

**From:** Matthew Phipps  
**Sent:** Monday, October 30, 2023 3:27 PM  
**To:** Licensing HF: H&F <licensing@lbhf.gov.uk>  
**Cc:** Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>  
**Subject:** Chelsea Football Club - Rose and Ball Hospitality Suite [TLT-TLT.FID9467158]

Dear Licensing/Lorna

In anticipation of the licensing hearing for the proposed new hospitality suite (Rose and Ball) at Chelsea Football Club I attach the following documents (with a brief explanation), for inclusion within the licensing authority agenda.

These are as follows:

**Chelsea FC Safety plan (matchday).**

Included here the index only, of the formal plan (risk assessment) identifying all issues under consideration on a match day. (Brentford 28-10-23).

**Rose and Ball operations overview**

This document follows a similar format to other operational plans at the (various) premises, at Chelsea FC and is a document that touches on a number of the issues that go toward a successful operation on a match day, at this proposed hospitality suite. It is a proposed version, obviously, at this stage. It sets out the various control measures to enable the admission of ticket holders in line with the primary objective of protecting the health, safety and wellbeing of all persons (as the introduction advises). You will note that there are a number of appendices listed in the document, I am not proposing to produce those. Respectfully a number do not help develop the issues at hand and other documents, such as the counter terrorism plan, are not appropriate (respectfully) for public distribution.

**Retail match day brief**

This is an example of the match day briefing undertaken by the club setting out the nature of the operations across the Stamford Bridge site. This is an actual example from the Aston Villa match in September of this year. It illustrates the sort of issues that the club engage upon in order to best ensure a positive experience for all concerned. Please note that we have deleted the telephone numbers and names of the individuals who were responsible for certain parts of the operation.

**Responsible alcohol service questions**

This document forms part of the specific alcohol training package for bar staff.

**Alcohol service refusals/incident log**

This is, available to all appropriate staff, where alcohol service is refused or where an incident occurs.

**General admission bars and dispense points**

This is a list of all of the dispense points where food and beverages are served within the stadium.

**Hospitality areas**

This is a list of all of the hospitality areas, essentially on all fours with the Rose and Ball proposal, already licensed and operating at Chelsea FC. The volume of covers, per suite and the style of service are identified.

**Match day catering operating hours**

This is an extract from an earlier match (Chelsea Ladies v Tottenham Hotspur Ladies) produced by Levy as part of their operating procedures identifying precisely when certain hospitality suites and bars open and close on this particular match day.

**Personal licence holder notice**

This is the public notice on display around the various licensed premises advising on all the personal licence holders on duty on a match day.

I anticipate producing two additional documents/emails later this week.

The first a document setting out conditions that we propose the committee give consideration toward, in respect of issues raised within the representations.

The second an introduction/submission to the application with particular reference to the documents sent across and issues raised.

It's proper that I highlight in this note that I am not proposing, as an example, to produce all of the risk assessment documents, training packages, online modules, etc that the club produces in respect of its various operations. Nor the 47 pages of conditions of ticket sales, nor the formal ground regulations. Taking a couple of topics in isolation, responsible alcohol retailing and vulnerable female young person protection materials run to many pages as produced by CFC and their catering contractor Levy.

Hopefully that is helpful but if you have any queries don't hesitate to get in touch.

Best wishes

Yours sincerely

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