv. The steps taken to manage the risk from glass, the use of bottle bins, glass collectors and door supervisors to prevent glass being taken off the premises;
 - vi: The use of door supervisors to manage the entrance and exit from the premises and to protect public safety as customers leave the premises;
 - vi. The provision of air conditioning and ventilation;
 - vii. Measures to protect against overcrowding; and
 - viii. Implement access/support needs for disabled people.

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

e) incident and occurrence book – keeping an incident book on the premises so staff can record any instances of crime, disorder, refused sales, ejections and intimidating behaviour.

f) risks associated with special promotions/events – ensuring compliance with guidance from the Metropolitan Police relating to specific event risk assessments for externally promoted live music events well in advance of the event. Risk assessment forms can be obtained from the Metropolitan Police Licensing Officer.

g) getting home safely - providing information to customers and staff (including contact telephone numbers) regarding safer options available for travelling home late at night - including night buses, licensed taxis and private hire (mini-cabs).

h) overcrowding - developing policies and procedures regarding capacity to prevent overcrowding and patrons possibly becoming aggressive.

i) premises environment - applicants should consider the physical environment of the premises and have regard to issues that could increase the likelihood of patrons becoming agitated or aggressive. This may include procedures regarding door supervision, identification and management of drunken customers and issues of overcrowding and capacity, which may result in patrons becoming aggressive or rowdy.

6.11 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:

- i. The Licensing Authority recommends that primarily alcohol led premises such as nightclubs and pubs, located close to any residential premises, implement a dispersal policy at their venue. All relevant staff should be trained on any policy, and

all reasonable steps should be taken to ensure it is fully always implemented and adhered to.

- 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;
- 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:

j) Deliveries/collections – noise from deliveries to and/or collections (e.g. refuse) from the premises are another common source of complaint. Consider the times of such deliveries/collections and make sure you specify to any contractors that deliveries/collections should not be made at anti-social times. As a guide, the Noise and Nuisance Service recommend that deliveries/collections should only be made

between the hours of 7:30am and 9:00pm, depending on the proximity of residential and/or other noise sensitive properties.

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

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

m) **Noise and/or vibration** breakout from the provision of regulated entertainment, particularly from (but not limited to) live music – consider what type of entertainment is to be provided, in what room/area of the premises and the suitability of the construction of this room/area to contain sound. Windows are a particular weak-point for noise break-out so consider providing regulated entertainment in a room without windows or with as few windows as possible, particularly windows that face towards nearby 40 residential properties. Where suitable, install a lobby to prevent spillage of noise each time an entrance/exit door is opened.

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

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

q) **Ventilation** – where regulated entertainment is to be provided there may be a requirement to keep doors and/or windows closed during its provision to limit noise breakout, consider therefore the provision of air conditioning for the comfort of your customers if doors and windows have to be closed during the summer. However, also note air conditioning can be the source of noise complaints in itself, so careful consideration also needs to be given to the siting of this equipment.

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

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

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 Numbers:

- Citizen M Hotel - 2024/00310/LAPR
- Hyatt Hotel - 2024/00312/LAPR

Application Type : New application

Premises Addresses:

- Citizen M Hotel, Basement to level 4, Olympia London, Hammersmith Road, W14 8UX
- Hyatt Hotel, Basement to level 7, Emberton House, Hammersmith Road, W14 8UX

Mr Matthew Phipps (Solicitor for TLT solicitors) made a request for pre-application advice in relation to a proposal to apply for a number of licences to cover the redevelopment of Olympia London.

The extensive redevelopment of Olympia London will require up to twenty new premises licences, which will initially be applied for by way of provisional statements in the majority of cases (eighteen applications).

Given the scale of the proposals the advice for these applications has taken place on an ad hoc basis, over a number of virtual meetings, and through email exchanges. Police licensing colleagues have also been involved in the initial discussions which started in December 2023.

This pre application report concerns two new premises licence applications for the Citizen M Hotel, and Hyatt Hotel, which are part of Olympia London's overall redevelopment.

Officers involved in the pre application advice:

- Mr Adrian Overton (Licensing Service Manager)

- PC Kris Cardwell (Police Licensing Officer)

It was agreed that a pre application fee would not be needed for each of the 20 applications, and as such four formal pre application requests were made (and paid for) on the 18th December 2023, to cover the main application types within the development. The pre application advice which concerns the hotels is as follows:

- 2023/08882/LIAPAD - *Two new hotels within the development at Olympia Exhibition Centre, requiring new applications for a premises licence to be submitted to the local authority.*

The applicant also produced a spreadsheet, attached separately to this advice report, which outlines each of the applications and the areas covered. Mr Overton and PC Cardwell gave feedback on the different operating schedules for each of the applications.

There were no major concerns raised with the hotel applications from either Mr Overton or PC Cardwell during the pre application process. In particular it was noted that a comprehensive operating schedule was being proposed, with over twenty conditions (including CCTV, staff training and various other management procedures). It was also noted that any licensable activities for non-residents would be restricted to a terminal hour of midnight.

The Premises

This venue currently benefits from a premises licence (2019/01690/LAPR) which covers all areas of Olympia London, where the sale of alcohol or regulated entertainment takes place.

Proposed new licences

The applicant is proposing to initially make provisional statements for eighteen of the twenty areas outlined in the attached spreadsheet. Two new premises licence applications will be made for both hotels.

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 and / or a provisional statement 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.

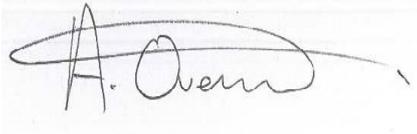
A link to the newspaper advert template can be found as follows:

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 Service 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.

**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 Olympus Property 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 National Hotel (Citizen M) Basement to Level 4 Olympia London Development Hammersmith Road			
Post town	London	Postcode	W14 8UX

Telephone number at premises (if any)	n/a
Non-domestic rateable value of premises	£Not rated

Part 2 - Applicant details

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

Please tick as appropriate

- | | | |
|--|-------------------------------------|-----------------------------|
| 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 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)					

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 Olympus Property Holdings Limited
Address 1 Derby Road Eastwood Nottingham
Registered number (where applicable) NG16 3PA
Description of applicant (for example, partnership, company, unincorporated association) Company
Telephone number (if any) c/o – Matthew Phipps of TLT Solicitors – 03330 060201
E-mail address (optional) c/o – matthew.phipps@tlt.com

Part 3 Operating Schedule

When do you want the premises licence to start? **ASAP**

DD	MM	YYYY

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)

This application forms part of a significant redevelopment of the Olympia premises at Olympia London, Hammersmith Road, London W14 8UX ('The Site'). This application is for a hotel within The Site as set out in the application.

The premises will operate as a hotel with all facilities ancillary to that function, including licensable activities.

The site includes a restaurant/ bar and other guest facilities.

The premises will be open to residents and bona fide guests 24 hours a day, within the restrictions set out within this application.

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)

- | | |
|--|---|
| <p>Provision of regulated entertainment (please read guidance note 2)</p> <ul style="list-style-type: none"> 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) | <p>Please tick all that apply</p> <ul style="list-style-type: none"> <input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> |
|--|---|

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"/>
				Both	<input type="checkbox"/>
Mon			Please give further details here (please read guidance note 4)		
Tue			Please give further details here (please read guidance note 4)		
Wed			State any seasonal variations for performing plays (please read guidance note 5)		
Thur			State any seasonal variations for performing plays (please read guidance note 5)		
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			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)		
Sun			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)		

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 checked="" 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	0000	0000			
Tue	0000	0000			
			<u>State any seasonal variations for the exhibition of films</u> (please read guidance note 5)		
Wed	0000	0000			
Thur	0000	0000			
			<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	0000	0000			
Sat	0000	0000			
Sun	0000	0000			

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				Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list (please read guidance note 6)
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"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	Please give further details here (please read guidance note 4)		
Mon					
Tue					
Wed			State any seasonal variations for boxing or wrestling entertainment (please read guidance note 5)		
Thur					
Fri			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)		
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	<u>Please give further details here</u> (please read guidance note 4)		
Mon					
Tue					
			<u>State any seasonal variations for the performance of live music</u> (please read guidance note 5)		
Wed					
Thur					
			<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)		
Fri					
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						
Tue						
Wed			State any seasonal variations for the playing of recorded music (please read guidance note 5)			
Thur						
Fri			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)			
Sat						
Sun						

G

Performances of dance Standard days and timings (please read guidance note 7)			Will the performance of dance 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						<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

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 7)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	<u>Will this entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue			<u>Please give further details here</u> (please read guidance note 4)		
Wed			<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)		
Thur			<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)		
Fri					
Sat					
Sun					

I

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	Please give further details here (please read guidance note 4)		
Mon		0500			
	2300				
Tue		0500			
	2300		State any seasonal variations for the provision of late night refreshment (please read guidance note 5)		
Wed		0500			
	2300				
Thur		0500			
	2300		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)		
Fri		0500			
	2300				
Sat		0500			
	2300				
Sun		0500			
	2300				

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 type="checkbox"/>
				Off the premises	<input type="checkbox"/>
				Both	<input checked="" type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5) For non residents – Monday to Sunday 0700 until 0000 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) For non residents – Until 0200 following New Year's Eve, with the premises closing 30 minutes after to non residents.		
Mon	0000	0000			
Tue	0000	0000			
Wed	0000	0000			
Thur	0000	0000			
Fri	0000	0000			
Sat	0000	0000			
Sun	0000	0000			

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 Gillian Elizabeth Kiamil	
Date of birth [REDACTED]	
Address [REDACTED] [REDACTED]	
Postcode	[REDACTED]
Personal licence number (if known) LN/200501381	
Issuing licensing authority (if known) London Borough of Enfield	

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

Hours premises are open to the public Standard days and timings (please read guidance note 7)			<u>State any seasonal variations</u> (please read guidance note 5) For non-residents – Monday to Sunday 0700 until 0030
Day	Start	Finish	<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) For non residents – Until 0200 following New Year's Eve, with the premises closing 30 minutes after to non residents.
Mon	0000	0000	
Tue	0000	0000	
Wed	0000	0000	
Thur	0000	0000	
Fri	0000	0000	
Sat	0000	0000	
Sun	0000	0000	

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. **ONLINE APPLICATION**
- 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).~~

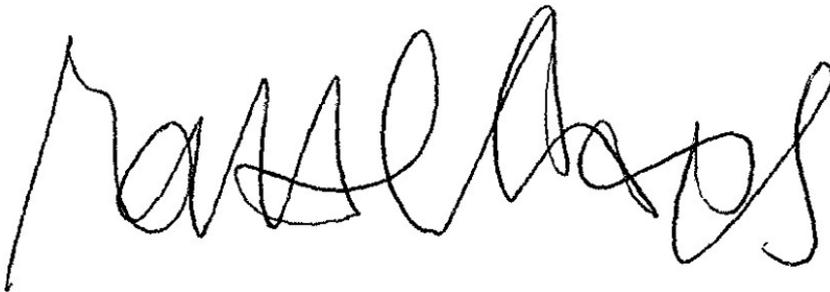
IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

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)
--------------------	--

Signature	 Matthew Phipps for TLT Solicitors
Date	26 th February 2024
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 13) Matthew Phipps TLT Solicitors One Redcliff Street			
Post town	Bristol	Post code	BS1 6TP
Telephone number (if any)	+44(0)3330 060201		
If you would prefer us to correspond with you by e-mail your e-mail address (optional) matthew.phipps@tlt.com			

**National Hotel (Citizen M)
Basement to Level 4
Olympia London Development
Hammersmith Road
London
W14 8UX**

Operating Schedule

Brief description of premises

The premises will operate as a hotel with all facilities ancillary to that function, including licensable activities.

The site includes a restaurant/ bar and other guest facilities.

The premises will be open to residents and bona fide guests 24 hours a day, within the restrictions set out below.

Proposed hours of operation

Opening Hours

24 hours a day

Hours for the provision of licensable activities

- Sale by Retail of Alcohol

Monday to Sunday: 00:00 to 00:00 (residents and bona fide guests)

Monday to Sunday 07:00 to 00:00 (non residents)

- Regulated entertainment

Film

Monday to Sunday: 00:00 to 00:00

- Late Night Refreshment

Monday to Sunday: 23:00 to 05:00

Seasonal/ non-standard timings

For non-residents of the hotel only - All licensable activities extended to 02:00 on New Year's Eve, with the premises closed 30 minutes thereafter.

Schedule of Proposed Conditions

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 shall operate as a Hotel.
4. With the exception of residents and their bona fide guests, no alcohol shall be consumed more than 30 minutes after the permitted terminal hour for the supply of alcohol.

Prevention of Crime and Disorder

5. A safeguarding policy ('The Policy') will be drawn up and implemented at the Premises. The Policy will be relevant to the provision of licensable activities on the premises licence and separate to any safeguarding policy relating to non-licensable activities, such as hotel room management or check in/ check out procedures. The policy will include as a minimum:
 - a. Drink spiking
 - b. Drugs/ intoxication
 - c. 'Ask Angela' or other adopted national schemes relating to customer vulnerability
6. The Premises shall have a policy to ensure the welfare and safeguarding of vulnerable patrons. Staff shall be able to support and assist people who feel unsafe, vulnerable or threatened. Should customers approach the venue for assistance, these incidents shall be recorded in the incident log. This policy shall be made available to police or authorised officers of the Licensing Authority upon request.

CCTV

7. 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
 - at least one camera will show a close-up of the entrance/entrances to the premises, to capture a clear, 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 or within any other agreed timeframe.
- a staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times the premises is open to the public. This staff member will be able to show Police or authorised officers of the Licensing Authority footage with the minimum of delay when requested.
- Appropriate signage shall be displayed in prominent positions, informing customers CCTV is in operation.

Incident Register

8. An incident log shall be maintained by the premises that details incidents of note that occur in the premises. This shall include any incidents of disorder and ejections as a minimum and shall be available for inspection at any reasonable time by an authorised officer of the licensing authority.

Refusals book

9. 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.

Public Safety

10. Adequate and appropriate first aid equipment and materials will be kept on site, regularly checked and kept in an easily accessible place for staff.
11. All exit routes will be kept unobstructed, with non-slippery and even surfaces, free of trip hazards and clearly signed.
12. Guest/ Customer capacities shall be limited to those set out in the Fire Risk Assessment.

13. 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.

Prevention of Public Nuisance

14. Loudspeakers shall not be located in the entrance lobby or outside the premises building.
15. The premises will make suitable provision for smokers.
16. Music shall not be played at such a level that it is likely to cause a public nuisance.
17. Any outside areas are to be monitored and supervised during the hours that the premises are open to the public. the DPS or manager shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises. The area shall be swept and/or washed, and litter and sweeping collected and stored in accordance with refuse storage arrangements.
18. Hotel residents and management shall be restricted to 5 guests after midnight on Fridays and Saturdays and Sundays before bank holidays, 23:30 Monday to Thursday and 22:30 on Sundays save for pre-booked events or events subject to a guest list.

Protection of Children from Harm

19. At all times that the premises is operating under this licence, the Premises Licence Holder shall ensure that its staff operate a Challenge 25 Policy to minimise the risk of alcohol being sold to underage customers. This Policy shall provide that before any sale of alcohol any person who appears to be under the age of 25 will be required to produce photo ID in the form of a passport; driving licence, UK Military ID card; PASS (or similar) card, or any other form of ID approved by the Home office for age verification in relation to sales of alcohol, to prove that he/she is over the age of 18.

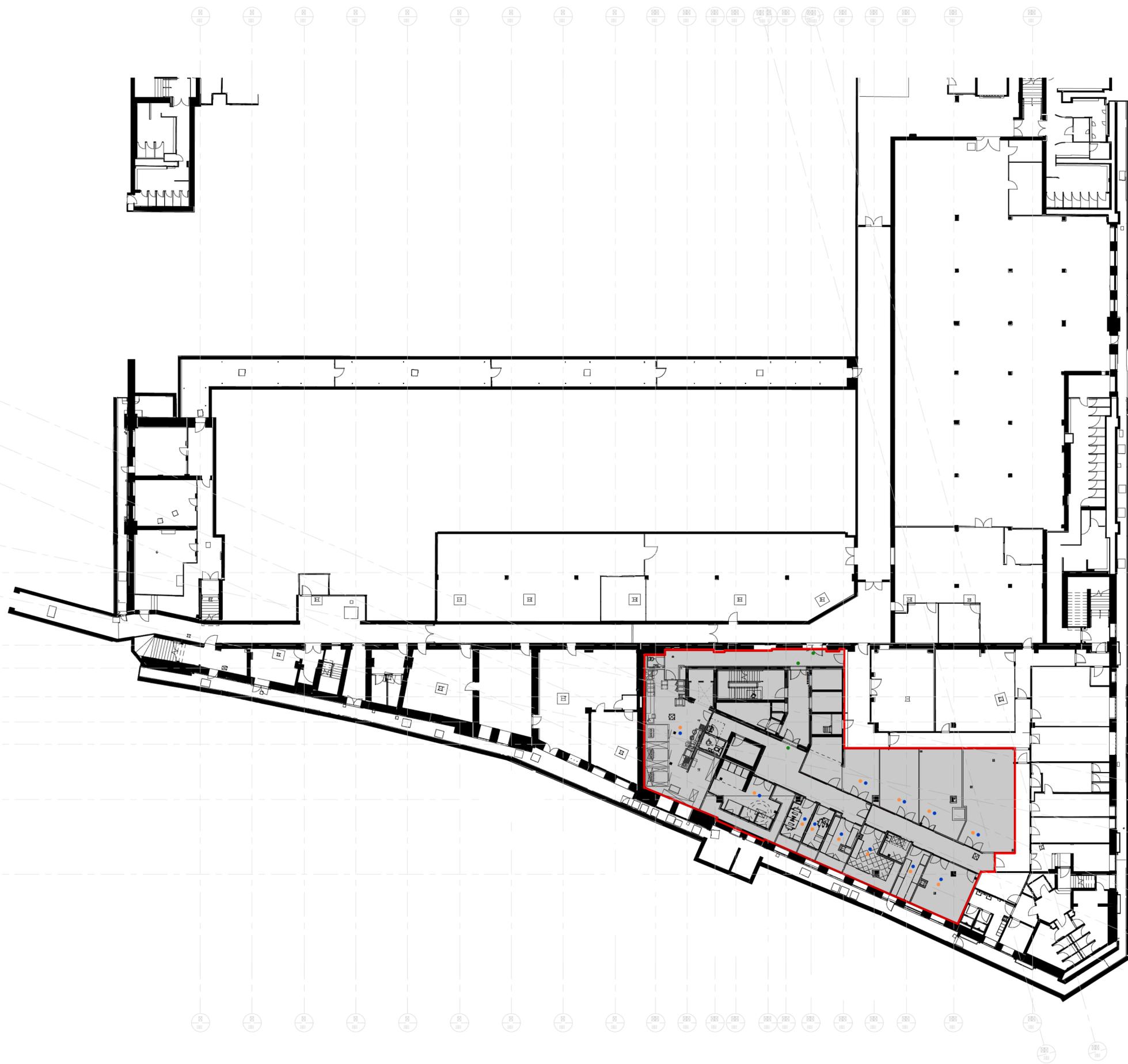
Staff training

20. The Designated Premises Supervisor shall ensure that all existing staff, new staff, supervisors and managers responsible for selling alcohol receive a written/online induction in the law relating to alcohol sales prior to undertaking the sale of alcohol. This training shall include times of operation, licensable activities, relevant offences and conditions from the premises licence, in particular in relation to completion of the incident and refusals logs.

21. The premises licence holder shall ensure that the management team register and successfully complete the nationally recognised counter terrorism training product referred to as ACT eLearning package or can demonstrate that the ACT eLearning product has been successfully completed within the preceding 12 months and that all staff employed by or at the premises complete the ACT eLearning within a reasonable period not exceeding 3 months from the day they start their employment.

Nudity and striptease

22. No striptease, no nudity and all persons to be decently attired at all times.



- Legend**
- Non Public Accessible Area
 - Smoke Detector
 - Fire Detector
 - Evacuation Route

GENERAL NOTES

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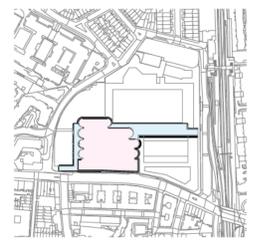
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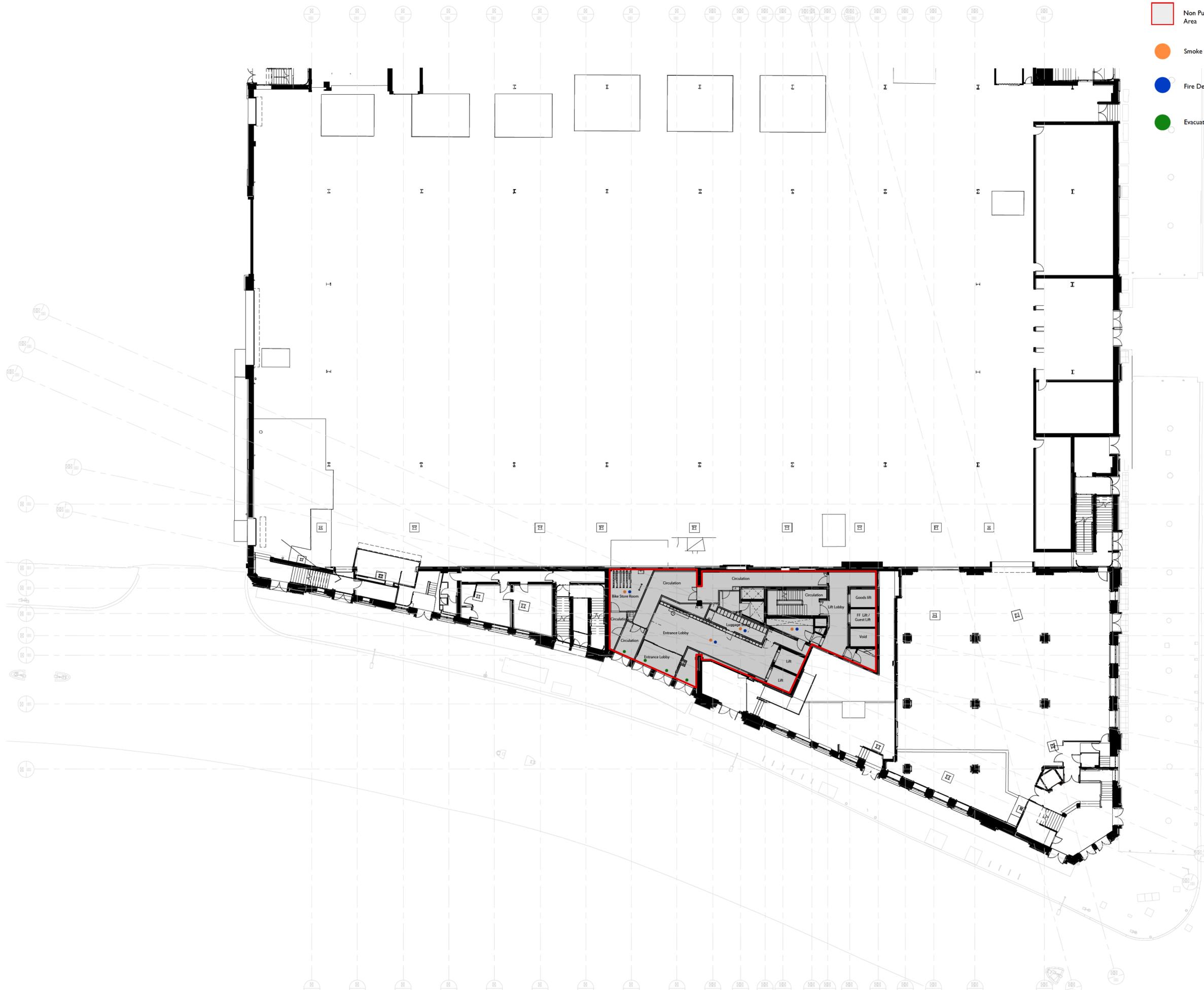
Client
Yoo Capital

Job Title
1709 - Olympia

Drawing Title
Basement Licensing Plan

Drawing Number & Revision
1709-SPP-NA-B1-DR-A-79-1100

Scale	Date Amended	Amended By	Revision
1:200 @A1	24.02.23	DM	P01
Checked	Date Created	Drawn By	SUITABILITY
DM	24.02.23	DM	S4



- Legend**
- Non Public Accessible Area
 - Smoke Detector
 - Fire Detector
 - Evacuation Route

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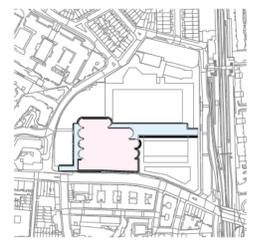
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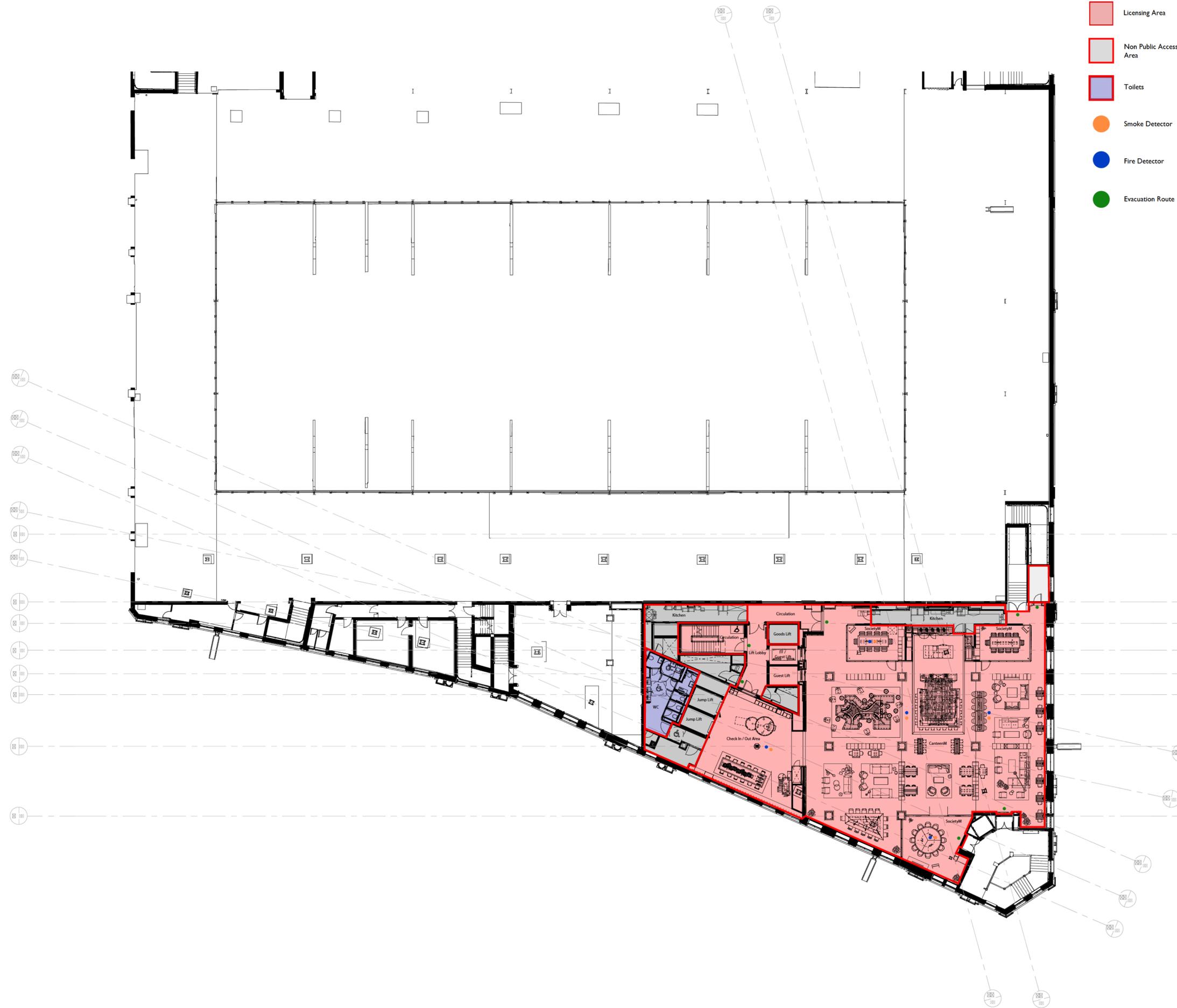
Client
Yoo Capital

Job Title
1709 - Olympia

Drawing Title
Ground Floor Licensing Plan

Drawing Number & Revision
1709-SPP-NA-OG-DR-A-79-1101

Scale	Date Amended	Amended By	Revision
1:200 @A1	24.02.23	DM	PO1
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- Legend**
- Licensing Area
 - Non Public Accessible Area
 - Toilets
 - Smoke Detector
 - Fire Detector
 - Evacuation Route

GENERAL NOTES

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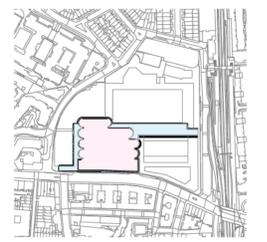
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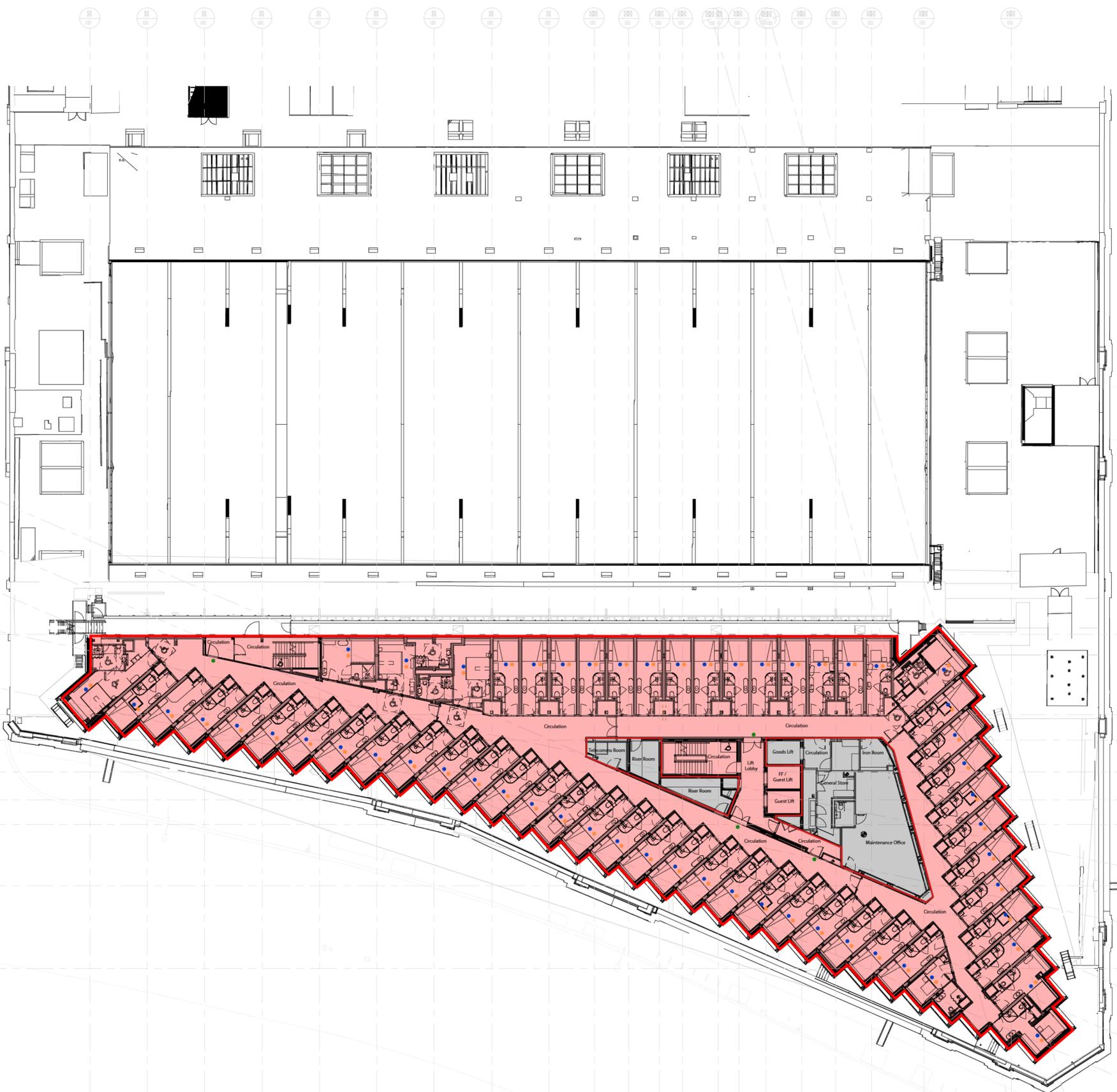
Client
Yoo Capital

Job Title
1709 - Olympia

Drawing Title
First Floor Licensing Plan

Drawing Number & Revision
1709-SPP-NA-01-DR-A-79-1102

Scale	Date Amended	Amended By	Revision
1:200 @A1	24.02.23	DM	P01
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DM	24.02.23	DM	S4



- Legend**
- Licensing Area
 - Non Public Accessible Area
 - Smoke Detector
 - Fire Detector
 - Evacuation Route

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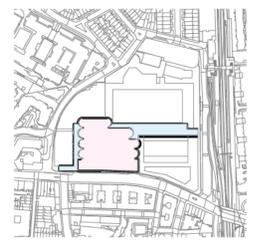
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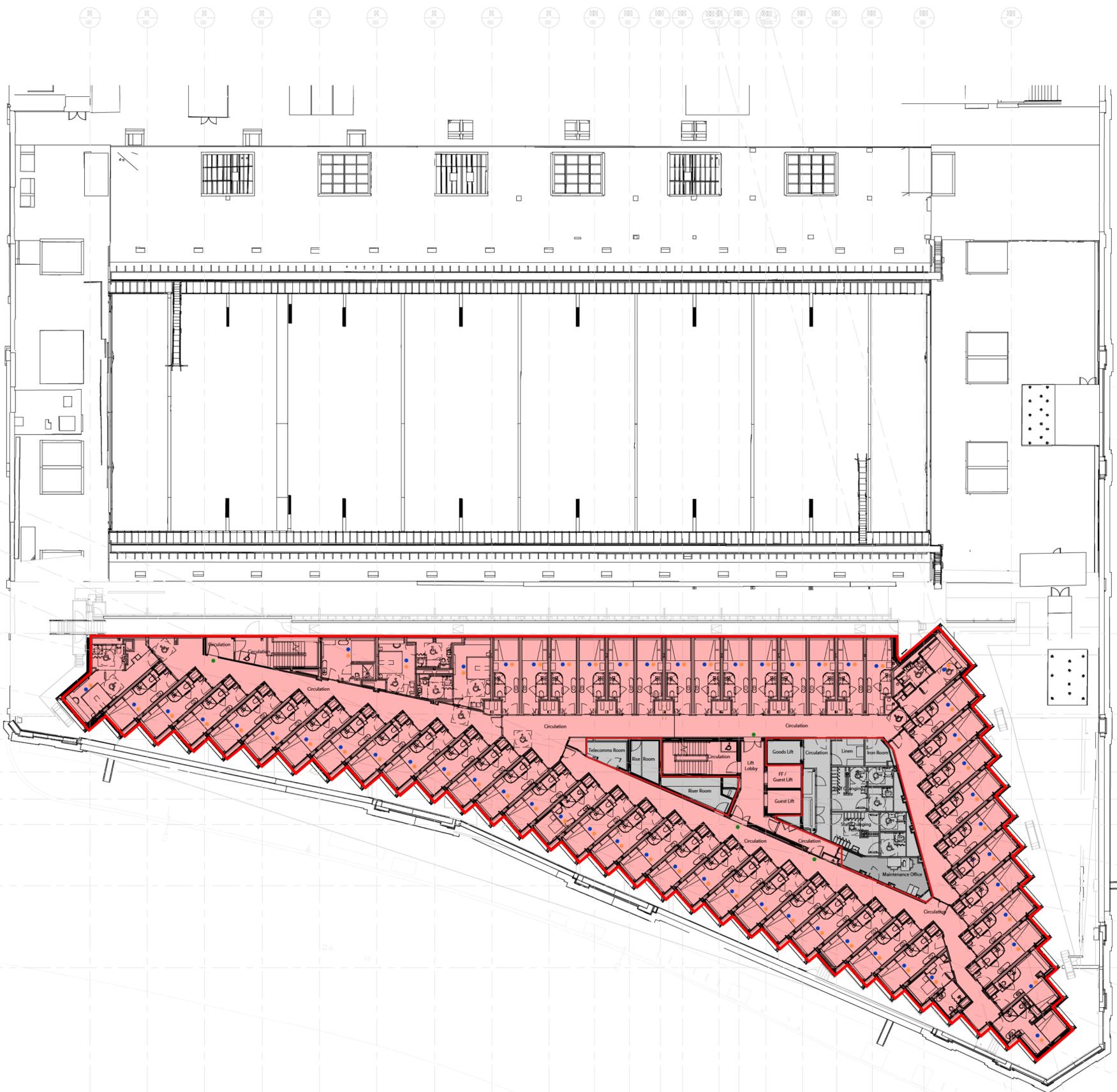
Client
Yoo Capital

Job Title
1709 - Olympia

Drawing Title
Second Floor Licensing Plan

Drawing Number & Revision
1709-SPP-NA-02-DR-A-79-1103

Scale	Date Amended	Amended By	Revision
1:200 @A1	24.02.23	DM	P01
Checked	Date Created	Drawn By	SUITABILITY
DM	24.02.23	DM	S4



- Legend**
- Licensing Area
 - Non Public Accessible Area
 - Smoke Detector
 - Fire Detector
 - Evacuation Route

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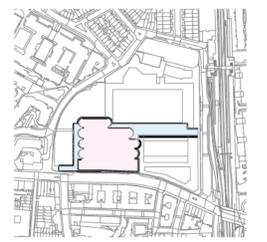
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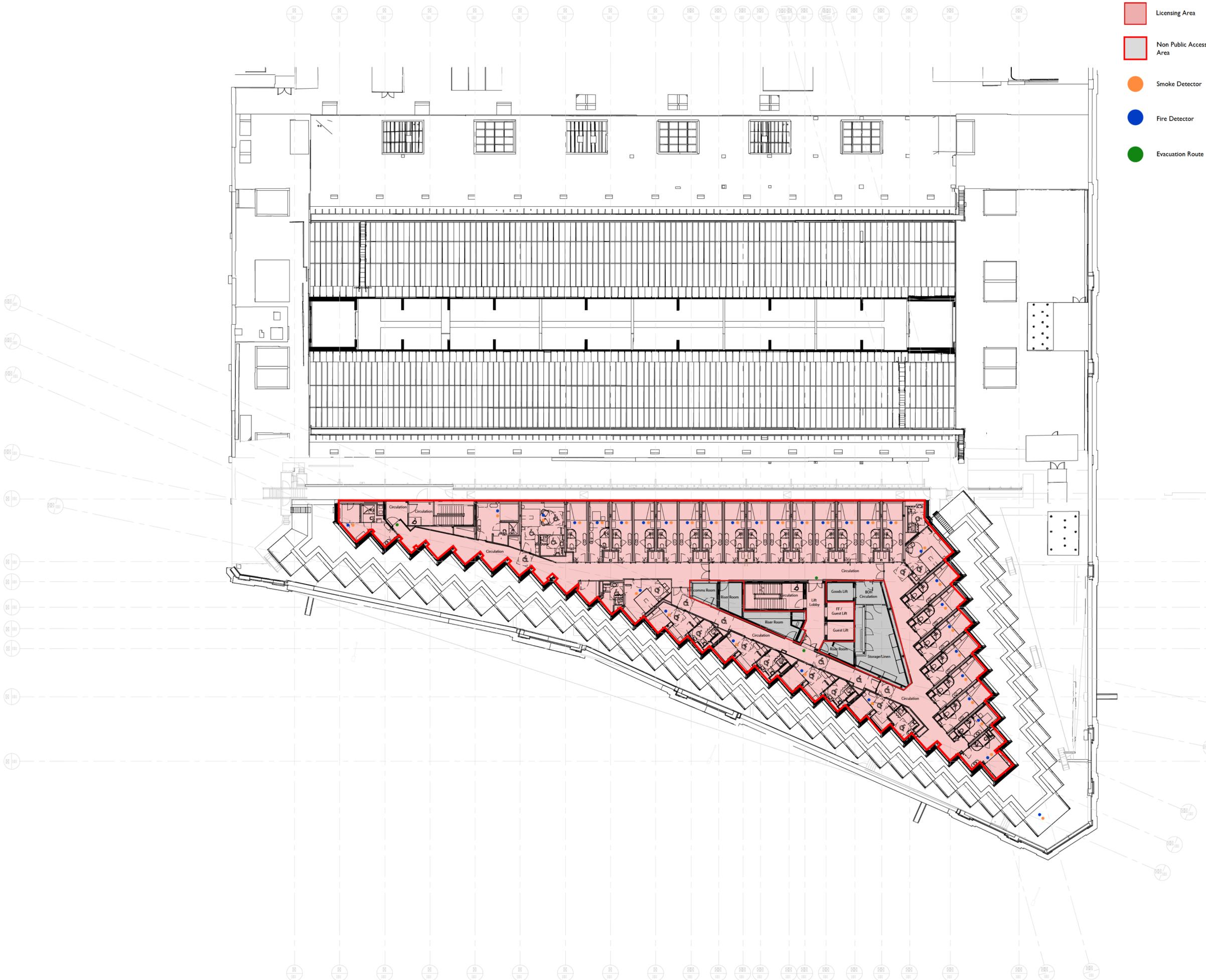
Client
Yoo Capital

Job Title
1709 - Olympia

Drawing Title
Third Floor Licensing Plan

Drawing Number & Revision
1709-SPP-NA-03-DR-A-79-1104

Scale	Date Amended	Amended By	Revision
1:200 @A1	24.02.23	DM	PO1
Checked	Date Created	Drawn By	SUITABILITY
DM	24.02.23	DM	S4



- Legend**
- Licensing Area
 - Non Public Accessible Area
 - Smoke Detector
 - Fire Detector
 - Evacuation Route

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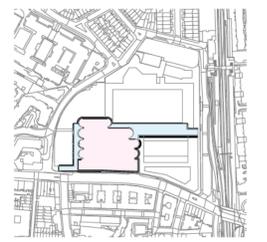
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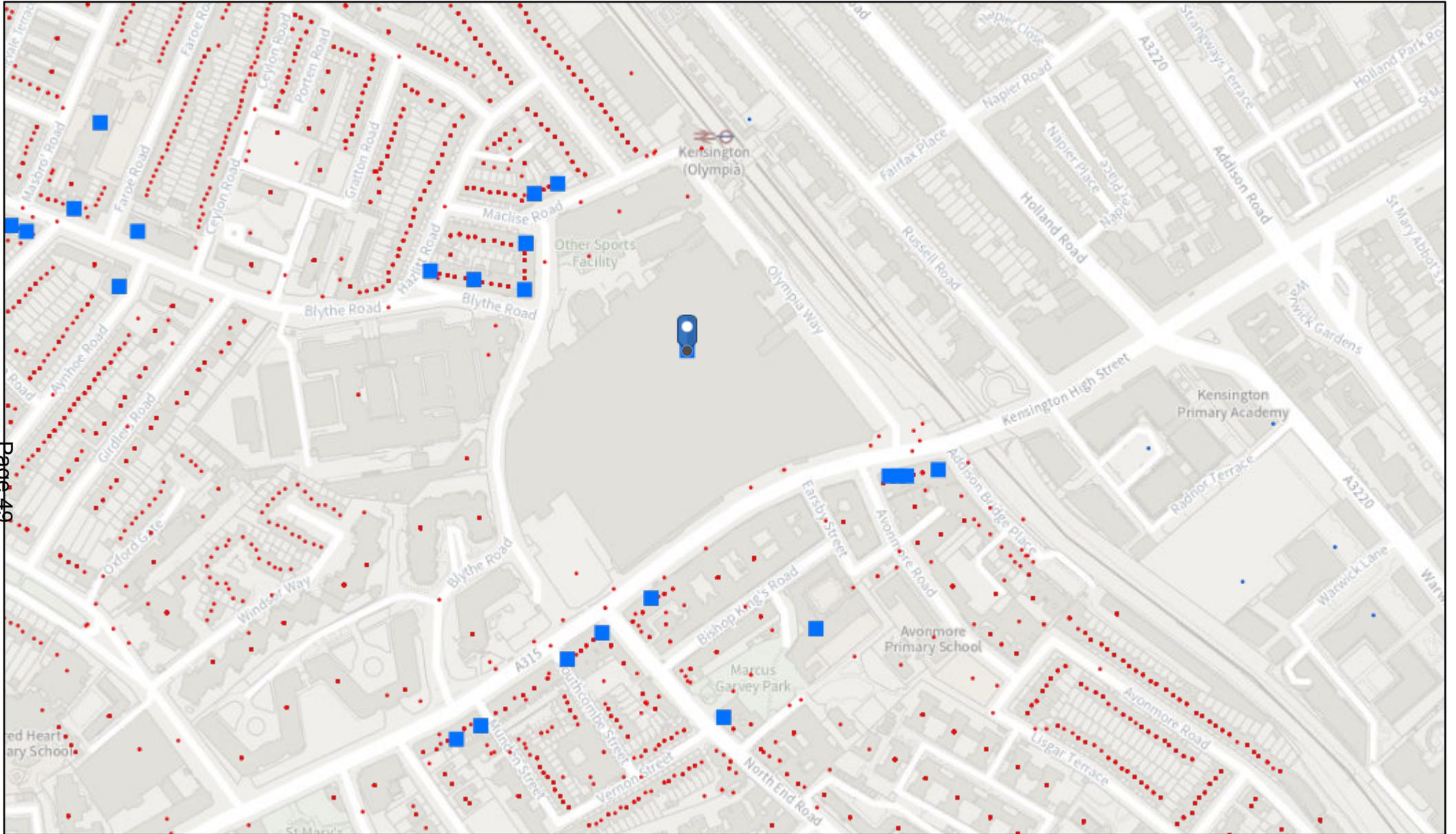
Job Title
1709 - Olympia

Drawing Title
Forth Floor Licensing Plan

Drawing Number & Revision
1709-SPP-NA-04-DR-A-79-1105

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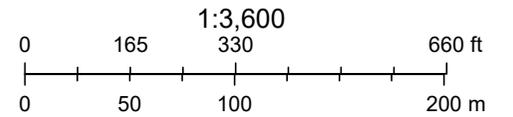
eGIS Web Map



Page 49

25/03/2024, 08:35:39

- Licensing Points
 - Within Borough
 - Out of Borough
- Property Gazetteer



LICENCE NO	TRADING AS	ADDRESS	ACTIVITY	Monday to Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2023/00266/LAPR	The Keep	43 Blythe Road W14 OHR	Performance of Live Music		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 - 00:30:00	11:00:00 - 00:30:00	12:00:00 - 22:30:00
			Playing of Recorded Music		11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 00:30:00	11:00:00 - 00:30:00	12:00:00 - 22:30:00
			Sale of Alcohol On and Off the Premises		11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 00:30:00	11:00:00 - 00:30:00	12:00:00 - 22:30:00
2023/00997/LAPR	February Eighteenth Limited	65 Blythe Road W14 OHP	Sale of Alcohol Off the Premises	08:00:00 - 19:00:00							
2022/01152/LAPR	Zia Lucia	61 Blythe Road W14 OHP	Sale of Alcohol On and Off the Premises		11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 22:00:00
2019/01663/LAPR	Thresher Wine Shop	60 Blythe Road W14 OHB	Sale of Alcohol Off the Premises		08:00:00 - 23:00:00	08:00:00 - 23:00:00	08:00:00 - 23:00:00	08:00:00 - 23:00:00	08:00:00 - 23:00:00	08:00:00 - 23:00:00	10:00:00 - 22:30:00
2013/00318/LAPR	The Albion	121 Hammersmith Road W14 OQL	Exhibition of a Film	10:00:00 - 23:00:00							
			Indoor Sporting Event	10:00:00 - 23:00:00							
			Performance of Live Music	10:00:00 - 23:00:00							
			Playing of Recorded Music		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 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00
			Provision of Late Night Refreshment		23:00:00 - 00:30:00	23:00:00 - 00:30:00	23:00:00 - 00:30:00	23:00:00 - 00:30:00	23:00:00 - 01:30:00	23:00:00 - 01:30:00	23:00:00 - 00:30:00
			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 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00
2021/01295/LAPR	Kampai Sushi Bar	127A Hammersmith Road W14 OQL	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
2020/01007/LAPR	Supersave Food And Wine	97 Hammersmith Road W14 OQH	Sale of Alcohol Off the Premises	07:00:00 - 02:00:00							
2019/00885/LAPR	Olympia Food And Wine	9 Hammersmith Road W14 8XJ	Sale of Alcohol Off the Premises	11:00:00 - 23:00:00							
2019/00996/LAPR	Hand And Flower	1 Hammersmith Road W14 8XJ	Performance of Dance		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 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00
			Indoor Sporting Event		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	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 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00

			Performance of a Play	09:00:00 - 00:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	
			Provision of Late Night Refreshment	23:00:00 - 01:00:00								
			Sale of Alcohol On and Off the Premises	09:00:00 - 00:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	
2022/00853/LAPR	Brook Green Market	St Marys Primary School Masbro' Road W14 0LT	Sale of Alcohol On and Off the Premises					16:00:00 - 22:00:00				09:00:00 - 18:00:00
2005/02127/LAPRT	Pope's Eye Steak House	108 Blythe Road W14 0HD	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	10:00:00 - 00:00:00	11:00:00 - 00:00:00	12:00:00 - 23:30:00
2021/00135/LAPR	Toro Dorardo	87 Hammersmith Road W14 0QH	Performance of Dance	20:00:00 - 00:00:00								
			Performance of Live Music	20:00:00 - 00:00:00								
			Playing of Recorded Music	11:00:00 - 00:00:00								
Page 53			Provision of Late Night Refreshment	23:00:00 - 00:00:00								
			Sale of Alcohol On the Premises	11:00:00 - 00:00:00								
2023/01906/LAPR	Tesco - Olympia Hammersmith Express	69 - 77 Hammersmith Road W14 8UZ	Sale of Alcohol Off the Premises	06:00:00 - 00:00:00								

Dear Sir/Madam,

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

Comments were submitted at 27/02/2024 4:56 PM from [REDACTED].

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Proposal: LA2003 - Provisional 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: 27/02/2024 4:56 PM I am objecting to this proposal on the grounds of noise, nuisance, traffic and anti-social behaviour. As a resident on one of the adjacent streets to the Olympia centre I object to the opening of late entertainment venues that will incur noise, traffic and potential anti-social behaviour. The proposed opening hours are too extended and will create disruption to the rest and sleep of local residents from the people coming in and out of the venues, drivers and taxi services. The number of venues MUST be restricted and none of the licensed venues should operate beyond 10:00pm as per the nearby Westfield Shopping Center. Visitors park their cars in the nearby streets which means the local residents - who pay hefty parking permit fees - can't find spaces to park. I trust the councillors and licensing teams will reject this and many other applications submitted this week by Olympia to ensure that the local community is not to endure endless sleepless nights.

From: [REDACTED]

Sent: Tuesday, February 27, 2024 7:54 PM

To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>

Subject: 2024/00265/LAPRP - application objection

Dear Lorna

I hereby write to urge you to reject this Application under nuisance, public safety, prevention of children from harm in the local area around this address.

The proposed operation will prevent neighbours in the local community from resting and sleeping every day of the week.

The venue is unsuitable, the operation hours too extended and the frequency too high. Children in the area can't wait till past midnight to go to bed.

The large number of visitors to the centre will already make it a challenge to manage the traffic, flow of people, noise and anti-social behaviour.

Extended hours and multiple venues will only exacerbate the issue. The development is vast and a mitigation strategy is necessary to protect the local residents.

Regards,

[REDACTED]

[REDACTED]

Dear Sir/Madam,

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

Comments were submitted at 26/02/2024 8:47 PM from [REDACTED].

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

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: 26/02/2024 8:47 PM I am objecting to this proposal on the grounds of noise and nuisance, traffic and anti-social behaviour. The local area is very quiet and the streets small and can't cope with the influx of visitors.

The proposed opening hours are too extended and will create disruption to the rest and sleep of local residents.

The noise associated with the venues, the movement of visitors and the traffic from taxis and service vehicles will all have a negative impact on the local community.

I find extremely inconsiderate that Olympia are applying for such anti-social hours when they should be well aware of the rights and needs of local residents - which have been expressed many times at consultation meetings.

Given its responsibility to represent the rights of local residents the council must ensure that any licensing will not affect negatively the residents and impose restrictions such as the licensing hours for nearby venues. e.g Westfields, where restaurants close by 10pm if not earlier.

From: [REDACTED]

Sent: Tuesday, February 27, 2024 9:37 AM

To: Cllr Antoniades Stala: H&F <Stala.Antoniades@lbhf.gov.uk>

Cc: Cllr Lang Adam: H&F <Adam.Lang@lbhf.gov.uk>; Plan Comments: H&F <PlanComments@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: Olympia Licensing applications - 2024/00265/LAPRP

Dear Stala, Adam and Licensing Team

I am writing to urge you to support the local residents in rejecting a large number of licensing applications that have been submitted by Olympus Holdings to licenses various entertainment premises. I am including below the list of the applications

I am objecting to the licences on the grounds of the disruption it will cause to the local community and the impact on the local infrastructure.

The proposed venues will result in a large influx of visitors to a very residential area. The extended operating hours will mean that the noise, traffic and potential anti-social behaviour will disrupt the local residents right to a peaceful night and sleep. Every time that there is a large event at Olympia we are disturbed by the loud voices of visitors and a large volume of pick up and taxi services which is unsustainable in the small local streets. Most of the houses in the area date from Victorian times and as such have low noise insulation - this is exacerbated by the single glazing of sash windows in the conservation area. furthermore, late hours of alcohol sales result in anti-social behaviour and littering.

There is abundant evidence of the vast negative impact such operations have in the neighbourhood. For example, the noise and anti-social behaviour that local residents were subjected to during the operation of the Pergola venue located at the top of the car park building. I found on many occasion patrons under the influence relieving themselves in the listed local public phone boxes or front gardens.

In a more general sense, I am concerned about the lack of planning regarding management of services, for example traffic, as well as mitigation strategies to shield local residents from the impact of this massive scale development. For example an opportunity to create green areas in Maclise road to act as a boundary from the residential area.

I have had many conversations with local residents as well as attended the consultation meetings and this is a common concern for residents, also represented by the local associations such as SRRA and Palace mansions. I therefore hope that our local representatives will step in to support the voice of the local community.

Regards,

[REDACTED]



- 2024/00302/LAPRP
- 2024/00312/LAPR
- 2024/00315/LAPRP
- 2024/00265/LAPRP
- 2024/00300/LAPRP
- 2024/00261/LAPRP
- 2024/00253/LAPRP
- 2024/00257/LAPRP
- 2024/00266/LAPRP
- 2024/00268/LAPRP

Dear Sir/Madam,

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

Comments were submitted at 26/02/2024 7:10 PM from [REDACTED]

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Proposal: LA2003 - Provisional 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: 26/02/2024 7:10 PM I object the proposal and urge the council to reject it. The proposal does not take into consideration the residential nature of the surrounding area and the profound impact on infrastructure and the local community.

There are people, young and old, living within meters of the proposed venues, who need to sleep at night.

This proposal will keep everyone awake, impact negatively our health and wellbeing. The proposed venue overlooks the nearby streets of Sinclair Road, MAclise Road and Blythe Road which have a high density of residents. Furthermore, the people leaving the premises will create noise and nuisance for the local residents whilst making their way towards transport stations. Equally, the traffic associated with it (Taxis, Ubers, pick ups) will mean that the length of Sinclair Road will be unsufferable.

At number [REDACTED] we can see directly each window of the car part, right now I can hear everything the builders say to each other in the construction site. Add music and alcohol and it'll be impossible to contain the noise.

I am opposing this particular scheme as well as any licensing in the overall development beyond the hours of 21:00, similar to the restrictions imposed in Westfield, to ensure residents can enjoy a peaceful night.

Dear Sir/Madam,

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

Comments were submitted at 26/02/2024 7:50 PM from [REDACTED].

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Proposal: LA2003 - Provisional 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:

26/02/2024 7:50 PM I am objecting to this proposal on the grounds of noise and nuisance, traffic and anti-social behaviour. The local area is very quiet and the streets small and can't cope with the influx of visitors.

The proposed opening hours are too extended and will create disruption to the rest and sleep of local residents. The noise coming from the venue, from visitors and the traffic from taxis and service vehicles will all have a negative impact on the local community. Licensing hours for nearby venues such as Westfields are more restricted and considerate of the needs of local residents and thereby I urge well as any licensing in the overall development beyond the hours of 21:00, similar to the restrictions imposed in Westfield where most restaurants close by 10pm if not earlier to ensure residents can enjoy a peaceful night.

Dear Sir/Madam,

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

Comments were submitted at 26/02/2024 6:27 PM from [REDACTED] .

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Proposal: LA2003 - Provisional 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: 26/02/2024 6:27 PM Our property ([REDACTED]) [REDACTED] the proposed venue and as such we'll be affected by the noise both at the front and rear of the flat, making it impossible to have any rest or decent sleep. As it is, we suffer from the noise every time there are exhibitions and visitors arrive to the Olympia station. The opening of additional venues will massively increase noise from people and their cars and also the area impacted, as many will be using Sinclair road as a link to Shepherd's Bush central line. This will stop me and my family from sleeping and no doubt will have the same impact on other residents, young and old.
I strongly oppose the venue and operation of any of the venues in Olympia after 9pm, particularly during week nights.

From: [REDACTED]
Sent: Tuesday, March 12, 2024 11:49 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Representation against license applications by Olympia
To the Licensing Authority

Please find attached my self explanatory representation against license applications by Olympia.

Yours faithfully,

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
12 March 2024

To the Licensing Authority. By Email

licensing@lbhf.gov.uk

To whom it may concern,

I am writing to formally oppose the current applications for 20 provisional premises licences proposed by the Olympia redevelopment. Namely:

- 2024/00302/LAPRP: Restaurant (Unit 3, Level 2, Mezzanine and Rooftop Bar)
- 2024/00316/LAPRP: Unit 2B Mezzanine Restaurant
- 2024/00310/LAPR: National Hotel (Citizen M) - Basement to Level 4
- 2024/00308/LAPRP: Unit 1B (unit 2 Level 2) - Olympia London Development
- 2024/00312/LAPR: Emberton House Hotel (Hyatt) - Olympia London Development
- 2024/00309/LAPRP: Unit 2A (unit 2 Level 2) - Olympia London Development
- 2024/00307/LAPRP: Unit 1A (unit 2 Level 2) - Olympia London Development
- 2024/00315/LAPRP: Theatre - Olympia London Development
- 2024/00314/LAPRP: Live Lounge Banquet & Conference Facilities
- 2024/00268/LAPRP: Music Arena - Olympia London Development
- 2024/00266/LAPRP: Roof Garden South Terrace - Olympia London Development
- 2024/00257/LAPRP: 1 Olympia Way - Olympia London Development
- 2024/00263/LAPRP: National Terrace - Olympia London Development
- 2024/00253/LAPRP: Gym - Ground And Basement - Emberton House
- 2024/00301/LAPRP: Restaurant Level Unit 3A (right Side Unit 3, Level 2) – OLD
- 2024/00261/LAPRP: Roof Garden Gin Bar - Olympia London Development
- 2024/00265/LAPRP: Roof Grd Nth Terrace Mezzanine - Olympia London Development
- 2024/00300/LAPRP: Pillar Hall - Olympia London Development
- 2024/00264/LAPRP: Roof Garden North Terrace - Olympia London Development
- 2024/00267/LAPRP: Roof Grd Sth Terrace Mezzanine - Olympia London Development

As a longstanding resident living in very close proximity to Olympia, within what is a

predominantly residential area characterized by families with young children attending various nearby primary schools, my concerns are deeply rooted in the community's welfare and stem from the objectives of the Licensing Act 2003.

My concerns relate specifically to the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm.

Prevention of Crime and Disorder

The proposal to operate multiple venues with very late-night alcohol sales raises serious concerns about littering, vandalism and other criminal acts. Establishments that sell alcohol, especially with late-night hours, often contribute to an increase in litter, including bottles, cans, and food packaging. This not only detracts from the aesthetic and environmental quality of the area but also poses a serious risk to public health, for example broken glass. The presence of intoxicated individuals, especially during the hours of darkness, can lead to criminal acts such as vandalism of property, harassment and aggression against locals, further harming the community and requiring additional resources for cleanup, repair, security and policing.

I strongly urge the committee to please consider the cumulative impact of these applications on the local area and residents who will be affected by these 20 potential late licence venues. The aggregation of licensable activities could significantly exacerbate issues related to public nuisance, crime and disorder, and public safety. The potential for increased foot traffic, noise, and alcohol-related incidents could strain local resources and negatively affect the quality of life for residents, including myself and the many other young families living in the neighbourhood.

The council has already recognised the severe negative impact that multiple venues with late at night licenses to sell alcohol had on Shepherd's Bush Green and surrounding streets and it should serve as a recent reminder against potentially repeating these mistakes again with the Olympia venues.

There seems little reason why the Olympia premises should be treated any differently to other recent entertainment hubs and venues within the borough, such as Westfield where they do not permit such widespread extended opening hours or the ability for all their venues to play music outdoors.

Given the much more residential nature of Olympia's location, the proposed extended hours

and activities will disproportionately disturb the peace and well-being of our residential community and negatively impact our rights to peaceful enjoyment of our homes and neighbourhood.

To summarise, the proposed late-night sale of alcohol and extended hours during weekends and other specific days have the potential to increase crime and disorder in the local area, making it challenging to monitor and control alcohol consumption and behavior, increasing the risk of criminal incidents that strain local law enforcement and emergency services and have a negative impact on the local residents, especially the elderly and young families, who can feel very vulnerable and intimidated by boisterous late night revellers.

Prevention of Public Nuisance

The proposed late night operations for all venues and the ability to play outdoor live and recorded music until 23:30 daily and the potential for noise from patrons, especially in an outdoor rooftop setting, is likely to create a significant public nuisance.

Noise pollution will disturb the peace of local residents, particularly during late hours, and the impact may be exacerbated in a rooftop venue where sound will travel more freely and longer distances. This is particularly concerning in a neighbourhood like ours, where peaceful tranquillity is vital for the elderly and families with very young school-going children. It is important to note that, prior to this application, there were very few premises in the vicinity selling alcohol and with significantly less capacity.

Unlike many other areas with similar entertainment venues, our local community lacks the necessary public transport infrastructure to allow late night patrons and visitors to return home peacefully and quietly.

Introducing multiple venues that propose the sale of alcohol until 23:30 daily, with extended hours on additional separate days represents a significant change to the local environment.

The committee should carefully consider the implications of introducing alcohol sales in an area previously without such offerings, especially in terms of potential shifts in social dynamics, increases in foot traffic, and the negative impact on local residents' quality of life.

A pertinent and relatively recent example of the negative impact late night alcohol licensing has on the local community should refer to 'The Pergola' temporary rooftop venue on Olympia that operated just prior to the current period of construction. During its operation, it caused significant disturbance to local residents, leading to a large number of complaints to

the local authority.

This past experience suggests that a permanent rooftop venue with similar licenced activities will potentially exacerbate public nuisance issues, disturb the peace of residents, and strain community relations. My partner and I had firsthand experience of late night aggressive and anti social behaviour from a couple of drunk venue attendees who had taken it upon themselves to urinate inside the 'listed' red telephone boxes on Maclise Road, who displayed loud and threatening behaviour as we passed by on our way home from the theatre.

Protection of Children from Harm

The potential increase in public nuisance and associated crime and disorder in the local area could severely impact the health and wellbeing of young children as a result of lack of sleep. The effects of lack of sleep on children can be significant and wide-ranging, impacting various aspects of their physical health, cognitive function, emotional well-being, and behaviour.

The council should note that the majority of properties around the Olympia venue consist of converted Victorian houses within a designated Conservation Area, with poor sound insulation of walls and large old, single glazed windows, directly affecting young families and exacerbating the potential harm to children.

This concern is critical in a community with a catchment area for many schools and therefore densely populated with young families and children who require a conducive environment for their healthy development, education and mental well-being.

Conclusion

Given these concerns, including the critical consideration of introducing alcohol sales in a previously quieter, predominantly residential character of our local neighbourhood with presence of young families and schools and the historical disturbances we have experienced by the temporary rooftop 'Pergola' venue, I strongly urge the licensing authority to consider the potential negative impacts of granting these licences on the local community based on the four criteria objectives under consideration by the licensing authority committee.

While I recognize the need for these venues to cater for visitors to the Olympia exhibitions, office workers, theatre audiences and music venue attendees before shows, it is possible to provide suitable hospitality within operating hours that are more considerate towards the

needs of the local residents and wider community local . Limiting the opening hours could allow the venues to serve their intended purpose without negatively impacting the local community.

I strongly recommend that the 20no licensing applications be reconsidered, with either a full rejection or the imposition of strict conditions to limit the operating hours in order to mitigate the risks highlighted. These could include:

☒ Limiting the opening hours including the sale of alcohol to the early evening between 6pm and 9:30pm, in a similar manner to that granted for Westfield, when local public transport is still in full operation, to prevent late-night disturbances and limit the likely negative impact on sleep for both adults and children in the local area. The venues would still be able to cater for visitors of Olympia exhibitions, office workers and guests to the theatre and music venues for 'pre-show' food and beverage before shows and events.

☒ Restrict the ability to play music outdoors to avoid disturbance.

☒ Implement stringent noise control measures to minimize public nuisance.

☒ Enforce rigorous security measures and safety protocols to ensure public safety, particularly given the unique risks of a rooftop setting.

☒ Clearly define policies to protect children from exposure to excessive noise and potential harmful behaviour, and ensure that these are strictly enforced and adhered to.

☒ Establish strict littering and vandalism controls, including adequate refuse disposal facilities and measures to manage and mitigate these concerns.

As I live in very close proximity to Olympia, the outcome of this application is of great significance and concern to me.

The well-being of the local community and adherence to the Licensing Act 2003 objectives should be at the forefront of the decision-making process.

I appreciate your consideration of my representation against these license applications.

Yours faithfully,

██████████

Dear Sir/Madam,

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

Comments were submitted at 09/03/2024 9:25 AM from [REDACTED]

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Proposal: LA2003 - Provisional Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

[REDACTED]
Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 09/03/2024 9:25 AM I am very concerned with the hours for a rooftop bar playing music until late at night in the area. I have lived in the area over 20 years and one thing I appreciate is the respect for residents/families from commercial establishments and the council. Other pubs in the area with gardens force people to go inside at 10:30 pm and they don't even play music. Late night music and partying from a high rooftop will disturb the sleep of children and adults living in the area. I think it is very unfair to the community and don't understand why this establishment would work differently from others in the area. I strongly object to the potential noise.

From: [REDACTED]
Sent: Sunday, March 17, 2024 7:05 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Olympia late night operatins - opposition representation

To the Licensing Authority,

I am writing in my capacity as a local resident to formally oppose the following applications for 20 provisional premises licences proposed by Olympia:

2024/00302/LAPRP: Restaurant (Unit 3, Level 2, Mezzanine And Rooftop Bar)
2024/00316/LAPRP: Unit 2B Mezzanine Restaurant
2024/00310/LAPRP: National Hotel (Citizen M) - Basement To Level 4
2024/00308/LAPRP: Unit 1B (unit 2 Level 2) - Olympia London Development
2024/00312/LAPRP: Emberton House Hotel (Hyatt) - Olympia London Development
2024/00309/LAPRP: Unit 2A (unit 2 Level 2) - Olympia London Development
2024/00307/LAPRP: Unit 1A (unit 2 Level 2) - Olympia London Development
2024/00315/LAPRP: Theatre - Olympia London Development
2024/00314/LAPRP: Live Lounge Banquet & Conference Facilities
2024/00268/LAPRP: Music Arena - Olympia London Development
2024/00266/LAPRP: Roof Garden South Terrace - Olympia London Development
2024/00257/LAPRP: 1 Olympia Way - Olympia London Development
2024/00263/LAPRP: National Terrace - Olympia London Development
2024/00253/LAPRP: Gym - Ground And Basement - Emberton House
2024/00301/LAPRP: Restaurant Level Unit 3A (right Side Unit 3, Level 2) – OLDe
2024/00261/LAPRP: Roof Garden Gin Bar - Olympia London Development
2024/00265/LAPRP: Roof Grd Nth Terrace Mezzanine - Olympia London Development
2024/00300/LAPRP: Pillar Hall - Olympia London Development
2024/00264/LAPRP: Roof Garden North Terrace - Olympia London Development
2024/00267/LAPRP: Roof Grd Sth Terrace Mezzanine - Olympia London Development

As a resident living in close proximity to the Olympia site ([REDACTED]), situated within a predominantly residential area characterised by families with young children attending numerous nearby primary schools, my concerns are rooted in the welfare of our community.

These concerns are aligned with the objectives outlined in the Licensing Act 2003, specifically pertaining to the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm.

Prevention of Crime and Disorder

The proposal to operate multiple venues with late-night alcohol sales raises concerns regarding littering and vandalism, both of which are detrimental to the aesthetic and environmental quality of our area and pose public health risks. Additionally, the presence of intoxicated

From: [REDACTED]
Sent: Monday, March 18, 2024 10:54 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: Olympia late night operations - opposition representation

Thank you Lorna.

I am the owner of the [REDACTED]. Let me know if you require any further information.

Best

From: [REDACTED]

Sent: Monday, March 18, 2024 8:02 AM

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

Subject: Representation letter Re: 20 provisional premises licenses proposed by Olympia

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

To: Licensing Authority
licensing@lbhf.gov.uk

Dear Sir/Madam,

I am writing to formally oppose the applications for 20 provisional premises licenses proposed by Olympia, as listed below:

- 2024/00302/LAPRP: Restaurant (Unit 3, Level 2, Mezzanine And Rooftop Bar)
- 2024/00316/LAPRP: Unit 2B Mezzanine Restaurant
- 2024/00310/LAPRP: National Hotel (Citizen M) - Basement To Level 4
- 2024/00308/LAPRP: Unit 1B (unit 2 Level 2) - Olympia London Development
- 2024/00312/LAPRP: Emberton House Hotel (Hyatt) - Olympia London Development
- 2024/00309/LAPRP: Unit 2A (unit 2 Level 2) - Olympia London Development
- 2024/00307/LAPRP: Unit 1A (unit 2 Level 2) - Olympia London Development
- 2024/00315/LAPRP: Theatre - Olympia London Development
- 2024/00314/LAPRP: Live Lounge Banquet & Conference Facilities
- 2024/00268/LAPRP: Music Arena - Olympia London Development
- 2024/00266/LAPRP: Roof Garden South Terrace - Olympia London Development
- 2024/00257/LAPRP: 1 Olympia Way - Olympia London Development
- 2024/00263/LAPRP: National Terrace - Olympia London Development
- 2024/00253/LAPRP: Gym - Ground And Basement - Emberton House
- 2024/00301/LAPRP: Restaurant Level Unit 3A (right Side Unit 3, Level 2) – OLDe
- 2024/00261/LAPRP: Roof Garden Gin Bar - Olympia London Development
- 2024/00265/LAPRP: Roof Grd Nth Terrace Mezzanine - Olympia London Development
- 2024/00300/LAPRP: Pillar Hall - Olympia London Development
- 2024/00264/LAPRP: Roof Garden North Terrace - Olympia London Development
- 2024/00267/LAPRP: Roof Grd Sth Terrace Mezzanine - Olympia London Development

As a key worker nurse and a resident living near Olympia, within a predominantly residential area occupied by families with young children, my opposition is deeply rooted in concerns for the community's welfare and the objectives of the Licensing Act 2003.

Prevention of Crime and Disorder

The proposal to operate multiple venues with late-night alcohol sales raises significant concerns about littering and vandalism. Establishments selling alcohol, particularly with late-night hours, often contribute to increased litter and acts of vandalism, posing risks to public health and safety. The cumulative impact of these applications on the local area could exacerbate issues related to crime and disorder, public safety, and public nuisance.

Prevention of Public Nuisance

The proposed late-night operations and outdoor music could create a substantial public nuisance, particularly for residents in close proximity. The lack of infrastructure to manage late-night patrons returning home quietly and the historical disturbances caused by similar venues in the area highlight the potential negative impact on the community's quality of life.

Protection of Children from Harm

Increased crime, disorder, and noise pollution could significantly harm the health and well-being of children in the community, especially considering the lack of sound insulation in the surrounding properties.

Conclusion

In light of these concerns, I urge the licensing authority to carefully consider the potential negative impacts of granting these licenses on the local community and the promotion of the four licensing objectives. I recommend either rejecting the application or imposing strict conditions to mitigate the identified risks, such as limiting opening hours, restricting outdoor music, enforcing noise control measures, ensuring public safety protocols, and implementing littering and vandalism controls.

The well-being of the community and adherence to the Licensing Act 2003 objectives should guide the decision-making process. Thank you for considering my representation against this application.

Sincerely,

[REDACTED]

[REDACTED]

Sent: Tuesday, March 19, 2024 8:25 PM

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

Cc: [REDACTED]

Subject: Opposing to the newly proposed Olympia licences

Dear licensing team,

Please find attached our objections to the newly proposed Olympia licences.

These objections are linked to:

- crime and disorder

- public safety
- public nuisance
- harm to children
- issues with parking and transport which we have raised before.

Please confirm the receipt of our objections.

Thank you and kind regards,

[REDACTED]

[REDACTED]

To the Licensing Authority,

I am writing to formally oppose the applications for 20 provisional premises licences proposed by Olympia as described below:

- 2024/00302/LAPRP: Restaurant (Unit 3, Level 2, Mezzanine And Rooftop Bar)
- 2024/00316/LAPRP: Unit 2B Mezzanine Restaurant
- 2024/00310/LAPR: National Hotel (Citizen M) - Basement To Level 4
- 2024/00308/LAPRP: Unit 1B (unit 2 Level 2) - Olympia London Development
- 2024/00312/LAPR: Emberton House Hotel (Hyatt) - Olympia London Development
- 2024/00309/LAPRP: Unit 2A (unit 2 Level 2) - Olympia London Development
- 2024/00307/LAPRP: Unit 1A (unit 2 Level 2) - Olympia London Development
- 2024/00315/LAPRP: Theatre - Olympia London Development
- 2024/00314/LAPRP: Live Lounge Banquet & Conference Facilities
- 2024/00268/LAPRP: Music Arena - Olympia London Development
- 2024/00266/LAPRP: Roof Garden South Terrace - Olympia London Development
- 2024/00257/LAPRP: 1 Olympia Way - Olympia London Development
- 2024/00263/LAPRP: National Terrace - Olympia London Development
- 2024/00253/LAPRP: Gym - Ground And Basement - Emberton House
- 2024/00301/LAPRP: Restaurant Level Unit 3A (right Side Unit 3, Level 2) – OLDe
- 2024/00261/LAPRP: Roof Garden Gin Bar - Olympia London Development
- 2024/00265/LAPRP: Roof Grd Nth Terrace Mezzanine - Olympia London Development
- 2024/00300/LAPRP: Pillar Hall - Olympia London Development
- 2024/00264/LAPRP: Roof Garden North Terrace - Olympia London Development
- 2024/00267/LAPRP: Roof Grd Sth Terrace Mezzanine - Olympia London Development

As a resident living in close proximity to Olympia, within a predominantly residential area characterized by families with young children attending numerous nearby primary schools, my concerns are deeply rooted in the community's welfare and stem from the objectives of the Licensing Act 2003. These concerns specifically relate to the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm.

Prevention of Crime and Disorder

The proposal to operate multiple venues with late-night alcohol sales raises concerns about littering and vandalism. Establishments that sell alcohol, especially with late-night hours, often contribute to an increase in litter, including bottles, cans, and food packaging. This not only detracts from the aesthetic and environmental quality of the area but also poses a public health risk. Additionally, the presence of intoxicated individuals can lead to acts of vandalism, further harming the community and requiring additional resources for cleanup and repair.

I urge the committee to consider the cumulative impact of these applications on the local area. The aggregation of licensable activities could significantly exacerbate issues related to public nuisance, crime and disorder, and public safety. The potential for increased foot traffic, noise, and alcohol-related incidents could strain local resources and negatively affect the quality of life for residents, including myself and the many families living here.

The council has already recognised the severe negative impact that multiple venues with license to sell alcohol late at night had on Shepherd's Bush Green, and it should serve as a cautionary tale against repeating these mistakes with Olympia.

Other entertainment hubs within the borough, such as Westfield do not permit such widespread extended opening hours or the ability for all their venues to play music outdoors. Given the more residential nature of Olympia's location, the proposed hours and activities could disproportionately disturb the peace and well-being of our community.

In summary, the proposed late-night sale of alcohol and extended hours during weekends and other specific days have the potential to increase crime and disorder in the local area making it challenging to monitor and control alcohol consumption and behavior, increasing the risk of incidents that strain local law enforcement and emergency services.

Prevention of Public Nuisance

The proposed late night operations for all venues and the ability to play outdoor live and recorded music until 23:30 daily and the potential for noise from patrons, especially in an outdoor rooftop setting, is likely to create a significant public nuisance. Noise

pollution can disturb the peace of local residents, particularly during late hours, and the impact may be exacerbated in a rooftop venue where sound can travel more freely. This is particularly concerning in a neighbourhood like ours, where the tranquillity is vital for families with school-going children.

Unlike other areas with similar venues, our community lacks the necessary infrastructure to allow late night patron to return home peacefully and quietly.

It is important to note that, prior to this application, there were very few premises in the vicinity selling alcohol and with significantly less capacity . Introducing multiple venues that propose the sale of alcohol until 23:30 daily, with extended hours on separate days represents a significant change to the local environment. The committee should carefully consider the implications of introducing alcohol sales in an area previously without such offerings, especially in terms of potential shifts in social dynamics, increases in foot traffic, and the impact on local residents' quality of life.

Furthermore, it is pertinent to reference the historical precedent set by a temporary rooftop venue in Olympia known as the Pergola. During its operation, it caused significant disturbance to local residents, leading to numerous complaints to the local authority. This past experience suggests that a permanent rooftop venue with similar licensable activities could potentially exacerbate public nuisance issues, disturb the peace of residents, and strain community relations.

Protection of Children from Harm

The increase in public nuisance and the crime and disorder in the local area, might severely impact the health of children as a result of lack of sleep.

The effects of lack of sleep on children can be significant and wide-ranging, impacting various aspects of their physical health, cognitive function, emotional well-being, and behavior.

The council should note that the majority of property around Olympia consist of converted Victorian houses in conservation, with poor sound insulation of walls and windows, directly affecting families like mine and exacerbating the potential harm to children.

This concern is critical in a community densely populated with young families and children who require a conducive environment for their development and well-being

Conclusion

Given these concerns, including the critical consideration of introducing alcohol sales in a previously quieter area, the residential character of our neighbourhood with presence of young families and schools and the historical disturbances caused by the

temporary Pergola venue, I urge the licensing authority to consider the potential negative impacts of granting these licences on the local community and on the promotion of the four licensing objectives.

While I recognize the need for these venues to cater to visitors of Olympia exhibitions, office workers, and guests to the theatre and music venues before shows, it is possible to do so within more considerate operating hours. Limiting the opening hours could allow the venues to serve their intended purpose without negatively impacting the local community.

I recommend that the application be reconsidered, with either a rejection or the imposition of strict conditions to mitigate the risks highlighted. These could include:

- Limiting the opening hours to between 6pm and 9pm including the sale of alcohol to prevent late-night disturbances and not impact sleep impact for both adults and children. The venues would still be able to cater for visitors of Olympia exhibitions, office workers and guests to the theatre and music venues before shows.
- Restrict the ability to play music outdoor
- Implementing stringent noise control measures to minimize public nuisance.
- Enforcing rigorous safety protocols to ensure public safety, particularly given the unique risks of a rooftop setting.
- Clearly defining policies to protect children from exposure to harmful behaviors and ensuring these are strictly adhered to.
- Establishing strict littering and vandalism controls, including adequate disposal facilities and security measures to manage and mitigate these concerns.

Living in close proximity to Olympia, the outcome of this application is of significant concern to me. The well-being of the community and adherence to the Licensing Act 2003 objectives should be paramount in the decision-making process. I appreciate your consideration of my representation against this application.

From: [REDACTED]
Sent: Friday, March 22, 2024 8:13 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Cllr Lang Adam: H&F <Adam.Lang@lbhf.gov.uk>
Subject: Representation against Olympia proposed licenses

To the Licensing Authority,

I am writing to formally oppose the applications for 20 provisional premises licences proposed by Olympia as described below:

2024/00302/LAPRP: Restaurant (Unit 3, Level 2, Mezzanine And Rooftop Bar)
2024/00316/LAPRP: Unit 2B Mezzanine Restaurant
2024/00310/LAPR: National Hotel (Citizen M) - Basement To Level 4
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2024/00309/LAPRP: Unit 2A (unit 2 Level 2) - Olympia London Development
2024/00307/LAPRP: Unit 1A (unit 2 Level 2) - Olympia London Development
2024/00315/LAPRP: Theatre - Olympia London Development
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2024/00257/LAPRP: 1 Olympia Way - Olympia London Development
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2024/00253/LAPRP: Gym - Ground And Basement - Emberton House
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2024/00267/LAPRP: Roof Grd Sth Terrace Mezzanine - Olympia London Development

As a resident living in close proximity to Olympia, within a predominantly residential area characterized by families with young children attending numerous nearby primary schools, my concerns are deeply rooted in the community's welfare and stem from the objectives of the Licensing Act 2003. These concerns specifically relate to the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm.

Prevention of Crime and Disorder

The proposal to operate multiple venues with late-night alcohol sales raises concerns about littering and vandalism. Establishments that sell alcohol, especially with late-night hours, often contribute to an increase in litter, including bottles, cans, and food

packaging. This not only detracts from the aesthetic and environmental quality of the area but also poses a public health risk. Additionally, the presence of intoxicated individuals can lead to acts of vandalism, further harming the community and requiring additional resources for cleanup and repair.

I urge the committee to consider the cumulative impact of these applications on the local area. The aggregation of licensable activities could significantly exacerbate issues related to public nuisance, crime and disorder, and public safety. The potential for increased foot traffic, noise, and alcohol-related incidents could strain local resources and negatively affect the quality of life for residents, including myself and the many families living here.

The council has already recognised the severe negative impact that multiple venues with license to sell alcohol late at night had on Shepherd's Bush Green, and it should serve as a cautionary tale against repeating these mistakes with Olympia.

Other entertainment hubs within the borough, such as Westfield do not permit such widespread extended opening hours or the ability for all their venues to play music outdoors. Given the more residential nature of Olympia's location, the proposed hours and activities could disproportionately disturb the peace and well-being of our community.

In summary, the proposed late-night sale of alcohol and extended hours during weekends and other specific days have the potential to increase crime and disorder in the local area making it challenging to monitor and control alcohol consumption and behavior, increasing the risk of incidents that strain local law enforcement and emergency services.

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The proposed late night operations for all venues and the ability to play outdoor live and recorded music until 23:30 daily and the potential for noise from patrons, especially in an outdoor rooftop setting, is likely to create a significant public nuisance. Noise pollution can disturb the peace of local residents, particularly during late hours, and the impact may be exacerbated in a rooftop venue where sound can travel more freely. This is particularly concerning in a neighbourhood like ours, where the tranquillity is vital for families with school-going children.

Unlike other areas with similar venues, our community lacks the necessary infrastructure to allow late night patron to return home peacefully and quietly.

It is important to note that, prior to this application, there were very few premises in the vicinity selling alcohol and with significantly less capacity . Introducing multiple venues that propose the sale of alcohol until 23:30 daily, with extended hours on separate days represents a significant change to the local environment. The committee should

carefully consider the implications of introducing alcohol sales in an area previously without such offerings, especially in terms of potential shifts in social dynamics, increases in foot traffic, and the impact on local residents' quality of life.

Furthermore, it is pertinent to reference the historical precedent set by a temporary rooftop venue in Olympia known as the Pergola. During its operation, it caused significant disturbance to local residents, leading to numerous complaints to the local authority. This past experience suggests that a permanent rooftop venue with similar licensable activities could potentially exacerbate public nuisance issues, disturb the peace of residents, and strain community relations.

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This concern is critical in a community densely populated with young families and children who require a conducive environment for their development and well-being

Conclusion

Given these concerns, including the critical consideration of introducing alcohol sales in a previously quieter area, the residential character of our neighbourhood with presence of young families and schools and the historical disturbances caused by the temporary Pergola venue, I urge the licensing authority to consider the potential negative impacts of granting these licences on the local community and on the promotion of the four licensing objectives.

While I recognize the need for these venues to cater to visitors of Olympia exhibitions, office workers, and guests to the theatre and music venues before shows, it is possible to do so within more considerate operating hours. Limiting the opening hours could allow the venues to serve their intended purpose without negatively impacting the local community.

I recommend that the application be reconsidered, with either a rejection or the imposition of strict conditions to mitigate the risks highlighted. These could include:

- Limiting the opening hours to between 6pm and 9pm including the sale of alcohol to prevent late-night disturbances and not impact sleep impact for both adults and children. The venues would still be able to cater for visitors of Olympia exhibitions, office workers and guests to the theatre and music venues before shows.
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- Enforcing rigorous safety protocols to ensure public safety, particularly given the unique risks of a rooftop setting.
- Clearly defining policies to protect children from exposure to harmful behaviors and ensuring these are strictly adhered to.
- Establishing strict littering and vandalism controls, including adequate disposal facilities and security measures to manage and mitigate these concerns.

Living in close proximity to Olympia having a young family, the outcome of this application is of significant concern to me. The well-being of the community and adherence to the Licensing Act 2003 objectives should be paramount in the decision-making process. I appreciate your consideration of my representation against this application.

Kind regards

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

From: Matthew Phipps
Sent: Friday, April 5, 2024 1:15 PM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Cc: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Licensing Policy commentary - National Hotel -Citizen M

Dear Lorna

This email, for inclusion within the licensing committee report seeks to highlight those paragraphs within the LBHF licensing policy 2022-27 that may be of particular significance to the licensing committee when determining this licence application.

We have identified page numbers within the licensing policy at the end of the sentence quoted.

- Foreword: Hammersmith & Fulham continues to rise to the challenges of our time, together. Ongoing investment means that our business environment and residential landscape is rapidly changing and we're excited to share the amazing opportunities with everyone. (Page 3)
- We make no secret that we want to make our borough the best place to do business in Europe and to ensure that everyone benefits, not just a favoured few. In Hammersmith & Fulham, we want to use the power of local government to create a borough able to compete with the best in the 21st century and transform our borough into an inclusive global economic hotspot. (Page 3)
- We believe that a diverse, vibrant and safe nighttime economy (6pm to 6am) has a key role to play in supporting this growth. That's why we've created a new modern business-friendly licensing policy for Hammersmith & Fulham. (Page 3)
- With the many advantages that Hammersmith & Fulham has to offer now, it's no surprise investors are already eyeing up the borough for growth and new business ventures. (Page 3)
- Recognising that the pandemic has had a devastating effect on many retail and hospitality businesses, we are improving the public realm to make it a better place for people to shop, eat, drink, relax and enjoy local arts and facilities. We want to create a vibrant, safe and considerate night-time economy. (Page 3)
- We have exceptional transport links - (Page 4)
- Hammersmith and Fulham Council has been recognised as leading the way in our approach to partnership working to support our night-time economy. Our Night-Time Economy Working Group 1 includes officers from across the council including resident engagement and external partners from the police and local business improvement districts (BIDs) to identify issues that impact the borough. (Page 4)
- We believe that well-managed businesses and responsible operators are the key to addressing this (ASB etc) problem. (Page 4)
- Our Licensing Policy supports our licensed sector and the cultural, leisure, hospitality, and entertainment options within it available to Hammersmith & Fulham residents. (Page 8)
- In making decisions on licensing applications and imposing conditions, the Licensing Authority will primarily focus on the direct impact of the activities taking place at the licensed premises on members of the public living, working or engaged in normal activity in the area concerned relating to the four Licensing Objectives. (Page 11)
- Every application made to the Licensing Authority will be considered on its own merits. (Page 12)

- Prospective holders of new licences, and those seeking variations to existing licences, are advised to consult with the Licensing Authority and the various responsible authorities at the earliest possible stage in order to reduce the risk of any dispute arising. (Page 13)
- Operators of licensed premises will have to comply with planning, environmental health, trading standards, fire safety, licensing and building control legislation when opening or adapting licensed premises. (Page 14)
- To act as a guide for new or existing operators we have set out the suggested closing times for licensed premises below: *(NB hotels not restricted/referenced)*. (Page 21)
- At any stage, following the grant of a premises licence, a Responsible Authority, such as the police or the fire authority, or other persons, may apply for a licence to be reviewed because of a matter arising at the premises in connection with any of the four Licensing Objectives. (Page 29)
- 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 (Page 31)

Best wishes

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

From: Matthew Phipps
Sent: Friday, April 5, 2024 1:20 PM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Cc: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Citizen M - National Hotel - Introduction

Dear Lorna

Please find an introductory document in respect of the Citizen M hotel brand, (National Hotel), for inclusion within the Licensing committee report.

Many thanks

Matthew Phipps
Partner
Head of Licensing England and Wales

citizenM **London** **Olympia**



agenda

citizenM

a new breed of hotel

operations

Information around operations at citizenM

hotel experience

Being a guest at citizenM

citizenM says:

**“ we’re not like any
other hotel.
We do things differently here.”**

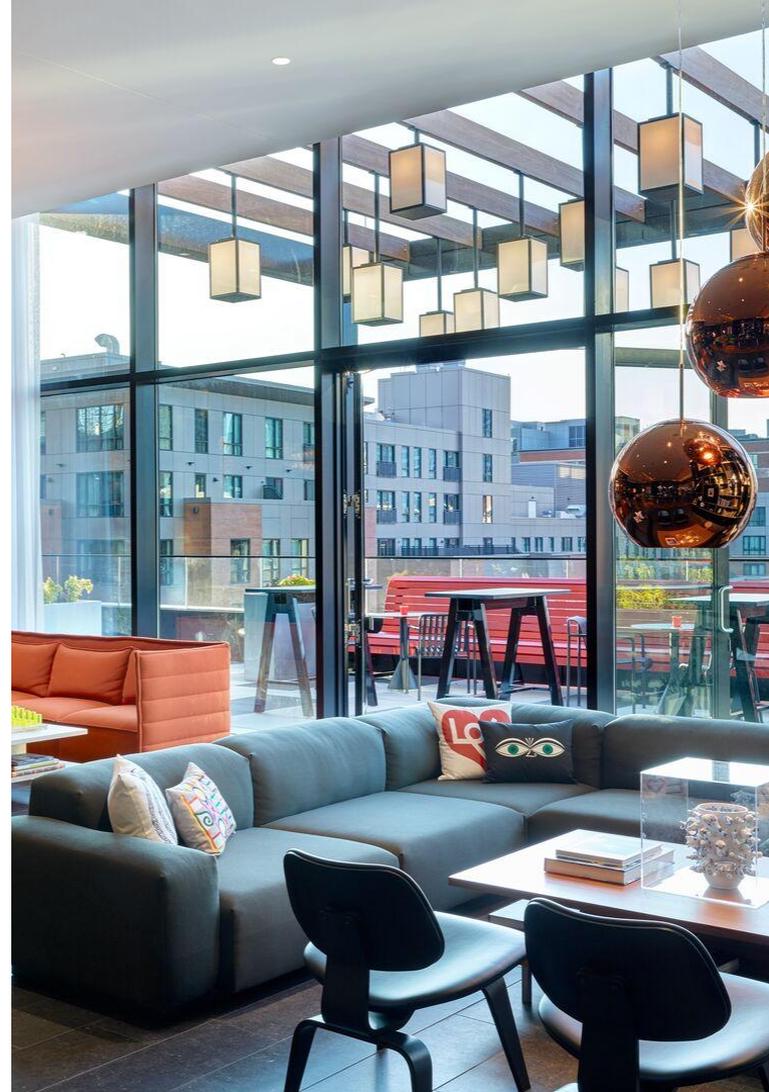
citizenM's mission:

Become the leading transformational hotel; inspiring a new generation of modern travellers in the big cities of the world by offering an affordable luxury lifestyle, while providing sustained premium returns to stakeholders.

citizenM

a new breed of hotel

- We disrupted the traditional hotel model to give modern travellers what they want – affordable luxury.
- A hybrid hotel that isn't just a place to sleep, but somewhere to work, relax, and play.
- We aren't afraid to do things differently, to have fun, and to shout it to the world.
- We made our living rooms as inviting as possible by creating multiple corners for working and eating, lounges for relaxing, and places for sitting and watching TV.



operations

hours of operation

- Hotel is open 24 hours a day, 7 days a week.
- Bar and reception staffed at all times
- Open to the public (non-residents) between 07:00 & 00:00

staffing

- Approximated 20 full time employees
- Covering day and night shifts
- 4 team members during the day
- 2-3 team member overnight

noise and disturbance

- No external areas for guests to enjoy food and beverages.
- Alcohol purchased on site cannot leave the premises.



hotel experience

being a guest at citizenM

- 1 minute self-check in service (no queues!)
- 30 seconds self-checkout service (no queues!)
- 24/7 hour reception
- 24/7 food and drinks always waiting at canteenM
- unlimited free Wi-Fi
- Wall-to-wall beds and windows
- Powerful rain showers
- Tablet-controlled ambient settings.



we are here!

North America

Austin Downtown
Boston North Station
Chicago Downtown
Los Angeles Downtown
Menlo Park
Miami Brickell
Miami World Center
New York Bowery
New York Times Square
San Francisco Union Square
Seattle South Lake
Seattle Pioneer Square
Washington, DC Capitol
Washington, DC NoMa

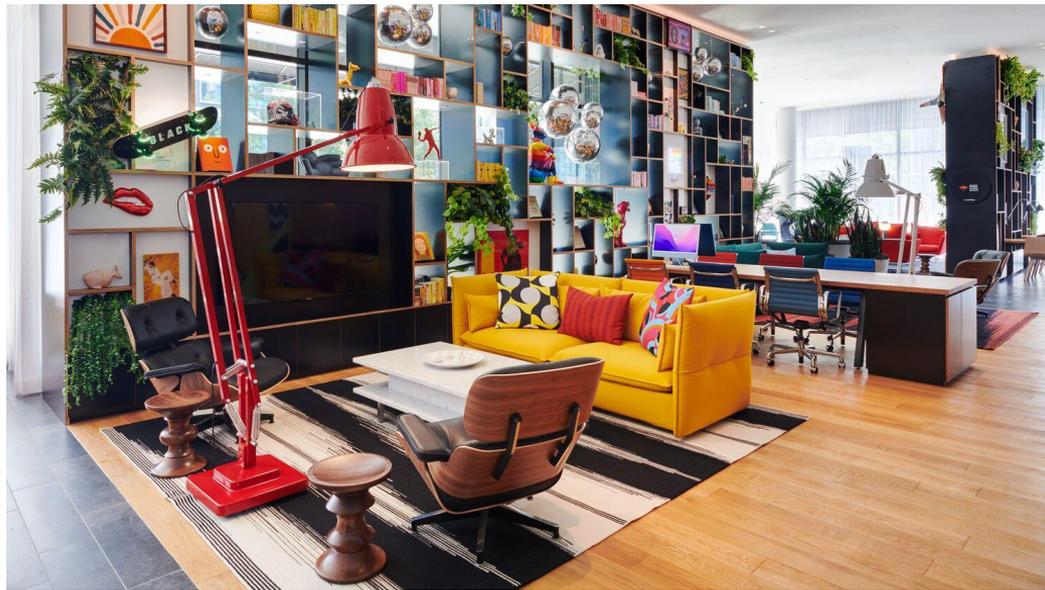
Asia

Taipei
Kuala Lumpur



Europe

Amsterdam Schiphol
Amsterdam South
Amsterdam Amstel
Copenhagen Rådhuspladsen
Geneva
Glasgow
London Bankside
London Tower
London Shoreditch
London Victoria
Paris Charles de Gaulle
Paris La Défense
Paris Gare de Lyon
Paris Champs Elysée
Paris Opera
Rome Isola Tiberina
Rotterdam
Zurich







thank you



Agenda Item 4

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1. PRE-APPLICATION ADVICE

Between December 2023 and January 2024 pre-application advice meetings took place with representatives for the premises, Mr Adrian Overton, Licensing Service Manager, and the Police Licensing Team. Subsequent to these meetings, a pre-application advice report was sent to the Applicant. A copy of pre-application advice report can be seen on pages **111-114** of this report.

2. THE APPLICATION

On 26th February 2024, TLT Solicitors submitted an application on behalf of the Olympus Property Holdings Limited (“the applicant”), for a new premises licence, in respect of the premises known as Emberton House Hotel (Hyatt), Olympia Exhibition Centre Hammersmith Road London W14 8UX.

2.1 Application Requested

The applicant proposes to operate the premises as a hotel with all facilities ancillary to that function, including licensable activities. The site will include a restaurant/bar and other guest facilities. The applicant has applied for the following licensable activities:

Licensable activities sought:

The Sale of Alcohol - Both On and Off the Premises

Mondays to Sundays between 00:00 to 00:00 (residents and bona fide guests)
Mondays to Sundays between 07:00 to 00:00 (non-residents)

The Exhibition of Films - Indoors Only

Mondays to Sundays between 00:00 to 00:00

The Provision of Late-Night Refreshment - Indoors Only

Mondays to Sundays between 23:00 to 05:00

Seasonal/Non-standard timings: For non-residents of the hotel only - All licensable activities extended to 02:00 on New Year's Eve, with the premises closed 30 minutes thereafter.

Proposed opening hours

Mondays to Sundays between 00:00 to 00:00

A copy of the application form and plan can be seen on pages **115-145** of this report.

2.2 Applicants Operating Schedule

The applicant has proposed additional steps in their operating schedule to promote the four licensing objectives if the application is granted. A copy of the full list of proposed additional steps can be seen on pages **133-137** of this report.

3. BACKGROUND

The premises proposes to operate as a hotel. The main access to the premises is located on Hammersmith Road. There are a mixture of commercial and residential premises within the area. A map showing the location of the premises and neighbouring licensed premises can be seen on pages **146-150** of this report.

There are several options for transport away from the area including buses and taxis which run from in and around the Hammersmith Road area. Kensington (Olympia) tube and overground station is a 1-minute walk away and West Kensington tube station is a 15-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 twelve representations from local residents objecting to the licence application. A copy of these representations can be seen on pages **151-179** of this report.

5. OTHER INFORMATION

5.1 Enforcement History

On the 20th February 2023 the Olympia Exhibition Centre hosted a Moncler fashion event where the Council received four separate noise complaints. Of these, two were Licensing Complaints and two from Councillors about the event itself and the disruption caused to local residents. The noise team carried out a visit to a resident's property later in the evening where noise nuisance from bass music was clearly causing a statutory nuisance within the complainants' property. There were a number of meetings with the operators after this event to discuss the future use of external promoters, and how this could be better managed in future. A temporary extension of the premises licence (permitted by a condition of the licence) was used to cover this event. Whilst the event caused disruption and disturbance to local residents, the venue was not in breach of their licence by hosting the event.

From the 29th April to the 2nd of May 2022 a series of concerts by 'The Foals' took place at the venue over four nights. The Council received a number of complaints in relation to queuing, dispersal and a lack of policing at these events. There were also a number of noise complaints and officers observed significant noise breakout outside the venue. These issues were followed up separately by Noise and Health and Safety officers. There were no temporary extensions to the licence used for this event, and there were no breaches of conditions, so there was no action taken from a licensing perspective.

5.2 Temporary Event Notices (“TENs”)

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

5.3 Other Information

On the 5th April 2024, the applicants' solicitors submitted further documents to be included in the main agenda of the report. This included an email with reference to the Licensing Policy and presentation of the proposed operation at the premises. A copy of these can be seen on pages **180-204** of this report.

6. POLICY CONSIDERATIONS

6.1 Section 2 pages 7-10 of the Statement of Licensing Policy (“SLP”) states the Licensing Authority is keen to support the licensed sector and leisure offer within the borough, with a particular focus on business resilience and growing a robust and thriving cultural and leisure sector.

To achieve this the Licensing Authority has identified three key themes of the Licensing Policy and the Licensing Authority’s approach to implementing it. These are:

- A sustainable, well-run licensed sector;
- Hammersmith & Fulham as a good place to live, work and enjoy leisure; and,
- A safe licensing environment and night-time economy.

6.2 Section 5 pages 12 and 13 of the Statement of Licensing Policy (“SLP”) states that 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.

6.3 Policy 1 page 18 of the SLP states that applicants are expected to undertake a local risk assessment as part of the licence 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.

6.4 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

6.5 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 i.e. 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:

- Planning controls (where development or change of use is involved, or where trading hours are limited by planning conditions)
- 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.

6.6 Policy 11 page 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 night-time 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.

6.7 Policy 13 of the SLP in relation to Planning, states 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.

6.8 Policy 16 of the SLP pages 33 and 34 in relation to licence measures to ensure the safety of women and girls in licensed premises, expects licence holders to have measures in place.

The Licensing Authority will use its powers to regulate the night-time economy, both with specific regard to spiking incidents and more generally in relation to violence against women and girls. This may include:

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

Licence applicants and existing licence holders are encouraged to include in their operating schedules clear policies relating to potential abuse or violence against women and girls. This would include, but is not limited to the 'Ask for Angela' programme,

Welfare and Vulnerability Engagement' training package (WAVE) for staff to identify and assist women and girls being at risk or being subjected to violence, and the implementation of clear policies in the premises on preventing and addressing violence against women and girls. The Licensing Authority would also encourage off licensed premises to take part in the Ask for Angela scheme in an effort to increase the visible promotion of the scheme in all licensed premises across the borough.

6.9 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'.
- c) Operators of off-licences in areas problems relating to street drinking and under age drinking are prevalent, measures should be outlined to strictly monitor the way alcohol is sold, specifically where the premises are located close to schools and hostels and similar premises that provide shelter or services to alcohol dependent persons.
- d) It is important to ensure that staff working at off licences are suitably trained and receive appropriate refresher training in their responsibilities under the Act and can discharge their duties in full compliance with the licence conditions and requirements of the Act. This includes the ability to competently check a customer's age with acceptable forms of identification where necessary. The Licensing Authority will particularly consider the following matters where they are material to the individual application:
 - i. The likelihood of any violence, public order or policing problem if the licence is granted;
 - ii. The measures taken to control admission to the premises, and to take reasonable steps to prevent the occurrence of crime and disorder and public nuisance immediately outside the premises, where and to the extent that these matters are within their control.
 - iii. Past conduct and prior history of complaints against the premises;
 - iv. Whether a dispersal policy has been prepared to minimise the potential for disorder as customers leave the premises; and
 - v. Any relevant representations.
- e) Measures to demonstrate compliance Home Office guidance 'Safer Clubbing' in relation to the control of illegal drugs on their premises. They should agree a protocol with the Licensing Authority and the police on the handling of illegal drugs found on their premises.
- g) Conditions will, so far as possible, reflect local crime prevention strategies, and the Licensing Authority will also have regard to the views of the local Crime and Disorder Reduction Partnership.
- 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.
- 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).
- n) **drugs and weapons** - ensuring compliance with relevant guidance regarding illegal drugs and weapons. Attention should be paid to search procedures, procedures for the safe storage and surrender of seized drugs and weapons and drug awareness issues, designing out the ability to take drugs in the premises, etc.
- o) **excessive drinking** - training for staff to recognise when customers are becoming drunk and adopting appropriate 'cut off' procedures for drunken customers, 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.
- 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.

6.10 Annex 1 pages 37 and 38 of the SLP in relation to public safety, will require the applicant to demonstrate the steps proposed to ensure the physical safety of people using the relevant premises or place. This does not cover the separate need for applicants to provide relevant public safety requirements dealt with by Environmental Health. This is expected to include:

- a) Maximum occupancy limits will be specified on the licence only where necessary for the promotion of public safety or the prevention of disorder. Where a capacity limit is already specified in a fire risk assessment, the Licensing Authority will not normally include that limit as a licence condition.
- b) Safe capacities will be imposed where necessary for the promotion of public safety or the prevention of disorder on the relevant premises. If no safe capacity has been imposed through other legislation, a responsible authority may consider it necessary for a new capacity to be attached to the premises which would apply at any material time when the licensable activities are taking place and may make representations to that effect.

The types of premises that may be subject to safe capacities will be the following;

- i. Nightclubs
 - ii. Cinemas
 - iii. Theatres
 - iv. Other premises where regulated entertainment is being provided within the meaning of the Act, e.g. open public spaces
- c) The Licensing Authority will, where appropriate, attach conditions to a licence to ensure public safety, dealing with, but not limited to. the following:
- i. Checks on equipment at specified intervals, e.g. gas safety checks;
 - ii. Standards to be maintained, e.g. temporary electrical installations to comply with British Standards;
 - iii. The number of people on the premises to ensure it is appropriate having regard to the activities taking place and reliable ways of counting the number;
 - iv. The steps taken to manage the risk from glass, the use of bottle bins, glass collectors and door supervisors to prevent glass being taken off the premises;
 - vi: The use of door supervisors to manage the entrance and exit from the premises and to protect public safety as customers leave the premises;
 - vi. The provision of air conditioning and ventilation;
 - vii. Measures to protect against overcrowding; and
 - viii. Implement access/support needs for disabled people.

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

e) incident and occurrence book – keeping an incident book on the premises so staff can record any instances of crime, disorder, refused sales, ejections and intimidating behaviour.

f) risks associated with special promotions/events – ensuring compliance with guidance from the Metropolitan Police relating to specific event risk assessments for externally promoted live music events well in advance of the event. Risk assessment forms can be obtained from the Metropolitan Police Licensing Officer.

g) getting home safely - providing information to customers and staff (including contact telephone numbers) regarding safer options available for travelling home late at night - including night buses, licensed taxis and private hire (mini-cabs).

h) overcrowding - developing policies and procedures regarding capacity to prevent overcrowding and patrons possibly becoming aggressive.

i) premises environment - applicants should consider the physical environment of the premises and have regard to issues that could increase the likelihood of patrons becoming agitated or aggressive. This may include procedures regarding door supervision, identification and management of drunken customers and issues of overcrowding and capacity, which may result in patrons becoming aggressive or rowdy.

6.11 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:

- i. The Licensing Authority recommends that primarily alcohol led premises such as nightclubs and pubs, located close to any residential premises, implement a dispersal policy at their venue. All relevant staff should be trained on any policy, and

all reasonable steps should be taken to ensure it is fully always implemented and adhered to.

- 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;
- 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:

j) Deliveries/collections – noise from deliveries to and/or collections (e.g. refuse) from the premises are another common source of complaint. Consider the times of such deliveries/collections and make sure you specify to any contractors that deliveries/collections should not be made at anti-social times. As a guide, the Noise and Nuisance Service recommend that deliveries/collections should only be made

between the hours of 7:30am and 9:00pm, depending on the proximity of residential and/or other noise sensitive properties.

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

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

m) **Noise and/or vibration** breakout from the provision of regulated entertainment, particularly from (but not limited to) live music – consider what type of entertainment is to be provided, in what room/area of the premises and the suitability of the construction of this room/area to contain sound. Windows are a particular weak-point for noise break-out so consider providing regulated entertainment in a room without windows or with as few windows as possible, particularly windows that face towards nearby 40 residential properties. Where suitable, install a lobby to prevent spillage of noise each time an entrance/exit door is opened.

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

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

q) **Ventilation** – where regulated entertainment is to be provided there may be a requirement to keep doors and/or windows closed during its provision to limit noise breakout, consider therefore the provision of air conditioning for the comfort of your customers if doors and windows have to be closed during the summer. However, also note air conditioning can be the source of noise complaints in itself, so careful consideration also needs to be given to the siting of this equipment.

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

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

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 Numbers:

- Citizen M Hotel - 2024/00310/LAPR
- Hyatt Hotel - 2024/00312/LAPR

Application Type : New application

Premises Addresses:

- Citizen M Hotel, Basement to level 4, Olympia London, Hammersmith Road, W14 8UX
- Hyatt Hotel, Basement to level 7, Emberton House, Hammersmith Road, W14 8UX

Mr Matthew Phipps (Solicitor for TLT solicitors) made a request for pre-application advice in relation to a proposal to apply for a number of licences to cover the redevelopment of Olympia London.

The extensive redevelopment of Olympia London will require up to twenty new premises licences, which will initially be applied for by way of provisional statements in the majority of cases (eighteen applications).

Given the scale of the proposals the advice for these applications has taken place on an ad hoc basis, over a number of virtual meetings, and through email exchanges. Police licensing colleagues have also been involved in the initial discussions which started in December 2023.

This pre application report concerns two new premises licence applications for the Citizen M Hotel, and Hyatt Hotel, which are part of Olympia London's overall redevelopment.

Officers involved in the pre application advice:

- Mr Adrian Overton (Licensing Service Manager)

- PC Kris Cardwell (Police Licensing Officer)

It was agreed that a pre application fee would not be needed for each of the 20 applications, and as such four formal pre application requests were made (and paid for) on the 18th December 2023, to cover the main application types within the development. The pre application advice which concerns the hotels is as follows:

- 2023/08882/LIAPAD - *Two new hotels within the development at Olympia Exhibition Centre, requiring new applications for a premises licence to be submitted to the local authority.*

The applicant also produced a spreadsheet, attached separately to this advice report, which outlines each of the applications and the areas covered. Mr Overton and PC Cardwell gave feedback on the different operating schedules for each of the applications.

There were no major concerns raised with the hotel applications from either Mr Overton or PC Cardwell during the pre application process. In particular it was noted that a comprehensive operating schedule was being proposed, with over twenty conditions (including CCTV, staff training and various other management procedures). It was also noted that any licensable activities for non-residents would be restricted to a terminal hour of midnight.

The Premises

This venue currently benefits from a premises licence (2019/01690/LAPR) which covers all areas of Olympia London, where the sale of alcohol or regulated entertainment takes place.

Proposed new licences

The applicant is proposing to initially make provisional statements for eighteen of the twenty areas outlined in the attached spreadsheet. Two new premises licence applications will be made for both hotels.

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 and / or a provisional statement 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 Service 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.

**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 Olympus Property 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 Emberton House Hotel (Hyatt) Olympia London Development Hammersmith Road			
Post town	London	Postcode	W14 8UX

Telephone number at premises (if any)	n/a
Non-domestic rateable value of premises	£Not rated

Part 2 - Applicant details

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

- | | | |
|--|-------------------------------------|-----------------------------|
| 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 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)					

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 Olympus Property Holdings Limited
Address 1 Derby Road Eastwood Nottingham
Registered number (where applicable) NG16 3PA
Description of applicant (for example, partnership, company, unincorporated association) Company
Telephone number (if any) c/o – Matthew Phipps of TLT Solicitors – 03330 060201
E-mail address (optional) c/o – matthew.phipps@tlt.com

Part 3 Operating Schedule

When do you want the premises licence to start? **ASAP**

DD	MM	YYYY

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)

This application forms part of a significant redevelopment of the Olympia premises at Olympia London, Hammersmith Road, London W14 8UX ('The Site'). This application is for a hotel within The Site as set out in the application.

The premises will operate as a hotel with all facilities ancillary to that function, including licensable activities.

The premises includes a restaurant/ bar and other guest facilities, including mini-bars in all guest rooms.

The premises will be open to residents and bona fide guests 24 hours a day, within the restrictions set out below.

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"/>
				Both	<input type="checkbox"/>
Mon			Please give further details here (please read guidance note 4)		
Tue			Please give further details here (please read guidance note 4)		
Wed			State any seasonal variations for performing plays (please read guidance note 5)		
Thur			State any seasonal variations for performing plays (please read guidance note 5)		
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			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)		
Sun			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)		

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 checked="" 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	0000	0000			
Tue	0000	0000			
			<u>State any seasonal variations for the exhibition of films</u> (please read guidance note 5)		
Wed	0000	0000			
Thur	0000	0000			
			<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	0000	0000			
Sat	0000	0000			
Sun	0000	0000			

C

Indoor sporting events Standard days and timings (please read guidance note 7)			<u>Please give further details</u> (please read guidance note 4)
Day	Start	Finish	
Mon			
Tue			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 5)
Wed			
Thur			<u>Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list</u> (please read guidance note 6)
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 7)			<u>Will the boxing or wrestling entertainment 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	<u>Please give further details here</u> (please read guidance note 4)		
Mon					
Tue					
Wed			<u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 5)		
Thur					
Fri			<u>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</u> (please read guidance note 6)		
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			
Mon			Please give further details here (please read guidance note 4)		
Tue					
Wed			State any seasonal variations for the playing of recorded music (please read guidance note 5)		
Thur					
Fri			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)		
Sat					
Sun					

G

Performances of dance Standard days and timings (please read guidance note 7)			Will the performance of dance 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					<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					

I

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	Please give further details here (please read guidance note 4)								
Mon		0500									
	2300										
Tue		0500									
	2300										
Wed		0500				State any seasonal variations for the provision of late night refreshment (please read guidance note 5)					
	2300										
Thur		0500									
	2300										
Fri		0500							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)		
	2300										
Sat		0500									
	2300										
Sun		0500									
	2300										

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 type="checkbox"/>
				Off the premises	<input type="checkbox"/>
				Both	<input checked="" type="checkbox"/>
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5) For non residents – Monday to Sunday 0700 until 0000 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) For non residents – Until 0200 following New Year's Eve, with the premises closing 30 minutes after to non residents.		
Mon	0000	0000			
Tue	0000	0000			
Wed	0000	0000			
Thur	0000	0000			
Fri	0000	0000			
Sat	0000	0000			
Sun	0000	0000			

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 Gillian Elizabeth Kiamil	
Date of birth [REDACTED]	
[REDACTED] [REDACTED] [REDACTED]	
[REDACTED]	[REDACTED]
Personal licence number (if known) LN/200501381	
Issuing licensing authority (if known) London Borough of Enfield	

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

Hours premises are open to the public Standard days and timings (please read guidance note 7)			<u>State any seasonal variations</u> (please read guidance note 5) For non-residents – Monday to Sunday 0700 until 0030
Day	Start	Finish	<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) For non residents – Until 0200 following New Year's Eve, with the premises closing 30 minutes after to non residents.
Mon	0000	0000	
Tue	0000	0000	
Wed	0000	0000	
Thur	0000	0000	
Fri	0000	0000	
Sat	0000	0000	
Sun	0000	0000	

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. **ONLINE APPLICATION**
- 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).~~

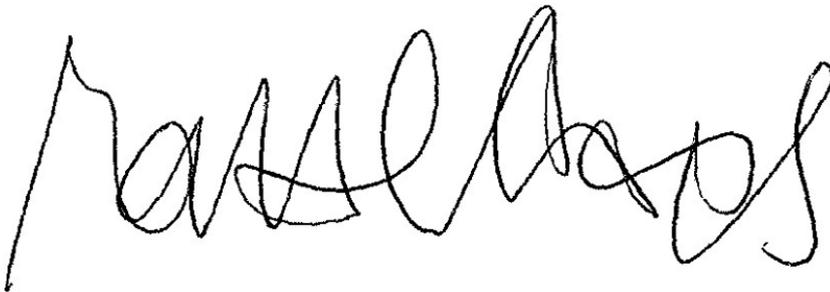
IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.

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	26 th February 2024
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 13) Matthew Phipps TLT Solicitors One Redcliff Street			
Post town	Bristol	Post code	BS1 6TP
Telephone number (if any)	+44(0)3330 060201		
If you would prefer us to correspond with you by e-mail your e-mail address (optional) matthew.phipps@tlt.com			

**Emberton House Hotel (Hyatt)
Olympia London Development
Hammersmith Road
London
W14 8UX**

Operating Schedule

Brief description of premises

The premises will operate as a hotel with all facilities ancillary to that function, including licensable activities.

The premises includes a restaurant/ bar and other guest facilities, including mini-bars in all guest rooms

The premises will be open to residents and bona fide guests 24 hours a day, within the restrictions set out below.

Proposed hours of operation

Opening hours

24 hours a day

Hours for the provision of licensable activities

- Sale by Retail of Alcohol

Monday to Sunday: 00:00 to 00:00 (residents and bona fide guests)

Monday to Sunday 07:00 to 00:00 (non residents)

- Regulated entertainment

Film

Monday to Sunday: 00:00 to 00:00

- Late Night Refreshment

Monday to Sunday: 23:00 to 05:00

Seasonal/ non-standard timings

For non-residents of the hotel only - All licensable activities extended to 02:00 for New Year's Eve, with the premises closing to non residents 30 minutes thereafter.

Schedule of proposed Conditions.

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 shall operate as a Hotel.
4. With the exception of residents and their bona fide guests, no alcohol shall be consumed more than 30 minutes after the permitted terminal hour for the supply of alcohol.

Prevention of Crime and Disorder

5. A safeguarding policy ('The Policy') will be drawn up and implemented at the Premises. The Policy will be relevant to the provision of licensable activities on the premises licence and separate to any safeguarding policy relating to non-licensable activities, such as hotel room management or check in/ check out procedures. The policy will include as a minimum:
 - a. Drink spiking
 - b. Drugs / intoxication
 - c. 'Ask Angela' or other adopted national schemes relating to customer vulnerability
6. The Premises shall have a policy to ensure the welfare and safeguarding of vulnerable patrons. Staff shall be able to support and assist people who feel unsafe, vulnerable or threatened. Should customers approach the venue for assistance, these incidents shall be recorded in the incident log. This policy shall be made available to police or authorised officers of the Licensing Authority upon request.

CCTV

7. 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
 - at least one camera will show a close-up of the entrance/entrances to the premises, to capture a clear, 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 or within any other agreed timeframe.
- a staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times the premises is open to the public. This staff member will be able to show Police or authorised officers of the Licensing Authority footage with the minimum of delay when requested.
- Appropriate signage shall be displayed in prominent positions, informing customers CCTV is in operation.

Incident Register.

8. An incident log shall be maintained by the premises that details incidents of note that occur in the premises. This shall include any incidents of disorder and ejections as a minimum and shall be available for inspection at any reasonable time by an authorised officer of the licensing authority.

Refusals book

9. 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.

Public Safety

10. Adequate and appropriate first aid equipment and materials will be kept on site, regularly checked and kept in an easily accessible place for staff.
11. All exit routes will be kept unobstructed, with non-slippery and even surfaces, free of trip hazards and clearly signed.
12. Guest/ Customer capacities shall be limited to those set out in the Fire Risk Assessment.

13. 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.

Prevention of Public Nuisance

14. Loudspeakers shall not be located outside the premises building.
15. The premises will make suitable provision for smokers.
16. Music shall not be played at such a level that it is likely to cause a public nuisance.
17. Any outside areas are to be monitored and supervised during the hours that the premises are open to the public. The DPS or manager shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises. The area shall be swept and/or washed, and litter and sweeping collected and stored in accordance with refuse storage arrangements.

Protection of Children from Harm

18. At all times that the premises is operating under this licence, the Premises Licence Holder shall ensure that its staff operate a Challenge 25 Policy to minimise the risk of alcohol being sold to underage customers. This Policy shall provide that before any sale of alcohol any person who appears to be under the age of 25 will be required to produce photo ID in the form of a passport; driving licence, UK Military ID card; PASS (or similar) card, or any other form of ID approved by the Home office for age verification in relation to sales of alcohol, to prove that he/she is over the age of 18.

Staff training

19. The Designated Premises Supervisor shall ensure that all existing staff, new staff, supervisors and managers responsible for selling alcohol receive a written/online induction in the law relating to alcohol sales prior to undertaking the sale of alcohol. This training shall include times of operation, licensable activities, relevant offences and conditions from the premises licence, in particular in relation to completion of the incident and refusals logs.
20. The premises licence holder shall ensure that the management team register and successfully complete the nationally recognised counter terrorism training product referred to as ACT eLearning package or can demonstrate that the ACT eLearning product has been successfully completed within the preceding 12 months and that all

staff employed by or at the premises complete the ACT eLearning within a reasonable period not exceeding 3 months from the day they start their employment.

Striptease and nudity

21. No striptease, no nudity and all persons to be decently attired at all times.

GENERAL NOTES

CONTRACTOR TO IMMEDIATELY ADVISE THE CONTRACT ADMINISTRATOR & ARCHITECT OF ANY DISCREPANCIES BETWEEN THE EXISTING SURVEY DRAWINGS AND THE SITE SITUATION IF FOUND TO DIFFER. SHOULD A DISCREPANCY BE IDENTIFIED, THE CONTRACTOR IS TO REQUEST VERIFICATION FROM THE CONTRACT ADMINISTRATOR BY WAY OF INSTRUCTION PRIOR TO PROCEEDING WITH THE ASSOCIATED WORK OR ORDERING OF MATERIALS.

WHERE THERE IS A PERCEIVED DISCREPANCY BETWEEN THE ARCHITECTS' M & E / STRUCTURAL ENG. DRAWINGS, SPECIFICATIONS AND SCHEDULES, THOSE OF THE ARCHITECT ARE TO TAKE PRECEDENCE. THE CONTRACTOR IS TO SEEK CLARIFICATION FROM THE CONTRACT ADMINISTRATOR PRIOR TO UNDERTAKING THE WORKS OR ASSOCIATED WORKS.

THE CONTRACTOR IS RESPONSIBLE FOR CHECKING DIMENSIONS. ANY DISCREPANCY TO BE VERIFIED WITH THE ARCHITECTS BEFORE PROCEEDING WITH ANY WORKS.

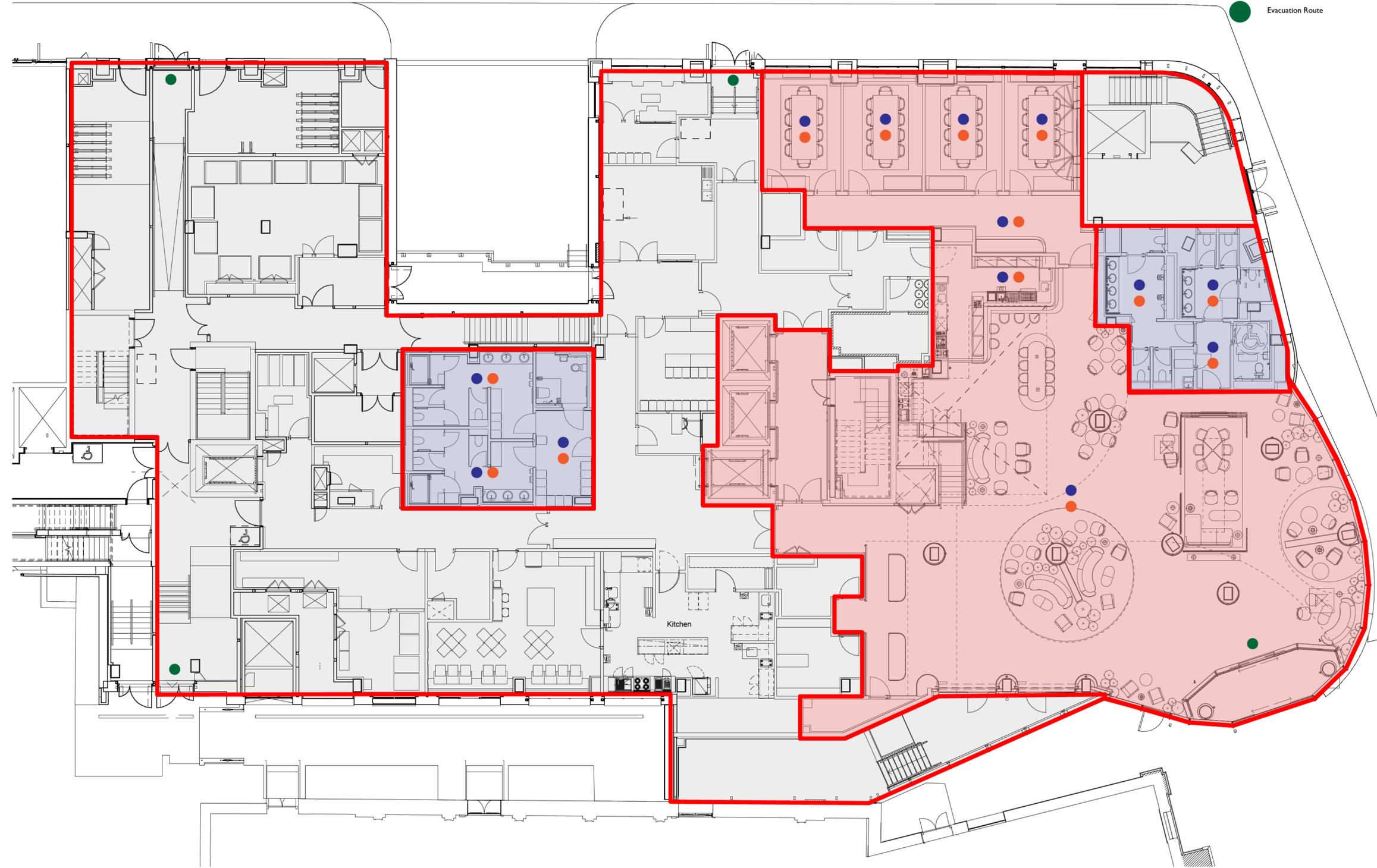
DO NOT SCALE DRAWINGS.

FIGURED DIMENSIONS TO BE WORKED IN ALL CASES. ALL DIMS ARE IN mm UNLESS OTHERWISE STATED.

ALL SUPPLIED TIMBER AND TIMBER BASED PRODUCTS SHALL CARRY THE FOREST STEWARDSHIP COUNCIL'S (FSC) TRADEMARK OR OTHER LABEL FROM AN EQUIVALENT INTERNATIONALLY RECOGNISED, GLOBALLY APPLICABLE, INDEPENDENT CERTIFICATION SYSTEM FOR GOOD FOREST MANAGEMENT, ACCEPTABLE TO THE ARCHITECT. CHAIN OF CUSTODY DOCUMENTATION IS TO BE PROVIDED PRIOR TO ANY WORKS PROCEEDING AND IS TO BE AVAILABLE FOR INSPECTION ON REQUEST BY THE ARCHITECT (WHERE INDEPENDENTLY CERTIFIED TIMBER STOCKS ARE NOT AVAILABLE, TIMBER AND WOOD PRODUCTS MAY BE SOURCED FROM SUPPLIERS THAT HAVE ADOPTED A FORMAL ENVIRONMENTAL PURCHASING POLICY, AND CAN PROVIDE CREDIBLE EVIDENCE OF A COMMITMENT TO THAT POLICY).

THIS DRAWING IS TO BE READ IN CONJUNCTION WITH ALL RELEVANT ARCHITECTS', STRUCTURAL ENGINEERS', M&E ENGINEERS' AND OTHER CONTRACT DOCUMENTS.

- Licensing Area
- Non Public Accessible Area
- Toilets
- Smoke Detector
- Fire Detector
- Evacuation Route



Notes legends or Key plans to be added above here

DATE	REV	BY	DESCRIPTION
24.02.23	P01	DM	LICENSING PLAN

SPPARC

N°10 BAYLEY STREET
 BEDFORD SQUARE
 LONDON WC1B 3HB
 T +44 (0) 20 7734 4100
 F +44 (0) 20 7534 9930
 W www.spparcstudio.com

Client
Yoo Capital

Job Title
1709 - Olympia

Drawing Title
Proposed Ground Floor - Licensing Plan

Drawing Number & Revision
1709-SPP-CH-0G-DR-A-79-1101

Scale	Date Amended	Amended By	Revision
1:100 @A1	24.02.23	DM	P01
Checked	Date Created	Drawn By	SUITABILITY
DM	24.02.23	DM	S4

GENERAL NOTES
 CONTRACTOR TO IMMEDIATELY ADVISE THE CONTRACT ADMINISTRATOR & ARCHITECT OF ANY DISCREPANCIES BETWEEN THE EXISTING SURVEY DRAWINGS AND THE SITE SITUATION IF FOUND TO DIFFER. SHOULD A DISCREPANCY BE IDENTIFIED, THE CONTRACTOR IS TO REQUEST VERIFICATION FROM THE CONTRACT ADMINISTRATOR BY WAY OF INSTRUCTION PRIOR TO PROCEEDING WITH THE ASSOCIATED WORK OR ORDERING OF MATERIALS.

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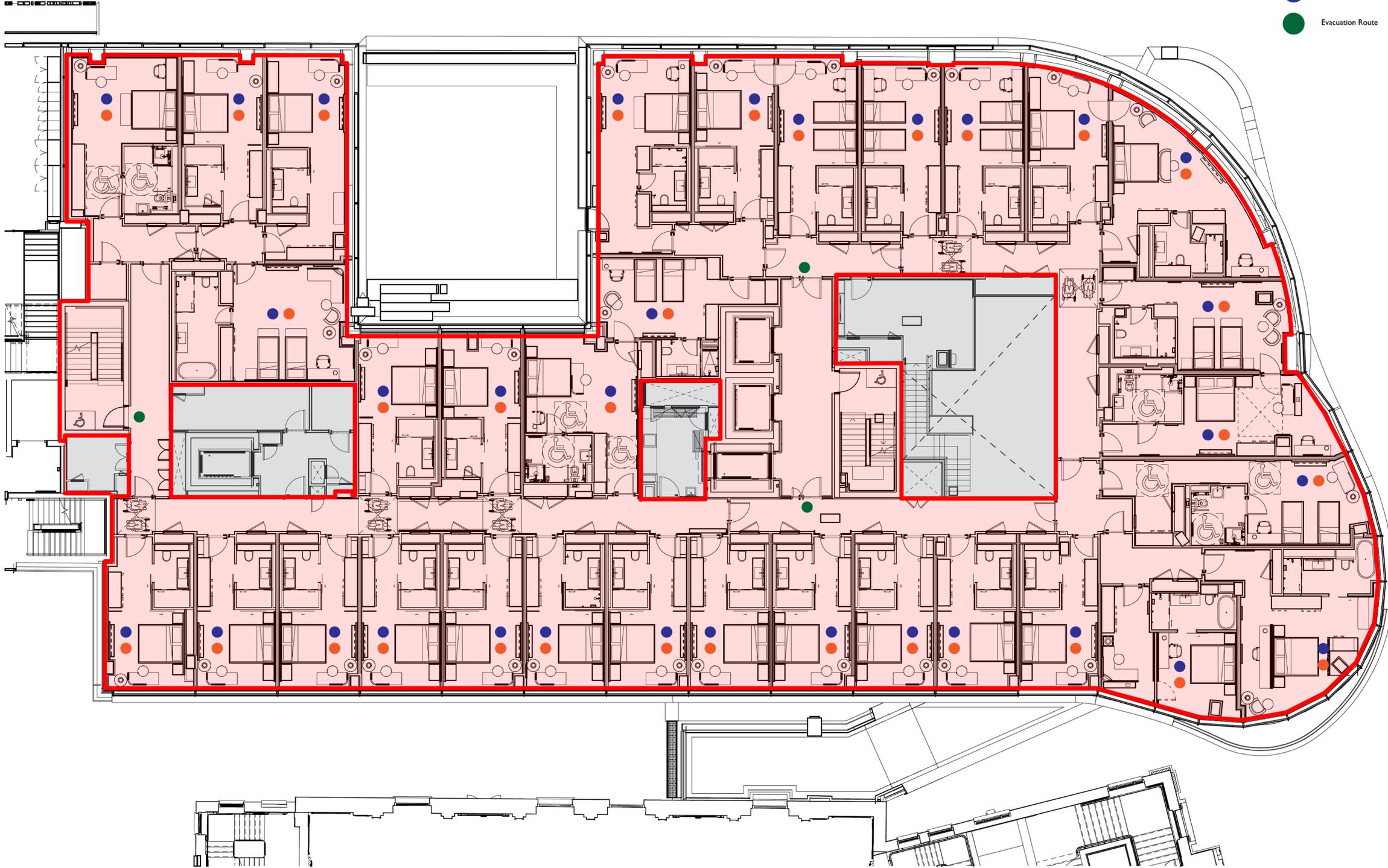
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 FIGURED DIMENSIONS TO BE WORKED IN ALL CASES. ALL DIMS ARE IN mm UNLESS OTHERWISE STATED.

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THIS DRAWING IS TO BE READ IN CONJUNCTION WITH ALL RELEVANT ARCHITECTS', STRUCTURAL ENGINEERS', M&E ENGINEERS' AND OTHER CONTRACT DOCUMENTS.

- Licensing Area
- Non Public Accessible Area
- Smoke Detector
- Fire Detector
- Evacuation Route



Notes legends or Key plans to be added above here

24.02.21	P01	DM	LICENSING PLAN
DATE	REV	BY	DESCRIPTION

SPPARC

N°10 BAYLEY STREET
 BEDFORD SQUARE
 LONDON WC1B 3HB
 T +44 (0) 20 7734 4100
 F +44 (0) 20 7534 9930
 W www.spparcstudio.com

Client
Yoo Capital

Job Title
1709 - Olympia

Drawing Title
Proposed First Floor - Licensing Plan

Drawing Number & Revision
1709-SPP-CH-01-DR-A-79-1102

Scale	Date Amended	Amended By	Revision
1:100 @A1	24.02.21	DM	P01
Checked	Date Created	Drawn By	SUITABILITY
DM	24.02.21	DM	S4

GENERAL NOTES

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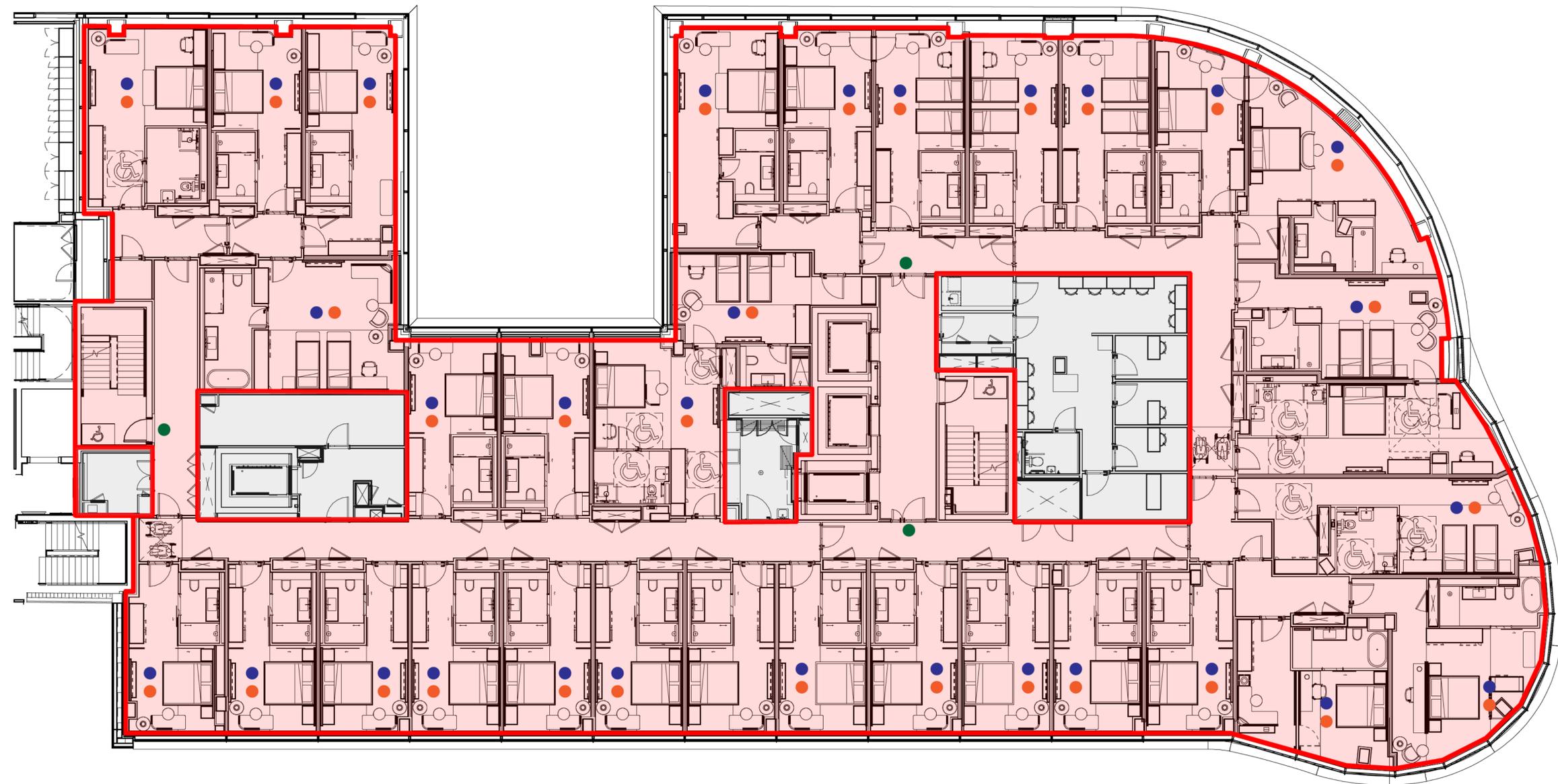
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- Licensing Area
- Non Public Accessible Area
- Smoke Detector
- Fire Detector
- Evacuation Route



Notes legends or Key plans to be added above here

DATE	REV	BY	DESCRIPTION
24.02.22	P01	DM	LICENSING PLAN

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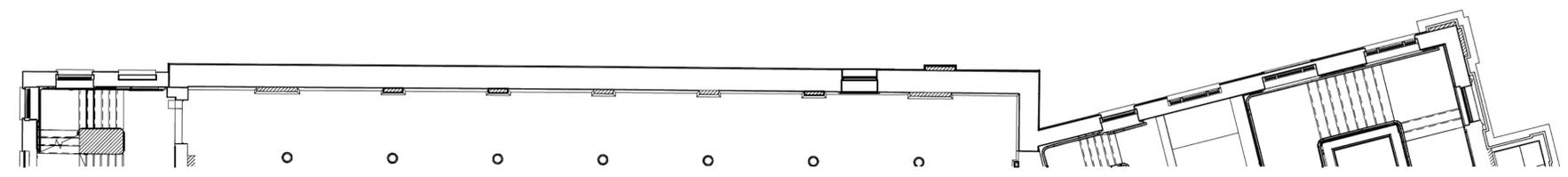
Client
Yoo Capital

Job Title
1709 - Olympia

Drawing Title
Proposed Second Floor - Licensing Plan

Drawing Number & Revision
1709-SPP-CH-02-DR-A-79-1103

Scale	Date Amended	Amended By	Revision
1:100 @A1	24.02.22	DM	P01
Checked	Date Created	Drawn By	SUITABILITY
DM	24.02.22	DM	S4



GENERAL NOTES

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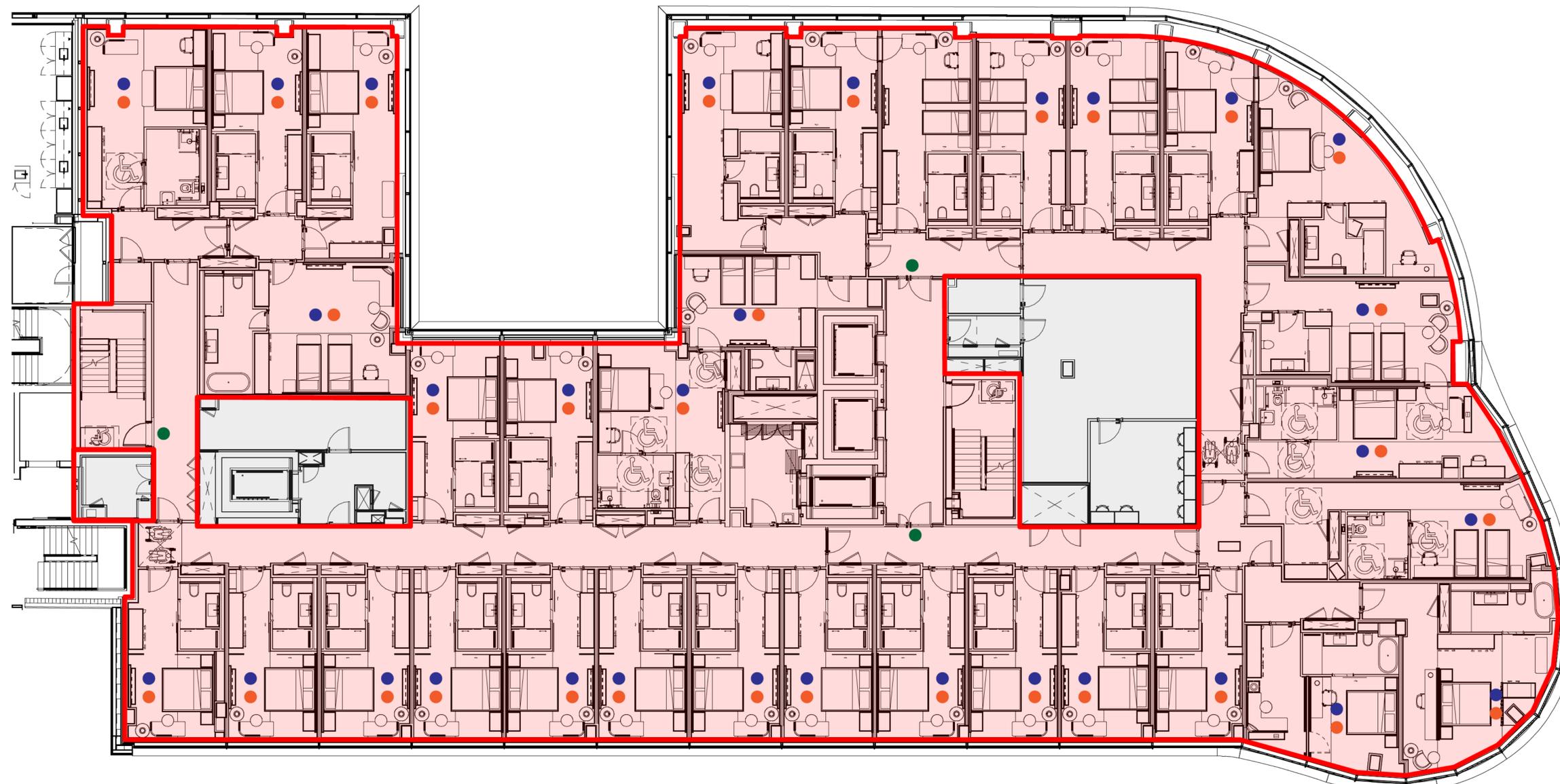
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- Licensing Area
- Non Public Accessible Area
- Smoke Detector
- Fire Detector
- Evacuation Route



Notes legends or Key plans to be added above here

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24.02.22	P01	DM	LICENSING PLAN

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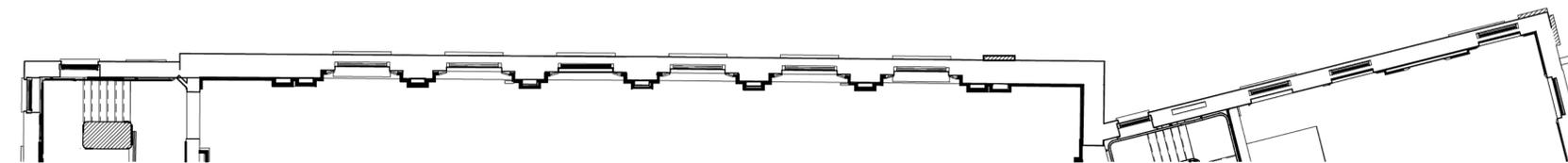
Client
Yoo Capital

Job Title
1709 - Olympia

Drawing Title
Proposed Third Floor - Licensing Plan

Drawing Number & Revision
1709-SPP-CH-03-DR-A-79-1104

Scale	Date Amended	Amended By	Revision
1:100 @A1	24.02.22	DM	P01
Checked	Date Created	Drawn By	SUITABILITY
DM	24.02.22	DM	S4



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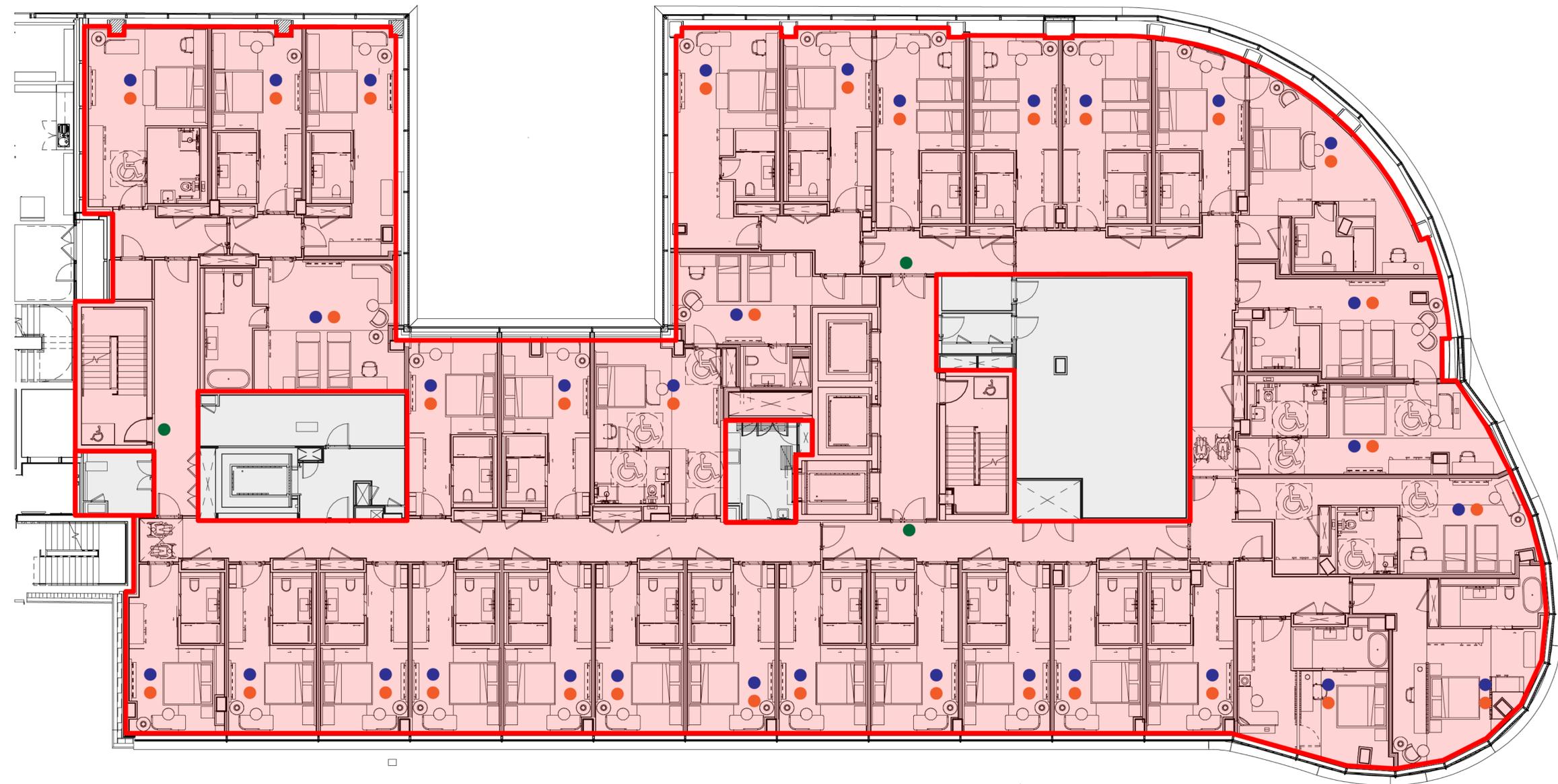
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- Licensing Area
- Non Public Accessible Area
- Smoke Detector
- Fire Detector
- Evacuation Route



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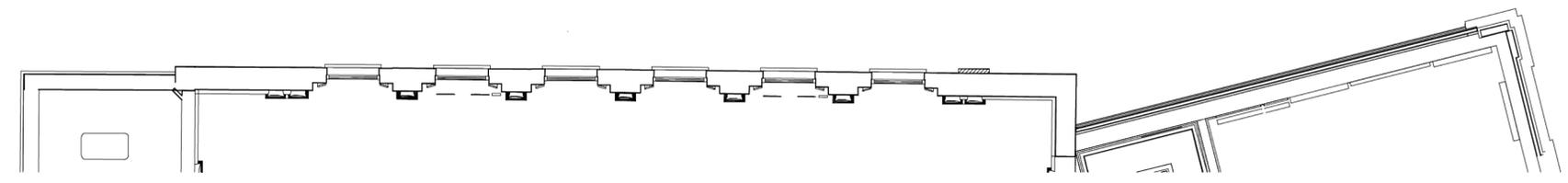
Client
Yoo Capital

Job Title
1709 - Olympia

Drawing Title
Proposed Fourth Floor - Licensing Plan

Drawing Number & Revision
1709-SPP-CH-04-DR-A-79-1105

Scale	Date Amended	Amended By	Revision
1:100 @A1	24.02.22	DM	P01
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DM	24.02.22	DM	S4



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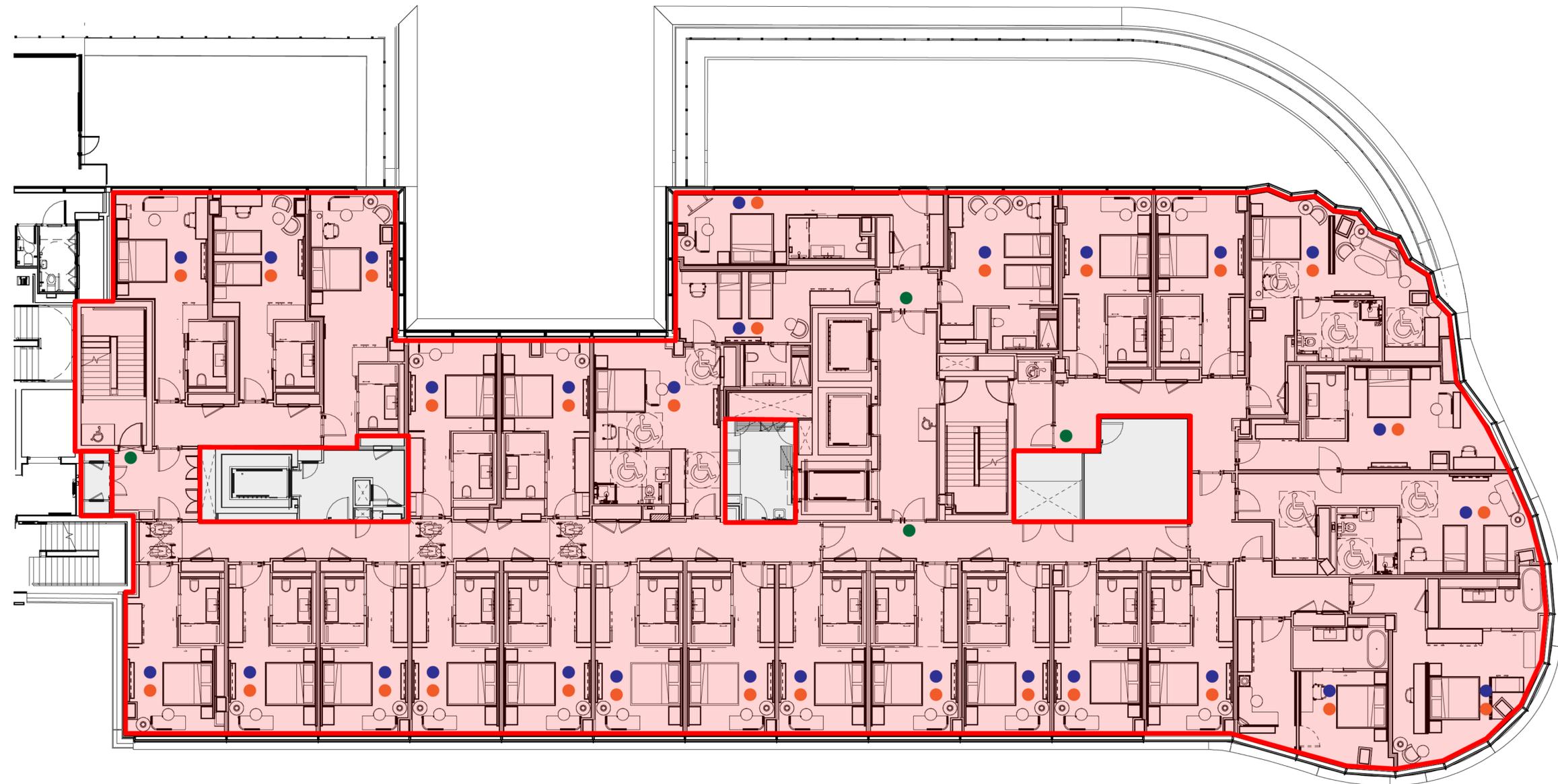
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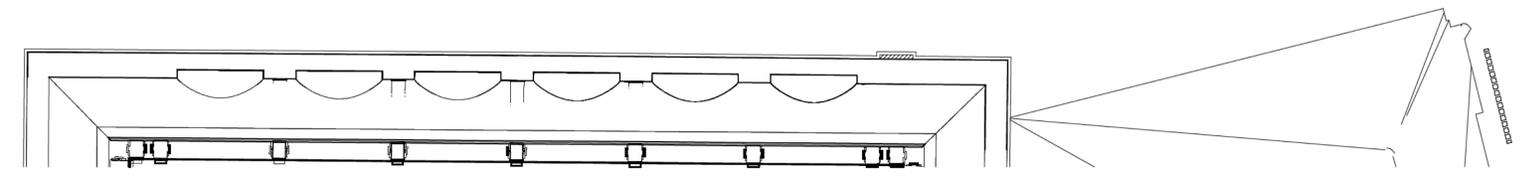
Client
Yoo Capital

Job Title
1709 - Olympia

Drawing Title
Proposed Fifth Floor - Licensing Plan

Drawing Number & Revision
1709-SPP-CH-05-DR-A-79-1106

Scale	Date Amended	Amended By	Revision
1:100 @A1	24.02.23	DM	P01
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DM	24.02.23	DM	S4



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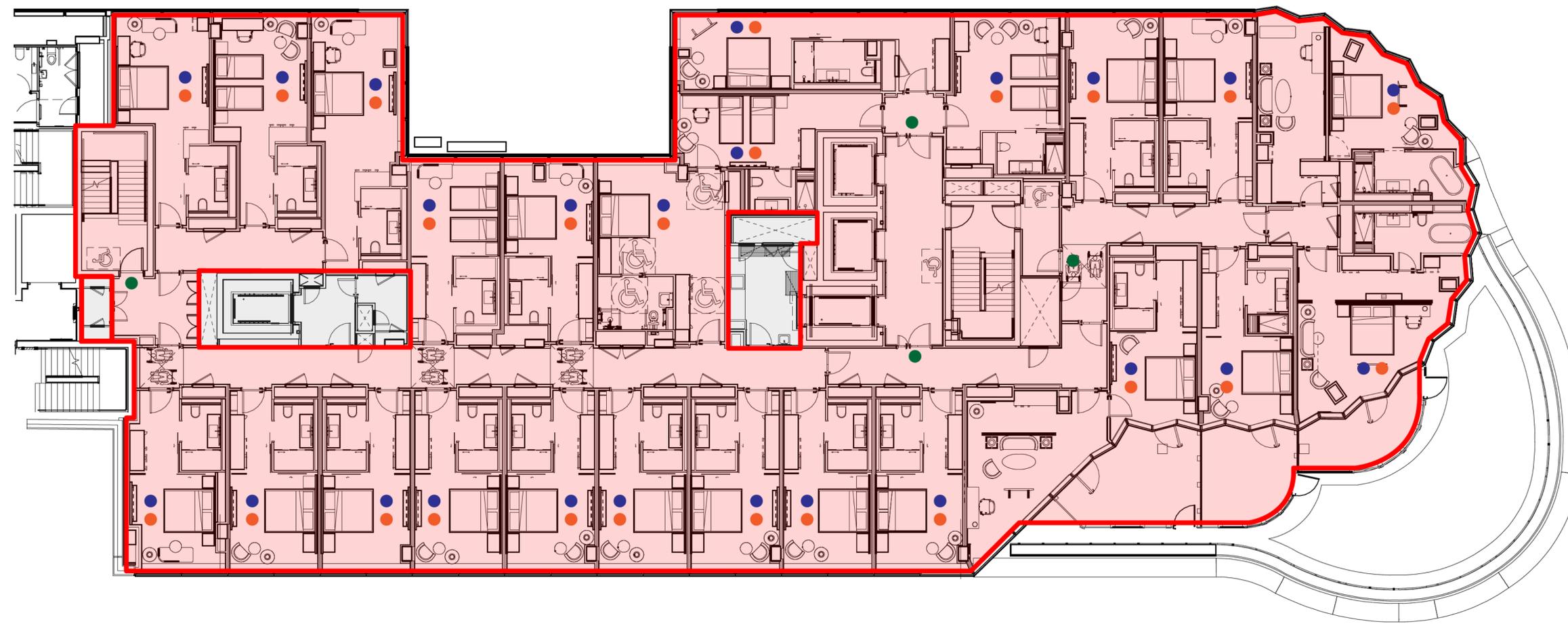
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- Fire Detector
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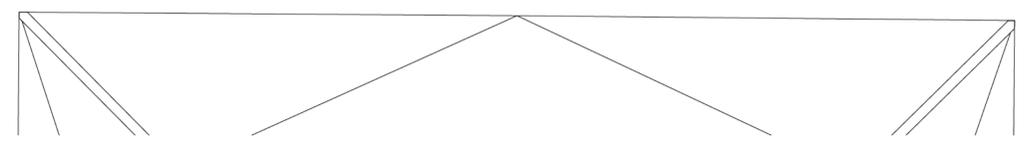
Client
Yoo Capital

Job Title
1709 - Olympia

Drawing Title
Proposed Sixth Floor - Licensing Plan

Drawing Number & Revision
1709-SPP-CH-06-DR-A-79-1107

Scale	Date Amended	Amended By	Revision
1:100 @A1	24.02.23	DM	P01
Checked	Date Created	Drawn By	SUITABILITY
DM	24.02.23	DM	S4



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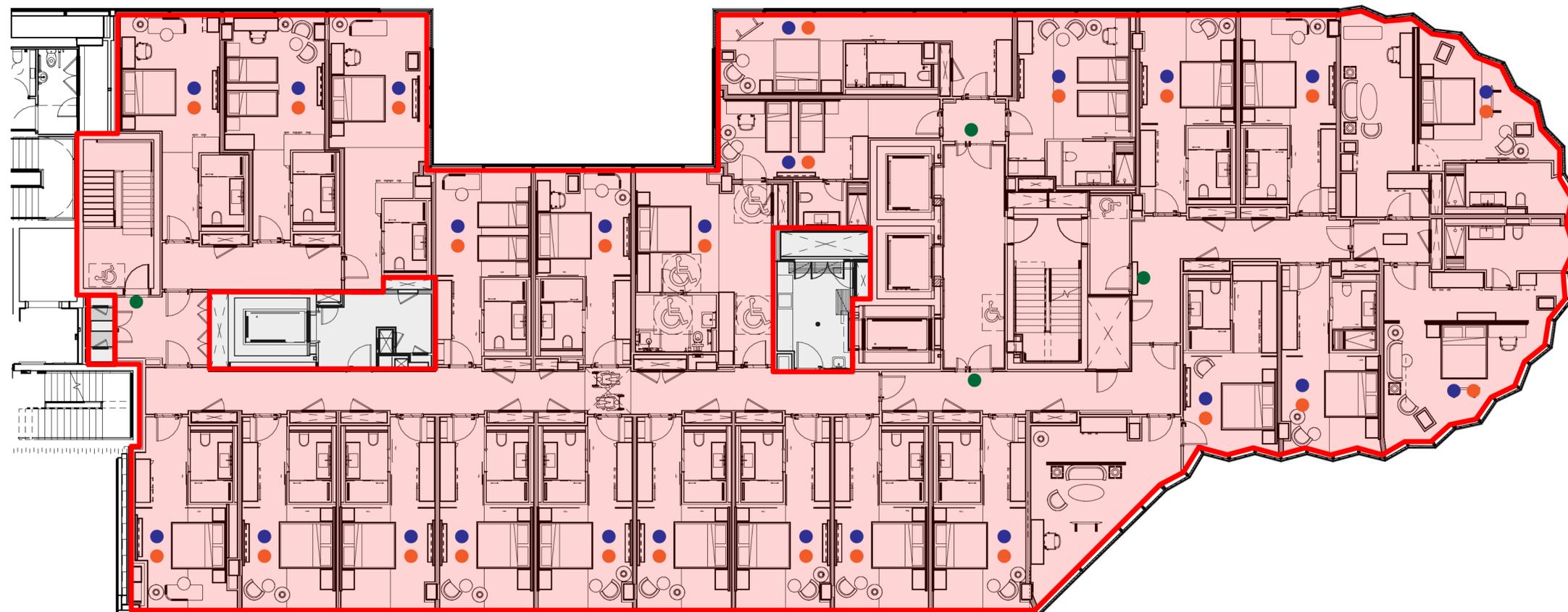
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- Evacuation Route



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Yoo Capital

Job Title
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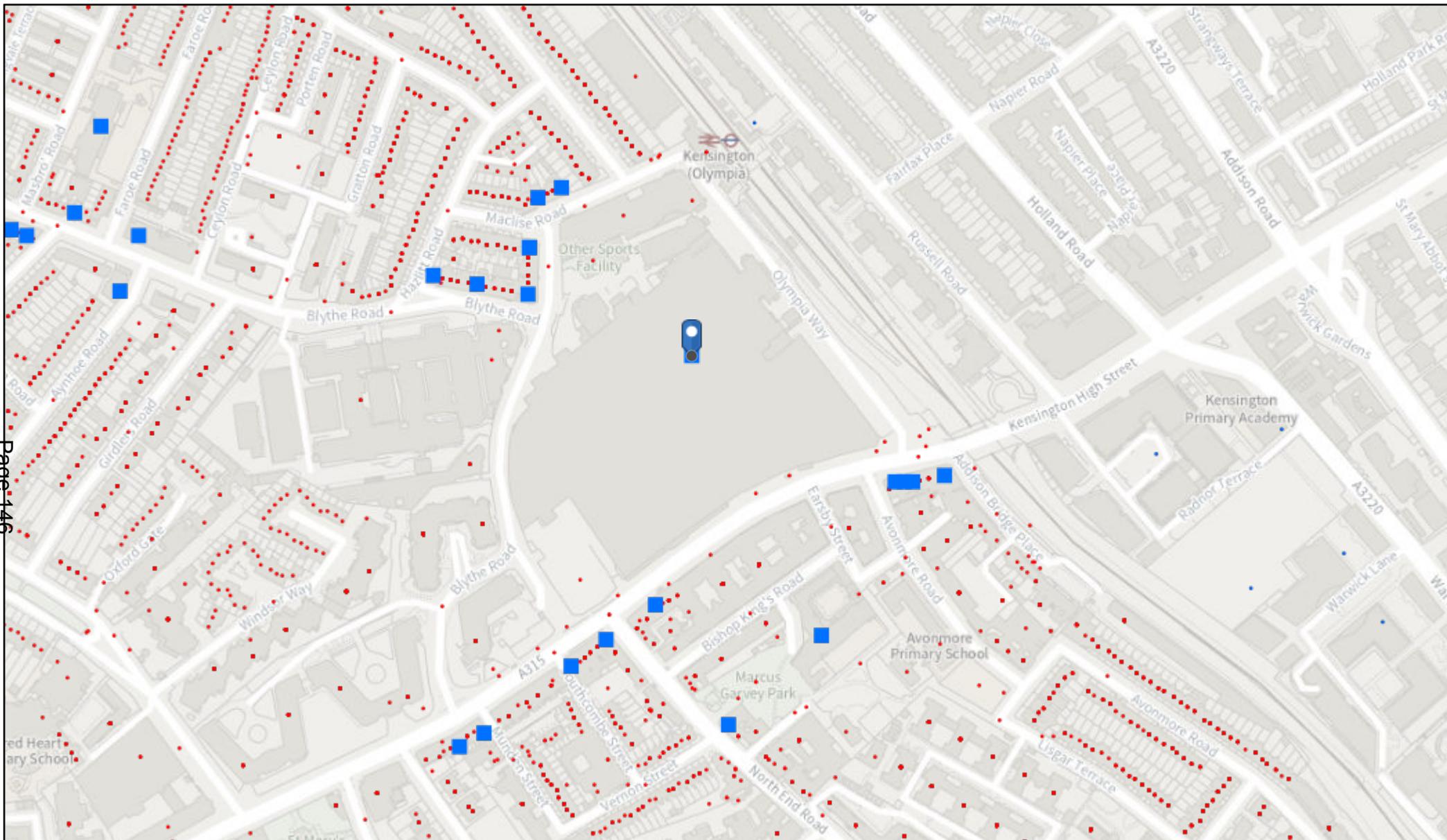
Drawing Title
Proposed Seventh Floor - Licensing Plan

Drawing Number & Revision
1709-SPP-CH-07-DR-A-79-1108

Scale	Date Amended	Amended By	Revision
1:100 @A1	24.02.23	DM	P01
Checked	Date Created	Drawn By	SUITABILITY
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eGIS Web Map

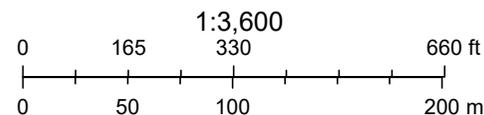
Page 146



25/03/2024, 08:35:39

- Licensing Points
- Property Gazetteer
- Out of Borough

● Within Borough



LICENCE NO	TRADING AS	ADDRESS	ACTIVITY	Monday to Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2023/00266/LAPR	The Keep	43 Blythe Road W14 OHR	Performance of Live Music		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 - 00:30:00	11:00:00 - 00:30:00	12:00:00 - 22:30:00
			Playing of Recorded Music		11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 00:30:00	11:00:00 - 00:30:00	12:00:00 - 22:30:00
			Sale of Alcohol On and Off the Premises		11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 00:30:00	11:00:00 - 00:30:00	12:00:00 - 22:30:00
2023/00997/LAPR	February Eighteenth Limited	65 Blythe Road W14 OHP	Sale of Alcohol Off the Premises	08:00:00 - 19:00:00							
2022/01152/LAPR	Zia Lucia	61 Blythe Road W14 OHP	Sale of Alcohol On and Off the Premises		11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 23:00:00	11:00:00 - 22:00:00
2019/01663/LAPR	Thresher Wine Shop	60 Blythe Road W14 OHB	Sale of Alcohol Off the Premises		08:00:00 - 23:00:00	08:00:00 - 23:00:00	08:00:00 - 23:00:00	08:00:00 - 23:00:00	08:00:00 - 23:00:00	08:00:00 - 23:00:00	10:00:00 - 22:30:00
2013/00318/LAPR	The Albion	121 Hammersmith Road W14 OQL	Exhibition of a Film	10:00:00 - 23:00:00							
			Indoor Sporting Event	10:00:00 - 23:00:00							
			Performance of Live Music	10:00:00 - 23:00:00							
			Playing of Recorded Music		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 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00
			Provision of Late Night Refreshment		23:00:00 - 00:30:00	23:00:00 - 00:30:00	23:00:00 - 00:30:00	23:00:00 - 00:30:00	23:00:00 - 01:30:00	23:00:00 - 01:30:00	23:00:00 - 00:30:00
			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 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00
2021/01295/LAPR	Kampai Sushi Bar	127A Hammersmith Road W14 OQL	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
2020/01007/LAPR	Supersave Food And Wine	97 Hammersmith Road W14 OQH	Sale of Alcohol Off the Premises	07:00:00 - 02:00:00							
2019/00885/LAPR	Olympia Food And Wine	9 Hammersmith Road W14 8XJ	Sale of Alcohol Off the Premises	11:00:00 - 23:00:00							
2019/00996/LAPR	Hand And Flower	1 Hammersmith Road W14 8XJ	Performance of Dance		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 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00
			Indoor Sporting Event		10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	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 - 00:00:00	10:00:00 - 00:00:00	10:00:00 - 01:00:00	10:00:00 - 01:00:00	10:00:00 - 00:00:00

			Performance of a Play	09:00:00 - 00:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	
			Provision of Late Night Refreshment	23:00:00 - 01:00:00								
			Sale of Alcohol On and Off the Premises	09:00:00 - 00:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	09:00:00 - 01:00:00	
2022/00853/LAPR	Brook Green Market	St Marys Primary School Masbro' Road W14 0LT	Sale of Alcohol On and Off the Premises				16:00:00 - 22:00:00				09:00:00 - 18:00:00	
2005/02127/LAPRT	Pope's Eye Steak House	108 Blythe Road W14 0HD	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	10:00:00 - 00:00:00	11:00:00 - 00:00:00	12:00:00 - 23:30:00
2021/00135/LAPR	Toro Dorardo	87 Hammersmith Road W14 0QH	Performance of Dance	20:00:00 - 00:00:00								
			Performance of Live Music	20:00:00 - 00:00:00								
			Playing of Recorded Music	11:00:00 - 00:00:00								
			Provision of Late Night Refreshment	23:00:00 - 00:00:00								
			Sale of Alcohol On the Premises	11:00:00 - 00:00:00								
2023/01906/LAPR	Tesco - Olympia Hammersmith Express	69 - 77 Hammersmith Road W14 8UZ	Sale of Alcohol Off the Premises	06:00:00 - 00:00:00								

Dear Sir/Madam,

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

Comments were submitted at 27/02/2024 4:56 PM from [REDACTED].

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Proposal: LA2003 - Provisional 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: 27/02/2024 4:56 PM I am objecting to this proposal on the grounds of noise, nuisance, traffic and anti-social behaviour. As a resident on one of the adjacent streets to the Olympia centre I object to the opening of late entertainment venues that will incur noise, traffic and potential anti-social behaviour. The proposed opening hours are too extended and will create disruption to the rest and sleep of local residents from the people coming in and out of the venues, drivers and taxi services. The number of venues MUST be restricted and none of the licensed venues should operate beyond 10:00pm as per the nearby Westfield Shopping Center. Visitors park their cars in the nearby streets which means the local residents - who pay hefty parking permit fees - can't find spaces to park. I trust the councillors and licensing teams will reject this and many other applications submitted this week by Olympia to ensure that the local community is not to endure endless sleepless nights.

From: [REDACTED]

Sent: Tuesday, February 27, 2024 7:54 PM

To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>

Subject: 2024/00265/LAPRP - application objection

Dear Lorna

I hereby write to urge you to reject this Application under nuisance, public safety, prevention of children from harm in the local area around this address.

The proposed operation will prevent neighbours in the local community from resting and sleeping every day of the week.

The venue is unsuitable, the operation hours too extended and the frequency too high. Children in the area can't wait till past midnight to go to bed.

The large number of visitors to the centre will already make it a challenge to manage the traffic, flow of people, noise and anti-social behaviour.

Extended hours and multiple venues will only exacerbate the issue. The development is vast and a mitigation strategy is necessary to protect the local residents.

Regards,

[REDACTED]

[REDACTED]

Dear Sir/Madam,

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

Comments were submitted at 26/02/2024 8:47 PM from [REDACTED].

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

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: 26/02/2024 8:47 PM I am objecting to this proposal on the grounds of noise and nuisance, traffic and anti-social behaviour. The local area is very quiet and the streets small and can't cope with the influx of visitors.

The proposed opening hours are too extended and will create disruption to the rest and sleep of local residents.

The noise associated with the venues, the movement of visitors and the traffic from taxis and service vehicles will all have a negative impact on the local community.

I find extremely inconsiderate that Olympia are applying for such anti-social hours when they should be well aware of the rights and needs of local residents - which have been expressed many times at consultation meetings.

Given its responsibility to represent the rights of local residents the council must ensure that any licensing will not affect negatively the residents and impose restrictions such as the licensing hours for nearby venues. e.g Westfields, where restaurants close by 10pm if not earlier.

From: [REDACTED]

Sent: Tuesday, February 27, 2024 9:37 AM

To: Cllr Antoniadis Stala: H&F <Stala.Antoniades@lbhf.gov.uk>

Cc: Cllr Lang Adam: H&F <Adam.Lang@lbhf.gov.uk>; Plan Comments: H&F <PlanComments@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: Olympia Licensing applications - 2024/00265/LAPRP

Dear Stala, Adam and Licensing Team

I am writing to urge you to support the local residents in rejecting a large number of licensing applications that have been submitted by Olympus Holdings to licenses various entertainment premises. I am including below the list of the applications

I am objecting to the licences on the grounds of the disruption it will cause to the local community and the impact on the local infrastructure.

The proposed venues will result in a large influx of visitors to a very residential area. The extended operating hours will mean that the noise, traffic and potential anti-social behaviour will disrupt the local residents right to a peaceful night and sleep. Every time that there is a large event at Olympia we are disturbed by the loud voices of visitors and a large volume of pick up and taxi services which is unsustainable in the small local streets. Most of the houses in the area date from Victorian times and as such have low noise insulation - this is exacerbated by the single glazing of sash windows in the conservation area. furthermore, late hours of alcohol sales result in anti-social behaviour and littering.

There is abundant evidence of the vast negative impact such operations have in the neighbourhood. For example, the noise and anti-social behaviour that local residents were subjected to during the operation of the Pergola venue located at the top of the car park building. I found on many occasion patrons under the influence relieving themselves in the listed local public phone boxes or front gardens.

In a more general sense, I am concerned about the lack of planning regarding management of services, for example traffic, as well as mitigation strategies to shield local residents from the impact of this massive scale development. For example an opportunity to create green areas in Maclise road to act as a boundary from the residential area.

I have had many conversations with local residents as well as attended the consultation meetings and this is a common concern for residents, also represented by the local associations such as SRRA and Palace mansions. I therefore hope that our local representatives will step in to support the voice of the local community.

Regards,

[REDACTED]



- 2024/00302/LAPRP
- 2024/00312/LAPR
- 2024/00315/LAPRP
- 2024/00265/LAPRP
- 2024/00300/LAPRP
- 2024/00261/LAPRP
- 2024/00253/LAPRP
- 2024/00257/LAPRP
- 2024/00266/LAPRP
- 2024/00268/LAPRP

Dear Sir/Madam,

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

Comments were submitted at 26/02/2024 7:10 PM from [REDACTED]

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Proposal: LA2003 - Provisional 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: 26/02/2024 7:10 PM I object the proposal and urge the council to reject it. The proposal does not take into consideration the residential nature of the surrounding area and the profound impact on infrastructure and the local community.

There are people, young and old, living within meters of the proposed venues, who need to sleep at night.

This proposal will keep everyone awake, impact negatively our health and wellbeing. The proposed venue overlooks the nearby streets of Sinclair Road, MAclise Road and Blythe Road which have a high density of residents. Furthermore, the people leaving the premises will create noise and nuisance for the local residents whilst making their way towards transport stations. Equally, the traffic associated with it (Taxis, Ubers, pick ups) will mean that the length of Sinclair Road will be unsufferable.

At number [REDACTED] we can see directly each window of the car part, right now I can hear everything the builders say to each other in the construction site. Add music and alcohol and it'll be impossible to contain the noise.

I am opposing this particular scheme as well as any licensing in the overall development beyond the hours of 21:00, similar to the restrictions imposed in Westfield, to ensure residents can enjoy a peaceful night.

Dear Sir/Madam,

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

Comments were submitted at 26/02/2024 7:50 PM from [REDACTED].

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Proposal: LA2003 - Provisional 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:

26/02/2024 7:50 PM I am objecting to this proposal on the grounds of noise and nuisance, traffic and anti-social behaviour. The local area is very quiet and the streets small and can't cope with the influx of visitors.

The proposed opening hours are too extended and will create disruption to the rest and sleep of local residents. The noise coming from the venue, from visitors and the traffic from taxis and service vehicles will all have a negative impact on the local community. Licensing hours for nearby venues such as Westfields are more restricted and considerate of the needs of local residents and thereby I urge well as any licensing in the overall development beyond the hours of 21:00, similar to the restrictions imposed in Westfield where most restaurants close by 10pm if not earlier to ensure residents can enjoy a peaceful night.

Dear Sir/Madam,

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

Comments were submitted at 26/02/2024 6:27 PM from [REDACTED] .

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Proposal: LA2003 - Provisional 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: 26/02/2024 6:27 PM Our property ([REDACTED]) [REDACTED] the proposed venue and as such we'll be affected by the noise both at the front and rear of the flat, making it impossible to have any rest or decent sleep. As it is, we suffer from the noise every time there are exhibitions and visitors arrive to the Olympia station. The opening of additional venues will massively increase noise from people and their cars and also the area impacted, as many will be using Sinclair road as a link to Shepherd's Bush central line. This will stop me and my family from sleeping and no doubt will have the same impact on other residents, young and old.
I strongly oppose the venue and operation of any of the venues in Olympia after 9pm, particularly during week nights.

From: [REDACTED]
Sent: Tuesday, March 12, 2024 11:49 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Representation against license applications by Olympia
To the Licensing Authority

Please find attached my self explanatory representation against license applications by Olympia.

Yours faithfully,

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
12 March 2024

To the Licensing Authority. By Email

licensing@lbhf.gov.uk

To whom it may concern,

I am writing to formally oppose the current applications for 20 provisional premises licences proposed by the Olympia redevelopment. Namely:

2024/00302/LAPRP: Restaurant (Unit 3, Level 2, Mezzanine and Rooftop Bar)

2024/00316/LAPRP: Unit 2B Mezzanine Restaurant

2024/00310/LAPR: National Hotel (Citizen M) - Basement to Level 4

2024/00308/LAPRP: Unit 1B (unit 2 Level 2) - Olympia London Development

2024/00312/LAPR: Emberton House Hotel (Hyatt) - Olympia London Development

2024/00309/LAPRP: Unit 2A (unit 2 Level 2) - Olympia London Development

2024/00307/LAPRP: Unit 1A (unit 2 Level 2) - Olympia London Development

2024/00315/LAPRP: Theatre - Olympia London Development

2024/00314/LAPRP: Live Lounge Banquet & Conference Facilities

2024/00268/LAPRP: Music Arena - Olympia London Development

2024/00266/LAPRP: Roof Garden South Terrace - Olympia London Development

2024/00257/LAPRP: 1 Olympia Way - Olympia London Development

2024/00263/LAPRP: National Terrace - Olympia London Development

2024/00253/LAPRP: Gym - Ground And Basement - Emberton House

2024/00301/LAPRP: Restaurant Level Unit 3A (right Side Unit 3, Level 2) – OLD

2024/00261/LAPRP: Roof Garden Gin Bar - Olympia London Development

2024/00265/LAPRP: Roof Grd Nth Terrace Mezzanine - Olympia London Development

2024/00300/LAPRP: Pillar Hall - Olympia London Development

2024/00264/LAPRP: Roof Garden North Terrace - Olympia London Development

2024/00267/LAPRP: Roof Grd Sth Terrace Mezzanine - Olympia London Development

As a longstanding resident living in very close proximity to Olympia, within what is a

predominantly residential area characterized by families with young children attending various nearby primary schools, my concerns are deeply rooted in the community's welfare and stem from the objectives of the Licensing Act 2003.

My concerns relate specifically to the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm.

Prevention of Crime and Disorder

The proposal to operate multiple venues with very late-night alcohol sales raises serious concerns about littering, vandalism and other criminal acts. Establishments that sell alcohol, especially with late-night hours, often contribute to an increase in litter, including bottles, cans, and food packaging. This not only detracts from the aesthetic and environmental quality of the area but also poses a serious risk to public health, for example broken glass. The presence of intoxicated individuals, especially during the hours of darkness, can lead to criminal acts such as vandalism of property, harassment and aggression against locals, further harming the community and requiring additional resources for cleanup, repair, security and policing.

I strongly urge the committee to please consider the cumulative impact of these applications on the local area and residents who will be affected by these 20 potential late licence venues. The aggregation of licensable activities could significantly exacerbate issues related to public nuisance, crime and disorder, and public safety. The potential for increased foot traffic, noise, and alcohol-related incidents could strain local resources and negatively affect the quality of life for residents, including myself and the many other young families living in the neighbourhood.

The council has already recognised the severe negative impact that multiple venues with late at night licenses to sell alcohol had on Shepherd's Bush Green and surrounding streets and it should serve as a recent reminder against potentially repeating these mistakes again with the Olympia venues.

There seems little reason why the Olympia premises should be treated any differently to other recent entertainment hubs and venues within the borough, such as Westfield where they do not permit such widespread extended opening hours or the ability for all their venues to play music outdoors.

Given the much more residential nature of Olympia's location, the proposed extended hours

and activities will disproportionately disturb the peace and well-being of our residential community and negatively impact our rights to peaceful enjoyment of our homes and neighbourhood.

To summarise, the proposed late-night sale of alcohol and extended hours during weekends and other specific days have the potential to increase crime and disorder in the local area, making it challenging to monitor and control alcohol consumption and behavior, increasing the risk of criminal incidents that strain local law enforcement and emergency services and have a negative impact on the local residents, especially the elderly and young families, who can feel very vulnerable and intimidated by boisterous late night revellers.

Prevention of Public Nuisance

The proposed late night operations for all venues and the ability to play outdoor live and recorded music until 23:30 daily and the potential for noise from patrons, especially in an outdoor rooftop setting, is likely to create a significant public nuisance.

Noise pollution will disturb the peace of local residents, particularly during late hours, and the impact may be exacerbated in a rooftop venue where sound will travel more freely and longer distances. This is particularly concerning in a neighbourhood like ours, where peaceful tranquillity is vital for the elderly and families with very young school-going children. It is important to note that, prior to this application, there were very few premises in the vicinity selling alcohol and with significantly less capacity.

Unlike many other areas with similar entertainment venues, our local community lacks the necessary public transport infrastructure to allow late night patrons and visitors to return home peacefully and quietly.

Introducing multiple venues that propose the sale of alcohol until 23:30 daily, with extended hours on additional separate days represents a significant change to the local environment.

The committee should carefully consider the implications of introducing alcohol sales in an area previously without such offerings, especially in terms of potential shifts in social dynamics, increases in foot traffic, and the negative impact on local residents' quality of life.

A pertinent and relatively recent example of the negative impact late night alcohol licensing has on the local community should refer to 'The Pergola' temporary rooftop venue on Olympia that operated just prior to the current period of construction. During its operation, it caused significant disturbance to local residents, leading to a large number of complaints to

the local authority.

This past experience suggests that a permanent rooftop venue with similar licenced activities will potentially exacerbate public nuisance issues, disturb the peace of residents, and strain community relations. My partner and I had firsthand experience of late night aggressive and anti social behaviour from a couple of drunk venue attendees who had taken it upon themselves to urinate inside the 'listed' red telephone boxes on Maclise Road, who displayed loud and threatening behaviour as we passed by on our way home from the theatre.

Protection of Children from Harm

The potential increase in public nuisance and associated crime and disorder in the local area could severely impact the health and wellbeing of young children as a result of lack of sleep. The effects of lack of sleep on children can be significant and wide-ranging, impacting various aspects of their physical health, cognitive function, emotional well-being, and behaviour.

The council should note that the majority of properties around the Olympia venue consist of converted Victorian houses within a designated Conservation Area, with poor sound insulation of walls and large old, single glazed windows, directly affecting young families and exacerbating the potential harm to children.

This concern is critical in a community with a catchment area for many schools and therefore densely populated with young families and children who require a conducive environment for their healthy development, education and mental well-being.

Conclusion

Given these concerns, including the critical consideration of introducing alcohol sales in a previously quieter, predominantly residential character of our local neighbourhood with presence of young families and schools and the historical disturbances we have experienced by the temporary rooftop 'Pergola' venue, I strongly urge the licensing authority to consider the potential negative impacts of granting these licences on the local community based on the four criteria objectives under consideration by the licensing authority committee.

While I recognize the need for these venues to cater for visitors to the Olympia exhibitions, office workers, theatre audiences and music venue attendees before shows, it is possible to provide suitable hospitality within operating hours that are more considerate towards the

needs of the local residents and wider community local . Limiting the opening hours could allow the venues to serve their intended purpose without negatively impacting the local community.

I strongly recommend that the 20no licensing applications be reconsidered, with either a full rejection or the imposition of strict conditions to limit the operating hours in order to mitigate the risks highlighted. These could include:

☒ Limiting the opening hours including the sale of alcohol to the early evening between 6pm and 9:30pm, in a similar manner to that granted for Westfield, when local public transport is still in full operation, to prevent late-night disturbances and limit the likely negative impact on sleep for both adults and children in the local area. The venues would still be able to cater for visitors of Olympia exhibitions, office workers and guests to the theatre and music venues for 'pre-show' food and beverage before shows and events.

☒ Restrict the ability to play music outdoors to avoid disturbance.

☒ Implement stringent noise control measures to minimize public nuisance.

☒ Enforce rigorous security measures and safety protocols to ensure public safety, particularly given the unique risks of a rooftop setting.

☒ Clearly define policies to protect children from exposure to excessive noise and potential harmful behaviour, and ensure that these are strictly enforced and adhered to.

☒ Establish strict littering and vandalism controls, including adequate refuse disposal facilities and measures to manage and mitigate these concerns.

As I live in very close proximity to Olympia, the outcome of this application is of great significance and concern to me.

The well-being of the local community and adherence to the Licensing Act 2003 objectives should be at the forefront of the decision-making process.

I appreciate your consideration of my representation against these license applications.

Yours faithfully,

██████████

Dear Sir/Madam,

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

Comments were submitted at 09/03/2024 9:25 AM from [REDACTED]

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Proposal: LA2003 - Provisional Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

[REDACTED]
Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 09/03/2024 9:25 AM I am very concerned with the hours for a rooftop bar playing music until late at night in the area. I have lived in the area over 20 years and one thing I appreciate is the respect for residents/families from commercial establishments and the council. Other pubs in the area with gardens force people to go inside at 10:30 pm and they don't even play music. Late night music and partying from a high rooftop will disturb the sleep of children and adults living in the area. I think it is very unfair to the community and don't understand why this establishment would work differently from others in the area. I strongly object to the potential noise.

From: [REDACTED]
Sent: Sunday, March 17, 2024 7:05 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Olympia late night operatins - opposition representation

To the Licensing Authority,

I am writing in my capacity as a local resident to formally oppose the following applications for 20 provisional premises licences proposed by Olympia:

2024/00302/LAPRP: Restaurant (Unit 3, Level 2, Mezzanine And Rooftop Bar)
2024/00316/LAPRP: Unit 2B Mezzanine Restaurant
2024/00310/LAPRP: National Hotel (Citizen M) - Basement To Level 4
2024/00308/LAPRP: Unit 1B (unit 2 Level 2) - Olympia London Development
2024/00312/LAPRP: Emberton House Hotel (Hyatt) - Olympia London Development
2024/00309/LAPRP: Unit 2A (unit 2 Level 2) - Olympia London Development
2024/00307/LAPRP: Unit 1A (unit 2 Level 2) - Olympia London Development
2024/00315/LAPRP: Theatre - Olympia London Development
2024/00314/LAPRP: Live Lounge Banquet & Conference Facilities
2024/00268/LAPRP: Music Arena - Olympia London Development
2024/00266/LAPRP: Roof Garden South Terrace - Olympia London Development
2024/00257/LAPRP: 1 Olympia Way - Olympia London Development
2024/00263/LAPRP: National Terrace - Olympia London Development
2024/00253/LAPRP: Gym - Ground And Basement - Emberton House
2024/00301/LAPRP: Restaurant Level Unit 3A (right Side Unit 3, Level 2) – OLDe
2024/00261/LAPRP: Roof Garden Gin Bar - Olympia London Development
2024/00265/LAPRP: Roof Grd Nth Terrace Mezzanine - Olympia London Development
2024/00300/LAPRP: Pillar Hall - Olympia London Development
2024/00264/LAPRP: Roof Garden North Terrace - Olympia London Development
2024/00267/LAPRP: Roof Grd Sth Terrace Mezzanine - Olympia London Development

As a resident living in close proximity to the Olympia site ([REDACTED]), situated within a predominantly residential area characterised by families with young children attending numerous nearby primary schools, my concerns are rooted in the welfare of our community.

These concerns are aligned with the objectives outlined in the Licensing Act 2003, specifically pertaining to the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm.

Prevention of Crime and Disorder

The proposal to operate multiple venues with late-night alcohol sales raises concerns regarding littering and vandalism, both of which are detrimental to the aesthetic and environmental quality of our area and pose public health risks. Additionally, the presence of intoxicated

From: [REDACTED]
Sent: Monday, March 18, 2024 10:54 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: Olympia late night operations - opposition representation

Thank you Lorna.

I am the owner of the [REDACTED]. Let me know if you require any further information.

Best

From: [REDACTED]

Sent: Monday, March 18, 2024 8:02 AM

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

Subject: Representation letter Re: 20 provisional premises licenses proposed by Olympia

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

To: Licensing Authority
licensing@lbhf.gov.uk

Dear Sir/Madam,

I am writing to formally oppose the applications for 20 provisional premises licenses proposed by Olympia, as listed below:

- 2024/00302/LAPRP: Restaurant (Unit 3, Level 2, Mezzanine And Rooftop Bar)
- 2024/00316/LAPRP: Unit 2B Mezzanine Restaurant
- 2024/00310/LAPRP: National Hotel (Citizen M) - Basement To Level 4
- 2024/00308/LAPRP: Unit 1B (unit 2 Level 2) - Olympia London Development
- 2024/00312/LAPRP: Emberton House Hotel (Hyatt) - Olympia London Development
- 2024/00309/LAPRP: Unit 2A (unit 2 Level 2) - Olympia London Development
- 2024/00307/LAPRP: Unit 1A (unit 2 Level 2) - Olympia London Development
- 2024/00315/LAPRP: Theatre - Olympia London Development
- 2024/00314/LAPRP: Live Lounge Banquet & Conference Facilities
- 2024/00268/LAPRP: Music Arena - Olympia London Development
- 2024/00266/LAPRP: Roof Garden South Terrace - Olympia London Development
- 2024/00257/LAPRP: 1 Olympia Way - Olympia London Development
- 2024/00263/LAPRP: National Terrace - Olympia London Development
- 2024/00253/LAPRP: Gym - Ground And Basement - Emberton House
- 2024/00301/LAPRP: Restaurant Level Unit 3A (right Side Unit 3, Level 2) – OLDe
- 2024/00261/LAPRP: Roof Garden Gin Bar - Olympia London Development
- 2024/00265/LAPRP: Roof Grd Nth Terrace Mezzanine - Olympia London Development
- 2024/00300/LAPRP: Pillar Hall - Olympia London Development
- 2024/00264/LAPRP: Roof Garden North Terrace - Olympia London Development
- 2024/00267/LAPRP: Roof Grd Sth Terrace Mezzanine - Olympia London Development

As a key worker nurse and a resident living near Olympia, within a predominantly residential area occupied by families with young children, my opposition is deeply rooted in concerns for the community's welfare and the objectives of the Licensing Act 2003.

Prevention of Crime and Disorder

The proposal to operate multiple venues with late-night alcohol sales raises significant concerns about littering and vandalism. Establishments selling alcohol, particularly with late-night hours, often contribute to increased litter and acts of vandalism, posing risks to public health and safety. The cumulative impact of these applications on the local area could exacerbate issues related to crime and disorder, public safety, and public nuisance.

Prevention of Public Nuisance

The proposed late-night operations and outdoor music could create a substantial public nuisance, particularly for residents in close proximity. The lack of infrastructure to manage late-night patrons returning home quietly and the historical disturbances caused by similar venues in the area highlight the potential negative impact on the community's quality of life.

Protection of Children from Harm

Increased crime, disorder, and noise pollution could significantly harm the health and well-being of children in the community, especially considering the lack of sound insulation in the surrounding properties.

Conclusion

In light of these concerns, I urge the licensing authority to carefully consider the potential negative impacts of granting these licenses on the local community and the promotion of the four licensing objectives. I recommend either rejecting the application or imposing strict conditions to mitigate the identified risks, such as limiting opening hours, restricting outdoor music, enforcing noise control measures, ensuring public safety protocols, and implementing littering and vandalism controls.

The well-being of the community and adherence to the Licensing Act 2003 objectives should guide the decision-making process. Thank you for considering my representation against this application.

Sincerely,

[REDACTED]

[REDACTED]

Sent: Tuesday, March 19, 2024 8:25 PM

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

Cc: [REDACTED]

Subject: Opposing to the newly proposed Olympia licences

Dear licensing team,

Please find attached our objections to the newly proposed Olympia licences.

These objections are linked to:

- crime and disorder

- public safety
- public nuisance
- harm to children
- issues with parking and transport which we have raised before.

Please confirm the receipt of our objections.

Thank you and kind regards,

[REDACTED]

[REDACTED]

To the Licensing Authority,

I am writing to formally oppose the applications for 20 provisional premises licences proposed by Olympia as described below:

- 2024/00302/LAPRP: Restaurant (Unit 3, Level 2, Mezzanine And Rooftop Bar)
- 2024/00316/LAPRP: Unit 2B Mezzanine Restaurant
- 2024/00310/LAPR: National Hotel (Citizen M) - Basement To Level 4
- 2024/00308/LAPRP: Unit 1B (unit 2 Level 2) - Olympia London Development
- 2024/00312/LAPR: Emberton House Hotel (Hyatt) - Olympia London Development
- 2024/00309/LAPRP: Unit 2A (unit 2 Level 2) - Olympia London Development
- 2024/00307/LAPRP: Unit 1A (unit 2 Level 2) - Olympia London Development
- 2024/00315/LAPRP: Theatre - Olympia London Development
- 2024/00314/LAPRP: Live Lounge Banquet & Conference Facilities
- 2024/00268/LAPRP: Music Arena - Olympia London Development
- 2024/00266/LAPRP: Roof Garden South Terrace - Olympia London Development
- 2024/00257/LAPRP: 1 Olympia Way - Olympia London Development
- 2024/00263/LAPRP: National Terrace - Olympia London Development
- 2024/00253/LAPRP: Gym - Ground And Basement - Emberton House
- 2024/00301/LAPRP: Restaurant Level Unit 3A (right Side Unit 3, Level 2) – OLDe
- 2024/00261/LAPRP: Roof Garden Gin Bar - Olympia London Development
- 2024/00265/LAPRP: Roof Grd Nth Terrace Mezzanine - Olympia London Development
- 2024/00300/LAPRP: Pillar Hall - Olympia London Development
- 2024/00264/LAPRP: Roof Garden North Terrace - Olympia London Development
- 2024/00267/LAPRP: Roof Grd Sth Terrace Mezzanine - Olympia London Development

As a resident living in close proximity to Olympia, within a predominantly residential area characterized by families with young children attending numerous nearby primary schools, my concerns are deeply rooted in the community's welfare and stem from the objectives of the Licensing Act 2003. These concerns specifically relate to the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm.

Prevention of Crime and Disorder

The proposal to operate multiple venues with late-night alcohol sales raises concerns about littering and vandalism. Establishments that sell alcohol, especially with late-night hours, often contribute to an increase in litter, including bottles, cans, and food packaging. This not only detracts from the aesthetic and environmental quality of the area but also poses a public health risk. Additionally, the presence of intoxicated individuals can lead to acts of vandalism, further harming the community and requiring additional resources for cleanup and repair.

I urge the committee to consider the cumulative impact of these applications on the local area. The aggregation of licensable activities could significantly exacerbate issues related to public nuisance, crime and disorder, and public safety. The potential for increased foot traffic, noise, and alcohol-related incidents could strain local resources and negatively affect the quality of life for residents, including myself and the many families living here.

The council has already recognised the severe negative impact that multiple venues with license to sell alcohol late at night had on Shepherd's Bush Green, and it should serve as a cautionary tale against repeating these mistakes with Olympia.

Other entertainment hubs within the borough, such as Westfield do not permit such widespread extended opening hours or the ability for all their venues to play music outdoors. Given the more residential nature of Olympia's location, the proposed hours and activities could disproportionately disturb the peace and well-being of our community.

In summary, the proposed late-night sale of alcohol and extended hours during weekends and other specific days have the potential to increase crime and disorder in the local area making it challenging to monitor and control alcohol consumption and behavior, increasing the risk of incidents that strain local law enforcement and emergency services.

Prevention of Public Nuisance

The proposed late night operations for all venues and the ability to play outdoor live and recorded music until 23:30 daily and the potential for noise from patrons, especially in an outdoor rooftop setting, is likely to create a significant public nuisance. Noise

pollution can disturb the peace of local residents, particularly during late hours, and the impact may be exacerbated in a rooftop venue where sound can travel more freely. This is particularly concerning in a neighbourhood like ours, where the tranquillity is vital for families with school-going children.

Unlike other areas with similar venues, our community lacks the necessary infrastructure to allow late night patron to return home peacefully and quietly.

It is important to note that, prior to this application, there were very few premises in the vicinity selling alcohol and with significantly less capacity . Introducing multiple venues that propose the sale of alcohol until 23:30 daily, with extended hours on separate days represents a significant change to the local environment. The committee should carefully consider the implications of introducing alcohol sales in an area previously without such offerings, especially in terms of potential shifts in social dynamics, increases in foot traffic, and the impact on local residents' quality of life.

Furthermore, it is pertinent to reference the historical precedent set by a temporary rooftop venue in Olympia known as the Pergola. During its operation, it caused significant disturbance to local residents, leading to numerous complaints to the local authority. This past experience suggests that a permanent rooftop venue with similar licensable activities could potentially exacerbate public nuisance issues, disturb the peace of residents, and strain community relations.

Protection of Children from Harm

The increase in public nuisance and the crime and disorder in the local area, might severely impact the health of children as a result of lack of sleep.

The effects of lack of sleep on children can be significant and wide-ranging, impacting various aspects of their physical health, cognitive function, emotional well-being, and behavior.

The council should note that the majority of property around Olympia consist of converted Victorian houses in conservation, with poor sound insulation of walls and windows, directly affecting families like mine and exacerbating the potential harm to children.

This concern is critical in a community densely populated with young families and children who require a conducive environment for their development and well-being

Conclusion

Given these concerns, including the critical consideration of introducing alcohol sales in a previously quieter area, the residential character of our neighbourhood with presence of young families and schools and the historical disturbances caused by the

temporary Pergola venue, I urge the licensing authority to consider the potential negative impacts of granting these licences on the local community and on the promotion of the four licensing objectives.

While I recognize the need for these venues to cater to visitors of Olympia exhibitions, office workers, and guests to the theatre and music venues before shows, it is possible to do so within more considerate operating hours. Limiting the opening hours could allow the venues to serve their intended purpose without negatively impacting the local community.

I recommend that the application be reconsidered, with either a rejection or the imposition of strict conditions to mitigate the risks highlighted. These could include:

- Limiting the opening hours to between 6pm and 9pm including the sale of alcohol to prevent late-night disturbances and not impact sleep impact for both adults and children. The venues would still be able to cater for visitors of Olympia exhibitions, office workers and guests to the theatre and music venues before shows.
- Restrict the ability to play music outdoor
- Implementing stringent noise control measures to minimize public nuisance.
- Enforcing rigorous safety protocols to ensure public safety, particularly given the unique risks of a rooftop setting.
- Clearly defining policies to protect children from exposure to harmful behaviors and ensuring these are strictly adhered to.
- Establishing strict littering and vandalism controls, including adequate disposal facilities and security measures to manage and mitigate these concerns.

Living in close proximity to Olympia, the outcome of this application is of significant concern to me. The well-being of the community and adherence to the Licensing Act 2003 objectives should be paramount in the decision-making process. I appreciate your consideration of my representation against this application.

From: [REDACTED]
Sent: Friday, March 22, 2024 8:13 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Cllr Lang Adam: H&F <Adam.Lang@lbhf.gov.uk>
Subject: Representation against Olympia proposed licenses

To the Licensing Authority,

I am writing to formally oppose the applications for 20 provisional premises licences proposed by Olympia as described below:

2024/00302/LAPRP: Restaurant (Unit 3, Level 2, Mezzanine And Rooftop Bar)
2024/00316/LAPRP: Unit 2B Mezzanine Restaurant
2024/00310/LAPR: National Hotel (Citizen M) - Basement To Level 4
2024/00308/LAPRP: Unit 1B (unit 2 Level 2) - Olympia London Development
2024/00312/LAPR: Emberton House Hotel (Hyatt) - Olympia London Development
2024/00309/LAPRP: Unit 2A (unit 2 Level 2) - Olympia London Development
2024/00307/LAPRP: Unit 1A (unit 2 Level 2) - Olympia London Development
2024/00315/LAPRP: Theatre - Olympia London Development
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2024/00265/LAPRP: Roof Grd Nth Terrace Mezzanine - Olympia London Development
2024/00300/LAPRP: Pillar Hall - Olympia London Development
2024/00264/LAPRP: Roof Garden North Terrace - Olympia London Development
2024/00267/LAPRP: Roof Grd Sth Terrace Mezzanine - Olympia London Development

As a resident living in close proximity to Olympia, within a predominantly residential area characterized by families with young children attending numerous nearby primary schools, my concerns are deeply rooted in the community's welfare and stem from the objectives of the Licensing Act 2003. These concerns specifically relate to the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm.

Prevention of Crime and Disorder

The proposal to operate multiple venues with late-night alcohol sales raises concerns about littering and vandalism. Establishments that sell alcohol, especially with late-night hours, often contribute to an increase in litter, including bottles, cans, and food

packaging. This not only detracts from the aesthetic and environmental quality of the area but also poses a public health risk. Additionally, the presence of intoxicated individuals can lead to acts of vandalism, further harming the community and requiring additional resources for cleanup and repair.

I urge the committee to consider the cumulative impact of these applications on the local area. The aggregation of licensable activities could significantly exacerbate issues related to public nuisance, crime and disorder, and public safety. The potential for increased foot traffic, noise, and alcohol-related incidents could strain local resources and negatively affect the quality of life for residents, including myself and the many families living here.

The council has already recognised the severe negative impact that multiple venues with license to sell alcohol late at night had on Shepherd's Bush Green, and it should serve as a cautionary tale against repeating these mistakes with Olympia.

Other entertainment hubs within the borough, such as Westfield do not permit such widespread extended opening hours or the ability for all their venues to play music outdoors. Given the more residential nature of Olympia's location, the proposed hours and activities could disproportionately disturb the peace and well-being of our community.

In summary, the proposed late-night sale of alcohol and extended hours during weekends and other specific days have the potential to increase crime and disorder in the local area making it challenging to monitor and control alcohol consumption and behavior, increasing the risk of incidents that strain local law enforcement and emergency services.

Prevention of Public Nuisance

The proposed late night operations for all venues and the ability to play outdoor live and recorded music until 23:30 daily and the potential for noise from patrons, especially in an outdoor rooftop setting, is likely to create a significant public nuisance. Noise pollution can disturb the peace of local residents, particularly during late hours, and the impact may be exacerbated in a rooftop venue where sound can travel more freely. This is particularly concerning in a neighbourhood like ours, where the tranquillity is vital for families with school-going children.

Unlike other areas with similar venues, our community lacks the necessary infrastructure to allow late night patron to return home peacefully and quietly.

It is important to note that, prior to this application, there were very few premises in the vicinity selling alcohol and with significantly less capacity . Introducing multiple venues that propose the sale of alcohol until 23:30 daily, with extended hours on separate days represents a significant change to the local environment. The committee should

carefully consider the implications of introducing alcohol sales in an area previously without such offerings, especially in terms of potential shifts in social dynamics, increases in foot traffic, and the impact on local residents' quality of life.

Furthermore, it is pertinent to reference the historical precedent set by a temporary rooftop venue in Olympia known as the Pergola. During its operation, it caused significant disturbance to local residents, leading to numerous complaints to the local authority. This past experience suggests that a permanent rooftop venue with similar licensable activities could potentially exacerbate public nuisance issues, disturb the peace of residents, and strain community relations.

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The council should note that the majority of property around Olympia consist of converted Victorian houses in conservation, with poor sound insulation of walls and windows, directly affecting families like mine and exacerbating the potential harm to children.

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Conclusion

Given these concerns, including the critical consideration of introducing alcohol sales in a previously quieter area, the residential character of our neighbourhood with presence of young families and schools and the historical disturbances caused by the temporary Pergola venue, I urge the licensing authority to consider the potential negative impacts of granting these licences on the local community and on the promotion of the four licensing objectives.

While I recognize the need for these venues to cater to visitors of Olympia exhibitions, office workers, and guests to the theatre and music venues before shows, it is possible to do so within more considerate operating hours. Limiting the opening hours could allow the venues to serve their intended purpose without negatively impacting the local community.

I recommend that the application be reconsidered, with either a rejection or the imposition of strict conditions to mitigate the risks highlighted. These could include:

- Limiting the opening hours to between 6pm and 9pm including the sale of alcohol to prevent late-night disturbances and not impact sleep impact for both adults and children. The venues would still be able to cater for visitors of Olympia exhibitions, office workers and guests to the theatre and music venues before shows.
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- Clearly defining policies to protect children from exposure to harmful behaviors and ensuring these are strictly adhered to.
- Establishing strict littering and vandalism controls, including adequate disposal facilities and security measures to manage and mitigate these concerns.

Living in close proximity to Olympia having a young family, the outcome of this application is of significant concern to me. The well-being of the community and adherence to the Licensing Act 2003 objectives should be paramount in the decision-making process. I appreciate your consideration of my representation against this application.

Kind regards

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

From: Matthew Phipps
Sent: Friday, April 5, 2024 1:16 PM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Cc: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Licensing Policy commentary - Emberton House Hotel (Hyatt)

Dear Lorna

This email, for inclusion within the licensing committee report seeks to highlight those paragraphs within the LBHF licensing policy 2022-27 that may be of particular significance to the licensing committee when determining this licence application.

We have identified page numbers within the licensing policy at the end of the sentence quoted.

- Foreword: Hammersmith & Fulham continues to rise to the challenges of our time, together. Ongoing investment means that our business environment and residential landscape is rapidly changing and we're excited to share the amazing opportunities with everyone. (Page 3)
- We make no secret that we want to make our borough the best place to do business in Europe and to ensure that everyone benefits, not just a favoured few. In Hammersmith & Fulham, we want to use the power of local government to create a borough able to compete with the best in the 21st century and transform our borough into an inclusive global economic hotspot. (Page 3)
- We believe that a diverse, vibrant and safe nighttime economy (6pm to 6am) has a key role to play in supporting this growth. That's why we've created a new modern business-friendly licensing policy for Hammersmith & Fulham. (Page 3)
- With the many advantages that Hammersmith & Fulham has to offer now, it's no surprise investors are already eyeing up the borough for growth and new business ventures. (Page 3)
- Recognising that the pandemic has had a devastating effect on many retail and hospitality businesses, we are improving the public realm to make it a better place for people to shop, eat, drink, relax and enjoy local arts and facilities. We want to create a vibrant, safe and considerate night-time economy. (Page 3)
- We have exceptional transport links - (Page 4)
- Hammersmith and Fulham Council has been recognised as leading the way in our approach to partnership working to support our night-time economy. Our Night-Time Economy Working Group 1 includes officers from across the council including resident engagement and external partners from the police and local business improvement districts (BIDs) to identify issues that impact the borough. (Page 4)
- We believe that well-managed businesses and responsible operators are the key to addressing this (ASB etc) problem. (Page 4)
- Our Licensing Policy supports our licensed sector and the cultural, leisure, hospitality, and entertainment options within it available to Hammersmith & Fulham residents. (Page 8)
- In making decisions on licensing applications and imposing conditions, the Licensing Authority will primarily focus on the direct impact of the activities taking place at the licensed premises on members of the public living, working or engaged in normal activity in the area concerned relating to the four Licensing Objectives. (Page 11)
- Every application made to the Licensing Authority will be considered on its own merits. (Page 12)

- Prospective holders of new licences, and those seeking variations to existing licences, are advised to consult with the Licensing Authority and the various responsible authorities at the earliest possible stage in order to reduce the risk of any dispute arising. (Page 13)
- Operators of licensed premises will have to comply with planning, environmental health, trading standards, fire safety, licensing and building control legislation when opening or adapting licensed premises. (Page 14)
- To act as a guide for new or existing operators we have set out the suggested closing times for licensed premises below: *(NB hotels not restricted/referenced)*. (Page 21)
- At any stage, following the grant of a premises licence, a Responsible Authority, such as the police or the fire authority, or other persons, may apply for a licence to be reviewed because of a matter arising at the premises in connection with any of the four Licensing Objectives. (Page 29)
- 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 (Page 31)

Best wishes

Matthew Phipps
Partner
Head of Licensing England and Wales

From: Matthew Phipps
Sent: Friday, April 5, 2024 1:22 PM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Cc: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Hyatt - Emberton House Hotel, - Introduction

Dear Lorna

Please find an introductory document in respect of the Hyatt hotel brand, (Emberton House Hotel), for inclusion within the Licensing committee report.

Many thanks

Matthew Phipps
Partner
Head of Licensing England and Wales



HYATT HOTELS CORPORATION SUMMARY PRESENTATION

Page 183



AGENDA

COMPANY HISTORY AND EVOLUTION

BRANDS PORTFOLIO

COMPANY STRATEGY, PURPOSE & VALUES

WORLD OF CARE

DEI – DIVERSITY EQUITY & INCLUSION

SUPPORTS TO THE BRANDS |

HYATT UK & IRELAND |

THROUGHOUT OUR HISTORY, WE HAVE GROWN THOUGHTFULLY AND CAREFULLY



1957

FOUNDED BY JAY PRITZKER WHEN HE PURCHASED THE HYATT HOUSE MOTEL ADJACENT TO THE LOS ANGELES INTERNATIONAL AIRPORT



1970s

HYATT REGENCY HONG KONG OPENED; INTERNATIONAL EXPANSION BEGAN



1980s

INTRODUCED GRAND HYATT AND PARK HYATT BRANDS



2000s

ENTERED SELECT-SERVICE WITH HYATT PLACE AND HYATT HOUSE; ESTABLISHED LUXURY AND LIFESTYLE CATEGORIES



2017

TRANSFORMATIVE GROWTH: ACQUISITION OF COMPANIES WITH COMPLEMENTARY GUEST BASES & LAUNCH OF WORLD OF HYATT



2021

ACQUIRED ALG, CREATING WORLD'S LARGEST LUXURY ALL-INCLUSIVE PORTFOLIO



2023

ENTERED THE UPPER-MIDSCALE CATEGORY WITH HYATT STUDIOS; WORLD OF HYATT LOYALTY TRIPLES IN SIZE FROM 2017



Page 186
HYATT
YESTERDAY
 2009

Hotels **399**
2009

Hotel Rooms **120K**
2009

Sub-Markets **~270**
2009

Pipeline Rooms **27K**
2009

Figures are as of fiscal year end 2009. Sub-Markets defined by Smith Travel Research as Tracts based on December 2022 STR consensus. Excludes any hotels that are suspended from operations.



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HYATT TODAY

2022 + PIPELINE

- Hotels as of 2022
- Pipeline Hotels as of 2022

TRIPLED NUMBER OF HOTELS, NEARLY TRIPLED NUMBER OF ROOMS & SUB-MARKETS & QUADRUPL ED NUMBER OF PIPELINE ROOMS SINCE 2009

Hotels	1,263	Hotel Rooms	304K	Sub-Markets	~700	Pipeline Rooms	117K
	2022		2022		2022		2022

Figures are as of each respective year end. Pipeline Hotels based on executed pipeline as of fiscal year end 2022. Sub-Markets defined by Smith Travel Research as Tracts based on December 2022 STR consensus. Excludes any hotels that are suspended from operations.

A PORTFOLIO OF ELEVATED AND RENOWNED BRANDS

Each one of our brands is positioned to be at the top of its category



TIMELESS COLLECTION



BOUNDLESS COLLECTION



INDEPENDENT COLLECTION

INCLUSIVE COLLECTION



*Learn which hotels are participating in World of Hyatt at [hyatt.com/dreamhotels](https://www.hyatt.com/dreamhotels).

We *care* for people
so they can be their best.

OUR COMPANY STRATEGY: THE HOUSE OF HYATT – PURPOSE LED ORGANIZATION

Page 190





OUR VALUES guide
our behaviors to bring
our purpose to life

Empathy

Truly listen
Walk in the shoes of others
Respond with compassion

Integrity

Tell and accept the truth
Honor your commitments
Take ownership and act with pride

Experimentation

Be curious and continuously learn
Experiment & generate new ideas
Make things happen

Respect

Be open and honest
Treat others with appreciation
Collaborate and work as a team

Inclusion

Seek to understand
Encourage diverse viewpoints
Support each other to thrive

Wellbeing

Prioritize self care
Use fun as fuel
Build connections within
your community



We are advancing environmental action so that destinations around the world are vibrant for our guests, colleagues and communities.

FOCUS AREAS & GOALS

Climate Change and Water Conservation

- Accelerate efficiency measures and increase the use of renewable energy and gray water

Waste and Circularity

- Minimize waste and increase recycling and composting

Responsible Sourcing

- Increase responsible sourcing of products like coffee, seafood, animal proteins and more

Thriving Destinations

- Help protect biodiversity and advance climate resilience



We care for the wellbeing of our colleagues, guests, customers, owners and communities and are creating a culture of opportunity for all.

FOCUS AREAS & GOALS

Diversity, Equity & Inclusion

- Foster environments where all individuals are welcome

Colleague Development

- Support colleagues to learn and grow

Wellbeing

- Support our colleagues' physical, mental and emotional wellbeing

Human Rights

- Respect the fundamental human rights of all people and help prevent human trafficking within and across our industry

Community Engagement and Volunteerism

- Strive to make communities in which Hyatt hotels operate healthier, thriving places to live, work and gather



We embrace our responsibility to create fair, ethical and transparent business practices.

FOCUS AREAS

Working with Other Businesses

- Collaborate with owners, operators, suppliers and beyond, ensuring consistent value alignment

Fair and Ethical Business

- Demonstrate integrity in our business dealings

Risk Management

- Identify, evaluate, prioritize and control risks to our business

Data Privacy and Security

- Manage and mitigate cyber security and privacy risks through industry-leading best practices

Reporting

- Provide meaningful information relating to our business

World of Care supports progress toward the UN Sustainable Development Goals, a global agenda to end poverty, protect the planet and enhance prosperity for all.



A COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION

8

Colleague Led
Diversity Business Resource Groups

16

Executive Sponsors
Senior leaders advocating for each group

+100

Global Chapters
Comprised of those who identify and their allies

ESTABLISHED IN

2011

Women@Hyatt & HyPride
were our first established groups

INTRODUCED IN

2015

Hyatt API, Hyatt B.L.A.C.K., Hyatt disABILITIES,
Latinos@Hyatt and Veterans@Hyatt

LAUNCHED IN

2021

Hyatt Middle Eastern & North Africans (MENA)

RECOGNIZED AND AWARDED BY THE INDUSTRY AND MEMBERS



2023
BEST HOTEL REWARDS
PROGRAM

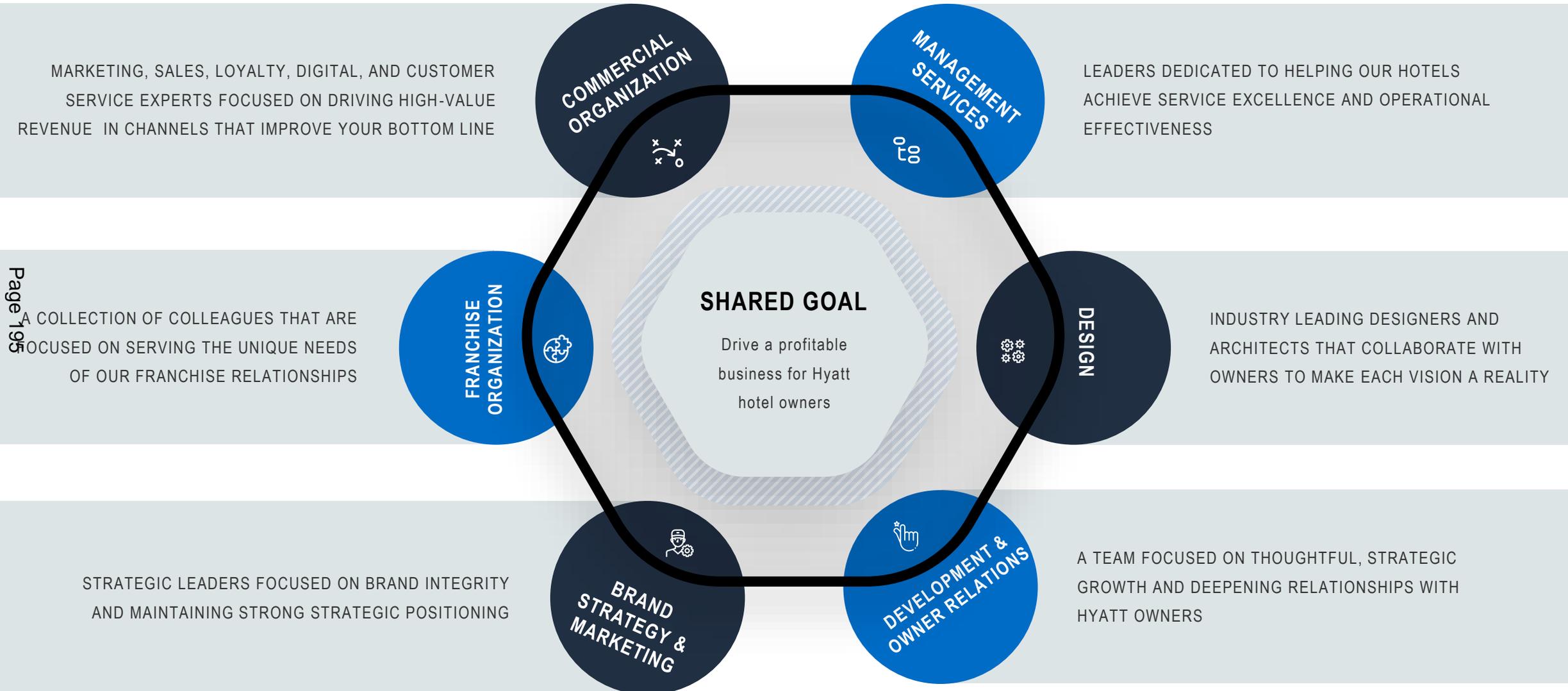


2023
BEST ELITE PROGRAM

ANDAZ MUNICH SCHWABINGER TOR

HOW WE SUPPORT OUR BRANDS

Within each core function of our organization, we have segment experts to guide brand-led Design, Operational, and Commercial strategies that best fit the type of hotel product. This ultimately leads to outsized success for Hyatt branded hotels, resorts, and residences.



Page 195

An aerial photograph of London at sunset. In the foreground, three modern, glass-clad skyscrapers (Hyatt hotels) stand prominently. The city skyline is visible in the background, including the London Eye and the Shard. The River Thames flows through the city, with several bridges and boats. The sky is a mix of blue and orange, indicating the time is either dawn or dusk.

HYATT

HYATT UK & IRELAND

HYATT HOTELS IN THE UK & IRELAND

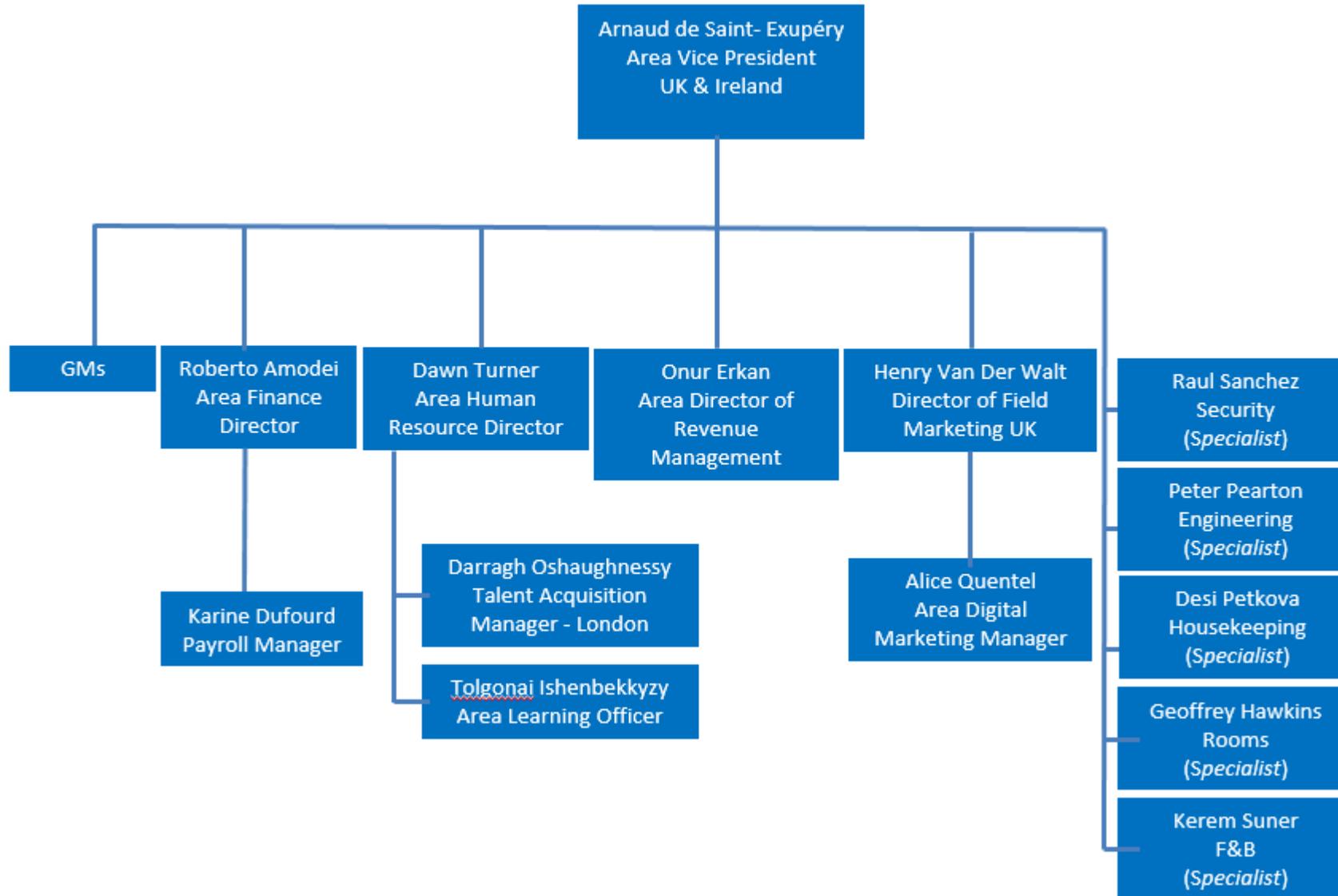
Discover the rich history and culture of the United Kingdom and Ireland—from afternoon tea to magnificent skylines. Immerse yourself in London’s many iconic landmarks, take a stroll in its Royal Parks or browse the vintage shops and luxury department stores. Explore Birmingham’s fascinating museums, visit the

renowned sport and music venues in Manchester or go see Cambridge’s colleges as well as historic cobbled streets. Hyatt hotels provide the perfect base for a UK & Ireland city break.

Visit: <https://www.hyatt.com/promo/united-kingdom-and-ireland-hotels>



Hyatt UK&I Support Team



HYATT UK & IRELAND PORTFOLIO

Page 199

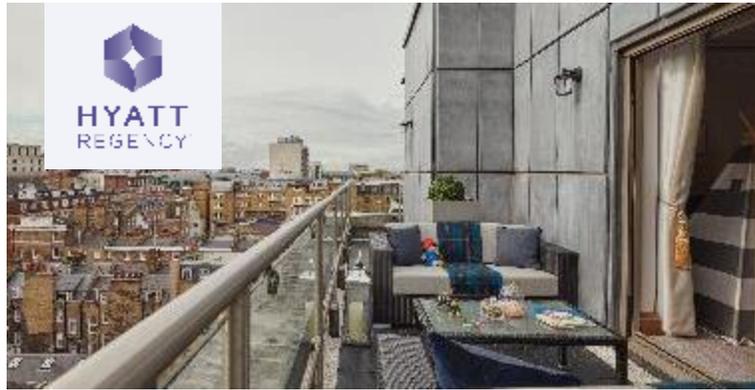
17 HOTELS ACROSS 5 CITIES

Our properties are located in the following bustling city-centres: London, Birmingham, Manchester, Cambridge & Dublin.

8 UNIQUE BRANDS

From luxury-lifestyle to select-service: Hyatt Regency, Park Hyatt, Hyatt House, Hyatt Centric, Hyatt Place, Andaz, The Unbound Collection by Hyatt & Destination by Hyatt

OUR UK BRANDS EXPLAINED



HYATT REGENCY

Located in urban and resort destinations worldwide, Hyatt Regency hotels and resorts feature world-class amenities and inviting accommodations.

-  Upper-Upscale
-  Full Service
-  Meeting Space
-  Bar / Restaurant, Market
-  Premium Fitness Center
-  Makespace / Business Center



ANDAZ

Andaz properties are vibrant boutique hotels and resorts that act as social anchors in their communities. Located in prime locations, they weave the sights, sounds and tastes of their surroundings to create a truly immersive stay.

-  Luxury
-  Full Service
-  Meeting Space
-  Bar / Restaurant
-  Spa Optional
-  Premium Workout Facility



HYATT PLACE

Representing the future of select service—and consistently leading in the category—Hyatt Place hotels can deliver exceptional performance through a unique service model that we continue to evolve and enhance based on customer and owner insights.

-  Upscale
-  Selective Service
-  Event Spaces
-  Free Breakfast for World of Hyatt Members
-  Bar
-  Workout Facility



HYATT CENTRIC

Hyatt Centric hotels represent an opportunity for developers and owners to build strong loyalty in the lifestyle segment. Upscale, cosmopolitan and highly customizable, these properties attract selective guests who want the best essentials and none of what's not — all at the center of a prime destination.

-  Upper-Upscale
-  Compact Full Service
-  Meeting Space
-  Bar / Restaurant
-  Upscale Workout Facility

OUR UK BRANDS EXPLAINED



-  Upscale
-  Select Service / Extended Stay
-  Meeting Space
-  Apartment-style Kitchen Suites
-  H Bar
-  Workout Facility

HYATT HOUSE

Help reinvent the extended stay category with Hyatt House select-service hotels as we thoughtfully grow the brand's global footprint in urban, airport, and college campus destinations.



-  Upper-Upscale & Luxury
-  Full Service
-  Meeting Space
-  Resort Activities & Amenities
-  Workout Facility

DESTINATION BY HYATT

The Destination by Hyatt brand is a diverse collection of upper-upscale and luxury independent hotels, resorts, and residences that are individual at heart yet connected by a commitment to draw upon the true spirit of each location.



-  Luxury & Upper-Upscale
-  Full Service
-  Story-Worthy
-  Workout Facility

THE UNBOUND COLLECTION

Maintain your independence and individuality with The Unbound Collection by Hyatt, an exclusive portfolio of upper-upscale and luxury properties designed to captivate travelers seeking distinctive experiences with the reassurance of Hyatt.



-  Luxury & Upper-Upscale
-  Full Service
-  Story-Worthy
-  Bar / Restaurant
-  Meeting Space
-  Workout Facility

PARK HYATT

Park Hyatt hotels provide discerning, global travelers with a refined home-away-from-home. Guests of Park Hyatt hotels receive quietly confident and personalized service in an enriching environment. Located in several of the world's premier destinations, each Park Hyatt hotel is custom designed to combine sophistication with understated luxury.

GREATER LONDON



Andaz London Liverpool Street

- Guestrooms: 267
- Meeting rooms: 15
- Meeting space: 1968m² / 21183 ft²

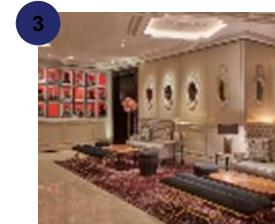
☎ +44 207 961 1234
✉ LONGE-RFP@hyatt.com



Hyatt Regency London - The Churchill

- Guestrooms: 440
- Meeting rooms: 11
- Meeting space: 721m² / 7771ft²

☎ +44 0 20 7486 5800
✉ lonch-rfp@hyatt.com



Great Scotland Yard Hotel. The Unbound Collection by Hyatt

- Guestrooms: 151
- Meeting rooms: 1
- Meeting space: 152m² / 1636ft²

☎ +44 0 207 9254 700
✉ lhrub.rfp@greatscotlandyard.com



Hyatt Regency Albert Embankment

- Guestrooms: 142
- Meeting rooms:
- Meeting space: 1968m² / 1419 ft²

☎ +44 203 1460 370
✉ LONRE-RFP@hyatt.com



Hyatt Regency London Blackfriars

- Guestrooms: 203
- Meeting rooms: 4
- Meeting space: 700m² / 7534ft²

☎ +44 (0)20 3375 1234
✉ LONRB-RFP@hyatt.com



Hyatt Regency London Stratford

- Guestrooms: 225
- Meeting rooms: 12
- Meeting space: 700m² / 7534ft²

☎ +44 (0)20 3814 1234
✉ LHRRS-RFP@hyatt.com



Hyatt House London Stratford

- Guestrooms: 125
- Meeting rooms: 0
- Meeting space: 0

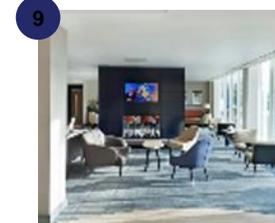
☎ +44 0203 301 9090
✉ LHRRS-RFP@hyatt.com



Hyatt Place London City East

- Guestrooms: 280
- Meeting rooms: 1
- Meeting space: 20m² / 215ft²

☎ +44 2081591234
✉ LHRZC-RFP@hyatt.com



Hyatt Place London Heathrow Airport

- Guestrooms: 341
- Meeting rooms: 10
- Meeting space: 632m² / 6802ft²

☎ +44 020 8759 7777
✉ LHRZA-RFP@hyatt.com

REST OF UK & IRELAND



Hyatt Centric Cambridge

- Guestrooms: 150
- Meeting rooms: 2
- Meeting space: 68m² / 731ft²

☎ +44 333 015 1234
✉ STNCT-RFP@hyatt.com



Hyatt Regency Birmingham

- Guestrooms: 319
- Meeting rooms: 12
- Meeting space: 557m² / 5995ft²

☎ +44 121 643 1234
✉ BIRMI-RFP@hyatt.com



Hyatt Regency Manchester

- Guestrooms: 212
- Meeting rooms: 7
- Meeting space: 1456m² / 15672ft²

☎ +44 1613595550
✉ MANRM-RFP@hyatt.com



Hyatt House Manchester

- Guestrooms: 116
- Meeting rooms: 0
- Meeting space: 0

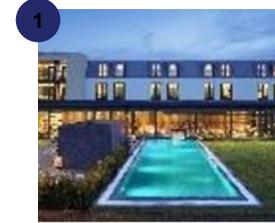
☎ +44 1613595556
✉ MANRM-RFP@hyatt.com



Hyatt Centric The Liberties Dublin

- Guestrooms: 234
- Meeting rooms: 5
- Meeting space: 174m² / 1872ft²

☎ +353 1708 1999
✉ dubct-rfp@hyatt.com



SCHLOSS Roxburghe, Destination by Hyatt

- Guestrooms: 90
- Meeting rooms: 2
- Meeting space: 209m² / 2249ft²

☎ +44 1573450331
✉ EDIDR-RFP@destinationbyhyatt.com

UPCOMING OPENING IN 2024/25

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Park Hyatt London River Thames

- Guestrooms: 203
 - Meeting rooms:
 - Meeting space: 522 m²
- ☎ +44 312 780 5797

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Hyatt Place London Paddington

- Guestrooms: 87
 - Meeting rooms
 - Meeting space:
- ☎ +44 0
☎

HYATT