

# Licensing Sub-Committee

## Agenda

Wednesday 29 May 2024 at 10.00 am

This meeting will be held remotely

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

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

Date Issued: 15 May 2024

# Licensing Sub-Committee Agenda

29 May 2024

<u>Item</u>		<u>Pages</u>
<b>1.</b>	<b>APOLOGIES FOR ABSENCE</b>	
<b>2.</b>	<b>DECLARATIONS OF INTEREST</b>	
	<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>	
<b>3.</b>	<b>OLYMPIA EXHIBITION CENTRE, HAMMERSMITH ROAD, LONDON, W14 8UX.</b>	<b>3 - 111</b>
	<p>This hearing will consider 2 applications for various aspects of the Olympia Exhibition Centre as follows:</p> <ol style="list-style-type: none"><li>1. Application requested for Gym</li><li>2. Application requested for Music Arena</li></ol>	

# 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 26<sup>th</sup> February 2024, TLT Solicitors submitted a number of applications 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 applicant 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 - 2024/00253/LAPRP - Gym - Ground and Basement**

The applicant proposes to operate the premises as a gym with ancillary facilities for users. The applicant has applied for the following licensable activities:

#### **Licensable activities sought:**

##### **The Exhibition of Films - Indoors Only**

Mondays to Sundays between 05:45 to 00:30

##### **The Playing of Recorded Music - Indoors Only**

Mondays to Sundays between 05:45 to 00:30

##### **The Provision of Late-Night Refreshment - Indoors Only**

Mondays to Sundays between 23:00 to 00:30

##### **The Sale of alcohol - On the Premises Only**

Mondays to Sundays between 11:00 to 23:30

#### **Proposed Opening Hours:**

Mondays to Sundays between 05:45 to 00:30

A copy of the application form and plan can be seen on pages **21-45** of this report.

### **2.2 Applicants Operating Schedule - 2024/00253/LAPRP - Gym - Ground and Basement**

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 **40-43** of this report.

### **2.3 Application Requested - 2024/00268/LAPRP - Music Arena**

The applicant proposes to operate the premises as a ground floor and first floor music and performance venue, situated on levels 2 and 3 of the Olympia Complex. The applicant has applied for the following licensable activities:

#### **Licensable activities sought:**

##### **The Performance of Plays - Indoors Only**

Mondays to Sundays between 10:00 to 22:45

##### **The Exhibition of Films - Indoors Only**

Mondays to Sundays between 10:00 to 22:45

##### **Indoor Sporting events**

Mondays to Sundays between 10:00 to 22:45

##### **Boxing and Wrestling - Indoors Only**

Mondays to Sundays between 10:00 to 22:45

##### **The Performance of Live Music - Indoors Only**

Mondays to Sundays between 10:00 to 22:45

##### **The Playing of Recorded Music - Indoors Only**

Mondays to Sundays between 10:00 to 22:45

##### **The Performances of Dance - Indoors Only**

Mondays to Sundays between 10:00 to 22:45

##### **Entertainment Similar to Music or Dance - Indoors Only**

Mondays to Sundays between 10:00 to 22:45

##### **Late Night Refreshment- indoors only**

Non- Standard Timings only

##### **The Sale of Alcohol - Both On and Off the Premises**

Mondays to Sundays between 10:00 to 22:45.

##### **Proposed Opening Hours**

Mondays to Sundays between 08:00 to 23:00

### **Non-Standard Timings**

To extend the provision of licensable activities on New Year's Eve to 02:00 on New Year's Day with the premises closing 30 minutes thereafter, and to include the provision of Late-Night Refreshment on New Year's Eve to 02:00 on New Year's Day.

A copy of the application form and plan can be seen on pages **46-73** of this report.

### **2.4 Applicants Operating Schedule - 2024/00268/LAPRP - Music Arena**

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 **64-68** of this report.

## **3. BACKGROUND**

The Gym is located underneath the Hyatt Hotel and the main access to the Gym is located on Olympia Way. The main access to the Music Arena via Olympia Central. 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 **74-78** 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**

One representation was received from the Environmental Public Protection team objecting to the application for the Music Arena. A copy of the representation can be seen on pages **79-80** of this report.

The licensing section received twelve representations from local residents objecting to both licence applications. A copy of these representations can be seen on pages **81-109** of this report.

## **5. OTHER INFORMATION**

### **5.1 Enforcement History**

On the 20<sup>th</sup> 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 29<sup>th</sup> 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 **110-111** 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
<b>Public houses, bars, or other drinking establishments</b>	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
<b>Restaurants and cafes</b>	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
<b>Night clubs</b>	Fri – Sat 03:30 Mon - Thurs 01:00 Sun 00:00	Fri – Sat 01:00 Mon - Thurs 00:00 Sun - 23:00	<b>Not considered Appropriate</b>

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](mailto: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**

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### **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 18<sup>th</sup> 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 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](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**

<b>Postal address of premises or, if none, ordnance survey map reference or description</b>			
Gym Ground and Basement Emberton House Hammersmith Road			
<b>Post town</b>	London	<b>Post code</b>	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)	
<b>Surname</b>			<b>First names</b>		
I am 18 years old or over				<input type="checkbox"/> Please tick yes	
<b>Current postal address if different from premises address</b>					
<b>Post Town</b>				<b>Postcode</b>	
<b>Daytime contact telephone number</b>					
<b>E-mail address (optional)</b>					

**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)	
<b>Surname</b>			<b>First names</b>		

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)

Gym

Ground and Basement

Emberton House

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 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 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)

This unit will operate as a gym, with ancillary facilities for users, including sale of alcohol

**A**

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

**B**

<b>Films</b> Standard days and timings (please read guidance note 6)			<b><u>Will the exhibition of films take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<b><u>Please give further details here</u></b> (please read guidance note 3)		
Mon	0545	0030			
Tue	0545	0030	<b><u>State any seasonal variations for the exhibition of films</u></b> (please read guidance note 4)		
Wed	0545	0030			
Thur	0545	0030	<b><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></b> (please read guidance note 5)		
Fri	0545	0030			
Sat	0545	0030			
Sun	0545	0030			

**C**

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

**D**

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

**E**

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

**F**

<b>Recorded music</b> Standard days and timings (please read guidance note 6)			<b><u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>			
				Outdoors	<input type="checkbox"/>			
				Both	<input type="checkbox"/>			
Day	Start	Finish	<b><u>Please give further details here</u></b> (please read guidance note 3)					
Mon		0030						
	0545							
Tue		0030						
	0545							
Wed		0030				<b><u>State any seasonal variations for the playing of recorded music</u></b> (please read guidance note 4)		
	0545							
Thur		0030						
	0545							
Fri		0030				<b><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></b> (please read guidance note 5)		
	0545							
Sat		0030						
	0545							
Sun		0030						
	0545							

**G**

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



# H

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

I

Late night refreshment Standard days and timings (please read guidance note 6)			<b><u>Will the provision of late night refreshment take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Mon		0030	<b><u>Please give further details here</u></b> (please read guidance note 3)		
	2300				
Tue		0030			
	2300				
Wed		0030	<b><u>State any seasonal variations for the provision of late night refreshment</u></b> (please read guidance note 4)		
	2300				
Thur		0030			
	2300				
Fri		0030	<b><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></b> (please read guidance note 5)		
	2300				
Sat		0030			
	2300				
Sun		0030			
	2300				

**J**

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 6)			<b>Will the supply of alcohol be for consumption (Please tick box)</b> (please read guidance note 7)	On the premises	<input checked="" type="checkbox"/>
				Off the premises	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 4)		
Mon	1100	2330			
Tue	1100	2330			
Wed	1100	2330			
Thur	1100	2330			
Fri	1100	2330			
Sat	1100	2330			
Sun	1100	2330			
			<b>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</b> (please read guidance note 5)		

**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

<b>Hours premises are open to the public</b> Standard timings (please read guidance note 6)			<b><u>State any seasonal variations</u></b> (please read guidance note 4)
Day	Start	Finish	
Mon		0030	
	0545		
Tue		0030	
	0545		
Wed		0030	
	0545		
Thur		0030	
	0545		
Fri		0030	
	0545		
Sat		0030	
	0545		
Sun		0030	
	0545		
<b><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></b> (please read guidance note 5)			

**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 of TLT Solicitors
Date	23 <sup>rd</sup> February 2024
Capacity	Solicitor for Applicant

**For joint applications signature of 2<sup>nd</sup> applicant or 2<sup>nd</sup> 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

<b>Post town</b>	Bristol	<b>Post code</b>	BS1 6TP
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<b>Telephone number (if any)</b>	+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

**Gym**  
**Ground and Basement**  
**Emberton House**  
**Olympia London Development**  
**Hammersmith Road**  
**W14 8UX**

---

**Draft Operating Schedule**

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**Description of the Premises**

This unit will operate as a gym, with ancillary facilities for users, including sale of alcohol

**Proposed hours of operation**

Opening hours

- 05:45 to 00:30 daily

Hours for the provision of licensable activities

- Sale of alcohol (on sales only)
  - 11:00 to 23:30 daily
- Provision of recorded music (on the premises only)
  - 05:45 to 00:30 daily
- Provision of films (on the premises only)
  - 05:45 to 00:30 daily
- Provision of Late-Night Refreshment (on the premises only)
  - 23:00 to 00:30 daily

**Schedule of proposed conditions**

**General – all four licensing objectives**

1. Locations of fire safety and other safety equipment subject to change in accordance with the requirements of the responsible authorities or following a risk assessment.



2. Any detail shown on the plan that is not required by the licensing plans regulations is indicative only and subject to change at any time.
3. The premises shall operate as a gym, with all other licensable activities ancillary to that use.
4. Alcohol will only be made available to gym users and shall not be for general sale to members of the public.

### **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. 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.
8. Customer carrying open alcohol beverage containers shall not be admitted to the premises.

### **CCTV**

9. High-Definition CCTV shall be installed, operated and maintained, at all times that the premises are open for licensable activities or customers are on the premises and;

- at least one camera will show a close-up of the entrance/entrances to the premises, to capture a clear, image of anyone entering.
- shall cover any internal or external area of the premises where licensable activities take place.
- recordings shall be in real time and stored for a minimum period of 31 days with date and time stamping.
- footage shall be provided free of charge to the Police or authorised Council officer within 24 hours of a request or within any other agreed timeframe.
- a staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times the premises is open to the public. This staff member will be able to show Police or authorised officers of the Licensing Authority footage with the minimum of delay when requested.
- Appropriate signage shall be displayed in prominent positions, informing customers CCTV is in operation.

### **Incident Register**

10. 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**

11. 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.

### **Public Safety**

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

15. 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.
16. 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.

### **Prevention of Public Nuisance**

17. Music shall not be played at such a level that it is likely to cause a public nuisance

### **Protection of Children from Harm**

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

Note: This drawing was produced based on the design information provided by the contractor's design team and is subject to design development revisions.

### Gym Tenant Area Schedule

**Ground Floor**  
 GIA 77m<sup>2</sup> / 829 SF  
 NIA 32m<sup>2</sup> / 344 SFD

**Basement Level**  
 GIA 960m<sup>2</sup> / 10,333 SF  
 NIA 848m<sup>2</sup> / 9128 SF

**Total**  
 GIA 1033m<sup>2</sup> / 11,119 SF  
 NIA 880m<sup>2</sup> / 9472 SF

#### 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.

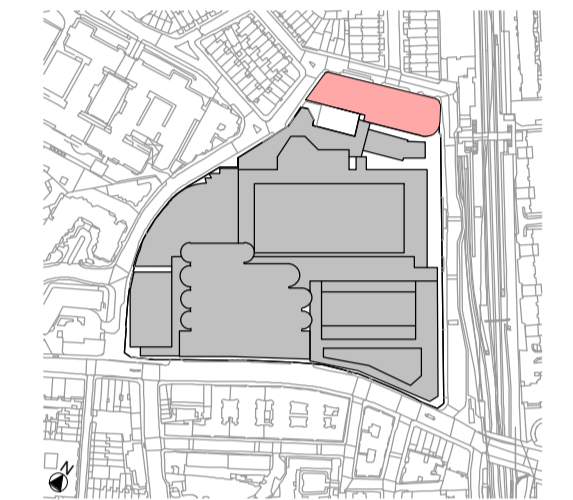
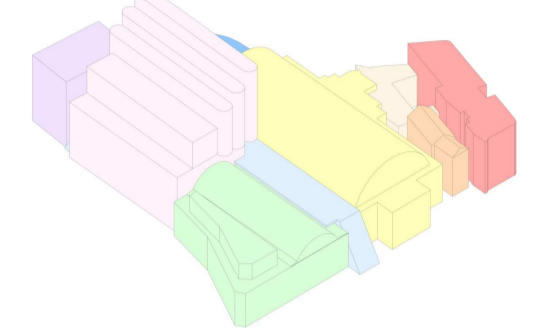
THE CONTRACTOR IS RESPONSIBLE FOR CHECKING DIMENSIONS. ANY DISCREPANCY TO BE VERIFIED WITH THE ARCHITECTS BEFORE PROCEEDING WITH ANY WORKS.

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.



### Gym Tenant Access / Routes

- Delivery Route
- Waste Route

--- GYM DEMISE

0m 2m 4m 6m 8m 10m

VISUAL SCALE 1:100 @ A1

Notes legends or Key plans to be added above here

Note: Areas shown are approximate only & subject to continued coordination with relevant consultants/engineers as the fitout design progresses.

09.01.23	P02	JT	Issued for information
20.12.22	P01	JT	Issued for information
DATE	REV	BY	DESCRIPTION

# SPPARC

Nº10 BAYLEY STREET BEDFORD SQUARE LONDON WC1B 3HB  
 T +44 (0) 20 7734 4100  
 W www.spparcstudio.com

WILLING HOUSE 356-364 GRAY'S INN RD KINGS CROSS LONDON WC1X 8BH  
 T +44 (0) 20 7833 8800  
 W www.heatherwick.com

Client  
**Olympus Property Holding Limited**

Job Title  
**2005 - OLYMPIA - EMBERTON HOUSE**

Drawing Title  
**Emberton House - GF GIA - Proposed Gym Demise Plan**

Drawing Number & Revision  
**2005-SPP-CP-0G-SK-A-79-9003**

Scale	Date Amended	Amended By	Revision
As indicated @ A1	09.01.23	JT	P02
Checked	Date Created	Drawn By	SUITABILITY
Checker		Author	





Note: This drawing was produced based on the design information provided by the contractor's design team and is subject to design development revisions.

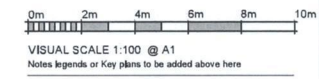
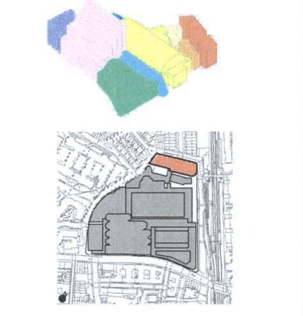
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**Total**  
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**GENERAL NOTES**  
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Note: Areas shown are approximate only & subject to continued coordination with relevant consultants/engineers as the fitout design progresses.

AREA FOR LICENSABLE ACTIVITIES

09.01.23	PPC	JT	Issued for information
09.10.22	PPC	JT	Issued for information
04.11	REV	JT	Issue for information

**SPPARC**

NPTG BAYLEY STREET  
 REGIONS SQUARE  
 LONDON WC1B 3JG  
 T +44 (0) 20 7724 4100  
 W www.spparcstudio.com

WEILING HOUSE 356-364 CHAYN BARR RD  
 BRICKS LANE  
 LONDON WC1X 8BT  
 T +44 (0) 20 7533 8800  
 W www.wilkinghouse.com

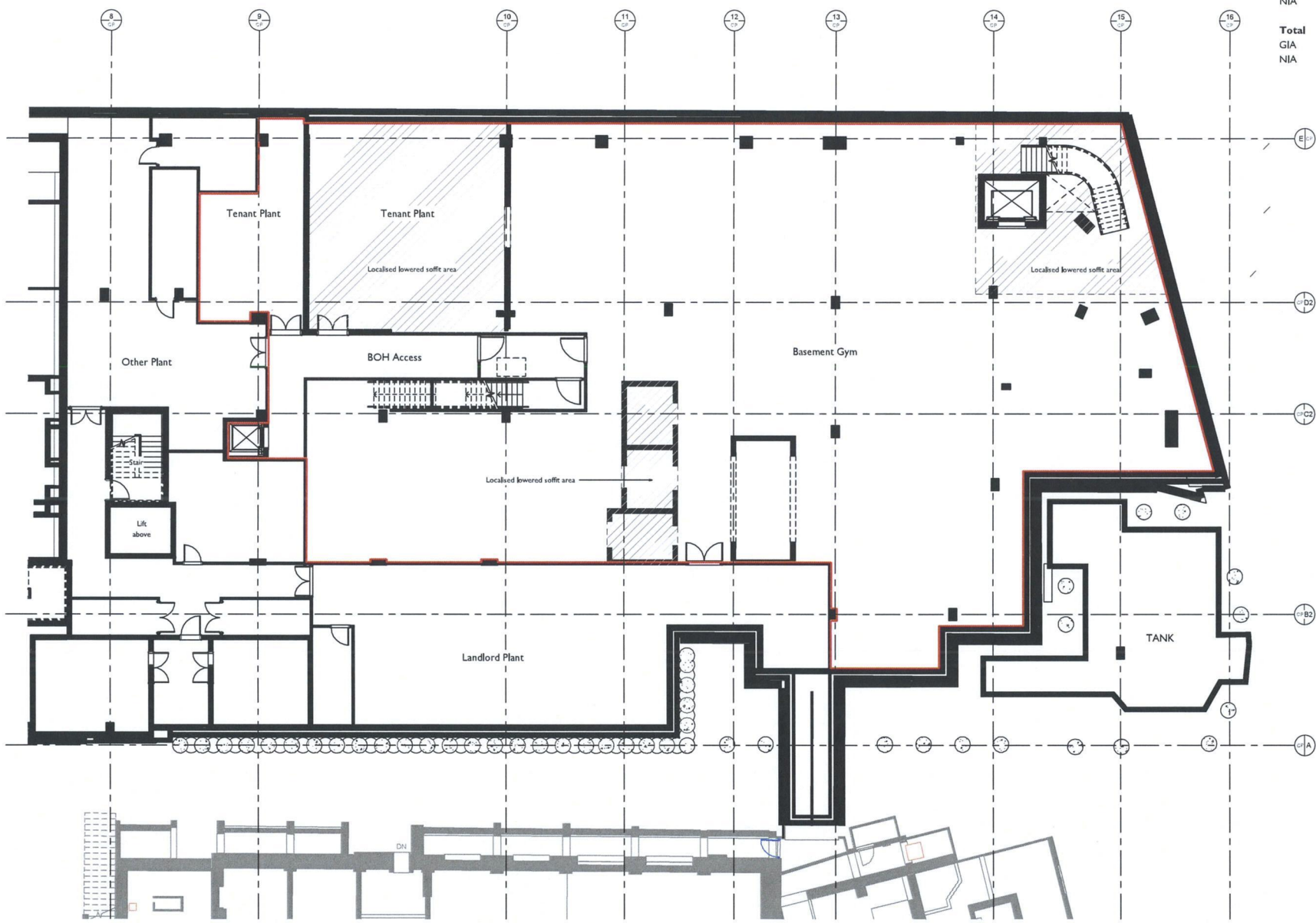
Client  
**Olympus Property Holding Limited**

Job Title  
**2005 - OLYMPIA - EMBERTON HOUSE**

Drawing Title  
**Emberton House - B1 GIA - Proposed Gym Demise Plan**

Drawing Number & Revision  
**2005-SPP-CP-B1-SK-A-79-9001**

Scale	Date Amended	Amended By	Revision
A4=1:100 @ A1	09.01.23	JT	R02
Checked	Date Created	Drawn By	Author
Checker		SLETAIBLITY	



**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**

<b>Postal address of premises or, if none, ordnance survey map reference or description</b>			
Music Arena Olympia London Development Hammersmith Road			
<b>Post town</b>	London	<b>Post code</b>	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)	
<b>Surname</b>			<b>First names</b>		
I am 18 years old or over <input type="checkbox"/>					Please tick yes
<b>Current postal address if different from premises address</b>					
<b>Post Town</b>				<b>Postcode</b>	
<b>Daytime contact telephone number</b>					
<b>E-mail address (optional)</b>					

**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)	
<b>Surname</b>			<b>First names</b>		

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)

Music Arena  
Olympia London Development  
Hammersmith Road  
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)
- b) films (optional, fill in box B)
- c) indoor sporting events (optional, fill in box C)
- d) boxing or wrestling entertainment (optional, fill in box D)
- e) live music (optional, fill in box E)
- f) recorded music (optional, fill in box F)
- g) performances of dance (optional, fill in box G)
- h) anything of a similar description to that falling within (e), (f) or (g) (optional, fill in box H)

**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 comprises a ground floor and first floor music and performance venue, situated on levels 2 and 3 of the Olympia Complex.

**A**

Plays Standard days and timings (please read guidance note 6)			<b><u>Will the performance of a play take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Mon	1000	2245	<b><u>Please give further details here</u></b> (please read guidance note 3)		
Tue	1000	2245			
Wed	1000	2245	<b><u>State any seasonal variations for performing plays</u></b> (please read guidance note 4)		
Thur	1000	2245			
Fri	1000	2245	<b><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></b> (please read guidance note 5) To extend the provision of licensable activities through to 0200 on NYE in to NYD with the premises closing 30 minutes thereafter.		
Sat	1000	2245			
Sun	1000	2245			

**B**

<b>Films</b> Standard days and timings (please read guidance note 6)			<b><u>Will the exhibition of films take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<b><u>Please give further details here</u></b> (please read guidance note 3)		
Mon	1000	2245			
Tue	1000	2245			
Wed	1000	2245	<b><u>State any seasonal variations for the exhibition of films</u></b> (please read guidance note 4)		
Thur	1000	2245			
Fri	1000	2245	<b><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></b> (please read guidance note 5) To extend the provision of licensable activities through to 0200 on NYE in to NYD with the premises closing 30 minutes thereafter.		
Sat	1000	2245			
Sun	1000	2245			

**C**

<b>Indoor sporting events</b> Standard days and timings (please read guidance note 6)			<b><u>Please give further details</u></b> (please read guidance note 3)
Day	Start	Finish	
Mon	1000	2245	
Tue	1000	2245	<b><u>State any seasonal variations for indoor sporting events</u></b> (please read guidance note 4)
Wed	1000	2245	
Thur	1000	2245	<b><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></b> (please read guidance note 5)
Fri	1000	2245	To extend the provision of licensable activities through to 0200 on NYE in to NYD with the premises closing 30 minutes thereafter.
Sat	1000	2245	
Sun	1000	2245	

**D**

<b>Boxing or wrestling entertainments</b> Standard days and timings (please read guidance note 6)			<b><u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<b><u>Please give further details here</u></b> (please read guidance note 3)		
Mon	1000	2245			
Tue	1000	2245	<b><u>State any seasonal variations for boxing or wrestling entertainment</u></b> (please read guidance note 4)		
Wed	1000	2245			
Thur	1000	2245	<b><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></b> (please read guidance note 5) To extend the provision of licensable activities through to 0200 on NYE in to NYD with the premises closing 30 minutes thereafter.		
Fri	1000	2245			
Sat	1000	2245			
Sun	1000	2245			

**E**

<b>Live music</b> Standard days and timings (please read guidance note 6)			<b><u>Will the performance of live music take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<b><u>Please give further details here</u></b> (please read guidance note 3)		
Mon	1000	2245			
Tue	1000	2245			
Wed	1000	2245			
			<b><u>State any seasonal variations for the performance of live music</u></b> (please read guidance note 4)		
Thur	1000	2245			
			<b><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></b> (please read guidance note 5) To extend the provision of licensable activities through to 0200 on NYE in to NYD with the premises closing 30 minutes thereafter.		
Fri	1000	2245			
Sat	1000	2245			
Sun	1000	2245			

**F**

<b>Recorded music</b> Standard days and timings (please read guidance note 6)			<b><u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>			
				Outdoors	<input type="checkbox"/>			
				Both	<input type="checkbox"/>			
Day	Start	Finish	<b><u>Please give further details here</u></b> (please read guidance note 3)					
Mon	1000	2245						
Tue	1000	2245						
Wed	1000	2245				<b><u>State any seasonal variations for the playing of recorded music</u></b> (please read guidance note 4)		
Thur	1000	2245						
Fri	1000	2245						
Sat	1000	2245				<b><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></b> (please read guidance note 5) To extend the provision of licensable activities through to 0200 on NYE in to NYD with the premises closing 30 minutes thereafter.		
Sun	1000	2245						



**G**

<b>Performances of dance</b> Standard days and timings (please read guidance note 6)			<b><u>Will the performance of dance take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Mon	1000	2245	<b><u>Please give further details here</u></b> (please read guidance note 3)		
Tue	1000	2245			
Wed	1000	2245	<b><u>State any seasonal variations for the performance of dance</u></b> (please read guidance note 4)		
Thur	1000	2245			
Fri	1000	2245	<b><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></b> (please read guidance note 5) To extend the provision of licensable activities through to 0200 on NYE in to NYD with the premises closing 30 minutes thereafter.		
Sat	1000	2245			
Sun	1000	2245			

# H

<b>Anything of a similar description to that falling within (e), (f) or (g)</b> Standard days and timings (please read guidance note 6)			<b><u>Please give a description of the type of entertainment you will be providing</u></b>		
Day	Start	Finish	<b><u>Will this entertainment take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
Mon	1000	2245		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue	1000	2245	<b><u>Please give further details here</u></b> (please read guidance note 3)		
Wed	1000	2245			
Thur	1000	2245	<b><u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u></b> (please read guidance note 4)		
Fri	1000	2245			
Sat	1000	2245	<b><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></b> (please read guidance note 5)		
Sun	1000	2245	To extend the provision of licensable activities through to 0200 on NYE in to NYD with the premises closing 30 minutes thereafter.		

<b>Late night refreshment</b> Standard days and timings (please read guidance note 6)			<b><u>Will the provision of late night refreshment take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)	Indoors	<input checked="" type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<b><u>Please give further details here</u></b> (please read guidance note 3)		
Mon					
Tue					
Wed			<b><u>State any seasonal variations for the provision of late night refreshment</u></b> (please read guidance note 4)		
Thur					
Fri					
Sat			<b><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></b> (please read guidance note 5)		
Sun					
			To extend the provision of licensable activities through to 02:00 on New Year’s Eve in to New Year’s Day with the premises closing 30 minutes thereafter and to include the provision of Late Night Refreshment on New Years in to New Years Day from 23:00 to 02:00.		

**J**

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 6)			<b>Will the supply of alcohol be for consumption (Please tick box)</b> (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	<b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 4)		
Mon	1000	2245			
Tue	1000	2245			
Wed	1000	2245			
Thur	1000	2245			
Fri	1000	2245			
Sat	1000	2245			
Sun	1000	2245			
			<b>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</b> (please read guidance note 5) To extend the provision of licensable activities through to 0200 on NYE in to NYD with the premises closing 30 minutes thereafter.		

**K**

<p><b>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</b> (please read guidance note 8)</p> <p>n/a</p>
---

L

<b>Hours premises are open to the public</b> Standard timings (please read guidance note 6)			<b>State any seasonal variations</b> (please read guidance note 4)
Day	Start	Finish	
Mon	0800	2300	
Tue	0800	2300	
Wed	0800	2300	
Thur	0800	2300	
Fri	0800	2300	
Sat	0800	2300	
Sun	0800	2300	
			<b>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</b> (please read guidance note 5) To extend the provision of licensable activities through to 0200 on NYE in to NYD with the premises closing 30 minutes thereafter.

**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.

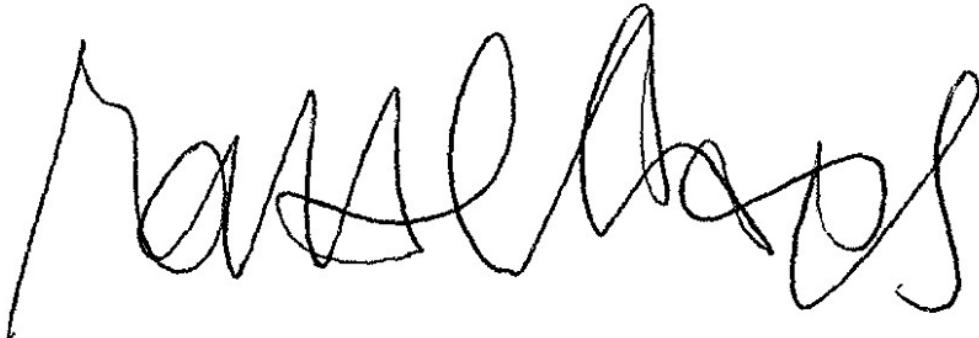
Please tick yes

- 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 <sup>rd</sup> February 2024
Capacity	Solicitor for Applicant

**For joint applications signature of 2<sup>nd</sup> applicant or 2<sup>nd</sup> 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

<b>Post town</b>	Bristol	<b>Post code</b>	BS1 6TP
------------------	---------	------------------	---------

<b>Telephone number (if any)</b>	+44(0)3330 060201
----------------------------------	-------------------

**If you would prefer us to correspond with you by e-mail your e-mail address (optional)**  
matthew.phipps@tl.com



**Music Arena  
Olympia London Development  
Hammersmith Road  
London  
W14 8UX**

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**Operating Schedule**

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**Description of Premises**

The premises comprises a ground floor and first floor music and performance venue, situated on levels 2 and 3 of the Olympia Complex.

**Proposed Hours of operation**

Opening Hours

- On each day of the week 08:00 to 23:00

Hours for the provision of licensable activities

- Sale of alcohol (on and off sales) and the provision of regulated entertainment – from 10:00 to 22:45 on each day of the week

The provision of regulated entertainment will include:

- Plays
  - Films
  - Indoor Sporting events
  - Boxing and Wrestling
  - Live Music
  - Recorded music
  - Performances of dance
  - Anything of a similar description
- Non standard timings

To extend the provision of licensable activities through to 0200 on NYE in to NYD with the premises closing 30 minutes thereafter and to include the provision of Late Night Refreshment on New Years in to New Years Day from 23:00 to 02:00

## **OPERATING SCHEDULE**

### General – all four licensing objectives

1. The Premises will operate as a multi-functional entertainment space.
2. Location of fire safety and other safety equipment subject to change in accordance with the requirements of the responsible authorities or following a risk assessment.
3. 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.

### **Event Safety Management Plan (ESMP)**

4. An event and site-specific Event Safety Management Plan (**ESMP**) will be developed and shared with the Licensing Authority, Police and other responsible authorities (as requested) prior to opening and on an ongoing basis.
5. The ESMP will include details on subjects such as (but not limited to):
  - Site plan
  - Layout plans
  - Noise Management Plan
  - Security Management Plan
  - Access, egress and dispersal Plan
  - Counter terrorism measures
  - Fire Risk Assessment,
  - Capacity control
  - Alcohol Management Plan
  - Crisis Communication Plan
  - Risk Assessments
  - Artists/Show profile
  - Special effects
  - The use of glass drinking vessels
  - Drugs Policy
  - Medical Management Plan

- Child Welfare/Vulnerable Persons Policy
  - Disabled customer policy
  - Drinks Spiking
6. The ESMP (and appendices) will be 'living' documents which will be reviewed and revised in the planning phases of events at the Premises.
  7. The Premises Licence Holder must comply with the ESMP.
  8. The premises licence holder will engage with, and attend as required, Safety Advisory Group (SAG) meetings.

### Prevention of Crime and disorder

#### **9. CCTV**

- High Definition CCTV shall be installed, operated and maintained at all times that the Premises is open for licensable activities or customers are on the Premises and shall be checked every two weeks to ensure that the system is working properly and that the date and time are correct.
- At least one camera will show a close-up of the entrance/entrances to the Premises, to capture a clear, full length image of anyone entering.
- It shall cover any internal or external area of the Premises where licensable activities take place.
- The 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 made by email to the Designated Premises Supervisor.
- a staff member from the Premises that is conversant with the operation of the CCTV system shall be on the Premises at all times. This staff member will be able to show Police or authorised officers of the Licensing Authority recent data footage with the minimum of delay when requested. This data or footage reproduction shall be almost instantaneous.
- Appropriate signage shall be displayed in prominent positions, informing customers they are being recorded on CCTV.

#### **Incident Register**

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

## **Refusals book**

11. A refusals book shall be kept at the premises to record details of all refusals to sell alcohol. This book shall contain the date and time of the incident, a description of the customer, the name of the staff member who refused the sale, and the reason the sale was refused. The book shall be made available to the police and authorised council officers on request.

## **Door Security**

12. The provision of door security on the Premises shall be on a risk assessed basis.
13. 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.

## **Drugs Box**

14. As part of the drugs policy, a lockable “Drugs Box” will be on site. Only the DPS and nominated members of management shall have access. All controlled drugs or items suspected to be or to contain controlled drugs found at the Premises must be placed in this box as soon as reasonably practicable and when emptied of its contents all must be given to the designated officer of the Metropolitan Police for appropriate disposal, or as otherwise agreed.

## **Public Safety**

15. Adequate and appropriate first aid equipment and materials will be kept on site, regularly checked and kept in an easily accessible place for staff.

16. All exit routes will be kept unobstructed, with non-slippery and even surfaces, free of trip hazards and clearly signed.
17. Capacity figures shall be limited to those as set out in the Fire Risk Assessment.
18. 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.
19. 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.
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.

### **Glassware in the auditorium**

21. The use of glassware in the main auditorium shall be risk assessed.
22. A copy of the risk assessment shall be kept on site and shared with representatives of the responsible authorities on request.
23. The Glassware risk assessment shall be updated at least annually.

### **Prevention of Public Nuisance**

24. The ESMP will include a Noise Management plan
25. No speakers shall be placed on the exterior of the Premises.

### **Prevention of children from harm**

### **Staff Training**

- 26.** 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; 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.

### **Underage sales**

- 27.** 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

### **Adult entertainment**

- 28.** The premises shall not be used for striptease or entertainment of a like kind to dancing which involves nudity without the prior consent of the Council



- Licensing Area
- COMUNAL AREAS
- INDICATIVE TENANT PARKING FOR EXCLUSIVE PERIODS
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- PLANT AREA

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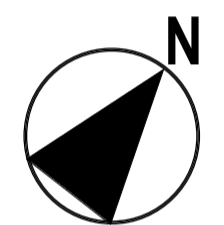
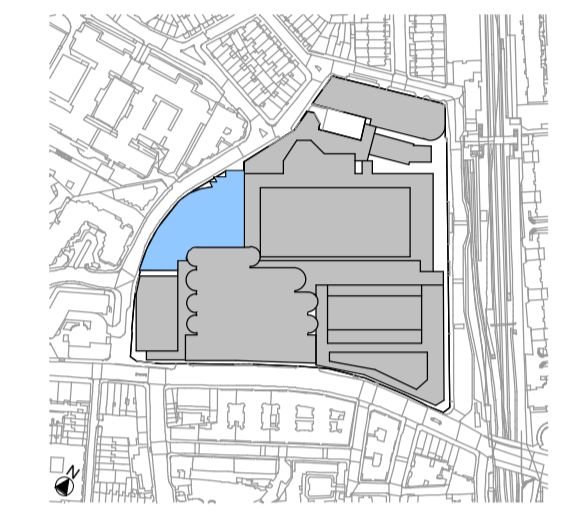
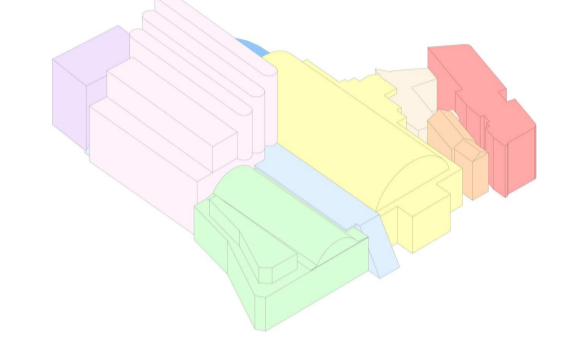
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04.11.20	P05	LS	ISSUED FOR INFORMATION
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28.07.20	P03	LS	ISSUED FOR INFORMATION
10.07.20	P02	LS	ISSUED FOR INFORMATION
07.11.19	P01	EZ	STAGE 3 ISSUE

# SPPARC Heatherwick studio

Nº10 BAYLEY STREET  
BEDFORD SQUARE  
LONDON WC1B 3HB  
T +44 (0) 20 7734 4100  
W www.sparcstudio.com

WILLING HOUSE 356-364 GRAYS INN RD  
KINGS CROSS  
LONDON WC1X 8BH  
T +44 (0) 20 7833 8800  
W www.heatherwick.com

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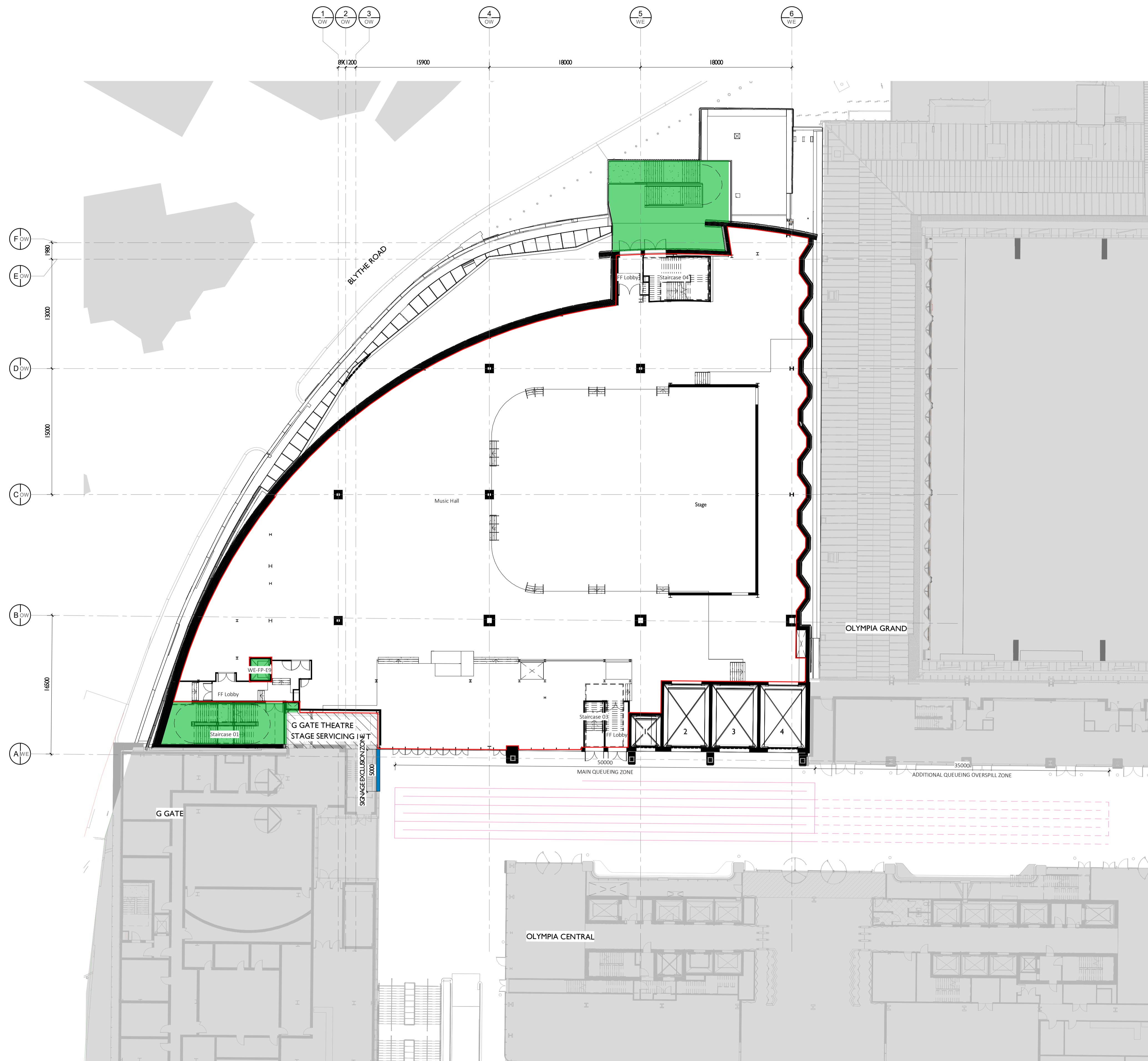
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**1709 - OLYMPIA**

Drawing Title  
**Plan 1 - Level 0G**

Drawing Number & Revision  
**1709-SPP-WE-0G-DR-A-79-1002**

Scale	Date Amended	Amended By	Revision
As indicated @ A1	04.11.20	LS	P05
Checked	Date Created	Drawn By	SUITABILITY
LS	07.11.19	EZ	S2





- Licensing Area
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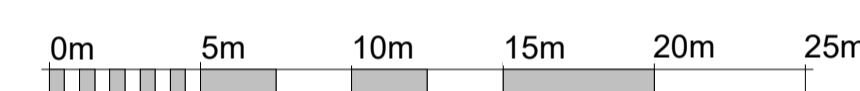
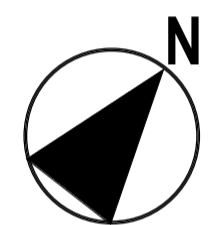
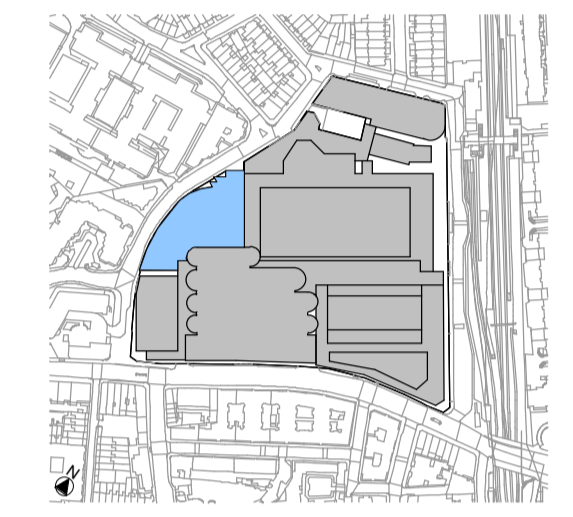
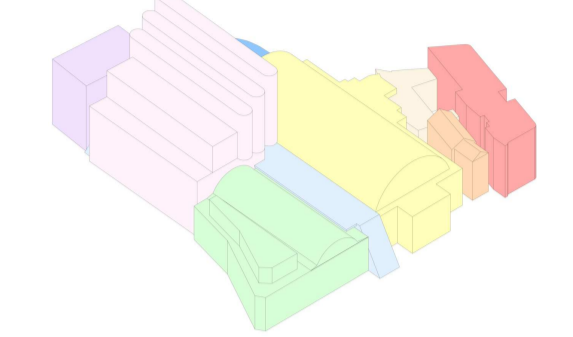
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## SPPARC Heatherwick studio

Nº10 BAYLEY STREET  
BEDFORD SQUARE  
LONDON WC1B 3HB  
T +44 (0) 20 7734 4100  
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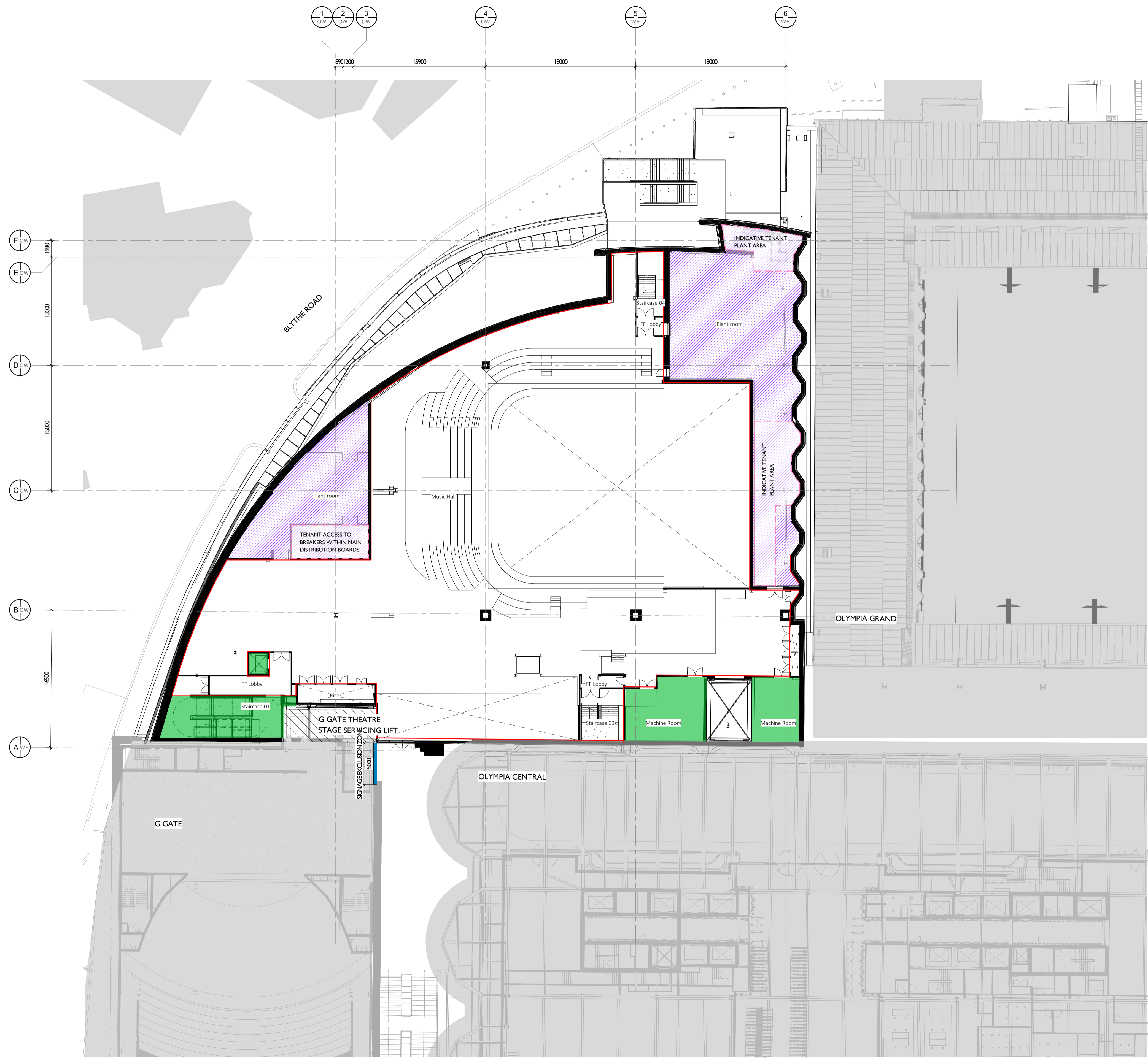
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**1709 - OLYMPIA**

Drawing Title  
**Plan 2 - Level 02**

Drawing Number & Revision  
**1709-SPP-WE-02-DR-A-79-1006**

Scale	Date Amended	Amended By	Revision
As indicated @ A1	04.11.20	LS	P05
Checked	Date Created	Drawn By	SUITABILITY
LS	07.11.19	EZ	S2





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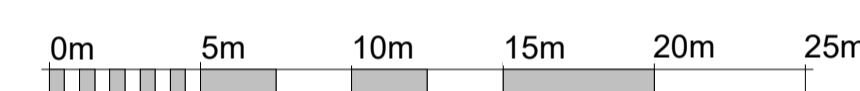
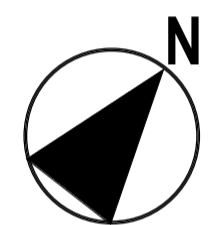
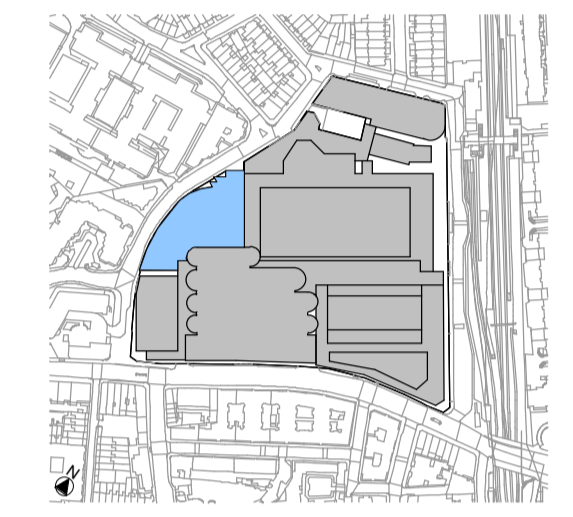
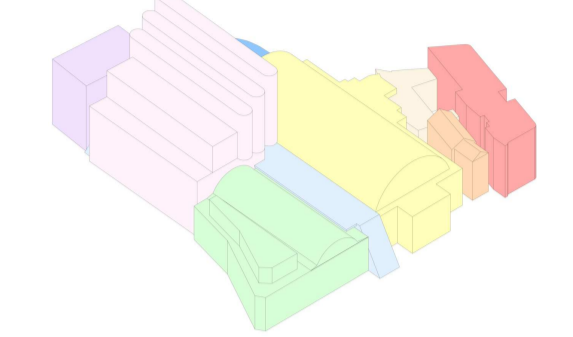
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DATE	REV	BY	DESCRIPTION

# SPPARC

## Heatherwick studio

Nº10 BAYLEY STREET  
BEDFORD SQUARE  
LONDON WC1B 3HB  
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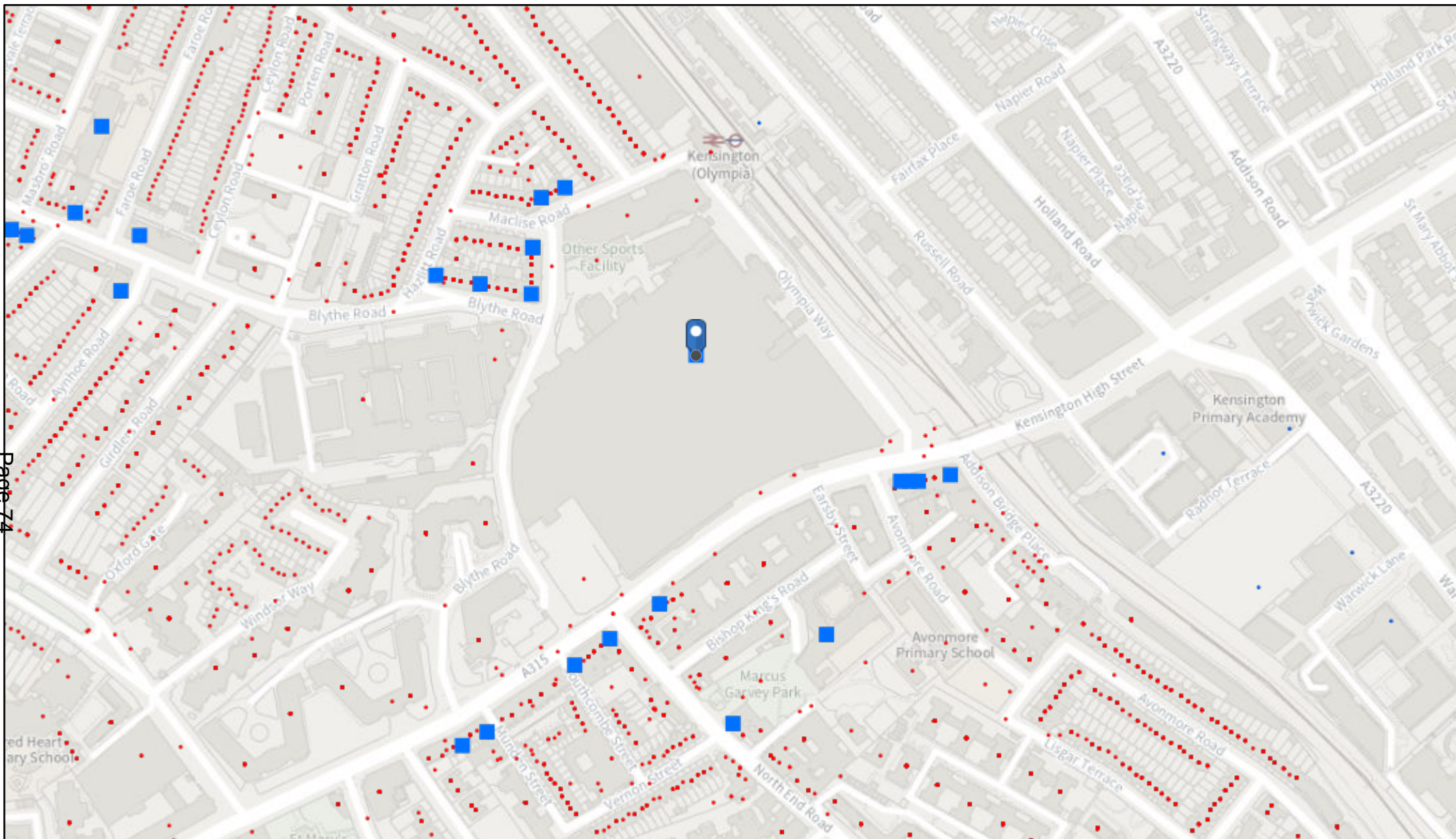
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**Plan 3 - Level 03**

Drawing Number & Revision  
**1709-SPP-WE-03-DR-A-79-1007**

Scale	Date Amended	Amended By	Revision
As indicated @ A1	04.11.20	LS	P05
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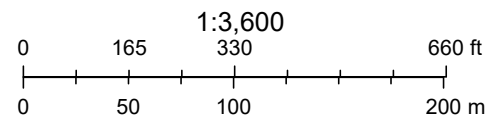
# eGIS Web Map



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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	11:00:00 - 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	11:00:00 - 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	11:00:00 - 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								

**From:** Boniface Simon: H&F <[Simon.Boniface@lbhf.gov.uk](mailto:Simon.Boniface@lbhf.gov.uk)>

**Sent:** Friday, April 5, 2024 3:38 PM

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Subject:** Licensing Act 2003 - Reference: 2024/00268/LAPRP - Representation from Environmental Public Protection Team

**Licensing Act 2003**

**Reference: 2024/00268/LAPRP**

**Premises: Music Arena - Olympia London Development Olympia  
Exhibition Centre Hammersmith Road London W14 8UX**

I make this representation on behalf of the Council's Environmental Public Protection (EPP) Team with respect to the licensing objective of '**Prevention of Public Nuisance**'.

The application is for a Music Arena within the Olympia London development. It includes an application for the provision of all regulated entertainment, including recorded music, live music and performance of dance from 10:00hrs – 23:45hrs seven days a week.

The application does not provide information about the capacity of the venue but from the indicative layout and size illustrated within the provided plans, it is likely to be one of the largest licensed venues within the borough.

The EPP Team has specific concerns about the breakout of music (recorded or live) and noise arising from the dispersal of large groups of patrons.

We consider that with adequate noise control conditions the venue can operate without causing undue disturbance and undermining the objective of 'prevention of public nuisance'.

In addressing steps to promote the four licensing objectives the applicant has stated that they will develop an event and site-specific Event Safety Management Plan (ESMP). They stated that the ESMP will be developed and shared with the Licensing Authority, Police and other responsible authorities (as requested) prior to opening and on an ongoing basis.

They advise that the ESMP will a 'living' document, to be reviewed and revised and that it will include a Noise Management Plan.

In addition the ESMP the applicant states that there will be no speakers placed on the exterior of the premises.

We understand the applicant's desire to address public nuisance concerns through the provision of a noise management plan. This will afford the operator the ability to account for changes in circumstances, the flexibility to form management plans around bespoke events, to learn through experience and subsequently amend plans.

We consider that a venue of this nature poses significant risk or disrupting large numbers of local residents if music noise levels are not adequately controlled and therefore some objective noise control conditions should be embedded within the license. We are further concerned that in the current wording, the ESMP does not need to be prior approved by the local authority and responsible authorities. The application does not detail how disputes or disagreements over the content of the ESMP might be addressed.

We hope to engage with the applicant and other responsible authorities to address these concerns through agreed conditions.

**Simon Boniface**

**Team Leader – Public Protection (Nuisance Team Central).**

Environmental Health & Public Protection



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

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Proposal: LA2003 - Provisional Premises Licence

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Case Officer: Ms Lorna McKenna

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[Click for further information](#)

### Customer Details

Name: [REDACTED]

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Email:

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Address: [REDACTED]

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### Comments Details

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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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.

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**From:** [REDACTED]

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

**To:** Mckenna Lorna: H&F <[Lorna.Mckenna@lbhf.gov.uk](mailto: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

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Proposal: Licensing Act - Premises Licence

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Case Officer: Ms Lorna McKenna

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[Click for further information](#)

### Customer Details

Name: [REDACTED]

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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.

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From: [REDACTED]

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

To: Cllr Antoniades Stala: H&F <[Stala.Antoniades@lbhf.gov.uk](mailto:Stala.Antoniades@lbhf.gov.uk)>

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

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Proposal: LA2003 - Provisional Premises Licence

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Case Officer: Ms Lorna McKenna

---

[Click for further information](#)

### Customer Details

Name: [REDACTED]

---

Email:

---

Address: [REDACTED]

---

### Comments Details

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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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.

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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.

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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

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Proposal: LA2003 - Provisional Premises Licence

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Case Officer: Ms Lorna McKenna

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[Click for further information](#)

### Customer Details

Name:

[REDACTED]

---

Email:

Address:

[REDACTED]

---

### Comments Details

Commenter Type:

Neighbour

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Stance:

Customer objects to the Licensing Application

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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.

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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

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Proposal: LA2003 - Provisional Premises Licence

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Case Officer: Ms Lorna McKenna

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[Click for further information](#)

### Customer Details

Name: [REDACTED]

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Email:

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Address: [REDACTED]

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### Comments Details

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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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.

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From: [REDACTED]  
Sent: Tuesday, March 12, 2024 11:49 AM  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto: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

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Proposal: LA2003 - Provisional Premises Licence

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Case Officer: Ms Lorna McKenna

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[Click for further information](#)

### Customer Details

Name: [REDACTED]

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Email:

---

Address: [REDACTED]

---

[REDACTED]  
Committer 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](mailto: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](mailto: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](mailto: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](mailto:licensing@lbhf.gov.uk)

Dear Sir/Madam,

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

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

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

#### **Prevention of Crime and Disorder**

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

### **Prevention of Public Nuisance**

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

### **Protection of Children from Harm**

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

### **Conclusion**

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

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

Sincerely,

[REDACTED]

[REDACTED]

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

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Cc:** [REDACTED]

**Subject:** Opposing to the newly proposed Olympia licences

Dear licensing team,

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

These objections are linked to:

- crime and disorder

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

Please confirm the receipt of our objections.

Thank you and kind regards,

[REDACTED]

[REDACTED]

To the Licensing Authority,

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

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

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

### **Prevention of Crime and Disorder**

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

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

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

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

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

### **Prevention of Public Nuisance**

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

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

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

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

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

### **Protection of Children from Harm**

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

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

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

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

### **Conclusion**

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



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

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

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

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

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

**From:** [REDACTED]  
**Sent:** Friday, March 22, 2024 8:13 PM  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Cc:** Cllr Lang Adam: H&F <[Adam.Lang@lbhf.gov.uk](mailto: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.

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 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]

## 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).