

**Representations**  
**Objecting to the Review Application**

**From:** Vanessa Esejomo  
**Sent:** 09 August 2022 13:00  
**To:** Licensing HF: H&F  
**Cc:** Overton Adrian: H&F  
**Subject:** General support for the Chelsea lodge

To whom this may concern,

I'm Vanessa, work in procurement and live in Fulham so very local to the Chelsea Lodge. Since pre-covid it's been one of my regular spots which I visit at least every other week! Especially as a girl it's really important that I feel protected in a club environment, and the staff / security at lodge has always made me feel safe and looked after. Always handling any issues in an extremely professional manner without comprising the night or anyone else's safety.

Gavin and Chase have always been welcoming to me and my friends. Which is really rare for club owners in the area where it's not atypical to be pretentious / less friendly. Events are well planned and inventive, which again is rare for the area.

A couple of my friends have been given the opportunity to DJ and work at events at the lodge and have only ever expressed positive experiences which have further helped them in their careers down the line. I look forward to continue visiting the lodge and making new memories

Many thanks  
Vanessa

**From:** Vanessa Esejomo  
**Sent:** 10 August 2022 20:28  
**To:** Licensing HF: H&F  
**Subject:** Re: General support for the Chelsea lodge

Hi Karen

Full address is Palmer Road, sw11 4gb

**From:** Poppy Lloyd Davies  
**Sent:** 09 August 2022 13:14  
**To:** Licensing HF: H&F  
**Cc:**  
**Subject:** The Chelsea Lodge  
**Importance:** High

Dear Licencing,

I would like to make an official representation of my support of The Chelsea Lodge - reasons detailed below.

I myself live and work locally to this establishment and have been saddened to see the affect that covid has had on our neighbourhood F&B operators - indeed when the Chelsea Lodge was open during the week it would be somewhere I would take my clients for a drink and a pizza. Nothing too "flashy" but good food with excellent service; or enjoy a quiet after-work drink with a colleague.

I also frequent the Lodge in my spare time and whilst it's primary appeal to me is that it hosts some amazing live performers and DJs, I also find it to be a safe place for women, (and men), to let their hair down. Having lived in London for over 15 years I have had my fair share of sexually inappropriate behaviour from members of the opposite sex and at all times when I have been in the Lodge, I have been treated with respect by both the staff and the patrons.

I also think that it is very well marshalled at night, with the staff being mindful of the fact it is located close to a residential area and ensuring that any noise is kept to a minimum and people are moved along and into cabs quickly and efficiently at the end of the night.

Well-run, late-night establishments in SW London are few and far between these days and as a result, the Lodge has become an iconic part of the local landscape.

Yours,

Poppy  
**Poppy Lloyd-Davies**

From: Sofia Rouchy  
Sent: 09 August 2022 17:54  
To: Licensing HF: H&F  
Cc: Overton Adrian: H&F  
Subject: Local Licensing

Dear Local Licensing,

I have recently been made aware about the review that you are looking to apply for against the Chelsea Lodge. I currently work there and have done for the last 18 months. I am a VIP manager and look after the restaurant and the table service with special clients. This is like my home and the people that work here and that I work for are like my family. I have been offered so many jobs for a lot more pay but I have never left because of what this business and the owners mean to me. We undergo regular training and we are all constantly conscious of the neighbours in the area. I love my job, the atmosphere and the people that come here. As a female working in hospitality and late night it can sometimes be difficult but never at the Chelsea Lodge. The customers are respectful, the staff are respectful. At the end of the night I spend a lot of my time making sure that everyone leaves quietly and is respectful, and there is rarely any problem. If there is ever anyone that is disrespectful or doesn't respect our request, they are instantly banned, removing them from the ability to revisit or be in the area. I speak on behalf of all the staff. Please do not do anything to change the hours of this business or add any more conditions that will restrict us being able to operate. This is our livelihoods, our lives. We have families to support and above all we deserve to continue to work in a great safe environment. I could understand if this was a poor operation and we were bad people and bad staff, but we work really hard to show people a great respectful time alongside ensuring that everyone around them from each other to the neighbours are all respected. We do not have issues and any that we have ever had have been dealt with professionally and swiftly to ensure it doesn't repeat. This is one of the best restaurants and late night bars which gives people the ability to dine and then dance and enjoy their area which they live. There is nothing like it and it would really be a terrible knock to the industry if the hours were reduced to join the many other venues that have been forced to close early even though no issues arise late at night that are substantial enough to cause the reduction. It just feels like there is a target on all late night at the moment and I hope that you can be the ones to change that.

Thank you for your time,

Best regards  
Sofia R

**From:** Lucy Kennett  
**Sent:** 09 August 2022 18:42  
**To:** Licensing HF: H&F  
**Subject:** The Chelsea lodge review

Dear Licensing

Please find my representation in favour of the Chelsea lodge.

**PLEASE SEE REP ATTACHED**

**From:** Connagh McCormick  
**Sent:** 09 August 2022 20:10  
**To:** Licensing HF: H&F  
**Cc:**  
**Subject:** RE: The Chelsea Lodge

Dear whom it may concern,

I used to live in Chelsea Harbour, a short 5/10 minute walk from the Chelsea Lodge Bar and restaurant; during my time living here, I first discovered and attended the Chelsea Lodge and have been back countless times since. I found the Chelsea Lodge while walking to and from other local establishments late at night (i.e. back from the local 24-hour Tescos on the same road) or after having previously visited other bars nearby, such as Jaks, Zefi or the Imperial Arms. Every time walking past the Chelsea Lodge, I saw very few people outside and could not hear loud levels of noise coming from inside (especially when compared to the other nearby venues such as Jaks, which always had a much larger crowd).

While living in the local area, I wanted to find a venue where I could attend with both friends and clients; where I would not feel uneasy about being there late at night; a venue where the crowd was not unruly and where I could reliably take clients knowing that there is not a crowd likely to cause trouble. Further, I was confident that taking clients would maintain my professional reputation (Qualified Barrister and current General Counsel), and if there ever was trouble, a venue where I was assured that it would be taken seriously. I would often pass the venue late at night, coming back from a different venue or heading out. My observation was that I never saw any trouble or large groups of people or customers that would put me off going into the venue, as a result, I visited the Chelsea Lodge multiple times and my observations from visiting the venue aligned with my initial observations walking past.

At work, I would often get back from the office late at night on a Friday, which would largely limit my option of venues to go to, with many venues already closed or no longer serving. Many late-night venues are often very loud, full of highly intoxicated people and not the place you would want to visit after leaving the office. However, I was pleasantly surprised to discover that I could attend the Chelsea Lodge late at night without the worry of this and still enjoy a drink, surrounded by people who didn't make me feel uncomfortable and at a safe venue.

I believe that the venue positively impacted the area and made my time here and continues to be a pleasurable and safe experience, and allowed me to meet like-minded locals who also enjoyed having somewhere less rowdy to attend late at night.

Even when walking past the venue not as a customer late at night (such as to get to the 24-hour Tesco mentioned above), I have never seen large groups of people or heard significant noise coming from inside or outside the venue.

I now live in Greenwich and Work in Holborn but still regularly go out of my way to attend the Chelsea Lodge for several reasons; largely for those described above but not exclusively. This is the only venue I have visited that does not let customers leave until they have a taxi or way of getting home already booked or organised (unless walking, as I used to; although, I was initially told every time that I could not leave until I had an uber booked and was encouraged to book an uber despite living in walking distance). Over time, I have grown to know the staff and security here, who are always professional and carry out their jobs to the highest standard. The queues to get in are always very well managed and efficient (it is reassuring to know that every person must scan their ID to get in every time from a safety perspective). I have witnessed door staff handle all situations in a very friendly, professional

manner (very different to how I have often witnessed security at other venues behave). I have witnessed security go out of their way on countless occasions such as to move people out of the way of pedestrians walking past, completely move the queue to allow a woman with a large push pram to get past and help people remain in the venue and get taxis when perhaps uber has been busy. As a result, I still visit the Chelsea Lodge with friends and take clients here for dinner and drinks.

Due to the professionalism and peace of mind of all of the described above, I arranged for my companies Christmas party to be hosted at the Chelsea Lodge for a private dinner (circa 100 attendees) and was happy for the venue to then open to the public later on in the evening. The safety of our employees is of the utmost importance, and this was a key factor in opting for the Chelsea Lodge as a venue, as I knew that I did not have to worry about a potential troublesome crowd and that in the unlikely event of trouble occurring there was a fair but well observant and professional staff and security team.

The following is aimed at responding to the suggested headings and what I have gathered from my personal experiences at the Chelsea Lodge:

**1. The prevention of crime and disorder:**

The Chelsea lodge, from my experience, does not attract a crowd likely to cause crime or disorder. However, I have observed various procedures in place that minimise the potential of crime and disorder occurring:

- a. Not allowing customers to flood on to the streets at the end of the night (staggering people leaving and ensuring only where taxis are booked);
- b. Security is well distributed both inside and outside of the venue;
- c. Security actively managing the crowd and customers rather than taking a reactive stance to customer management;
- d. Strict entry requirements to the venue (ID required, not too intoxicated etc.);
- e. Incredibly friendly and observant staff and security (I believe friendly staff and security are vital in minimising the propensity for people to cause trouble and is a rare but welcomed approach as a customer); and
- f. Security ensuring that there are no groups of people hanging around outside the venue, and, dispersing large groups in general.

**2. The prevention of public nuisance:**

I believe the reasons given under point 1 above will all apply directly to this point 2. Furthermore, I believe that a large proportion of public nuisance from venues tends to be caused by individuals who are far too drunk and have actively witnessed the Chelsea lodge refuse to serve people who they believe to be already too intoxicated further alcohol in a way that has not caused any issues with the customer.

**3. The protection of children from harm:**

Not relevant to the Chelsea lodge other than as far as the strict process on checking age identification.

**4. Public safety**

The points described in the main body of this email and the further point indicate measures I have witnessed as a customer that maximise public safety. I have at no point ever felt unsafe, seen a potentially unsafe situation or known any other individual to have been made to feel unsafe on any occasion.

In summary, I firmly believe that the Chelsea Lodge is a very safe venue that in no way imposes or indirectly results in any form of a nuisance to the local area. Any change to the operation of the Chelsea Lodge, I firmly believe would be a great loss to the local area and it's resident who want a safe late night venue. I struggle to see how any individual could complain about loud noise levels or an unsafe environment.

Please do not hesitate to contact me for further information.

Kind regards,  
Connagh McCormick

From: Connagh McCormick  
Sent: 11 August 2022 01:24  
To: Licensing HF: H&F  
Subject: Re: The Chelsea Lodge

Hello,

My address referred during my time living at Chelsea Harbor was: Chelsea Harbour Drive,  
London, SW10 0XG

Kind regards  
Connagh

**From:** Katiejane Quinn  
**Sent:** 10 August 2022 00:03  
**To:** Licensing HF: H&F  
**Cc:**  
**Subject:** Chelsea lodge

Good afternoon

I hope this email finds you well.

I'm writing this email this afternoon to express the community affect the venue has.

I am a young individual who not only lives and works within the area spends a lot of time within the area eating, drinking, shopping and my time of leisure.

The lodge is not only home but a key player in the community. I have know the management and owners of the establishment for a long time and worked for them while I was at university. I can strongly say I have never had an employer who looked after their staff so well and had such a care for the people who worked for them.

Under new management the venue is completely different from how it was previously run 8 years ago and how the venue had such a bad reputation. The venue makes sure all staff and customers are looked after and safe! They have security work making sure people are safe and watching for everyone to get home until 3am.

I take my friends and family to the lodge as it hosts such amazing atmosphere for all!

This place really is a key part to the community and does nothing but bring everyone together in a safe way while having fun and making memories.

Kate Quinn

**From:** Katiejane Quinn  
**Sent:** 10 August 2022 20:51  
**To:** Licensing HF: H&F  
**Subject:** Re: Chelsea lodge

Good evening,

My registered address is fire tree close SE16 5NG however I will soon be moving to wiltshire close sw32ny as this is where my partner lives and I mostly stay.

Kate

**From:** Josh Coppard  
**Sent:** 10 August 2022 12:43  
**To:**  
**Subject:** The Chelsea Lodge

To whom it may concern,

I'm just writing to you as I've been informed that the licensing for The Chelsea Lodge on the Kings Rd. is being reviewed & I just wanted to take the opportunity to share my experiences of the venue, being a regular patron & a business owner with offices in the local area.

As mentioned, I'm a regular visitor of 'The Lodge' both from a social & business perspective, meeting with friends for some of the great food & drink events there, seeing my good friends DJ the venue & also taking clients there to help build relations outside of the boardroom.

My experiences of the venue have always been superb, from the quality of food & drink, to the attentiveness of the staff. The team there have done an amazing job of creating a great community feel to the nights there & I can safely say I've made some lifelong friendships & business partnerships from people I've met at the venue.

I've heard there has been some discussion around the noise of customers when leaving the venue, which surprised me, as whenever I've left, it's been under strict orders by staff, the owners & the bouncers that we leave quietly. From my experience, the team have always been hot on this & efficiently shut down anyone who would be seen to be raising their voices at risk of disturbing neighbours. Everyone in the venue is made aware of this before leaving.

To conclude, I've had some great memories at Chelsea Lodge & I look forward to making more in the future & truly wish that the team there are rewarded for all they are doing to add to the local community & not take from it.

Best wishes,  
**Joshua Coppard** | Founding Partner

From: Josh Coppard  
Sent: 15 August 2022 14:13  
To: Licensing HF: H&F  
Subject: Re: The Chelsea Lodge

Hello,

I forgot to include my address in the response I sent last week. I do not have a residential property within Fulham, but I do rent office space located on Fulham Road SW10 9QL.

My personal address is Madeira Tower, SW11 7AA.

As mentioned previously, I have been a customer of the Chelsea Lodge for the past 3 years and would like to object to the application made by the council due to the fact I wholeheartedly disagree with what the council is accusing the premises of.

Kind regards,  
Joshua Coppard

**From:** Nicholas Scarcliffe  
**Sent:** 10 August 2022 14:05  
**To:** Licensing HF: H&F  
**Subject:** The Chelsea Lodge

Hi,

I'm a local resident who resides at Ifield Road, SW10 9AA and I have been a customer of The Chelsea Lodge for around 2/3 years.

I have read the representation and do not feel it is inline with my experience. I have always thought the staff and security go above and beyond to create a safe and enjoyable environment for customers and residents.

The Chelsea lodge is a great community asset, and it would be a great shame if further conditions lead to its inability to function as a business!

Feel free to contact me further elaboration or support.

Kind regards,

Nicholas Scarcliffe

**From:** Knut Eikrem  
**Sent:** 10 August 2022 14:28  
**To:** Licensing HF: H&F  
**Subject:** Chelsea Lodge

Hi There,

My name is Knut Eikrem, and I live in Sw6 2Gz (Lensbury Avenue, Imperial Wharf) and I have been a customer of Chelsea Lodge since they opened. I understand that there is a licensing review ongoing, and I would as a local residence offer my support against this potential reduction in licensing hours since I strongly believe that Chelsea Lodge is a very well managed venue and a cornerstone of the local community nightlife offering. I have frequented the venue for years and have never seen any incidents or experienced any problems either inside or outside the venue.

Best regards  
Knut Eikrem

**From:** Austin Torres  
**Sent:** 10 August 2022 14:46  
**To:**  
**Cc:**  
**Subject:** Response to complaint

Dear licensing,

This is to confirm that I wholeheartedly disagree and do not support the review against the Chelsea Lodge. I live locally in Fulham and as a professional chef in the area and wine merchant, I have had the pleasure of private clients choosing the Chelsea Lodge for their events where my clients have hired me to cater for their event. I have read the representations and I find them highly disproportionate to my experience of the venue, the customers, and the staff and management. As a result of my dealings with the business and its owners, I have since insisted on my clients using the venue and other businesses of these operators because I know the caliber of the experience my guests will receive. I have also attended as a customer countless times, and it has become a home to be and anyone I introduce because of the professionalism, efficiency, and kindness of the staff. It is a local business with a late license, and as such, they deserve to trade that license. What I have seen and experienced as a customer with and without my clients is that this business does not operate in the way you suggest, and I could only use the description of "TUMBLEWEED" when discussing the resident's roads surrounding the Chelsea Lodge. I know this because by walking down to them and I'm not setting foot on the beginning of the road without being reminded by the security to respect the neighbours. As we are all well-to-do professional people that respect others, we actually listen because if we don't then we would risk having a place to enjoy! Perhaps before trying to destroy another local business in hospitality, you might get your noise teams down to the venue so that you might substantiate the claims you are making to close/restrict the business. What a shame if anything happens to restrict the license of this venue.

Best,  
Austin Torres

From: Austin Torres  
Sent: 11 August 2022 08:10  
To: Licensing HF: H&F  
Subject: Re: Response to complaint

Hello Karen,

I am happy to help out.

Address:  
Fulham Road Sw6 5NJ London

Best,  
Austin

From: Izzy Hough  
Sent: 10 August 2022 15:31  
To: Licensing HF: H&F  
Subject: Chelsea Lodge

To whom it may concern,

I have been made aware of a representation to reduce the operating hours of The Chelsea Lodge, as a local Fulham resident (Gilstead Road), I disagree with this. My housemates & I (All female young professionals) visit The Chelsea Lodge frequently because it is one of the most professionally and safely run Venues in the area. From the moment you arrive to when you leave safely, staff and security are diligent and attentive. I also respect that they employ specific staff to ask leaving clients to be quiet, many venues do not do this, but I see great benefit. By reducing the hours, you are limiting access to a great venue for the community.

Many thanks,

Izzy

From: Izzy Hough  
Sent: 10 August 2022 21:23  
To: Licensing HF: H&F  
Subject: Re: Chelsea Lodge

Hi,

Full address is Gilstead Road, SW6 2LG.

Thanks,

Izzy

**From:** Aoife  
**Sent:** 10 August 2022 15:41  
**To:** Licensing HF: H&F  
**Subject:** The Chelsea Lodge

To Whom this may concern,

I am writing to show my support to The Chelsea lodge due to the representation by the council to reduce the operating hours. The Chelsea Lodge is a great addition to Fulham, where residents can enjoy time with friends in a safe and well-run venue. In my multiple visits I have always seen staff going above and beyond to ensure everyone has a safe and enjoyable experience, in fact it is one of the only bars I have visited in my life where the bar staff consistently check in on the welfare of patrons.

Sincerely,  
Aoife Gaughan  
Lillie Road, SW6 7PA

**From:** Grant Hamlet  
**Sent:** 10 August 2022 15:42  
**To:**  
**Subject:** OBJECTION TO CHELSEA LODDGE REVIEW

Dear Sir/Ma'am

Please find attached a letter for your attention.

Many thanks and kind regards

Dr Grant Hamlet

**PLEASE SEE ATTACHMENT**

From: Jenneke-Lynne Paterson  
Sent: 10 August 2022 15:44  
To: Licensing HF: H&F  
Subject: The Chelsea Lodge

To whom it may concern

I am a local resident (SW18 1LP) and have been a customer of the Chelsea Lodge for a few years now and it would be absolutely devastating if it were to be closed or it's hours reduced. It has always been a very well run place and I've always felt safe there. They have also always been very respectful of the local residents and make sure the noise is kept down outside after a certain time of night.

Please don't reduce the hours/close it down as there are lots of close friends that I have made who work there and this would also be very detrimental to their livelihood (there would be a number of job losses if this were to happen and that would be very sad for those people).

Yours sincerely,

Jenneke-Lynne Paterson

From: Jenneke-Lynne Paterson  
Sent: 12 August 2022 07:56  
To: Licensing HF: H&F  
Subject: Re: The Chelsea Lodge

Hi Karen

My full address is:  
Milliners House  
SW18 1LP

Please let me know if you need any other information.

Kind Regards

Jenneke

From: Katie Wakeling  
Sent: 10 August 2022 16:11  
To: Licensing HF: H&F  
Subject: Chelsea lodge

To whom it may concern,

I have been made aware of a representation to reduce the operating hours of The Chelsea Lodge, as a local Fulham resident (Gilstead Road), I disagree with this. My housemates & I (All female young professionals) visit The Chelsea Lodge frequently because it is one of the most professionally and safely run venues in the area. From the moment you arrive to when you leave safely, staff and security are diligent and attentive. I also respect that they employ specific staff to ask leaving clients to be quiet, many venues do not do this, but I see great benefit. By reducing the hours, you are limiting access to a great venue for the community.

Many thanks,  
Katie

**From:** Catherine Noordermeer  
**Sent:** 10 August 2022 19:25  
**To:**  
**Subject:** The Chelsea Lodge

To whom it may concern

I was quite surprised to hear that The Chelsea Lodge was under review based on a few complaints received.

I stay in Pimlico and as such, frequent The Lodge regularly.

In my 2 years enjoying this space, I have never encountered a time where I thought "maybe this is too much". The Lodge and it's management have always looked after it's visitors on a night out and there have been many occasions where, if it weren't for their team, the night may have turned for the worst.

To start, queues outside the property are kept to a minimum to cause as little disruption on the street as possible, and come time to leave, bouncers at the venue always encourage us as to wait within the barrier limits of the property for our Uber, in some instances have even helped call us a cab. And naturally, after consuming a few and feeling festive, we are always asked to keep it down or go back inside to wait.

The team at The Lodge are trained to handle people of difficult backgrounds and as such, in all my visits, I don't recall ever seeing a fight breakout or ever feeling unsafe and having the need to leave. There is security though it the building, even in the bathrooms, to ensure you feel safe at all times while still being able to enjoy yourself on a night out.

I think consideration should be given to the fact that The Lodge team make all efforts to ensure that visitors respect the community it is in as well as those around them, and continue to improve on their service week in and week out.

Please feel free to contact me regarding any of the above and I'd be happy to provide more insight.

Kind regards  
Catherine Noordermeer

From: Catherine Noordermeer  
Sent: 12 August 2022 12:27  
To: Licensing HF: H&F  
Subject: Re: The Chelsea Lodge

Hi Karen

My address is Westmoreland Terrace, Pimlico, Sw1v4ah

Thanks  
Catherine

From: John Keane  
Sent: 10 August 2022 20:23  
To:  
Subject: Chelsea Lodge licensing

Dear Licensing, I have seen the application and I object and disagree to the review in its entirety. Back in December, coming out of Covid times I was eager to start working in hospitality again, especially seeing how much these businesses struggled during the pandemic. I explained this to them and even though they had no openings and barely were able to afford it coming out of covid, they created the role for me, a complete stranger. During my time working there they trained me and helped me get a better grasp of the industry. I worked hard and met so many great people from customers to staff.. These people have become long term friends, I have had countless opportunities created for me from working there and meeting the people that go there. The Chelsea Lodge is an incredible place run by great people and I simply cannot agree with the noise being an issue, nor any crime, because I worked there! I have since worked other places and The Chelsea Lodge has set a precedent for me for how places are meant to be run. Furthermore, I was also trained to deal with such issues, thus making it frustrating to be hearing these false complaints being thrown around. Countless times I helped reduce any noise by asking customers to book Ubers before they left, personally looking after people if there were intoxicated and making sure they were safe before leaving the venue and I was also often out on the streets moving people along quietly to help reduce noise.

Kind Regards,

John Keane

From: John Keane  
Sent: 12 August 2022 14:04  
To: Licensing HF: H&F  
Subject: Re: Chelsea Lodge licensing

Dear sirs,

I currently live in Timber close, GU22 8QA, Woking, Surrey, however, I have been an employee and customer of Chelsea Lodge for a significant time period of time and would like to object to the application made by the council due to the fact that what the council have accused the venue of, is simply not an accurate representation of the well managed and safe venue I have experienced multiple times.

Kind regards,  
John Keane

**From:** Ed Bezzant  
**Sent:** 10 August 2022 21:06  
**To:**  
**Subject:** Chelsea lodge support

Dear Licensing Team

My name is Ed Bezzant, my wife is Rachel Bezzant and our two little ones Ella and Parker.

We have a home on Holmead. We find the fact that we are even having to write this unsupportive representation rather bizarre considering we, the most prominent immediately "affected" neighbours have never been contacted or consulted. We are not in support of the review brought on the premises by the council. We have read the representations and we whole heartedly disagree, especially surrounding and noise and nuisance and crime and disorder in the later hours. We believe the local council have totally let down licensed premises down by not doing more to investigate what the issues are and where the main issues are coming from.

- The location of our home is directly opposite the venue. We are on the corner of Holmead Road and Kings Road.
- If there was ever to be a home that would be affected it would be us as we are not only pretty much next to their queue, but also live next to where they disperse all their patrons at the end of the night.
- When we moved in, my wife Rach and I were up most nights with the new-born, and then recently having another little one, means we are up a lot.
- If there is one thing no parents of really young children wants, when we get so little sleep as it is, is anything around us that makes noise which can wake up the little ones which we have only gotten to sleep!!
- Now I am a man who needs my sleep. I love sleep but am a very light sleeper ( the effects of two little ones ) and I am very very grumpy with no sleep. if I was disrupted at all, the business could expect nothing less than a very angry man in his Pjs shouting out the windows or heading over to the club.
- We are also fully aware that if we had issues and were disturbed, we would be able to get local authorities down to assist us with forcing the venue to either fix the issues or leave, and it wouldn't be very difficult because if they really were a problem nightmare family business who were poor operators – all we would need to do was have the noise team down which we have had to recommend to tenants in our other properties, and they would quickly be caught out. However, I strongly believe the noise team would find no fault.
- They are exactly the kind of local business you need. There is nothing you can ask that is too much.

Their presence on the Kings Road and the corner of Holmead is great benefit to all the residents around and what they do for the area and to limit crime and noise is grossly underrated. My wife and I have witnessed, personally

- The security patrol the all the way down to the other side to make sure people don't linger
- Multiple occasions where they cross over the road and walk further down the Kings Road making sure females get in to cabs etc ok.
- I personally called Chase once when I saw a suspect looking moped further down the road and he went down the road with a member of security and moved them on.
- Their team are constantly outside cleaning the street. Recently a van fly tipped a load of waste outside our front door, and they cleared most of it in and stored it in their bins

As people they are great. There have been occasions my wife is getting out the car with strollers etc, and Chase or one of his colleagues have helped in getting things out the car and packed or folded (this can be difficult when you have 2 little ones). Just because we now know them well and support their business by making this supporting representation, and

think they are great people, does not mean we would endure living next to their business and having our peace and quiet disrupted, our children's sleep disrupted and the enjoyment of our neighbourhood by defending them if they were monstrous operators as the representations suggests. It is just simply not the case and we would not stand for it if it did.

We have grown to really Enjoy them being there, love knowing that we can call them at early hours of the morning if we need, and love knowing that we have security at the end of our street especially when London is rebound for car theft etc that happens in the early hours of the morning. That is what happens when you get to know them, you can't help but appreciate them.

There were many times we were asked to join residents' meetings, but we never really saw the point as we have no issues. Had we known how disproportionate and inaccurate the views were of others – perhaps our presence and involvement may have prevented all this and assisted sooner.

We are under no illusion that there is sometimes trouble or issues with late night premises, but for us the most important thing is how they are dealt with and what is put in place for them not to happen again. This venue and business are one of the best run and it would be a real shame if anything happened to it for no real reason in my opinion.

It would be an absolute injustice if the local authority treated them as the problem as a result of complaints from people who have never spoken to them directly as I and other residents do. Work with them, speak to them, and it would very quickly become apparent about what they fear for us which most don't know about.

We are moving to another property to renovate it for about 8 months, but we will still own the house and we will be very sad if we return next year and the business is either not there or if the business has its hours reduced because we feel that will be a deterrent to a great little area/ community.

We hope that at least the councillors at the review, making the decisions, might actually make the right decision and see this for what it is, a total disproportion where the facts are.

Good luck to one of the best late night run venues in the borough.

--

Edward Bezzant

**From:** Marcus Monsell  
**Sent:** 10 August 2022 21:09  
**To:**  
**Subject:** Objection to the application to review the Chelsea lodge

To whom it may concern.

Name - Marcus AG Monsell.

Office name & address. The UK Drone Company Ltd.  
Peterborough Road, Fulham, SW6 3BU.

I own my own business, The UK Drone company Ltd and we specialise in a number of services including surveying and corporate/professional filming across the globe, as well as this we are developing new unmanned aviation tech and have many major contracts with large companies based in London and continuous dealings with high-profile individuals. I appreciate that this is not a job application but I think it's important for my representation to note that myself/my staff and the people that I work/socialise with are the people that I attend this venue with are not the type of people that fit the description of the type of operation or customers that this review would suggest attends!

I did not think that anyone would ever have write support for a venue that is so well run but here we are! I have been visiting the Chelsea lodge and immediately got on with all the people there that work from floor staff, bar staff, management, security, and the owners. It is apparent that the ethos and professionalism funnels down to everyone. I don't ever recall a time when I have ever witnessed any fight, argument or mere disagreement in my time visiting. The mere suggestion that there are any issues at the end of the night or noise that would cause a disturbance would really suggest that there is no one investigating the issues or complaints correctly and as such the council have let down the venue and the residents complaining. If there was adequate fact finding and investigating you might find that what is causing the council to suggest a reduction in hours and or other alterations to the operation of their business, is from general idiots in the area or through traffic from kings' road to Fulham Road. Perhaps I can offer my services and launch a complimentary commercial drone service that might give your insight to where people are going and where they are coming from. I can offer recorded sound too – that might help as its apparent that the ones bringing this review have not done much by way of recordings or noise wouldn't be an issue or fall apart of this review.

If you need any further support/evidence on this case please reach out.

Kind Regards,  
**Marcus Monsell** / Director & Pilot

**From:** Richard Evans  
**Sent:** 10 August 2022 21:25  
**To:**  
**Cc:**  
**Subject:** The Chelsea Lodge

Dear Sirs

I have felt compelled to put something in writing formally having seen the application and proposal to reduce the opening hours of the Chelsea Lodge due to noise and crime.

I have frequented the Chelsea Lodge on numerous weeknights and countless weekends over the last two years. By frequent - I mean that I attend at least twice a week, usually more. "The Lodge" as we fondly refer to it, is where both myself and my associates enjoy a quiet drink after work as well as an enjoyable night out and unwind on the weekends.

To be frank, I quite honestly have been justifiably appalled by the proposal to reduce the operating hours of this venue. I am a reliable eyewitness as to the ongoings both inside and outside of the premises on a very regular basis and therefore would like to make my observations known to ensure there isn't any avoidance of doubt:

There certainly is a welcome buzz inside the Lodge - which brings eager punters, myself included, and creates the great atmosphere which we love and come back for. There is music and some live shows which are loud enough for the individuals inside to enjoy themselves - I am happy to testify that. However, I am also happy to testify that the noise levels outside of the Lodge are simply not and cannot viably be intrusive to anybody in the local vicinity. The moment an individual steps outside - be that on a sober Wednesday night, or after a whole evening of drinking on the weekend - they are either met with complete silence as the venue isn't so busy on weekday evenings, or immediately met by a member of security team. These individuals without fail keep noise levels practically to a whisper as they direct people towards taxis and away from the local residential streets. Those who attend the venue are all too aware of it's proximity to local residential properties because it's been drilled into the punters since the moment the venue opened.

To this day I have never seen or witnessed any violence or crime happen either inside or outside of the Lodge. As I said I attend regularly and with quite a large group of my associates, and they also have never been witness to any such behaviour. It truly is one of our favourite places to socialise and we as a group have been quite put out by the news that the opening hours are threatened by change. I therefore speak on behalf of all of us when I say please investigate this matter more thoroughly - as a past resident and current home owner on Fulham road myself, I know myself very well that local residents are willing to say whatever necessary to ensure their house prices keep souring at the detriment of those who enjoy socialising in the area. Reducing the opening hours of the Lodge reduces the utility of all those who enjoy it, which I can assure you bares a far greater impact on public utility and enjoyment than helping ensure that the motivated few get their country house in the Cotswolds as soon as possible. I do hope I have made my views clear and if you have any further questions about my experience, do not hesitate to get in touch.

Yours sincerely  
Richard Evans BA, MSC, PHD, MRICS

**From:** Rosie Naylor  
**Sent:** 10 August 2022 22:10  
**To:** Licensing HF: H&F  
**Cc:** Overton Adrian: H&F  
**Subject:** Licence review 2022/01110/LAPRR

Dear Sirs

I am writing in relation to the premises licence review of Chelsea Lodge (2022/01110/LAPRR).

I have visited the premises on a number of occasions since opening. As a solicitor and resident of Hammersmith & Fulham I recognise the importance of the four licensing objectives for our local and wider communities. In my experience, the premises is a safe and orderly environment. I also consider that staff work hard to deter crime, disorder and public nuisance that can arise in late night venues.

I am writing in support of the premises and to object to conditions being placed on the licence that serve to restrict the operation of the premises. It would be a great shame for the borough potentially to lose a venue which is enjoyed by many local residents when the hospitality industry has already been so heavily impacted by the COVID-19 pandemic.

I hope the above assists.

Yours faithfully  
Rosemary Naylor

Hannell Road, SW6 7RB

From: Miles Cox  
Sent: 10 August 2022 21:59  
To:  
Subject: Chelsea Lodge Licensing

FAO Licensing, this is to confirm I do not support your application to the review the license. I live in Fulham and have been visiting The Chelsea Lodge for years, since it first opened. The moment it changed hands it became an incomparable venue in the chelsea and Fulham area. It was great to finally have a place where me, my friends and family could all enjoy. I first met the owners and their incredible family when I asked if they would help me with my charity for Able Donations ( this is a fundraising app which allows businesses and individuals to donate to all charities in the UK through one all ) . They went above and beyond. These people and this venue is NOT what is reflected in the application. There has Never been a sniff of crime and disorder or disturbance when I have ever been there. I was dragged over the coals when I arrived one night at 10.30pm really excited because of how well the chairs run did and we were all so excited, and the security told us to celebrate when inside, we respected that and that was it. ever since then we knew the rules, knew was was expected of us and at the end of the night we would leave quietly. I am really quite shocked that what is in the application and the grounds for trying to alter the trading hours is the same Chelsea Lodge I frequent. It is not possible and therefore I must object heavily to this application. it is a community pillar within the area and allows people of all walks of life, race and age a place to party safely. and they do a wicked pizza!

Best wishes,  
Miles Cox  
Founder Able Donations

From: Miles Cox  
Sent: 12 August 2022 15:48  
To: Licensing HF: H&F  
Subject: Re: Chelsea Lodge Licensing

I currently live in St Albans, however, I did rent in Fulham before lockdown but have now been a customer of Chelsea Lodge for a significant time period and would like to object to the application made by the council due to the fact that what the council have accused the venue off, is simply not an accurate representation of the well managed and safe venue I have experienced multiple times

From: Miles Cox  
Sent: 15 August 2022 11:49  
To: Licensing HF: H&F  
Cc: Dimitriou Maria: H&F  
Subject: Re: Chelsea Lodge Licensing

Hi Karen,

No problem my address currently is  
st michaels street  
St Albans  
AL34sg

**Representations with no full address provided  
Objecting to the Review Application**

**From:** Danielle Tobin  
**Sent:** 09 August 2022 12:57  
**To:** Licensing HF: H&F  
**Cc:**  
**Subject:**

Good afternoon,

Hope you're well.

I am Danielle, The travel and lifestyle writer for Luxuria Lifestyle magazine. I live in London and visit The Chelsea lodge fortnightly, any less than that and it's way too long! I have visited and reviewed hundreds of venues around London and this is always my go-to guaranteed favourite night out. I not only take friends and family here but I also take clients here as I am guaranteed a drama-free, fun night out. Nightlife since lockdown has taken a massive hit and places like The Chelsea Lodge really inject the hope and excitement that we've been missing for such a long time. The Chelsea Lodge escapes us from reality and they leave no stone unturned in the way they treat their customers, new or old. It may sound silly that a venue can make such a positive impact on people's lives but for me, it really is a gem. Some of my favourite memories are made in this place and they've certainly built up such a special brand worth shouting about. The standard they operate to really is one of the contributing factors to why I remain a loyal customer. The community needs a venue where all their troubles can be left at the door, where they can enjoy some of life's fewest pleasures and feel like a home-from-home when they visit; I believe The Chelsea Lodge embodies all of that.

Best wishes,  
Danielle  
**Danielle Tobin**

**From:** Alice Todd  
**Sent:** 09 August 2022 13:19  
**To:** Licensing HF: H&F  
**Cc:**  
**Subject:** The Chelsea Lodge

Good Day,

To whom it concerns RE The Chelsea Lodge.

I live local to the Lodge, and I work as an Fuel Oil Trader within the UK. I have been visiting the Lodge for many years.

The Lodge is a great addition to The Kings Rd, many times I've visited with both clients and friends.

Over Covid, I was especially impressed with how they handled the re-openings throughout the lockdowns, and how safe the venue felt.

The staff I've found have always gone above and beyond, having witnessed it first-hand. From front of house, bouncers on the door, and even management style.

The Lodge is a fantastic, vibrant venue, which provides not only great food, but a great atmosphere in the evenings - live saxophone players etc.

This is a venue I would like to carry on visiting within Chelsea.

Many thanks,  
Alice Todd

From: Asshur Sinclair  
Sent: 09 August 2022 14:16  
To: Licensing HF: H&F  
Cc:  
Subject: Chelsea Lodge

Dear Whom it may concern,

I am a Sport and Exercise Psychologist in training working in the city and I am emailing you regarding the Chelsea Lodge, which is very local to me. The Chelsea Lodge has been a great bar and restaurant that I have been taking my friends and work clients to for a number of years. My friends and I see the Lodge as our local due to its great location, atmosphere and overall vibe. The staff at the Lodge - from the security and bar staff to management and hostesses - have always been extremely welcoming and make us feel very safe, which as a group of girls in this day and age, living and going for drinks in the city, is so important! The great location, food, bar, staff and overall management has seen that we have always have the best experience in the area, offering a great addition to where we are based. It would be a shame for the Lodge to ever be relocated to a place that doesn't offer the same surrounding area for us as it is somewhere that we can go and know we will be safe and well looked after for the whole night. And above all, have one of the best evenings around!

Kind regards,  
Asshur Sinclair

**From:** Eliza N  
**Sent:** 09 August 2022 14:57  
**To:** Licensing HF: H&F  
**Cc:**  
**Subject:** The Chelsea Lodge

Dear Sirs,

I would like to express my views regarding The Chelsea Lodge venue from the residential point of view.

I work in the property management industry, living and working in the Kensington & Chelsea neighborhood and being a long term customer of The Chelsea Lodge.

The Chelsea Lodge has been great for the community for the last few years. It was completely different back in the day, over 7-8 years ago. I feel like the venue has so much to offer now, I visit them regularly with my friends and family for dinner or a night out and they've always been so great and welcoming, especially looking after the residents which is super nice and I am always happy to go back there and have a great time, knowing that I am in a safe establishment.

I also feel safer when coming back home on the weekend late evening/ night as they have security staff outside the venue until 3am to keep the neighbourhood as safe as possible, which is greatly appreciated. The noise is kept to the minimum and there are no issues with that as so ever. I never encountered a venue like this before, that keeps making sure that the residents are not affected by the business and its opening hours, they really care and the community is grateful for that.

If you need any further information from me, please let me know and I will be happy to help if I can.

Kind regards,  
Eliza

**From:** Mellissa Laycy  
**Sent:** 09 August 2022 17:46  
**To:** Licensing HF: H&F  
**Cc:**  
**Subject:** The Lodge

To whom this may concern,

I am writing to let you know about my opinion about The Lodge in Chelsea.

My name is Mellissa, I am an actress and personal development coach who lives locally in Battersea @mellissalaycy on social media.

I have visited the Lodge at least once a week for the past year and have made some wonderful local friends through this venue. The staff are very caring, the food is outstanding and I always feel safe when leaving late at night.

If you would like to hear anymore about my experience please don't hesitate to get in touch.

Kind regards  
Mellissa Laycy

--

Kind regards  
Mellissa

**From:**

**Sent:** 09 August 2022 21:26

**To:** Licensing HF: H&F

**Cc:**

**Subject:** Chelsea lodge

Hello,

my name's Sabina and I'm working in child care. I live locally for past 6 years and visiting Lodge quite often with my friends or colleagues from work. And we all love it because how the stuffs treats their guests. They're always very polite and I have never had any bad experiences with them since they're under new management. When I moved to the area 6 years ago I didn't like the way this venue have been run by their previous managers. It was loud (very disrespectful in late evenings hours) and their security wasn't doing a very good job with keeping everyone calm and behaved well. The way the current management control this venue for past few years works perfectly. The security is actually doing their job and they're making sure they're making it well. When it comes to controlling "loud" people that are visiting the venue they're making sure to tell them to respect other people living there which I find very professional. Same with security staying there till late nights when it's sure everyone from the venue's gone and it's safe to leave which helps me a lot when I'm on my way home in late evenings. I hope this helps you a bit to understand how lovely this venue is and how well does it treat the community they're in.

Hope you'll have a great day!

Sabina V.

**From:** Edward Lloyd-Davies  
**Sent:** 09 August 2022 21:28  
**To:** Licensing HF: H&F  
**Cc:**  
**Subject:** Chelsea Lodge

To whom it may concern,

My name is Edward Lloyd-Davies and am owner and founder of Orsu Consulting, I wish to keep my details private but live within a short walk from Chelsea Lodge.

I visit Chelsea Lodge on a regular basis with various clients and friends, I do so because the venue is well run, safe and a good representation of myself and as a result a good place to impress clients. The venue is also very handy as I am able to take a short walk home after enjoying myself without any hassle.

I used to visit the venue when it was called Mare Motto and since it has changed names/ownership to Chelsea Lodge the venue has improved beyond comprehension both in terms of external aesthetic and the experience inside.

I remain at your disposal if you require any further comment.

Edward

**From:** Ella Farebrother  
**Sent:** 10 August 2022 12:30  
**To:**  
**Subject:** The Chelsea Lodge

Dear Local Licensing

I'm writing to say I'm not in support of the review.

I am big supporter of the Chelsea Lodge and have been going for many years with all my friends. It has a very inclusive atmosphere that always makes me feel comfortable and safe.

They consistently go above and beyond to ensure their customers have a good evening, in particular when celebrating special occasions. As a result of this great hospitality I have had my birthday at the Chelsea Lodge numerous times!

I also love how the Chelsea lodge is locally ran by a great family and therefore can provide a more personalised service. I look forward to continuing to frequent the Chelsea Lodge in the future.

I have read that apparently there is major noise issue at the end of the night, I'm yet to experience this myself. I think it would be a real shame to reduce the hours and would disappoint a lot of the regular customers.

Kind regards  
Ella

From: Erin Toner  
Sent: 10 August 2022 14:00  
To: Licensing HF: H&F  
Subject: Chelsea Lodge support email

To whom it may concern,

I am Erinn Toner-Hale, a local resident of the borough residing in W8 5LH and have been a customer of the Chelsea Lodge for several years.

As a female customer, I have always felt much safer within The Chelsea Lodge than other local nightlife venues due to the friendliness and proactiveness of the staff. I do not agree that the hours of operation should be reduced, as this would limit further the number of venues that take safety seriously.

I strongly oppose the representation and feel The Cheslea Lodge is an asset to the local community.

Thanks,  
Erinn

**From:** Amalia Strand  
**Sent:** 10 August 2022 14:55  
**To:**  
**Subject:** the chelsea lodge

**This is an email to say that I do not support the license review**

i have read the representation and am saddened as what is expressed as the grounds simply has never been witnessed by me or my friends. hopefully the below serves as evidence that they are not the type of venue you describe

I have always lived in the local area and neighbouring boroughs, putney, fulham, parsons green etc.

I have always been a customer at the Chelsea lodge ever since I was 19. in fact, my first time there was for my birthday as I had a dinner party there with some of my friends. Unfortunately for me, I had forgotten my ID...

but the Chelsea lodge was kind enough to book me a taxi to my home so I could collect my ID and then come back. Once allowed in my friends and I had such a great evening/night celebrating! Ever since then I have loved the place and started introducing it to other friends of mine. As a woman it is hard to find places to go out where you feel safe but luckily the staff here are so friendly and helpful.

For instance, whenever i want to leave the venue there is always somebody i can go to that orders me a taxi so i get home safely, meaning that I am not left alone waiting on the streets because that area, well most places in London have so many people that just hang around and harass people. Ive experienced this all along the kings road, fulham road etc. Having the security there and having the venue attracting the type of people they do it always feels like the outside area and street is so much more safe. As a woman this is so important to me and my friends when choosing where to go.

The venue really takes precaution with who is coming inside, not letting in any unwanted behaviours hence why it is a really good atmosphere inside. As someone who doesn't really drink alcohol most nights and is sober through out the night, I find that the venue is the perfect place to have a good time, feeling that the place has a sense of responsibility and control unlike other venues around London which can definitely be too intense. As a sober partyer you often can be annoyed by people around you acting stupid and drunk but its never the case here. I honestly think it would be an absolute shame and misjudice if the council saw fit to reduce their hours, because it would ruin the experiences like mine for so many. this is a community in the south west and helps girls like me and many others enjoy something local without having to travel all the way to central London.

I even briefly moved to shoreditch not long ago, and landed up moving all the way back to the area because i found myself travelling all the way back to fulham to enjoy dinner and drinks at the Chelsea lodge as it is such a good place and nothing found like it around.

this is a massive part of peoples social lives and i speak for me and all my friends when i say we always respect the neighbours and really have not seen anything ever that would be of a concern.

Hope you do whats right for hospitality, nightlife and the local community.

Amalia Strand

**From:** Dominik Mitsch

**Sent:** 10 August 2022 15:24

**To:**

**Cc:**

**Subject:** Official Representation in support of the Chelsea Lodge

To whom it may concern.

My name is Dominik and I am a resident in close proximity to the Chelsea Lodge venue. I would like to keep my details confidential as I do not want to get involved any more than this statement.

I frequent the Chelsea Lodge on regular basis, as a local I find the venue extremely professionally run and I use it as a local venue to socialise and to host work clients here. I am Managing Director of my company and having a fun late-night venue close to home that I feel safe walking to and from is very important to me and my friends. I personally have never seen any noise issues or general problems at the end of the night. Security seems in full control of people coming and leaving and from personal experience disperse groups and encourage everyone to leave the venue swiftly and quietly.

I would like to state that under the current management who have been in control for the last 4 years this venue is a great addition for the local community and not least for the economy of the borough.

Kind Regards,  
DM