

## LONDON WONDERGROUND EARLS COURT

### APPLICATION FOR A TIME LIMITED PREMISES LICENCE

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#### APPLICANT SUBMISSIONS

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##### Introduction

1. The application is for a time limited premises licence to authorise licensable activities for the London Wonderground event at Earls Court between 15 July to 26 September 2021.
  
2. The key components of the event are:
  - a. A central boardwalk leading from the Empress Place entrance through the site.
  - b. The Udderbelly, approximately 410 capacity performance venue, the eponymous purple cow.
  - c. A big top tent, approximately 1000 capacity performance venue.
  - d. Areas with seating, large umbrellas, ping pong tables and boules pitches (free to play on).
  - e. A Star Flyer ride.
  - f. Smaller heritage rides and some traditional funfair games.
  - g. Covered and open-air food and beverage with bar units and street food vendors.
  - h. The only beach in West London.
  
3. The event will host a range of cultural entertainment, live cabaret, comedy, music and children's theatre. Access to the performance venues will be for ticket holders or invited guests only. There will be free access to the rest of the event site, albeit controlled by the applicant's management and team of SIA supervisors.

4. The applicant has successfully managed a wide range of affordable theatrical and cultural pop-up events across London, including: the Underbelly Festival since 2009; a licensed Christmas Market in Trafalgar Square; award winning shows as part of Christmas Festivals in Leicester Square; Edinburgh Fringe Festival shows; London Pride; Edinburgh's Hogmanay; West End Live and a pop-up 650 seat theatre showing "Five Guys Named Moe" in Marble Arch.
5. The applicant has enjoyed strong and cooperative working relationships with various Safety Advisory Groups, Special Event Teams and responsible authorities during all of these specially curated cultural events in central London and beyond. The applicant is an operator that is trusted, particularly in Westminster and Lambeth.

#### **Safety Advisory Group & Event Management Plan**

6. The Covid-19 pandemic has had a severe impact on the applicant. Event programming has proved extremely difficult. With the assistance of the London Borough of Hammersmith & Fulham Events Team, the opportunity to operate the London Wonderground at Earls Court arose earlier this year. The applicant has since worked with the Safety Advisory Group (SAG) to formulate a comprehensive event management plan to ensure that the event is operated to the highest professional standards and promotes all four licensing objectives.
7. Membership of the SAG normally consists of various members of the Metropolitan Police Service, City Council officers, Events Team officers, Environmental Health Officers, the London Fire Brigade and any other specialist advisors deemed required by the SAG.
8. The applicant has lodged the following documents with the SAG for scrutiny and approval:

- a. Comprehensive 40+ page Event Management Plan. An edited version with sensitive security procedures redacted has been provided to the Licensing Sub Committee for reference.
  - b. Crowd Management Plan, incorporating a Dispersal Policy.
  - c. Risk Assessments, including a Covid-19 Risk Assessment.
  - d. Construction Phase Plans.
  - e. Contingency Plans.
  - f. Counter Terrorism Procedures.
  - g. Fire Safety Plan.
  - h. Food Hygiene Policy.
  - i. Luminescence Plan.
  - j. Medical Plan.
  - k. Noise Management Plan.
  - l. Security Plan.
  - m. Travel Plan.
9. These wide-ranging and comprehensive procedures are the result of the applicant's extensive experience and helpful input from members of the SAG.
10. The applicant invites the Licensing Sub-Committee to be reassured that all these documents have been carefully devised and closely scrutinised by the SAG.

### **Conditions**

11. The comprehensive measures set out in the event management plan are supported by premises licence conditions proposed with the original application and further conditions agreed with the responsible authorities.

### **Representations**

12. The applicant is grateful to the Earl's Court Square Residents' Association and the Eardley Crescent Residents' Association for their representations in support.

13. Representations were also made by the Earl's Court Society and Councillor Wade. The applicant is grateful that these parties have confirmed that they welcome the temporary use of the area, subject to a number of controls and event management safeguards.
14. The applicant has carefully considered the helpful feedback contained within all of these representations and has sought to address concerns raised in the various documents set out above. In particular, procedures have been devised to address potential issues identified by these stakeholder groups, including: dispersal; transport strategy; noise; litter; refuse collection; street cleansing; marshalling; and anti-social behaviour.
15. The applicant is in regular dialogue with the responsible authorities in respect of their representations, individually and via the SAG. The applicant hopes to update the Licensing Sub-Committee during the hearing following the next SAG meeting scheduled 18 June 2021.

### **Statement of Licensing Policy**

16. The event site is located outside of the Cumulative Impact Zones. This means that there is no presumption to refuse.
17. The comprehensive event management procedures and licence conditions will ensure the promotion of all four licensing objectives and the accompanying policies set out in the Statement of Licensing Policy 2017 – 2022.
18. The applicant's entertainment programme will also help to promote accessible local culture, consistent with the Council's aims at paragraphs 1.4, 1.10, 7.1 and 18.9 of the policy:

*1.4 The Licensing Authority is keen to promote the cultural life of our borough and licensing will be approached with a view to encouraging all forms of licensable activity that are carried out in ways consistent with the Licensing Objectives.*

*1.10 Hammersmith & Fulham is a socially diverse area with a cosmopolitan population, sharing the advantages and disadvantages of inner city life. This presents the challenge of securing the safety and amenity of residential communities while facilitating a sustainable entertainment and cultural industry. To date, the Licensing Authority has been successful in seeking to strike this balance, and has a proven track record of treating each application in a fair and considered way.*

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

*18.19 ...We will consider any request for permission to use such public spaces for cultural activities having regard to the promotion of the four licensing objectives.*

## **Summary**

19. The applicant invites the Licensing Sub-Committee to grant the time limited premises licence accordingly. In doing so, Members can signal their support to a trusted and professional events operator that hopes to bring back some of London's much-missed cultural entertainment offer this summer.

**THOMAS & THOMAS PARTNERS LLP**