

Licensing Sub-Committee

Agenda

Tuesday 8 October 2024 at 6.30 pm

This meeting will be held remotely

Watch the meeting live: youtube.com/hammersmithandfulham

MEMBERSHIP

Administration:	Opposition:
Councillor Mercy Umeh (Chair) Councillor Wesley Harcourt	Councillor Aliya Afzal-Khan

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Public Notice

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

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

Date Issued: 30 September 2024

Licensing Sub-Committee Agenda

8 October 2024

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

On 7th June 2024, the Licensing Authority received a valid application for a new premises licence in respect of the premises known as Eel Brook Common, New Kings Road, London, SW6 4QD submitted by A1 Hospitality Ltd.

1.1 Application Requested

The applicant has applied for a new premises licence for the sale of alcohol on the premises, the performance of live music outdoors only, the playing of recorded music outdoors only, the performance of dance outdoors only, entertainment similar to music or dance outdoors only as outlined below:

The Performance of Live Music – Outdoors Only
Saturdays and Sundays 12:00 to 20:30

The Playing of Recorded Music – Outdoors Only
Saturdays and Sundays 12:00 to 20:30

The Performance of Dance – Outdoors Only
Saturdays and Sundays 12:00 to 20:30

Entertainment similar to Music or Dance - Outdoors Only
Saturdays and Sundays 12:00 to 20:30

The Sale of Alcohol - On the Premises Only
Saturdays and Sundays 12:00 to 20:00

Opening Hours of the Premises
Saturdays and Sundays 12:00 to 20:30

A copy of the application form and plan can be seen on pages **21-31** of this report.

1.2 Applicants Operating Schedule

The applicant has proposed a number of steps to promote the four licensing objectives if the application is granted. A copy of the proposed conditions can be seen on pages **28-30** of this report.

On 12th June 2024, following correspondence with the Licensing Team, the applicant confirmed the application was only for one weekend (Saturday and Sunday) a year in August or September and agreed to add a condition to the licence if granted reflecting this. On the 17th June 2024, the applicant submitted a resident action plan, which stated that the event one be for one weekend (Saturday and Sunday) a year in August or September only and provided details of additional ways the applicant proposes to promote the licensing objectives. A copy of the resident action plan and relevant correspondence can be seen on pages **32-44** of this report.

On 17th July 2024, following correspondence with the applicant and Licensing Team, the Police agreed to withdraw their representation as the applicant agreed to add 29

conditions to the licence, if granted. A copy of the agreed conditions and relevant correspondence can be seen on pages **45-48** of this report.

On 17th July 2024, following correspondence with the applicant and Licensing Team, the Environmental Protection Team agreed to withdraw their representation as the applicant agreed to add 6 conditions to the licence, if granted. A copy of the relevant correspondence can be seen on pages **49-50** of this report.

2. BACKGROUND

The several access points to the common which is located on New King's Road, Musgrave Crescent and Musgrave Crescent. The applicant intends to operate the licence as a Food Festival on part of Eel Brook common, on the New King's Road side. There mainly residential premises within the area. A map showing the location of the premises and neighbouring licensed premises can be seen on page **51** of this report.

There are several options for transport away from the area including buses and taxis which run from in and around the New King's Road and the Fulham Broadway area. Fulham Broadway tube station is an 8-minute walk away, Parsons Green tube station is a 14-minute walk away.

3. 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.

3.1. Relevant Representations

The licensing section received sixty-seven representations objecting to the licence application being granted, and one representation in support of the application, during the consultation period.

One representation was received on behalf of the Licensing Authority objecting to the premises licence application. On 13th September 2024, following the agreement with the Police conditions outlined in section 1.2 of the report, the Licensing Authority withdrew their representation. A copy of the representation and correspondence can be seen on pages **52-53** of this report.

One representation was received from the Police Licensing Team objecting to the premises licence application. On 18th July 2024, following the agreement with the conditions outlined in section 1.2 of the report, the Police Licensing Team withdrew their representation. A copy of the representation and correspondence can be seen on pages **54-55** of this report.

One representation was received from the Environmental Protection Team objecting to the licence application. On 18th July 2024, following the agreement with the six conditions outlined in section 1.2 of the report, the Environmental Protection Team withdrew their representation. A copy of the representation and correspondence can be seen on pages **56-58** of this report.

Two representations were received from the Parsons Green and Sandford Local Ward Councillors, Councillor Alfonso and Councillor Pascu-Tulbure objecting to the licence application. A copy of the representations can be seen on pages **59-60** of this report.

One representation was received on behalf of the Eel Brook Common Residents Association, one representation was received on behalf of the Barclay Road Neighbourhood Watch, and fifty-nine on behalf of a local residents, all objecting to the licence application. A copy of these representations can be seen on pages **61-151** of this report.

One representation was received on behalf of a local resident supporting the grant of the licence application. A copy of the representation a can be seen on pages **152-153** of this report.

On the 27th June 2024, the licensing team circulated the resident pack and informed of the time limited nature of the application mentioned in section 1.2 of this report, nine residents withdrew their objections. A copy of this correspondence can be seen on pages **154-178** of this report.

4. OTHER INFORMATION

4.1 Enforcement History

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

4.2 Temporary Event Notices (“TENs”)

There has been one TEN which has been submitted in respect of this premises in the past twelve months, as detailed below:

LICNTYPE	CPTRAD EAS	LISTA T	REFVAL	DETAILS	Start Date	End Date
LATEMP	Brook House PH LTD	5_ISS	2024/00852/LA TEMP	<p>Temporary Event Notice, Brook House PH LTD: The applicant proposes a TEN to cover the sale of alcohol and regulated entertainment during a charity event on Eel Brook Common.</p> <p>Licensable activities sought: The Sale of Alcohol and the Provision of Regulated Entertainment for no more than 499 people.</p> <p>Days and times sought: Saturday 29 June 2024 between 11:30 to 18:00</p>	29/06/2024	29/06/2024

5. POLICY CONSIDERATIONS

5.1 Section 2 pages 7 and 8 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.

5.2 Section 5 pages 12 and 13 of the SLP states that in order to ensure the promotion of the four Licensing Objectives the Licensing Authority will require applicants to detail in their operating schedule:

- the steps proposed to promote the licensing objective of the prevention of crime and disorder on, and in the vicinity of, the premises, having regard to their location, character, condition, the nature and extent of the proposed use and the persons likely to use the premises;
- the steps proposed to ensure the physical safety of people using the relevant premises or place;
- how they intend to prevent nuisance arising, prevent disturbance and protect amenity so far as is appropriate to ensure that the Licensing Objectives are met. Where there is a relevant representation regarding extended hours, the Licensing Authority will not permit an extension unless it is satisfied that the Licensing Objectives would be met;
- the measures and management controls in place to protect children from harm. Where appropriate a written childcare policy should be available and be incorporated in the induction of staff.

5.3 Section 7 pages 13 to 15 of the SLP states that operating schedules for premises licences are the key to ensuring compliance with the four Licensing Objectives. The measures proposed in the operating schedule will normally be converted into conditions to be attached to the premises licence and should therefore fulfil the following criteria:

- (i) Be precise and enforceable
- (ii) Be unambiguous
- (iii) Not duplicate other statutory provisions
- (iv) Be clear in what they intend to achieve, and
- (v) Be appropriate, proportionate and justifiable

Operators of licensed premises will have to comply with planning, environmental health, trading standards, fire safety, licensing and building control legislation when opening or adapting licensed premises. The Licensing Authority will seek to avoid confusion and duplication by not imposing licence conditions relating to matters that are required or controllable under other legislation, except where they can be exceptionally justified to promote the Licensing Objectives.

5.4 Policy 1 page 18 confirms that 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.'

The Licensing Authority notes the contents of these paragraphs from the Secretary of State's Guidance and, in particular, the use of the word 'expected'. Licence applications that do not in any way address the contents of these paragraphs in their operating schedules may be returned to the applicant as 'incomplete'.

5.4 Policy 3 page 21 and 22 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.

5.5 Policy 2 page 20 of the SLP states that the Licensing Authority acknowledges that it is unique in the fact that it has 3 major football clubs within its boundaries. Given the size of our borough and the raised level of risk of crime and disorder occurring on match days, any premises in the vicinity of our football grounds will be expected to robustly deal with this issue in their operating schedule.

Where a relevant representation is made by the Police, another Responsible Authority, or 'other person' in respect of an application made by a licence holder, the Licensing Authority may apply enhanced "match day" conditions to ensure the Licensing Objectives are promoted. This may include, but is not limited to, the following conditions:

- a) Restriction of hours in the run up to and after 'Kick Off'
- b) Restriction of sales of alcohol in glass bottles or the use of glass for any drinks on match days
- c) Conditions for premises to robustly control the spillage of customers onto the highway through overcrowding
- d) Conditions to prevent customers from drinking or taking alcohol out onto the street outside the premises on match days
- e) The ability for the Police or Licensing Authority to require the premises to close on grounds of Public Safety if required to do so
- f) Having door supervisors on duty
- g) Having a Designated Premises Supervisor (DPS) / Personal Licence Holder on the premises
- h) Using display cabinets with shutters for alcohol
- i) Conditions to support the prevention of violence against women and girls and other vulnerable people on match days

Similar conditions may also be applied on 'victory day' or similar large crowd parades.

It has also been the experience of the Licensing Authority that at times it may be required to completely close 'off' and 'on' licensed premises depending on the information received by the Football Intelligence Unit. In order to ensure this can be effectively controlled the Licensing Authority and the Football Intelligence Unit will liaise with relevant premises operators at the earliest opportunity in order to discuss closure. Informal cooperation will always be preferred. However, review proceedings will necessarily follow when a Magistrates' Court has made a closure order under section 80 of the Anti-Social Behaviour, Crime and Policing Act 2014, or the Crown Court has made a closure order on appeal under section 84 of that Act.

5.6 Policy 4 pages 22 and 23 of the SLP states that in determining an application where there has been a relevant representation the Licensing Authority will, where appropriate, take into account the cumulative effect of the number, type and density of licensed

premises already existing in the area. Consideration will be given to the proximity to any drug and alcohol treatment site, A&E department or homeless hostel in a local area type remit ie applicants need to make the case for how they would not increase further problems for residents/clients nearby.

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

- Police and other enforcement of the normal law concerning disorder and anti-social behaviour
- Prosecution or other enforcement of any personal licence holder or member of staff at such premises who is selling alcohol to people who are drunk
- Prosecution or other enforcement of any personal licence holder or member of staff at such premises who is selling to underage persons or selling illegal alcohol or tobacco
- 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.

5.7 Policy 5 pages 24 to 26 of the SLP states where appropriate, the Licensing Authority will consider to what extent applications are aligned and show support for other council policies and strategies that support the four licensing objectives and key themes and principles in this Statement of Licensing Policy.

The council recognises that as part of implementing cultural strategies, account needs to be taken of the need to encourage and promote a broad range of entertainment, particularly live music, dancing, street arts and theatre for the wider cultural benefit of the community.

The Licensing Authority will monitor the impact of licensing on the provision of regulated entertainment, and particularly live music and dancing. Only appropriate, proportionate and reasonable licensing conditions will be imposed on such events.

Arrangements will be made for the licensing committee and other key stakeholders to receive, when appropriate, reports on the status and identified needs for a safe and accessible nighttime economy.

5.8 Policy 8 pages 26 and 27 of the SLP states that applicants planning large outdoor events need to particularly consider measures to ensure the prevention of public nuisance

and promotion of public safety as part of planning. Applicants are also strongly encouraged to engage with the appropriate Council services.

Public safety and the prevention of public nuisance at large outdoor events is of paramount importance to the Licensing Authority. Applications for large events that are normally temporary in nature may not be suitable for licensing under the TENs process. Events will be licensed under a time limited Premises Licence lasting for the duration of the event. Applicants are encouraged to make applications for a new Premises Licence and should therefore ensure that they apply in good time. Applicants are recommended to speak to the relevant Responsible Authorities, and in particular, the Police at the first step of planning large events. This could be as much as 18 months or two years prior to the event taking place, dependent on the type and size of event proposed.

Applicants for such events must also consider the following Event Safety information published by the Health and Safety Executive, on all aspects of arranging and staging events: [Event Safety](#)

Applications for large temporary events may be scrutinised by a Safety Advisory Group (SAG) as well as the licensing committee. The SAG will consist of officers from Responsible Authorities such as the Police, Licensing Officers, Environmental Health, Fire Authority, and may include officers from other relevant departments and agencies such as the London Ambulance Service, Transport for London (TFL) and Highways.

The Safety Advisory Group allows officers to question applicants about the operation of their event to ensure it will be a “safe” event and will minimise disruption to traffic management and nuisance.

The SAG will not determine licence applications. It may recommend conditions. The Licensing Authority will expect applicants and organisers of large temporary events to produce a satisfactory Event Management Plan for their event and to comply with any recommendations made by the SAG.

The Licensing Authority recommends that for significant events and the use of promoters as defined in the glossary, a comprehensive risk assessment is undertaken by premises licence holders to ensure that crime and disorder and public safety matters are identified and addressed.

Accordingly, for premises that wish to stage promotions or events the Licensing Authority recommends that applicants address the Risk Assessment and debrief processes in their operating schedule.

Generally, applicants are advised to offer only the following conditions in their Operating Schedule.

- The Licensee shall comply with the Event Management Plan submitted to and approved by the Licensing Authority.

- The Event shall be run in accordance with the site plan submitted to, and approved by, the Licensing Authority. No changes shall be made to the site plan without the prior written consent of the Licensing Authority.

This approach allows the event organiser flexibility to make changes to the layout of the event or to specific activities without the need to make a fresh application for a Premises Licence or an application to vary the Premises Licence already granted. Without this approach, any changes made could be unauthorised and possibly result in enforcement action.

The council may itself seek premises licences for appropriate public spaces within the borough; and will be subject to the same scrutiny as other applicants. This will make it easier for people to organise suitable cultural events. We will consider any request for permission to use such public spaces for cultural activities having regard to the promotion of the four licensing objectives.

5.9 Policy 11 pages 30 and 31 of the SLP states that Licensing law is not the primary mechanism for the general control of nuisance and anti-social behaviour caused by people once they are away from the licensed premises and, therefore, beyond the direct control of the licensee. However, licensing is a key aspect of such control and licensing law is part of a holistic approach to the management of the nighttime economy.

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

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

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

5.10 Policy 12 pages 30 and 31 of the SLP states that we are committed to the Regulators Code and supporting businesses.

i) We will work with businesses in our borough and provide the advice you need to help you comply with the law. This may be through meeting with you at your premises or at our offices, providing written advice in an email or letter or verbally over the telephone.

ii) We will usually confirm any technical/ legal advice in writing. For applicants and agents, we also offer a pre-application advice service. Further details about this service can be found on our website.

iii) We will attend pub watch meetings and work with local businesses, including the Hammersmith Business Improvement District (BID) and Fulham BID, to help facilitate the sharing of information and advice amongst licensees in our borough.

iv) We are continuously working to improve our online application process for a range of licence permissions. If you want to know what services are available or you want to make an application online, please check our website for further details.

v) We want to ensure that businesses comply with the law. Where this has not been possible through advice and education, we will carry out enforcement action in accordance with our enforcement policy and as part of our commitment to the Regulators Code.

vi) We want local businesses in our borough to thrive and survive. We recognise that the law can be complex at times and that despite trying to resolve issues through discussion in the first instance, enforcement will be necessary on some occasions. We also recognise that attitudes, circumstances and personnel often change over time.

Where enforcement action has been taken against a business in the past, relevant Responsible Authorities will be mindful of this when considering any new applications. However, all new applications e.g. variations to hours or licensable activities will be decided on their merits and the information provided to demonstrate promotion of the four licensing objectives. Where a premises licence or club premises certificate has previously been reviewed or the business has been prosecuted for licensing offences, licensees are advised to discuss any new/proposed changes with the Licensing Authority and/or the relevant Responsible Authority e.g. The Police, to resolve any ongoing concerns and/or issues.

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

Licensees and licence applicants are encouraged to establish a clear approach to preventing, identifying and addressing drink spiking in their operating schedules. This should include, but is not limited to:

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

5.9 Annex 1 pages 35 and 36 of the SLP in relation to the prevention of crime and disorder states licence applicants will be expected to demonstrate the following in their operating schedules:

- a) Measures to control excessive consumption and intoxication.
- b) Consideration of any additional measures or restrictions that may be placed on alcohol sales to prevent binge drinking and promote 'sensible drinking'.
- f) Robust measures in place to avoid the presence of weapons on their premises and should agree a protocol with the Licensing Authority and the police on the handling of weapons 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.

The Police and the Licensing Authority will need to work closely together in order to ensure that this important objective of the Act is fulfilled by any applicants/operators. As a result, the Licensing Authority and the Police have signed a Memorandum of Understanding. This document provides an outline of how the Licensing Authority will liaise, communicate and work to ensure full and proper consultation and effective joint working with this key responsible authority.

It is recommended that applicants discuss the crime prevention procedures in their premises with the Licensing Authority and the Police before making a formal application. Licences for any form of regulated entertainment will be subject to conditions to prohibit entertainment (including film exhibitions) which are likely to lead to disorder or stir up hatred or incite violence towards any section of the public on the grounds of colour, race, ethnic or national origin, disability, religious beliefs, sexual orientation or gender.

To assist potential licence applicants the Council now offers a pre-application advice service. Details of this service can be found on the licensing pages of the LBHF website.

h) The following provides a non-exhaustive list of risks associated with the crime and disorder objective that applicants may want to consider when preparing their Operating Schedule:

Crime and disorder in the vicinity of the premises: this may include the crime and disorder risks arising from persons queuing to enter the premises; persons exiting the premises and customers smoking eating or drinking in outdoor areas and on the highway outside the premises. This can also include crime arising from pickpockets and bag snatchers, particularly in open spaces or crowded areas where alcohol is being consumed.

i) alternative to glass bottles and glasses - restricting the use of glass bottles and beer glasses to customers in preference for containers made from polycarbonate materials.

j) CCTV - using CCTV inside and/or outside the premises together with appropriate procedures and having staff properly trained to use CCTV equipment.

k) dispersal procedures - establishing appropriate dispersal procedures to minimise the potential for crime and disorder when customers are leaving the premises.

l) dealing with and reporting crime and disorder - training for staff and door security aimed at reducing crime and disorder in the premises and its vicinity and dealing with and reporting incidents if they occur.

m) door staff - considering whether the premises employs a sufficient number of SIA registered door staff, whether Door Premises Supervisors check the legitimacy of the badges and whether SIA staff display their badges prominently. (Note: All door supervisors must be Security Industry Authority (SIA) registered).

o) 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.

p) excessive drinking - training for staff to recognise when customers are becoming drunk and adopting appropriate 'cut off' procedures for drunken customers, so as to reduce the likelihood of fights or aggressive behaviour.

q) prevention of theft - using bag hooks and signage to warn customers of pickpockets and bag snatchers.

r) Event type - in some cases the type of regulated entertainment proposed could attract elements which increase the possibility of violence and/or disorder occurring in, or in the vicinity of, the premises. For example, some externally promoted live music events carry an increased risk of violent crime and disorder. It may be appropriate to carry out a risk assessment of the activities proposed, however this would be in a guidance capacity to help support the business in question. Any such assessments should be emailed to: (AWMailbox.Licensing@met.police.uk) before the event is agreed. Where a large outdoor event is planned this Authority and the Police recommend that the organisers consult with 'relevant parties' as early in the planning stages as possible. 'Relevant parties' would include local residents, local businesses, schools, charitable organisations, responsible authorities and relevant local authority departments. Consideration of timing of events should be given in relation to football matches and other large pre-planned annual events within the locality and surrounding boroughs.

5.10 Annex 1 page 37 and 38 of the SLP states the Licensing Authority 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;
- v. 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:

d) special effects - whether music and dance venues and performance venues will use equipment or special effects, e.g. moving equipment, vehicles, pyrotechnics, strobe lights, smoke machines, etc.

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.

5.11 Annex 1 pages 38 to 40 of the SLP in relation to the prevention of public nuisance states that the Licensing Authority will require the applicant to demonstrate within the operating plan how they intend to prevent nuisance arising, prevent disturbance and protect amenity so far as is appropriate to ensure that the Licensing Objectives are met.

This is expected to include:

a) In considering an application, the Licensing Authority will consider the adequacy of proposed measures to remove or effectively manage the potential for public nuisance and anti-social behaviour and any Public Spaces Protection Orders (PSPOs) in place.

b) Licensing Authority will particularly consider the following matters where they are material to the individual application:

- ii. The proximity of residential accommodation;
- iii. The type of use proposed, including the likely numbers of customers, proposed hours of operation and the frequency of activity;
- iv. The steps taken or proposed to be taken by the applicant to prevent noise and vibration escaping from the premises, including music, noise from ventilation equipment, and human voices. Such measures may include the installation of soundproofing, air conditioning, acoustic lobbies and sound limitation devices;
- v. The steps taken or proposed to be taken by the applicant to prevent disturbance by customers arriving at or leaving the premises.
- 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;
- 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;

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:

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

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

- n) External Areas – External areas such as gardens can be the source of noise disturbance to surrounding premises. Consider limiting the use of the garden to a reasonable time and number of people.
- o) Odour – odour from cooking is a common source of complaint, particularly from restaurants and fast-food takeaways. The Council’s Noise and Nuisance Service may therefore require evidence that the kitchen ventilation and/or extract systems are regularly maintained and serviced to ensure that it is operating efficiently and with minimal nuisance to neighbours arising from odour and also noise. This includes the siting of BBQs.
- p) Queue management - establishing appropriate procedures to avoid the need for customers to queue before entering the premises or, where queuing cannot be avoided, to manage queues so as to minimise the potential for crime and disorder or public nuisance by customers who are queuing.
- 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

5.12 Annex 1 pages 40 and 41 of the SLP in relation to the protection of children from harm states the Licensing Authority will require operating plans to specify the measures and management controls in place to protect children from harm. Where appropriate a written childcare policy should be available and be incorporated in the induction of staff. This is expected to include:

- c) The sale of alcohol to a minor is a criminal offence and Trading Standards officers will conduct appropriate covert test purchasing exercises and will take account of any complaints and intelligence. The Act permits the use of children under the age of 18 to undertake test purchases when they have been directed to do so by a duly authorised officer.
- d) Where a sale of alcohol has been made on the same premises to a minor on two or more different occasions within a period of three months the premises licence could be suspended for a defined period.
- g) The Licensing Authority will expect operating plans to specify the measures and management controls in place to prevent alcohol being served to children, other than in those limited circumstances permitted by the Act. The Council’s Trading Standards officers have a role to play in the protection of children from harm, and proof of age schemes, and are able to provide advice in relation to measures that can be taken to help prevent the sale of alcohol to underage children. Potential licence holders should also be aware of the Proof of Age London (PAL) Scheme hosted by Southwark Council.
- i) Where premises are subject to age-restrictions, the procedures in place to conduct age verification checks. The Council will expect premises only to accept current passports, driving licences or documents bearing the national PASS logo, such as Citizencard. The Proof of Age Standards Scheme (PASS) is the UK's national guarantee scheme for proof-of- age cards as endorsed by the Home Office. More information can be found on The Proof of Age Standards Scheme (PASS) website.

6. DETERMINATION

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

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

It is the Council's duty under the Licensing Act 2003 ("The Act") to determine applications with a view to promoting the four licensing objectives; Prevention of Crime and Disorder, Public Safety, Prevention of Public Nuisance and the Protection of Children from Harm.

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

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

Application for a premises licence to be granted under the Licensing Act 2003

Case number 2024/00949/LAPR
Payment transaction reference 256 83901
Amount paid £100
Date submitted 07/06/2024
Are you the applicant or their agent?

PREMISES DETAILS

Premises address

If the premises could not be found please enter the address here, or if the premises has no address give a detailed description (including the Ordnance Survey references)

Eel Brook Common

Trading name (if any) Eel Brook Common

Telephone number at the premises (if any)

Are the premises in the course of construction?

No

Non-domestic rateable value of the premises 0

Will the premises be exclusively or primarily used for the supply of alcohol for consumption on the premises?

Yes

APPLICANT DETAILS

I am applying as a person other than an individual
Please confirm if you are applying as a limited company/ limited liability partnership

Applicant name A1 HOSPITALITY LTD

Address 10 York Road
London
SE1 7ND

Registered company number 11843635

Telephone number

Email address

I confirm that: I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities

Alternative details for correspondence

Contact name (if different from premises user)

Business name

Correspondence address

Daytime/ business telephone
number

Evening/ home telephone
number

Mobile phone number

Email address

OPERATING SCHEDULE

When do you want the premises licence to start?

17/08/2024

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

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

Please give a general description of the premises.

Eel Brook Common is common land in the London Borough of Hammersmith and Fulham, close to Fulham Broadway, with its south-eastern boundary along New King's Road. A Food Festival to accommodate guests over a Friday and Saturday period based around street food vendors with an outdoor bar and small tents for small music acts to provide accompanying entertainment. Toilet provision and event infrastructure as described in an Event Management Plan. A marquee incorporating seated guest area, bar and toilet provision.

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

live music, recorded music, performances of dance, anything similar, supply of alcohol

HOURS OPEN TO THE PUBLIC

Standard days

Mondays

Start

Finish

Tuesdays

Start

Finish

Wednesdays

Start

Finish

Thursdays

Start

Finish

Fridays

Start

Finish

Saturdays

Start 12:00

Finish 20:30

Sundays

Start 12:00

Finish 20:30

Please state any seasonal variations

Non standard timings. Where you intend to use the premises at different times to those listed above, please list

LIVE MUSIC

Please give further details here

There will be amplified music, sound levels will be controlled and monitored by an external professional company in adherence to limits and timings. The event will have a variety of guest music acts including live performances in small covered performance areas. This entertainment is supplementary to the food and drink offering for the events.

Will the performance of live music take place indoors, outdoors or both?

Outdoors

Standard days

Mondays

Start

Finish

Tuesdays

Start

Finish

Wednesdays

Start

Finish

Thursdays

Start

Finish

Fridays

Start

Finish

Saturdays

Start 12:00

Finish 20:30

Sundays

Start 12:00

Finish 20:30

Please state any seasonal variations

Non standard timings. Where you intend to use the premises for live music at different times to those listed above, please list.

RECORDED MUSIC

Please give further details here

The event will feature amplified music played by DJ performers. Sound levels will be controlled and monitored by an external professional company in adherence to limits and timings. There will also be a variety of guest music acts including live performances in small covered performance areas. This entertainment is supplementary to the food and drink offering for the events.

Will the performance of recorded music take place indoors, outdoors or both?

Outdoors

Standard days

Mondays

Start

Finish

Tuesdays

Start

Finish

Wednesdays

Start

Finish

Thursdays

Start

Finish

Fridays

Start

Finish

Saturdays

Start 12:00

Finish 20:30

Sundays

Start 12:00

Finish 20:30

Please state any seasonal variations

Non standard timings. Where you intend to use the premises for recorded music at different times to those listed above, please list.

PERFORMANCES OF DANCE

Please give further details here

There will be amplified music, sound levels will be controlled and monitored by an external professional company in adherence to limits and timings. The event will have a variety of guest music acts including live performances in small covered performance areas. This entertainment is supplementary to the food and drink offering for the events.

Will the performance of dance take place indoors, outdoors or both?

Outdoors

Standard days

Mondays

Start

Finish

Tuesdays

Start

Finish

Wednesdays

Start

Finish

Thursdays

Start

Finish

Fridays

Start

Finish

Saturdays

Start 12:00

Finish 20:30

Sundays

Start 12:00

Finish 20:30

Please state any seasonal variations

Non standard timings. Where you intend to use the premises for performances of dance at different times to those listed above, please list.

ANYTHING SIMILAR TO LIVE MUSIC, RECORDED MUSIC OR DANCE

Please give further details here

The event will feature amplified music played by DJ performers. Sound levels will be controlled and monitored by an external professional company in adherence to limits and timings. There will also be a variety of guest music acts including live performances in small covered performance areas. This entertainment is supplementary to the food and drink offering for the events.

Will this entertainment take place indoors, outdoors or both?

Outdoors

Standard days

Mondays

Start

Finish

Tuesdays

Start

Finish

Wednesdays

Start

Finish

Thursdays

Start

Finish

Fridays

Start

Finish

Saturdays

Start 12:00

Finish 20:30

Sundays

Start 12:00

Finish 20:30

Please state any seasonal variations

Non standard timings. Where you intend to use the premises for this entertainment at different times to those listed above, please list.

SUPPLY OF ALCOHOL

Please give further details here

Will the supply of alcohol be for consumption on the premises, off the premises or both?

On the premises

Standard days

Mondays

Start

Finish

Tuesdays

Start

Finish

Wednesdays

Start

Finish

Thursdays

Start

Finish

Fridays

Start

Finish

Saturdays

Start 12:00

Finish 20:00

Sundays

Start 12:00

Finish 20:00

Please state any seasonal variations

Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed above, please list.

Details of the individual whom you wish to specify on the licence as the designated premises supervisor

Full name Mr David Vickery

Date of birth [REDACTED]

Home address of prospective designated premises supervisor [REDACTED]

Personal licence number (if known) PLA0171

Issuing authority (if known) Colchester Borough Council

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

Describe the steps you intend to take to promote the licensing objectives

a) General all four licensing objectives (b,c,d and e)

The Premises Licence Holder shall present the Event Management Plan Hammersmith and Fulham Licensing Authority in advance before the first event day.

The Event Management Plan shall include but not limited to the following:

- Covid 19 Statement (if appropriate)
- Event Control Statement of Intent
- Event Safety Plan including Risk Assessment
- Crowd Management (including a Security and Stewarding Plan)
- Fire Safety Management Plan
- Noise Management Plan
- Adverse Weather contingencies
- Cancellation Procedure
- Terms and Conditions of Entry
- Communications
- Access Management
- Egress Management
- Emergency Evacuation procedures
- Event Medical provision
- Alcohol Management
- Drugs policy
- Counter terrorism
- Crime Reduction
- Transport Assessment
- Lighting
- Special effects
- Children & Vulnerable Adults
- Waste Management
- Trader Food Management Plan
- Sustainability Statement
- Site Plans
- Public Liability Insurance

b) The prevention of crime and disorder

For any event planned for over 500 people, so far as is reasonably practicable the premises licence holder shall ensure that the event is run in accordance with the event management plan.

The premises licence holder or nominated representative shall ensure that at all times when the "premises" are open for any licensable activity, there are sufficient competent staff on duty at the premises for the purpose of fulfilling the terms and conditions of the licence and for preventing crime and disorder.

The designated premises supervisor or nominated representative will satisfy themselves that any members of staff dispensing alcohol are fully aware of their legal responsibility in that respect.

All incidents involving door supervisors shall be recorded in a suitable log, including all refused entries. This log will be kept on the premises and made available for inspection by the police or authorised officer at all times when the premises are open.

c) Public safety

The premises licence holder will consult with the Safety Advisory Group on all events involving more than 500 people or where the organiser feels the proposed event may have a detrimental impact on local residents and/or businesses.

The premises licence holder will comply with any additional conditions proposed by the Safety Advisory Group.

The premises licence holder shall ensure that where physical searching of patrons is to be undertaken, there is sufficient numbers of appropriately trained staff to carry out such searches regardless of whether patrons are male or female.

The premises licence holder and designated premises supervisor shall ensure there are effective management arrangements in place to enable them to know how many persons there are in the premises at all times when the premises are open for a licensable activity and must provide this information to any authorised person on request.

Appropriate levels of security and stewarding, first aid/paramedic and fire prevention equipment and personnel will be employed in accordance with the event management plan, risk assessments and the event safety guide.

All recommendations of the Hammersmith and Fulham Fire Service will be acted upon in a timeframe that is agreeable.

The event management plan and accompanying risk assessments will take into account the safety and welfare of the public at all times they are on site.

Specific arrangements will be made for the safety of disabled persons.

Suitable welfare facilities will be provided on-site and will be made available at all events.

Unobstructed exits for the public and access for emergency vehicles will be maintained whilst the premises are open.

When disabled people are present, adequate arrangements must exist to enable their safe evacuation in the event of an emergency.

No open or sealed glass containers will be permitted on the premises when licensable activities are being carried out. All drinks will be dispensed to customers

d) The prevention of public nuisance

The premises licence holder shall notify the parish/town councils for Hammersmith and Fulham at least 2 weeks in advance of an event advising of the nature of the event, operating hours and a contact telephone number operated for the duration of the event for any issues.

Signs displayed will request that departing customers respect the local area and neighbours.

The premises licence holder shall publicise a telephone number to which members of the public can call throughout each event to alert staff of any concerns. This contact number will be displayed on the companies marketing media.

The premises licence holder shall ensure that waste and refuse are removed in a timely manner to a licensed waste disposal facility.

The premises licence holder will ensure that at least 14 days prior to any event scheduled for over 200 people that comprises the playing of amplified live or recorded music, the name and contact number for the person responsible for the management and monitoring of noise levels at the event shall be forwarded to the Hammersmith and Fulham Licensing Authority.

e) The protection of children from harm

All members of staff at the premises shall seek 'credible photographic proof of age evidence' from any person who appears to be under the age of 25 years and who is seeking to purchase or consume alcohol on the premises. Such credible evidence, which shall include a photograph of the customer, will be a passport, photographic driving licence or proof of age card carrying a 'PASS' logo.

DECLARATIONS

I have enclosed a plan of the premises

Yes

I have enclosed the consent form completed by the individual I wish to be designated premises supervisor

Yes

I understand I must now advertise my application

Yes

It is an offence, under section 158 of the Licensing Act 2003, to make a false statement in or in connection with this application. Those who make a false statement may be liable on summary conviction to a fine of any amount.

It is an offence under section 24b of the Immigration Act 1971 for a person to work when they know, or have reasonable cause to believe, that they are disqualified from doing so by reason of their immigration status. Those who employ an adult without leave or who is subject to conditions as to employment will be liable to a civil penalty under section 15 of the Immigration, Asylum And Nationality Act 2006 and pursuant to section 21 of the same act, will be committing an offence where they do so in the knowledge, or with reasonable cause to believe, that the employee is disqualified.

The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, or have conducted an online right to work check using the Home Office online right to work checking service which confirmed their right to work.

I have the consent of any individuals or third parties listed in this form to provide their personal details and I am authorised to submit this application on behalf of all applicants.

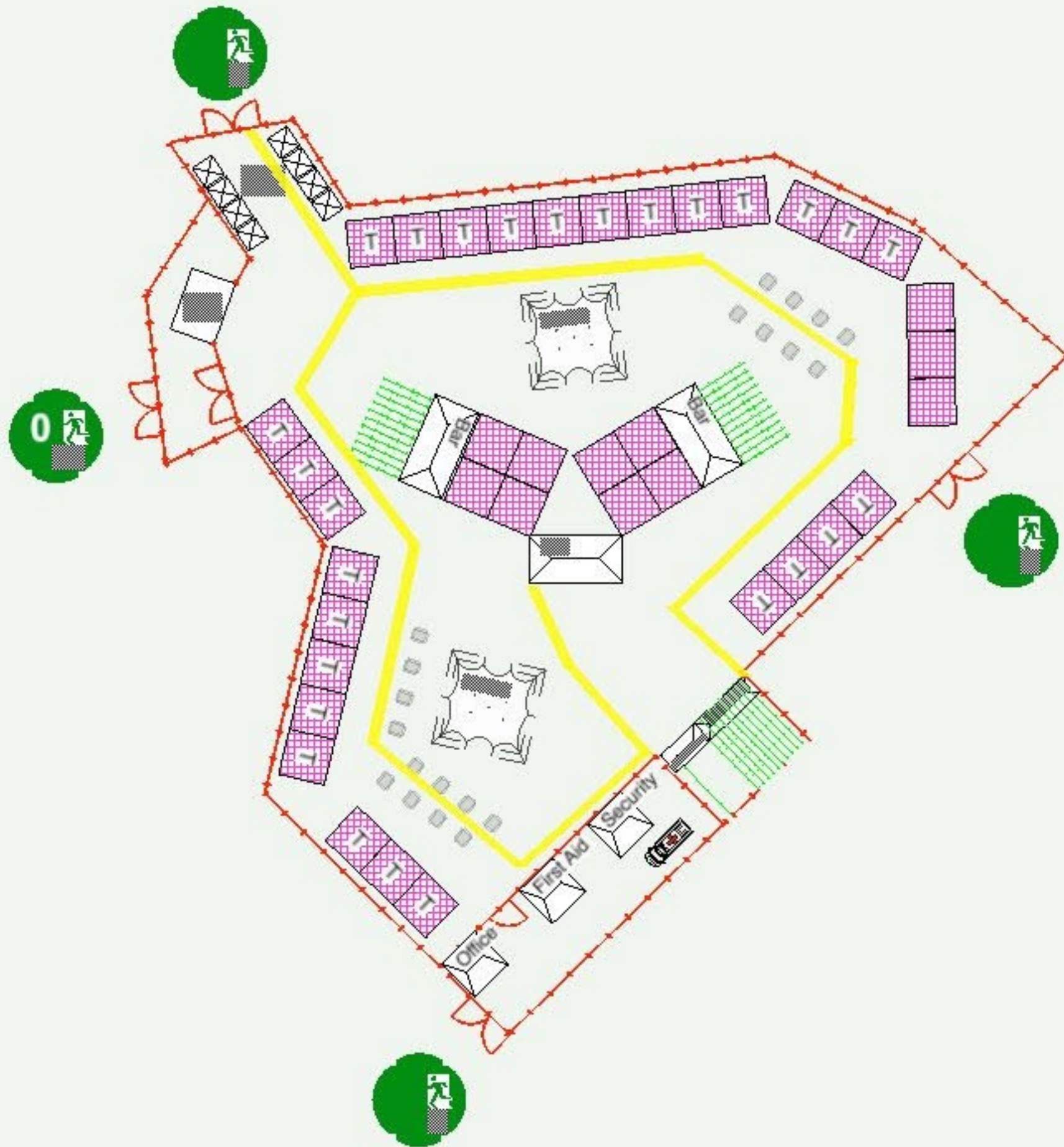
I have read the privacy policy and agree for my details to be used by the council to contact me about this application and any changes to this service that may affect me.

I agree to the above Yes I agree to the above declaration

Full name Harrison Hide

Capacity Head of events

Date 07/06/2024



KEY

— The area where licensable activities will take place

The location and type of any fire safety and any other safety equipment is shown as at present. This may be varied from time to time with the agreement of the Fire Officer or after a fire risk assessment.

From: Harrison Hide
Sent: 12 June 2024 10:14
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: FW: Licensing Act 2003 - Premises Licence Number: 2024/00949/LAPR

Or potentially September, if we don't get the licence in time for August

On Wed, Jun 12, 2024 at 10:02 AM Harrison Hide <> wrote:
Hi,

The event will only take place on one weekend in August each year

Regards,
H

On Wed, Jun 12, 2024 at 9:57 AM Licensing HF: H&F <licensing@lbhf.gov.uk> wrote:

Hello Harrison,

My manager wishes to know if these planned events shall take place in August only year, or could it take place any month in the year.

If it takes place in August only my manager believes adding the following restriction could reduce the amount of potential representations, as people most representations seem to believe the event shall take place every weekend.

"On Saturday to Sunday each year during the month of August."

Kind Regards,

William Asante

Licensing Technical Support Officer

Place Department

Hammersmith & Fulham Council

Licensing Team: 020 8753 1081

Direct Line: 075 0078 2708

William.Asante@lbhf.gov.uk

www.lbhf.gov.uk



Business Support

We appreciate the impact COVID-19 has had on local businesses, please follow the below link for up to date information on business support and grants during the pandemic: <https://www.lbhf.gov.uk/business/business-support-and-advice>

Additionally, if you sign up to our free business newsletter we can keep you updated with support available: <https://www.lbhf.gov.uk/businessconnects>

Are you aware that our website has been translated into various different languages? On the website click the language button at the top right and select the language of your choice.

From: Harrison Hide <>

Sent: Monday, June 10, 2024 1:19 PM

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

Subject: Re: FW: Licensing Act 2003 - Premises Licence Number: 2024/00949/LAPR

Great to chat to you just now William, please see my formal replies below:

Following on from my previous email there are some aspects of your application my manager has requested clarification on

- The description of the event states that the event shall cover Fridays and Saturdays, however you have filled in the dates for Saturdays and Sundays,

the site notice you provided also stated Saturdays and Sundays, can you please confirm the correct dates for the event(s)? **Correct days are Saturday and Sundays.**

- The application makes reference to an Events Management Plan (ELM) however can you confirm if you have an ELM right now or will it be provided before any event starts. **It will be provided before the event starts, as currently it is still a working document.**
- You are applying for the sale of alcohol on the premises only in an outdoor area, can you confirm if the area for the event shall be enclosed during the event or shall it be open for anyone enter or exit freely? **The area will be enclosed during the event.**

I will go to the site and update the notices, in addition, if you could let me know about the backlog of hearings, as this event is planned for the 17/18th of August. Please also note that this event is planned to happen on one Saturday and Sunday a year, not weekly.

Regards,

H

From: Harrison Hide

Sent: Monday, June 17, 2024 5:18 PM

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

Subject: Re: FW: APPLICATION/Plan attached now; Further requests to Lorna, Re: 2024/00949/LAPR 5th July: deadline Eel Brook Common

Hi Lorna,

Please find attached our resident action plan.

Regards,

H



DISCOVER

WELCOME PACK DECK

2024

00 - 10

A gastronomic journey of discovery, where every bite tells a story, and every flavour unlocks a new adventure. Together, let's savour the magic of food and celebrate the joy of discovery!



INTRODUCTION

WHO ARE WE?

Discover is a street food and drink festival concept that embodies our passion for street food markets, intertwining with the world of craft drinks and entertainment. Discover aims to take guests on a journey of discovery through the world of food and drink, helping guests uncover new flavours, cultures, and information about their favourite brands.



Attendees will Discover top street food traders, artisan producers, craft beers, tasting sessions, small batch producers, comedy, local bands, live dj's, kids entertainment, street buskers and more.



03-10

BACKGROUND

At Discover, guests will enjoy curated experiences where they can discover new music, craft drinks, and products, along with a packed entertainment schedule. Guests will have the opportunity to engage in conversations with their favourite brands or discover new ones throughout the world of food and drink and question real brand ambassadors. Ever wondered why Jubel is called Jubel? Well, wonder no more; it's time to discover!

Attendees will have the chance to discover a wide range of entertainment from their kids' artistic skills with our social pottery to wine and craft beer tastings, retail products and a comedy tent. Families are invited to participate in an array of kids' arts and crafts activities, and a variety of family-friendly offerings. We'll be supporting the local music scene with live music from local artists and paying homage to our roots with street buskers.



Discover Event Fact Sheet



Quick Key Facts

- The event will be held for only one Saturday and Sunday in either August or September, as a condition of the licence, making it impossible to operate every weekend.
 - The licence has been applied with residents in mind, which is why there is an early finish time for both the sale of alcohol and recorded music.
 - We are only using the New Kings Road side of the park, not the entire park.
 - Our target demographic includes young families and professionals aged 30 and above, based in the boroughs of Hammersmith and Fulham, and Wandsworth.
 - The event showcases the world of street food and drinks, including artisan producers and retailers. While the event is inclusive, it is also pitched to a higher-end demographic, also featuring Michelin-star chefs presenting their take on street food.
 - An extensive litter-picking team will ensure the event does not cause excess litter in the local area.
-
- The licence was delayed to complete the resident consultation, and any feedback from this process was used to steer the licence conditions.
 - The build and break days have been minimised to ensure the park is accessible for residents and local users.
 - Our ambition is to bring the event to the common once a year. We want to work with local residents to make it a highlight event, something that residents can support and be excited about.
 - The event is dog-friendly, with brands in attendance to service the needs of dogs.
 - The music at the event is secondary to the food and drinks; therefore, the music is meant to be a background addition to the event, not the main focus.
 - We will have a noise management team operating during the weekend, conducting noise checks in local areas and feeding back into the sound controls.
 - The event offers a host of activities for children, both free and paid, including but not limited to kids' arts and crafts and pottery painting.



A DISCOVERY FESTIVAL BREAKDOWN

Discover Food – At Discover, attendees will be able to go on a real food journey, where we unite the cream of the crop, up to 40 of the UK’s finest street food traders, live open fire cooking, street food takeovers from Michelin-starred chefs to allow guests to go on a real food journey in discovering new flavours, cultures, and ways of cooking.

01

DISCOVERY DRINKS

At Discover, we collaborate with renowned and emerging drink brands to offer attendees a true discovery journey. Each brand, whether well-known or critically acclaimed, has a unique story or new product to share. Our goal is to provide a deep understanding of these brands through direct interaction with knowledgeable ambassadors, offering insights beyond what money can buy or ads can convey. Why is Camden Hells launching a Stout? What new products are in the pipeline? We want to know, and we think you do too!



02

DISCOVER DJ'S

The festival’s food and drink experience intertwines with the sounds of street food and soul, brought to life by pioneers like Norman Jay MBE, DJ Spooky (BBC Radio 2), and Seamus Haji (Glitterbox).



03

DISCOVER LIVE MUSIC

Discover local live music. Bands take front of stage working with local musicians to create a space for them to perform, and attendees can discover the best from their live music scene. Bands often don't get access to perform for such large crowds in their local area, so this will give them a platform to get content and promote themselves to a larger audience.



04

DISCOVER BUSKERS

At Discover, we want to pay homage to our roots serving food on the side of the street, so we want to celebrate the street entertainment that others provide. We will be working with UK street buskers to provide them with strategically placed locations across the site to showcase their talents. Similar to Covent Gardens, buskers will have spaces and time slots to perform to the crowd circling them and then raise funds from an engaged audience. The buzz that street buskers bring along with the variety of performances will lend itself well to the festival environment and atmosphere.



A DISCOVERY FESTIVAL BREAKDOWN

05

DISCOVER TASTES

Our tasting sessions will focus on the world of wines and craft beers. Here, influencers from both worlds will lead their respective areas of expertise to create an experience for attendees where they can pay a fixed fee and taste a variety of products from carefully selected partners. A wine or craft beer passport, then we'll allow attendees to go and discover, all for a fixed fee i.e £10 passport for sample sizes.

06

DISCOVER FOR LITTLE PEOPLE

The key focus will be on bringing in families through an extensive child entertainment program including free and paid options. Our child entertainment will include but not be limited to Nerf wars, pottery painting, and upcycling arts and craft workshops.

07

DISCOVER COMEDY

At Discover, we'll run a secret comedy club working with local comedians all the way to those with TV credits. The comedy will be run as surprise guests on the day; we will only announce the comics on board at the festival on the day.

08

DISCOVER RETAIL

At Discover, we want to offer a place where brands from the world of food and drink and everything associated that have retail products within this space can sell and be discovered. Products such as clever peeling hacks to make wine last longer, we want to offer the opportunity for our guests to buy food and drink-related products.



Residents Action Plan

DISCOVER SITE

Residents Action Plan

- We have developed a resident action plan to help to mitigate disturbances to residents during our time operating at Eel Brook Common.
- Arrangement and Management of Deliveries: To minimise noise impact, no deliveries or trader setups occur outside the hours of 09:00 – 18:00 on build days.
- Access and Arrival of Vendors: Vendors arrive onsite between 09:00 and 18:00 on their pre-arranged day of trade. All vendors arrive in vehicles that are removed from the site before the market opens to the public and are parked in legal spaces.
- Parking for Customers and Staff: Most visitors use public transport, walk, or get dropped off by taxi, requiring minimal parking and keeping traffic noise to a minimum.

Resident Action Plan (RAP)

- We will develop a comprehensive Resident Action Plan (RAP) to supplement the Event Management Plan (EMP). This RAP provides a detailed account of how we will manage and control the Discover Street Food event during its build and operational hours of operation to ensure high levels of coordination and communication between us and the residents.
- Residents Direct Line: A dedicated telephone number for local residents to engage directly with the Management Team while the event is open. Residents can provide feedback, register complaints, or discuss any other matters related to the operation of the event. Additionally, we have set up an email address that the Management Team will respond to within 24 hours (Monday to Friday).
- Residents Ideas: Discover will provide an email address where residents can make suggestions and get feedback on their suggestions to improve the operation and or the impact the operation has on residents.
- Residents Cleaning Team: A dedicated Residents Cleaning Team (RCT) is pre-arranged to conduct a litter pick during the event operating hours and perform a more extensive litter pick at the end of each day. The RCT will also monitor the cleanliness of the site, identifying any isolated areas of antisocial behaviour, crime, noise, or disturbance. Any incidents will be communicated to and registered with the Management Team, who will implement further mitigatory measures as necessary.





From: Harrison Hide
Sent: Wednesday, July 17, 2024 11:38 AM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Subject: Re: FW: Representations - Eel Brook Common

Hi,

We accept the police's conditions for the licence and environmental protection. Also noted I've seen below and the attached.

Regards,

From: Kristen.Cardwell@met.police.uk <Kristen.Cardwell@met.police.uk> **On Behalf Of** AWMailbox-LicensingFH@met.police.uk
Sent: Thursday, June 27, 2024 3:06 PM
To:
Cc: Jerrard Emma: H&F <Emma.Jerrard@lbhf.gov.uk>; nicole.sondh@met.police.uk; Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>; Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>; Barrett Sophia: H&F <Sophia.Barrett@lbhf.gov.uk>; AWMailbox-LicensingFH@met.police.uk
Subject: New Premises Licence Application - Eel Brook Common, New Kings Road, London - 2024/00949/LAPR

Good Afternoon Harrison,

It was good to meet you virtually last week and discuss the business model for Eel Brook Common and how you propose to operate the event. It was a great relief to establish that you only intend to hold the event one weekend a year. We also discussed that although you have an EMP in place, the Police feel that further conditions need to be added to the premises licence application. I have detailed the recommended conditions below:-

1. Unless otherwise agreed, no later than 14 days prior to the event, the Premises Licence holder must ensure an Event Management Plan is presented to Hammersmith & Fulham Police Licensing Team, Noise and Nuisance Team, Hammersmith & Fulham Council, the London Fire Brigade and Emergency Planning Authority for their comments. The Event Management Plan shall include, as a minimum:
 - a. Emergency and Evacuation procedures;
 - b. Crowd management and stewarding arrangements;
 - c. A detailed plan showing site layout and emergency egress points;
 - d. A detailed plan showing CCTV locations installed by the Premises License Holder;
 - e. Risk Assessments;
 - f. A schedule detailing types and locations of emergency equipment;
 - g. Sanitary accommodation;
 - h. The capacity of fully enclosed locations where alcohol is sold.
 - i. A noise management Plan

2. The Premises Licence Holder shall ensure that the event is run in accordance with the Event Management Plan

3. The licensee shall ensure that:

(a) All licensed SIA door supervisors and security staff on duty at the event shall be equipped with Body Worn Video (BWV), capable of recording audio and video.

(b) All recordings shall be stored for a minimum period of 31 days with date and time stamping, and

(c) the viewing of BWV recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 31 day period.

(d) As a minimum, the following will be recorded where reasonably practicable:

- All searches of members of the public (if not covered by CCTV)

- All incidents of disorder

- Any incident where use of force is required or implied (removing a customer for example)

- Any incident declared as a critical incident.

4. A minimum of 10 SIA registered operatives shall be on duty at all times the premises is open for licensable activities. The premises licence holder shall regularly review and risk assess the requirement for additional SIA operatives to be on duty.

5. A minimum of 2 SIA licensed door supervisors shall be on duty at the front entrance of the premises at all times the premises are open for licensable activities.

6. Where SIA registered door supervisors are used at the premises, a record shall be kept of their SIA registration number and the dates and times when they are on duty.

7. All staff engaged outside the entrance to the Premises, or supervising or controlling queues, shall wear high visibility jackets or vests.

8. A written search policy will be in place and security staff will be briefed on the provisions of the policy to be aware of their responsibilities and actions required by that policy. The policy will include the procedure for searching prior to entry of customers into the licensed area. All bags will be searched prior to entry to the premises. Body searches will be carried out based on an ongoing dynamic risk assessment. Any customer refusing to permit to the search procedure will be refused entry into the licensed area. Any queues formed at the entrance to the site shall be supervised by security staff to prevent disorder and anti-social behaviour.

9. A drugs policy shall be in effect and all necessary staff shall be trained in the implementation of the policy. The policy should be made available to Police and authorised officers of the Licensing Authority on request.

10. Any drugs confiscated from customers shall be stored in a locked and secured container. A log shall be maintained and kept with the drugs container. It will contain details of date/time of finding, whom found by, when deposited, when collected by police, and signatures of depositor and collector. The Police shall be contacted to empty the box when necessary.

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

12. 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 (before the start of the proposed event/open to the public) and that all staff employed by or at the premises complete the "ACT eLearning" training prior to them being employed on the premises.

13. There shall be a minimum of one personal licence holder on duty on the premises during operational hours. Details of the personal licence holder (including name and contact number) shall be displayed in a prominent position on site.

14. No alcohol shall be taken outside of the boundary of the licensable area. Signage shall be prominently displayed advising customers that drinks are not permitted outside the boundary of the Premises building.

15 Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.

16. Substantial food and non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.

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

18. All drinks will be sold and supplied in a none glass vessel.

19. An incident log shall be maintained by the Licence Holder/DPS/Manager that details incidents that occur in or in the immediate vicinity of the premises. This shall include any incidents of disorder, seizures of drugs or offensive weapons, any faults with the CCTV system and ejections from the premises as a minimum.

20. The incident record shall be kept on the premises and be available for inspection by the police or an authorised officer of the Licensing Authority at all times the premises is open.

21. The Premises shall operate a dispersal policy and all staff shall be trained in its implementation.

22. Signs shall be prominently displayed at the exits from the premises asking patrons to dispose of their waste in litter bins.

23. 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;

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

o 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.

o shall cover any internal area of the premises where licensable activities take place.

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

o footage shall be provided to Police or authorised council officer within 24 hours of a request.

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

24. All staff shall be trained in how to manage a crime scene and crime scene preservation. This training shall be repeated at least once a year and written records of the training kept on the premise and made available to Police and authorised officers of the Licensing Authority on request.

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

26. All staff working at the event shall be given compulsory training on the following issues: Welfare and Vulnerability engagement (WAVE) , Ask for Angela, Drink Spiking and Safeguarding . Written records of this training, and a policy to cover each of these topics, shall be retained and made available to the Police or authorised officers of the Licensing Authority upon request.

27. Members of the public shall not be permitted to bring alcohol into the licensed Premises.

28. No football, boxing, mixed martial arts or similar events shall be screened at the Premises at any time.

29. The event will be held for only one Saturday and Sunday in either August or September.

Please can you let me know if you are willing to add the above conditions to the premises licence application. I am away from the office for two weeks from next Tuesday so please can you copy Nicole into any reply.

I look forward to hearing from you,

Kind regards,

Kris.

Kris Cardwell
Police Constable 3286AW
Licensing Officer - Hammersmith and Fulham (Central West BCU)

From: Harrison Hide
Sent: Wednesday, July 17, 2024 11:38 AM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Subject: Re: FW: Representations - Eel Brook Common

Hi,

We accept the police's conditions for the licence and environmental protection. Also noted I've seen below and the attached.

Regards,

To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Noise Team Officers <NandN@OfficeSharedService.onmicrosoft.com>
Subject: Eel Common Event - Licensing Act 2003 - Reference: 2024/00949/LAPR

Dear Licensing Team,

I am writing to register a **formal representation** in relation to the Eel Brook Common event on ground stated within the Licensing Objectives, namely 'Prevention of Public Nuisance'

Upon the review of the application details, I wish to object to the event in its entirety as the agent has not provided sufficient information to mitigate noise during the event, or have they provided sufficient noise management and control measures to prevent public nuisance should the application be granted. Live stage music is proposed and considering the location of the proposed site and its proximity to many residential properties, a significant adverse impact on the residents seems inevitable on the residents, amongst other sources of environmental nuisance, which includes plants and generators noise, including vehicle fumes and artificial lighting and noise from vendors and their patrons.

However, we will consider withdrawing this representation if the applicant accepts and complies with the following conditions:

1. The Premises Licence Holder shall produce a Noise Management and Community Liaison Plan (NMP) at least 7 days prior to the commencement of the event. The final NMP shall be submitted to the Licensing Authority for agreement no later than 30 days prior to the commencement of the event. No alteration to the NMP after this date shall be made by the Premises Licence Holder except with the written consent of the Licensing Authority.
2. The final NMP shall contain the methodology which shall be employed to control the sound produced on the premises. The NMP must include all the arrangements for preventing public nuisance and consultation with the local community and shall include:
 - (i) An inventory and location of all sound systems to be used on the site.

- (ii) Management command and communication structure/methods for ensuring that permitted sound system output and finish times are not exceeded.
 - (iii) Publication and dissemination of information to the public and arrangements for provision and staffing of a hotline number for dealing with complaints, in an area agreed with the Licensing Authority.
 - (iv) Actions to be taken by the Event Organiser following complaints.
3. The Premises Licence Holder shall ensure compliance with all aspects of the Noise Management and Community Liaison Plan.
 4. At least 7 days prior to an event the Premises Licence Holder shall provide to the Licensing Authority and Environmental Public Protection Team a telephone number of the Premises Licence Holder or a nominated representative who shall be contactable anytime should noise complaints arise during the event.
 5. The music noise level shall not exceed the following levels, at monitoring locations agreed in writing with the Licensing Authority: (i) 60dB LAeq (15 minutes) up to 20:30
 6. The Premises Licence holder shall appoint a competent noise technician to monitor and record onsite and off-site music noise levels throughout the event to ensure compliance with noise levels required under 5. All monitoring performed shall be made available to the Licensing Authority upon request. Such records shall be kept and be made available to the Environmental Public Protection Team upon request.

We consider that granting the application with such limited information on noise is likely to undermine the licensing objective and cause public nuisance. However, we are happy to review our comments subject to the applicant accepting the above conditions.

I hope this helps.

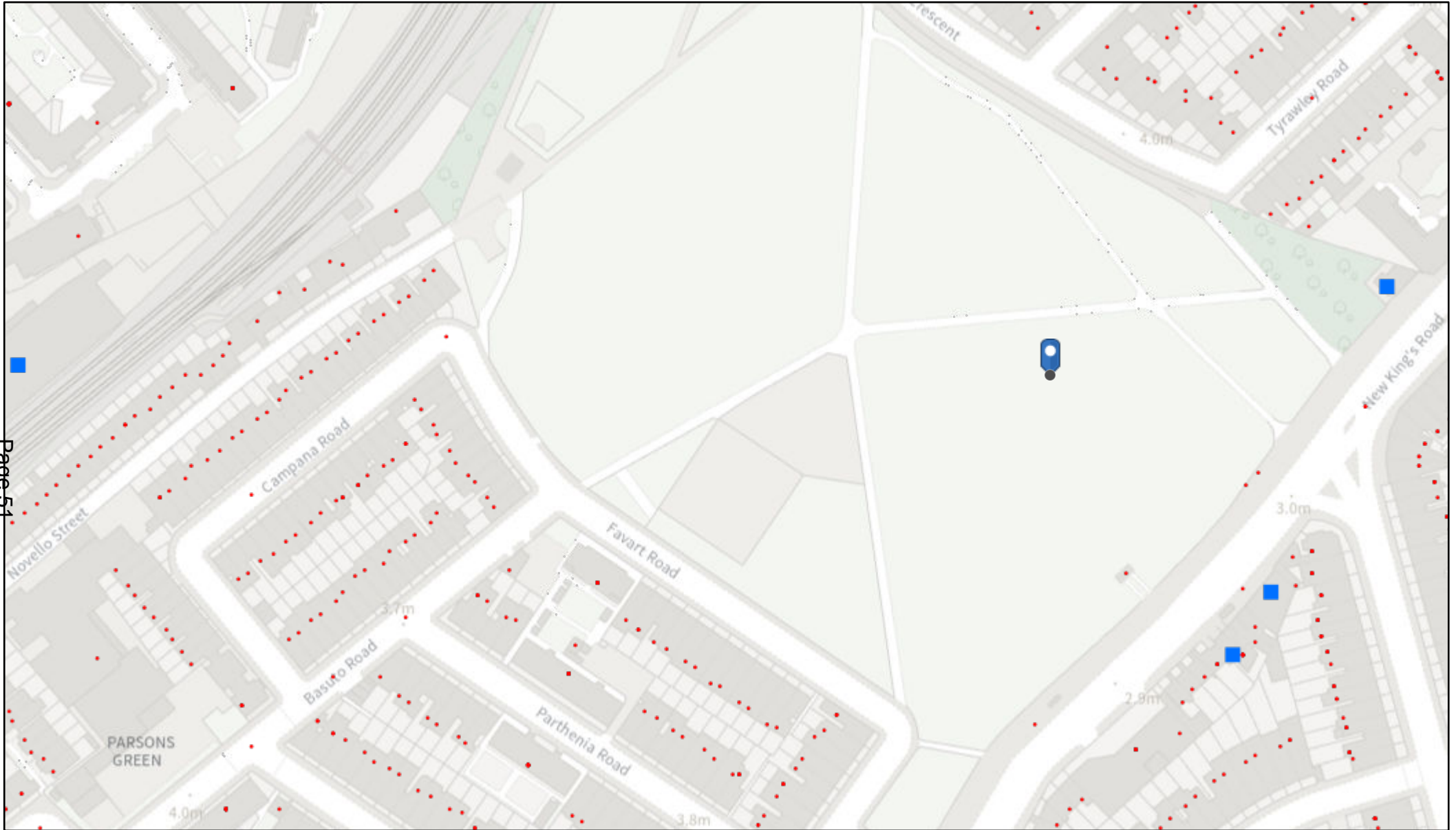
Regards

Chima Umannakwe

Environmental Protection Specialist Team Leader

Environmental Health and Public Protection

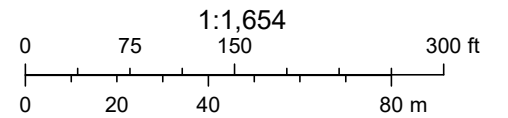
eGIS Web Map



Page 51

26/09/2024, 09:42:11

- Licensing Points
- Property Gazetteer
- Within Borough



From: Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>
Sent: Friday, September 13, 2024 12:56 PM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Cc: Perez-Trillo Cristina: H&F <Cristina.Perez-Trillo@lbhf.gov.uk>
Subject: 2024/00949/LAPR - Eel Brook Common, New King's Road

Dear Lorna,

Please take this email as a withdrawal of the Licensing Authority's representation to this application.

We are aware that the applicant has now agreed to the conditions proposed by the Police licensing team, which we believe will help uphold the crime and disorder and public safety licensing objectives.

Kind regards

Adrian

Adrian Overton
Licensing Team Manager
Licensing
Place Department
[email notification service](#)

From: Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>
Sent: Friday, July 5, 2024 4:05 PM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Cc: Layug Karen: H&F <Karen.Layug@lbhf.gov.uk>
Subject: 2024/00949/LAPR - Eel Brook Common, New King's Road

Dear Lorna,

Please take this email as a representation from the Licensing Authority to the above application.

We have concerns that the application in its current form will adversely impact the following licensing objectives :

- the prevention of crime and disorder
- public safety

Further information in relation to our representation will be provided in due course.

Kind regards

Adrian Overton
Licensing Team Manager
Licensing

Place Department

From: Nicole.Sondh@met.police.uk <Nicole.Sondh@met.police.uk> **On Behalf Of** AWMailbox-LicensingFH@met.police.uk
Sent: Thursday, July 18, 2024 11:08 AM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>; Cardwell Kris J - AW-CU <Kristen.Cardwell@met.police.uk>; AWMailbox-LicensingFH@met.police.uk; Umunnakwe Chima: H&F <Chima.Umunnakwe@lbhf.gov.uk>
Cc: Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>
Subject: RE: FW: Representations - Eel Brook Common

To Lorna,

Thank you for sending this through.

Given that the applicant has now agreed to the police proposed conditions allaying our concerns in relation to the Licensing objective in the Prevention of Crime and Disorder, the Metropolitan Police as a responsible authority withdraw their representation against this application.

Kind Regards

Nicole

PC Nicole SONDH 2438AW
Hammersmith and Fulham Police Licensing Unit

From: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Sent: 17 July 2024 11:41
To: Cardwell Kris J - AW-CU <Kristen.Cardwell@met.police.uk>; Sondh Nicole K - AW-CU <Nicole.Sondh@met.police.uk>; AW Mailbox - Licensing FH <AWMailbox-LicensingFH@met.police.uk>; Umunnakwe Chima: H&F <Chima.Umunnakwe@lbhf.gov.uk>
Cc: Overton Adrian: H&F <adrian.overton@lbhf.gov.uk>
Subject: FW: FW: Representations - Eel Brook Common

Hi all,

The applicant for Eel Brook Common has confirmed he accepts the conditions proposed by both the Police & Environmental Protection team.

Please can you confirm if with this agreement, you now withdraw your respective representations submitted?

Kind regards

Lorna McKenna
Licensing Compliance Officer
Licensing

From: Nicole.Sondh@met.police.uk <Nicole.Sondh@met.police.uk> **On Behalf Of**
AWMailbox-LicensingFH@met.police.uk

Sent: Friday, July 5, 2024 3:03 PM

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

Cc: Cardwell Kris J - AW-CU <Kristen.Cardwell@met.police.uk>; AWMailbox-LicensingFH@met.police.uk; harrison@harrisonhide.com

Subject: POLICE REPRESENTATION - New Premises Licence Application - Eel Brook Common, New Kings Road, London - 2024/00949/LAPR

To Licensing,

RE: New Premises Licence Application - Eel Brook Common, New Kings Road, London - 2024/00949/LAPR

I am emailing to inform you that the Metropolitan Police as a responsible authority are objecting to the above application.

During the consultation period the police have met with the applicant virtually and discussed concerns regarding the application. Proposed conditions have been sent to the applicant, however we have yet to receive a response. It is our belief that should the licence be granted as it is then this would undermine the Licensing Objective in the Prevention of Crime and Disorder.

Kind Regards

Nicole

PC Nicole SONDH 2438AW
Hammersmith and Fulham Police Licensing Unit

From: Umunnakwe Chima: H&F <Chima.Umunnakwe@lbhf.gov.uk>
Sent: Thursday, July 18, 2024 3:09 PM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>; Cardwell Kris J - AW-CU <Kristen.Cardwell@met.police.uk>; nicole.sondh@met.police.uk; AWMailbox-LicensingFH@met.police.uk
Cc: Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>
Subject: RE: FW: Representations - Eel Brook Common

Hi Lorna,

Thank you for confirming that the applicant for Eel Brook common wish to accept our noise conditions. On that basis, I wish to withdraw my representation.

I hope this helps.

Regards

Chima Umunnakwe
Environmental Protection Specialist Team Leader
Place Department

From: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Sent: 17 July 2024 11:41
To: Cardwell Kris J - AW-CU <Kristen.Cardwell@met.police.uk>; Sondh Nicole K - AW-CU <Nicole.Sondh@met.police.uk>; AW Mailbox - Licensing FH <AWMailbox-LicensingFH@met.police.uk>; Umunnakwe Chima: H&F <Chima.Umunnakwe@lbhf.gov.uk>
Cc: Overton Adrian: H&F <adrian.overton@lbhf.gov.uk>
Subject: FW: FW: Representations - Eel Brook Common

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Please can you confirm if with this agreement, you now withdraw your respective representations submitted?

Kind regards
Lorna McKenna
Licensing Compliance Officer
Licensing

From: Umunnakwe Chima: H&F <Chima.Umunnakwe@lbhf.gov.uk>
Sent: Friday, July 5, 2024 12:05 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>

Cc: Noise Team Officers <NandN@OfficeSharedService.onmicrosoft.com>

Subject: Eel Common Event - Licensing Act 2003 - Reference: 2024/00949/LAPR

Dear Licensing Team,

I am writing to register a **formal representation** in relation to the Eel Brook Common event on ground stated within the Licensing Objectives, namely 'Prevention of Public Nuisance'

Upon the review of the application details, I wish to object to the event in its entirety as the agent has not provided sufficient information to mitigate noise during the event, or have they provided sufficient noise management and control measures to prevent public nuisance should the application be granted. Live stage music is proposed and considering the location of the proposed site and its proximity to many residential properties, a significant adverse impact on the residents seems inevitable on the residents, amongst other sources of environmental nuisance, which includes plants and generators noise, including vehicle fumes and artificial lighting and noise from vendors and their patrons.

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 - (ii) Management command and communication structure/methods for ensuring that permitted sound system output and finish times are not exceeded.
 - (iii) Publication and dissemination of information to the public and arrangements for provision and staffing of a hotline number for dealing with complaints, in an area agreed with the Licensing Authority.
 - (iv) Actions to be taken by the Event Organiser following complaints.
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4. At least 7 days prior to an event the Premises Licence Holder shall provide to the Licensing Authority and Environmental Public Protection Team a telephone number of the Premises Licence Holder or a nominated

representative who shall be contactable anytime should noise complaints arise during the event.

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We consider that granting the application with such limited information on noise is likely to undermine the licensing objective and cause public nuisance. However, we are happy to review our comments subject to the applicant accepting the above conditions.

I hope this helps.

Regards

Chima Umunnakwe

Environmental Protection Specialist Team Leader
Environmental Health and Public Protection

From: Cllr Afonso Jose: H&F <Jose.Afonso@lbhf.gov.uk>
Sent: Friday, July 5, 2024 4:35 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Cllr Pascu-Talbure Adrian: H&F <Adrian.Pascu-Talbure@lbhf.gov.uk>
Subject: 2024/00949/LAPR

Licensing Act 2003

Reference: **2024/00949/LAPR**

Premises: **Eel Brook Common Eel Brook Common New King's Road London**

Dear Sir/Madam,

We are supporting our residents in objecting to application [2024/00949/LAPR](#) on Eel Brook Common for the following reasons:

1. Prevention of crime and disorder

The prospect of 5,000 people spilling onto the residential streets of Parsons Green, some of which are likely to be intoxicated is likely to cause crime and antisocial behaviour. Eel Brook Common was not designed to host events of this capacity, and residents should not have to endure public urination and the other petty crime that comes with these events.

2. The prevention of public nuisance

This operator has had issues in the past, specifically when they operated at Palmer Park in Reading where it was reported in the media that residents had to endure people urinating, smashing glass and being loud. Given the area surrounding Eel Brook Common is a family area, and the park itself used as a family friendly space, this would cause a huge amount of nuisance.

Kind regards,

Cllr Jose Afonso

Councillor for Parsons Green & Sandford
London Borough of Hammersmith & Fulham

From: Cllr Pascu-Talbure Adrian: H&F <Adrian.Pascu-Talbure@lbhf.gov.uk>

Sent: Friday, July 5, 2024 5:08 PM

To: Cllr Afonso Jose: H&F <Jose.Afonso@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: Re: 2024/00949/LAPR

Thank you, Jose: seconded.

V best,

Adrian

Sent: Wednesday, July 3, 2024 4:09 PM

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

██████████
Cc: Cllr Afonso Jose: H&F <Jose.Afonso@lbhf.gov.uk>; Cllr Pascu-Talbure Adrian: H&F <Adrian.Pascu-Talbure@lbhf.gov.uk>

Subject: Eel Brook Common:Concerns about A1 Hospitality: Licensing Application 2024/00949/LAPR

Hi Lorna,

We are writing on behalf of the Eel Brook Common Residents Association.

We do not think A1 Hospitality is a fit company to run an event on Eel Brook Common and we do not think it is a company that the council would want to be associated with.

Toby Mullins is the CEO of A1 Hospitality. He was also the CEO of The Curate Group.

The Curate Group was the events company responsible for Stories in the Park held in Palmer Park in Reading.

There were considerable problems with this event and they were reported by the BBC in Jan of this year.. Link below.

[Stories in the Park: Concern over plan to double festival's ...BBChttps://www.bbc.co.uk/uk-england-berkshire-68144320](https://www.bbc.co.uk/uk-england-berkshire-68144320)

We would ask that all key decision makers around the event and the licensing committee are made aware of this report and that they will conclude that this company should not be running events on Eel Brook Common.

We are not against events on the common and would welcome the right sort of event but, given their record, we do not think this partner and this event is appropriate.

██ (co-chairs)

Hi Lorna,

Just checking the issue we highlighted below will be included in the objections.

Can you let us know please.

For clarification we object to the drunkenness, drug taking and anti-social behaviour as well as trying to change licensing agreements that have been a problem with events run by the management of A1 Hospitality.

Thanks very much

[REDACTED]

[REDACTED]

Dear Sir/Madam,

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

Comments were submitted at 02/07/2024 8:25 AM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

[REDACTED] Details

Commenter Type: Residents Group

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/07/2024 8:25 AM The event is too big and there is a risk to public safety

The physical size of the event will take up to a third of the available open space on the common and there will be an additional 4,999 people on it all of it taking place next to a busy main road. The common is very heavily used at the weekend, especially by young families. There is a risk of significant overcrowding, spilling onto the road and distress for local users of the common.

In addition, we note that the organisers have been associated with seeking to extend the size of events they have been associated with in other areas (see below).

There is a risk of public nuisance and crime and disorder

This is a food and drink festival with a strong presence of alcohol vendors. The prospect of 5,000 people on the streets is likely to cause anti-social behaviour and crime and disorder. The applicants have been associated with events in Palmer Park in Reading where unacceptable social behaviour and local disturbance (drunkenness and drug taking) was reported by the BBC in Jan 2024. Despite this they sought to extend this event from a 5,000 to 10,000 capacity. The risk and repetition of this in a small public space in a family area is unacceptable.

Protection of children from harm

The site will abut the children's playground on Eel Brook Common. This is very heavily used and other parts of the common are used for children's parties. An additional 5,000 people on the common, of whom many will have been drinking is unacceptable in this context.

From: [REDACTED]
Sent: Thursday, July 4, 2024 11:16 AM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Subject: 2024/00949/LAPR

Dear Lorna

Please accept my objection to the Licence for the proposed food and drink festival on eel brook common. I object to this licence absolutely and wholly and there is no compromise situation which would make this event acceptable to me either as the co chair of the Eel Brook Common Association and as a local resident.

I object to this event because it has been generated outside of our community and is being helicoptered into the common with no thought for the residents and no benefit to the common, it has no cultural value and is simply a money making scheme that is ill considered and with no cultural or community benefit.

I am also alarmed by the disingenuous approach of the council changing the the format of licence application all the time. This does not engender any kind of trust between the community and the council. It is very unfortunate that local residents are not involved in decision making from the outset with proper consultation necessitating this kind of response.

I hope that you will put a priority on residents wishes and moving forward we can work together to find the right kind of events for the common.

I include the following points technical reasons:

Objections to Licensing Application for Food and Drink Festival

The event is too big and there is a risk to public safety

The physical size of the event will take up to a third of the available open space on the common and there will be an additional 4,999 people on it all of it taking place next to a busy main road. The common is very heavily used at the

weekend, especially by young families. There is a risk of significant overcrowding, spilling onto the road and distress for local users of the common.

In addition, we note that the organisers have been associated with seeking to extend the size of events they have been associated with in other areas (see below).

There is a risk of public nuisance and crime and disorder

This is a food and drink festival with a strong presence of alcohol vendors. The prospect of 5,000 people on the streets is likely to cause anti-social behaviour and crime and disorder. The applicants have been associated with events in Palmer Park in Reading where unacceptable social behaviour and local disturbance (drunkenness and drug taking) was reported by the BBC in Jan 2024. Despite this they sought to extend this event from a 5,000 to 10,000 capacity. The risk and repetition of this in a small public space in a family area is unacceptable.

Protection of children from harm

The site will abut the children's playground on Eel Brook Common. This is very heavily used and other parts of the common are used for children's parties. An additional 5,000 people on the common, of whom many will have been drinking is unacceptable in this context.

Yours faithfully

[REDACTED]

[REDACTED] **Eel Brook Common Association.**

From: [REDACTED]

Sent: Friday, July 5, 2024 12:48 PM

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

Subject: Re: 2024/00949/LAPR



From: Barclay Road Residents

Sent: Friday, July 5, 2024 11:07 PM

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

Cc: EelBrookCommon Residents-Association ; [REDACTED]

Subject: Deadline 5 July Friday, midnight: Representation 2024/00949/LAPR Eel Brook Common food/drink/music for 4,999 attendees every year, one weekend in Aug or Sept.

Deadline 5 July Friday, midnight: Representation 2024/00949/LAPR Eel Brook Common food/drink/music for 4,999 attendees every year, one weekend in Aug or Sept.

I was again unable to submit online as the session timed out and I tried five more times from scratch, to no avail.

I submit now 10:59pm 5 July 2024 by email and request acknowledgement of receipt.

From: Barclay Road Conservation Area Neighbourhood Watch

Opposing 2024/00949/LAPR Eel Brook Common food/drink/music for 4,999 attendees every year, one weekend in Aug or Sept.

In short: The Applicant should consider withdrawing his application and finding another open space to hold his event; a space that is not designated, protected, ancient Common Land on which such an event will be unnecessarily invasive for the thousands of users of Eel Brook Common on weekends.

I am a daily user, and my neighbours are daily users of Eel Brook Common, situated in the legally designated Parsons Green Conservation Area.

Eel Brook Common is officially recognised Common Land (CL13). We use the Common because it is a protected Common and thus also designated Metropolitan Open Space (MOS) under the Greater London Parks and Open Space Order 1967 and the Commons Act 2006. Its space and its views are protected as stated in the current H&F Local Plan 2018 under SD55-Open Spaces.

Prevention of Noise Nuisance cannot be promoted

Potential Crime and disorder of 4,999 attendees

Any live music/dance, recorded music channeled through monitors sitting/vibrating on platforms and stationed in the proposed temporary marquees etc, even if ancillary to the food/drink offer of 30 food trucks and many drinks stands, as suggested by the Applicant, will be an unacceptable addition to the main purpose for which I/we use Eel Brook Common and why it is protected by law, namely "for recreation as well as contemplation",

as stated clearly in SD55. Such additional sound will amount to noise nuisance. The mere voices of up to 4,999 attendees will raise the noise level far beyond the daily peace and quiet of Eel Brook Common.

Pickpocketing, stealing food/drink, phones etc; all of this is typical at such festivals-- please stop it before it starts. We can hardly mention drug use, but it is rampant, as we all know, at these types of events.

On these noise-intrusive, unpeaceful noise nuisance grounds alone, I ask the Licensing Committee to reject the Application for such commercial activity on Eel Brook Common.

Prevention of Children from Harm and Promotion of Public Safety

Dogs on leads/all over the Common, and Children anywhere on Eel Brook Common, and especially those in and around the very nearby play area of the Common will be disturbed by the new noise element of this proposed two-day event. Public safety issues will arise with parents needing to protect their children more than usual from the crowds of people. The Applicant's ability to protect children from harm (a licensing objective) is untenable. Eel Brook Common is not the place for this or any proposed two-day, risk-intrusive event.

Speaking with the Applicant

The Applicant has been kind enough to speak with me twice about his Application.

-I am still waiting for a more precise accurately measured layout/plan of the layout of the proposed fenced-in area in relation to the entire space of Eel Brook Common, as the Committee will definitely need this to assess things more accurately.

-We (Harrison Hyde, Applicant and proposed Premises Licence Holder, and I) also discussed a 'time-limited license' of one year; this would allow residents to see how it goes, were the Licensing Committee to grant a time-limited licence. The Applicant said he would add this to the licence. So far, we are still waiting for the time-limit of one year to be added to the licence. It would seem reasonable and proportionate to add a time-limit to the licence so that a proper assessment could be made during and after the proposed event. We ask the Committee to agree with the Applicant to add the time limit of one year, ending 31 July 2025.

-For the Committee to know--The Applicant placed one blue notice somewhere on the Common. It has taken some time for people to discover it. The S 182 guidance states that notices should be placed every 50 meters around the entire perimeter. I have brought this to the Licensing Authority's attention. Unfortunately, nothing was done to add more

notices around the entire perimeter, even though there are plenty of lampposts which easily accommodate such notices.

-The Applicant seems unaware of the laws around Common Land and the protected rights of those who use it and are allowed to cross it, unimpeded.

-The Applicant's website/promotion videos shows events that are crowd-roaring, full of much cacophony and abrasive sound, fireworks, ramping up the vibe, all very foreign to our peaceful, open, unimpeded Eel Brook Common. The Applicant should consider withdrawing his application and finding another less protected open space to hold his event; a space that is not designated, protected, ancient Common Land.

We ask the Licensing Committee, should this application not be withdrawn, to reject the Application based on the the above, on other objections submitted by other neighbours and users of Eel Brook Common, as well as on further evidence relating to the four licensing objectives that we will be providing for a possible hearing.

//end//

-----Original Message-----

From: Barclay Road Residents

Sent: Wednesday, August 28, 2024 9:23 AM

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

Cc: Overton Adrian: H&F <Adrian.Overton@lbhf.gov.uk>; EelBrookCommon Residents-Association

Subject: 2024/00949/LAPR 4,999 on Eel Brook Common for a food/drink/music weekend in Aug or Sept of every year. Organiser Harrison Hide A1 Hospitality ref Notting Hill Carnival weekend

2024/00949/LAPR 4,999 on Eel Brook Common for a food/drink/music weekend in Aug or Sept of every year. Organiser Harrison Hide A1 Hospitality ref Notting Hill Carnival weekend

Dear Lorna

We need a Condition proposed by the proposed premises licence holder on the proposed Licence 2024/00949/LAPR for the proposed food/drink festival event for 4,999 not to take place on the weekend of Notting Hill Carnival because police and other emergency support services are totally stretched then and might not be able to easily and sufficiently respond to a possible major incident on Eel Brook Common.

From: [REDACTED]
Sent: Sunday, June 9, 2024 12:01 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection: Licensing Eel Brook Common

To whom it may concern,
Please find my written objection letter to the proposed licensing in Eel Brook Common.
Regards,

[REDACTED]

09 June 2024

Fulham Council

Objection to the Application for a New Premises Licence for Eel Brook Common Park

To whom it may concern,

I am writing to formally object to the application for a new premises license at Eel Brook Common

Park. As a long-term resident of the area, I have several significant concerns regarding the proposed

Food Festivals, which intend to operate with licensable activities including the sale of alcohol and

live entertainment on Fridays and Saturdays.

Key Points of Objection:

1. Noise Pollution: The proposed licensable activities include live music, recorded music, and performances of dance from 12:00 to 20:30. Such events will inevitably generate excessive noise that will disrupt the peace and quiet of our neighborhood. Eel Brook Common is a family-friendly area, and the intrusion of loud music and public gatherings will negatively impact the quality of life for residents, particularly young children and the elderly.
2. Alcohol Consumption: The sale of alcohol between 12:00 to 20:00 on both days raises

serious concerns about public safety and the character of the park. Eel Brook Common is traditionally a place where families gather, children play, and community members engage in peaceful recreation. The presence of an outdoor bar could attract individuals who may not respect the family-oriented nature of the park, leading to potential antisocial behavior, littering, and public intoxication.

3. Public Safety and Character of the Neighborhood: Hosting events with an outdoor bar and

music acts might bring in large crowds, including individuals from outside the immediate community. This influx could lead to an increase in crime rates and antisocial behavior, thus

making the park and surrounding areas less safe for residents. Our neighborhood has worked hard to maintain a safe and welcoming environment, and such events could undermine these efforts.

4. Environmental Impact and Infrastructure Strain: The infrastructure required for such events, including marquees, additional toilets, and food vendor setups, could cause significant wear and tear on the park's natural environment. Eel Brook Common is a green space valued for its tranquility and natural beauty. Large-scale events could result in long-term damage to the grass, trees, and general park environment.

5. Disruption to Residents' Daily Lives: The proposed opening hours, combined with the setup and dismantling of event infrastructure, will result in extended periods of disruption. Traffic congestion, parking issues, and noise from both the events and their setup/cleanup will interfere with the daily lives of residents. Many residents chose this area for its serene and quiet ambiance, which would be significantly disturbed by such frequent and intrusive events.

In conclusion, while I appreciate the intention to bring cultural and social events to our community,

I strongly believe that Eel Brook Common is not a suitable location for such activities involving the

sale of alcohol and live entertainment. The potential negative impacts on noise levels, public safety,

the environment, and the overall character of our family-friendly neighborhood far outweigh the

proposed benefits.

I encourage all residents who feel the same to put their concerns in writing whilst I urge the Licensing Department to reject this application and consider alternative locations that are better

suited for such events, preserving the peace and safety of Eel Brook Common and its surrounding

community.

Thank you for considering my objections.

Regards,

[REDACTED]

From: [REDACTED]
Sent: Friday, June 14, 2024 8:12 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc:
Subject: Re: Objection: Licensing Eel Brook Common

Hi Lorna,
I hope you are well.

Thank you for acknowledging [REDACTED] objection.

I can confirm her residential address is [REDACTED].

Thanks so much,

[REDACTED]

Objection to Licensing Application 2024/00949/LAPR

Case Officer Ms Lorna Mckenna

From the owners and occupants of [REDACTED]

TEL

Persons objecting:

[REDACTED]

[REDACTED]

My wife and I own and live in a house [REDACTED] Eel Brook Common. The presumed location of the site for which the application is made is about [REDACTED] from our house.

The proposed activities would have a severely adverse effect on our right to quiet enjoyment of our property because of:

Noise

Cooking odours

Sale of alcohol in an inappropriate location

Pressure on parking

Visual intrusion on an open space

Attraction to the site of people from outside the neighbourhood who might not respect the interests of those living locally

Risk of inappropriate behaviour resulting from consumption of alcohol and of undefined entertainments

Use incompatible with that of a park for families.

As residents in the immediate vicinity of the proposed licensable activities we strongly object to the application

Generally:

The Application is lacking in detail. It does not specify which section of the Common is the subject of the proposals. It is assumed that it applies to the section nearest to the New Kings Road.

No dates are given for the duration of the activities.

A schedule of times for the playing of recorded music or performance of live music and for the sale of alcohol on the premises is given for Saturdays and Sundays only.

Reference is made to Food Festivals over a Friday and Saturday period which will have an outdoor bar and tents for music acts. The schedule does not refer to Fridays.

There is no Event Management Plan supplied.

All of Eel Brook Common is used by families and groups of young people at weekends. It is valued as unstructured open space on which people create their own recreation.

Any interference with the availability of such space for local families is firmly opposed and we object to it.

More specifically

Prevention of crime and disorder:

The risk of crime and disorder is increased by the activities for which a licence is requested.

Public safety:

There is no benefit to public safety. There is heightened risk to public safety if the activities lead to bad behaviour in the vicinity of the site.

Prevention of public nuisance:

The proposals increase the risk of public nuisance as set out above, but also the presence of food on the site risks attracting vermin and disease.

Protection of children from harm:

During the hours for which the application is made children are likely to be playing on immediately adjoining ground. The entrance to the Council's Play Area for young children opens onto the path bounding the section of park. The provision of music and dancing and the consumption of alcohol for eight hours during the day and early evening will increase the risk to children.

On all of the above grounds, we strongly object to these proposals.

Signed:

██████████

██████████
Dear Sir/Madam,

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

Comments were submitted at 18/06/2024 12:22 PM from ██████████

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: ██████████

Email:

Address: ██████████

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 18/06/2024 12:22 PM We live on corner of ██████████
We already suffer with regular football games at Chelsea ground near us as it affects our resident parking and the littering of their fast food / coffee cups in our front patio.
We have also experienced people urinating in our front patio.... Now with regular events and fun fairs and so on we seem not to have any peace with all the noise and it has really affected our quality of life. This is a residential area and the common is not an enclosed park rather a small open green area, therefore it is not a place for big entertainment groups on regular basis. We object to this event licence as this is a residential area.
Many thanks and best regards,
██████████

Dear Sir/Madam,

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

Comments were submitted at 18/06/2024 1:22 PM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 18/06/2024 1:22 PM As a resident [REDACTED] Eel Brook Common, we would like to remind that this park is used by children, families for various activities and very strongly oppose the proposed Permit. We as a family of four with two kids take our children to the park for walk and also use the park for walking our dogs regularly every day.

We strongly think the proposed activities are not suitable for a neighborhood park that is very close to homes with families . There is already a lot of unpleasant activity in the park and activities such as Music events and other dance events will increase these activities and will greatly limit us letting our children in the park alone.

Eel Brook Common is relatively small park and it borders a lot of properties, one of which is ours. Activities that are listed on the proposal

will affect our lives on weekends when we rest with our families.

Besides, the park is used for picnic, get togethers, sports, etc. and it is mainly used by families- this is what a common like this is normally used for. All of those activities will have to be limited. Eel Brook Common attracts a lot of people in the grounds, brings the residents of the area together and by allowing the proposed activities, residents use of the park will be limited. It will bring a lot of other people from perhaps different neighborhoods to the grounds and will cause a lot of disturbance to residents like ourselves

there is a tennis court + astro football/basketball/ and most importantly a children's park in Eel Brook Common.. activities listed and the sale of alcohol!! is extremely worrying and it will impair families and mostly children's activities on tennis courts, football and small children's' park!

as a resident I strongly oppose the permit allowance- i also think that residents should be given more time to appeal to this decision. The notice hung is very small and number of days to appeal is rather limited till July 6th

Dear Sir/Madam,

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

Comments were submitted at 02/07/2024 8:18 AM from [REDACTED]

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/07/2024 8:18 AM As a resident [REDACTED] Eel Brook Common, we would like to remind that this park is used by children, families for various activities and very strongly oppose the proposed Permit. We as a family of four with two kids take our children to the park for walk and also use the park for walking our dogs regularly every day.

We strongly think the proposed activities are not suitable for a neighborhood park that is very close to homes with families . There is already a lot of unpleasant activity in the park and activities such as Music events and other dance events will increase these activities and will greatly limit us letting our children in the park alone.

Eel Brook Common is relatively small park and it borders a lot of properties, one of which is ours. Activities that are listed on the proposal will affect our lives on weekends when we rest with our families.

Besides, the park is used for picnic, get togethers, sports, etc. and it is mainly used by families- this is what a common like this is normally used for. All of those activities will have to be limited. Eel Brook Common attracts a lot of people in the grounds, brings the residents of the area together and by allowing the proposed activities, residents use of the park will be limited. It will bring a lot of other people from perhaps different neighborhoods to the grounds and will cause a lot of disturbance to residents like ourselves

there is a tennis court + astro football/basketball/ and most importantly a children's park in Eel Brook Common.. activities listed and the sale of alcohol!! is extremely worrying and it will impair families and mostly children's activities on tennis courts, football and small children's' park!

as a resident I strongly oppose the permit allowance-
Lsstly The event organizer has tried to increase capacity in the past in other attempts/ readings
palmer park per article on bbc

Dear Sir/Madam,

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

Comments were submitted at 19/06/2024 1:06 PM [REDACTED]

Application Summary

Address:	Eel Brook Common New King's Road London
Proposal:	Licensing Act - Premises Licence
Case Officer:	Ms Lorna McKenna

[Click for further information](#)

Customer Details

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

Email:	
--------	--

Address:	[REDACTED]
----------	------------

[REDACTED]	
[REDACTED]	Petition

Stance:	Customer objects to the Licensing Application
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Reasons for comment:

Comments:	19/06/2024 1:06 PM I object as there are already issues with parking and noise with Chelsea football fixtures and Eid celebrations . Living so close to eel brook as a resident means noise, empty bottles, vandalism Strongly object
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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 19/06/2024 12:25 PM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 19/06/2024 12:25 PM Eel Brook Common is a family area where residents come to relax and have peace and quiet. Having a hospitality event over a weekend selling alcohol will inevitably attract non-residents and the music played and dancing will affect the peace of the locals. Eel Brook Common is now becoming too widely used for loud noise events. The effect is cumulative and increases the stress on residents.

Dear Sir/Madam,

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

Comments were submitted at 18/06/2024 9:10 PM from [REDACTED]

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 18/06/2024 9:10 PM I object to this application. I have young children under age 10 and regularly use the playground and sports area in Eel Brook Common. This application will lead to a large number of drinkers coming to the Common, which will negatively impact on the family oriented nature of the Common. There may be public drunkenness or public order offences which are inappropriate around young children. This will also create a burden on police time.

Dear Sir/Madam,

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

Comments were submitted at 18/06/2024 6:10 PM from [REDACTED]

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Residents Group

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 18/06/2024 6:10 PM objection due to inconvenience for our residential road due to increased traffic and congested residential parking. safety is comprised as the street tends to be used as cut-through during events. Noise pollution and general levels are elevated and drunken people are milling about with increased littering and loitering in the neighborhood. Public alcoholic sales and consumption is not conducive to the quiet enjoyment of family residential areas with young children on weekends. Increased police patrol to the area, especially in the evening, should be provided to residents if such license is granted and also compensation to residents for the destruction of value to surrounding homes if such commercial license is granted.

Dear Sir/Madam,

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

Comments were submitted at 18/06/2024 6:42 PM from [REDACTED]

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 18/06/2024 6:42 PM The park is for kids to play and adults to walk their dog, it should not be commercialised. In addition this plan will bring noise pollution, traffic, parking trouble, litter, drunk behaviour and peeing in every corner of the park. Do you not see that pubs and restaurants are closing on every corner? Support the ones that are open and do not allow more competition with this bar pop up. Regards, [REDACTED]

[REDACTED]
Sent: Tuesday, June 18, 2024 6:08 PM

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

Subject: A1 Hospitality Application for unlimited entertainment on Eelbrook Common

I wish to object to the proposal and application by A1 Hospitality to use Ell Brook Common without limitation for the purposes of Live music, Recorded music, Dance, entertainment similar to music or dance including the sale of alcohol on an unlimited basis and without restrictions. My main concerns are lack of adequate toilet facilities, the sale of alcohol, when there are plenty of licensed premises already in the area, noise and the attraction to such an event for drug dealers. I understand that the Applicant has made a successful application for the weekend of 17th/18th August 2024 and I am of the opinion that an application should be made each year for a specific date, only one weekend per year which would enable the Council to exercise proper controls.

[REDACTED]
[REDACTED]
[REDACTED]

From: [REDACTED]
Sent: Tuesday, June 18, 2024 6:57 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Jay Gleacher
Subject: Objection on A1 hospitality application

Hello,

I want to email to object to the proposal by A1 Hospitality to use Eel Brook Common without limitation for the purposes of Live music, Recorded music, Dance, entertainment similar to music or dance including the sale of alcohol on an unlimited basis and without restrictions.

My main concerns are lack of adequate toilet facilities, I've seen people just pee outside my house on the lawn by the playground. Also exposing themselves near a playground with children. Also the sale of alcohol when there are already a ton of bars and restaurants in the area. We shouldn't cannibalize their sales? I feel we need to support local businesses not give them more competition....

I think there was a successful application for the weekend of 17th/18th August 2024 and I am OK with this. I think an application for a specific date on the calendar is perfectly reasonable. But an ongoing permit with zero restrictions to be every weekend sounds risky. This park is used mainly for people playing sports, kids playing football, young adults doing sports, workout classes. It's an active park for people. There are football pitches with kids under 18 using it all Saturday and Sunday. Little foxes, little kickers, and sports teams use it. It's not a "drinking" alcohol party park.

Can we get more details? It's extremely vague.
I oppose this application without control over specific "dates".

[REDACTED]
[REDACTED]
[REDACTED]

From: [REDACTED]
Sent: Wednesday, June 19, 2024 7:28 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: A1 Hospitality Ltd application for a licence on Eelbrook Common

Dear Sirs,

We are writing to voice our concern as to the above application.

Eel Brook Common is an open space for the local community to enjoy in peace, children, dog walkers and exercise, along with small fun fairs and so on. This application for a licence for live music, dance, sale of alcohol on – and this is key – **Saturdays and Sundays** – would clearly imply an intention for far greater use of the common for quite seriously disruptive events for more than just one weekend in August. (which was a previous application for a 2 day event)

The paragraph “the proposed activities, days and times to be authorised by the licence/details of variation sought” rather confirms this.

The added unpleasantness would be the need for sufficient portaloos for what we would imagine would be large numbers of attendees – which is a horrible thought given the amount of children and families and their dogs – not to mention all residents living right alongside the common and in nearby streets.

The local pubs and restaurants are struggling enough as it is, so we do not believe this kind of licence will be anything other than detrimental to the local hospitality community.

We strongly believe that any event on the common should be applied for on a one off basis, and relevant licences granted on that basis so long as it does not impact negatively on the local residents and community at large.

With regards,

[REDACTED]
[REDACTED]
[REDACTED]

From: [REDACTED]
Sent: Thursday, June 27, 2024 12:21 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: RE: Additional Information - Eel Brook Common New King's Road London

Dear Lorna,

Thank you for your reply and attachment from the applicant.

We did understand that it would be for one weekend this year, but still have to object to the licence covering future events in coming years. I do not object as such to the IDEA of small events on the common, but this feels as though it will be huge. And to say that it will only cover the South side of Eelbrook Common does not acknowledge that those of us living on this side of the common and New Kings Road will be wholly and completely affected by this event, and the North Side relatively unscathed. It WILL affect parking, so to suggest otherwise is totally disingenuous. Every event has the same affect on the local roads – you could say most football fans take public transport, but no one living in Fulham would agree with that – even the Eid events which are not entirely welcomed by local residents mean there is gridlock in the roads and parking on the local streets bordering Eelbrook Common.

So no, we are not minded to withdraw our objection to this licence to hold an annual event which will have a large impact on the densely residential area around Eelbrook Common. We object to the thought that if the applicant is successful in obtaining a licence that will allow this event every year removes any chance of saying NO, it was not a success in terms of the impact or whatever, and we would be stuck with this happening in years to come. And while the event may take place for two days, the whole thing will be 4 days – or even more to take into account the set up and removal, not to mention the dreaded portaloos – and damage to the grass on the common with such large footfall – particularly if the weather turns against us – remember how long it took to recover after that huge circus a few years back.

Might I ask why other Parks/Commons in the RBHF area are not considered for events like this – would Bishops Park not be more suitable, bordering the river, Craven Cottage and Bishops Palace as it does, leaving only one residential road bordering the park affected by this, or any other event.

With best regards,

[REDACTED]

From: [REDACTED]
Sent: Thursday, June 20, 2024 11:34 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Objection to Eel Brook Common sale of alcohol permisson

Dear LBHF,

I am writing to express my strong opposition to the recent proposal to license the sale of alcohol in our Eel Brook Commonpark. As a concerned resident of the neighbourhood currently living on a street just [REDACTED], I believe this decision could negatively impact our community in several significant ways.

First and foremost, our common park serves as a vital recreational space for families, children, and individuals seeking a safe and peaceful environment. Allowing the sale of alcohol in this setting could compromise the safety and well-being of all park users. Alcohol consumption is often associated with increased risk of aggressive behavior, accidents, and disturbances, which could deter families from visiting the park and undermine the sense of community we have worked hard to foster.

Furthermore, the introduction of alcohol sales in the park could lead to public health and safety concerns. Increased alcohol consumption in a public space raises the potential for underage drinking, littering, and other forms of irresponsible behavior. These issues not only pose risks to individuals but also strain local law enforcement and emergency services, diverting resources from other critical areas.

The park's natural environment and wildlife are also at risk. Alcohol-related litter, such as bottles and cans, can lead to pollution, harming local flora and fauna. The park's pristine condition, which many of us cherish, would be jeopardized by the increased foot traffic and associated waste from alcohol sales.

Moreover, the presence of alcohol in a community space sends the wrong message to our youth. It normalizes drinking in a public setting and may encourage unhealthy attitudes towards alcohol consumption. Our parks should promote healthy, active lifestyles and provide a sanctuary from the various pressures of daily life, not become an extension of commercialized drinking culture.

In light of these concerns, I urge you to reconsider the proposal to license alcohol sales in Eel Brook Common. Instead, let us focus on enhancing the park's facilities and programs in ways that align with its original purpose: to serve as a safe, clean, and welcoming environment for all members of our community.

Thank you for considering my objections. I hope you will take them into account and act in the best interests of our community.

Sincerely,



Dear Sir/Madam,

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

Comments were submitted at 21/06/2024 8:34 PM [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 21/06/2024 8:34 PM we, the residents of [REDACTED] live [REDACTED] from the Eel Brook Common. During Covid lockdown, many sought to use our car park, communal garden to relive themselves of their toilet needs and consume illegal narcotics.

If an event is put on over the weekend, these unpleasant activities will occur alongside for the full duration of the event.

We have children, families, disabled and the elderly living here and do not wish to be exposed to any form of nudity or illegal activity.

Dear Sir/Madam,

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

Comments were submitted at 22/06/2024 4:25 PM from [REDACTED]

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 22/06/2024 4:25 PM I object to the application because:

- it would offer exclusive guest-only hospitality on land that is for everyone,
- make alcohol consumption easier on the common and increase the chances of drunken behaviour, causing disturbance in the area. There are enough alcohol outlets nearby already,
- though limited in scope on this occasion, the granting of a licence would open up the door to more events of this kind to the point where they become a real nuisance.
- the event would inevitably attract cars to the area, taking up already limited parking spaces and causing pollution. Chelsea FC fans and visitors already put pressure on weekend parking and the area doesn't need another influx.

Thank you for the opportunity to comment.

From:

Sent: Saturday, June 22, 2024 6:50 PM

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

Subject: A1 Hospitality Limited Eel Brook Common sw6 4pt

Dear Licensing Team

As a Parsons Green resident I believe we already have enough pubs and retail outlets to supply alcohol to people looking to buy it on Saturday and Sunday. This additional provider would only dilute their custom and potentially put their trade at risk.

We should protect and maintain our green spaces as there are many people in the area for whom this is their only access to outside space.

The Common (and Parsons Green) are public Green spaces and should not be commercially sublet as fund-raisers for the council. There is an empty unit (pictures attached) at the end of Eel Brook common that could be re-opened and used to supply the Common if additional capacity is required.

We don't need this new license or any additional Common based structures to support it

Thank you for listening to our input to this process.

Regards

[REDACTED]
[REDACTED]







Dear Sir/Madam,

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

Comments were submitted at 23/06/2024 10:34 PM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

[REDACTED]

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 23/06/2024 10:34 PM This is a quiet residential area which will suffer from noise and potentially antisocial behaviour if this kind of event goes on. The common is a place enjoyed by locals to sit and enjoy being outside as well as people playing sports and walking their dogs. These kinds of events won't bring anything to the area, as they're usually paid entrance, and bring their own staff with them. Don't see any benefit at all from such events, other than being a noise nuisance. I do not want to hear loud music at the end of the street at weekends!

Comments summary

Dear Sir/Madam,

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

Comments were submitted at 25/06/2024 10:35 AM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 25/06/2024 10:35 AM Fundamentally this will affect the enjoyment of the park by families and children - warm summer days and outside drinking without toilets is a recipe for disaster as was seen on Parsons Green during COVID and children should not have to bear the brunt of bad behaviour - keep it inside and not in public spaces.

Dear Sir/Madam,

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

Comments were submitted at 26/06/2024 12:53 PM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 26/06/2024 12:53 PM This will be highly disturbing and disruptive to the neighbourhood. Please do not proceed.

Dear Sir/Madam,

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

Comments were submitted at 25/06/2024 10:40 AM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 25/06/2024 10:40 AM As mentioned by several other people, this a quiet residential area which does not need the noise and disruption which this proposal will cause. Eel Brook Common is very popular with young children and dog walkers and I do not see why some money making venture should be allowed to spoil the peace. The common was intended as a public space for everyone to enjoy for free. If people want to drink alcohol they can at the numerous very good pubs in the vicinity.

Dear Sir/Madam,

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

Comments were submitted at 25/06/2024 3:13 PM from [REDACTED]

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

[REDACTED]

[REDACTED] Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 25/06/2024 3:13 PM I am usually in favour of community events on the Common but not this one .

Eel Brook Common is Metropolitan Open Land. It is a contravention of the open land to fence off areas and restrict access . This is not a community event but a commercial money making venture and although the event will be free to enter , access is exclusive and is an inappropriate use of Common land

Hammersmith and Fulham Council's 2006 Open Space Audit highlighted that the Borough has relatively little open space per person living in the Borough and that more open spaces are required. Eel Brook Common is already exceedingly busy with dog walkers, children playing and families and friends picnicking . It is therefore inappropriate to allow such an event to occupy such a large amount of the open space .

The Council's parks and Open Spaces Strategy 2018 highlights the

deficiency in open spaces and access to nature conservation areas .
Work has taken place over the last few years increasing the biodiversity on the Common itself . Inviting thousands of people on to the Common from outside the area will cause harm to the progress already made.
Eel Brook Common is subject to a Section 59 Public Spaces protection order that was extended in 2023 to 2025 . This restricts the Consumption of Alcohol in public spaces for a reason. How will this be managed with people within the event being allowed to consume alcohol while those sitting outside cannot . It will be impossible to manage and again a wholly inappropriate use of the land so close to so many homes.
There are 12 vacant restaurant premises within a 10 minute walk of the common- one is on the common itself . There is a pub opposite that clung on to it's business by its finger tips over lock down and now you invite caterers to open up opposite who have no commitment to the area and don't pay business rates. How does this show support for a restaurant businesses trying to survive in SW6 ?

Dear Sir/Madam,

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

Comments were submitted at 26/06/2024 10:26 AM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 26/06/2024 10:26 AM I OBJECT to this proposal.

I do not believe H&F Council have advertised their proposals sufficiently and carried out the required level of public consultation and engagement.

This is public open space and should not be commercialised for private financial gain.

Judging by the amount of vacant food and beverage outlets in and around Eel Brook Common this additional competition will put further pressure on the existing businesses to survive.

I am also concerned about the open ended nature of this application and it's potential to lead to more regular events on Eel Brook Common.

From: [REDACTED]
Sent: Wednesday, June 26, 2024 11:37 AM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Cc: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: 2024/00949 - Eel Brook Common event

I would like to express my concern, and that of my husband, regarding application 2024/00949.

Eel Brook Common is used by individuals, families, children and dogs for relaxation and play and, should this application go ahead, too much of the Common would be taken from people who enjoy the open space.

There will be a day or two setting up and a day or two returning the Common to normal on either side of the proposed two day period for the event.

This is very much a residential area and the influx of a large amount of people, the cars they may bring and the noise and mess, and potential anti-social behaviour, will be disruptive and not at all in keeping with a quiet residential area, and will prohibit locals from enjoying the Common.

There will be no escape from the continuous background noise and the problems it causes for those trying to rest or sleep, particularly children.

This is an open ended application with no controls for the future and also seems to be the opposite of 'green' thinking!

I strongly oppose this application and do not wish for it to be granted. In the unfortunate event that it is granted, the time should be limited to one year.

Kindly acknowledge receipt of this e-mail.

Regards,

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]

From: [REDACTED]

Sent: Wednesday, June 26, 2024 10:51 AM

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

Cc:

Subject: Eel Brook Common 2024/00949/LAPR Proposed events licence - URGENT - deadline 5 July

[REDACTED]

OBJECTION

It is noted that the deadline for responses to the above proposed licence is 5 July - one day after the general election - and therefore does not give the public fair time to absorb, react and respond to this application.

I must protest and object strongly at the thoroughly uncaring application to use

Eel Brook Common to hold one - or more and regular events for **4999 attendees on Eel Brook Common with food and alcohol being sold for whole weekends.**

The Common which is there as a precious official Open Space (and green space) for the public as well as residents of the area to use to walk, sit peacefully and enjoy is already being used far too often for fairs and such - taking away the space people with no private green space have to take their children to play in, walk, rest.

Older residents as well find themselves restricted to staying indoors when large chunks of their local green spaces are turned into event space.

While it is understood the applicant has agreed to being allowed one weekend only THIS YEAR, who's to say there won't be an immediate demand for more similar weekends from next year!

I also wish to point out that there are ever increasing events on Parsons Green,
also taking away public open (and peaceful) space.

THE COUNCIL KEEPS TELLING US HOW IT IS PRESERVING AND IMPROVING THE ENVIRONMENT - EVENTING ON EEL BROOK COMMON AND PARSONS GREEN IS DOING EXACTLY THE OPPOSITE.

There would be disturbance in neighbouring streets, need for metropolitan policing,
Events such as this should never take place in our very small green spaces.

[REDACTED]

From: [REDACTED]
Sent: Thursday, June 27, 2024 11:39 AM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Cllr Adrian Pascu-Tulbure ; Adrian Pascu-Tulbure ; Jose Afonso **Subject:** Re: Eel Brook Common 2024/00949/LAPR Proposed events licence - URGENT - deadline 5 July

Dear Ms McKenna,

Thank you for your response to my email of yesterday.

Eel Brook Common is very precious to me: it allows me to meet an old friend coming from Fulham Road without either of us having to use buses and sit peacefully on a bench in a green space.

You also use it and Parsons Green for what seems to have become a semi-permanent fairground.
(On Monday it was on P. Green.) This takes away a quiet sitting space with lovely trees from me returning from local food shopping with a carrier bag and pausing to reorganise parcels and walking stick!

Thank you for explaining about the 28 day consecutive consultation period: it seems to me that anyone putting this application in chose the application date more than carefully to take place while Councillors in the committee would be out canvassing for local MPs and not have sufficient time to give it close attention.

I say this as this is not the first time surely we had an application for this food tent last year?

Please add what I am saying to my objection.

With many thanks,

██████████

Dear Sir/Madam,

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

Comments were submitted at 26/06/2024 4:24 PM from [REDACTED]

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 26/06/2024 4:24 PM I should make it clear that my husband has already sent in his comments to object to this application, but I wanted to add my own. I should also note that [REDACTED] the park.

Like all the neighbours I have spoken to, I am alarmed that this application is up for consideration when so few details are available. As far as I can see, the application asks for licensing on every weekend of the year but there are no details of:

- What structures (fencing, tents etc) would be required and where - and whether they would be there during the week
 - How you will prevent parking issues, particularly on Sundays
 - How it will be policed and how you will prevent antisocial behaviour
 - How you see it working on Chelsea FC match days when there are a lot
-

of people passing through the park
-What level of noise can we expect?

It is such a vague application so it is impossible to do anything but object, particularly as the proposed application isn't a one-off, it would be a permanent arrangement.

Also, when I look around the local community I see so many pubs and restaurants boarded up. A bar/club in the park will only ensure that we see even more local bricks and mortar establishments closing down which would be awful.

I see so much about protecting green spaces locally (the mini-forrest on Eel Brook Common, no mow May, the new green verges on New Kings Road etc) and so I sincerely hope that LBHF will decide not to allow a semi-permanent bar/club in our park as it will unquestionably compromise this wonderful green space and be a terrible nuisance for the neighbours.

Comments summary

Dear Sir/Madam,

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

Comments were submitted at 26/06/2024 5:21 PM from [REDACTED]

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 26/06/2024 5:21 PM I object vehemently to the application that Eel Brook Common be allowed to host events for up to 4,999 people over weekends. How ridiculous. The common is a tranquil area at weekends for residents to enjoy - children's play area, picnics, dog walking, cycling, socialising and relaxing. Such events are noisy, no doubt involve alcohol, drugs, unruly behaviour and crime - directly or indirectly. It will be under policed and it will leave litter, bring in more traffic and noise pollution and such other things that will make the common uninviting. Because of increase crime and inadequate

policing, some streets on the Lion Houses 'estate' have bought in private security patrols for last three or so years. Granting this licence is absolutely crazy. We have the football Saturdays already - don't add more crowds and noise to the neighbourhood. The application clearly states Live and Recorded Music, Sale of Alcohol and you look to allow this Saturdays and Sundays - from noon to 8pm!! These hours should be kept free for people to enjoy the Common for shared, family activities (above) and safely. I do fear for people's safety of thousands of people are invited in with alcohol. Crime will increase. The streets, public transport and traffic can't absorb so many people.
PROTECT THE NEIGHBOURHOOD, THE PEACE AND QUIET - I OBJECT STRONGLY.

Kind regards

[Redacted]

Sent: Wednesday, June 26, 2024 5:44 PM

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

Cc:

Subject: 2024/00949/LAPR Proposed licence to hold events for 4,999 attendees in Eel Brook Common

Dear all,

I write with regards to the proposed licence to hold events for 4,999 people in Eel Brook Common.

I do not agree with the proposal. Should it pass however, I would ask that the licence be granted only for one year with a residential consultation and review at the end of the period before agreeing to extend.

Eel Brook Common is a residential area. It is used frequently by the community and is a family orientated peaceful environment. Allowing numerous large scale events will denigrate this quality by removing its use from the community before, during, and after the events in addition, to the wear and tear of the grounds and associated facilities.

In addition, there is already a considerable traffic element caused by North End Road, Putney Bridge and the Kings Road, Wandsworth Bridge Road intersection. Adding large scale events, where there are no parking options, will make the existing situation worse.

Many thanks for your consideration,

[Redacted]

Dear Lorna,

As requested:

[Redacted]

[Redacted]

[Redacted]

Dear Sir/Madam,

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

Comments were submitted at 27/06/2024 11:28 AM from [REDACTED]

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Amenity Group

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 27/06/2024 11:28 AM The Fulham Society would like to comment as follows on this application. We would firstly like to point out that the Common is open land for the daily use of local residents and their families and not a fund-raising area for the Local Authority. These huge licensed events cause great damage to the ground and grass, are inevitably noisy and cause very large numbers of outside people to visit what is supposed to be a local area of recreation.

We therefore are opposed to any license being give for this 2 day dance music and Food Festival which will cause great disruption in the area and

its residents, adds nothing to the quality or enjoyment of life in Fulham, and only serves to bring money to the organisers and the local Council.

Dear Sir/Madam,

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

Comments were submitted at 27/06/2024 2:45 PM [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 27/06/2024 2:45 PM The noise, smell and disturbance to the local neighbours is too much Already there are too many fairgrounds etc

Dear Sir/Madam,

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

Comments were submitted at 27/06/2024 2:58 PM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments:

27/06/2024 2:58 PM I have two sets of concerns.

(1) As a neighbour to Eel Brook Common whenever there are large events (e.g. large fair, Chelsea Football Club celebratory parade where alcohol is available) we have an increased stream of people walking down our road using the street as a toilet ..since it is an access road from the 3 pubs on Parsons Green to Eel Brook Common. There are always insufficient toilets provided at events and insufficient stewards to prevent this behaviour in the family neighbourhood. Further the Common is used at weekends by local families and hence events that are large (in the order of 5,000 people) prevent such access at this time

(2) The director of A1 hospitality limited, Toby Mullins, has a record of starting events on a small scale and then scaling up. Eel Brook Common is not large enough to accommodate such increased events and is bordered on 3 sides by residential properties. Please see events organised by Toby Mullins through his sister companies in Reading (TM Events Limited). A google search on Stories in the Park Festival is a case

in point where he doubled the capacity from 5,000 to 10,000 from 2023 to 2024.

Comments summary

Dear Sir/Madam,

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

Comments were submitted at 27/06/2024 2:58 PM from [REDACTED]

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email: [REDACTED]

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 27/06/2024 2:58 PM I have two sets of concerns.
(1) As a neighbour to Eel Brook Common whenever there are large events (e.g. large fair, Chelsea Football Club celebratory parade where alcohol is available) we have an increased stream of people walking down our road using the street as a toilet ..since it is an access road from the 3 pubs on Parsons Green to Eel Brook Common. There are always insufficient toilets provided at events and insufficient stewards

to prevent this behaviour in the family neighbourhood. Further the Common is used at weekends by local families and hence events that are large (in the order of 5,000 people) prevent such access at this time
(2) The director of A1 hospitality limited, Toby Mullins, has a record of starting events on a small scale and then scaling up. Eel Brook Common is not large enough to accommodate such increased events and is bordered on 3 sides by residential properties. Please see events organised by Toby Mullins through his sister companies in Reading (TM Events Limited). A google search on Stories in the Park Festival is a case in point where he doubled the capacity from 5,000 to 10,000 from 2023 to 2024.

Kind regards

██████████
Sent: Friday, June 28, 2024 3:57 PM

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

Subject: Fwd: Additional Information - Eel Brook Common New King's Road London

Lorna thanks for sending through this additional information it provides more context but a couple of additional questions please.

Is it proposed that this is a ticketed event only (I assume so)?

Will the access point be only from New Kings Road, as mentioned in the plan?

And therefore will there be a fence around the event boundaries?

Many thanks and please advise

██████████
From:

Sent: Monday, July 1, 2024 3:28 PM

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

Cc: ██████████

Subject: RE: Additional Information - Eel Brook Common New King's Road London

Lorna, I would like to attend the meeting and continue with my representation.

There is a discussion to be had re the following points:

- Provision of sufficient toilets; many events held in Parsons Green and Eel Brook Common have had insufficient toilets resulting in the use of the surrounding streets as toilets (by men and women)

- Stewards in adjacent streets to Eel Brook Common/Parsons Green to prevent unsociable behaviour, to ensure that streets are not used as public loos and that local residents and their homes are respected
- Build and break days – how many.....the event will only be for a weekend but I would imagine that 3 or 4 days prior and 2 days after will be required – so a large part of the park will be off limits to residents for more like a week a year?
- Finally expectation management re the size of the event. As I put in my original submission the company director has a history of starting with events at 5,000 and then increasing to 10,000 people. Eel Brook Common cannot support such numbers and so what expectation management is being set by the Licensing Committee in this application in 2024. I think this is important since I can anticipate that if successful there will be pressure to increase the numbers in following events. Why start off in Eel Brook Common when there is little room for expansion?

Many thanks



From: [REDACTED] Thursday, June 27, 2024 2:41 PM

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

Cc:

Subject: Eel broom common event 5/7

[REDACTED]

Dear Madam.

I wish to object strongly to the proposed Evening event for 4999 people on Eelbrook Common on 5 July.

This is a quiet residential area and is not suitable for a mass injection of visitors coming by public transport. Walking or seeking parking spaces.

We already have Parsons Green bring let out to a fair ground as well as the overspill of drinkers from the White Horse and other establishments.

In my own case, I enjoy an evening stroll around the Common on these summer evenings. And do not see why this should be made difficult for me by an influx of 4999 people

Moreover I also object to the fact that the Council has gone ahead and allowed this event for a second year without prior notification to, and consultation with residents, when the same event last year was cancelled due to the volume of opposition.

Yours faithfully,

[REDACTED]

[REDACTED]
Sent: Friday, June 28, 2024 12:07 PM

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

Subject: Re 2024/00949/LAPR proposed licence

Dear Sirs/Madam

Re '2024/00949/LAPR Proposed licence to hold events for 4,999 attendees in Eel Brook Common'.

I am writing to object to the above proposed licence for this Open Space which is should be kept relatively quiet and peaceful and not be a venue for concert attendees, along with the associated food and alcohol sales and toilet facilities.

My family and I use Eel Brook Common every day for dog walks and to see some space free of hectic activity. We find solace walking across the grass and watching the birds and squirrels in the park. We meet friends there for 1:1 chats and to relax. This is the purpose of this wide open space and for the mental health of my teenage children and me we would like to object to the park ever being used for any kind of concert or noisy live performance, and certainly the sale of any kind of refreshment or food on Eel Brook Common should be strenuously vetoed and no further applications should be considered.

There have been various wildflower and ecological initiatives in the EelBrook Commin which would also be damaged by from such a large influx of people for a concert.

Yours sincerely

[REDACTED]
[REDACTED]

From: [REDACTED]

Sent: Tuesday, July 2, 2024 2:47 PM

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

Subject: Re: Re 2024/00949/LAPR proposed licence

Hi

I seem to have received an email from you promoting this exact licence which I have objected to! Herewith below are some further more properly considered objections all of which are highly relevant. Main point of my objection being that given the heavy use of the park already this open space is not big enough for an extra 5000 people who may imbibe alcohol. My children use this park every weekend and it is not appropriate for them to be using it whilst alcohol is for sale and there may be scores of inebriated people using the space too. It is a family, child friendly space with a children's play park in the middle of it so it is not appropriate for such large event with alcohol sales.

The event is too big and there is a risk to public safety

The physical size of the event will take up to a third of the available open space on the common and there will be an additional 4,999 people on it all of it taking place next to a busy main road. The common is very heavily used at the weekend, especially by young families. There is a risk of significant overcrowding, spilling onto the road and distress for local users of the common.

In addition, we note that the organisers have been associated with seeking to extend the size of events they have been associated with in other areas (see below).

There is a risk of public nuisance and crime and disorder

This is a food and drink festival with a strong presence of alcohol vendors. The prospect of 5,000 people on the streets is likely to cause anti-social behaviour and crime and disorder. The applicants have been associated with events in Palmer Park in Reading where unacceptable social behaviour and local disturbance (drunkenness and drug taking) was reported by the BBC in Jan 2024. Despite this they sought to extend this event from a 5,000 to 10,000 capacity.

The risk and repetition of this in a small public space in a family area is unacceptable.

Protection of children from harm

The site will be next to the children's playground on Eel Brook Common. This is very heavily used and other parts of the common are used for children's parties. An additional 5,000 people on the common, of whom many will have been drinking is unacceptable in this context.

Yours sincerely

A solid black rectangular box used to redact the signature of the sender.

From: [REDACTED]

Sent: Thursday, June 27, 2024 3:01 PM

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

Cc: Subject: Eel Brook Common 2024/00949/LAPR Proposed Events Licence

Dear LBHF Licensing Committee,

I strongly object to the application to use Eel Brook Common for one or more regular events with up to 4,999 attendees, including the sale of food and alcohol over entire weekends. My family and I live locally and use Eel Brook Common regularly.

The Prevention of Crime and Disorder

If 4,999 people attend these events, many will likely be under the influence of alcohol sold on-site. This can lead to rowdy behaviour, noise, and increased litter, attracting pests like mice and pigeons, which are already a nuisance to residents. We experience similar issues during football events at Stamford Bridge and do not want additional disturbances. Moreover, eventgoers often use bikes and leave them carelessly on pavements. For instance, my neighbour's car was damaged by a fallen bike, and neither the bike company nor the police took responsibility.

Public Safety

Most residents will avoid the common if large events are taking place on it because large drunken crowds tend to misbehave. The elderly residents who use the common to relax will be unable to enjoy it amidst large, noisy crowds. The council should ensure the local green spaces are safe and secure for the residents to enjoy.

The Prevention of Public Nuisance

As previously mentioned, abandoned bikes can cause damage and block pavements. My neighbour's car was damaged by a fallen bike, and there was no accountability. With limited police resources, it is unlikely there will be adequate policing at these events. My dog and I enjoy the open space and peaceful nature of Eel Brook Common, especially on weekends. Large, noisy events will significantly detract from our ability to enjoy this space.

The Protection of Children from Harm

It is not safe for young children to be in proximity to intoxicated eventgoers. Therefore, families will be deterred from using the common if such large events take place, impacting children's ability to enjoy the green space.

Please do not allow events in our precious green spaces. We are already disrupted by numerous events on the common and by football activities. This application must be rejected.

[REDACTED]

[REDACTED]

[REDACTED]

From [REDACTED]
Sent: Monday, July 1, 2024 10:10 AM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Subject: 2024/00949/LAPR Proposed licence to hold events for 4,999 attendees in Eel Brook Common'

Dear Lorna,

Subject: Eel Brook Common 2024/00949/LAPR EVFNT FOR 4,999 attendees over a weekend

I am writing with regard to the application for a proposed licence to hold free- ticketed events for up to 4,999 attendees in Eel Brook Common during a weekend in August or September on both Saturday and Sunday from 1200 to 20.30.

I am a local resident who lives nearby and regularly walks the family dog on Eel Brook Common.

I am most concerned that this proposal is an unsuitable and oversized proposal for the use of the Common.

The locals, residents, children and dog owners who use the Common cherish its peace and quiet and green space. It is set in the middle of a residential area and surrounded by family houses and residential flats.

An influx of 4,999 attendees, plus the playing of amplified music and sale of alcohol and food from stalls from 1200- 20.30 on Saturday and 1200-20.00 on Sunday will take over the whole of the Common for the entire weekend. It will exclude the locals, residents, children, dog walkers etc from accessing Eel Brook Common in their usual way.

The proposal is far too large, noisy, intrusive and disruptive in comparison to the relatively small size of the Common and the proposer should seek an alternative location in a larger space elsewhere (there are plenty of other purpose built venues).

I am also concerned about spill-over of attendees to and from Eel Brook Common. The Green is a very small area of green space which is already heavily used and again surrounded by residential streets, so

the whole neighbourhood will become affected by noise, people and rubbish. Toilet facilities temporarily installed onto Eel Brook Common (or Parsons Green) for past events have been insufficient for the demand and there are no public toilet facilities in the vicinity. Previous experience when thousands of people have converged on the area, people have been found urinating and defecating in the front gardens and side alleys of the family houses around the Common and Green, which is awful for residents and a risk to public health.

In addition the Eel Brook Common proposal is open-ended and not time-limited and could continue for years. There is no opportunity for review.

I strongly object to the proposal.

Yours sincerely

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

Dear Sir/Madam,

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

Comments were submitted at 01/07/2024 10:18 PM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Comments Details

Commenter Type: Residents Group

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 01/07/2024 10:18 PM My objections are based on concerns regarding public safety, public nuisance, crime and disorder, and the protection of children from harm.

Public Safety:

The size of the proposed event is excessive, occupying up to one-third of the available open space on the common and attracting an additional 4,999 people. This significant increase in foot traffic, adjacent to a busy main road, raises serious concerns about overcrowding and the potential for accidents. The common is already heavily utilized on weekends by local families, and the proposed event could disrupt their use of this valuable community space and pose significant safety risks.

Public Nuisance and Crime:

The presence of alcohol vendors at the festival further exacerbates these concerns. The expected attendance of 5,000 people increases the likelihood of anti-social behavior, crime, and disorder. Notably, the organizers have a history of expanding event sizes, as evidenced by their attempts to increase the capacity of a similar event in Palmer Park, Reading. This event was reported by the BBC in January 2024 to have led to incidents of drunkenness and drug use, causing local disturbances. The prospect of similar issues arising in our community is unacceptable.

Protection of Children:

The festival site will be adjacent to the children's playground on Eel Brook Common, a space heavily frequented by young families and used for children's parties. The presence of thousands of additional people, many of whom may be consuming alcohol, poses an unacceptable risk to children. The potential for harm in such a family-oriented area is too significant to ignore.

For these reasons, I strongly urge the council to reject the licensing application for the proposed Food and Drink Festival on Eel Brook Common. The risks to public safety, the potential for public nuisance and crime, and the dangers posed to children far outweigh any potential benefits of this event

Dear Sir/Madam,

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

Comments were submitted at 02/07/2024 9:03 AM from [REDACTED]

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/07/2024 9:03 AM The event is too big and there is a risk to public safety

The physical size of the event will take up to a third of the available open space on the common and there will be an additional 4,999 people on it all of it taking place next to a busy main road. The common is very heavily used at the weekend, especially by young families and dog walkers. There is a risk of significant overcrowding, spilling onto the road and distress for local users of the common.

Being a dog walker, this open space is used daily for dogs to roam freely which they are unable to do, with such a big venue

In addition, we note that the organisers have been associated with seeking to extend the size of events they have been associated with in other areas

There is a risk of public nuisance and crime and disorder

This is a food and drink festival with a strong presence of alcohol vendors. The prospect of 5,000 people on the streets is likely to cause anti-social behaviour and crime and disorder. . The risk and repetition of this in a small public space in a family area is unacceptable.

Dear Sir/Madam,

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

Comments were submitted at 02/07/2024 9:05 AM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/07/2024 9:05 AM Objections to Licensing Application for Food and Drink Festival

The event is too big and there is a risk to public safety

The physical size of the event will take up to a third of the available open space on the common and there will be an additional 4,999 people on it all of it taking place next to a busy main road. The common is very heavily used at the weekend, especially by young families. There is a risk of significant overcrowding, spilling onto the road and distress for local users of the common.

In addition, we note that the organisers have been associated with

seeking to extend the size of events they have been associated with in other areas (see below).

There is a risk of public nuisance and crime and disorder

This is a food and drink festival with a strong presence of alcohol vendors. The prospect of 5,000 people on the streets is likely to cause anti-social behaviour and crime and disorder. The applicants have been associated with events in Palmer Park in Reading where unacceptable social behaviour and local disturbance (drunkenness and drug taking) was reported by the BBC in Jan 2024. Despite this they sought to extend this event from a 5,000 to 10,000 capacity. The risk and repetition of this in a small public space in a family area is unacceptable.

Protection of children from harm

The site will abut the children's playground on Eel Brook Common. This is very heavily used and other parts of the common are used for children's parties. An additional 5,000 people on the common, of whom many will have been drinking is unacceptable in this context.

BBC article 31/01/2024, please search on google Bbc stories in the park

Dear Sir/Madam,

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

Comments were submitted at 02/07/2024 12:53 PM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 02/07/2024 12:53 PM The event is too big and there is a risk to public safety:
The physical size of the event will take over a 1/3 of the available open space on the common and bring an additional 4,999 people in - all next to a busy main road. The common is very heavily used at the weekend, especially by young families. There is a risk of significant overcrowding, spilling onto the road and distress and displacement for local users of the common. The common is not only used as a destination, be it with children, for exercise or for dogs, but it is also a major thoroughfare for those accessing the Fulham Broadway, NKR and WBR .

There is a risk of public nuisance and crime and disorder:

This is a food and drink festival with a strong presence of alcohol vendors. 5,000 people on the streets, in the middle of a residential area,

is likely to cause anti-social behaviour, crime and disorder. The applicants have been associated with events in Palmer Park, Reading where unacceptable social behaviour and local disturbance (drunkenness and drug taking) was reported by the BBC in Jan 2024. Despite this they sought to extend this event from a 5,000 to 10,000 capacity. The risk and repetition of this in a small public space in a family area is unacceptable.

Protection of children from harm:

The site is next to the childrens playground on Eel Brook Common. This is very heavily used and other parts of the common are used for childrens sports and parties. An additional 5,000 people on the common, of whom many will have been drinking is unacceptable in this context.

Impact on existing restaurants/bars: we have a number of businesses already in the area who are struggling - this will actively take business from them and exacerbate their issues.

Net, this is a primarily residential area, with a common that is already heavily used - and this event will potentially bring in 5,000 people - with no benefit to the local population - only disruption and upheaval.

Dear Sir/Madam,

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

Comments were submitted at 04/07/2024 9:04 AM [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 04/07/2024 9:04 AM I strongly object to this application on the following grounds:

1. Rights to quiet enjoyment of this natural amenity: If granted, the application would contravene the right to the quiet enjoyment of this park for which purpose it was designed.

2. People pollution all weekend: If granted, this application will attract large numbers of party goers from 12 noon til long after dark with inherent noise, litter, likely anti-social behaviour & traffic congestion to a residential area on the two days of the week which are especially valued by locals for peace & quiet.

3. Precedent could be set: If application is granted, a precedent is set,

further applications will likely follow to the further detriment of this neighbourhood. So let's not set a precedent.

4. Not a party crowd venue: Eel Brook Common already accommodates weekend football crowds, religious gatherings & funfairs. Closely bordered by quiet residential streets & dissected by pedestrian/cyclist thoroughfares in several directions, it is not suited for large crowd attractions. Such party gatherings should be limited to the larger parks such as Hurlingham or Bishops Park which are set back from residential streets, have hard standing & utilities for service vehicles, and are self-contained & in the case of Bishops Park with purpose built public facilities.

5. Natural habitat & wildlife: In just one weekend the vulnerable grassed areas would be severely compromised by pedestrian overuse, heavy event machinery & service vehicles. Noise & light pollution would detrimentally affect wild life inhabiting the Common.

6. Need for more party amenities: There is no need for additional party entertainment in the area for there are plenty of bars, clubs & pubs nearby where music, alcohol & entertainment are widely available.

For all these reasons I would urge rejection of this application.

Dear Sir/Madam,

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

Comments were submitted at 04/07/2024 8:03 AM from [REDACTED]

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

[REDACTED]

[REDACTED] [REDACTED]

[REDACTED]

[REDACTED] Residents Group

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 04/07/2024 8:03 AM There is a risk to public safety. An event will take up a third of the available open space on the common, which is used heavily at weekends. Overcrowding with a possible extra 5,000 on the common spilling on to the busy main road, causing distress to local users, is unacceptable.

There is a risk of public nuisance and disorder with a strong presence of alcohol on sale.

The site will abut the children's playground, and other parts of the common are used for children's parties which should take priority in the neighbourhood.

[REDACTED]
Sent: Tuesday, July 2, 2024 6:11 PM

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

Cc:

Subject: Eelbrook Common Application 2024/00949/LAPR

Please accept this as our strong objection to the proposed event to be held on Eel Brook Common. It is a totally inappropriate proposal on what is a heavily used local amenity particularly at weekends. In addition the roads become blocked and parking for local residents will be impossible.

We hope the application will be declined.

Our regards,

[Redacted signature]

[Redacted name]

[Redacted address line 1]

[Redacted address line 2]

[Redacted address line 3]

From: [REDACTED]
Sent: Tuesday, July 2, 2024 11:12 AM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Subject: 2024/00949/LAPR - Eel Brook Common

Dear Ms Mckenna

It has recently been brought to my attention that AI Hospitality have applied for a licence to hold a Food and Drink Festival on Eel Brook Common for up to 10,000 people. We live in Kempson Road that runs into the east side of the park.

This is a residential area where by definition people reside. It is not a commercial area where by definition commerce is carried on. The proposed festival is pure commerce for the benefit of the organisers (and the LBHF) and thus to hold it in a residential park is nothing less than the theft of our residents' rights.

There have been gatherings on the Common before, but those have been for a specific purpose - mostly charitable or religious orientation - and well ordered. This proposed festival of Food and Drink spells disaster with the attendant litter and undoubted drunkenness. We residents pay the top tier of rates to reside in our houses and to enjoy the amenities of the area - particularly Eel Brook Common. It is totally immoral for the LBHF to capitalise on our asset and to cause real harm to our lives with the dangers and disruption of the influx of 10,000 people into a very small space.

The area cannot accommodate such numbers, the surrounding streets and main arteries will be clogged. Presumably the Festival will cover a weekend with free parking on a Sunday and extend after 8 pm (on our side of the Common, 5 pm on the other) so rendering parking impossible.

We have a 1-year-old baby in the house who is taken to the playground. It will not be feasible, nor indeed safe, to take him during the proposed festival to meet his many friends. Why should he be denied his right?

This is a badly conceived plan and I hope that the LBHF will have the sense, and honesty, to dismiss the application out of hand.

I remain, yours sincerely,

[REDACTED]

[REDACTED]

[REDACTED]
Sent: Friday, July 5, 2024 6:01 PM

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

Subject: Eelbrook Common

Dear Lorna Mckenna,

Licensing 2024/00949/LAPR - A1 Hospitality Ltd.

I am writing to strongly object to the above licensing application.

During the summer Eelbrook Common is extensively used by local people such as family groups, children's parties and small boys' football lessons and other people lying and sitting on the grass sunbathing and quietly reading. Every day of the year people use the Common to exercise dogs. Also, of course, local schools are using the area on weekdays and preparations for this proposed food and drink festival with music and dancing would disturb them.

The Common is an important local amenity as detailed above and many people's activities would be adversely affected by A1 Hospitality's application.

A very important consideration is the lack of public lavatories for a food and drink festival.

Yours sincerely,

[REDACTED]
[REDACTED]
Sent: Monday, July 8, 2024 11:03 PM

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

Subject: Re: Eelbrook Common

Dear Ms MKenna,

Thank you for your email. My address is [REDACTED]
Therefore, the noise from this proposed entertainment would reach [REDACTED] especially during the summer when doors and windows are open. I know the noise will reach our street as we can hear the cheers from Chelsea Football Club.

Yours sincerely,

████████████████████

Sent: Friday, July 5, 2024 7:58 AM

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

Subject: Eel Brook Common, New Kings Rd, SW6 4PT - Objection to licensing.

> Dear Sirs,

> Objections to Licensing Application for Food and Drink Festival

>

> The event is too big and there is a risk to public safety

>

> The physical size of the event will take up to a third of the available open space on the common and there will be an additional 4,999 people on it all of it taking place next to a busy main road. The common is very heavily used at the weekend, especially by young families. There is a risk of significant overcrowding, spilling onto the road and distress for local users of the common.

>

> In addition, we note that the organisers have been associated with seeking to extend the size of events they have been associated with in other areas (see below).

>

> There is a risk of public nuisance and crime and disorder

>

> This is a food and drink festival with a strong presence of alcohol vendors. The prospect of 5,000 people on the streets is likely to cause anti-social behaviour and crime and disorder. The applicants have been associated with events in Palmer Park in Reading where unacceptable social behaviour and local disturbance (drunkenness and drug taking) was reported by the BBC in Jan 2024. Despite this they sought to extend this event from a 5,000 to 10,000 capacity. The risk and repetition of this in a small public space in a family area is unacceptable.

>

> Protection of children from harm

>

> The site will abut the children's playground on Eel Brook Common. This is very heavily used and other parts of the common are used for children's parties. An additional 5,000 people on the common, of whom many will have been drinking is unacceptable in this context.

>

> [REDACTED],

>

Sent: Monday, July 1, 2024 9:39 AM

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

Cc:

Subject: 2024/00949/LAPR Proposed licence to hold events for 4,999 attendees in Eel Brook Common'

Dear Lorna,

Subject: Eel Brook Common 2024/00949/LAPR EVFNT FOR 4,999 attendees over a weekend

I am writing with regard to the application for a proposed licence to hold free- ticketed events for up to 4,999 attendees in Eel Brook Common during a weekend in August or September on both Saturday and Sunday from 1200 to 20.30.

As a local resident who lives nearby and regularly walks the family dog in Eel Brook Common, I am most concerned that this proposal is an unsuitable and oversized proposal for the use of the Common. The locals, residents, children and dog owners who use the Common cherish its peace and quiet and green space in a crowded city. It is set in the middle of a residential area and surrounded by family houses and residential flats

An influx of 4,999 attendees, plus the playing of amplified music and sale of alcohol and food from stalls from 1200- 20.30 on Saturday and 1200-20.00 on Sunday will take over the whole of the Common for the entire weekend. It will exclude the locals, residents, children, dog walkers etc from accessing Eel Brook Common in their usual way. The proposal is far too large, noisy, intrusive and disruptive in comparison to the relatively small size of the Common and the proposer should seek an alternative location in a larger space elsewhere.

There is also concern about spill-over of attendees to and from Eel Brook Common who will be displaced to nearby Parson's Green on their way to or from the underground/bus. The Green is a very small area of green space which is already heavily used and again surrounded by residential streets, so the whole neighbourhood will become affected by noise, people and rubbish. Toilet facilities temporarily installed onto Eel Brook Common for past events have been insufficient for the demand and there are no toilet facilities in Parson's Green at all. Previous experience when thousands of people have converged on the area, people have been found urinating and defecating in the front gardens of the family houses all round the Common and Green, which is awful for children and residents and a risk to public health.

In addition the Eel Brook Common proposal is open-ended and not time-limited and could continue for years. There is no opportunity for review.

I strongly object to the proposal.

Yours sincerely

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

Dear Sir/Madam,

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

Comments were submitted at 01/07/2024 9:44 AM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 01/07/2024 9:44 AM It's a lovely park that's great for locals, passers by, and all ages to take in some greenery in a beautiful settibg. It's a gem for young parents, dog owners, families, you name it. It's got pubs nearby and a restaurant on the corner. It really is a gem to us locals and I'd like it to stay that way. Commercialising it further is unnecessary and will greatly compromise the local people who use it daily, and not just for events, where it's likely to be trashed and overworked. There's no shortage of live music and events all summer long in London. Please don't make Eel Brook another venue when it's simply not welcomed or needed.

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

Comments were submitted at 29/06/2024 2:08 PM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 29/06/2024 2:08 PM I object strongly to this proposal for various reason:
Access to park: This is a public park for everyone to enjoy quietly in a residential area and should be not used as an entertainment space that affects access and use of park for local people.
Noise: The park is surrounded by houses, any noise from events in the park affects all neighbours to the park. This creates problems for anyone with hearing issues or who wants a quiet space at home.
Vermin: Food stalls and bars will draw more vermin to the area, as there will be an increased amount of food waste and general rubbish.
Parking: This proposal will bring more traffic and pollution to the area due it's scale and there will be increased pressure on local parking.
This event provides little benefit to local council tax payers in a quiet residential area and presents considerable issues and inconveniences that will impinge on the quiet enjoyment of the living space and local park.

Complaint

Complaint details

Your involvement I am the complainant

Reference

Complaint details I would like to protest against the idea of having a 5000 person license on Eel Brook Common. It will create a huge amount of noise and pollution in the area and takes no account of the desires of local residents.

I can't believe that the council can think is appropriate.

It's simply a money making scheme for the council.

What would you like us to do to resolve the issue?

Refuse the license

Contact

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

Preferred contact method Email

Email addressPhone

MobileOrganisation N/a

Category Resident

About this transaction

Status Submitted on 26/06/2024 09:14

Dear Sir/Madam,

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

Comments were submitted at 26/06/2024 12:58 PM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 26/06/2024 12:58 PM We have two young children and we enjoy spending time in Eel Brook Common very much; especially in the summer time when are boys are out of school. It would be so unfortunate if there was loud music or events taking over the park continuously throughout the summer; especially if they are events where alcohol is consumed. Please take this notice as my objection to this planning application. Thank you, [REDACTED]

Dear Sir/Madam,

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

Comments were submitted at 25/06/2024 10:01 AM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

[REDACTED] [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 25/06/2024 10:01 AM I object on the grounds of noise and general disruption in the neighbourhood.

Dear Sir/Madam,

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

Comments were submitted at 28/06/2024 5:05 PM from [REDACTED].

Application Summary

Address: Eel Brook Common New King's Road London

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer made comments in support of the Licensing Application

Reasons for comment:

Comments: 28/06/2024 5:05 PM I am writing to express my full support for the application to license a section of Eel Brook Common for the Food Festival

Prevention of Crime and Disorder

The organizers will present a comprehensive Event Management Plan to the Hammersmith and Fulham Licensing Authority in advance. Adequate security measures, including professional stewards and coordination with local law enforcement, will help maintain order and discourage potential criminal activity.

Prevention of Public Nuisance

The event is scheduled to run between 12:00 and 20:30, minimizing late-night noise and disturbance. Organizers will control noise levels to ensure musical performances do not disrupt the surrounding area. Clear

communication with local residents about the event, including publicizing a contact number for concerns, will keep everyone informed.

Public Safety

Public safety is a priority for the organizers. They will consult with the Safety Advisory Group and comply with their conditions, ensuring appropriate levels of security, first aid/paramedic, and fire prevention personnel. The Event Management Plan and risk assessments will address potential hazards and ensure a secure environment. Specific arrangements for the safety of disabled persons and maintaining unobstructed exits and emergency access routes will be in place.

Protection of Children from Harm

The festival is family-friendly, with attention to the safety and enjoyment of children. Organizers will ensure activities are age-appropriate and supervised by responsible adults. The controlled environment, along with staff seeking credible photographic proof of age from anyone appearing under 25 seeking to purchase alcohol, will protect children from harm.

This Food Festival is an excellent opportunity for our community to come together and enjoy diverse food offerings in a safe environment. I urge you to grant the necessary license for this event.

From:

Sent: Tuesday, September 10, 2024 4:35 PM

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

Subject: Re: Notice of Hearing - Eel Brook Common, New King's Road

Hi Lorna,

I hope this email finds you well.

I am writing in response to the notice of the hearing for the premises license application for Eel Brook Common. As I have already submitted my support for the application, I do not consider a hearing to be necessary in this case.

Please feel free to contact me if further clarification is required.

Kind regards,



Dear all,

Licensing Act 2003

Premises Licence Number: 2024/00949/LAPR

Premises name: Eel Brook Common

Premises address: Eel Brook Common New King's Road London

I am contacting you as you have raised a representation against the above application, and I would like to clarify a few points raised.

Firstly, the applicant has added the following condition to the licence application:

1. This licence shall be used for one weekend a year in August or September only.

This means that the premises licence, if granted for the proposed Food Festival which is being operated **will only be used for one Saturday and Sunday per year in either August and September, and not every weekend**. This information can be seen on the Licensing Public register, under additional information.

Secondly, the applicant has supplied an additional information pack, attached to this email which explains the event proposal. I would suggest reading it all, especially page 5 which indicates more information on the event.

Please let me know if the above clarification of the licence being used for one weekend a year in August or September only, and the additional information in the residents pack address the concerns raised in your objection, and you are minded to withdraw? If you are please can you confirm by return of email.

Additionally, are you able to advise us of anything the applicant could propose in relation to reduction in hours or attach conditions that could resolve this matter?

If you have any further queries, please contact me directly on the below.

Kind regards

Lorna McKenna

Licensing Compliance Officer

Licensing

Place Department

From: [REDACTED]
Sent: Thursday, June 27, 2024 12:30 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Additional Information - Eel Brook Common New King's Road London

i now withdraw my objection due to the altered application

[REDACTED]

On 27 Jun 2024, at 11:30, Licensing HF: H&F <licensing@lbhf.gov.uk> wrote:

Hi [REDACTED],

Thank you for your prompt response.

The applicant has proposed the following operating times:

Licensable activities sought

The Performance of live music, The Playing of Recorded Music, The performance of Dance, Entertainment similar to Music or Dance - Outdoors Only
Saturdays and Sundays between 12:00 to 20:30

The Sale of Alcohol - On the Premises Only
Saturdays and Sundays between 12:00 to 20:00

Opening hours of the premises

Saturdays and Sundays between 12:00 to 20:30

Based on the license only being for one weekend a year, and the above times operating would you be minded to withdraw your objection?

Please let me know by return of email.

Kind regards

Lorna McKenna

Licensing Compliance Officer
Licensing

From: [REDACTED]
Sent: Thursday, June 27, 2024 11:23 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

thank you

only 1 weekend a year is ok but as long as it doesnt be come regular we already have a lot of activities in the park

and it is nice just to have a park sometimes for some peace and quiet
if they could have a cut off of 7pm would be sensible

[REDACTED]

From: [REDACTED]
Sent: Thursday, June 27, 2024 1:32 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Yes i will withdraw on basis of below.

[REDACTED]

From: [REDACTED]
Sent: Thursday, June 27, 2024 1:47 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: [REDACTED]

Yes so long as it is one weekend a year I withdraw my objection.

[REDACTED]

From: [REDACTED]
Sent: Friday, June 28, 2024 7:26 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Ms McKenna,

If the music is only once a year for a festival, that is obviously quite different and we are happy to withdraw our objection.

Yours faithfully,

[REDACTED]

From: [REDACTED]
Sent: Thursday, June 27, 2024 2:24 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna,

Many thanks for your email.

On the condition that:

1. the licence application remains only for one weekend a year;
2. the applicant is compelled to take the steps set out in its brochure as part of its licence; and
3. no precedent is set for allowing licences of this kind on a broader nature; and
4. it is understood that my withdrawal is strictly on the basis these conditions and is not seen as an acknowledgment that the common should be used for public events,

I am prepared to withdraw my objection on this occasion. I appreciate the applicant's amendments to the application.

Kind regards,

[REDACTED]

From: [REDACTED]
Sent: Thursday, June 27, 2024 1:33 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Ms McKenna

Thank you for your email clarifying the licensing proposal for Eel Brook Common. The signs that appeared around the park were very vague and made mention only of 'Saturdays and Sundays' which led me, and all the neighbours I have spoken to, to believe that this was to be a permanent arrangement which I would be completely opposed to. Now it is clear that it is only for one weekend per year, I feel rather differently.

A few months ago there was a similar proposal for a one off event on Eel Brook Common on the August Bank Holiday this year. I actually wrote in to support this one-off event. (I believe this application was subsequently withdrawn). I think that occasional, well run events in the park can be a good thing, just as long as there aren't too many of them.

If this new application is just for one weekend per year, then I would like to withdraw my objections. I wouldn't have objected in the first place had it been clear what was being asked.

My only outstanding comments are:

- 1) Its says that it will only occupy the New King's Road side of the park - but the capacity is 4,999 people. The capacity sounds excessive given the scale of that part of the common.
- 2) A licensed food/drink/music festival for almost 5,000 people is new territory for Eel Brook Common. If a license is granted, I think it should be reviewed after year 1 following further consultation with residents.
- 3) I trust there would be a commitment from LBHF to ensure that it is properly policed and controlled. The 'enforcement officers' at the recent EID celebrations were utterly useless.

Yours sincerely

[REDACTED]

From: [REDACTED]
Sent: Friday, June 28, 2024 10:37 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

I do confirm that yes

On 28 Jun 2024, at 10:26, Licensing HF: H&F <licensing@lbhf.gov.uk> wrote:

H [REDACTED],

Thank you for you email.

Please can you confirm that now you think it is fair, that you withdraw your representation?

Kind regards
Lorna McKenna
Licensing Compliance Officer
Licensing
Place Department

From: [REDACTED]
Sent: Thursday, June 27, 2024 3:03 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

That seems fair- tx for the update.

From: [REDACTED]
Sent: Friday, June 28, 2024 12:14 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: EelBrookCommon Residents-Association
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna,

I'm happy to now withdraw the representation on the understanding that:-

1. The event will take place only once a year, as stipulated in the current, modified state of the application
2. If the event grows over the years, it should transfer to a larger, more suitable venue. Crowds of many thousands of people are inappropriate for a small space such as Eel Brook Common

With thanks for having consulted and responded to us residents, and best wishes,

Yours sincerely,

[REDACTED]

On 28 Jun 2024, at 11:06, Licensing HF: H&F <licensing@lbhf.gov.uk> wrote:

Dear [REDACTED]

Thank you for your comments.

Please can you confirmation that you are happy with the amendments. I will pass your comments to the applicant to ensure that they are made aware of the below.

Please can you confirm that based on the email below, you now withdraw your representation?

Kind regards

Lorna McKenna
Licensing Compliance Officer
Licensing

From: [REDACTED]
Sent: Thursday, June 27, 2024 11:52 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>

Cc: EelBrookCommon Residents-Association

Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Mrs McKenna,

I am grateful to you for kindly responding with details of the updated licensing application.

In its new form it is much more acceptable and I particularly approve of the degree of consultation with residents at every step of the way, most notably with regard to noise, anti-social behaviour and crime.

I do feel it is important that the event does not become more than a once a year happening, as this would inevitably entail a severe encroachment on the peace and quiet of the area. Should the event start to grow, it would be comforting to know that there is a clause in place within the license, stipulating that a different, larger and more suitable venue be found.

With thanks and best wishes,

Yours sincerely,

[Redacted signature]

From: [Redacted]

Sent: Monday, July 8, 2024 7:12 PM

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

Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna

Thank you for your detailed response to my original objection which I am happy to withdraw on the basis that the presentation shows a professional and straight forward approach.

Along with a promise of one weekend a year this becomes more acceptable.

Yours sincerely, [Redacted]

[Redacted signature]

From: [REDACTED]

Sent: Thursday, June 27, 2024 12:55 PM

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

Subject: Food and Drink Festival- Eel Brook Common New King's Road London

Hi Lorna,

Re this event and licensing application.

We note that that condition below has been added. Thank you very much.

As I'm sure you appreciate the open-ended nature of the original application in terms of frequency, size, drinking hours, noise etc has caused concern amongst local residents.

We would ask that the following additional conditions are added.

The size of the event should be restricted to a maximum of 4,999 per day

The sale of alcohol should stop at 8.30 pm

There should be a review of the event with local community afterwards, if it goes ahead.

With the exception of the last point the size and hours points are in the residents pack provided by the events company (with whom we have concerns which we will forward separately).

We would like them in the licensing conditions as well as it gives us the residents proper legal protection.

We would be grateful if the last point could be picked up with the events company who have indicated a willingness to do this.

[REDACTED]
Co-chair Eel Brook Common Residents Association.

From: [REDACTED]

Sent: Thursday, June 27, 2024 12:09 PM

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

Subject: Re: Additional Information - Eel Brook Common New King's Road London

■ No the clarification does not address my concerns around noise and litter and additional parking stressors.

I maintain my objection

Best

[REDACTED]

From: [REDACTED]
Sent: Thursday, June 27, 2024 2:18 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Hi Lorna

I have shared your email with our street WhatsApp for [REDACTED] and with a few residents of [REDACTED] so everyone aware of the amendment. Most people are very relieved. There is some concern around the numbers exiting Parsons Green tube through Novello Street en route to Eel Brook Common and the litter that might be left on the front walls of houses in Novello Street. Similarly, concerns about numbers congregating at White Horse pub before / after event. It would be appreciated if there were measures in place as a condition of license that included any empty food containers/beer bottles/waste being collected by event organisers from Novello Street immediately after the event concludes and visitors have vacated.

[REDACTED]

From: [REDACTED]

Thursday, June 27, 2024 12:21 PM

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

Subject: RE: Additional Information - Eel Brook Common New King's Road London

Dear Lorna,

Thank you for your reply and attachment from the applicant.

We did understand that it would be for one weekend this year, but still have to object to the licence covering future events in coming years. I do not object as such to the IDEA of small events on the common, but this feels as though it will be huge. And to say that it will only cover the South side of Eelbrook Common does not acknowledge that those of us living on this side of the common and New Kings Road will be wholly and completely affected by this event, and the North Side relatively unscathed. It WILL affect parking, so to suggest otherwise is totally disingenuous. Every event has the same affect on the local roads – you could say most football fans take public transport, but no one living in Fulham would agree with that – even the Eid events which are not entirely welcomed by local residents mean there is gridlock in the roads and parking on the local streets bordering Eelbrook Common.

So no, we are not minded to withdraw our objection to this licence to hold an annual event which will have a large impact on the densely residential area around Eelbrook Common. We object to the thought that if the applicant is successful in obtaining a licence that will allow this event every year removes any chance of saying NO, it was not a success in terms of the impact or whatever, and we would be stuck with this happening in years to come. And while the event may take place for two days, the whole thing will be 4 days – or even more to take into account the set up and removal, not to mention the dreaded portaloos – and damage to the grass on the common with such large footfall – particularly if the weather turns against us – remember how long it took to recover after that huge circus a few years back.

Might I ask why other Parks/Commons in the RBHF area are not considered for events like this – would Bishops Park not be more suitable, bordering the river, Craven Cottage and Bishops Palace as it does, leaving only one residential road bordering the park affected by this, or any other event.

With best regards,

[REDACTED]

From:

Sent: Thursday, June 27, 2024 4:43 PM

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

Cc: [REDACTED] <

Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna Mckenna,

I am not at the moment able to open the attachments, but this makes no difference to our objection.

Whatever your procedures, we have to consider the whole proposal including that of a food festival.

The whole idea is quite inappropriate and unsuited to the area and I regret that the Council for the second time in two years are bringing it forward.

The formalities of objecting are putting a lot of people in the area to a lot of trouble, and it would much more beneficial and cost effective for the Council to discuss with residents and park users what sort of activities, if any, might be considered.

Yours sincerely,

[REDACTED]

From: [REDACTED]
Sent: Friday, June 28, 2024 2:41 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear sir

Thank you for email - but I still wish to object. The effect of the LTN means even more traffic to the area on top of the noise and disturbance to locals. The local food shops have had a severe loss of takings since the LTN was introduced and I feel that to sell food on their doorstep will detract sales even further and be very unfair to them.

Perhaps the food fair could choose Wimbledon common which is large and more room for noise to evaporate.

Best wishes

[REDACTED]

From: [REDACTED]
Sent: Friday, June 28, 2024 6:57 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>;; mail@greghands.com
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Lorna
thank you

I still object.

If awarded once, it will be a short period until one becomes two becomes three then monthly.

Residents should take a strong 'no' position from the start as a matter of principle that these green spaces in quiet residential neighbourhoods cannot cope with such large events and thousands of people - and we don't want what all that brings as collateral damage.

It is still a 'no' from me.

Thank you

Regards

[REDACTED]

From: [REDACTED]
Sent: Sunday, June 30, 2024 8:26 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Subject: Continued Objection to License Application for Food Festival

Dear Lorna,

Thank you for your email and the additional documentation that pertains to the licensing application.

I am writing to formally reiterate my objection to the application for a license for the upcoming food festival, despite the additional evidence provided in support of the event. As a local resident, and in alignment with the concerns of my fellow residents, I remain opposed to this application due to the significant disruption it will cause to our community.

Our objections are grounded in the following concerns:

1. ****Public Disturbance and Noise****: The festival is expected to generate considerable noise, both from the event itself and the influx of attendees. This will significantly disrupt the peace and quiet that residents rely on, particularly during the evenings.
2. ****Public Nuisance and Cleanliness****: Large gatherings often result in increased litter and waste, which can overwhelm local sanitation services and lead to unsanitary conditions. Previous events of this nature have left our community dealing with residual trash and a noticeable decline in public cleanliness.
3. ****Traffic Congestion****: The additional traffic generated by the festival will exacerbate local congestion, making it difficult for residents to go about their daily activities. This is particularly concerning given the narrow and already busy roads in our area.
4. ****Safety Concerns****: Increased foot traffic and vehicle congestion can also raise safety issues, especially for children and the elderly. The potential for accidents and other safety hazards cannot be overlooked.

In light of these concerns, I respectfully urge you to reconsider granting the license for this event. The wellbeing and quality of life of local residents must take precedence over the interests of an external event that poses such significant disruptions.

Thank you for your understanding and attention to this matter.

Regards,
[REDACTED]

From: [REDACTED]
Sent: Friday, June 28, 2024 10:02 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna

Thank you for your explanatory email. However, would it not be better if the event were to take place in Bishops Park which is not surrounded by residential properties and thus removing all the noise and disruption that 5000 people on a small area of land will create. Please ask the applicant, to re submit the application part for Bishops Park.

With best wishes

[REDACTED]

From: [REDACTED]
Sent: Monday, July 1, 2024 1:11 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Thank you for this additional information - however please accept this as confirmation that I will NOT be withdrawing my objection to this application, I am still not convinced that an event like this will add any value to residents or visitors to the area.

Kind regards
[REDACTED]

From: [REDACTED]
Sent: Tuesday, July 2, 2024 11:13 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Thank you for your email.

I would like to keep my objection to the proposed licensing.

I do not believe that there are any conditions which could make this festival acceptable on Eel Brook Common.

Best regards,
[REDACTED]

From: [REDACTED]

July 5, 2024 2:25 PM

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

Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna,

Thank you for sending through the additional information.

I am unable to withdraw my objections as the proposed event is too big for such a small space creating a risk to public safety, nuisance most likely elevating crime and disorder.

The physical size of the event will take up to a third of the available open space on the common and there will be an additional 4,999 people on it all of it taking place next to a busy main road. The common is very heavily used at the weekend, especially by young families. There is a risk of significant overcrowding, spilling onto the road and distress for local common users.

In addition, we note that the organisers have been associated with seeking to extend the size of events they have been associated with in other areas.

This is a food and drink festival with a strong presence of alcohol vendors. The prospect of 5,000 people on the streets is likely to cause anti-social behaviour and crime and disorder. The applicants have been associated with events in Palmer Park in Reading where unacceptable social behaviour and local disturbance (drunkenness and drug taking) was reported by the BBC in Jan 2024. Despite this, they sought to extend this event from a 5,000 to 10,000 capacity. The risk and repetition of this in a small public space in a family area is unacceptable.

I am additionally concerned about protecting children from harm.

The site will abut the children's playground on Eel Brook Common. This is heavily used and other parts of the common are used for children's parties. An additional 5,000 people on the common, of whom many will have been drinking is unacceptable in this context.

With best regards,

[REDACTED]

From: [REDACTED]
Sent: Tuesday, July 9, 2024 7:52 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna

Thank you for your message- On behalf of the Eel Brook Common Association and I would like to clarify our objection remains and we do not want this event to take place on the Common.

Moving forward we hope to be able to work with the council at the inception of ideas, as this process of application and objection is arduous and time consuming for everyone involved.

[REDACTED]

Co Chair Eel Brook Common Association

From: [REDACTED]
Sent: Monday, July 8, 2024 4:28 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna

Thank you so much for kindly emailing me.

I am sorry to say I am still anti this. Eel Brook Common is for the residents to have green open space to walk their dogs, take their children and genuinely enjoy and not for food/drink stands or really anything else. I noticed that this weekend there is a Fair on Parsons Green taking up the entire Green there which is also most annoying.

With regards to the food and drink festival and stands, there is space by Imperial Wharf which has no green area and I think already has the occasional street food vendor.

Kind regards

[REDACTED]

From: [REDACTED]
Sent: Monday, July 8, 2024 9:47 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna,

Thanks for the email and the glossy brochure.

Whilst its clear that the application is just for one whole weekend in either August or September there is not a great deal of substance or detail in the document.

It mentions "building" the event, how long does it take to set up all the structures etc?

How long does it take to dismantle the event?

Will they repair the likely damage to the park?

They mention limiting the time music can play but don't mention an actual time music will

stop being played. What time will they stop playing music?

When will it open and when will the food outlets and bars stop serving?

How many people are expected?

What are their ticket estimates?

Is there a maximum number of people allowed by the council?

My guess on the timing is a minimum of two days to set up and two days to take down

making a total of six days that the park would be unavailable to local residents.

Thats not great particularly in the summer where (if the weather ever gets better) locals

want to use the park facilities including the children's playground which is immensely popular.

We already have a children's circus that uses the same space regularly and take over

for at least a week and significantly damage the grass, we really feel that this mini/maxi festival

is simply not suitable for a relatively small open space like Eel Brook Common.

We maintain our objection.

Kind regards,

A solid black rectangular redaction box covering the signature area.

From: [REDACTED]
Sent: Thursday, July 11, 2024 2:36 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: RE: Additional Information - Eel Brook Common New King's Road London

Dear Lorna

2024/00949/LAPR Proposed licence to hold events for 4,999 attendees in Eel Brook Common

Thank you for your email of 8th July and the additional information pack.

The information provided still does not allay the concerns raised in my earlier objection.

If anything, this has raised my concerns- this is not a local, community event (such as the recent fair on Parsons Green), but a commercial, profit-making enterprise that has no connection with the locality. I am also concerned that, in terms of set-up and take-down, it will take more than one day.

The applicant should withdraw the application as it is far too big an event for Eel Brook Common and is an unsuitable use of recognised Common Land.

Yours sincerely,

[REDACTED]