From: Licensing HF: H&F <licensing@lbhf.gov.uk>
Sent: Wednesday, August 23, 2023 9:22 AM
Cc: Overton Adrian: H&F <>; Mckenna Lorna: H&F < Cllr Campbell-Simon Trey: H&F >; Cllr Nwaogbe Genevieve: H&F <; Matthew Phipps
Subject: RE: Chelsea Football Club - Rose and Ball (Health Club as was)

Dear all,

Following on from the below, please find attached the downloaded documents from the previous attached emails.

Please note that the licensing application has not been submitted yet, and club intend to submit the application shortly but if you have any queries or feedback we would be happy to hear from you by way of email to residents@chelseafc.com by 29 August 2023.

Kind regards Lorna McKenna Licensing Compliance Officer

From: Licensing HF: H&F
Sent: Wednesday, August 23, 2023 8:13 AM
Cc: Overton Adrian: H&F <>; Mckenna Lorna: H&F < Cllr Campbell-Simon Trey: H&F >; Cllr Nwaogbe Genevieve: H&F <; Matthew Phipps
Subject: FW: Chelsea Football Club - Rose and Ball (Health Club as was)

Dear Residents

Please find below an email regarding Rose and Ball at Chelsea Football Club. Please note that a licensing application has not yet been submitted, therefore please send any comments, queries or feedback directly to Matthew Phipps: <u>Matthew.Phipps@TLT.com</u> by Tuesday, 29 August 2023

Kind regards **Karen Layug** Licensing Administration Team Leader Licensing The Economy Department Hammersmith& Fulham Council 020 8753 4543 www.lbhf.gov.uk

From: Matthew Phipps < Sent: 22 August 2023 16:29 To: Overton Adrian: H&F **Cc:** Mckenna Lorna: H&F < >; Licensing HF: H&F < **Subject:** Chelsea Football Club - Rose and Ball (Health Club as was)

Please find attached below:

- Self-explanatory letter to residents.
- Presenter for new hospitality space in the Health Club (as was).

Following discussions with both yourselves and the Metropolitan Police, we are now in a position to move forward with the Premises Licence application for the Rose and Ball, as it's proposed to be known, details set out in the attachments, subject to any material feedback that we receive via residents by Tuesday, 29 August 2023.

The club is committed to ensuring an improved dialogue with residents and to that end, and as also discussed, we would be grateful if you could forward this email with attachments to those residents who expressed concern about the Concourse application from a few months ago.

My clients are communicating directly both with Greg Hands, the MP, local councillors and a number of residents with whom they have been in direct contact over the course of the last few months.

Many thanks for your assistance.

Best wishes

Matthew Phipps Partner Head of Licensing England and Wales for TLT LLP



18 August 2023

Dear Neighbours,

As you will be aware we have made a commitment to improve our dialogue and discussions and felt that it would be transparent, and hopefully helpful, to advise you of proposals prior to the formal submission of application. With that in mind, we wanted to get in touch in order to tell you about the development of a new hospitality suite 'The Rose & Ball' at Stamford Bridge.

Having expressed some concerns about the now withdrawn concourse application we have sent this communication across to LBHF, who have kindly indicated that they will send it out in order that we can share this with all of you. This correspondence will also be circulated to councillors and Greg Hands MP.

As you may be aware the Health Club, situated in the north east corner of the concourse, and next to the museum, has been closed since Covid. This space has the benefit of a Premises Licence which permits a variety of licensable activities on the ground floor.

We now propose to invest in this facility and to develop this to permit <u>match day only</u> hospitality facilities on the first and ground floors. The ground floor facility has been in use on match days for a number of years and will continue to be during this application process.

This facility will offer those attending matches an attractive and sophisticated environment in which to socialise before a match (for up to three hours) and after a match (for up to ninety minutes). All attendees will be going to the match. The facility will not increase the capacity nor attendance at matches. Rather, it will provide a new amenity for some of our fans who will already be attending.

We attach a brochure to help introduce the facility fully. This includes reference to the price point for access (no less than £280 per person). Detail about anticipated staff levels, food and drink and indicative designs and finishes are also included.

You will see that plans in the brochure disclose the full extent of the proposal, across ground and first floors. The basement element is simply to accommodate the lavatory provision.

As you may also be aware we are producing a community newsletter and this development was highlighted in the July 2023 edition.

The existing Licence permits a range of licensable activities to be conducted <u>between 10:00am</u>.

Chelsea Football Club Limited

Stamford Bridge Fulham Road London SW6 1HS T: 0371 811 1955
F: 0207 381 4831
chelseafc.com

VAT Reg No: 726 065049 Reg No: 01965149 Reg Office: Stamford Bridge



We are proposing to submit an application for a new Premises Licence so as to incorporate the first floor. The Licence application has been the subject of significant discussions with the Licensing Authority and the Metropolitan Police and the Licence will be conditioned across the four licencing objectives, and will include (but not be limited to) the following:

- To permit the sale of alcohol from 10.00 hours to 00.00 hours.
- To permit late night refreshment from 23.00 hours to 00.00 hours. To permit premises to open between 10.00 and 00.00hours
- The premises will only operate on match days, will open no earlier than 3 hours before kick-off and will close no later than ninety minutes after the final whistle, notwithstanding the terminal hour (e.g. whichever is earlier).
- Licensable activities will commence no earlier than 3 hours before kick-off and terminate no later than 60 minutes after final whistle, notwithstanding the terminal hour (e.g. whichever is earlier).
- Entrance to 'The Rose & Ball' will be by pre-booked ticket only.
- The provision of SIA door security and non SIA registered stewards when licensable activities are being provided on the premises shall be risk assessed, and in any event, there will be two SIA door staff at ground floor level entrance and two further SIA door staff circulating on the two floors.
- High Definition CCTV shall be installed, operated and maintained, at all times that the premises are open for licensable activities or customers are on the premises.
- The Designated Premises Supervisor shall ensure that all existing staff, new staff, supervisors and managers responsible for selling alcohol receive an induction in the legality and procedure of alcohol sales, prior to undertaking the sale of alcohol. This training shall include the contents of the premises licence; times of operation, licensable activities and all conditions. Training documents shall be signed and dated, and training records be made available to police and authorised council officers on request. The records shall be retained for at least 12 months.
- An incident log shall be maintained by the premises that details incidents of note that occur in the premises. This shall include disorder and ejections as a minimum and shall be available for inspection at any reasonable time by an authorised officer of the licensing authority.
- A log book for complaints shall be maintained at the premises. This log and details of any formal response to any residents shall be made available for inspection by an authorised officer of the council or police officer.
- No drinks shall be permitted to be removed from the premises.
- The Licensee shall provide training for all staff to ensure that they are familiar with all means of ingress and egress and the appropriate procedures in case of any emergencies that require an immediate evacuation of the premises.





- Management shall undertake the relevant training in relation to responding and ensuring the welfare and safeguarding of vulnerable patrons. Management shall risk assess the need for all other relevant staff to undertake such training. Written records of the training completed shall be recorded and available to the Police and Authorised Officers from the Local Authority upon request.
- The licence holder shall ensure that no music from the licensed areas is audible at the boundary of the Stamford Bridge Stadium site.
- A Noise Management Plan shall be submitted to and approved in writing by the Noise and Nuisance Team. The plan shall include details relating to the control of noise from patrons entering and leaving the premises as well as controls to ensure that noise from use and activities within the premises does not cause nuisance to neighbours.
- The premises licence holder shall organise and arrange meetings with residents twice a year. The meetings shall be advertised in good time by appropriate means to residents in the locality. Minutes of such meetings shall be circulated to attendees and the council.
- A Challenge 25 proof of age scheme shall operate at the premises and all staff shall be trained in its implementation. Only photographic ID such as a British driving licence, a current passport or a PASS ID shall be treated as acceptable forms of identification.

We believe that these conditions appropriately control the permitted activities but if you have any concerns or suggestions we would be happy to hear from you. You will note the hours of operation are less than those currently permitted and there is no provision for regulated entertainment within this proposal.

Our intention is to submit the application shortly but if you have any queries or feedback we would be happy to hear from you by way of email to <u>residents@chelseafc.com</u> by 29 August 2023.

Chelsea FC





CLUB



THE BEST OF THE BRIDGE



The Rose & Ball

Stamford Bridge's new hospitality offering for the 23-24 season



STAMFORD BRIDGE IS HOME TO A VARIETY OF HOSPITALITY SPACES, RANGING FROM EXCLUSIVE PRIVATE BOXES TO SHARED BARS & LOUNGES.

By renovating the pre-existing 'Health Club' setting, we would be creating an additional hospitality experience within the Club Chelsea portfolio; capitalising on unused space.

The Rose & Ball is an opportunity to establish an informal premium proposition at Chelsea FC, which differs radically to the existing options available, breaking away from the typically homogenous nature of hospitality.

Great emphasis has been placed on ensuring we can deliver points of difference from our other offerings, an entry level price point for premium purchasers and a product that will sit under the Club Chelsea brand umbrella.

PACKAGES PRICING PLANS



THE ROSE & BALL WILL CONTRIBUTE TO THE CLUB CHELSEA TIERING SYSTEM, OFFERING A LOWER-MID LEVEL PRICE POINT.

EAST STAND

Suite	Price		Suite	Price
Private Club Boxes	From £9600 - entire box	rivago	Diamond Suite	From £840
Champions Club Box	From £700		Drake & Harris	From £480
Executive Club	From £600		1905	From £360
The Dugout Club	From £480		Clarke & Bonetti	From £360
The Rose & Ball	From £280		Frankie's	From £240
Under the Bridge	From £240		Westview	From £120

Prices reflect 23-24 MBM packages for CAT D fixtures.

PACKAGES **PLANS**



WEST STAND

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THE PRICE OF THE ROSE & BALL PACKAGES WILL VARY DEPENDENT ON MATCH CATEGORISATION, RANGING FROM £280 TO £675. PRICES FLEXED UP TO £700 IN SPECIAL CIRCUMSTANCES.

Category	The Rose &
AAA	£675
AA	£550
A	£500
В	£360
С	£300
D	£280

PARAGES PLANS



THE VISION AND CONCEPT FOR THE ROSE & BALL HAS BEEN CREATED TO INNOVATE THE CLUB CHELSEA HOSPITALITY OFFERING.

We aim to create a market-leading product. Initial inspiration behind the space focused on eliciting the following:

INVITING, IMMERSIVE, VIBRANT, SPACIOUS, WELCOMING, NEW, PLAYFUL, CASUAL, FRIENDLY, DIFFERENT, RELAXED, INFORMAL, VIBE, FUN, ENJOYABLE, EXPERIENTIAL, UNPRETENTIOUS, INFORMAL, CREATIVE, FRESH, COMFORTABLE, ENTERTAINING, INNOVATIVE, THEATRICAL, ENGAGING, TALKING POINT, GAME CHANGER.

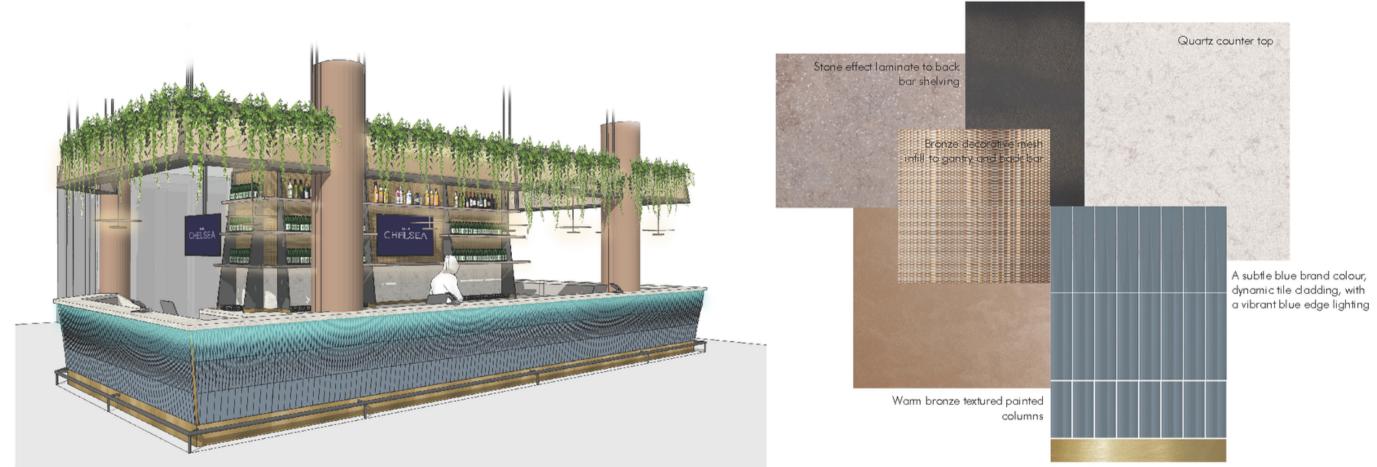
As with every hospitality setting at Chelsea, comfort and atmosphere are of high importance, with great consideration being placed on delivering this for guests.

PACKAGES

PLANS

CHELSER CHELSE

FEATURE BAR CONCEPT



MATERIAL PALETTE

Using metallics and stone textures to create a warm and tactile material palette, with lighting features to add vibrancy and playfulness



PACKAGES PLANS

Blackened metal laminate back bar framework, gantry and foot rail

Brushed brass laminate skirting



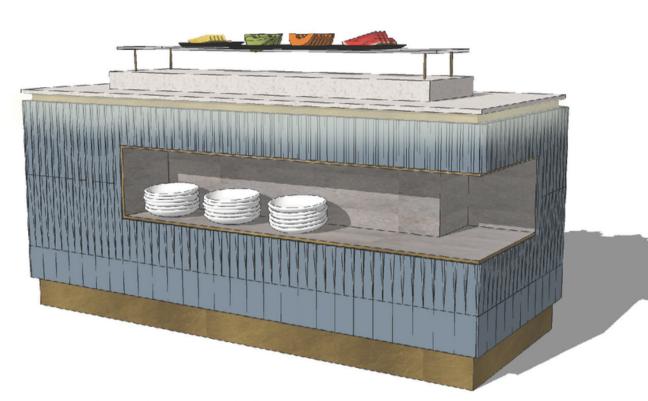




© 11



BUFFET UNIT CONCEPT



Single modules, can be used individually or together, with a flat counter surface for plug and play equipment and display elements, indicatively shown.

Size 2200mm x 900mm - TBC with catering consultant.





Concept

PACKAGES PLANS

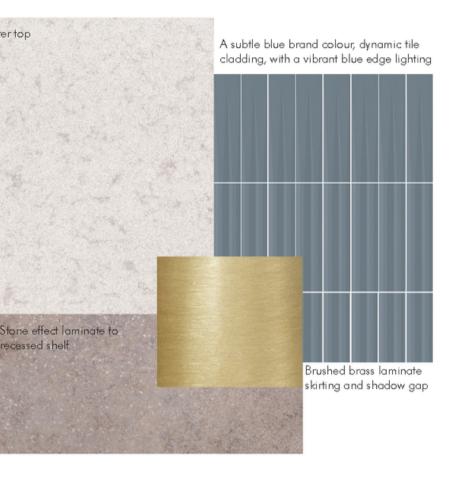
CHELSEY CHELSEY SoorBALL CLU8

MATERIAL PALETTE

and impact

Quartz counter top

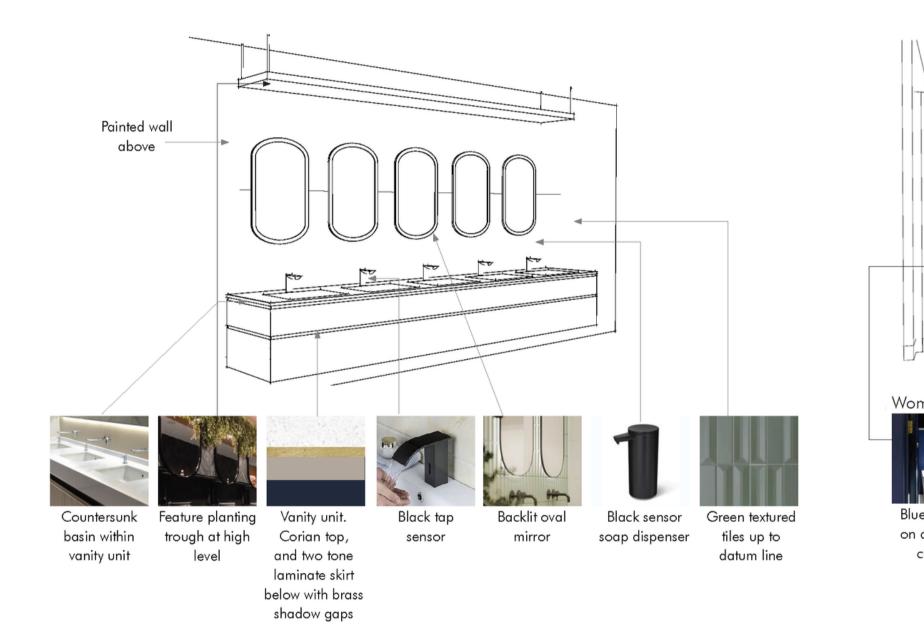
In keeping with the bar palette, using stone textures to create a warm and tactile material palette, with the dynamic sculptural tile cladding in a soft blue finish. Adding halo lighting to for vibrancy



13

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WASHROOM CONCEPT DESIGN



PACKAGES PLANS





© INSTERNATION CROUP LTD

PLANTERS AND PARTITION SCREEN



SCREEN COMPONENT

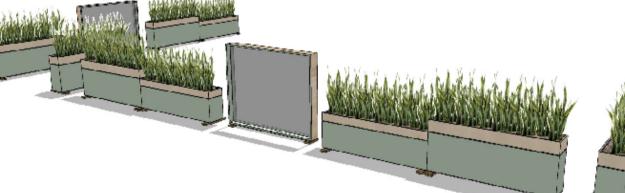
Free-standing graphic screen divider, with a solid outer frame and an acrylic infill panel with a semi-transparent graphic applied.



HIGH PLANTER

LOW PLANTER

Two sizes of planters in the same design family as the screen divider, to create a harmonious and landscaped partition wall. In two tone laminates, a timber and a dusky green, with brushed brass feet for stability.





Axonometric view of the ground floor hospitality offer configuration, creating a partition between the seating area and the circulation walkway

PACKAGES **PLANS**



Light oak laminate



Matching 3D relief pattern laminate

Brushed brass laminate feet

MATERIAL PALETTE







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F&B WILL FEATURE SEASONAL AND SUSTAINABLE INGREDIENTS, INCLUDING ROAMING SMALL PLATES AND PLATTERS.

The culinary offering will be created using seasonal, high-quality British ingredients that are beautifully blended with a playful twist.

Guests can expect a feast for the senses, with the freshest ingredients sourced from UK farmers, butchers, and artisans, creating a menu that is both delicious and importantly, sustainable.

Suppliers used to create the draft menus for the space are: Cobble Lane British Charcuterie, Harvey and Brockles Speciality Cheese, IMS of Smithfield's (butchers), Laverstoke Park Farm, Severn and Wye Smokery and Paul Rhodes Bakery.

DESIGNED TO ENCOURAGE INTERACTIVITY WITH DINING, THE CHANGING MENU WILL FEATURE CURATED ROAMING DISHES AND PREMIUM COCKTAILS.



Roast Welsh Lamb Cutlets Lamb scrumpets, tarragon emulsion, crushed spring peas, three-cornered leeks

Hand-rolled Gnocchi (V) Truffle, glazed white asparagus, shaved Pecorino (vegan alternative available)

MEXICAN HUB Southern California King Prawn Tacos Taco shell, grilled marinated King prawns, shredded red cabbage and red onion, mayonnaise, hot sauce, coriander, mint, lime

CHELSEA

Grilled Boneless Chicken Thighs Chimichurri-marinated free-range chicken thighs

Three Bean and Vegetable Chilli (VG) Pinto, cannellini and red kidney beans, seasonal winter vegetables, traditional spicy Mexican tomato sauce

Mexican Rice (VG) Tomato, garlic, onions, coriander

Cornbread Muffins (V)

Dressings and Toppings Louisiana sauce, Mexican salsa, guacamole, sour cream

HOT DOG HUB Zigger Zagger Dog Foot long sausage, Camden pale ale-braised onion, signature hotdog sauce, crispy onions

Classic American Hot Dog Gherkin relish, ketchup, French's mustard

No-sausage Dog (VG) Chilli sin carne, onion, jalapeños

Seasoned Dirty Wedges (VG) Jalapeños, red onion, tomato, spring onions, celery salt, smoked paprika

Sides and Sauces French's mustard, ketchup, mayonnaise, BBQ sauce



WHITE WINE

Rometta, Trebbiano, Rubicone, Italy 11% ABV

La Segreta Bianco, Planeta, Sicily, Italy 12.5% ABV

RED WINE

Tempranillo, Embrujo del Campo, Spain 13.5% ABV

Carmenere Reserva, Viñamar, Central Valley, Chile 13.5% ABV

ROSE

Embrujo Rosado Garnacha Organic Verum, Spain 12.5% ABV

COCKTAILS

Old Fashioned 20% ABV Espresso Martini 14.9% ABV

Margarita 14.9% ABV

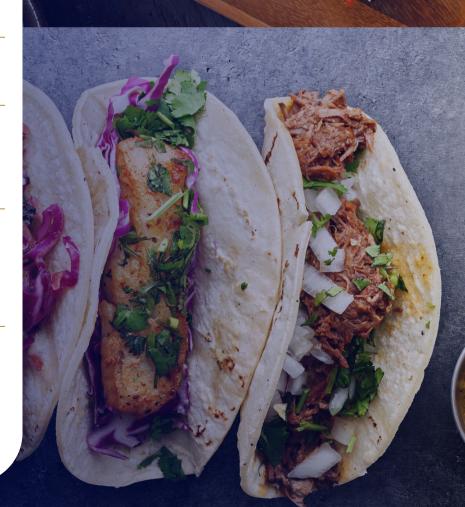
BEER, ALE AND CIDER

Singha 5% ABV Guinness 4.2% ABV Cider 330ml 6.0% ABV Camden Pale Ale 330ml 4.0% ABV London Pride 500ml 4.7% ABV

SPIRITS 25ML

Captain Morgan Dark Rum 40% ABV Bacardi Rum/Captain Morgan White 37.5% ABV Sapling Gin 40% ABV Gordons Pink Gin 40% ABV Famous Grouse 40% ABV Courvoisier Cognac (VS) 40% ABV Sapling Vodka 40% ABV Jack Daniel's 40% ABV







UPWARDS OF 72 ROLES WILL BE REQUIRED TO STAFF THE TWO-TIER SPACE ON A MATCHDAY.

Senior Management

1 Area Manager	1 Room Manager	4 Supervisor	
Kitchen	Bar	Customer Intera	
8 Chefs	2 Bar Managers	4 Hostesses	
16 Waiting Staff	8 Bar Tenders	1 Cloakroom Attend	
2 Kitchen Porters	6 Drinks Waiters (Reception)		

PACKAGES PLANS



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4 Assistant Managers

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Cleaning and Security 4 SIA Staff 1 Cleaning Supervisor

6 Cleaning Attendants

INTRO PRICING VISION STAFFING F&B

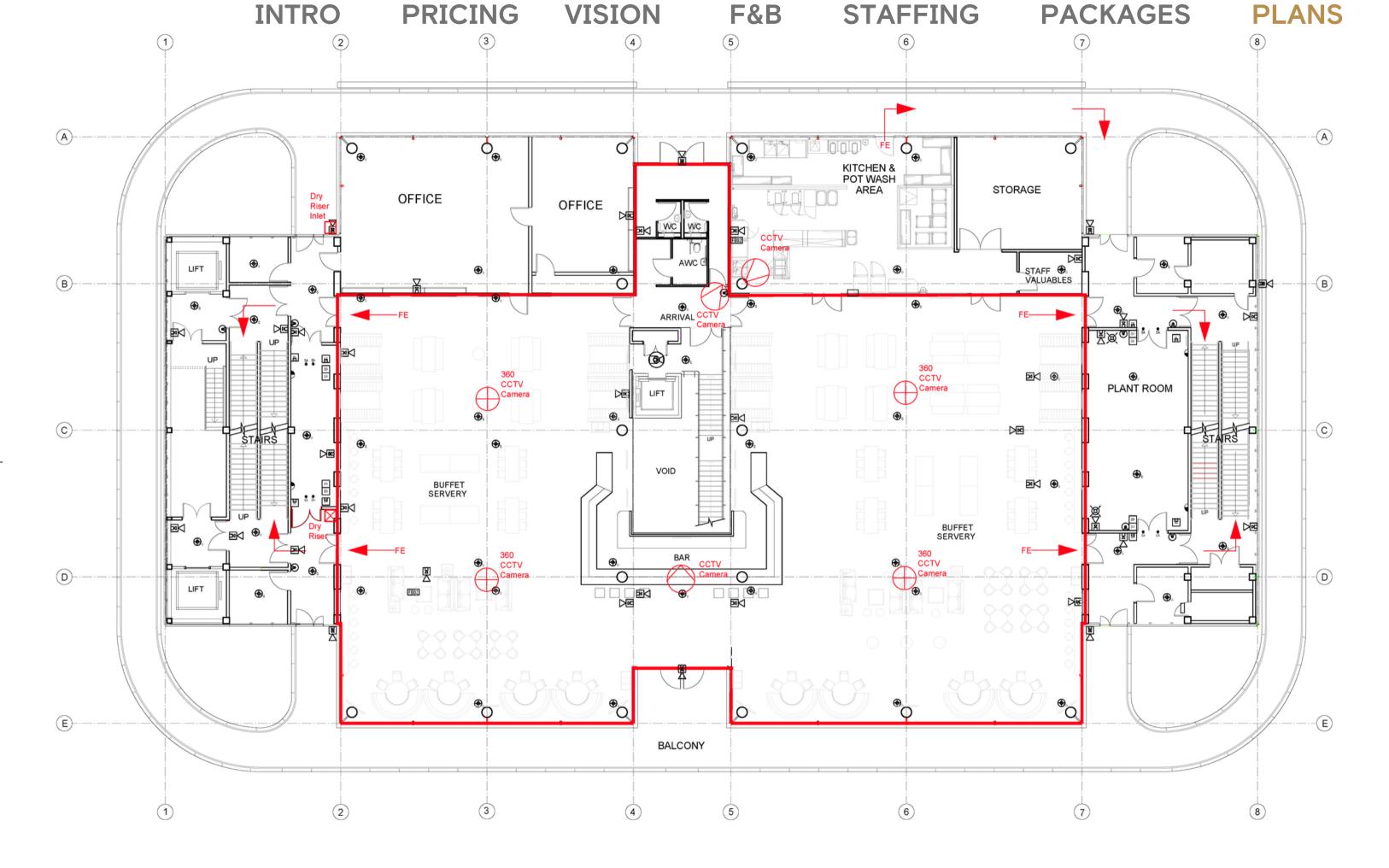
THE MAJORITY OF PACKAGES WILL BE AVAILABLE TO PURCHASE ON A MATCH-BY-MATCH BASIS.

Match-by-match inclusive packages will offer:

- Savoury refreshments and a welcome drink on arrival
- Pre-match three-course hot and cold bowl food and signature food hubs
- A complimentary bar including beer, wine, soft drinks
- Cocktails to purchase
- Complimentary post-match drinks and savoury refreshments for 90 minutes post-match
- An official matchday programme for all guests
- Appearance and Q&A by former first team players
- Seats located within the East Upper &/ West Lower

PACKAGES **PLANS**





Level 1

GENERAL NOTES AND LEGEND

KEY	TO ELECTRICAL SYMBOLS	
	FIRE DEFENCE	
Syntext	Deciştini	
⊕,	OPTICAL BMOKE DETECTOR	
⊕ _{⊮€1}	FIXED TEMPERATURE HEAT DETECTOR	
⊕ _{HRR}	RATE OF RIDE HEAT DE TE CTOR	
ً⊗	CEUNO MOUNTED RECEBBED IPEAKER	
⊠	SURFACE MOUNTED SPEAKER	
X	FLADHING BEACON (XENON)	
۲	MARUAL FIRE ALARM CALL POINT CAVIREADDURANCE LED	
FAP	TIRE ALARM PANEL	
3.	AUNCTION DOX	
ED.	END OF LINE DEVICE	
FS	FIREMAND DWITCH	
"X	REMOTE INDICATOR	
VAP	VOICE ALA/IN PANEL	
VARP	VOICE ALARM REPEATER PANEL	
5A	STAFF ALERT AUDIOLE & VISUAL FIRE ALARM INDICATOR UNIT	
SA.	SPRINELER VALVE SWITCH	
St.	SPRINLER FLOW SWITCH	
M	MAGNETIC DOOR HOLDER	
	SECURITY	
Code	Description	
õ	DO OR ALARM	
08	DO OR RELEASE UNIT	
08	CARD READER	
\square	DOOR OVERRIDE (BREAK GLASS)	
0.	MA ONETIC DO OR LOCK	
DA	DISABLED ALARM PULL CORD SWITCH WITH REASSURANCE LAMP	
DAP	DISABLED ALARM PANEL	
PARP	PANIC ALARM REPEATER PANEL	
DARP	DISALED ALARM REPEATER PANEL	
PA	PANIC ALARM BUTTON	
PAP	PANIC ALARM PANEL	

FIRE RISK ASSESSMENT CAPACITY - 600 Seat numbers - 300

LNS

London 1 James Street London W1U 1DR Kent 7 Blighs Walk Sevenoaks TN13 1DB KSSGROUP.COM 1+44 (0)20 7907 2222

CHELSEA FOOTBALL CLUB

PROJECT

CLIENT

THE HUB

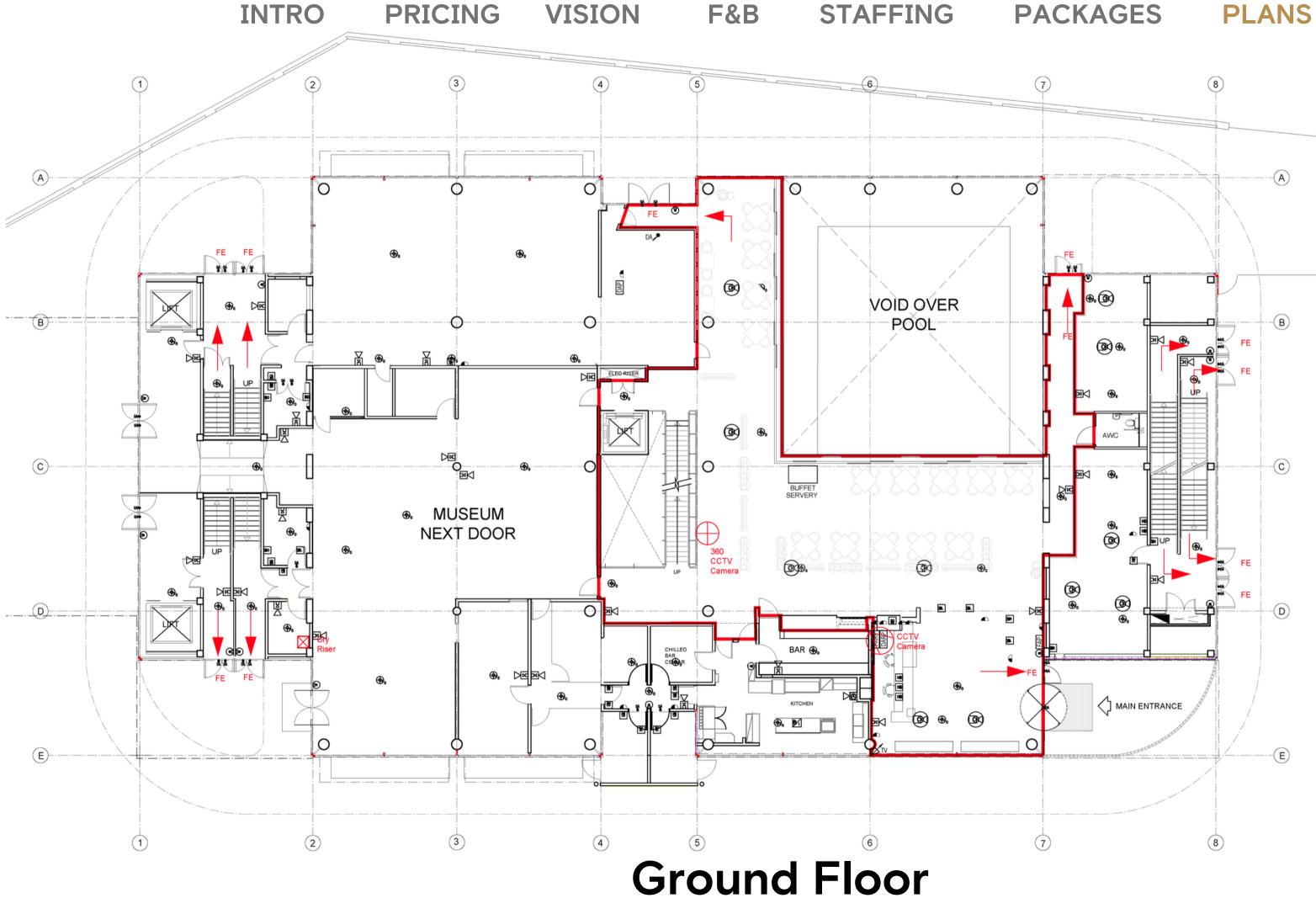
TITLE

HOSPITALITY LAYOUT LEVEL 1

LICENSING PLAN

Suitability codes to BS1192: 89 MIP, 51 Suitable for Coordination S2 Suitable for Information, S3 Suitable for Review & Comment, 45 Suitable for Stage Approval, 56 Suitable for PIM Authoritation, 57 Suitable for AIM Authoritation, 58 Suitable for Suitable Control Approval, 57 Suitable for Financing Approval, 57 Suitable for Costing Tender

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KEY	TO ELECTRICAL SYMBOLS
	FIRE DEFENCE
Syntox	Devoyation
⊕,	OPTICAL BMOKE DETECTOR
⊕ _{HFD}	FOED TEMPERATURE HE AT DETECTOR
⊕ _{HR)}	RATE OF RIGE HEAT DETECTOR
0	CEILING MOUNTED RECEDED OF EAKER
⊠	SURFACE MOUNTED SPEAKER
X	FLADHING BEACON (VENON)
۲	MANUAL FIRE ALARM CALL FONT CAVIER ADDURANCE LED
FAP	FIRE ALARM PANEL
a.	APACITION BOX
(C).	END OF LINE DEVICE
FS	FIREMAND DWITCH
Ř	REMOTE INDICATOR
VAP	VOICE ALARM PANEL
VARP	VOICE ALARM REPEATER PANEL
SA	STAFF ALERT AUDIRLE & VISUAL FIRE ALARM INDICATOR UNIT
5v	SPRINGLER VALVE SWITCH
88	SPRIVALER FLOW SWITCH
м	MAGNETIC DOOR HOLDER
	SECURITY
Code	Devolption
õ	DOOR ALARM
DR	DOOR RELEASE UNIT
CR	CARD READER
00	DOOR OVERRIDE (BREAK OLASS)
DL.	MAGNETIC DOOR LOCK
DA	DISABLED ALARM PULL CORD SWITCH WITH REASSURANCE LAMP
DAP	DISABLED ALARM PANEL
PARP	PANIC ALARM REPEATER PANEL
DARF	DISALED ALARM REPEATER PANEL
PA	PANIC ALARM BUTTON
PAP	PANIC ALARM PANEL

GENERAL NOTES AND LEGEND



KEY PLAN



London 1 James Street London W1U 1DR Kent 7 Blighs Walk Sevenoaks TN13 1DB KSSGROUP.COM +44 (0)20 7907 2222

CHELSEA FOOTBALL CLUB

PROJECT

THE HUB

TITLE

HOSPITALITY LAYOUT GROUND FLOOR LICENSING PLAN

Suitability codes to BS1192: 50 WIP, 51 Suitable for Coordination 52 Suitable for Information, 53 Suitable for Review & Comment, 54 Suitable for Stage Approval, 56 Suitable for PIM Authorisation, 57 Suitable for AIM Authorisation, 58 Suitable for Building Control Approval, 59 Suitable for Planning

INTRO PRICING VISION F&B

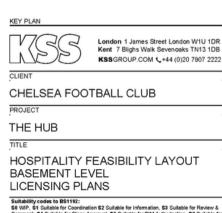




PLANS

GENERAL NOTES AND LEGEND

KEY	TO ELECTRICAL SYMBOLS	
	FIRE DEFENCE	
Symbol	Description	
¢	OPTICAL EMOKE DETECTOR	
⊕ _{HØ} >	FIRED TEMPERATURE HEAT DE TECTOR	
⊕ _{H(R)}	RATE OF RIDE HEAT DETECTOR	
0	CELUNG MOUNTED RECEIDED BPE WER	
⊲	SURFACE MOUNTED SPEAKER	
X	FLADHING BEACON (JENON)	
۲	MANUAL FIRE ALARM CALL POINT CHYRE ABBURANCE LED	
FAP	FIRE ALMIN P MIEL	
36	JUNCTION BOX	
(EDL)	END OF LINE DEVICE	
FS	FIREM AND DWITCH	
X	REMOTE INDICATOR	
VAP	VOICE ALARM PANEL	
VARP	VOICE ALARM REPEATER PANEL	
SA	STAFF ALERT AUDIOLE & VISUAL FIRE ALARM INDICATOR UNIT	
84	SPRINGLER VALVE SMITCH	
ŞF	SPRINKLER FLOW SWITCH	
м	MAGNETIC DOOR HOLDER	
	SECURITY	
Cade	Description	
ő	DOOR ALASM	
DR	DOOR RELEASE UNIT	
CR	CARD READER	
DQ	DOOR OVERRIDE (BREAK GLASS)	
DL	MAGNETIC DOOR LOCK	
DA	DISABLED ALARM PULL CORD SWITCH WITH REASSURANCE LAMP	
DAP	DISABLED ALARM PANEL	
PARP	PANIC ALARM REPEATER PANEL	
DARF	DISALED ALARM REPEATER PANEL	
PA	PANIC ALARM BUTTON	
PAP	PANIC ALARM PANEL	



Suitability codes to BS1192: 50 WIP, S1 Suitable for Coordination S2 Suitable for Information, S3 Suitable for Review & Comment, S4 Suitable for Slage Approval, S6 Suitable for PIM Authorisation, S7 Suitable for AMA Authoritation, S8 Suitable for Suiding Control Approval, S7 Suitable for Panning Approval, S7 Suitable for Costigning Predort

