

Licensing Sub-Committee

Agenda

Tuesday 2 December 2025 at 6.30 pm

This meeting will be held remotely

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

MEMBERSHIP

Administration:	Opposition:
Councillor Callum Nimmo (Vice-Chair) Councillor Asif Siddique	Councillor Dominic Stanton

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Public Notice

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

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

Date Issued: 20 November 2025

Licensing Sub-Committee Agenda

2 December 2025

<u>Item</u>		<u>Pages</u>
1.	APOLOGIES FOR ABSENCE	
2.	DECLARATIONS OF INTEREST <p>If a Councillor has a disclosable pecuniary interest in a particular item, whether or not it is entered in the Authority's register of interests, or any other significant interest which they consider should be declared in the public interest, they should declare the existence and, unless it is a sensitive interest as defined in the Member Code of Conduct, the nature of the interest at the commencement of the consideration of that item or as soon as it becomes apparent.</p> <p>At meetings where members of the public are allowed to be in attendance and speak, any Councillor with a disclosable pecuniary interest or other significant interest may also make representations, give evidence or answer questions about the matter. The Councillor must then withdraw immediately from the meeting before the matter is discussed and any vote taken.</p> <p>Where Members of the public are not allowed to be in attendance and speak, then the Councillor with a disclosable pecuniary interest should withdraw from the meeting whilst the matter is under consideration. Councillors who have declared other significant interests should also withdraw from the meeting if they consider their continued participation in the matter would not be reasonable in the circumstances and may give rise to a perception of a conflict of interest.</p> <p>Councillors are not obliged to withdraw from the meeting where a dispensation to that effect has been obtained from the Standards Committee.</p>	
3.	POWERLEAGUE - HAMMERSMITH PARK, SOUTH AFRICA ROAD, LONDON, W12 7RW	3 - 57

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Appendix 2 - Full Variation Application.

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Appendix 4 – Representations.

Appendix 5 - Email from Applicants Solicitor (6 November 2025).

Appendix 6 – Additional Objector Comments.

1. THE APPLICATION:

On 2 October 2025, the Licensing Authority received a valid application for a Full Variation of an existing Premises Licence in respect of Powerleague – Hammersmith Park, South Africa Road, London, W12 7RW (“the Premises”), submitted by Bermans Limited (“the Agent”), on behalf of Powerleague Fives Limited (“the Premises Licence Holder and Applicant”).

1.1 Application Requested:

As shown in Appendix 1, the current Premises Licence allows for the following licensable activities:

Sale of Alcohol (On the Premises):

Monday to Saturday: 11:00 to 23:00.
Sunday: 12:00 to 23:00.

Playing of Recorded Music (Indoors Only):

Friday and Saturday: 19:00 to 23:00.

Hours Open to the Public:

Monday to Saturday: 08:30 to 23:00.
Sunday: 08:30 to 22:00.

The Application, a copy of which can be seen in Appendix 2, seeks to remove Condition 17 from the existing Premises Licence, which currently reads as follows:

On days when Queens Park Rangers are playing at home the premises will stop the sale of alcohol three hours before the scheduled kick off time until three hours after the match has been completed.

1.2 Applicant’s Operating Schedule:

The Applicant had not proposed any further measures to uphold the Licensing Objectives as part of their original application.

2. BACKGROUND:

The main access to the premises is located on South Africa Road and operates as an event space with leisure facilities. The immediate area around the application site represents a mixed-use area, containing both commercial units and residential dwellings. A map showing the premises’ location and neighbouring licenced premises is contained in Appendix 3.

There are several options for transport away from the area, including buses and taxis which run from in and around the area. White City, Wood Lane and Shepherd’s Bush Market Underground Stations are approximately 6, 9 and 11 minutes’ walk away, respectively.

3. CONSULTATION:

A public notice was displayed at the premises for 28 days, as well as 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:

As can be seen in Appendix 4, the Licensing received 4 representations from the following people:

- 3 individual residents.
- A representative of the Friends of Hammersmith Park Association.

As can be seen from Appendix 5, the Agent sent an email to Licensing with a view to resolving the objections by way of potential conciliation. Rather than its removal, an amendment was proposed to Condition 17 as follows:

On match days at Queens Park Rangers the premises may supply licensable activity to patrons attending for prearranged activities organised at the premises.

As Appendix 6 shows, none of the Objectors considered this proposed change suitable in their view, so they have maintained their objections. This is why the Sub-Committee are being asked to reach a decision on this application. However, should the Sub-Committee feel that Condition 17 should be amended (as offered by the Applicant), rather than removed entirely, that would be a matter for them to take a view on at the Hearing.

4. OTHER INFORMATION:

4.1 Enforcement History:

There are no recorded incidents of non-compliance in this case.

4.2 Temporary Event Notices (“TENs”):

There have been no previous TENs in respect of this premises.

5. POLICY CONSIDERATIONS:

5.1 Section 2 pages 7 and 8 of the Statement of Licensing Policy (“SLP”), which can be found at https://www.lbhf.gov.uk/sites/default/files/section_attachments/lbhf-statement-of-licensing-policy-2022-2027-150722.pdf, 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 (the Guidance), <https://www.gov.uk/government/publications/explanatory-memorandum-revised-guidance-issued-under-s-182-of-licensing-act-2003>, 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 Guidance and 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'.

5.5 Policy 2 page 20 of the SLP gives mention to Football Conditions, citing that Hammersmith and Fulham is unique in the fact that it has three 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 3 pages 20 to 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 to the following matters:

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

The Licensing Authority will closely scrutinise extended hours applications to ensure that the Licensing Objectives are met. In determining an application, the licensing committee might decide that the circumstances are such that a restriction on hours is the only appropriate means to achieve the Licensing Objectives. If an 'hours' restriction is imposed, the Licensing Authority will normally require that customers should be allowed a minimum of thirty minutes to consume alcohol.

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

Type of premises	Town centres	Mixed use areas	Residential areas
Public Houses, Bars or other Drinking Establishments	Mon – Thurs 01:00 Sun – 00:00	Mon – Thurs 00:00 Sun – 23:00	Sun 22:00

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

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

- Planning controls (where development or change of use is involved, or where trading hours are limited by planning conditions)
- Police and other enforcement of the normal law concerning disorder and anti-social behaviour.
- 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.

5.8 Policy 11 pages 29 and 30 of the SLP states that licensing law is not the primary mechanism for the general control of nuisance and anti-social behaviour caused by people once they are away from the licensed premises and, therefore, beyond the direct control of the licensee. However, licensing is a key aspect of such control and licensing law is part of a holistic approach to the management of the nighttime economy.

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

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

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

5.9 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 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.

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

- a) Measures to control excessive consumption and intoxication.
- b) Consideration of any additional measures or restrictions that may be placed on alcohol sales to prevent binge drinking and promote 'sensible drinking.'
- c) Operators of off-licences in areas problems relating to street drinking and underage drinking are prevalent, measures should be outlined to strictly monitor the way alcohol is sold, specifically where the premises are located close to schools and hostels and similar premises that provide shelter or services to alcohol dependent persons.
- d) It is important to ensure that staff working at off licences are suitably trained and receive appropriate refresher training in their responsibilities under the Act and can discharge their duties in full compliance with the licence conditions and requirements of the Act. This includes the ability to competently check a customer's age with acceptable forms of identification where necessary. The Licensing Authority will particularly consider the following matters where they are material to the individual application:
 - i. The likelihood of any violence, public order or policing problem if the licence is granted;

- ii. The measures taken to control admission to the premises, and to take reasonable steps to prevent the occurrence of crime and disorder and public nuisance immediately outside the premises, where and to the extent that these matters are within their control.
 - iii. Past conduct and prior history of complaints against the premises.
 - iv. Whether a dispersal policy has been prepared to minimise the potential for disorder as customers leave the premises; and
 - v. Any relevant representations.
- 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.
- h) Crime and disorder in the vicinity of the premises: this may include the crime and disorder risks arising from persons queuing to enter the premises; persons exiting the premises and customers smoking eating or drinking in outdoor areas and on the highway outside the premises. This can also include crime arising from pickpockets and bag snatchers, particularly in open spaces or crowded areas where alcohol is being consumed.
- i) alternative to glass bottles and glasses - restricting the use of glass bottles and beer glasses to customers in preference for containers made from polycarbonate materials.
- j) CCTV - using CCTV inside and/or outside the premises together with appropriate procedures and having staff properly trained to use CCTV equipment.
- k) dispersal procedures - establishing appropriate dispersal procedures to minimise the potential for crime and disorder when customers are leaving the premises.
- l) dealing with and reporting crime and disorder - training for staff and door security aimed at reducing crime and disorder in the premises and its vicinity and dealing with and reporting incidents if they occur.
- m) door staff - considering whether the premises employs a sufficient number of SIA registered door staff, whether Door Premises Supervisors check the legitimacy of the badges and whether SIA staff display their badges prominently. (Note: All door supervisors must be Security Industry Authority (SIA) registered).
- n) drugs and weapons - ensuring compliance with relevant guidance regarding illegal drugs and weapons. Attention should be paid to search procedures, procedures for the safe storage and surrender of seized drugs and weapons and drug awareness issues, designing out the ability to take drugs in the premises, etc.
- o) excessive drinking - training for staff to recognise when customers are becoming drunk and adopting appropriate 'cut off' procedures for drunken customers, so as to reduce the likelihood of fights or aggressive behaviour.
- p) local schemes – joining and attending local Pubwatch meetings and participating in the Behave or Be Banned Scheme (BOBB) and/or signing up and using the Council's Safety Net Radio scheme.
- q) prevention of theft - using bag hooks and signage to warn customers of pickpockets and bag snatchers.

5.11 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.

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

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

5.12 Annex 1 pages 37 of the SLP in relation to Public safety states that 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.

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:

i) 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.

5.13 Annex 1 pages 38 and 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.

ix. The steps taken or proposed to be taken by the applicant to ensure staff leave the premises quietly;

- xvii. The history of the applicant in controlling anti-social behaviour and preventing nuisance;
- 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:

j) Deliveries/collections – noise from deliveries to and/or collections (e.g. refuse) from the premises are another common source of complaint. Consider the times of such deliveries/collections and make sure you specify to any contractors that deliveries/collections should not be made at anti-social times. As a guide, the Noise and Nuisance Service recommend that deliveries/collections should only be made between the hours of 7:30am and 9:00pm, depending on the proximity of residential and/or other noise sensitive properties.

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.

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.

5.14 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:

a) The legislation recognises the right of licence holders (serving alcohol) to allow accompanied children into their premises at any time. The Licensing Authority will not normally seek to limit their access (above that specified in the Act) to any premises unless it is necessary for the prevention of physical, moral or psychological harm, or where there are concerns about child sexual exploitation. Where this is considered upon consideration of a relevant representation, conditions will be imposed that restrict children from entering all or part of licensed premises:

- i. At certain times of the day;
- ii. When certain licensable activities are taking place;
- iii. Under certain ages, e.g. 16 or 18;
- iv. Unless accompanied by an adult

b) The Licensing Authority will particularly consider whether:

i). There are licensable activities that are likely to appeal to minors/children under 16 taking place during times when children under 16 may be expected to be attending compulsory full-time education;

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.

e) 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.

f) 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 Sub-Committee must have regard to the representations and take one 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 Act to determine applications with a view to promoting the four licensing objectives:

- Prevention of crime and disorder;
- Public safety;
- Prevention of public nuisance;
- 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 SLP and the Guidance.

Licensing Act 2003

Premises Licence



Premises Licence Number: 2025/00729/LAPR

Part 1 – Premises details

Postal address of premises, or if none, OS map reference or description of the premises

Powerleague
Hammersmith Park
South Africa Road

Post town: London

Post code:

Telephone:

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Playing of Recorded Music -Indoors Only
Sale of Alcohol On the Premises

The licence authorises the carrying out of the following licensable activities on the days and at the times specified below:

Playing of Recorded Music -Indoors Only

Friday 19:00 - 23:00

Saturday 19:00 - 23:00

Sale of Alcohol On the Premises

Monday 11:00 - 23:00

Tuesday 11:00 - 23:00

Wednesday 11:00 - 23:00

Thursday 11:00 - 23:00

Friday 11:00 - 23:00

Saturday 11:00 - 23:00

Sunday 12:00 - 21:00

The opening hours of the premises:

Monday	08:30 - 23:00
Tuesday	08:30 - 23:00
Wednesday	08:30 - 23:00
Thursday	08:30 - 23:00
Friday	08:30 - 23:00
Saturday	08:30 - 23:00
Sunday	08:30 - 22:00

Where the licence authorises supplies of alcohol whether these are on and / or off supplies:

On the Premises Only

Part 2**Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:**

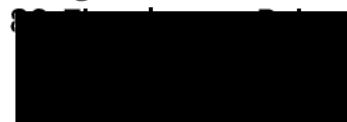
Powerleague Fives Limited
172 Tottenham Court Road
2nd Floor
London
W1T 7NS

Registered number of holder, for example company number, charity number (where applicable):

03867954

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol:

Craig Smith



Licensing Authority: London Borough Of Newham
Personal Licence Number: [REDACTED]

Annex 1 – Mandatory Conditions

1. Mandatory Condition

(1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—

(a) games or other activities which require or encourage, or are designed to require or encourage, individuals to—

(i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or

(ii) drink as much alcohol as possible (whether within a time limit or otherwise);

(b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;

(c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

(d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;

(e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).

2. Mandatory Condition

The responsible person shall ensure that free potable water is provided on request to customers where it is reasonably available.

3. Mandatory Condition

1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

(3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—

(a) a holographic mark, or

(b) an ultraviolet feature.

4. Mandatory Condition

The responsible person must ensure that—

(a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—

- (i) beer or cider: ½ pint;
- (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
- (iii) still wine in a glass: 125 ml;

(b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and

(c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

5. Mandatory Condition

1. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

2. For the purposes of the condition set out in paragraph 1—

(a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;

(b) "permitted price" is the price found by applying the formula—

$$P = D + (D \times V)$$

where—

- (i) P is the permitted price,
- (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
- (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

(c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence—

- (i) the holder of the premises licence,
- (ii) the designated premises supervisor (if any) in respect of such a licence, or
- (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

3. Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-

paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

4.(1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.

(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

6. Mandatory Condition

(1) No supply of alcohol may be made under the premises licence-

(a) at a time when there is no designated premises supervisor in respect of the premises licence, or

(b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.

(2) Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

Annex 2 – Conditions consistent with the operating Schedule

7. Appropriate signage will be displayed, in a prominent position, informing customers they are being recorded on CCTV.

8. CCTV covering areas inside and outside of the premises should be installed and maintained to police recommendations with properly maintained log arrangements. All images will be stored for a minimum of 31 days.

9. CCTV is to comply with Data Protection Act 1998 and is to be working and recording correctly when the premises are open to the public.

10. A staff member from the premises that is conversant with the operation of the CCTV system will be on the premises at all times that the premises are open to the public. This staff member will be able to show police recent data footage with the minimum of delay when requested. This data or footage reproduction should be almost instantaneous.

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

13. The Designated Premises Supervisor shall regularly check the refusals book to ensure it is being consistently used by all staff.

14. A Proof of Age scheme shall operate at the premises (challenge 25) and all staff shall be trained in its implementation. Only photographic ID such as a British driving licence or a passport shall be treated as acceptable forms of identification.

15. All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003. Written records of this training shall be retained and made available to Police and Council officers on request.

16. Bag clips shall be made available on all tables.

17. On days when Queens Park Rangers Football Club are playing at home the premises will stop the sale of alcohol three hours before the advertised kick off time until three hours after the match has been completed.

18. On days when Queens Park Rangers Football Club are playing at home, Play Football will not allow vehicle access or exit to / from the premises, one and a half hours before the advertised kick off time and until one and a half hours after the match has been completed; unless otherwise directed by the Match Day Commander from the Metropolitan Police / Club Safety Officer.

19. All external doors and windows shall be kept closed during the provision of recorded music.

20. External doors shall be fitted with a self-closing device that is maintained in a proper working condition.

21. External doors fitted with a self-closing device shall not be propped open at any time.

22. There shall be no recorded music nor 'background music' provided in or for the benefit of the outside areas.

23. Signs shall be prominently displayed at the exits from the premises reminding patrons there are residents living nearby and instructing them to respect the neighbours and to leave the premises promptly and quietly.

24. Noise from the premises shall not be audible at the boundary of the nearest noise sensitive properties.

25. A responsible member of staff shall carry out proactive noise assessments outside the premises at least once an hour during the provision of regulated entertainment to ensure that noise is not audible at the boundary of the nearest noise sensitive property and remedial action shall be taken where noise is found to be audible.

26. A written record of proactive external noise assessments and, where applicable, remedial actions taken shall be kept for a minimum of 31 days from the date of the last entry in the record and this record shall be available for inspection on demand by Council Officers at all times the premises are open.

27. Waste bottles or other glass shall not be disposed of or transported in bulk through any external area between the hours of 22:00 and 08:00 the following day.

28. Deliveries and collections (including refuse and / or recycling collections) associated with the premises shall be arranged between the hours of 08:00 to 18:00 only.
29. All staff responsible for selling alcohol shall receive regular training in the Licensing Act 2003.
30. Persons shall be prevented from leaving the premises with alcohol in open containers.
31. Alcoholic and soft drinks shall be served in polycarbonate containers.
32. All external doors shall be kept closed during the opening hours of the premises.
33. Signage shall be displayed in relation to the Challenge 25 scheme in operation at the premises.
34. The premises shall primarily hold functions on a Friday and Saturday evening, during which the following conditions shall apply:
- (i) A risk assessment shall be carried out prior to each function;
 - (ii) 18th birthday parties will not be permitted;
 - (iii) No live music shall be permitted;
 - (iv) No tannoy or speakers shall be used in the outside areas;
 - (v) A guess list shall be supplied to the premises before every function
35. Alcohol will be stored in a locked cellar and fridges at closing time.
36. No alcohol will be permitted to be taken beyond the terrace.
37. The premises shall maintain a log book to record the following:
- a. Any alcohol related issues
 - b. Any reported crimes
 - c. Details of any ejections from the premises
 - d. A record of any complaints
 - e. Details of any faults with the CCTV
38. The premises shall operate a dispersal policy.
39. Information for a local taxi firm shall be readily available at the premises.
40. The site (comprising the premises, the football pitches and the car park) shall be vacated and the gates locked at the designated closing time.
41. The premises shall operate a minimum price policy.
42. No spirits shall be sold in greater quantities than a double measure.
43. After 9pm, no children under the age of 16 will be allowed in the bar area unless accompanied by a responsible adult.

44. The premise will not sell alcohol at anytime that there is a school or children based community group using the centre prior to 4pm.

Annex 3 – Conditions attached after a hearing by the licensing authority

Signed: 
Authorised Officer

Date: 26.05.2025

Annex 4- Plans:

Please insert plans at page 9

Licensing Act 2003

Premises Licence



Premises Licence Summary

Premises Licence Number: 2025/00729/LAPR

Premises details

Postal address of premises, or if none, OS map reference or description of the premises

Powerleague
Hammersmith Park
South Africa Road

Post town: London

Post code:

Telephone:

Where the licence is time limited the dates:

Not Applicable

Licensable activities authorised by the licence:

Playing of Recorded Music -Indoors Only
Sale of Alcohol On the Premises

The licence authorises the carrying out of the following licensable activities on the days and at the times specified below:

Playing of Recorded Music -Indoors Only

Friday	19:00 - 23:00
Saturday	19:00 - 23:00

Sale of Alcohol On the Premises

Monday	11:00 - 23:00
Tuesday	11:00 - 23:00
Wednesday	11:00 - 23:00
Thursday	11:00 - 23:00
Friday	11:00 - 23:00
Saturday	11:00 - 23:00
Sunday	12:00 - 21:00

The opening hours of the premises:

Monday	08:30 - 23:00
Tuesday	08:30 - 23:00
Wednesday	08:30 - 23:00
Thursday	08:30 - 23:00
Friday	08:30 - 23:00
Saturday	08:30 - 23:00
Sunday	08:30 - 22:00

Where the licence authorises supplies of alcohol whether these are on and / or off supplies:

On the Premises Only

Name, (registered) address, of holder of premises licence:

Powerleague Fives Limited
172 Tottenham Court Road
2nd Floor
London
W1T 7NS

Registered number of holder, for example company number, charity number (where applicable):

03867954

Name of designated premises supervisor where the premises licence authorises the supply of alcohol:

Craig Smith

State whether access to the premises by children is restricted or prohibited:

No Restrictions

Signed: 
Authorised Officer

Date: 26.05.2025

NOTES

1. See dimensions and to be stated here.
2. All dimensions are to be stated in the plan.
3. All dimensions are to be stated in the plan.

Project Name: ...
 Drawing No: ...
 Date: ...

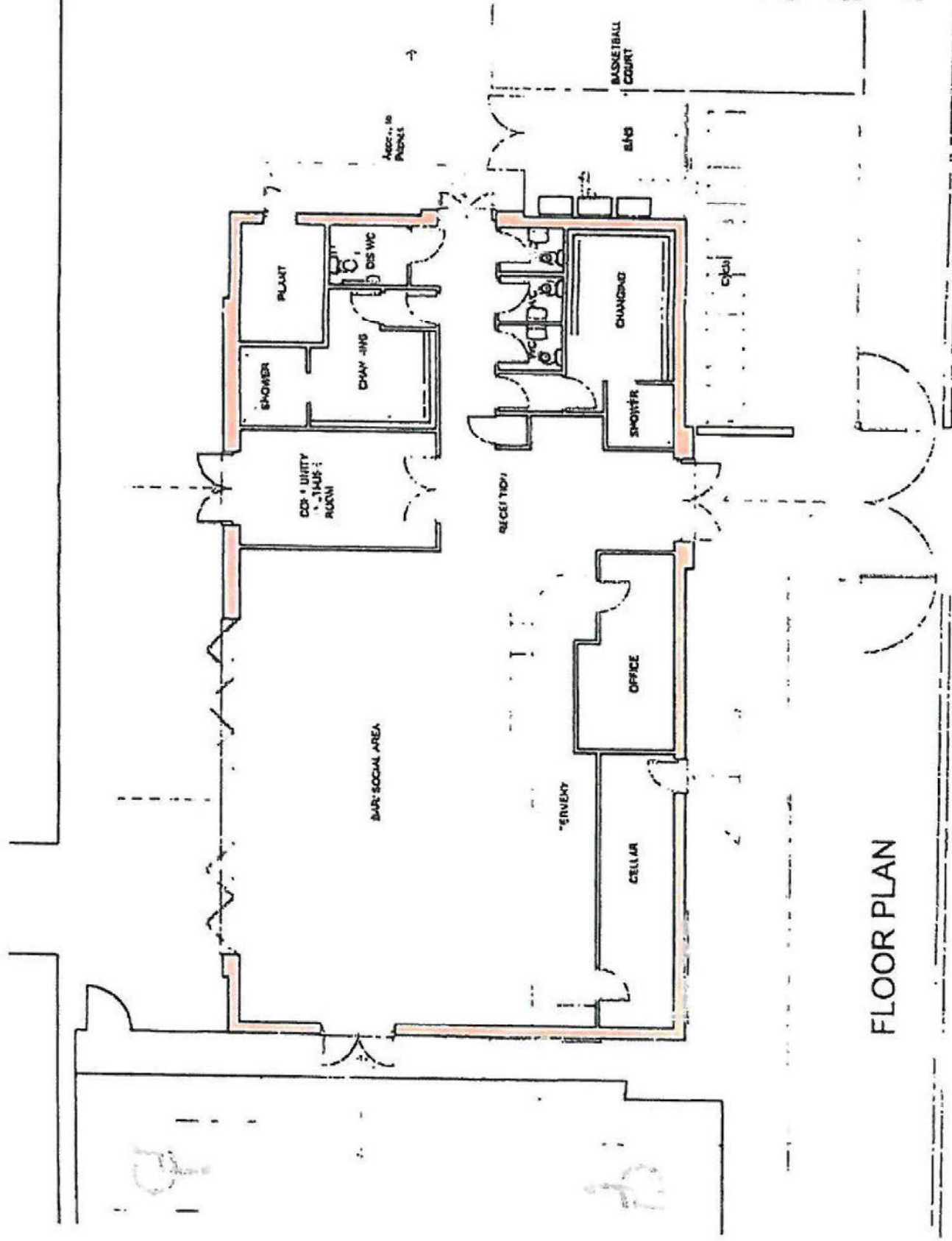
LR2

Professional Seal

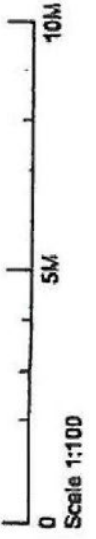
Project Name: ...
 Drawing No: ...
 Date: ...

Project Name: ...
 Drawing No: ...
 Date: ...

Project Name: ...
 Drawing No: ...
 Date: ...



FLOOR PLAN



* required information

Section 1 of 18

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference	Not Currently In Use	This is the unique reference for this application generated by the system.
Your reference	dc/101054.005	You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

☒ Yes ☐ No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

Applicant Details

* First name	Powerleague Fives Limited	
* Family name	Powerleague Fives Limited	
* E-mail	david.crank@bermans.co.uk	
Main telephone number	07345 450521	Include country code.
Other telephone number		

☐ Indicate here if the applicant would prefer not to be contacted by telephone

Is the applicant:

☒ Applying as a business or organisation, including as a sole trader
☐ Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means the applicant is applying so the applicant can be employed, or for some other personal reason, such as following a hobby.

Applicant Business

Is the applicant's business registered in the UK with Companies House? ☒ Yes ☐ No

Note: completing the Applicant Business section is optional in this form.

Registration number	03867954	
Business name	Powerleague Fives Limited	If the applicant's business is registered, use its registered name.
VAT number	- 	Put "none" if the applicant is not registered for VAT.
Legal status	Private Limited Company	

Continued from previous page...

Applicant's position in the business

Home country

The country where the applicant's headquarters are.

Registered Address

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Agent Details

* First name

* Family name

* E-mail

Main telephone number

Include country code.

Other telephone number

☐ Indicate here if you would prefer not to be contacted by telephone

Are you:

- ☒ An agent that is a business or organisation, including a sole trader
- ☐ A private individual acting as an agent

A sole trader is a business owned by one person without any special legal structure.

Agent Business

Is your business registered in the UK with Companies House? ☒ Yes ☐ No

Note: completing the Applicant Business section is optional in this form.

Registration number

Business name

If your business is registered, use its registered name.

VAT number

Put "none" if you are not registered for VAT.

Legal status

Continued from previous page...

Your position in the business

Home country

The country where the headquarters of your business is located.

Agent Registered Address

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Section 2 of 18

APPLICATION DETAILS

This application cannot be used to vary the licence so as to extend the period for which the licence has effect or to vary substantially the premises to which it relates. If you wish to make that type of change to the premises licence, you should make a new premises licence application under section 17 of the Licensing Act 2003.

I/we, as named in section 1, being the premises licence holder, apply to vary a premises licence under section 34 of the Licensing Act 2003 for the premises described in section 2 below.

* Premises Licence Number

Are you able to provide a postal address, OS map reference or description of the premises?

☒ Address ☐ OS map reference ☐ Description

Postal Address Of Premises

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Premises Contact Details

Telephone number

Continued from previous page...

Non-domestic rateable
value of premises (£)

66,500

Section 3 of 18

VARIATION

Do you want the proposed
variation to have effect as
soon as possible?

☒

Yes

☐

No

Do you want the proposed variation to have effect in relation to the
introduction of the late night levy?

☐

Yes

☒

No

You do not have to pay a fee if the only
purpose of the variation for which you are
applying is to avoid becoming liable to the
late night levy.

If your proposed variation
would mean that 5,000 or
more people are expected to
attend the premises at any
one time, state the number
expected to attend

Describe Briefly The Nature Of The Proposed Variation

Describe the premises. For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.

After discussion with Metropolitan Police it is requested that Condition 17 in the current licence be removed.

The conditions says;

"On days when Queens Park Rangers are playing at home the premises will stop the sale of alcohol three hours before the scheduled kick off time until three hours after the match has been completed"

It is not believed that with these premises and the use made of it that this inherited condition is necessary. The Licensee will still work with the Police to maintain compliance with the crime and disorder objective and a number of other conditions, such as Condition 18, will allow that to continue. Condition 17 is unduly onerous given the operation of this premises.

Nothing else is requested to be changed.

Section 4 of 18

PROVISION OF PLAYS

[See guidance on regulated entertainment](#)

Will the schedule to provide plays be subject to change if this application to
vary is successful?

☐

Yes

☒

No

Section 5 of 18

PROVISION OF FILMS

[See guidance on regulated entertainment](#)

Continued from previous page...

Will the schedule to provide films be subject to change if this application to vary is successful?

☐ Yes ☒ No

Section 6 of 18

PROVISION OF INDOOR SPORTING EVENTS

[See guidance on regulated entertainment](#)

Will the schedule to provide indoor sporting events be subject to change if this application to vary is successful?

☐ Yes ☒ No

Section 7 of 18

PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

[See guidance on regulated entertainment](#)

Will the schedule to provide boxing or wrestling entertainments be subject to change if this application to vary is successful?

☐ Yes ☒ No

Section 8 of 18

PROVISION OF LIVE MUSIC

[See guidance on regulated entertainment](#)

Will the schedule to provide live music be subject to change if this application to vary is successful?

☐ Yes ☒ No

Section 9 of 18

PROVISION OF RECORDED MUSIC

[See guidance on regulated entertainment](#)

Will the schedule to provide recorded music be subject to change if this application to vary is successful?

☐ Yes ☒ No

Section 10 of 18

PROVISION OF PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

Will the schedule to provide performances of dance be subject to change if this application to vary is successful?

☐ Yes ☒ No

Section 11 of 18

PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

Continued from previous page...

Will the schedule to provide anything similar to live music, recorded music or performances of dance be subject to change if this application to vary is successful?

☐ Yes ☒ No

Section 12 of 18

PROVISION OF LATE NIGHT REFRESHMENT

Will the schedule to provide late night refreshment be subject to change if this application to vary is successful?

☐ Yes ☒ No

Section 13 of 18

SUPPLY OF ALCOHOL

Will the schedule to supply alcohol be subject to change if this application to vary is successful?

☐ Yes ☒ No

Section 14 of 18

ADULT ENTERTAINMENT

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children.

Provide information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

None

Section 15 of 18

HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

MONDAY

Start

End

Start

End

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

Provide timings in 24 hour clock (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

Continued from previous page...

THURSDAY

Start End

Start End

FRIDAY

Start End

Start End

SATURDAY

Start End

Start End

SUNDAY

Start End

Start End

State any seasonal variations.

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed above, list below.

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Identify those conditions currently imposed on the licence which you believe could be removed as a consequence of the proposed variation you are seeking.

Condition 17. "On days when Queens Park Rangers are playing at home the premises will stop the sale of alcohol three hours before the scheduled kick off time until three hours after the match has been completed"

☒ I have enclosed the premises licence

☐ I have enclosed the relevant part of the premises licence

Continued from previous page...

Reasons why I have failed to enclose the premises licence or relevant part of premises licence.

--

Section 16 of 18

LICENSING OBJECTIVES

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

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

List here steps you will take to promote all four licensing objectives together.

--

b) The prevention of crime and disorder

--

c) Public safety

--

d) The prevention of public nuisance

--

e) The protection of children from harm

--

Section 17 of 18

NOTES ON REGULATED ENTERTAINMENT

Continued from previous page...

In terms of specific **regulated entertainments** please note that:

- Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
- Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
- Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
- Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
- Live music: no licence permission is required for:
 - o a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
 - o a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - o a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
 - o a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - o a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- Recorded Music: no licence permission is required for:
 - o any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - o any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - o any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.

Continued from previous page...

- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
 - o any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
 - o any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
 - o any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
 - o any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

Section 18 of 18

PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Variation Fees are determined by the non-domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at http://www.voa.gov.uk/business_rates/index.htm

Band A - No RV to £4300 £100.00

Band B - £4301 to £33000 £190.00

Band C - £33001 to £8700 £315.00

Band D - £87001 to £12500 £450.00*

Band E - £125001 and over £635.00*

*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then you are required to pay a higher fee

Band D - £87001 to £12500 £900.00

Band E - £125001 and over £1,905.00

If you own a large premise you are subject to additional fees based upon the number in attendance at any one time

Capacity 5000-9999 £1,000.00

Capacity 10000 -14999 £2,000.00

Capacity 15000-19999 £4,000.00

Capacity 20000-29999 £8,000.00

Capacity 30000-39000 £16,000.00

Capacity 40000-49999 £24,000.00

Capacity 50000-59999 £32,000.00

Capacity 60000-69999 £40,000.00

Capacity 70000-79999 £48,000.00

Capacity 80000-89999 £56,000.00

Capacity 90000 and over £64,000.00

* Fee amount (£)

315.00

DECLARATION

* 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.

☒ Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

Continued from previous page...

* Full name

* Capacity

* Date / /
dd mm yyyy

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...

2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/hammersmith-and-fulham/change-1> to upload this file and continue with your application.

Don't forget to make sure you have all your supporting documentation to hand.

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.

OFFICE USE ONLY

Applicant reference number

Fee paid

Payment provider reference

ELMS Payment Reference

Payment status

Payment authorisation code

Payment authorisation date

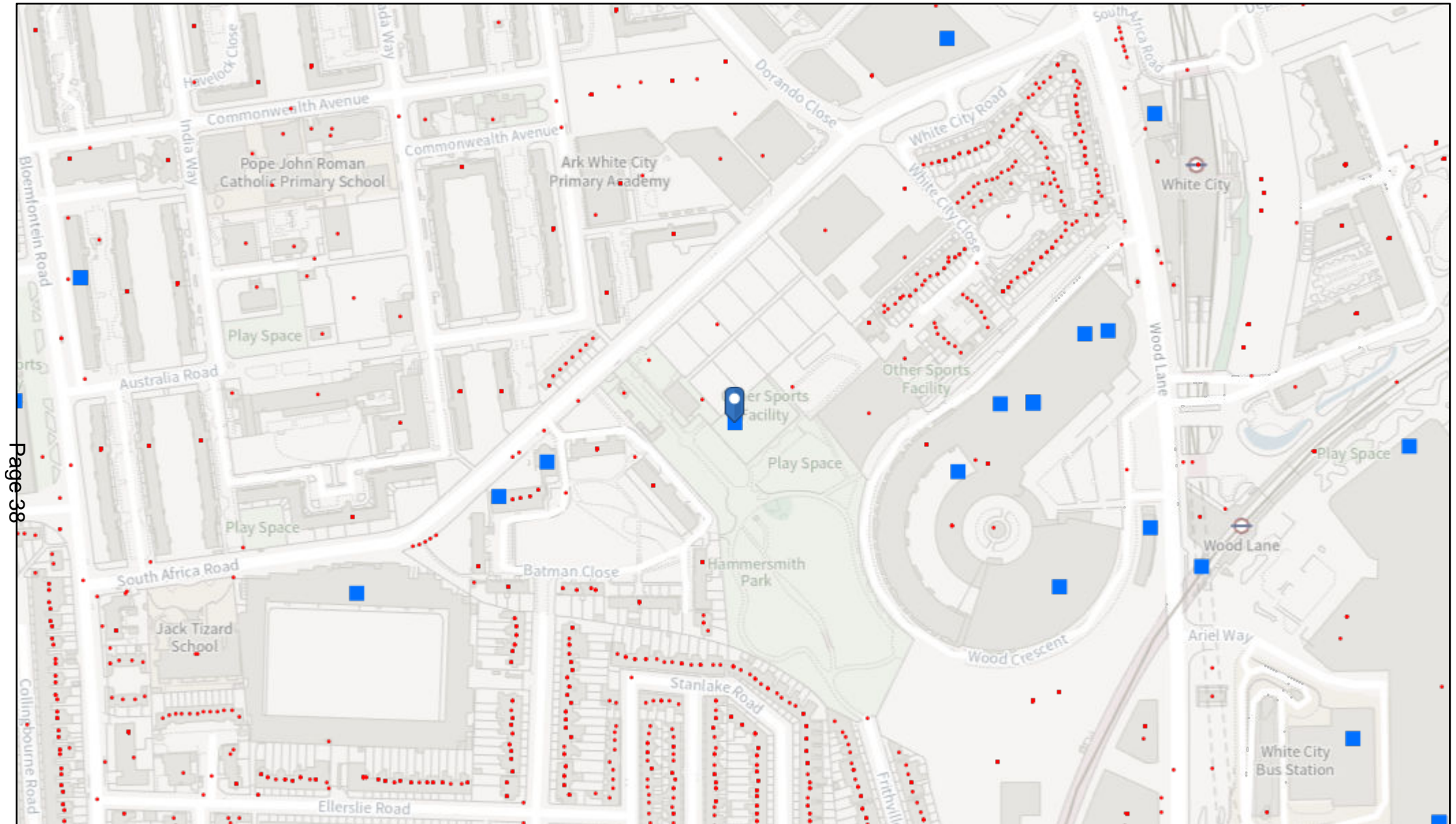
Date and time submitted

Approval deadline

Error message

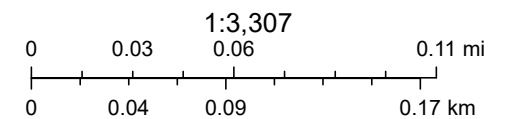
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19/11/2025, 08:50:12

- Licensing Points
- Property Gazetteer
- Within Borough



REFERENCE	TRADING AS	ADDRESS	ACTIVITY	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
2024/00736/LAPR	Super Wine	87 Bloemfontein Road London W12 7DA	Sale of Alcohol Off the Premises	09:00 - 23:00						
2018/01186/LAPR	Queens Tavern	The Springbok 51 South Africa Road London W12 7PA	Performance of Live Music	20:00 - 23:00						
			Playing of Recorded Music	20:00 - 01:00						
			Sale of Alcohol On and Off the Premises	09:00 - 01:00				09:00 - 02:00		09:00 - 01:00
2025/00050/LAPR	Sainsbury's	Former Janet Adegoke Leisure Centre 56 Bloemfontein Road London W12 7DH	Sale of Alcohol Off the Premises	09:00 - 23:00						
2020/00672/LAPR	(81-85 Bloemfontein Road)	81 Bloemfontein Road London W12 7DA	Sale of Alcohol Off the Premises	10:00 - 23:00						
2024/01279/LAPR	Dimco Buildings (28-30)	30 Wood Lane London W12 7DT	Performance of Dance	08:00 - 01:00						
			Exhibition of a Film	08:00 - 01:00						
			Indoor Sporting Event	08:00 - 01:00						

			Performance of Live Music	08:00 - 01:00		
			Playing of Recorded Music	08:00 - 01:00		
			Entertainment Similar to Music or Dance	08:00 - 01:00		
			Performance of a Play	08:00 - 01:00		
			Late Night Refreshment	23:00 - 01:30		
			Sale of Alcohol On and Off the Premises	10:00 - 01:00		
2020/00395/LAPR	QPR Stadium	Rangers Stadium South Africa Road London W12 7PA	Exhibition of a Film	10:00 - 00:00		
			Performance of Live Music	10:00 - 23:00		
			Playing of Recorded Music	10:00 - 00:00		
			Late Night Refreshment	23:00 - 00:00		
			Sale of Alcohol On and Off the Premises	10:00 - 23:00		
2021/00127/LAPR	Bergamot	87 Railway Arches Wood Lane	Exhibition of a Film	09:00 - 00:00	09:00 - 01:00	09:00 - 00:00
			Performance of Live Music	09:00 - 00:00	09:00 - 01:00	09:00 - 00:00

		London W12 7DS	Playing of Recorded Music	09:00 - 00:00	09:00 - 01:00	09:00 - 00:00
			Late Night Refreshment	23:00 - 00:00	23:00 - 01:00	23:00 - 00:00
			Sale of Alcohol On and Off the Premises	09:00 - 23:30	09:00 - 00:30	09:00 - 23:30
2010/00882/LAPR	City Supermarket London	61 - 63 South Africa Road London W12 7PA	Sale of Alcohol Off the Premises	08:00 - 21:00		
2020/00218/LAPR	Copper Chimney	Unit 1028 Westfield London Shopping Centre Ariel Way London W12 7GB	Playing of Recorded Music	08:00 - 00:00		
			Late Night Refreshment	23:00 - 00:30		
			Sale of Alcohol On and Off the Premises	08:00 - 00:00		
2014/01612/LAPR	Mandaloun	Unit 1031 Westfield London Shopping Centre Ariel Way London W12 7GA	Playing of Recorded Music	09:30 - 00:00		
			Late Night Refreshment	23:00 - 00:30		
			Sale of Alcohol On and Off the Premises	09:30 - 00:00		

2008/03511/LAPR	M & S Kitchen	Kiosk 1021 Westfield London Shopping Centre Ariel Way London W12 7GB	Late Night Refreshment	23:00 - 00:00	
			Sale of Alcohol On the Premises	10:00 - 23:00	10:00 - 22:30
2015/01531/LAPR	Patisserie Concerto	Kiosk 2004 Westfield London Shopping Centre Ariel Way London W12 7GE	Playing of Recorded Music	09:30 - 00:00	
			Late Night Refreshment	23:00 - 00:30	
			Sale of Alcohol On and Off the Premises	09:30 - 00:00	
2019/00502/LAPR	Catch Me	Kiosk 2016 Westfield London Shopping Centre Ariel Way London W12 7GE	Playing of Recorded Music	09:30 - 00:00	
			Late Night Refreshment	23:00 - 00:30	
			Sale of Alcohol On and Off the Premises	09:30 - 00:00	
2015/00901/LAPR	Caffe Concerto	Unit 2024C Westfield London Shopping Centre Ariel Way London W12 7GF	Playing of Recorded Music	09:30 - 00:00	
			Late Night Refreshment	23:00 - 00:30	
			Sale of Alcohol On and Off the Premises	09:30 - 00:00	

2020/00293/LAPR	Seoul Bird	Unit 2133 Westfield London Shopping Centre Ariel Way London W12 7GF	Late Night Refreshment	23:00 - 00:00				
			Sale of Alcohol On and Off the Premises	09:30 - 00:00				
2019/01688/LAPR	Bleecker St. Burger	Unit 2136 Westfield London Shopping Centre Ariel Way London W12 7GE	Playing of Recorded Music	09:30 - 00:00				
			Late Night Refreshment	23:00 - 00:30				
			Sale of Alcohol On and Off the Premises	09:30 - 00:00				
2023/00450/LAPR	Tortilla	Unit 2106 Westfield London Shopping Centre Ariel Way London W12 7GF	Playing of Recorded Music	09:30 - 00:00				
			Late Night Refreshment	23:00 - 00:00				
			Sale of Alcohol On and Off the Premises	09:30 - 00:00				
2025/00701/LAPR	Soho House White City	Former BBC Television Centre Wood Lane London W12	Performance of Dance	11:00 - 01:00	11:00 - 00:00	11:00 - 03:00	11:00 - 00:00	11:00 - 23:00
			Exhibition of a Film	06:00 - 01:00	06:00 - 03:00			06:00 - 01:00
			Performance of Live Music	11:00 - 00:00	11:00 - 01:00	11:00 - 00:00	11:00 - 03:00	11:00 - 01:00
			Playing of Recorded Music	11:00 - 00:00	11:00 - 01:00	11:00 - 03:00	11:00 - 00:00	11:00 - 01:00

			Late Night Refreshment	23:00 - 00:00	23:00 - 03:00	23:00 - 00:00	23:00 - 03:00	23:00 - 01:00
			Sale of Alcohol On the Premises	06:00 - 01:00	06:00 - 03:00			06:00 - 01:00
2016/01369/LAPR	BBC Worldwide	101 Wood Lane London W12 7RJ	Performance of Live Music	12:00 - 00:00				
			Playing of Recorded Music	12:00 - 00:00				
			Late Night Refreshment	23:00 - 01:00				
			Sale of Alcohol On and Off the Premises	07:30 - 00:00				
2023/00776/LAPR	The Pavilion At Television Centre	Pavilion Building 89 Wood Lane London W12 7FX	Late Night Refreshment	23:00 - 23:30				
			Sale of Alcohol On and Off the Premises	07:00 - 23:30				07:00 - 22:30
2023/01120/LAPR	John Lewis	Unit 0250 Westfield London Shopping Centre Ariel Way London	Late Night Refreshment	23:00 - 00:00				
			Sale of Alcohol On and Off the Premises	08:00 - 23:00				
2025/00972/LAPR	DriveLounge	Westfield London Shopping Centre Ariel Way London	Sale of Alcohol On the Premises	11:00 - 21:30				11:00 17:30

2019/00262/LAPR	Master Bao	Kiosk 2016A Westfield London Shopping Centre Ariel Way London W12 7GE	Late Night Refreshment	23:00 - 00:30	
			Sale of Alcohol On and Off the Premises	09:30 - 00:00	
2023/02078/LAPR	Television Centre (Open Space)	Television Centre 101 Wood Lane London	Performance of Dance	08:00 - 22:00	
			Exhibition of a Film	08:00 - 22:00	
			Performance of Live Music	08:00 - 22:00	
			Playing of Recorded Music	08:00 - 22:00	
			Entertainment Similar to Music or Dance	08:00 - 22:00	
			Sale of Alcohol On and Off the Premises	08:00 - 22:00	
2024/00038/LAPR	Bluebird Café White City	Unit 1 2 Television Centre 101 Wood Lane London W12 7FR	Performance of Dance	07:00 - 00:00	07:00 - 23:00
			Exhibition of a Film	07:00 - 00:00	07:00 - 23:00
			Performance of Live Music	07:00 - 00:00	07:00 - 23:00
			Playing of Recorded Music	07:00 - 00:00	07:00 - 23:00

			Entertainment Similar to Music or Dance	07:00 - 00:00		07:00 - 23:00
			Late Night Refreshment	23:00 - 00:00		
			Sale of Alcohol On and Off the Premises	07:00 - 00:00		07:00 - 23:00
2024/01963/LAPR	The Black Farmer White City Limited	Unit 1 2 Television Centre 101 Wood Lane London W12 7FR	Performance of Live Music	08:00 - 22:00		
			Playing of Recorded Music	08:00 - 22:00		
			Sale of Alcohol On and Off the Premises	08:00 - 22:00		
2019/00748/LAPR	Lion Re:Sources UK Limited And Publicis Media	Unit 2 2 Television Centre 101 Wood Lane London W12 7FR	Sale of Alcohol On the Premises	12:00 - 00:00		
2025/00130/LAPR		Unit 7 2 Television Centre 101 Wood Lane London W12 7FR	Playing of Recorded Music	10:00 - 00:00		10:00 - 23:00
			Late Night Refreshment	23:00 - 00:00		
			Sale of Alcohol On and Off the Premises	10:00 - 00:00		10:00 - 23:00

2023/00919/LAPR	Soho Works White City- 7th Floor	Unit 7 2 Television Centre 101 Wood Lane London W12 7FR	Exhibition of a Film	07:00 - 02:00	08:00 - 00:00
			Performance of Live Music	07:00 - 02:00	08:00 - 00:00
			Playing of Recorded Music	07:00 - 02:00	08:00 - 00:00
			Late Night Refreshment	23:00 - 02:00	23:00 - 00:00
			Sale of Alcohol On the Premises	07:00 - 02:00	08:00 - 00:00
2024/02095/LAPR	Temper	Unit 8 2 Television Centre 101 Wood Lane London	Playing of Recorded Music	11:30 - 00:00	11:30 - 23:00
			Late Night Refreshment	23:00 - 00:00	
			Sale of Alcohol On and Off the Premises	11:30 - 00:00	11:30 - 23:00
2019/01038/LAPR	BBC Studioworks Ltd	6 Television Centre 101 Wood Lane London W12 7FW	Boxing or Wrestling	07:00 - 00:00	
			Performance of Dance	07:00 - 00:00	
			Exhibition of a Film	07:00 - 00:00	
			Indoor Sporting Event	07:00 - 00:00	
			Performance of Live Music	07:00 - 00:00	
			Playing of Recorded Music	07:00 - 00:00	

			Entertainment Similar to Music or Dance	07:00 - 00:00		
			Performance of a Play	07:00 - 00:00		
			Late Night Refreshment	23:00 - 05:00		
			Sale of Alcohol On the Premises	07:00 - 00:00		
2024/01056/LAPR	Endo At The Rotunda - Plot B, Level 8	1 Television Centre 101 Wood Lane London W12 7FR	Late Night Refreshment	23:00 - 00:00		
			Sale of Alcohol On and Off the Premises	10:00 - 00:00		10:00 - 23:00
2025/00532/LAPR	White City Warehouse	62 Wood Lane London W12 7RH	Performance of Live Music	09:00 - 00:00	09:00 - 01:00	09:00 - 00:00
			Playing of Recorded Music	09:00 - 00:00	09:00 - 01:00	09:00 - 00:00
			Late Night Refreshment	23:00 - 00:00	23:00 - 01:00	23:00 - 00:00
			Sale of Alcohol On the Premises	09:00 - 00:00	09:00 - 01:00	09:00 - 00:00
2024/00175/LAPR	L'Oreal	Gateway Central 187 Wood Lane London W12 7SA	Sale of Alcohol On and Off the Premises	09:00 - 23:30		
2025/00858/LAPR	Picante	Picante Van Wood Lane London	Sale of Alcohol Off the Premises	10:00 - 20:00		

2025/01146/LAPR		Level 11 Westmont Apartments Fountain Park Way London	Sale of Alcohol On the Premises	09:00 - 23:00
			Entertainment Similar to Music or Dance	09:00 - 23:00

Comments summary

Dear Sir/Madam,

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

Comments were submitted at 22/10/2025 12:32 PM from [REDACTED]

Application Summary

Address:	Hammersmith Park South Africa Road London
Proposal:	Licensing Act - Premises Licence
Case Officer:	Neil Gardiner

[Click for further information](#)

Customer Details

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

Comments Details

Commenter Type:	Residents Group
Stance:	Customer objects to the Licensing Application
Reasons for comment:	
Comments:	22/10/2025 12:32 PM I am a member of the community advisory board which oversees the agreement between Powerleague and LBHF. Licensing was a very important part of the agreement because Powerleague is based in a public park - Hammersmith Park - and very close to the children's play area as well as being in a very residential area. It is not appropriate to have drinking for 3 hours before and after QPR games as Powerleague is not primarily a pub it is a football centre. It is also directly counter to what was in the original agreement and at no point have Powerleague discussed this with the CAB.

Kind regards

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Comments summary

Dear Sir/Madam,

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

Comments were submitted at 22/10/2025 4:10 PM from [REDACTED]

Application Summary

Address:	Hammersmith Park South Africa Road London
Proposal:	Licensing Act - Premises Licence
Case Officer:	Neil Gardiner

[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:	22/10/2025 4:10 PM Condition 17 of the licence should not be removed as sale of alcohol on QPR match days so close to the stadium is known to increase crime and ASOB. These Conditions seek to mitigate the risk of disturbance by PowerLeague premises to Hammersmith Park users, residents and QPR visitors and need to be maintained.
-----------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

This premises has failed to comply with its contract eg w/c 6 Oct event in car park continuing past 9pm with alcohol seen to be consumed outside the premises, visitors' cars parked illegally on verges/double yellow lines (no access to car park due to large event tents etc) and amplified music. No notification of Temporary Event License application was received by residents.

Kind regards

From: [REDACTED]
Sent: 07 November 2025 17:28
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: 2025/01590/LAPR | Licensing Act - Premises Licence

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Dear Neil Gardiner,

I have, over the last few days repeatedly tried to submit a response to 2025/01590/LAPR and on each occasion received the following:

Error while submitting your comments

- Your comments could not be submitted due to an error in the system.

2025/01590/LAPR | Licensing Act - Premises Licence | Open for Consultation | Hammersmith Park South Africa Road London

I am therefore emailing you the below. It is an **objection** from a **neighbour**.

[REDACTED]

Condition 17 is included as a vital safeguard, agreed between LBHF, residents, and the former operator, to mitigate well-documented risks of ASB associated with alcohol consumption in close proximity to football stadia. The site is located within a public park — a setting that warrants particular sensitivity and restraint in licensing matters. The match day condition was accepted as the operator could not realistically ensure responsible behaviour by QPR supporters drinking on the site, particularly if they entered the park. When permissions were first granted residents were reassured that alcohol sales would be restricted to customers using their pitches to have “a quick drink after playing”. The rationale for C.17 remains entirely valid today. It protects the local community, nearby residents, and park users from potential disorder and nuisance. Removing the condition would risk undermining public safety and amenity in the area. Powerleague has inconsistently demonstrated compliance with its existing conditions or spirit of its management agreement and planning consent. Repeatedly failing to take responsibility for customers arriving to or leaving their business. Most days of the week, customer's vehicles park on the double yellow lines, pavement or grassed verge and multiple hire bikes are left directly outside the entrance, partially or completely blocking the pavement. The management appear to have little awareness of the full obligations that they are under from the planning consent, licence and management agreement. They have not demonstrated they are proactive in ensuring that their customers respect neighbours and the general public. It would therefore almost certainly be the case that the applicant will take no responsibility for any impacts to the wider public as a result of serving of alcohol to football supporters on match days. Additionally they:

- Used the car park for events: Powerleague has previously erected large event tents in the car park area (and on pitches), despite the car park being included in the original planning consent specifically to provide parking for disabled residents and staff — not as a venue for commercial or large-scale events.

- Noise nuisance and disturbance: On several occasions, loud music associated with events has caused significant disturbance to neighbouring properties and disrupted the peaceful enjoyment of the park by residents and visitors.

Such actions indicate a pattern of disregard for agreed conditions and the quiet enjoyment of the park, raising legitimate concerns about Powerleague's willingness or ability to manage impacts of its operations or ensure the responsible behaviour of its customers. Granting further relaxation of controls, particularly one directly linked to managing alcohol sales around football fixtures, would therefore be inappropriate and contrary to the public interest. The removal of C. 17 should be refused as it is a vital safeguard for the well-being of the local community.

From: [REDACTED]
Sent: 10 November 2025 20:15
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: 2025/01590/LAPR

LBHF Licensing

[REDACTED] Friends of Hammersmith Park, a Community Organisation that represents the diverse users of the park and which has a seat on the Community Advisory Board (CAB) established by Powerleague for community consultation and a condition of the commercial operation of the site.

This license variation has not been presented to the CAB nor discussed with it, and we object to any license relaxation on this fundamental procedural ground. The CAB exists to communicate among local representatives and the commercial interests of Powerleague and they have avoided this crucial step.

Additionally we object to the removal of this condition so that the park is protected from any influx of fan-drinkers in the area immediately adjacent to the main entrance to the park site through which the majority of children access the park.

The letter received by one of our board (BP) from Neil Gardiner communicating the legal representation of Powerleague, about an illegal event that took place on October 6th contains some inaccuracies. The CAB was not specifically informed or consulted about this event, nor was there any information provided to the CAB about 'the error' that allowed the event take place. Tenting over a substantial portion of the carpark to extend premises for 'on sales' cannot be demonstrated to be in line with the current license conditions. Particularly conditions 7-10 associated with CCTV, conditions 19

-21 associated with doors, condition 22 associated with outdoor music or condition 23 about exiting the premises.

During the CAB meeting of November 12th 2024, a possible community open day event/charity event to be led by LBHF was discussed. This was item 4 in the minutes and was proposed to be focussed on male mental health and associated with Active Minds and their work on suicide prevention. Suggestions for the event were to be emailed to the CAB members for comment. No further information was provided to the CAB contrary to this agreement. Additionally, the next meeting of the CAB, provisionally scheduled for September 2025, has not yet happened.

We do not see evidence that Powerleague is acting in good faith with its responsibilities, conditions and commitments and would welcome an improvement in the communication among all the parties.

Yours faithfully,

 **Friends of Hammersmith Park**

From: David Crank <David.crank@bermans.co.uk>
Sent on: Thursday, November 6, 2025 5:04:44 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Gardiner Neil:
H&F <Neil.Gardiner@lbhf.gov.uk>
Subject: Powerleague Fives Limited - Premises variation Shepherds Bush

You don't often get email from david.crank@bermans.co.uk. [Learn why this is important](#)

Hello,

I write further to your email detailing the two representations and have taken instructions. My client is happy to engage with a view to mediation with both parties, and I understand has spoken with a Board Representative but through me would now make the following points.

The intention in requesting the variation was not to look to turn the premises into a “pub”, the intention in making the application was to relax the condition to allow those who are present for an activity on a match day, either as part of a link with QPR or as part of a football booking, or after a game, for example as a pre-arranged event using the premises, to be able to include licensable activity. It is not to open up the premises generally to match day crowds.

I have asked about the events on 6th October and am instructed that the event was a charity event, but there was an error in the arrangements which should not have taken place. The event, and the error, has been discussed with the Community Advisory Board and there will be a notification if there are any similar events taking place in the future.

Having viewed the representations and in the hope it addresses the broad concern as to the operation of the premises on QPR match days, we would offer to replace the existing Condition 17 with the following;

“ On match days at Queens Park Rangers the premises may supply licensable activity to patrons attending for prearranged activities organised at the premises.”

As indicated we would be happy to engage with both parties to discuss their concerns but would ask if a revised condition in this form would be an acceptable way forward.

I wait to hear further and am happy for my details to be shared for direct contact.

Kind regards

David

David Crank | Solicitor
Licensing
ddi: 0151 224 0504 | m: 07345 450521

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From: [REDACTED] <[REDACTED]>
Sent: 07 November 2025 14:45
To: Gardiner Neil: H&F <Neil.Gardiner@lbhf.gov.uk>
Subject: RE: Powerleague Fives Limited - Premises variation Shepherds Bush

Dear Neil

Thank you for your email

I need to speak to some of the CAB about this and also the Friends of Hammersmith Park and I am little concerned by your time frames as it is already Friday afternoon and you have asked for feedback by Monday

I will see what I can do.

[REDACTED]

From: [REDACTED] <[REDACTED]>
Sent: 07 November 2025 14:15
To: Gardiner Neil: H&F <Neil.Gardiner@lbhf.gov.uk>
Subject: Re: Powerleague Fives Limited - Premises variation Shepherds Bush

Neil - thank you for sharing and good to know you're liaising on this.
 Please note that we would still object to what the solicitor's proposing as believe it would be difficult to implement. Basically as standard in vicinity of football stadiums, alcohol should not be for sale around times of matches whether that's in pubs or in this case a 'family-friendly sports venue with direct access to public park'.

We trust they withdraw their application.
 With thanks

[REDACTED]

From: [REDACTED] <[REDACTED]>
Sent: 11 November 2025 17:45
To: Gardiner Neil: H&F <Neil.Gardiner@lbhf.gov.uk>
Subject: Re: Powerleague Fives Limited - Premises Licence application.

Dear Neil Gardiner,
 Thank you for forwarding the letter and for inviting a response.
 The correspondence raises several points that require clarification and correction.
 Firstly, the account of the "error" relating to the charity event materially misrepresents the nature of that incident. While the event in question has been cited as a singular lapse, it was in fact one of a number of occasions on which breaches of conditions have taken place. This one was highlighted in response to the proposal to relax restrictions, however, this is not an isolated oversight but part of a wider pattern of failures in compliance and in protecting the community from negative impacts resulting from their

customers. Such a pattern points to an ongoing and relaxed approach to the obligations imposed by planning, licensing, and management controls, and to the adverse impacts that both the breaches and the behaviours of their customers have had on the local community.

It is also unclear whether Powerleague's management is unaware of, has failed to record, or has chosen not to disclose the full extent of previous breaches. In any of these scenarios, the omission calls into question the operator's diligence, transparency, and capacity to uphold conditions in the future.

In respect of the proposed wording, it is entirely contrary to the assurances that were given at the time that a concession to allow the sale of alcohol on the premises was agreed between all parties. The proposed variation to remove/reword Condition 17 is wholly inconsistent with the original assurances given to the Council and local residents when the licence was first granted. At that time, agreement to permit the inclusion of a bar in the design and sale of alcohol was a carefully negotiated concession, based on the understanding that the bar would serve only players using the pitches, allowing them "a quick drink after playing." This limited purpose was central to securing local consent. Hosting pre-arranged events or gatherings connected to Queens Park Rangers fixtures is entirely at odds with that understanding and would represent a fundamental change to the character and operation of the premises.

The **Home Office Section 182 Guidance** (particularly paragraphs 1.16–1.17 and 9.43–9.44) emphasises that conditions should be clear, enforceable, and proportionate to the risks identified, and that **they should not be removed unless circumstances have demonstrably changed**. There is no evidence of such change here. On the contrary, the operator's past conduct suggests that relaxing this safeguard would likely undermine the very objectives the condition was designed to protect—most notably, the prevention of public nuisance and possible disorder on QPR match days.

The **London Borough of Hammersmith & Fulham Statement of Licensing Policy** (2022) also underlines the importance of cumulative impact, local amenity, and responsible management within residential and parkland areas. The policy stresses that applications will be considered particularly carefully where there is a history of negative impacts and non-compliance.

In light of the above, Condition 17 remains both necessary and proportionate to promote the licensing objectives and to protect the amenity of residents and park users. The operator has not demonstrated full compliance, a pro-active approach to ensuring their customers are mindful of impacts to the general public and local community when arriving or leaving or any significant change in circumstances that would justify its removal.

For these reasons, I continue object to the application to remove or change Condition 17.

Kind regards

