

**From:** [Licensing HF: H&E](#)  
**Subject:** Letter from CFC - 2023/01413/LAPR - Chelsea Football Club - The Rose And Ball Stamford Bridge Stadium Fulham Road London SW6 1HS  
**Date:** 25 October 2023 10:57:41  
**Attachments:** [Chelsea Rose and Ball Brochure - 22-8-23 \(1\).pdf](#)  
[image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[image005.png](#)  
[image006.png](#)  
[image007.png](#)  
[2023.10.24 - Letter from Chelsea FC to residents \(3\).pdf](#)

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Dear all,

### **Licensing Act 2003**

**Reference: 2023/01413/LAPR**

**Premises: Chelsea Football Club - The Rose And Ball Stamford Bridge Stadium Fulham Road London SW6 1HS**

I am writing to you as an objector against the above application. Matthew Phipps (the agent representing CFC) has requested that I send the attached on behalf of Chelsea Football Club, as you may have not had sight of the original letters circulated, as you did not place a representation against one of the previous two applications submitted.

The two document attached are:

1. A letter from the club, explaining in detail the proposal of the application
2. A brochure showing the offering of the Chelse Rose & Ball
- 3.

If you have any queries or feedback on either document, CFC would be happy to hear from you by way of email to [residents@chelseafc.com](mailto:residents@chelseafc.com).

**Please let me know if the above addresses the concerns raised in your objection, and you are minded to withdraw? If you are not minded to withdraw, you are invited to attend a licensing sub-committee on the 8<sup>th</sup> November 2023 at 6.30pm to provide your representation and supporting evidence verbally. Additionally, are you able to advise us of anything the applicant could propose in relation to reduction in hours or attach conditions that could resolve this matter?**

Kind regards

**Lorna McKenna**

Licensing Compliance Officer

Licensing

The Economy Department

Hammersmith & Fulham Council

020 8753 3081

07786747257

[www.lbhf.gov.uk](http://www.lbhf.gov.uk)

Have you signed up to our email notifications to receive alerts of relevant



24 October 2023

Dear Neighbours

We understand from LBHF Licensing Team that you have lodged an objection to the application for a new Premises Licence at Stamford Bridge. LBHF have kindly indicated that they will send this note out to you, which has also been circulated to others with whom we are in a dialogue.

The proposed application is for a new hospitality suite, the Rose & Ball, in what was formerly known as the Health Club.

As you may be aware the Health Club, is situated in the north east corner of the concourse, next to the museum. It has been closed since 2022. This space already has the benefit of a Premises Licence, which permit a variety of licensable activities on the ground floor.

If this application is granted we propose to invest in this facility and to develop this to permit a match day only hospitality facility on ground and first floor. 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. The existing Licence permits a range of licensable activities to be conducted between 10am and 1am. The hours applied for are more limited than the existing permission.

The 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 discloses the full extent of the proposal, across ground and first floors. The basement element is simply to accommodate the lavatory provision. The application that we have submitted will licence the first floor for the first time.

Chelsea FC Holdings Limited

Stamford Bridge  
Fulham Road  
London SW6 1HS

T: 0371 811 1955  
F: 0207 381 4831  
[chelseafc.com](http://chelseafc.com)

VAT Reg No: 726 065049  
Reg No: 02536231  
Reg Office: Stamford Bridge



As you may also be aware, we produce a community newsletter and this development was highlighted in the July 2023 edition. Please let us know if you would like to be included in the circulation by return to [residents@chelseafc.com](mailto:residents@chelseafc.com).

Before the submission of the application there were significant discussions with the Licensing Authority and the Metropolitan Police and the Licence will be conditioned across the four licensing objectives and will include (but not be limited to) the following:

To permit the sale of alcohol from 10am to midnight.

To permit late night refreshment from 11pm to midnight.

To permit the premises to open between 10am and midnight.

Premises will only operate on match days and will open no earlier than three hours before kick off and will close no later than ninety minutes after the final whistle, notwithstanding the terminal hour (eg whichever is earlier). Licensable activities will commence no earlier than three hours before kick off and terminate no later than sixty minutes after the final whistle, notwithstanding the terminal hour (eg 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 will be installed, operated and maintained, at all times that the premises are open for licensable activities or customers are on the premises.

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 for 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 shall be made available to Police and authorised Officers on request. The records shall be retained for at least twelve 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 balcony at the premises is excluded from the application and from customer access)

The Licensee shall provide training for all staff to ensure that they are familiar with all means of ingress and egress and that 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 to and ensuring the welfare and safeguarding of vulnerable patrons. The 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 on 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 meeting shall be advertised in good time by appropriate means to residents in the locality. Minutes of such a meeting shall be circulated to attendees and the Council.

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 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'd 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.

If you have any queries or feedback we would be happy to hear from you by way of email to [residents@chelseafc.com](mailto:residents@chelseafc.com).

Best wishes

Chelsea FC

**Chelsea Football Club**



THE MILLENNIUM CLUB SUITES

CHELSEA

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.



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

## EAST STAND

Suite	Price
Private Club Boxes	From £9600 - entire box
Champions Club Box	From £700
Executive Club	From £600
The Dugout Club	From £480
The Rose & Ball	From £280
Under the Bridge	From £240

## WEST STAND

Suite	Price
Diamond Suite	From £840
Drake & Harris	From £480
1905	From £360
Clarke & Bonetti	From £360
Frankie's	From £240
Westview	From £120



**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 & Ball
AAA	£675
AA	£550
A	£500
B	£360
C	£300
D	£280





## 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.



# FEATURE BAR CONCEPT



Blackened metal laminate back bar framework, gantry and foot rail

Stone effect laminate to back bar shelving

Quartz counter top

Bronze decorative mesh infill to gantry and back bar

Warm bronze textured painted columns

A subtle blue brand colour, dynamic tile cladding, with a vibrant blue edge lighting

Brushed brass laminate skirting

## MATERIAL PALETTE

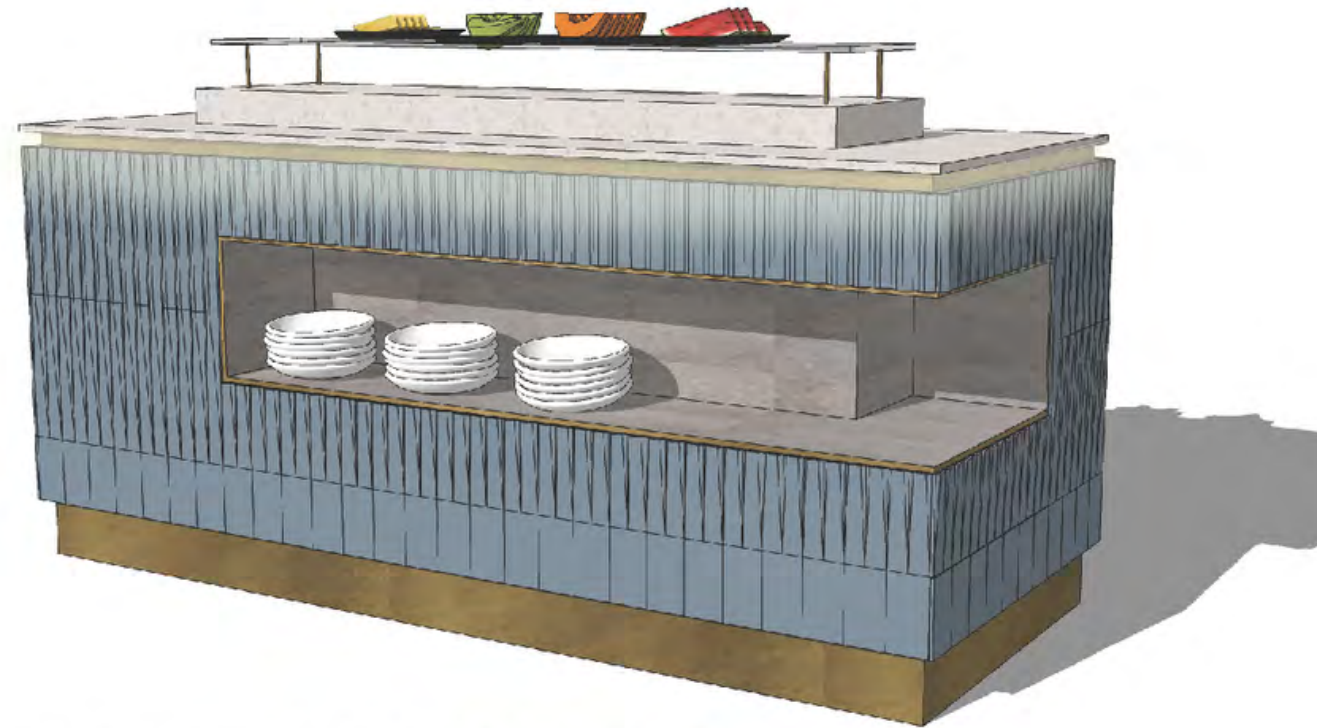
Using metallics and stone textures to create a warm and tactile material palette, with lighting features to add vibrancy and playfulness



© DESIGN GROUP LTD



# BUFFET UNIT CONCEPT



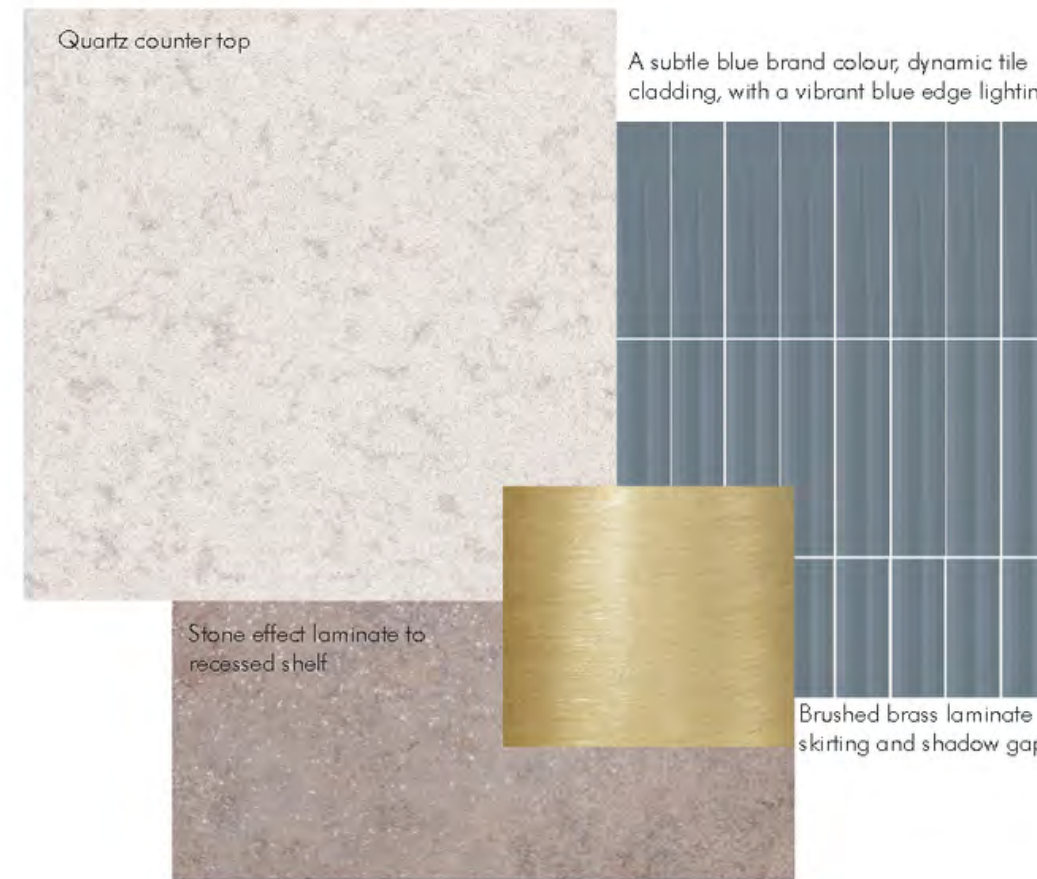
Single modules, can be used individually or together, with a flat counter surface for plug and play equipment and display elements, indicatively shown.

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



## MATERIAL PALETTE

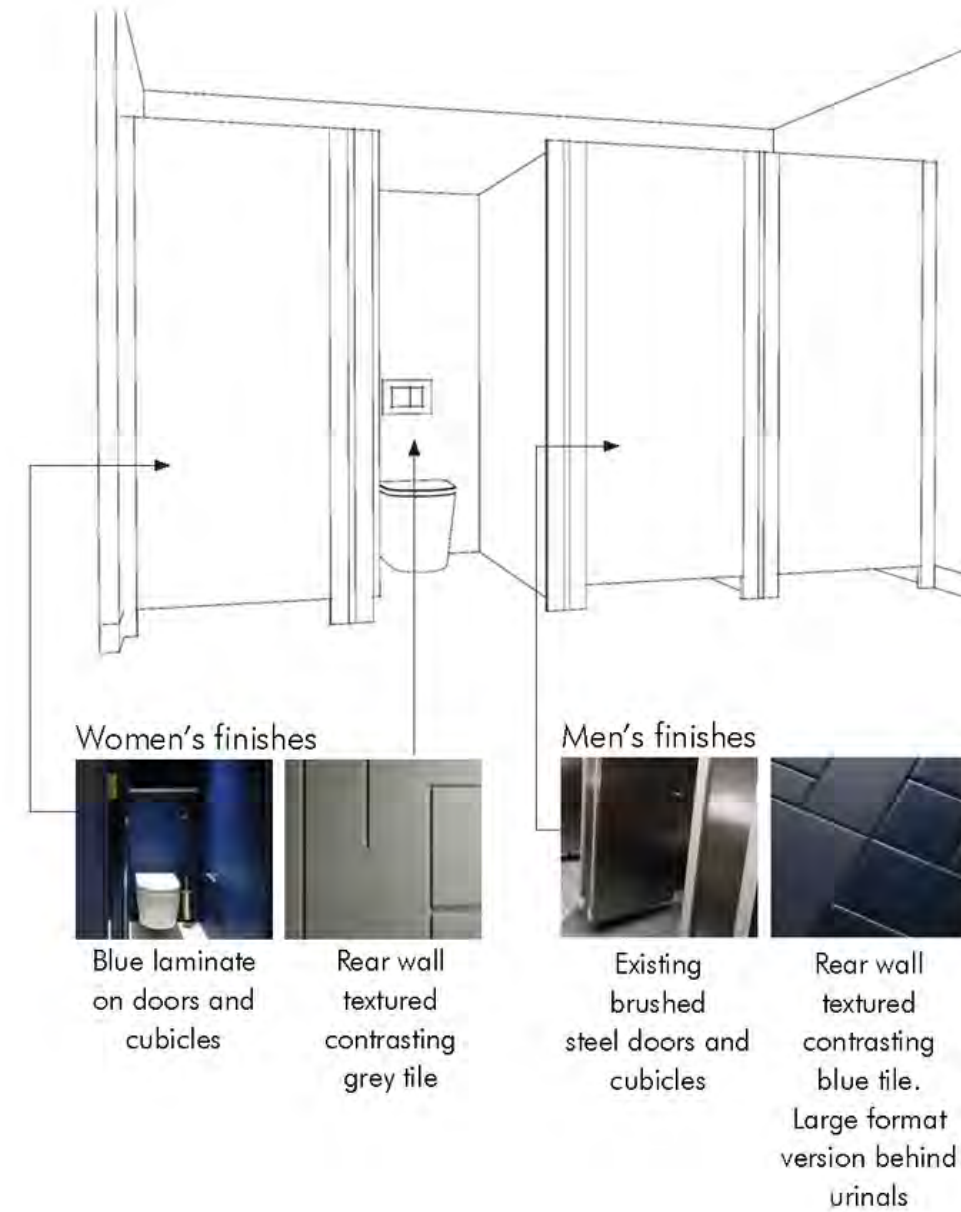
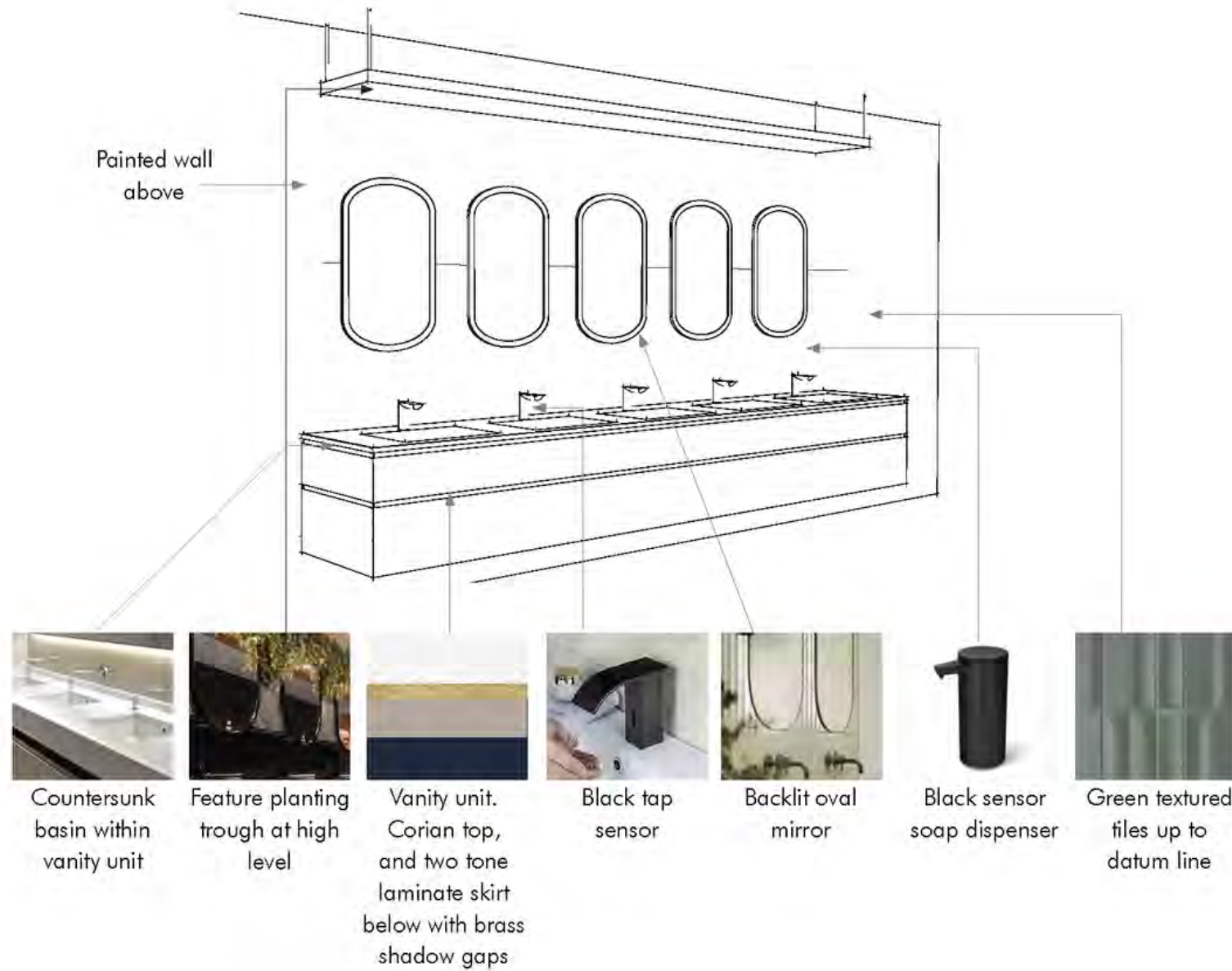
In keeping with the bar palette, using stone textures to create a warm and tactile material palette, with the dynamic sculptural tile cladding in a soft blue finish. Adding halo lighting to for vibrancy and impact



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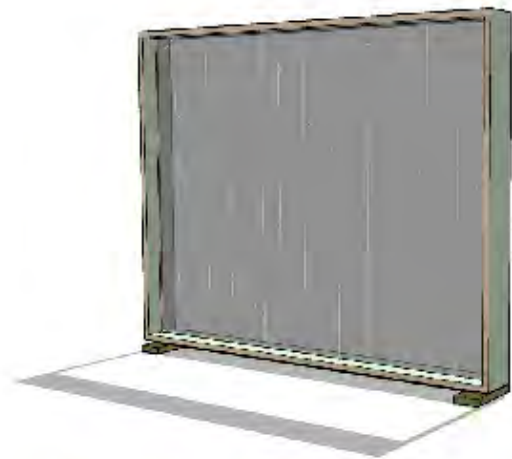


# WASHROOM CONCEPT DESIGN





# 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.

Light oak laminate

Matching 3D relief pattern laminate



Dusky pastel green laminate

Brushed brass laminate feet

### MATERIAL PALETTE



### COMPONENT ARRANGEMENT

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



© H&B DESIGN GROUP LTD

## 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.



## ROAMING BOWLS

Slow-cooked Cornish Turbot  
Mauritian curry sauce, confit fennel, kumquat, spiced coconut cracker

## 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

## 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 Supervisors

4 Assistant Managers

## Kitchen

## Bar

## Customer Interaction

## Cleaning and Security

8 Chefs

2 Bar Managers

4 Hostesses

4 SIA Staff

16 Waiting Staff

8 Bar Tenders

1 Cloakroom Attendant

1 Cleaning Supervisor

2 Kitchen Porters

6 Drinks Waiters (Reception)

6 Cleaning Attendants



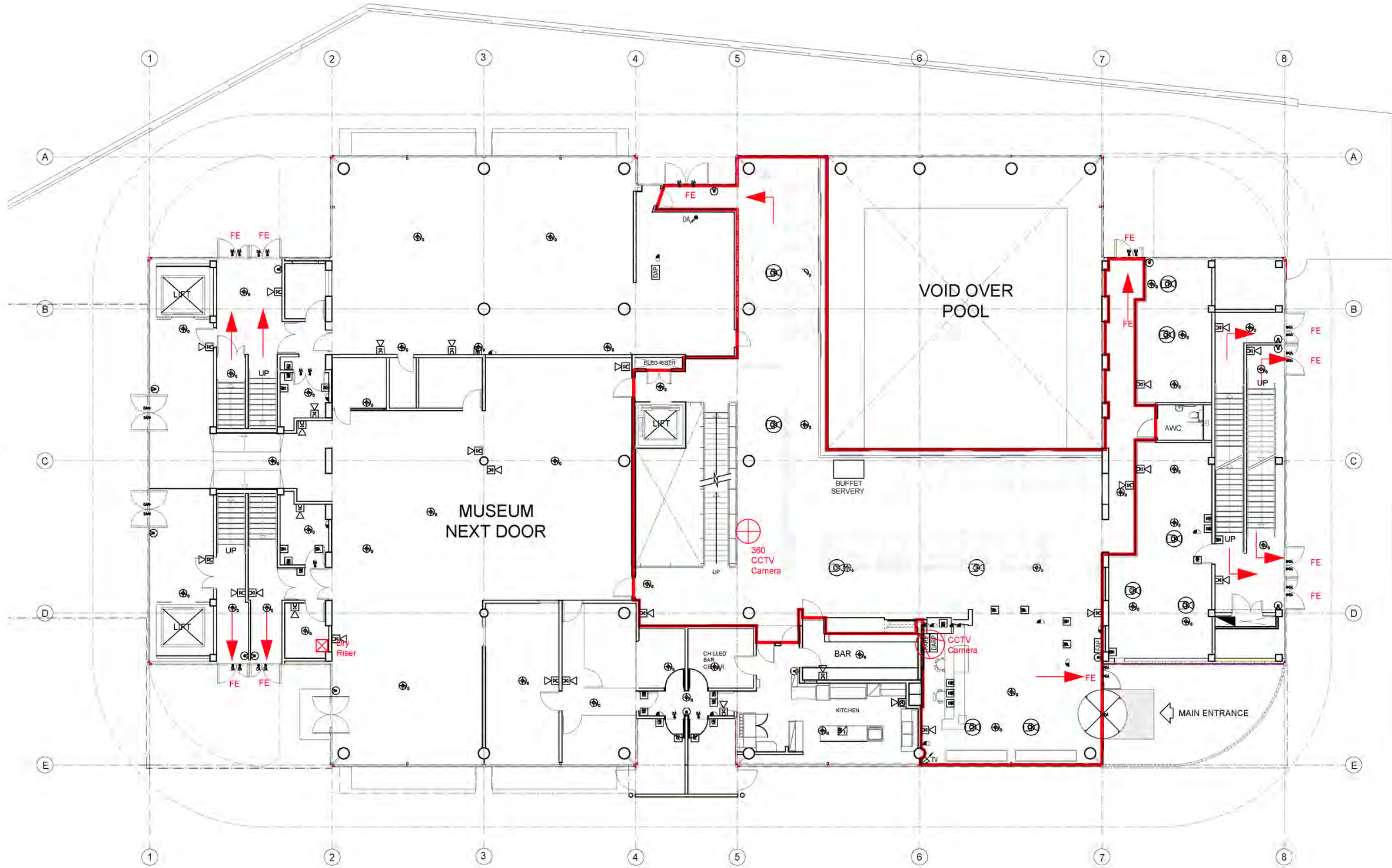


# THE MAJORITY OF PACKAGES WILL BE AVAILABLE TO PURCHASE ON A MATCH-BY-MATCH BASIS.

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





# Ground Floor

KEY TO ELECTRICAL SYMBOLS	
<b>FIRE DEFENCE</b>	
[Symbol]	DRUG-INDUCED DETECTOR
[Symbol]	FIRE-IMPEDING WALL DETECTOR
[Symbol]	WATER RESISTANT DETECTOR
[Symbol]	ULTRASONIC FLOOD/LEAK DETECTOR
[Symbol]	SURFACE MOUNTED DETECTOR
[Symbol]	FLOOR/CEILING DETECTOR
[Symbol]	MATRIX FIRE ALARM CULPREF DETECTORS (PULL)
[Symbol]	FREE ALARM PANEL
[Symbol]	ARRESTOR UNIT
[Symbol]	FIRE ALARM DEVICE
[Symbol]	FORM DETECTOR
[Symbol]	ACCELERATION DETECTOR
[Symbol]	SMOKE SENSITIVE PANEL
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<b>SECURITY</b>	
[Symbol]	DOOR ALARM
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[Symbol]	PERIMETER DEVICE
[Symbol]	WIRELESS ALARM FULL COMPREHENSIVE WITH STANDALONE UNIT
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[Symbol]	PANIC ALARM RESET/EXTINGUISHER
[Symbol]	DIAGNOSTIC ALARM RESET/EXTINGUISHER
[Symbol]	PANIC ALARM BUTTON
[Symbol]	PANIC ALARM BUZZER

Seat numbers - 60

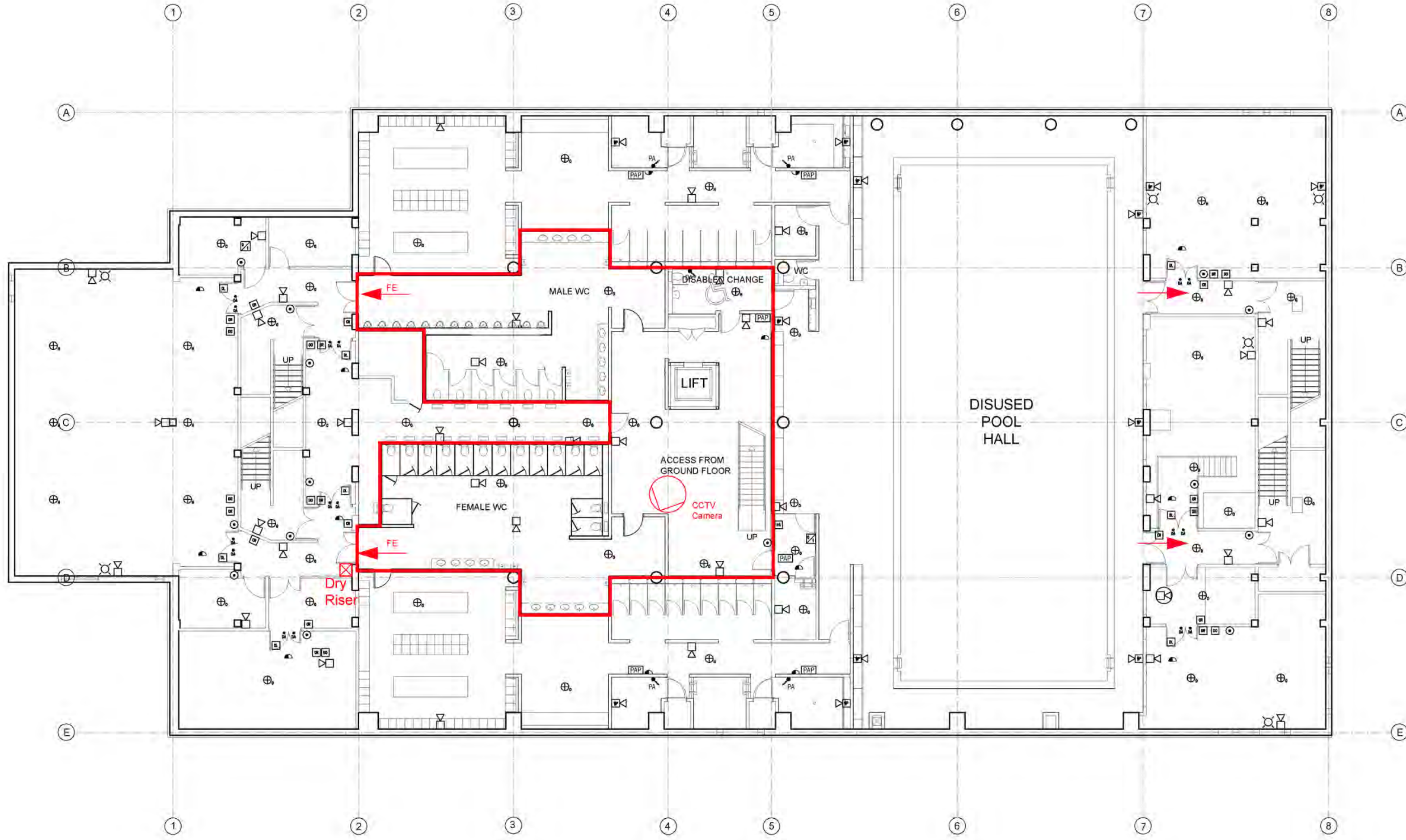
**KSS** London 1 James Street London W1U 1DR  
Kent 7 Bligh's Walk Sevenoaks TN113 1DB  
KSSGROUP.COM ☎ +44 (0)20 7907 2222

CLIENT  
**CHELSEA FOOTBALL CLUB**

PROJECT  
**THE HUB**

TITLE  
**HOSPITALITY LAYOUT  
GROUND FLOOR  
LICENSING PLAN**

Suitability codes to BS1192:  
S0 WIP, S1 Suitable for Coordination S2 Suitable for Information, S3 Suitable for Review & Comment, S4 Suitable for Stage Approval, S5 Suitable for PPA Authorisation, S7 Suitable for AIM Authorisation, S8 Suitable for Building Control Approval, S9 Suitable for Planning Approval, ST Suitable for Costing/Tender  
All drawings approved and recorded on trace committee. B1 B2 B3 Detailed Ground Floor



KEY TO ELECTRICAL SYMBOLS	
FIRE DEFENCE	
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# Basement

KEY PLAN  
**KSS** London 1 James Street London W1U 1DR  
 Kent 7 Blights Walk Sevenoaks TN11 1DB  
 KSSGROUP.COM ☎ +44 (0)20 7907 2222

CLIENT  
**CHELSEA FOOTBALL CLUB**

PROJECT  
**THE HUB**

TITLE  
**HOSPITALITY FEASIBILITY LAYOUT  
 BASEMENT LEVEL  
 LICENSING PLANS**

Suitability codes to BS1192:  
 S0 WIP, S1 Suitable for Coordination S2 Suitable for Information, S3 Suitable for Information, S4 Suitable for Stage Approval, S5 Suitable for PMR Authorisation, S6 Suitable for AIM Authorisation, S7 Suitable for Building Control Approval, S8 Suitable for Building Control Approval, S9 Suitable for Planning Approval, S10 Suitable for Costing/Tender



**From:** Mckenna Lorna: H&F  
**Sent:** Wednesday, October 25, 2023 11:10 AM  
**To:** Matthew Phipps  
**Subject:** RE: Chelsea Football Club representations [TLT-TLT.FID9467158]

Hi Matthew,

All sent and copied you in.

Kind regards  
**Lorna McKenna**  
Licensing Compliance Officer  
Licensing

**From:** Matthew Phipps <Matthew.Phipps@TLT.com>  
**Sent:** Tuesday, October 24, 2023 8:18 PM  
**To:** Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>  
**Subject:** RE: Chelsea Football Club representations [TLT-TLT.FID9467158]

Lorna

This the brochure and letter.

Really grateful if you could send to residents as discussed.

Matthew

**From:** Mckenna Lorna: H&F  
**Sent:** 23 October 2023 20:58  
**To:** Matthew Phipps  
**Subject:** RE: Chelsea Football Club representations [TLT-TLT.FID9467158]

Thanks Matthew – I will await further instruction from yourself and ensure all of this correspondence is included in the committee report.

Speak soon,  
Lorna

**From:** Matthew Phipps  
**Sent:** Monday, October 23, 2023 4:16 PM  
**To:** Mckenna Lorna: H&F <  
**Subject:** RE: Chelsea Football Club representations [TLT-TLT.FID9467158]

Thanks, will draft and send you tomorrow a fresh note, presenter to accompany it.

Many thanks

Matthew

**From:** Mckenna Lorna: H&F <  
**Sent:** 23 October 2023 15:01  
**To:** Matthew Phipps <  
**Subject:** RE: Chelsea Football Club representations [TLT-TLT.FID9467158]

Hi Matthew,

I have looked into our records, and there are 32 representors who did not object to the concourse, and have objected to the Rose Ball.

I can forward them the brochure and letter, or do you want to re-word a letter as they wouldn't have had context of the first.

Please give me a call on the number below to discuss at your earliest convenience.

Kind regards  
**Lorna McKenna**  
Licensing Compliance Officer

**From:** Matthew Phipps  
**Sent:** Monday, October 23, 2023 10:04 AM  
**To:** Mckenna Lorna: H&F <  
**Subject:** Chelsea Football Club representations [TLT-TLT.FID9467158]

Lorna

As briefly discussed, I wonder if you would mind letting me know which of the representors to the Rose and Ball hospitality suite were not objectors to the concourse (if any)?

I have a concern that they may not yet have seen our letter and brochure, circulated in advance of the submission of the application, and so I am minded to send it to them (or candidly as you will have their email addresses, ask you to send it to them).

I appreciate that this is something of an imposition, but if I ask you to send it to all of the existing representors some will inevitably receive it twice and I have a concern that that may not be particularly well received either.

Can we pick up on the phone to discuss, once I/we know the volume.

Many thanks

Matthew

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