

Pre Application Advice Report

**To : Mr Matthew Phipps, TLT LLP, 20 Gresham Street
London, EC2V 7JE**

**From: Licensing, London Borough of Hammersmith and Fulham
First Floor, 45 Beavor Lane, London, W6 9AR**

Licensing Act 2003

Premises Licence Number: TBC

Premises Name: Chelsea Football Club

Premises Address: Stamford Bridge Stadium, Fulham Road, SW6 1HS

Mr Matthew Phipps (Solicitor for TLT solicitors) made a request for pre-application advice in relation to a proposal for a new licence to cover an existing area of the stadium previously used as a health club. The now disused health club is situated in the north east corner of the concourse, next to the museum, and has been closed since Covid.

It is intended that the premises will be used as a new hospitality area called Rose and Ball, creating a corporate dining environment for 700 guests (600 on the first floor and 100 on the ground floor).

On Thursday 13th July 2023 a pre-application site visit was held at Chelsea Football Stadium and the following parties attended the meeting:

Council Officers:

- Mr Adrian Overton (Licensing Service Manager)

Police Officers:

- PC Kris Cardwell (Police Licensing Officer)
- PC Dan Evans (Police Licensing Officer)

The Applicant:

- Mr Matthew Phipps (Head of Licensing – TLT Solicitors)
- Mr Keith Overstall (DPS and Head of Security)

The Premises

This venue currently benefits from a number of licences which all have unique hours and conditions. The current licence covering the health club area is called Chelsea Club - 2015/00774/LAPR. This licence permits a number of different licensable activities between 10:00am and 01:00am.

The other licences currently in operation at the premises are as follows:

2013/01056/LAPR- Chelsea Museum

2015/00771/LAPR- South Stand

2015/00773/LAPR-Matthew Harding Stand (North)

2021/00574/LAPR-West Stand

2015/00784/LAPR- East Stand

2019/00272/LAPR- Chelsea Football Ground (Pitch Area)

2020/00772/LAPR- Chelsea Football Club (Concourse Area)

2017/01028/LAPR- Copthorne Hotel

2018/01419/LAPR- Millennium Hotel

2015/00776/LAPR- Under the Bridge

Proposed new licence

The applicant is proposing to apply for new premises licence for the area previously used as a health club. The following licensable activities, days and times are being sought:

Sale of Alcohol On and Off the Premises
Monday to Sunday 10:00 - 00:00

Late Night Refreshment - Indoors
Monday to Sunday 23:00 - 00:00

Licensing Officer's comments

Mr Overton explained that the Licensing Authority would be unlikely to make a representation to the application in its current form as the premises was not located in a cumulative impact area and because the hours requested were within those already permitted by the existing licence. Mr Overton did ask that the Council's pool of conditions were referred to though, and specifically any conditions in relation to the prevention of public nuisance due to the location of local residents nearby.

Police Officer's comments

PC Cardwell and PC Evans agreed to review any conditions suggested by the operators via email after the meeting. Mr Overton also agreed to review any conditions after the meeting, including agreeing the wording for a proposed counter terrorism training condition.

Officers' Advice

1. Any application for a new premises licence would need to be submitted to this Licensing Authority. Please click on the following link to apply for a premises licence / variation by post or online [Premises licences applications and guidance notes](#). The application should be submitted with plans showing the proposed layout of the new licence. Details regarding the information required when submitting plans can be found via the above link under 'Guidance for applicants – Site plan requirements'.
2. Applications for a new premises licence must be advertised as follows :

Site Notice

By displaying a notice in at least one place at or on the site of the premises concerned for not less than **28 consecutive days** starting on the day following the submission of the application to the Council's Licensing Team. The notice must contain the following information:

- Details of the new area and the hours for the licensable activities sought in this area.
- Ensure that it is clear which type of application is being made by marking on the notice whether it is a new grant, variation, or provisional statement. Please note that the site notice must be printed on light blue paper of at least A4 size. The text on the notice must remain in a Size 16 font Times New Roman or similar.

A copy of the site notice should be submitted as part of your application to ensure the correct information is being displayed. Please be advised that if the notice is checked and found to contain errors, or if it is not displayed, you will be asked to make the relevant amendments and restart the 28 day consultation period.

The site notice template can be found here - [Public Notice](#)

Newspaper advertisement

You must publish a notice in a local newspaper circulating in the Hammersmith and Fulham area on at least one occasion during the period of 10 working days starting on the day after the day on which the application was submitted to this department.

A link to the newspaper advert template can be found as follows:

https://www.lbhf.gov.uk/sites/default/files/section_attachments/newspaper_advert.pdf

A newspaper advert can be placed in the following paper:

Ealing Gazette - 01895 45100 -

<http://www.trinitymirrorsouthern.co.uk/contact-us/>

Thank you for meeting with me, I hope the above is of assistance.

A handwritten signature in black ink, appearing to read 'A. Overton', with a long horizontal flourish extending to the right.

Adrian Overton
Licensing Policy and Enforcement Manager

Disclaimer

The advice given is from the Council's Licensing Team, acting in their role as a Responsible Authority under the provisions of Section 13 of The Licensing Act 2003.

This pre-application advice will not give applicants any exemptions from the licensing process. Responsible Authorities, including the Licensing Team, may still make a representation against the application and the case may still need to be heard at Licensing Sub-Committee for a decision to be made.

The advice given does not include views from other responsible authorities such as the Police, Fire Authority, etc. Determining any application that is subject to representations will be the function of the Licensing Sub-Committee who will consider the application and the representations on its own merits and determine the application accordingly on the basis of whether it promotes the licensing objectives.