

Licensing Sub-Committee

Agenda

Tuesday 7 May 2024 at 10.00 am

This meeting will be held remotely

Watch the meeting live: youtube.com/hammersmithandfulham

MEMBERSHIP

Administration:	Opposition:
Councillor Mercy Umeh (Chair) Councillor Florian Chevoppe-Verdier	Councillor Dominic Stanton

CONTACT OFFICER: Amrita White
Committee Co-ordinator
Governance and Scrutiny
Tel: 07741234765
E-mail: Amrita.White@lbhf.gov.uk

Public Notice

This meeting will be held remotely. Members of the press and public can watch the meeting live on YouTube: youtube.com/hammersmithandfulham

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

Date Issued: 24 April 2024

Licensing Sub-Committee Agenda

7 May 2024

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1.	APOLOGIES FOR ABSENCE	
2.	DECLARATIONS OF INTEREST	
	<p>If a Councillor has a disclosable pecuniary interest in a particular item, whether or not it is entered in the Authority's register of interests, or any other significant interest which they consider should be declared in the public interest, they should declare the existence and, unless it is a sensitive interest as defined in the Member Code of Conduct, the nature of the interest at the commencement of the consideration of that item or as soon as it becomes apparent.</p> <p>At meetings where members of the public are allowed to be in attendance and speak, any Councillor with a disclosable pecuniary interest or other significant interest may also make representations, give evidence or answer questions about the matter. The Councillor must then withdraw immediately from the meeting before the matter is discussed and any vote taken.</p> <p>Where Members of the public are not allowed to be in attendance and speak, then the Councillor with a disclosable pecuniary interest should withdraw from the meeting whilst the matter is under consideration. Councillors who have declared other significant interests should also withdraw from the meeting if they consider their continued participation in the matter would not be reasonable in the circumstances and may give rise to a perception of a conflict of interest.</p> <p>Councillors are not obliged to withdraw from the meeting where a dispensation to that effect has been obtained from the Standards Committee.</p>	
3.	OLYMPIA EXHIBITION CENTRE HAMMERSMITH ROAD LONDON W14 8UX	3 - 165
	<p>This hearing will consider 2 applications for various aspects of the Olympia Exhibition Centre as follows:</p> <ol style="list-style-type: none">1. Application requested for 1 Olympia Way2. Application requested for Live Lounge	

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 **17-20** of this report.

2. THE APPLICATION

On 26th February 2024, TLT Solicitors submitted an application on behalf of Olympus Property Holdings Limited (“the applicant”), for provisional statements for various areas of the development known as Olympia Exhibition Centre, Hammersmith Road, London, W14 8UX.

A provisional statement provides applicants with a means of establishing whether a premises that is being or about to be constructed or altered for the provision of licensable activities would be granted a premises licence after the building works are complete.

2.1 Application Requested - 2024/00257/LAPRP - 1 Olympia Way

The applicant proposes to operate the premises as a multi-functional space and all-day dining at the entrance of Future Olympia. The site will have links to the National Hotel located above and to the Exhibition Halls. 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 10:00 to 23:00

The Playing of Recorded Music - Indoors Only

Mondays to Sundays between 10:00 to 23:00

The Provision of Late-Night Refreshment - Indoors Only

Mondays to Sundays between 23:00 to 23:30

Seasonal/Non-standard Timings

All licensable activities extended to 02:00 for New for New Year's Eve, with the premises closed 30 minutes thereafter.

Proposed Opening Hours

Mondays to Sundays between 08:00 to 23:30

A copy of the application form and plan can be seen on pages **21-47** of this report.

2.2 Applicants Operating Schedule - 2024/00257/LAPRP - 1 Olympia Way

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 **40-44** of this report.

2.3 Application Requested - 2024/00314/LAPRP - Live Lounge Banquet & Conference Facilities

The applicant proposes to operate the 'Live lounge' as a full-service restaurant and bar (with mezzanine area), with a small, staged area for entertainment, providing food and drinks for office occupiers and members of the public. In addition to conference spaces, including an auditorium and banqueting hall, break out rooms and private rooms to be used for pre-booked events and functions. 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 10:00 to 23:30

Late Night Refreshment - Both Indoors and Outdoors

Mondays to Sundays between 23:00 to 23:30

Plays, Films, Live Music, Recorded Music, Anything Similar to Music and Dance - Indoors Only

Mondays to Sundays between 10:00 to 23:30

Seasonal/Non-Standard Timings

All licensable activities extended to 02:00 hours on New Year's Eve/New Year's Day, with the premises closed 30 minutes thereafter.

Opening hours

Mondays to Sundays between 10:00 to 00:00

A copy of the application form and plan can be seen on pages **48-73** of this report.

2.4 Applicants Operating Schedule - 2024/00314/LAPRP - Live Lounge Banquet & Conference Facilities

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 **67-71** of this report.

3. BACKGROUND

The main access to 1 Olympia Way is located on Hammersmith Road at its junction with Olympia Way. The main access to the Live Lounge is via the Olympia Square entrance. There is 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. Barons Court tube station is an 11-minute walk away, West Kensington tube a 15-minute walk away and High Street Kensington tube station is a 19-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 applications. A copy of these representations can be seen on pages **79-107** of this report.

One representation of support was received from Incipio Group Ltd for the application for 1 Olympia Way. A copy of this representation and supporting documents can be seen on pages **108-163** 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.

6. POLICY CONSIDERATIONS

6.1 In reaching a decision the Council must have regard to the Council’s adopted Statement of Licensing Policy (“SLP”) and the guidance issued by the Secretary of State under section 182 Licensing Act 2003.

6.2 The revised guidance issued by the Secretary of State under section 182 of the Licensing Act 2003 (“the Guidance”) contains advice in paragraphs 8.89 to 8.98 in relation to a provisional statement. Paragraphs 8.89 to 8.98 of the revised guidance can be seen on page **164** of this report.

6.3 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.

6.4 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.

6.5 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.

6.6 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

6.7 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.

6.8 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.

6.9 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.

6.10 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.

6.11 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.

6.12 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.

6.13 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 decide whether, if the premises were constructed or altered in the way proposed in the schedule of works and if a premises licence was sought for those premises, it would consider it appropriate for the promotion of the licensing objectives to:

- attach conditions to the licence;
- rule out any of the licensable activities applied for;

The Committee may also indicate that if a premises licence was sought for those premises, it would be rejected or indicate if they consider it appropriate to refuse to specify the person nominated as premises supervisor.

It will then issue the applicant with a provisional statement setting out the details of that decision together with its reasons.

The licensing authority must copy the provisional statement to each person who made relevant representations, and the chief officer of police for the area in which the premises

is situated. The licensing authority should give full and comprehensive reasons for its decision. This is important in anticipation of an appeal by any aggrieved party.

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.

Pre Application Advice Report

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

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

Licensing Act 2003

Premises Licence Number: TBC

Premises Name: Olympia London

Premises Address: Hammersmith Road, London, W14 8TH

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.

Council Officers:

- Mr Adrian Overton (Licensing Service Manager)

Police Officers:

- 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:

- 2023/08870/LIAPAD - A proposed new theatre within the development at Olympia Exhibition Centre,
- 2023/08877/LIAPAD - A proposed new food and beverage unit within the development at Olympia Exhibition Centre, requiring an application for a provisional statement to be submitted to the local authority.

- 2023/08882/LIAPAD - A proposed new hotel within the development at Olympia Exhibition Centre, requiring an application for an application for a premises licence to be submitted to the local authority.
- 2023/08889/LIAPAD - A proposed new music venue within the development at Olympia Exhibition Centre, requiring an application for a Provisional Statement 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 operating schedules of the various applications via this spreadsheet. There were no major concerns raised to any of the applications from either Mr Overton or PC Cardwell during the pre application process.

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 (the Citizen M Hotel and the Hyatt).

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.



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 provisional statement 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 provisional statement under section 29 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			
1 Olympia Way Olympia London Development Hammersmith Way			
Post town	London	Post code	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
Please tick yes

- a) an individual or individuals * please complete section (A)
- b) a person other than an individual *
 - i. as a limited company please complete section (B)
 - ii. as a partnership please complete section (B)
 - iii. as an unincorporated association or please complete section (B)
 - iv. other (for example a statutory corporation) 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:

Please tick yes

- 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		
I am 18 years old or over				<input type="checkbox"/> Please tick yes	
Current postal 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		

I am 18 years old or over		<input type="checkbox"/> Please tick yes	
Current postal 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

What is the nature of your interest in the premises?

Freeholder.

Part 3 – Schedule of works

Is the premises

Please tick yes

- about to be constructed
- being extended or altered

Please give details of the work and please attach plans of the work being done or about to be done at the premises

The schedule of works, for the purposes of this application, is as follows:

- The unit (premises) identified in this application forms part of a significant redevelopment at Olympia London, Hammersmith Road, London W14 8UX ('Site').
- The development includes substantial works to the current Site buildings, as well as the addition of new structures, in line with the planning permission granted for the whole Site by the London Borough of Hammersmith & Fulham.
- This application relates to the specific unit that is identified in this form, with licensable activities, hours and proposed conditions set out therein.
- The works being undertaken for the purposes of this application is to mean: the erection of the substantive building in which this unit will be located.

Please give particulars of the premises to which the application relates (please read guidance note 1)

1 Olympia Way
Olympia London Development
Hammersmith Road
London
W14 8UX

Which licensable activities will the premises be used for?

Provision of regulated entertainment

Please tick Yes

- | | |
|---|-------------------------------------|
| a) plays (optional, fill in box A) | <input type="checkbox"/> |
| b) films (optional, fill in box B) | <input type="checkbox"/> |
| c) indoor sporting events (optional, fill in box C) | <input type="checkbox"/> |
| d) boxing or wrestling entertainment (optional, fill in box D) | <input type="checkbox"/> |
| e) live music (optional, fill in box E) | <input type="checkbox"/> |
| f) recorded music (optional, fill in box F) | <input checked="" type="checkbox"/> |
| g) performances of dance (optional, fill in box G) | <input type="checkbox"/> |
| h) anything of a similar description to that falling within (e), (f) or (g) (optional, fill in box H) | <input type="checkbox"/> |

Provision of late night refreshment (optional, fill in box I)

Supply of alcohol (optional, fill in box J)

Complete boxes K, L and M

Part 4 – OPTIONAL – you may fill in this section if you choose to

General description of premises (please read guidance note1)

All day dining at the entrance to Future Olympia..

- An all day offering that will also have a link with the 146 room National Hotel above.
- The venue is also connected to the Exhibition Halls when needed and a standalone offering when not.
- The space will be multifunctional (normal service, full private hire, multiple semi private hire spaces and different audiences.)
- High quality, fresh, premium ingredients used to create Italian style pizzas and dishes from the kitchen.

A

Plays Standard days and timings (please read guidance note 6)			<u>Will the performance of a play take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
Day	Start	Finish		Both	<input type="checkbox"/>
Mon				<u>Please give further details here</u> (please read guidance note 3)	
Tue			<u>State any seasonal variations for performing plays</u> (please read guidance note 4)		
Wed			<u>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</u> (please read guidance note 5)		
Thur					
Fri					
Sat					
Sun					

B

Films Standard days and timings (please read guidance note 6)			<u>Will the exhibition of films take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	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 3)					
Mon								
Tue								
Wed						<u>State any seasonal variations for the exhibition of films</u> (please read guidance note 4)		
Thur								
Fri						<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 5)		
Sat								
Sun								

C

Indoor sporting events Standard days and timings (please read guidance note 6)			<u>Please give further details</u> (please read guidance note 3)
Day	Start	Finish	
Mon			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 4)
Tue			
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 5)
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 6)			<u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	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 3)		
Tue					
Wed			<u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 4)		
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 5)		
Sat					
Sun					

E

Live music Standard days and timings (please read guidance note 6)			<u>Will the performance of live music take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	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 3)					
Mon								
Tue								
Wed						<u>State any seasonal variations for the performance of live music</u> (please read guidance note 4)		
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 5)		
Sat								
Sun								

F

Recorded music Standard days and timings (please read guidance note 6)			<u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	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 3)					
Mon	1000	2300						
Tue	1000	2300						
Wed	1000	2300				<u>State any seasonal variations for the playing of recorded music</u> (please read guidance note 4)		
Thur	1000	2300						
Fri	1000	2300				<u>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</u> (please read guidance note 5) All licensable activities extended to 02:00 for New for New Year’s Eve, with the premises closed 30 minutes thereafter.		
Sat	1000	2300						
Sun	1000	2300						

G

Performances of dance Standard days and timings (please read guidance note 6)			<u>Will the performance of dance take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	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 3)					
Mon								
Tue								
Wed						<u>State any seasonal variations for the performance of dance</u> (please read guidance note 4)		
Thur								
Fri								
Sat						<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 5)		
Sun								

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 6)			<u>Please give a description of the type of entertainment you will be providing</u>		
Day	Start	Finish	<u>Will this entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	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 3)		
Wed					
Thur					
Fri			<u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u> (please read guidance note 4)		
Sat					
Sun					
			<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 5)		

I

Late night refreshment Standard days and timings (please read guidance note 6)			<u>Will the provision of late night refreshment take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Mon	2300	2330	<u>Please give further details here</u> (please read guidance note 3)		
Tue	2300	2330			
Wed	2300	2330	<u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 4)		
Thur	2300	2330			
Fri	2300	2330	<u>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</u> (please read guidance note 5)		
Sat	2300	2330	All licensable activities extended to 02:00 for New for New Year’s Eve, with the premises closed 30 minutes thereafter.		
Sun	2300	2330			

J

Supply of alcohol Standard days and timings (please read guidance note 6)			Will the supply of alcohol be for consumption (Please tick box) (please read guidance note 7)	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 4)		
Mon	1000	2300			
Tue	1000	2300			
Wed	1000	2300			
Thur	1000	2300			
Fri	1000	2300			
Sat	1000	2300			
Sun	1000	2300			
			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 5)		
			All licensable activities extended to 02:00 for New for New Year's Eve, with the premises closed 30 minutes thereafter.		

K

<p>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 8)</p> <p>n/a</p>

L

Hours premises are open to the public Standard timings (please read guidance note 6)			<u>State any seasonal variations</u> (please read guidance note 4)
Day	Start	Finish	
Mon	0800	2330	
Tue	0800	2330	
Wed	0800	2330	
Thur	0800	2330	<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 5) All licensable activities extended to 02:00 for New for New Year's Eve, with the premises closed 30 minutes thereafter.
Fri	0800	2330	
Sat	0800	2330	
Sun	0800	2330	

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

a) General – all four licensing objectives (b,c,d,e) (please read guidance note 9)

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.

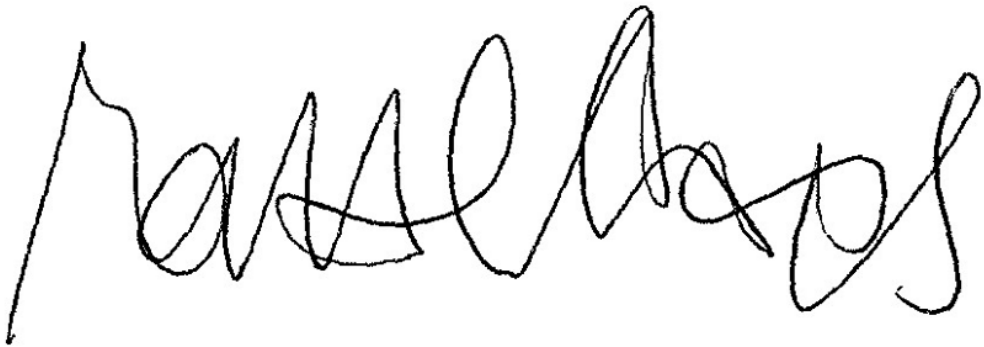
Please tick yes

- I have made or enclosed payment of the fee
- I have enclosed the plans of the works to be done at the premises
- I have sent copies of this application and the plan to responsible authorities and others where applicable – **ONLINE APPLICATION**
- 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

IT IS AN OFFENCE, LIABLE ON CONVICTION TO A FINE UP TO LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003 TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION

Part 5 – Signatures (please read guidance note 10)

Signature of applicant or applicant’s solicitor or other duly authorised agent (See guidance note 11). **If signing on behalf of the applicant please state in what capacity.**

Signature	 Matthew Phipps for TLT Solicitors
Date	23 rd 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 12). **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
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Telephone number (if any)	+44(0)3330 060201
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If you would prefer us to correspond with you by e-mail your e-mail address (optional)
matthew.phipps@tl.com

1 Olympia Way
Olympia London Development
Hammersmith Road
London
W14 8UX

Operating Schedule

Brief Description of premises

All day dining at the entrance to Future Olympia..

- An all day offering that will also have a link with the 146 room National Hotel above.
- The venue is also connected to the Exhibition Halls when needed and a standalone offering when not.
- The space will be multifunctional (normal service, full private hire, multiple semi private hire spaces and different audiences.)
- High quality, fresh, premium ingredients used to create Italian style pizzas and dishes from the kitchen.

Proposed hours of operation

Opening Hours

On each day of the week 0800 to 2330

Hours for the provision of licensable activities

- Sale of alcohol (on and off sales) and the provision of regulated entertainment – from 1000 to 2300 on each day of the week

The provision of regulated entertainment will include:

- Recorded music
- Provision of late-night refreshment – 2300 to 2330 on each day of the week

Seasonal/ non-standard timings

All licensable activities extended to 02:00 for New for 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. Substantial refreshment by way of hot food shall be provided at the premises as a minimum between the hours of 13:00 and 22:00.
4. Any off sales shall be taken off the premises in sealed containers only.

Staff training

5. The Designated Premises Supervisor shall ensure that all existing staff, new staff, supervisors and managers responsible for selling alcohol receive an induction in the legality and procedure of alcohol sales prior to undertaking the sale of alcohol. This training shall include the contents of the premises licence; times of operation, licensable activities and all conditions. Training documents shall be signed and dated, and training records be made available to police and authorised council officers on request. The records shall be retained for at least 12 months.
6. 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.

Prevention of Crime and Disorder

7. Customer carrying open alcohol beverage containers shall not be admitted to the premises.

CCTV

8. 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.

Door security

9. The provision of SIA door security shall be on a risk assessed basis.

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

Incident Register

11. An incident log shall be maintained by the premises that details incidents of note that occur in the premises. This shall include, as a minimum, incidents of crime and/or disorder and ejections. The

log shall be available for inspection at any reasonable time by an authorised officer of the licensing authority.

Refusals book

12. A refusals book shall be kept at the premises to record details of all refusals to sell alcohol. This book shall contain the date and time of the refusal, 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.

Safeguarding

13. The premises will adopt the Ask Angela (or similar) scheme. All staff will be trained in the process to be adopted when any customer “asks for Angela”. Should the customer “ask for Angela” the matter will be recorded in the incident log.
14. 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.
15. A written policy dealing with allegations of drink spiking shall be drawn up and implemented at the premises. Staff responsible for front of house service will be trained in the policy.

Public Safety

16. Adequate and appropriate first aid equipment and materials will be kept on site, regularly checked and kept in an easily accessible place for staff.
17. All exit routes will be kept unobstructed, with non-slippery and even surfaces, free of trip hazards and clearly signed.
18. Customer capacities shall be limited to those set out in the Fire Risk Assessment.
19. The Licensee shall provide training for all staff to ensure that they are familiar with all means of ingress and egress and the appropriate procedures in case of any emergencies that require an immediate evacuation of the premises.

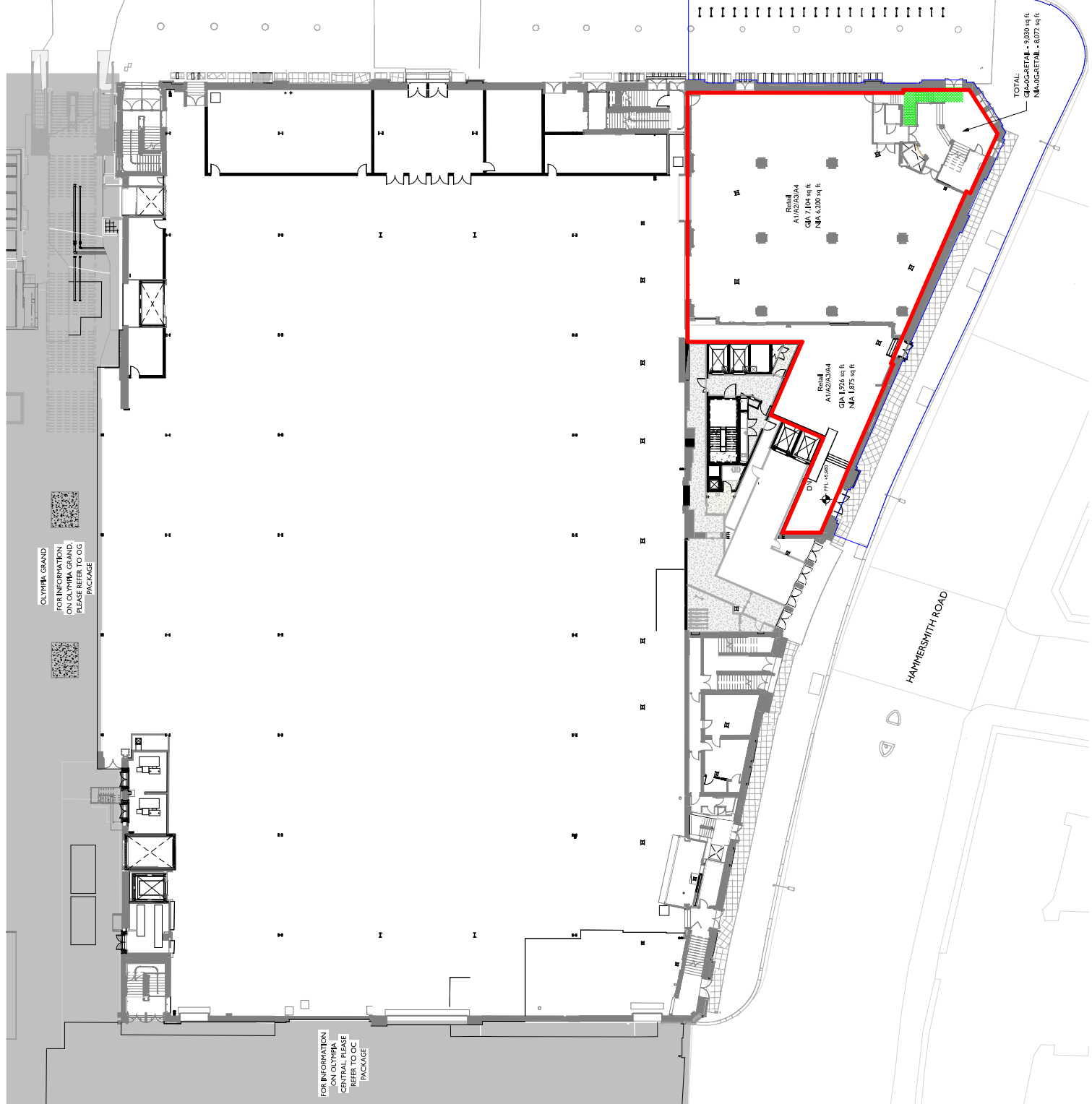
Prevention of Public Nuisance

20. The management will make suitable provision for smokers.
21. Music shall not be played at such a level that it is likely to cause a public nuisance.
22. Any outside areas are to be monitored and supervised by management and staff, when occupied, during the hours that the premises are open to the public.

Protection of Children from Harm

23. The Premises Licence holder shall display in a prominent position a copy of their policy on checking proof of age.
24. 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 the purpose of age verification of sales of alcohol, to prove that he/she is over the age of 18
25. All customer-focussed bar staff shall receive initial training in relation to age-related sales, sales to intoxicated persons and age challenge procedures prior to being allowed to work at the premises. Refresher training shall be conducted every 12 months. The DPS shall keep records of such training for a period of at least 18 months.
26. No striptease, no nudity and all persons to be decently attired at all times.

GENERAL NOTE
 CONTRACTOR TO VERIFY ALL DIMENSIONS AND LEVELS WITH THE CONTRACT ADMINISTRATOR & ARCHITECT PRIOR TO COMMENCEMENT OF WORK. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITY PRIOR TO COMMENCEMENT OF WORK. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITY PRIOR TO COMMENCEMENT OF WORK. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITY PRIOR TO COMMENCEMENT OF WORK.



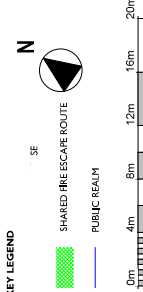
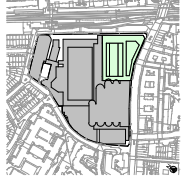
NOTE: THE INTENTION OF THIS DRAWING IS TO SHOW THE GENERAL LAYOUT OF THE PROPOSED WORK. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITY PRIOR TO COMMENCEMENT OF WORK. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITY PRIOR TO COMMENCEMENT OF WORK. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITY PRIOR TO COMMENCEMENT OF WORK.

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GENERAL NOTE
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WHERE THERE IS A DISCREPANCY BETWEEN THE ARCHITECT'S AS A CONTRACTOR TO VERIFY ALL DIMENSIONS AND LEVELS WITH THE CONTRACT ADMINISTRATOR & ARCHITECT PRIOR TO COMMENCEMENT OF WORK. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITY PRIOR TO COMMENCEMENT OF WORK. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITY PRIOR TO COMMENCEMENT OF WORK. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND APPROVALS FROM THE LOCAL AUTHORITY PRIOR TO COMMENCEMENT OF WORK.



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 Notes legends or key plans to be added above here

NOTE: PLANS BASED ON EMPLOYER'S REQUIREMENTS AND SURVEY DATED MARCH 2020

Licensing Area

DATE	REV	BY	DESCRIPTION
09/09/22	001	EG	REQUIRED STAGES ISSUE - APPROVED DRAWING

SPPARC
 Heatherwick studio

1709 - OLYMPIA
 1709 - OLYMPIA
 1709 - OLYMPIA

Client
 Olympus Property Holding Limited

Site Title
 1709 - OLYMPIA

Drawing Title
 National - Proposed Level 0G
 Lease Plan - F&B

Drawing Number & Revision
 1709-SPPARC-OG-DR-4-79-1-022

Scale	Date Issued	Revised By	Revision
1:200@A1	09/09/22	EG	P01
		EG	01
		EG	02
		EG	03
		EG	04

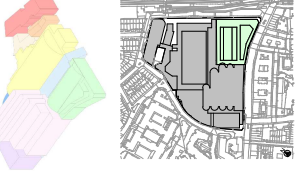
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GENERAL NOTE: CONTRACTOR TO VERIFY ALL DIMENSIONS AGAINST THE CONTRACT ADMINISTRATION DRAWINGS AND THE FINISHES TO BE USED TO BE DETERMINED BY THE CLIENT. THE FINISHES TO BE USED TO BE DETERMINED BY THE CLIENT. THE FINISHES TO BE USED TO BE DETERMINED BY THE CLIENT.

ALL SUPPLIED ITEMS AND TRADE BASED PRODUCTS SHALL CARRY THE EQUIVALENT TO THE MANUFACTURER'S RECOMMENDED LOADS AND BE ACCORDING TO THE RELEVANT CODES OF PRACTICE. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY APPROVALS AND PERMITS FROM THE RELEVANT AUTHORITIES. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY APPROVALS AND PERMITS FROM THE RELEVANT AUTHORITIES.

THE CONTRACTOR IS RESPONSIBLE FOR CHECKING DIMENSIONS, ANY DISCREPANCIES TO BE REPORTED TO THE ARCHITECT IMMEDIATELY UPON DISCOVERY. THE CONTRACTOR SHALL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY APPROVALS AND PERMITS FROM THE RELEVANT AUTHORITIES.

DO NOT SCALE DRAWINGS. DIMENSIONS SHOWN ON DRAWINGS TAKE PRECEDENCE OVER DIMENSIONS SHOWN ON ANY OTHER DOCUMENTS.



KEY LEGEND

- SHARED FIRE ESCAPE ROUTE
- PUBLIC REALM

0m 4m 8m 12m 16m 20m
VISUAL SCALE 1:200 @ A1

Notes legends or key plans to be added above here

NOTE: PLANS BASED ON EMPLOYERS REQUIREMENTS AND SURVEY DATED MARCH 2020

Licensing Area

DATE	REV	ISSUE	DESCRIPTION
09/02/20	001	ISSUE	REQUIRED STAGES ISSUE - UPDATED DRAWING

SPPARC Heatherwick studio

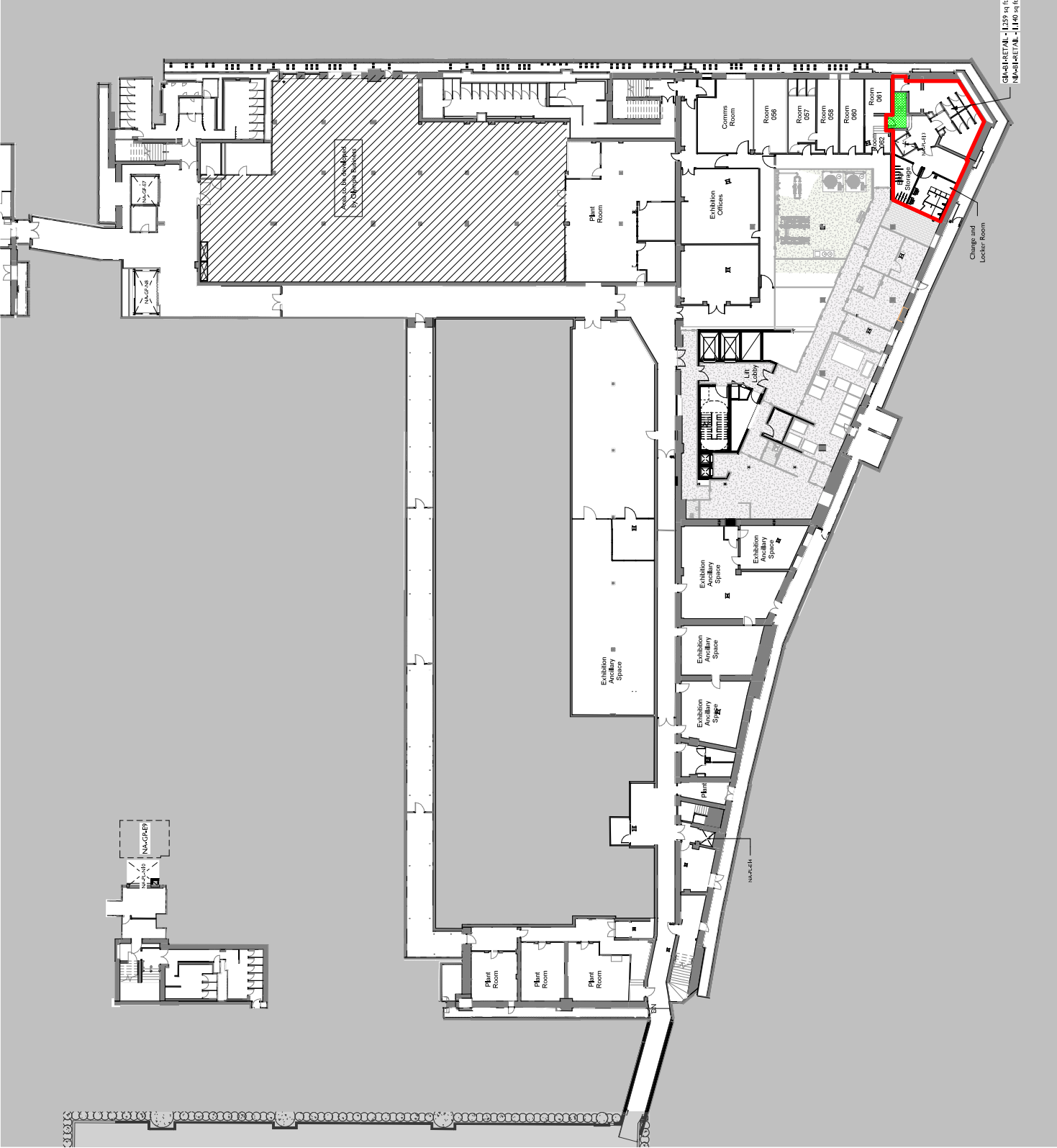
1709 - OLYMPIA
WILKING HOUSE 356-364 CHATEAU RD
LONDON W14 0LH
T +44 (0) 20 7734 4100
W www.spparcstudio.com

Client
Olympus Property Holding Limited

Job Title
1709 - OLYMPIA

Drawing Title
National - Proposed Level B1 Lease Plan - F&B

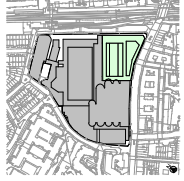
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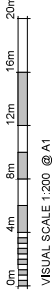
NOTE: THE FINISH DESIGN OF THE HOTEL IS TO BE DETERMINED BY THE ARCHITECT. THE ARCHITECT'S DESIGN TO BE COMBINED TO THE TENANT. THE ARCHITECT'S DESIGN TO BE COMBINED TO THE TENANT. THE ARCHITECT'S DESIGN TO BE COMBINED TO THE TENANT.

GENERAL NOTE: CONTRACTOR TO VERIFY ALL DIMENSIONS AND LOCATIONS OF ALL SERVICES AND UTILITIES PRIOR TO COMMENCEMENT OF WORK. THE CONTRACTOR IS RESPONSIBLE FOR CHECKING DIMENSIONS AND LOCATIONS OF ALL SERVICES AND UTILITIES PRIOR TO COMMENCEMENT OF WORK. THE CONTRACTOR IS RESPONSIBLE FOR CHECKING DIMENSIONS AND LOCATIONS OF ALL SERVICES AND UTILITIES PRIOR TO COMMENCEMENT OF WORK.

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KEY LEGEND



Notes legends or key plans to be added above here

NOTE: PLANS BASED ON EMPLOYER'S REQUIREMENTS AND SURVEY DATED MARCH 2020

Licensing Area

DATE	REV	EQ	REVISION
09/02/22	001	EQ	REQUIRED STAGES ISSUE - UPDATED DRAWING

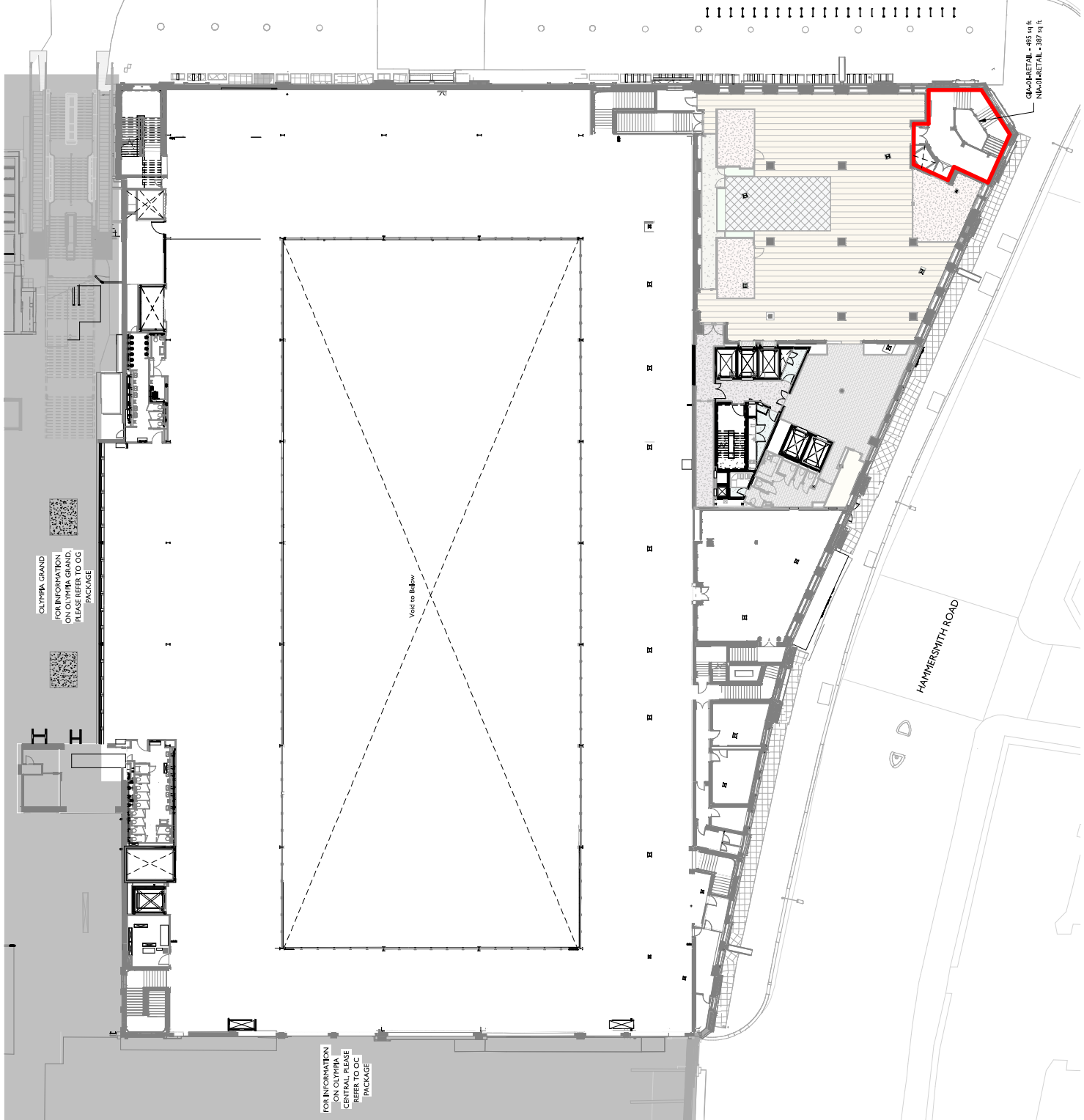
SPPARC
Heatherwick studio

47 BRISTOL STREET
WILMINGTON, BRISTOL, AVON, BS15 2JG
LONDON W1C 1JH
T +44 (0) 20 7734 4100
W www.spparcstudio.com

Client
Olympus Property Holding Limited
1709 - OLYMPIA

Drawing Title
National - Proposed Level 01
Lease Plan - F&B

Scale	Date Amended	Amended By	Revision
1:200@A1	09.09.22	EG	P01
AD	08.09.22	EG	SUBMITTY
AD	08.09.22	EG	SA



OLYMPIA GRAND
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ON OLYMPIA
CENTRAL PLEASE
REFER TO OG
PACKAGE

GLAZIER/ETAIL - 495 sq ft
NAIL/ETAIL - 397 sq ft

HAMMERSMITH ROAD

OLYMPIA WAY

Void to Below

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**Application for a provisional statement 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 provisional statement under section 29 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			
Live Lounge Banquet & Conference Facilities Olympia London Development Hammersmith Road			
Post town	London	Post code	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
Please tick yes

- a) an individual or individuals * please complete section (A)
- b) a person other than an individual *
 - i. as a limited company please complete section (B)
 - ii. as a partnership please complete section (B)
 - iii. as an unincorporated association or please complete section (B)
 - iv. other (for example a statutory corporation) 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:

Please tick yes

- 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		
I am 18 years old or over <input type="checkbox"/>					Please tick yes
Current postal 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		

I am 18 years old or over		<input type="checkbox"/> Please tick yes	
Current postal 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

What is the nature of your interest in the premises?

Freeholder.

Part 3 – Schedule of works

Is the premises

Please tick yes

- about to be constructed
- being extended or altered

Please give details of the work and please attach plans of the work being done or about to be done at the premises

The schedule of works, for the purposes of this application, is as follows:

- The unit (premises) identified in this application forms part of a significant redevelopment at Olympia London, Hammersmith Road, London W14 8UX ('Site').
- The development includes substantial works to the current Site buildings, as well as the addition of new structures, in line with the planning permission granted for the whole Site by the London Borough of Hammersmith & Fulham.
- This application relates to the specific unit that is identified in this form, with licensable activities, hours and proposed conditions set out therein.
- The works being undertaken for the purposes of this application is to mean: the erection of the substantive building in which this unit will be located.

Please give particulars of the premises to which the application relates (please read guidance note 1)

Live Lounge Banquet & Conferencing Facilities
Olympia London Development
Hammersmith Road
London
W14 8UX

Which licensable activities will the premises be used for?

Provision of regulated entertainment

Please tick Yes

- | | |
|---|-------------------------------------|
| a) plays (optional, fill in box A) | <input checked="" type="checkbox"/> |
| b) films (optional, fill in box B) | <input checked="" type="checkbox"/> |
| c) indoor sporting events (optional, fill in box C) | <input type="checkbox"/> |
| d) boxing or wrestling entertainment (optional, fill in box D) | <input type="checkbox"/> |
| e) live music (optional, fill in box E) | <input checked="" type="checkbox"/> |
| f) recorded music (optional, fill in box F) | <input checked="" type="checkbox"/> |
| g) performances of dance (optional, fill in box G) | <input type="checkbox"/> |
| h) anything of a similar description to that falling within (e), (f) or (g) (optional, fill in box H) | <input checked="" type="checkbox"/> |

Provision of late night refreshment (optional, fill in box I)

Supply of alcohol (optional, fill in box J)

Complete boxes K, L and M

Part 4 – OPTIONAL – you may fill in this section if you choose to

General description of premises (please read guidance note1)

The premises consist of the following:

- 'Live lounge' is a full service restaurant and bar (with mezzanine area), with small staged area for entertainment, providing food and drinks for office occupier and members of the public.
- Conference spaces, including auditorium and banqueting hall, break out rooms and private rooms to be used for pre-booked events and functions.

The live lounge will be open to the public. The event/ function spaces can be used for single large conferences, functions and/ or dinners/ award ceremonies or used for a variety of smaller commercial meetings/ events, conferences and dinners.

A

Plays Standard days and timings (please read guidance note 6)			<u>Will the performance of a play take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Mon	1000	2330	<u>Please give further details here</u> (please read guidance note 3)		
Tue	1000	2330			
Wed	1000	2330	<u>State any seasonal variations for performing plays</u> (please read guidance note 4)		
Thur	1000	2330			
Fri	1000	2330	<u>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</u> (please read guidance note 5) Extended to 02:00 the following morning for New Year's Eve.		
Sat	1000	2330			
Sun	1000	2330			

B

Films Standard days and timings (please read guidance note 6)			<u>Will the exhibition of films take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	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 3)		
Mon	1000	2330			
Tue	1000	2330			
Wed	1000	2330	<u>State any seasonal variations for the exhibition of films</u> (please read guidance note 4)		
Thur	1000	2330			
Fri	1000	2330	<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 5) Extended to 02:00 the following morning for New Year's Eve.		
Sat	1000	2330			
Sun	1000	2330			

C

Indoor sporting events Standard days and timings (please read guidance note 6)			<u>Please give further details</u> (please read guidance note 3)
Day	Start	Finish	
Mon			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 4)
Tue			
Wed			<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 5)
Thur			
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 6)			<u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	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 3)		
Tue					
Wed			<u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 4)		
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 5)		
Sat					
Sun					

E

Live music Standard days and timings (please read guidance note 6)			<u>Will the performance of live music take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	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 3)		
Mon	1000	2330			
Tue	1000	2330			
Wed	1000	2330	<u>State any seasonal variations for the performance of live music</u> (please read guidance note 4)		
Thur	1000	2330			
Fri	1000	2330	<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 5) Extended to 02:00 hours on New Year’s Eve/New Year’s Day, with the premises closed 30 minutes thereafter		
Sat	1000	2330			
Sun	1000	2330			

F

Recorded music Standard days and timings (please read guidance note 6)			<u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	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 3)		
Mon	1000	2330			
Tue	1000	2330			
Wed	1000	2330	<u>State any seasonal variations for the playing of recorded music</u> (please read guidance note 4)		
Thur	1000	2330			
Fri	1000	2330	<u>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</u> (please read guidance note 5) Extended to 02:00 the following morning for New Year's Eve.		
Sat	1000	2330			
Sun	1000	2330			

G

Performances of dance Standard days and timings (please read guidance note 6)			<u>Will the performance of dance take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	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 3)		
Mon					
Tue			<u>State any seasonal variations for the performance of dance</u> (please read guidance note 4)		
Wed					
Thur			<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 5)		
Fri					
Sat					
Sun					

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 6)			<u>Please give a description of the type of entertainment you will be providing</u> Presentations, speeches, talks, seminars or events of a similar nature.		
Day	Start	Finish	<u>Will this entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
Mon	1000	2330		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue	1000	2330	<u>Please give further details here</u> (please read guidance note 3)		
Wed	1000	2330			
Thur	1000	2330	<u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u> (please read guidance note 4)		
Fri	1000	2330			
Sat	1000	2330	<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 5)		
Sun	1000	2330	Extended to 02:00 the following morning for New Year's Eve.		

I

Late night refreshment Standard days and timings (please read guidance note 6)			<u>Will the provision of late night refreshment take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input checked="" type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon	2300	2330			
Tue	2300	2330	<u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 4)		
Wed	2300	2330			
Thur	2300	2330	<u>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</u> (please read guidance note 5) Extended to 02:00 the following morning for New Year's Eve.		
Fri	2300	2330			
Sat	2300	2330			
Sun	2300	2330			

J

Supply of alcohol Standard days and timings (please read guidance note 6)			Will the supply of alcohol be for consumption (Please tick box) (please read guidance note 7)	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 4)		
Mon	1000	2330			
Tue	1000	2330			
Wed	1000	2330			
Thur	1000	2330			
Fri	1000	2330			
Sat	1000	2330			
Sun	1000	2330			
			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 5)		
			Extended to 02:00 the following morning for New Year's Eve.		

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 8)

n/a

L

Hours premises are open to the public Standard timings (please read guidance note 6)			State any seasonal variations (please read guidance note 4)
Day	Start	Finish	
Mon	1000	0000	
Tue	1000	0000	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 (please read guidance note 5) Extended to 02:30 the following morning for New Year's Eve.
Wed	1000	0000	
Thur	1000	0000	
Fri	1000	0000	
Sat	1000	0000	
Sun	1000	0000	

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

a) General – all four licensing objectives (b,c,d,e) (please read guidance note 9)

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.

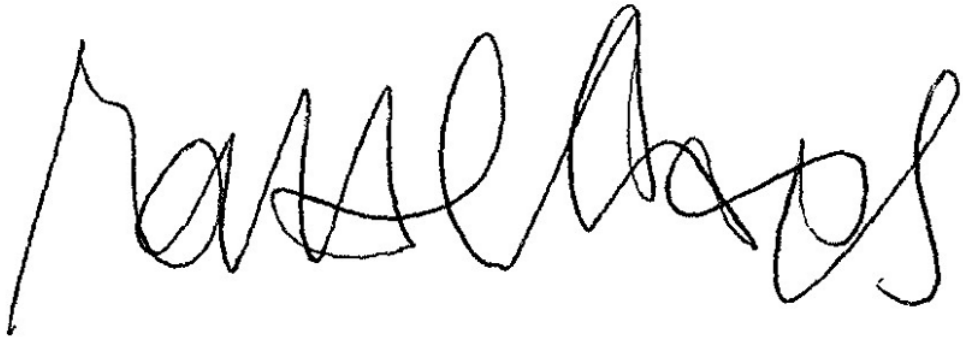
Please tick yes

- I have made or enclosed payment of the fee
- I have enclosed the plans of the works to be done at the premises
- I have sent copies of this application and the plan to responsible authorities and others where applicable – **ONLINE APPLICATION**
- 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

IT IS AN OFFENCE, LIABLE ON CONVICTION TO A FINE UP TO LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003 TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION

Part 5 – Signatures (please read guidance note 10)

Signature of applicant or applicant’s solicitor or other duly authorised agent (See guidance note 11). **If signing on behalf of the applicant please state in what capacity.**

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 12). **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

LIVE LOUNGE BANQUET & CONFERENCE FACILITIES

Olympia London Development

Hammersmith Road

London

W14 8UX

Draft Operating Schedule

Description of Premises

The premises consist of the following:

- 'Live lounge' is a full service restaurant and bar (with mezzanine area), with small staged area for entertainment, providing food and drinks for office occupier and members of the public.
- Conference spaces, including auditorium and banqueting hall, break out rooms and private rooms to be used for pre-booked events and functions.

The live lounge will be open to the public. The event/ function spaces can be used for single large conferences, functions and/ or dinners/ award ceremonies or used for a variety of smaller commercial meetings/ events, conferences and dinners.

Proposed hours of operation

Opening hours

- 10:00 to midnight each day.

Licensable Activities & Hours

- **Supply of alcohol** (on and off the premises) – 10:00 to 23:30 hours Monday to Sunday
- **Late Night Refreshment** (indoors and outdoors) – 23:00 to 23:30 hours Monday to Sunday.
- **Plays; Films; Live Music; Recorded Music; anything similar to music and dance** – 10:00 to 23:30 hours Monday to Sunday.

All licensable activities extended to 02:00 hours on New Year's Eve/New Year's Day, 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 predominantly as a private hire function and conference space, and used for pre-booked events, functions, meetings, banqueting or award ceremonies only, with the exception of the area marked 'live lounge' and 'live lounge mezzanine' which can be open to the public on a non pre-booked basis.
4. Any off sales shall be taken off the premises in sealed containers only.
5. Event management policies and risk assessments undertaken for events at the premises will be retained at the premises for a period of twelve months and made available to officers from the council and police on request.

Staff training

6. The Designated Premises Supervisor shall ensure that all existing staff, new staff, supervisors and managers responsible for selling alcohol receive an induction in the legality and procedure of alcohol sales prior to undertaking the sale of alcohol. This training shall include the contents of the premises licence; times of operation, licensable activities and all conditions. Training documents shall be signed and dated, and training records be made available to police and authorised council officers on request. The records shall be retained for at least 12 months.
7. 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.

Prevention of Crime and Disorder

8. A written policy dealing with allegations of drink spiking shall be drawn up and implemented at the premises. Staff responsible for front of house service will be trained in the policy.

9. Customer carrying open alcohol beverage containers shall not be admitted to the premises.

CCTV

10. 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.

Door security

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

Incident Register

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

Refusals book

14. 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 refusal, 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.

Safeguarding

15. The premises will adopt the Ask Angela (or similar) scheme. All staff will be trained in the process to be adopted when any customer “asks for Angela”. Should the customer “ask for Angela” the matter will be recorded in the incident log.
16. 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.

Public Safety

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

20. 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

21. The premises will make suitable provision for smokers.
22. Music shall not be played at such a level that it is likely to cause a public nuisance.
23. Any outside areas are to be monitored and supervised by management and staff, when occupied, during the hours that the premises are open to the public.

Protection of Children from Harm

24. The Premises Licence holder shall display in a prominent position a copy of their policy on checking proof of age.
25. 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 the purpose of age verification of sales of alcohol, to prove that he/she is over the age of 18
26. All customer-focussed bar staff shall receive initial training in relation to age-related sales, sales to intoxicated persons and age challenge procedures prior to being allowed to work at the premises. Refresher training shall be conducted every 12 months. The DPS shall keep records of such training for a period of at least 18 months.
27. No striptease, no nudity and all persons to be decently attired at all times.

1 OC 2 OC 3 OC 4 OC 5 OC 6 OC 7 OC 8 OC 9 OC 10 OC 11 OC 12 OC

7900 9000 9000 9000 9000 9000 9000 9000 9000 9000 9000 9000

 Licensing Area

OLYMPIA WEST

FOR INFORMATION ON OLYMPIA WEST PLOT, PLEASE REFER TO OLYMPIA WEST DOCUMENTATION

FOR INFORMATION ON OLYMPIA GRAND PLOT, PLEASE REFER TO OLYMPIA GRAND DOCUMENTATION

OLYMPIA GRAND

OLYMPIA PUBLIC REALM

FOR INFORMATION ON PUBLIC REALM PLOT, PLEASE REFER TO OLYMPIA PUBLIC REALM DOCUMENTATION

OLYMPIA NATIONAL

FOR INFORMATION ON NATIONAL PLOT, PLEASE REFER TO OLYMPIA NATIONAL DOCUMENTATION

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OLYMPIA GATE

FOR INFORMATION ON OLYMPIA GATE PLOT, PLEASE REFER TO OLYMPIA GATE DOCUMENTATION

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.

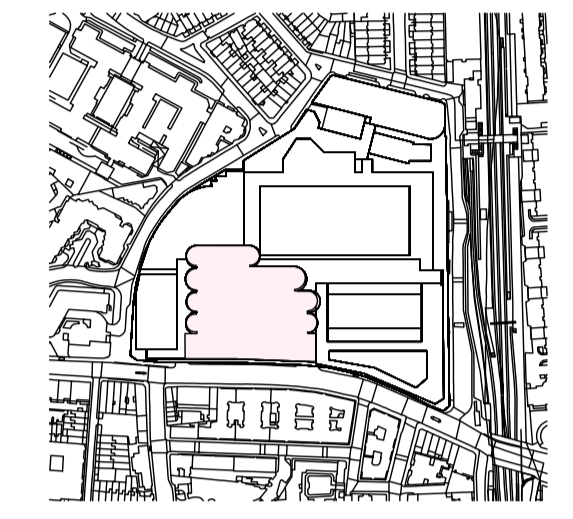
THE CONTRACTOR IS RESPONSIBLE FOR CHECKING DIMENSIONS. ANY DISCREPANCY TO BE VERIFIED WITH THE ARCHITECTS BEFORE PROCEEDING WITH ANY WORKS.

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.



Notes legends or Key plans to be added above here

DATE	REV	BY	DESCRIPTION
24.02.20	P01	AB	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
**Central - Proposed Level 02
- Live Lounge Licensing Plan**

Drawing Number & Revision
1709-SPP-CE-02-DR-A-79-1165

Scale	Date Amended	Amended By	Revision
1:200 @A1	24.02.20	DM	P01
Checked	Date Created	Drawn By	SUITABILITY
DM	24.02.20	DM	S4

1 OC 2 OC 3 OC 4 OC 5 OC 6 OC 7 OC 8 OC 9 OC 10 OC 11 OC 12 OC

 Licensing Area

OLYMPIA WEST

FOR INFORMATION ON OLYMPIA WEST PLOT, PLEASE REFER TO OLYMPIA WEST DOCUMENTATION

FOR INFORMATION ON OLYMPIA GRAND PLOT, PLEASE REFER TO OLYMPIA GRAND DOCUMENTATION

OLYMPIA GRAND

GENERAL NOTES

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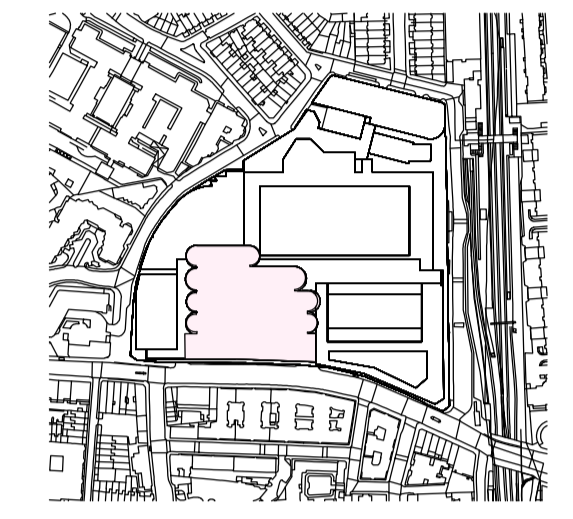
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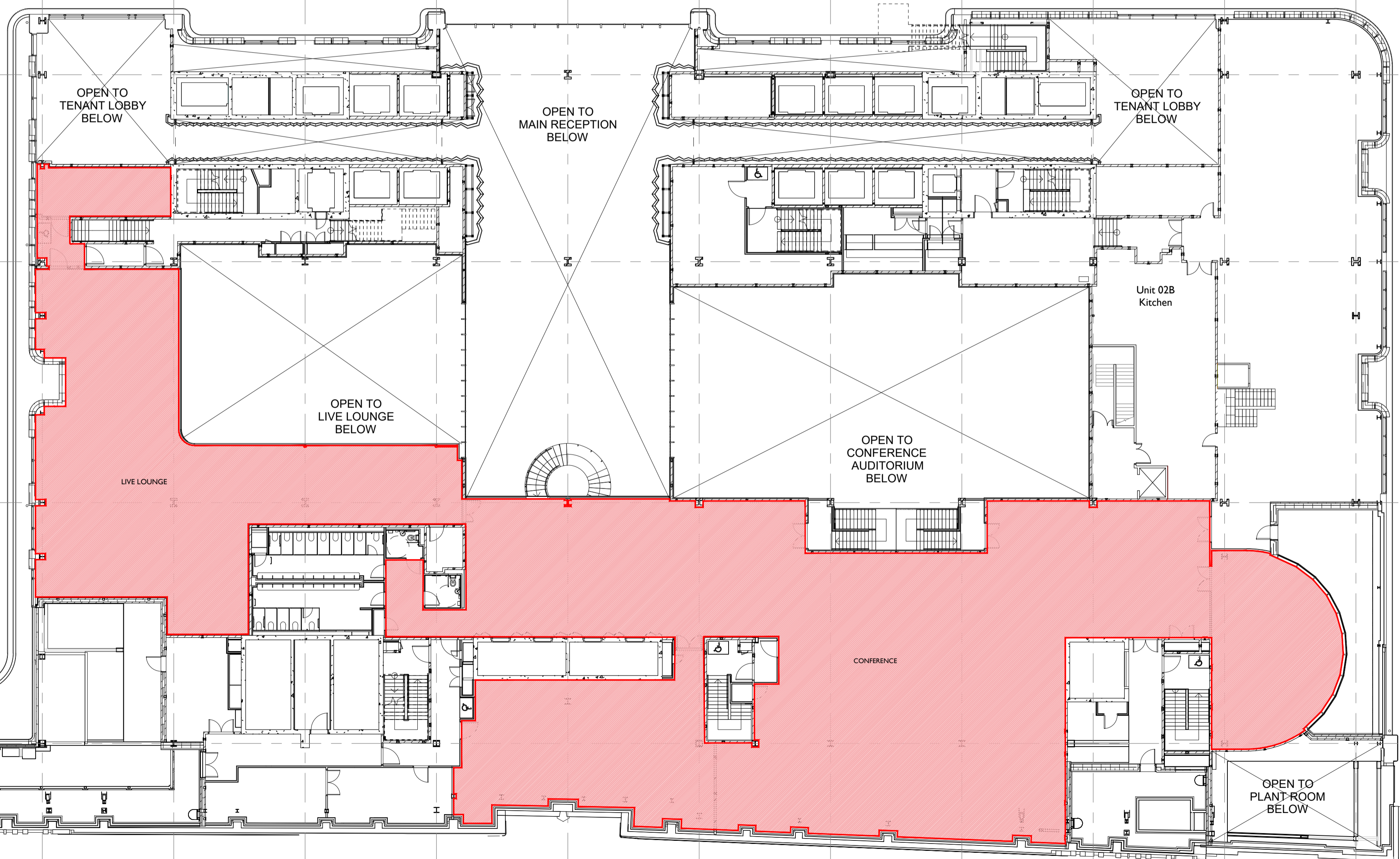
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OLYMPIA WEST

FOR INFORMATION ON OLYMPIA WEST PLOT, PLEASE REFER TO OLYMPIA WEST DOCUMENTATION



F OC

E OC

D OC

C OC

B OC

A OC

Notes legends or Key plans to be added above here

24.02.20	P01	AB	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
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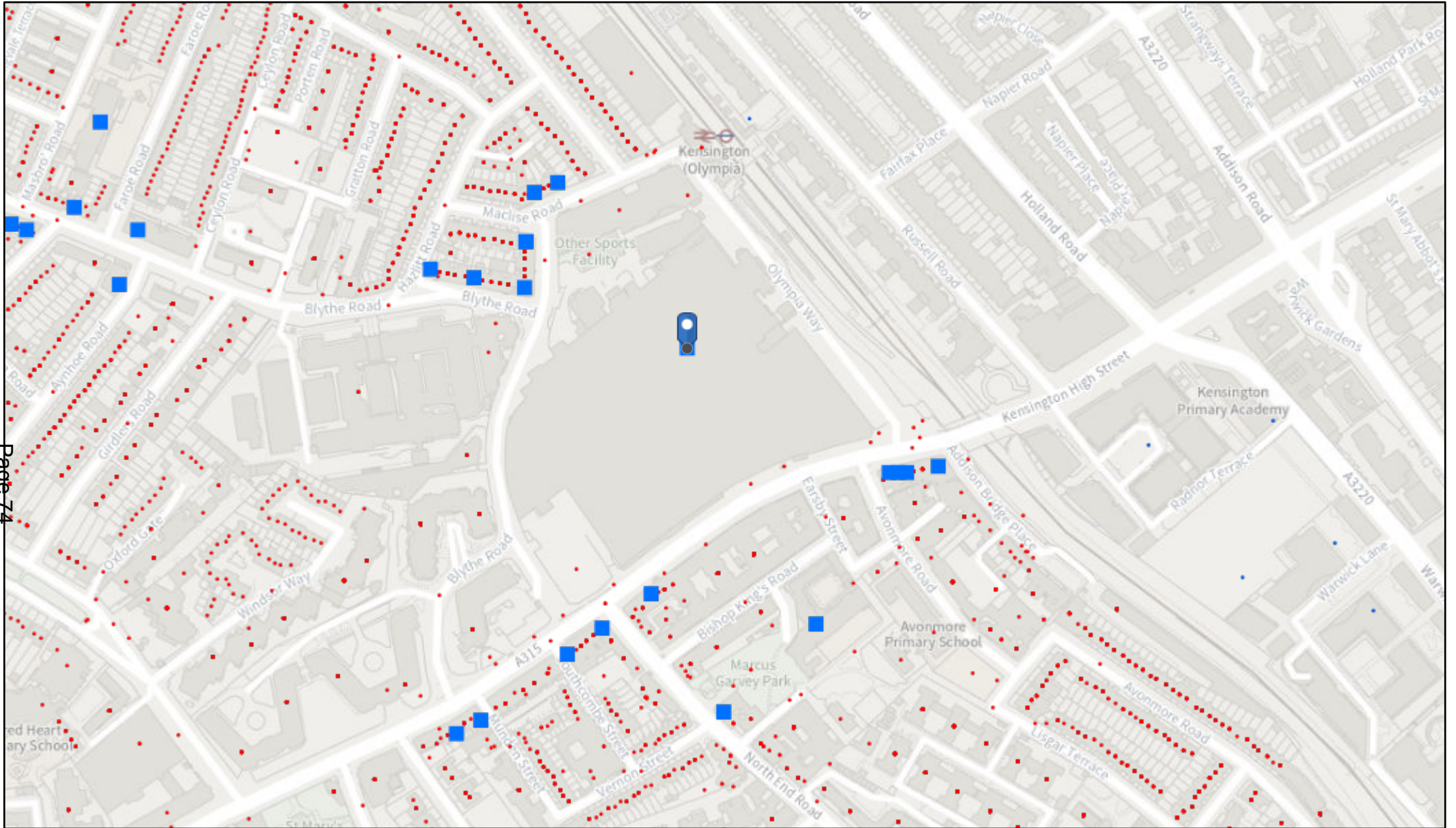
Job Title
1709 - Olympia

Drawing Title
**Central - Proposed Level 2M
- Live Lounge Licensing Plan**

Drawing Number & Revision
1709-SPP-CE-2M-DR-A-79-1166

Scale	Date Amended	Amended By	Revision
1:200 @A1	24.02.20	DM	P01
Checked	Date Created	Drawn By	SUITABILITY
DM	24.02.20	DM	S4

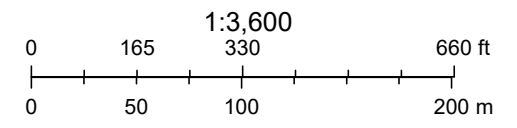
eGIS Web Map



Page 74

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								
			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
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- 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
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- 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
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.

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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 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.
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- 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 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: Jon Wallsgrove
Sent: Friday, April 5, 2024 1:52 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Provisional Statement Applications for Olympia

Dear Licensing

I act for Incipio Group Limited who will be one of the tenants at Olympia and will be occupying those premises set out in the attached representation. In addition to the representation submitted please find supporting documents in relation to Incipio generally and specifically in relation to their proposal at Olympia.

It is our intention to attend the hearing and make representations to the Licensing sub-committee and would be grateful therefore if you would ensure we receive the relevant notice of hearing. Thank you for your assistance in this matter.

Kind Regards

Jon Wallsgrove
Partner

Written representations on behalf of Incipio Group Limited.

1. We act for Incipio Group Limited and submit this representation in support of all the Provisional Statement Applications submitted by TLT Solicitors on behalf of their client Olympus Property Holdings.
2. The development at Olympia is going to be sensational and a huge asset to the Borough and local community bringing with it a diverse range of hospitality venues enhancing the cultural diversity and bringing significant employment opportunities. These aspirations sit firmly alongside the Council's desires set out in the Licensing Policy to be an "inclusive global economic hotspot" and contribute significantly to the ambition of the Council to have a "diverse, vibrant and safe nighttime economy."
3. Whilst Incipio support each and every application for the aforementioned reasons alongside their confidence in the other Operators who will be part of this exciting project, the following comments are directed specifically to Incipio's proposed venues
4. It is our client's intention to operate 7 premises within the development which are as follows:

1 Olympia Way	2024/00257
Roof Garden Gin Bar	2024/00261
National Terrace	2024/00263
Roof Garden North Terrace	2024/00264
North Terrace Mezzanine	2024/00265
Roof Garden South Terrace	2024/00266
Roof Garden ST Mezzanine	2024/00267

Please note that the "Roof Garden Gin Bar" is incorrectly described, it is in fact intended only as a private dining room and is not a "gin bar."

5. We attach two documents in support of this representation:
 - i) "Incipio Licensing 2024" – Appendix A
 - ii) "Incipio Group at Olympia" – Appendix B
6. The aspiration for Incipio is to create 7 unique spaces within the development. Each is described in Appendix B to give you a clear understanding of what is being proposed.
7. Despite having synergy with each other, in terms of management, operation and policies, and indeed for some, physical proximity and the same name, the preference is for each "space" identified to have its own premises licence. Each will be tailored to allow a degree of flexibility to ensure the success and sustainability of each venue but also ensure the licensing objectives are promoted and any risk of an adverse impact on them, mitigated. Having each venue

licensed in this way will allow significantly more accountability for the way in which they are managed by Incipio.

8. We have engaged with Olympus Property and their solicitors throughout the process which began with the pre-application advice provided by the Licensing Authority and thereafter agreed the Operating Schedule submitted on each of the above applications.
9. Planning permission has been approved for the relevant class of use for each premises and the day-to-day trading hours. The impact on the local amenity and potential for nuisance has already been considered in relation to planning, and the licensing decision should not be a re-run of the planning application/s.
10. As you will have read in Appendix A Incipio are an experienced operator of several very different venues across London over the last 9 years. They have an excellent working relationship with all the Responsible Authorities in each of the London Borough's they have venues. They have never had premises licence reviewed. They already operate premises within this Borough.
11. Incipio will have appropriate policies in place to ensure the premises promote the licensing objectives. As the project moves forward Incipio will integrate their policies with Olympus Property and other operators so that all work together to ensure the value of the development is maintained and there is no adverse impact on local residents. So for example this will almost certainly require a "joined up" approach to dispersing customers away from the site at the close of business.
12. We have had sight of a number of representations from local residents. Several make a comparison with Westfield. The two are in our view not comparable. Olympia intends to provide a diverse range of venues including Hotels, music venue, Theatre conference and exhibition spaces. Westfield focus is much more on retail. Providing a destination venue for culture, creativity and entertainment having high class hospitality venues offering premium quality food and beverage is an essential part of the jigsaw to anchor the success and sustainability of the whole project.
13. Incipio are sympathetic however, to the concerns expressed by the residents because we acknowledge this development does bring about change to the local area, bringing more people to the locality to enjoy all that will be offered. It is however, entirely unreasonable to assume that this change will give rise to nuisance and anti-social behaviour on the premise that venues sell alcohol or plays music.
14. For Incipio in relation to the music played in the outdoor spaces they will engage an acoustic consultant to ensure that any music played is done so at an appropriate level and does not cause a nuisance, whether played indoors or outdoors. They will liaise as appropriate with Environmental Health Officers as you would expect. This step cannot be taken until the development is much further along.
15. The conditions offered in each application demonstrate that the premises are not primarily focused on the sale and consumption of alcohol and certainly not "vertical drinking." Each venues focus is on substantial food. However, we recognise that some people may not want to visit the venue to have food, they may for example be meeting friends before a trip to the Theatre. In those circumstances we want to be able to welcome the people into the venue and

join their friends for a glass of wine before moving on. That is the flexibility we need to succeed. It is disproportionate to have conditions which only permit the sale of alcohol ancillary to a meal or to prohibit entirely someone from standing adjacent to a table where friends may be sat.

5th April 2024

Jon Wallsgrove

Partner

John Gaunt & Partners, Solicitors for Incipio Group Limited.

beautiful spaces
vibrant atmospheres
great times

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INCIPIO

Olympia
Offering

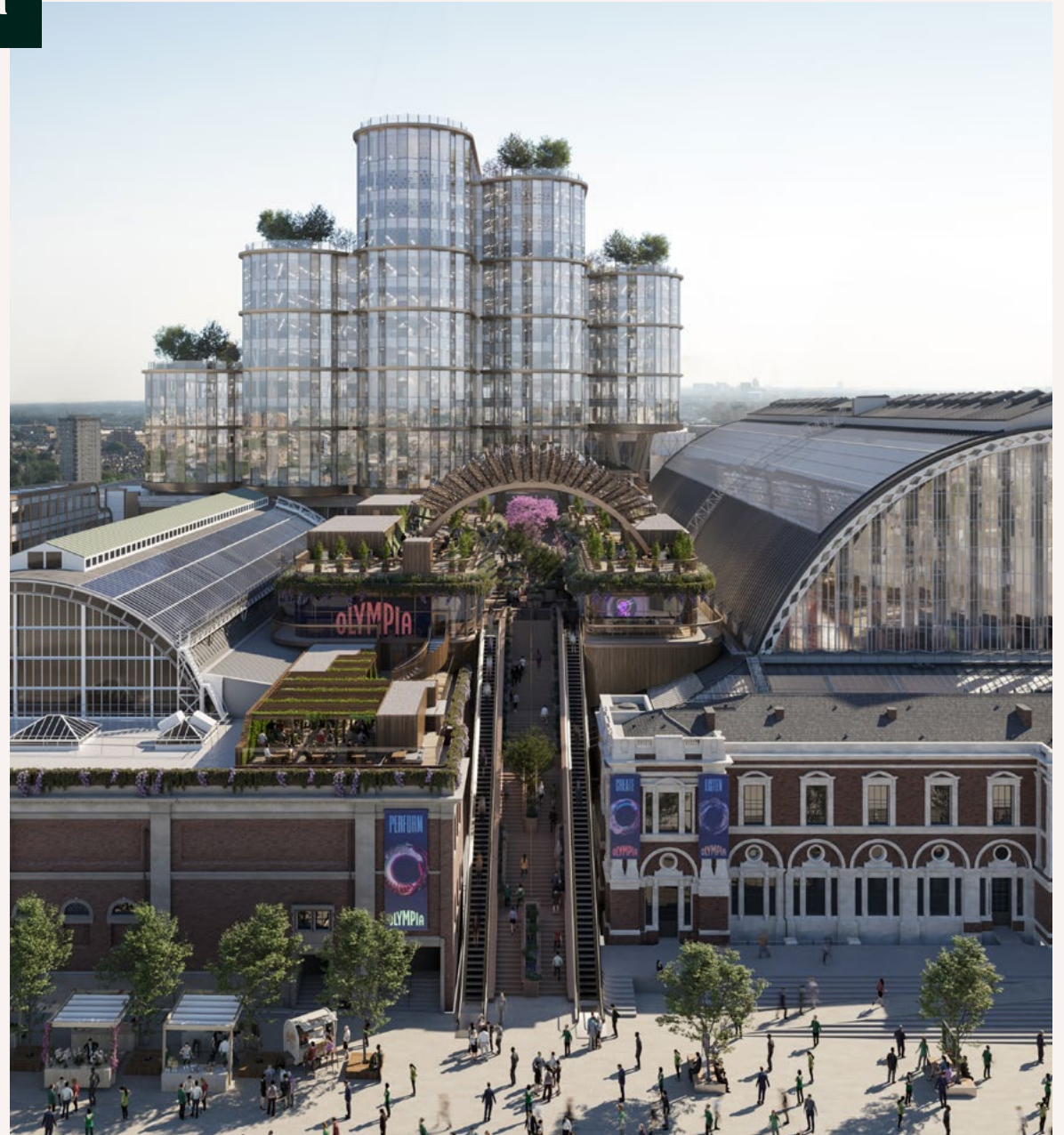
incipio-group.co.uk

Introducing London Olympia

The **£1.3 billion regeneration of Olympia** will create a destination that will be London's premier arts, exhibition, entertainment and creative district. Scheduled to open in May 2025, it is expected to attract over 10 million visitors each year.

Situated in West London, this 14 acre redevelopment is **owned by pioneering private investment firm Yoo Capital**, with visionary design partners Heatherwick Studios ensuring Olympia retains its historic significance whilst giving it an awe inspiring facelift.

Incipio have been chosen to operate a number of venues at Olympia after being chosen due to the group's breadth of offerings, talented senior management team and creative abilities.



Incipio's Venues At Olympia



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One Olympia Way

10,793 sqft / up to 550 Capacity

Situated at one of the main entrances to Olympia this will be an all day Italian restaurant and bar serving high quality, fresh, premium ingredients.

National Terrace

3,271 sqft / up to 250 Capacity

A premium rooftop terrace with champagnes, premium English sparkling wines and sharing small plates to enjoy whilst looking out on West London's skyline, all whilst playing homage to the vineyards of Olympia's past.

South Terrace Food Hall & Mezzanine

15,035 sqft / up to 1300 Capacity

The heartbeat of Olympia Roof Garden features multiple food offerings and large dining & drinking spaces for the high volume of people at Olympia looking for an accessible, affordable, quick and exciting offering in a vibrant atmosphere.

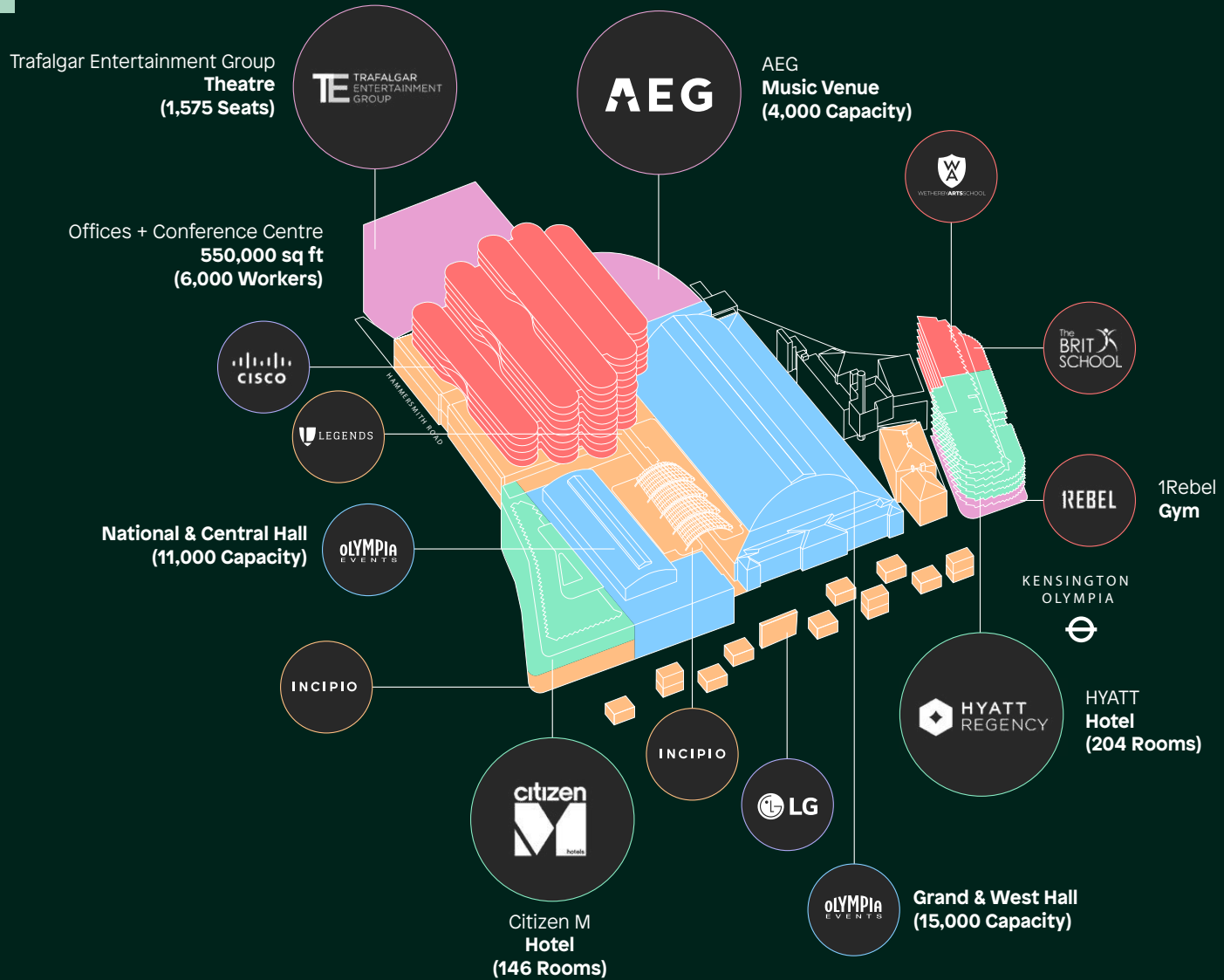
North Terrace, Restaurant, Mezzanine & Private Dining Room

8,041 sqft / up to 650 Capacity

A vibrant and buzzing Asian fusion restaurant and rooftop cocktail bar captivating in 'look & feel' the dynamic energy and vibrant rawness of the Tokyo nightlife scene whilst providing a versatile space designed for corporate meetings, dinner celebrations and parties.

* Please note that the National, North and South terraces will all be supported by a central production unit and these three spaces will also benefit from outdoor seating

Best in Class Operators at Olympia



North Restaurant, Rooftop & Private Room

8,041 sqft / 650 capacity

North Restaurant

Experience the essence of Tokyo's nightlife in our Japanese restaurant, where the design captures the raw energy and ambient lighting of Tokyo after dark. Rooted in Japanese Noir aesthetics, our space offers a subtle homage to this captivating style. A fresh spin on Japanese cuisine, drawing inspiration from the vibrant street food markets of Tokyo.

North Rooftop

A cool Japanese rooftop bar that seamlessly blends Japanese aesthetics, mixology and Tokyo's diverse music scene. The ambience will shift seamlessly from a relaxed afternoon retreat to a pulsating hotspot.

North Private Room

A versatile private dining room that can accommodate up to 20 people for corporate meetings to dinner celebrations to tastings & to a hidden Japanese karaoke experience.

One Olympia Way

10,793 sqft / 550 capacity

A spectacular Italian all-day restaurant, strategically positioned at the entrance to Olympia, offering a delightful hospitality experience for visitors. The menu, crafted from high-quality, fresh ingredients, presents traditional Italian favourites at affordable prices.

Set in a distinctive environment with a flexible design, it caters to a range of needs, from being openly accessible to the exhibition halls to accommodating event bookings of all sizes. This versatile venue is poised to attract a diverse crowd, including post-work and exhibition attendees, making it a highly popular destination.

South Food Hall & Rooftop

15,035 sqft / 1300 capacity

South Food Hall

The heartbeat of Olympia Roof Garden, the South Terrace will feature multiple best in class food brands within a large dining and drinking space to accommodate the high volume of guests. Food concepts include; gourmet fried chicken, smashed burger and shakes, a healthy eating concept & an artisan coffee shop.

South Rooftop

A bright and botanical rooftop bar and restaurant designed for celebrations, special occasions and good times in beautiful, vibrant surroundings.

National Terrace

3,271 sqft / Up to 250 capacity

A premium rooftop terrace serving Champagnes, English sparkling wines and sharing small plates to enjoy all whilst looking out on West London's skyline.

The venue will be inspired by the elegance and charm of an English botanical garden & the vineyards of Olympia's past.



National Terrace



National Terrace

Olympia's National Terrace will be inspired by the elegance and charm of an English botanical garden and the vineyards of Olympia's past.

A premium rooftop terrace with Champagnes, English sparkling wines and sharing small plates to enjoy whilst looking out on West London's skyline.

The National Terrace will be a blend of casual sophistication and natural elegance. The vibe is intimate and relaxed whilst not compromising on being vibrant and a 'buzzy' place to visit for drinks. Guests will come here for meaningful conversations as much as they do for celebratory get-togethers. It's a place where guests can unwind, enjoy the panoramic views, and savour premium wines whilst enjoying small plates designed to share.

Catering to visitors with discerning tastes, this space provides an elevated experience in a stunning setting. Drawing in those seeking to commemorate a special occasion before or after exploring an exhibition, as well as individuals in search of a delightful glass of wine paired with a light dinner after work or before a show, the space promises a refined and memorable experience.



Opening Times

12PM - 11PM

Price Point

SMALL DISHES: £8 - £30

LARGE PLATES: £15 - £25

Avg Spend Per Head

£35 - £45

Service Style

TABLE SERVICE

Food Concept

SHARING PLATES & CHARCUTERIE

Lunch & Dinner | Crockery

Guest Age Range

35 - 70

Acorn Profile

LAVISH LIFESTYLES, EXECUTIVE

WEALTH, MATURE WEALTH

Interests

FOODIE, CULTURE

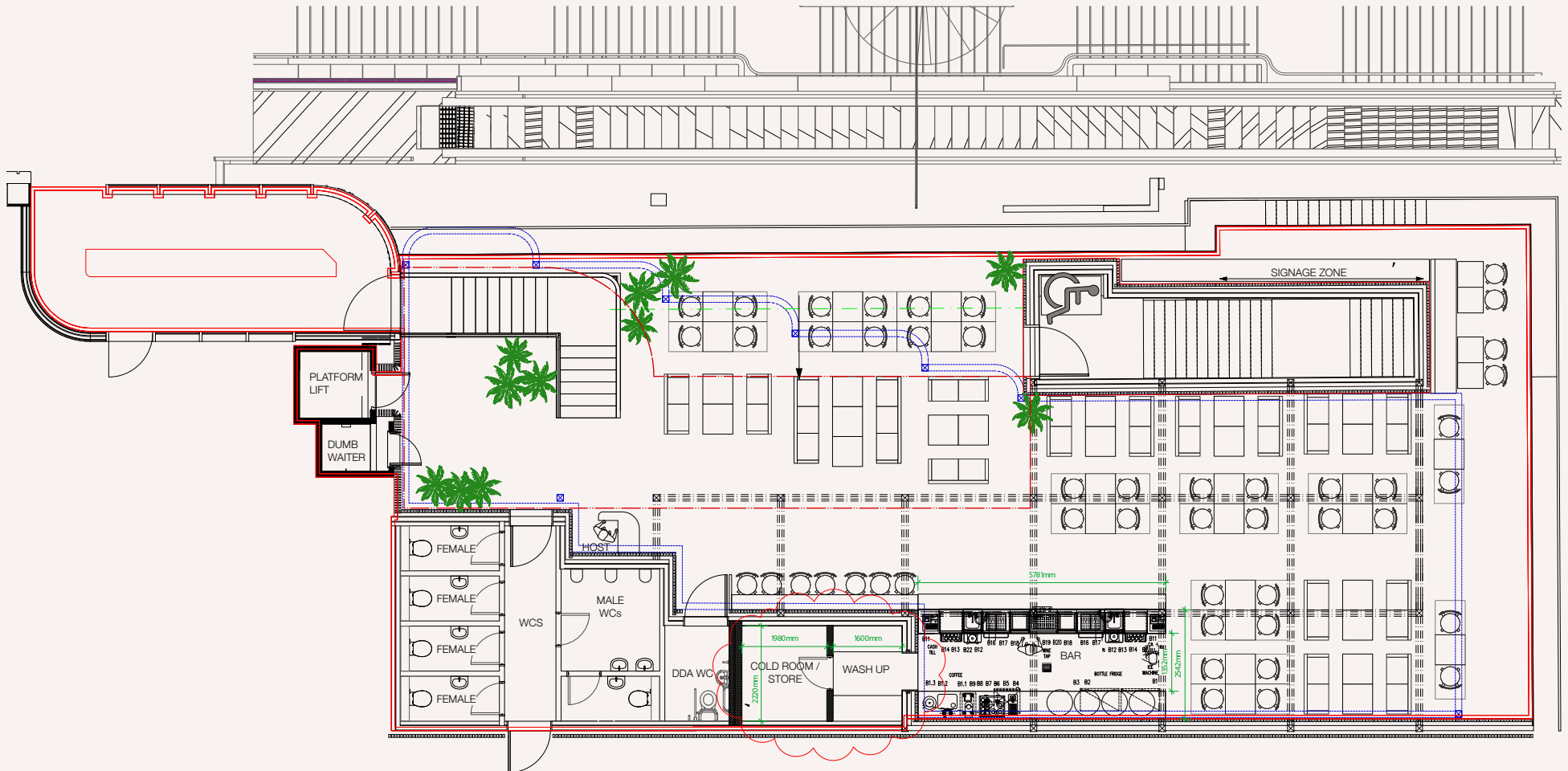
Behavioural

SERVICE DRIVEN, QUALITY SEEKER,

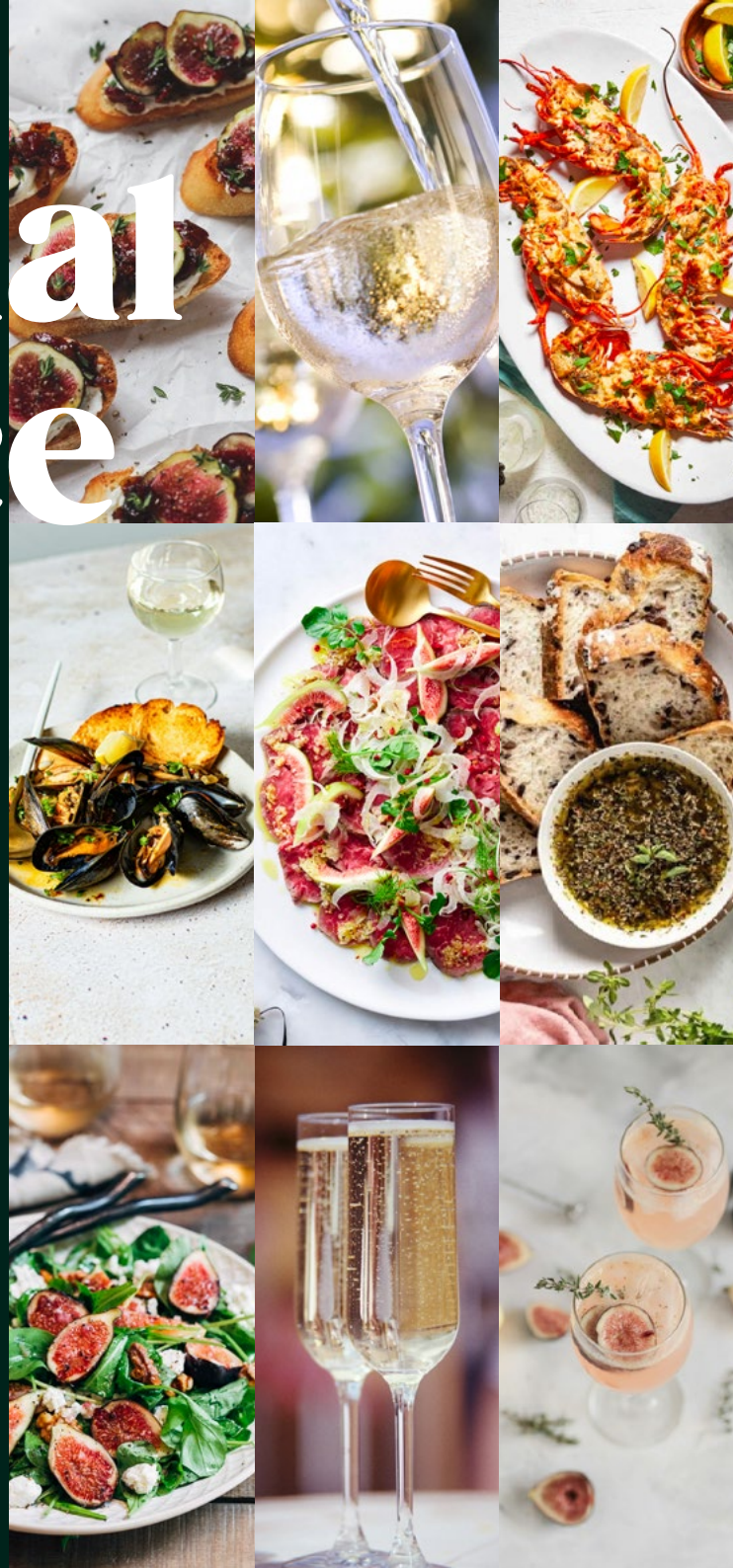
AUTHENTICITY DRIVEN

Design Partner - Studio Found: Lush greenery and polished design elements create a visually stunning backdrop, offering a sense of tranquillity amidst the busy energy of Olympia. Polished design elements elevate the ambiance, striking a perfect balance between modern sophistication and timeless charm. The terrace exudes an air of refinement, with chic furnishings and carefully selected decor that harmonise with the surrounding greenery. Relaxed seating arrangements, adorned with plush cushions offer comfort and style, creating intimate spaces for guests to unwind.

National Terrace Plan



National Terrace Food

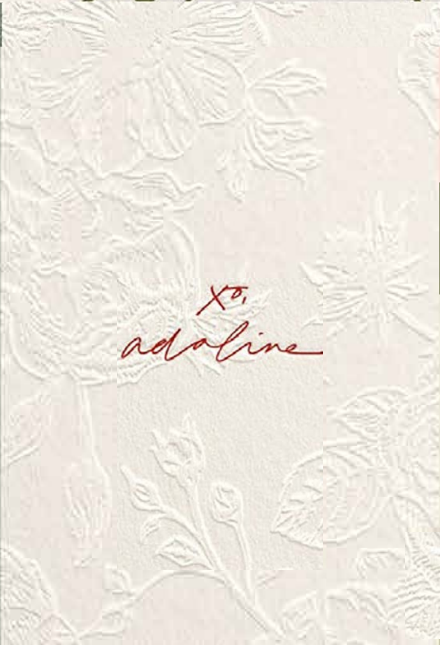
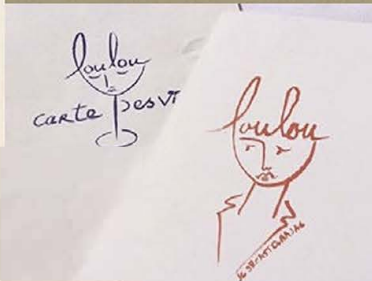
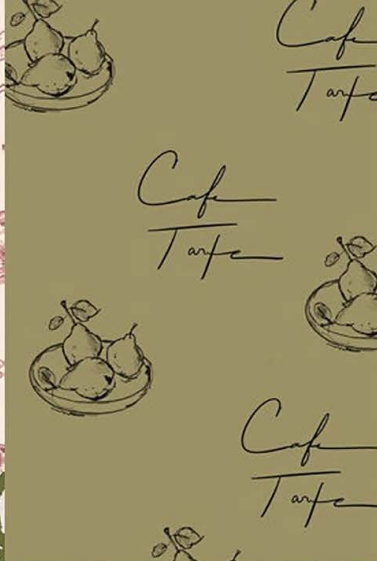


Guests on the National Terrace can expect a refined menu that reflects the natural, open air surroundings of the space.

As a nod to Olympia's history as a vineyard, all our ingredients will be locally sourced from trusted suppliers in the south of England. As an acknowledgement of Olympia's future as a place for the world to connect, the menu is inspired by global flavours. The menu will focus on light, small dishes made with fresh ingredients, ideal for sharing while enjoying the premium sparkling wine offering.

Hero Drink: *English Sparkling Wine & Champagne*

Light,
fresh,
global
flavours





South Food Hall

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South Food Hall

The heartbeat of Olympia Roof Garden, the South Terrace will feature multiple best in class food brands within a large dining and drinking space. Food concepts include; gourmet fried chicken, smashed burger and shakes, healthy eating concepts and an artisan coffee shop.

An offering that is designed with the wide range of visitors to Olympia in mind from exhibition visitors, concert goers, office workers to local residents and everyone in between.

On the lower level, visitors will find four restaurants alongside a spacious bar offering a laid-back, versatile menu suitable for any time of day or week. Open throughout the day and evening, the food hall concept boasts various food options and expansive dining and drinking areas to cater to the high volume of guests seeking an accessible, affordable, and memorable dining and drinking experience at Olympia.

Initially, all four food options will be managed internally, supported by a centralised production unit with a forward-looking approach to accommodate future collaborations with external celebrity chefs and partners.



Opening Times

8AM - 11PM

Price Point

£6 - £15

Avg Spend Per Head

£15 - £25

Service Style

CLICK & COLLECT/APP

Food Concept

FOOD HALL

Other: Breakfast, Lunch & Dinner. Snacks Menu Available

Guest Age Range

21-60

Acorn Profile

CITY SOPHISTICATES, CAREER CLIMBERS,
SUCCESSFUL SUBURBSWEALTH, MATURE WEALTH

Interests

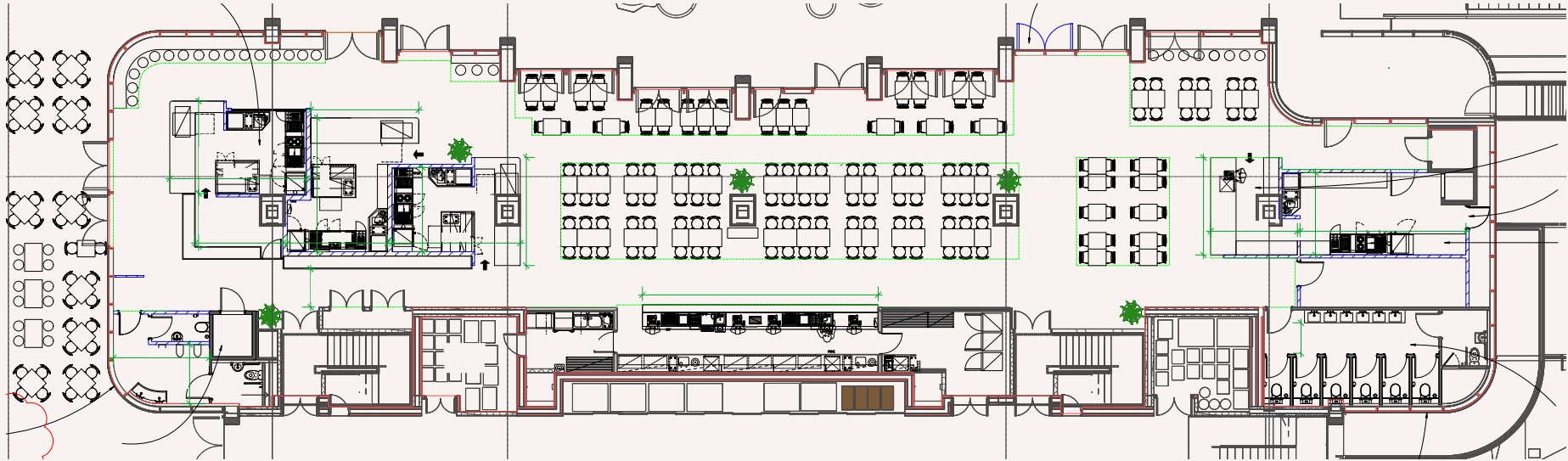
HOBBY FOCUSED, COMMUNITY
ORIENTATED, EXPERIENCE SEEKERS

Behavioural

HEAVY SOCIAL MEDIA USER,
ENTERTAINMENT DRIVEN

Design Partner - Lumsden: Modern and fresh, where culinary innovation meets contemporary design. The space is bathed in natural light streaming through floor to ceiling windows, accentuating the sleek and minimalist aesthetic with touches from the future. Clean lines and a neutral colour palette create a calming atmosphere during the day, while the use of sustainable materials such as reclaimed wood and eco-friendly finishes align with our commitment to the environment.

South Terrace Food Hall Plan



South Food Hall Food



Burgers

The menu, curated with a commitment to simplicity and excellence, leans towards indulgence while maintaining an unwavering focus on quality ingredients. Attracting enthusiasts from afar, guests will enjoy an elevated burger experience accompanied with signature hero shakes.

Fried Chicken

A distinctive buttermilk fried chicken concept, specialising in high-quality, premium menu items. Visitors will love our crispy, tender and boneless fried chicken, cooked to perfection. Additionally, a signature pink lemonade will add a refreshing addition.

Farm to Fork

Seasonality and provenance take centre stage at this farm to fork concept which showcases the very best of British produce. Diners can expect healthy dishes such as a steamed Cornish salmon on a fennel and orange salad with chilled grains, homemade curried mayonnaise and a herb and seed garnish, alongside heartier plates including braised lamb shoulder with roasted rosemary potatoes and honeyed carrots. Perfect for a working lunch or a weekend meal out, this concept has broad appeal throughout the day.

Bakery/Coffee Shop

An artisan coffee shop offering that provides a thoughtful and diverse selection of coffee and baked goods throughout the day. A coffee menu designed to cater to a wide range of preferences. From meticulously crafted espresso shots to velvety lattes, each cup is prepared by skilled baristas committed to delivering a consistent and enjoyable experience. The commitment to quality extends to the food menu with a daily selection of bagels, pastries, muffins, and croissants and serving a selection of desserts in the evening such as freshly baked cookies with ice-cream and slices of cheesecake.

South Terrace Brand Inspiration

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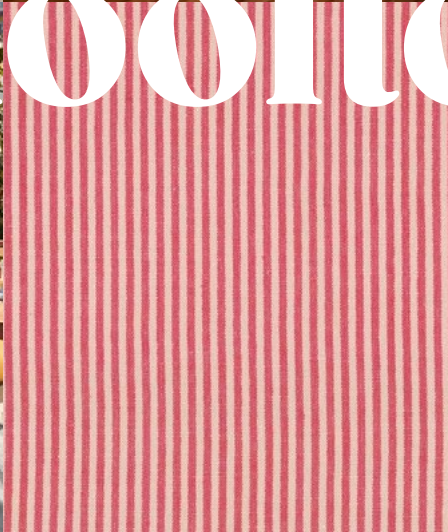
Compelling Concepts & Branding

Crafting bold, vibrant brands with unmistakable touchpoints that captivate. Key focus on a consistent visual identity across décor, menus, packaging, signage, and online presence.





South Rooftop



South Rooftop

West London's favourite rooftop 'Pergola on the Roof' revived for celebrations, exciting nights out and long summer days.

Renowned for crafting some of London's top rooftop terraces, Incipio will launch a new and elevated Pergola on the Roof at Olympia.

This versatile venue offers a comprehensive drinking and dining experience, suitable for all occasions. Catering to a diverse clientele, Pergola on the Roof transforms into a lively destination for weekend celebrations from a relaxing hideout during the day. The space boasts a unique bar and taco-serving food unit, creating a vibrant atmosphere ideal for cocktails and beers.

The design elements are carefully curated to enhance the overall ambiance, with music, lighting and decor playing a central role in creating a dynamic atmosphere that evolves from day to night. Guests will love the blend of architectural finesse and a lively vibe.



Opening Times
12PM - 11PM

Price Point
£10 - £20

Avg Spend Per Head
£25 - £35

Service Style
BAR SERVICE/APP

Food Concept
TACOS

Other: Lunch & Dinner. Snacks Menu Available

Guest Age Range
21-35

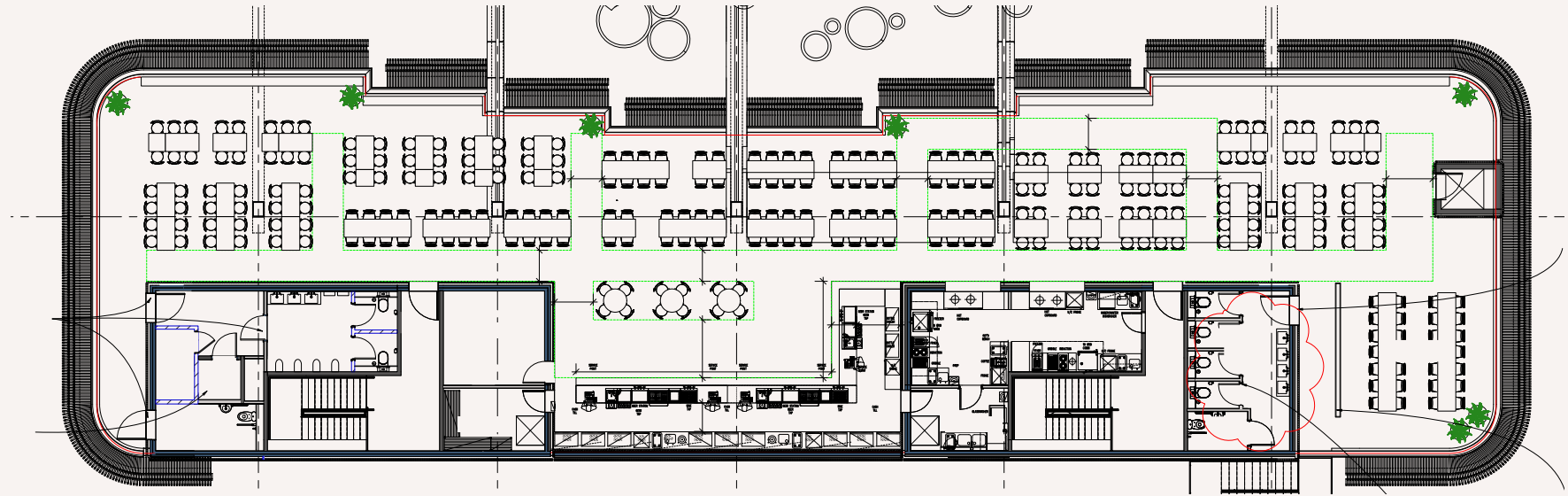
Acorn Profile
CITY SOPHISTICATES, CAREER CLIMBERS, SUCCESSFUL SUBURBS

Interests
ACTIVE, COMMUNITY ORIENTATED, EXPERIENCE SEEKERS

Behavioural
HEAVY SOCIAL MEDIA USER, ENTERTAINMENT DRIVEN

Design Partner - Lumsden: The mezzanine rooftop elevates the ambiance with a pergola structure enveloped in a lush oasis of greenery. Boasting a generous 500-person capacity, the rooftop will offer bookable spaces and semi-private areas for larger group bookings.

South Terrace Mezzanine Plan



South Rooftop Food

A menu perfect for guests basking in the breathtaking rooftop views or for those enjoying the company of friends and colleagues.

Designed with expertise, the space boasts a unique bar and taco-serving unit, creating a vibrant atmosphere ideal for evening cocktails and beers. Catering to a diverse clientele, the Pergola Bar Rooftop transforms into a lively destination for weekend celebrations.

Hero Drink: *Flavoured Margaritas*



**Fresh,
Exciting,
Seasonal**



North Restaurant

North Restaurant

This contemporary Japanese restaurant draws inspiration from Tokyo's nightlife, offering a modern and trendsetting atmosphere. The culinary concept takes a fresh approach to Japanese cuisine, infusing innovative flavours reminiscent of Tokyo's street food markets and restaurants with trendsetting aesthetics, Japanese-noir design and culture.

Operating from lunch onwards throughout the week, the restaurant will position itself as a sought-after dining experience in Olympia. The design and ambiance intentionally mirror the rawness and dynamic lighting and sounds found in Tokyo nightlife, providing guests with a unique dining experience.

The menu features a variety of dishes, including sashimi, sticks and sushi platters designed for communal sharing. This culinary approach blends casual dining with a focus on inventive flavours, appealing to a diverse audience.

In addition to its culinary offerings, the restaurant boasts an array of inventive cocktails inspired by Japanese culture, art, and trends. These cocktails showcase sought-after Japanese whiskey, gins and sake, contributing to the overall cultural experience of the establishment within Olympia due to the cool atmosphere created through the approach on design, cuisine and sensory experience.



Opening Times

12PM - 11PM

Avg Spend Per Head

£45 - £60

Service Style

TABLE SERVICE

Food Concept

SUSHI

Other: Lunch & Dinner. Crockery

Guest Average Age

25 - 50

Acorn Profile

LAVISH LIFESTYLES, EXECUTIVE WEALTH, CITY SOPHISTICATES

Interests

WELL-TRAVELLED, EXPERIENCE SEEKERS

Behavioural

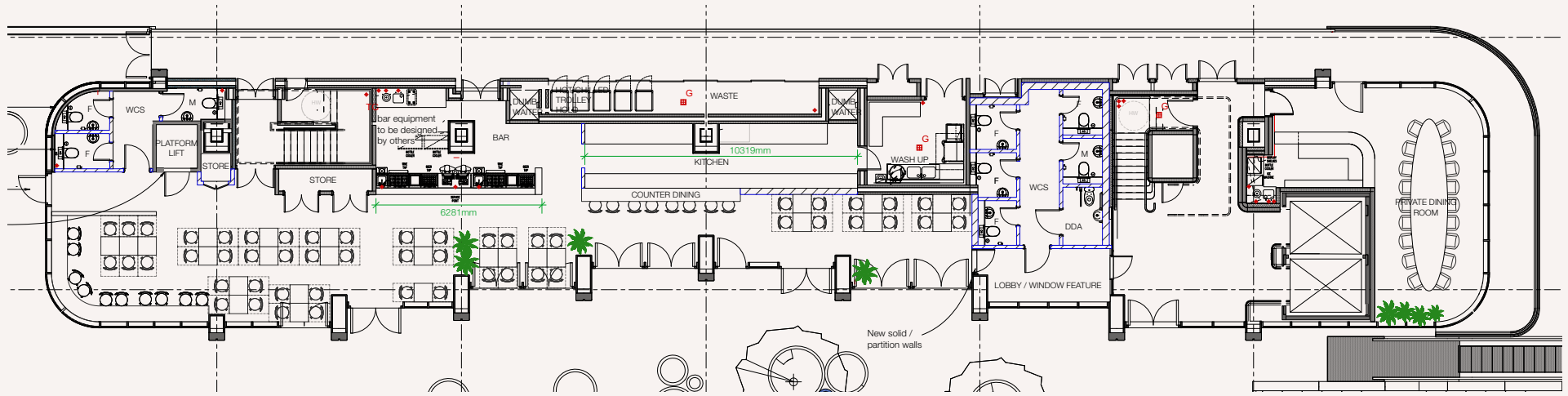
RESEARCHES BEFORE VISITING, QUALITY OVER QUANTITY

Design Partner - Run for the Hills:

Japan Noir. A must-visit drinks & dining experience inspired by the cinematic streets of Tokyo. With touches of mercurial magic, raw materials & metallics which transform the space from day to night.

North Terrace Restaurant Plan

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North Rooftop

North Rooftop

A premium rooftop cocktail bar and a captivating oasis inspired by the dynamic energy, vibrant culture, and excitement of Japan.

Perched overlooking Olympia this elevated space promises an immersive experience that seamlessly blends Japanese aesthetics, mixology and an atmosphere of celebration. The ambiance shifts seamlessly from a relaxed afternoon retreat to a pulsating evening hotspot.

Guests will enjoy a menu of inventive cocktails whilst enjoying live DJ performances curated to capture the essence of Tokyo's diverse music scene. As the sun sets the rooftop transforms into a dynamic social hub.

The rooftop will feature a concise food menu, delivering a selected array of bites and snacks, paired with the cocktail menu for guests to enjoy throughout the evening.



Opening Times

12PM - 11PM

Avg Spend Per Head

£25 - £35

Service Style

BAR SERVICE/APP

Food Concept

YAKITORI

Other: Lunch & Dinner. Crockery. Snacks Menu Available

Guest Average Age

25 - 50

Acorn Profile

LAVISH LIFESTYLES, EXECUTIVE
WEALTH, CITY SOPHISTICATES

Interests

WELL-TRAVELLED, EXPERIENCE SEEKERS

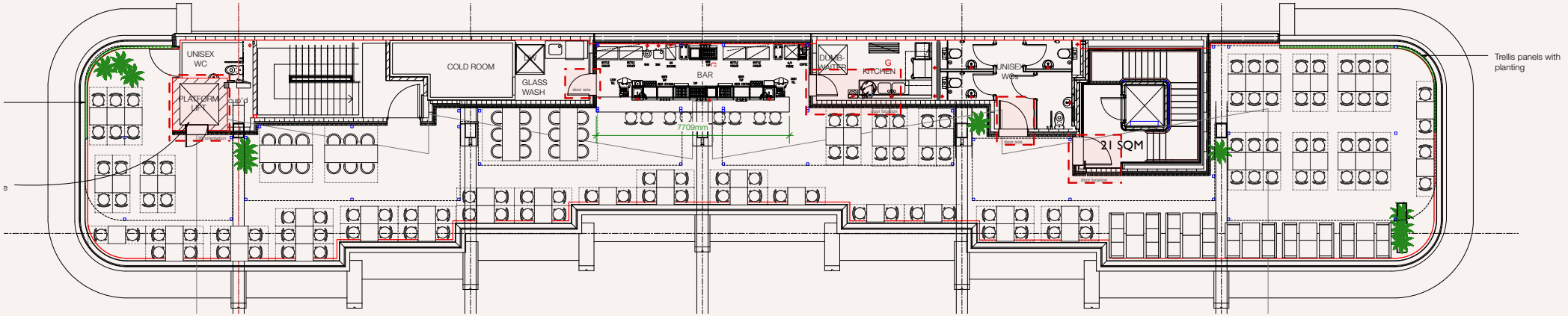
Behavioural

RESEARCHES BEFORE VISITING,
QUALITY OVER QUANTITY

Design Partner - Run for the Hills:

From afternoon serenity amongst cascading Acer leaves to the colours of a vibrant Tokyo sunset through evening. Expect tactile moments & sensory explosions, amplified by ceilings enveloped in lanterns & cosy corners blending into a celebration of sunset sets captivating the essence of Japan.

North Terrace Mezzanine Plan





North Private Room

North Private Room

A versatile space designed to seamlessly transition from corporate meetings to dinner celebrations and feel-good fun parties.

This sophisticated setting offers a space for daytime meetings, complete with state-of-the-art audio-visual equipment and a polished ambiance conducive to productivity. As the sun sets, the room transforms into an intimate dining haven, ideal for celebratory dinners. Guests looking for an unforgettable evening will enjoy the secret karaoke setup for a touch of feelgood fun, turning gatherings into a lively and memorable occasion. With its tasteful decor, flexible functionality, and a hidden karaoke surprise, the private dining room ensures a seamless blend of professionalism and entertainment for a truly unforgettable experience.

The Private Dining Room transitions from meetings to celebratory dinners, equipped with the latest sound and visual technology. As the sun sets, the space transforms into an intimate haven with a hidden karaoke setup, perfect for private parties.



Opening Times
RESERVATIONS ONLY

Avg Spend Per Head
£75 - £100

Service Style
TABLE SERVICE

Food Concept
SHARING SUSHI/YAKITORI BOARDS

Other: Breakfast, Lunch & Dinner.
Crockery, Snacks Menu Available

Design Partner - Run for the Hills:

Step inside a filmset worthy Tokyo Life Smorgasbord of bright lights, cool city vibes. Super cool dining, karaoke craziness. A full throttle space transitioning with lighting through day & night - truly unforgettable. Dialling up the immersive buzz of Tokyo Nights, more akin to set design than a traditional hospitality interior.



One Olympia Way

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One Olympia Way

Page 140

A spectacular Italian all-day restaurant, strategically positioned at the entrance to Olympia, offers a delightful hospitality experience for visitors.

The menu, crafted from high-quality, fresh ingredients, presents traditional Italian favourites at affordable prices. Set in a distinctive environment with a flexible design, the venue caters to various needs. From being openly accessible to the exhibition halls to accommodating event bookings of all sizes, this versatile space is poised to attract a diverse crowd, including post-work and exhibition attendees, making it a highly popular destination.

With a universal appeal, the restaurant will showcase the diversity of Italian dishes. From carefully curated antipasti to perfectly balanced pasta dishes, and of course, the hallmark Neapolitan pizzas with their fluffy crusts and crispy bases ensuring that guests of all ages will be delighted.



Opening Times

8AM - 11PM

Avg Spend Per Head

£20 - £40

Service Style

TABLE SERVICE

Food Concept

PIZZA & PASTA

Other: Breakfast, Lunch & Dinner.
Crockery, Snacks Menu Available

Guest Average Age

21-70

Acorn Profile

CITY SOPHISTICATES, LAVISH
LIFESTYLES, SUCCESSFUL SUBURBS

Interests

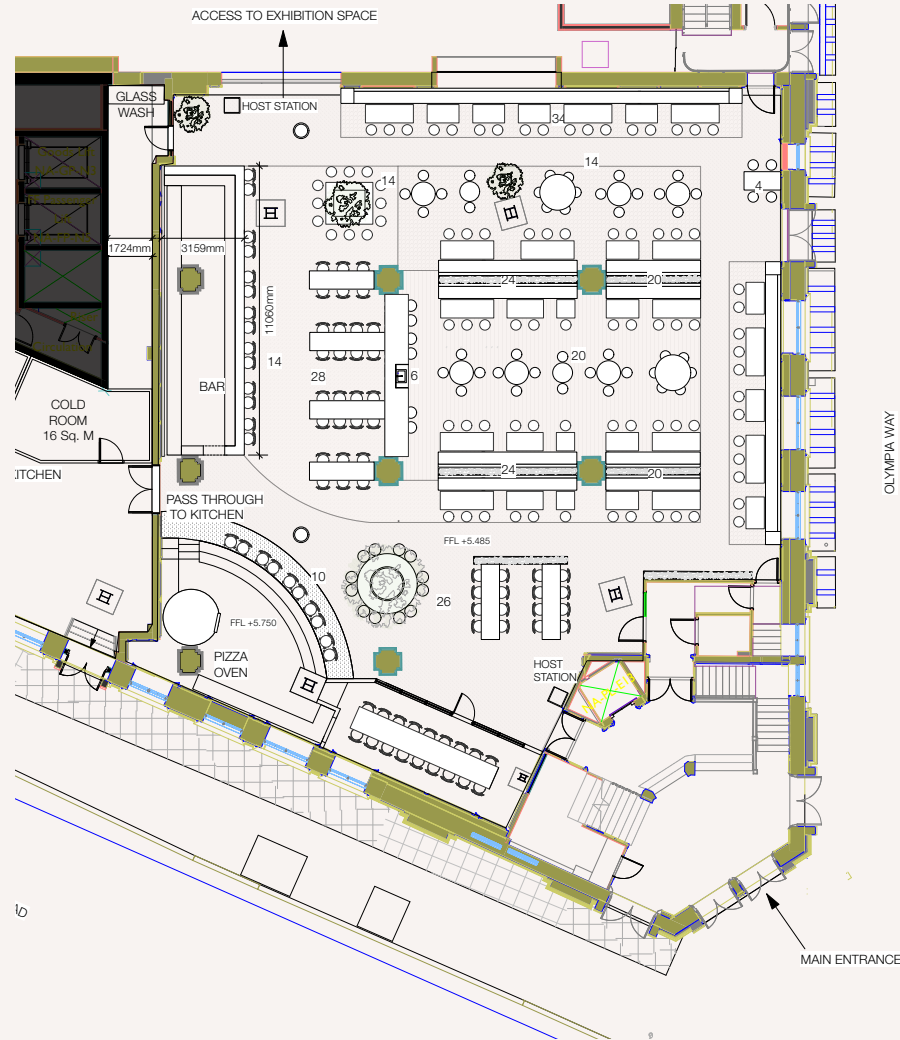
COMMUNITY, FAMILY ORIENTATED,
EXPERIENCE SEEKERS

Behavioural

PLANNED VISITS, VALUE CONSCIOUS

Design Partner - Run for the Hills: The design of this space will marry a fusion of old and new Italy, bringing the charm and simplicity of a traditional Tuscan trattoria with the glamour and vibrancy of modern Italy. All touches and finishes will provide a high impact design narrative which packs personality and punch, with every detail showcasing a space which is for everyone to enjoy.

One Olympia Way Plan



One Olympia Way Food

Italian restaurant serving high quality, fresh, premium ingredients used to create Italian style pizzas and dishes.

A menu of fresh, bright and colourful Italian dishes that covers the full spectrum of the cuisine and captures the joy of Italian dining. Guests can start with antipasti sourced from quality 'farmhouse' style producers, enjoying cured meats and interesting cheese with plump olives, fresh peppers and crispy arancini. Main dishes will comprise of perfectly balanced pasta dishes, Neapolitan pizzas with fluffy crust and a crispy base, expertly grilled Mediterranean meat & fish plates, and a selection of light, flavoursome salads. Round off a satisfying meal with a refreshing sorbet and a pistachio cannoli or two.



**Quality,
fresh,
Italian
dishes.**

beautiful spaces
vibrant atmospheres
great times

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INCIPIO

Portfolio

incipio-group.co.uk

Who We Are

“ London’s most innovative operator of destination bars and restaurants, from fine dining to iconic bars ”

Our Mantra

“ We curate beautiful spaces with vibrant atmospheres for great times ”

Our Vision

“ To be one of the most exciting hospitality businesses in the UK, whilst being one of the best to work for ”

Our Story

2015

Opened September 2015 in Sheperds Bush Market

2016

Opened July 2016 in White City

2017

Pergola Paddington opened in July followed by The Prince in November

2018

Pergola Olympia, a year-round botanical enclosed rooftop opens on the roof top of Olympia Car Park, transforming an unused and forgotten space into a wonderful events space enjoyed all year round. Our first permanent venue, W12 Studios in November

2019

Lost in Brixton opened in August 2019 and then opened a nightclub, Bloom in Kensington in November



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2020

We launched to In-house food brands at the Prince

2021

Pergola on the Wharf opened in May and rebranded Bloom to Percy's in October

2022

W12 Studios moved units and rebranded as Dear Grace in March followed by Palm House in September and The Libertine in October

2023

2023 saw refreshes and refurbishes of multiple venues followed by The 411 opening in September



November 2020
Miracle on Kingdom Street Christmas activation at Pergola Paddington

September 2021
Launch of Wunderbar Oktoberfest Takeover at Pergola Paddington

Autumn 2021
Official RFU England Rugby takeover at The Prince

November 2021
Deck the Halls activation at Pergola Paddington

Summer 2022
Launch of Pergola Paraiso at Pergola Paddington

Summer 2022
Spritz on the Square Pop Up in Canary Wharf

November 2022
Pergola on the Piste activation at Pergola Paddington

June 2023
Pergola on the River activation at Henley Regatta

November 2023
Deck the Halls activation at Pergola Paddington

Senior Management



Ed Devenport
CEO

Ed spent 7 years working as a sales and purchase broker for the world's leading shipbroker, Clarkson Plc before embarking on a career in hospitality. A founder of the company, Ed is responsible for leading the strategic, cultural and operational aspects of Incipio Group, one of the most exciting hospitality groups in the UK.



Tom Brand
FINANCE DIRECTOR

Tom trained formally as an accountant at Deloitte before moving to Amnesty International as Head of Management Accounts & Procurement. His love of all things F&B pulled him to Jascots in the wine industry, as Head of Finance. Tom joined Incipio as Finance director in 2019 to play a key role in building a strong financial platform off which the group can deliver its growth plans.



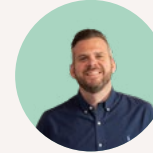
Josie Adams
PEOPLE DIRECTOR

Prior to Incipio Josie was Head of Learning and Development at Young's where she was responsible for its award winning training and development and company culture. Josie has enjoyed an extensive career that has resulted in wide recognition for her work she has done for multiple companies around training, development and culture.



Anthony Knight
SALES & MARKETING DIRECTOR

Anthony joined Incipio from hospitality strategy agency, Elliotts, where in his role as MD he led insight, research and strategy briefs for 80+ hospitality, leisure and FMCG brands including Deliveroo, Red Bull, The Alchemist, Center Parcs, Puttshack, Sodexo and Diageo.



Cormac Rawson
OPERATIONS DIRECTOR

With 25 years experience as a hospitality professional working across multiple brands, Cormac joined Incipio Group as Operations Director following 11 years with Youngs' as an Operations Manager, where he was responsible for 16 pubs and hotels, overseeing multiple acquisitions and major capital investment projects.



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The Board



Ian Edward



Archie Ward



Andrew Devenport



David Roberts

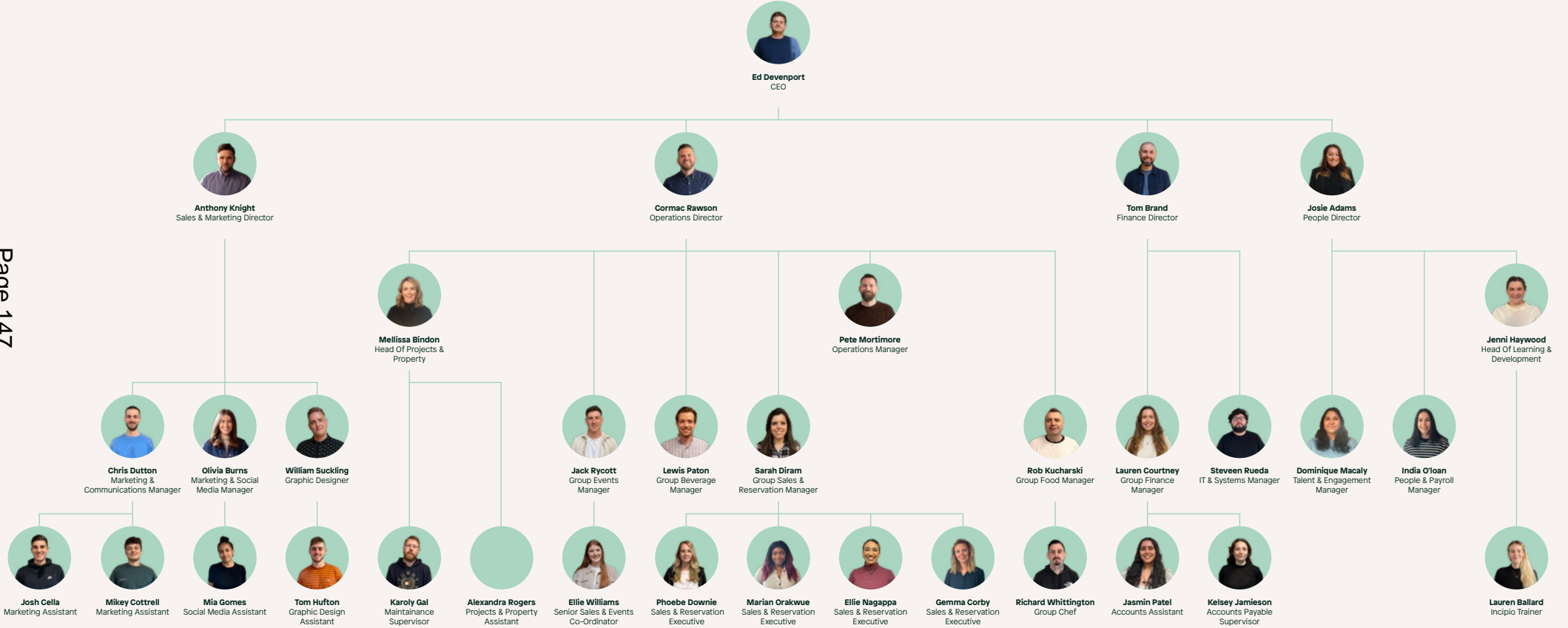


Harry Heartfield



HQ Team

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Guest Profile

Since its inception, Incipio has established itself as the curator of the city's best destination venues, boasting a dedicated following with nearly 1 million active newsletter subscribers and a combined social reach of over 100 million each year.

Our guests, predominantly aged between 21 and 45, are an aspiring and loyal crowd who are driven by a lifestyle that values music, social and great food and drink experiences.

Combined Social Following
375,450



Combined Social Reach
140 million

(Including Press Coverage, Social Media & Video Views)

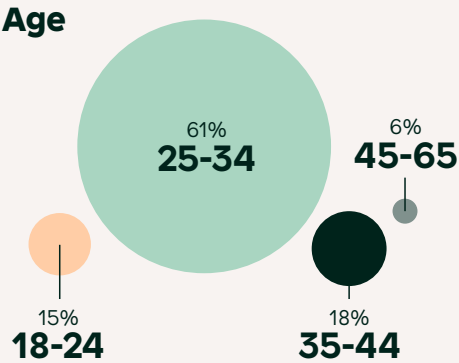
Database Sign Ups
1,035,000

Tickets Sold To Date
112,324

Ticket Revenue To Date
£1,715,150



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Incipio in Numbers

3.4m

VISITORS



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1.7m

SUBSCRIBERS

2900

PIECES OF PRESS COVERAGE



50m+

VIDEO VIEWS

92%

OF GUESTS WOULD RECOMMEND US TO A FRIEND



63

 RESTAURANT COLLABORATIONS

510k

TOTAL SOCIAL FANS



25%

OF ALL VISITORS TRAVELLED FROM OUTSIDE OF LONDON



Press

“It would seem that Incipio can do no wrong. With a wave of their magic wand (and an unparalleled understanding of where millennials actually want to go), all their venues are instant hits”

Tatler

“A year-round spot in Canary Wharf with a glass roof, floor-to-ceiling windows and an abundance of luscious greenery”
GQ Magazine

“Best rooftop bar this summer”
Telegraph

“Step into west London’s most Instagrammable spot - an English summer garden that has a retractable roof for when the sun comes out”
HELLO Magazine

“Attracting a seriously cool crowd, who are already flocking there to discover it”
The Nudge

“This is sure to be the best new winter spot in town”
Harpers Bazaar

“One of the best sunset-watching spots in London.”
Secret London

“This Sunday Roast is the best that I’ve had in London”
GQ

Featured in:

VOGUE **Condé Nast Traveler** **TimeOut**

E L L E **Daily Mail** **FINANCIAL TIMES**

GQ **THE NUDGE** **CITYA.M.**

INDEPENDENT **BigHospitality** **SHEERLUXE**

*** SECRET LONDON** **HELLO!** **Propel info**

TATLER **BAZAAR** **STYLIST**

COSMOPOLITAN **Evening Standard**

Strong Foundations & Governance

“Incipio are supported by Edition Capital. Edition are one of the UK’s foremost Venture Capital specialists in hospitality and leisure and, to date, have invested in excess of £50 million into the sector across more than thirty investments.

Edition have invested £5 million into Incipio to date over two rounds and remain totally supportive of the Group in terms of its longer term ambitions and further funding requirements should the need arise as the Group continues on its current high growth trajectory.

Edition are represented on the Board of Incipio by Paul Bedford, whose career has spanned more than forty years in the leisure and entertainment sectors. Paul has been closely involved in a number of high profile multi-million pound exits across his career. Incipio believe that Paul’s experience will be invaluable in helping it to maximise its commercial success during this period of rapid expansion.”

“From the first time we walked into an Incipio venue, we knew the team had an unparalleled understanding of what the modern consumer wants. Reaching the million customer milestone and the growth achieved over the past four years is testament to their vision and execution. We are delighted to have made a further significant investment in the company to support the next phase in its evolution.”

Paul Bedford
Edition Capital Partner

Landlords

Since 2015, the backbone of Incipio’s success and growth has been the often unheralded work we put into building relationships with landlords, councils, local stakeholders and various public bodies.

We believe the best way to conduct business is to be viewed as a proactive, reliable and trustworthy partner, whilst simultaneously offering something unique and exciting to the areas in which we operate.

Incipio’s past, current and future success depends on building these strong partnerships and we invest a lot of time into developing a collaborative approach with our landlords.

“Incipio run a high quality, high volume destination. They have driven footfall, run their business well and we are in discussions with them on other opportunities.”

Alice Keown
British Land

“Incipio have created a remarkable combination in the hospitality industry: that unique flair which brings queues of loyal fans with institutional quality standards of operation and financial transparency. Furthermore, in our book, they have gone one major step further as the new generation of leaders in this field, which is that the principals of the firm have embedded community outreach as part of their ethos.

This means local hiring and procurement, working with local residents, businesses and stakeholders to ensure their concepts become a part of the community fabric even as they open to become world-class destinations. Built in the pillars of genuine community, imaginative flair and institutional quality trust, they are best-in-class operating partners in the field.”

Lloyd Lee
Yoo Capital



Page 10

Our Current Venues

7 unique venues across London



The Prince

West Brompton
Opened 2017
800 Capacity



Lost in Brixton

Brixton
Opened 2019
600 Capacity



Pergola on the Wharf

Canary Wharf
Opened 2021
700 Capacity



Dear Grace

White City
Opened 2022
400 Capacity



The Palm House

Victoria
Opened 2022
440 Capacity



The Libertine

Bank
Opened 2022
450 Capacity



The 411

Angel
Opened 2023
500 Capacity



Opened 2017 800 Capacity

THE Prince

West Brompton

3 BARS | 3 RESTAURANTS | 1 PRIVATE ROOM (CAPACITY 80)

A grand old pub brought back to life around a big beautiful garden

theprincelondon.com | @theprincelondon | 14 Lillie Road, London, SW6 1TT





Opened 2019 600 Capacity



Brixton Village

ARCH 1 90 | ARCH 2 60 | MAIN BAR 450 | 2 BARS

Take a wrong turn to the right place.
A rooftop paradise, hidden in Brixton Market

lostinbrixton.com | @lostbrixton | Brixton Village, Coldharbour Lane, SW9 8PS





Opened 2021 700 Capacity

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PERGOLA

ON THE WHARF

Canary Wharf

INSIDE 500 | OUTSIDE 200 | PRIVATE DINING ROOM (CAPACITY 12)

Grown for naturally good times. Refined cocktails dripping in fresh fruit & food sourced from local markets.

pergolacanarywharf.com | [@pergolacanarywharf](https://www.instagram.com/pergolacanarywharf) | Crossrail Place, Canary Wharf, London





Opened 2022 350 Capacity

dear grace
COCKTAILS & SMALL PLATES

White City

INSIDE 235 | OUTSIDE 115

Dear Grace is a stylish neighbourhood bar and eatery serving delicious drinks and wholesome food throughout the day

deargracelondon.co.uk | @deargracelondon | 195 Wood Lane, White City Place, W12 7TU





Opened 2022 400 Capacity

Page 157

THE Palm House VICTORIA

Victoria

GROUND 250 | 1ST FLOOR 150 | PRIVATE DINING ROOMS (CAPACITY 12 & 6)

Home of the good life. Flawless Miami style with Cuban Cool under one roof

palmouselondon.co.uk | @palmouselondon | 150 Victoria Street, London, SW1E 5LB





Opened 2022 450 Capacity

THE LIBERTINE

THE ROYAL EXCHANGE

Bank

RESTAURANT 70 | PRIVATE DINING ROOM 18 | WHISKEY VAULT 25

A chamber of spirited revelry in the foundations of the City

libertinelondon.co.uk | @libertine.london | The Royal Exchange Cornhill EC3V 3LL





Opened 2023 450 Capacity

Page 159

The 4.1.1

Angel

THE BAR 200 | THE LOUNGE 200 | THE DINER 54 | POOL ROOM 30

Design-driven neighbourhood bar inspired by the timeless Manhattan lofts

the411london.co.uk | @the411london | 411 St John Street, London EC1V 4AB



Our Teammates

We believe in cultivating careers, not jobs

The hospitality industry has suffered with recruitment challenges during Covid and has seen significant post covid obstructions. At Incipio, we have navigated this by engaging with our teammates and creating a culture in which training & development is pivotal to internal progression and retention.

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70%
Of our management teams are homegrown in comparison to 30% industry average



Represented by 48 nationalities as of March 2024 we are represented by a 377 strong team that are a true reflection of our values and mantra

What gets measured, gets done

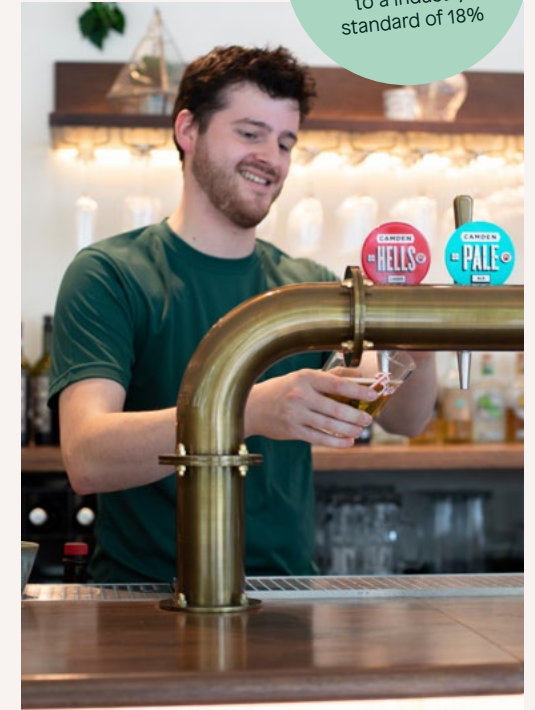
Understanding, developing, and engaging with our people is our primary focus, but reviewing what they do and following up on their success is just as important.

We are proud of what we do and how far we've come and these numbers are a testament to that.

- The group **didn't pay any recruitment agency costs** in 2023 at time when vacancies in the industry were at an all time high.
- **We pay the London Living Wage.**
- **Service Charge** has grown year on year, with an average of £6,800 for every venue team member in our business.
- **Turnover of 53%** against an industry average of 102%.
- **87% of our team engaging** weekly on our communication platform, in comparison to **43%** industry average.



60%
Retention compared to a industry standard of 18%



Team Engagement

People are at the core of everything we do. We don't just talk a good game, we play one as well.

We prioritise engagement at Incipio because we understand that this directly impacts retention, sales and our team's drive to progress and smash targets.

In an industry defining strategy, we expose our hourly paid team to many exciting experiences. This has directly impacted our retention and our employee value proposition.



INCIPIO FC

Incipio FC is more than just a company football team. We have our CEO and Ops Director playing football weekly with the venue teams, with all team invited. We also show up for the big occasion, with multiple trophies secured!



INCENTIVES

Last year saw the inaugural Incipio Ski Trip, where our CEO took 12 Team Members to Avoriaz with our partners at Jubel. This has now become an annual trip and is a testament to our incredible culture that this trip is accessible to all team mates in Incipio.



TRIPS

Our wine gurus from across our venues tasted incredible wines in a Portuguese vineyard. We love taking our people away on experiential trips so they can bring their learnings back to train their teams and drive sales.



PARTIES & AWARDS

For the last 3 years we have recognised and celebrated our team at epic venues like Printworks or with awesome concepts like 'Incipiochella'. These are highly anticipated events with 87% of our entire team attending. We invite our suppliers and partners to honour our winners and see them receive not just the aspiring award but prizes ranging from trips to Edinburgh to VIP boxes at the O2.



Designs

Incipio Group continues to be regarded as a trendsetter in curating vibrant atmospheres within exquisitely designed venues, marking a transition from our early reputation of transforming forgotten spaces into award-winning long-lease venues.



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HOSPITALITY INTERIOR WINNERS



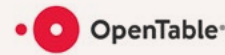
PROJECT OF THE YEAR: BAR AND LEISURE WINNERS



BEST INTERIOR DESIGN WINNERS



BEST VENUE DESIGN WINNERS



DINER'S CHOICE AWARD TOP FEATURED RESTAURANT



HERITAGE BUILDING & BEST LIGHTING SHORTLISTED



BEST MARKETING CAMPAIGN SHORTLISTED



BEST NEW HOSPITALITY BUSINESS OF THE YEAR SHORTLISTED

INCLUDED IN THE TOP 10 FOR PUBLIC VOTING

Our Partners

We partner with Best-in-Class Operators

Beverage

DIAGEO



Asahi

JUBEL



SAZERAC



LUCKY SAINT

LVMH

LIBERTY WINES



Property/Build/Design

ETCH.



RUN FOR THE HILLS

Studio Found



LUMSDEN

Landlords



ARDENT

STANHOPE



DELANCEY

YOOCAPITAL

Tech



harri

dojo.



asana

designmynight

toggle



Finance



haysmacintyre



ORACLE NETSUITE

Marketing

SAUCE



Provisional statements

- 8.89 Where premises are being or are about to be constructed, extended or otherwise altered for the purpose of being used for one or more licensable activities, investors may be unwilling to commit funds unless they have some assurance that a premises licence covering the desired licensable activities would be granted for the premises when the building work is completed.
- 8.90 The 2003 Act does not define the words “otherwise altered”, but the alteration must relate to the purpose of being used for one or more licensable activities.
- 8.91 Any person falling within section 16 of the 2003 Act can apply for a premises licence before new premises are constructed, extended or changed. This would be possible where clear plans of the proposed structure exist and the applicant is in a position to complete an operating schedule including details of:
- the activities to take place there;
 - the time at which such activities will take place;
 - the proposed hours of opening;
 - where the applicant wishes the licence to have effect for a limited period, that period;
 - the steps to be taken to promote the licensing objectives; and
 - where the sale of alcohol is involved, whether supplies are proposed to be for consumption on or off the premises (or both) and the name of the designated premises supervisor the applicant wishes to specify.
- 8.92 In such cases, the licensing authority would include in the licence the date upon which it would come into effect. A provisional statement will normally only be required when the information described above is not available.
- 8.93 The 2003 Act therefore provides for a person, if an individual aged 18 or over, who has an interest in the premises to apply for a “provisional statement”. This will not be time limited, but the longer the delay before an application for a premises licence is made, the more likely it is that there will be material changes and that the licensing authority will accept representations. “Person” in this context includes a business.
- 8.94 When a hearing is held, the licensing authority must decide whether, if the premises

were constructed or altered in the way proposed in the schedule of works and if a premises licence was sought for those premises, it would consider it appropriate for the promotion of the licensing objectives to:

- attach conditions to the licence;
- rule out any of the licensable activities applied for;
- refuse to specify the person nominated as premises supervisor; or
- reject the application.

It will then issue the applicant with a provisional statement setting out the details of that decision together with its reasons.

8.95 The licensing authority must copy the provisional statement to each person who made relevant representations, and the chief officer of police for the area in which the premises is situated. The licensing authority should give full and comprehensive reasons for its decision. This is important in anticipation of an appeal by any aggrieved party.

8.96 When a person applies for a premises licence in respect of premises (or part of the premises or premises which are substantially the same) for which a provisional statement has been made, representations by responsible authorities and other persons will be excluded in certain circumstances. These are where:

- the application for a licence is in the same form as the licence described in the provisional statement;
- the work in the schedule of works has been satisfactorily completed;
- given the information provided in the application for a provisional statement, the responsible authority or other person could have made the same, or substantially the same, representations about the application then but failed to do so without reasonable excuse; and
- there has been no material change in the circumstances relating either to the premises or to the area in the proximity of those premises since the provisional statement was made.

8.97 Any decision of the licensing authority on an application for a provisional statement will not relieve an applicant of the need to apply for planning permission, building control approval of the building work, or in some cases both planning permission and building control.

8.98 A provisional statement may not be sought or given for a vessel, a vehicle or a moveable structure (see section 189 of the 2003 Act).