

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 Numbers:

- Citizen M Hotel - 2024/00310/LAPR
- Hyatt Hotel - 2024/00312/LAPR

Application Type : New application

Premises Addresses:

- Citizen M Hotel, Basement to level 4, Olympia London, Hammersmith Road, W14 8UX
- Hyatt Hotel, Basement to level 7, Emberton House, Hammersmith Road, W14 8UX

Mr Matthew Phipps (Solicitor for TLT solicitors) made a request for pre-application advice in relation to a proposal to apply for a number of licences to cover the redevelopment of Olympia London.

The extensive redevelopment of Olympia London will require up to twenty new premises licences, which will initially be applied for by way of provisional statements in the majority of cases (eighteen applications).

Given the scale of the proposals the advice for these applications has taken place on an ad hoc basis, over a number of virtual meetings, and through email exchanges. Police licensing colleagues have also been involved in the initial discussions which started in December 2023.

This pre application report concerns two new premises licence applications for the Citizen M Hotel, and Hyatt Hotel, which are part of Olympia London's overall redevelopment.

Officers involved in the pre application advice:

- Mr Adrian Overton (Licensing Service Manager)

- PC Kris Cardwell (Police Licensing Officer)

It was agreed that a pre application fee would not be needed for each of the 20 applications, and as such four formal pre application requests were made (and paid for) on the 18th December 2023, to cover the main application types within the development. The pre application advice which concerns the hotels is as follows:

- 2023/08882/LIAPAD - *Two new hotels within the development at Olympia Exhibition Centre, requiring new applications for a premises licence to be submitted to the local authority.*

The applicant also produced a spreadsheet, attached separately to this advice report, which outlines each of the applications and the areas covered. Mr Overton and PC Cardwell gave feedback on the different operating schedules for each of the applications.

There were no major concerns raised with the hotel applications from either Mr Overton or PC Cardwell during the pre application process. In particular it was noted that a comprehensive operating schedule was being proposed, with over twenty conditions (including CCTV, staff training and various other management procedures). It was also noted that any licensable activities for non-residents would be restricted to a terminal hour of midnight.

The Premises

This venue currently benefits from a premises licence (2019/01690/LAPR) which covers all areas of Olympia London, where the sale of alcohol or regulated entertainment takes place.

Proposed new licences

The applicant is proposing to initially make provisional statements for eighteen of the twenty areas outlined in the attached spreadsheet. Two new premises licence applications will be made for both hotels.

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 and / or a provisional statement 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 Service 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.