

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 27/02/2024 4:56 PM from [REDACTED].

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Proposal: LA2003 - Provisional Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 27/02/2024 4:56 PM I am objecting to this proposal on the grounds of noise, nuisance, traffic and anti-social behaviour. As a resident on one of the adjacent streets to the Olympia centre I object to the opening of late entertainment venues that will incur noise, traffic and potential anti-social behaviour. The proposed opening hours are too extended and will create disruption to the rest and sleep of local residents from the people coming in and out of the venues, drivers and taxi services. The number of venues MUST be restricted and none of the licensed venues should operate beyond 10:00pm as per the nearby Westfield Shopping Center. Visitors park their cars in the nearby streets which means the local residents - who pay hefty parking permit fees - can't find spaces to park. I trust the councillors and licensing teams will reject this and many other applications submitted this week by Olympia to ensure that the local community is not to endure endless sleepless nights.

From: [REDACTED]

Sent: Tuesday, February 27, 2024 7:54 PM

To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>

Subject: 2024/00265/LAPRP - application objection

Dear Lorna

I hereby write to urge you to reject this Application under nuisance, public safety, prevention of children from harm in the local area around this address.

The proposed operation will prevent neighbours in the local community from resting and sleeping every day of the week.

The venue is unsuitable, the operation hours too extended and the frequency too high. Children in the area can't wait till past midnight to go to bed.

The large number of visitors to the centre will already make it a challenge to manage the traffic, flow of people, noise and anti-social behaviour.

Extended hours and multiple venues will only exacerbate the issue. The development is vast and a mitigation strategy is necessary to protect the local residents.

Regards,

[REDACTED]

[REDACTED]

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 26/02/2024 8:47 PM from [REDACTED].

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Proposal: Licensing Act - Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 26/02/2024 8:47 PM I am objecting to this proposal on the grounds of noise and nuisance, traffic and anti-social behaviour. The local area is very quiet and the streets small and can't cope with the influx of visitors.

The proposed opening hours are too extended and will create disruption to the rest and sleep of local residents.

The noise associated with the venues, the movement of visitors and the traffic from taxis and service vehicles will all have a negative impact on the local community.

I find extremely inconsiderate that Olympia are applying for such anti-social hours when they should be well aware of the rights and needs of local residents - which have been expressed many times at consultation meetings.

Given its responsibility to represent the rights of local residents the council must ensure that any licensing will not affect negatively the residents and impose restrictions such as the licensing hours for nearby venues. e.g Westfields, where restaurants close by 10pm if not earlier.

From: [REDACTED]

Sent: Tuesday, February 27, 2024 9:37 AM

To: Cllr Antoniades Stala: H&F <Stala.Antoniades@lbhf.gov.uk>

Cc: Cllr Lang Adam: H&F <Adam.Lang@lbhf.gov.uk>; Plan Comments: H&F <PlanComments@lbhf.gov.uk>; Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: Olympia Licensing applications - 2024/00265/LAPRP

Dear Stala, Adam and Licensing Team

I am writing to urge you to support the local residents in rejecting a large number of licensing applications that have been submitted by Olympus Holdings to licenses various entertainment premises. I am including below the list of the applications

I am objecting to the licences on the grounds of the disruption it will cause to the local community and the impact on the local infrastructure.

The proposed venues will result in a large influx of visitors to a very residential area. The extended operating hours will mean that the noise, traffic and potential anti-social behaviour will disrupt the local residents right to a peaceful night and sleep. Every time that there is a large event at Olympia we are disturbed by the loud voices of visitors and a large volume of pick up and taxi services which is unsustainable in the small local streets. Most of the houses in the area date from Victorian times and as such have low noise insulation - this is exacerbated by the single glazing of sash windows in the conservation area. furthermore, late hours of alcohol sales result in anti-social behaviour and littering.

There is abundant evidence of the vast negative impact such operations have in the neighbourhood. For example, the noise and anti-social behaviour that local residents were subjected to during the operation of the Pergola venue located at the top of the car park building. I found on many occasion patrons under the influence relieving themselves in the listed local public phone boxes or front gardens.

In a more general sense, I am concerned about the lack of planning regarding management of services, for example traffic, as well as mitigation strategies to shield local residents from the impact of this massive scale development. For example an opportunity to create green areas in Maclise road to act as a boundary from the residential area.

I have had many conversations with local residents as well as attended the consultation meetings and this is a common concern for residents, also represented by the local associations such as SRRA and Palace mansions. I therefore hope that our local representatives will step in to support the voice of the local community.

Regards,

[REDACTED]



2024/00302/LAPRP

2024/00312/LAPR

2024/00315/LAPRP

2024/00265/LAPRP

2024/00300/LAPRP

2024/00261/LAPRP

2024/00253/LAPRP

2024/00257/LAPRP

2024/00266/LAPRP

2024/00268/LAPRP

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 26/02/2024 7:10 PM from [REDACTED]

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Proposal: LA2003 - Provisional Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 26/02/2024 7:10 PM I object the proposal and urge the council to reject it. The proposal does not take into consideration the residential nature of the surrounding area and the profound impact on infrastructure and the local community.

There are people, young and old, living within meters of the proposed venues, who need to sleep at night.

This proposal will keep everyone awake, impact negatively our health and wellbeing. The proposed venue overlooks the nearby streets of Sinclair Road, MAclise Road and Blythe Road which have a high density of residents. Furthermore, the people leaving the premises will create noise and nuisance for the local residents whilst making their way towards transport stations. Equally, the traffic associated with it (Taxis, Ubers, pick ups) will mean that the length of Sinclair Road will be unsufferable.

At number [REDACTED] we can see directly each window of the car part, right now I can hear everything the builders say to each other in the construction site. Add music and alcohol and it'll be impossible to contain the noise.

I am opposing this particular scheme as well as any licensing in the overall development beyond the hours of 21:00, similar to the restrictions imposed in Westfield, to ensure residents can enjoy a peaceful night.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 26/02/2024 7:50 PM from [REDACTED].

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Proposal: LA2003 - Provisional Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name:

[REDACTED]

Email:

Address:

[REDACTED]

Comments Details

Commenter Type:

Neighbour

Stance:

Customer objects to the Licensing Application

Reasons for comment:

Comments:

26/02/2024 7:50 PM I am objecting to this proposal on the grounds of noise and nuisance, traffic and anti-social behaviour. The local area is very quiet and the streets small and can't cope with the influx of visitors.

The proposed opening hours are too extended and will create disruption to the rest and sleep of local residents. The noise coming from the venue, from visitors and the traffic from taxis and service vehicles will all have a negative impact on the local community.

Licensing hours for nearby venues such as Westfields are more restricted and considerate of the needs of local residents and thereby I urge well as any licensing in the overall development beyond the hours of 21:00, similar to the restrictions imposed in Westfield where most restaurants close by 10pm if not earlier to ensure residents can enjoy a peaceful night.

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 26/02/2024 6:27 PM from [REDACTED] .

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Proposal: LA2003 - Provisional Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

Comments Details

Commenter Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 26/02/2024 6:27 PM Our property ([REDACTED]) [REDACTED] the proposed venue and as such we'll be affected by the noise both at the front and rear of the flat, making it impossible to have any rest or decent sleep. As it is, we suffer from the noise every time there are exhibitions and visitors arrive to the Olympia station. The opening of additional venues will massively increase noise from people and their cars and also the area impacted, as many will be using Sinclair road as a link to Shepherd's Bush central line. This will stop me and my family from sleeping and no doubt will have the same impact on other residents, young and old.
I strongly oppose the venue and operation of any of the venues in Olympia after 9pm, particularly during week nights.

From: [REDACTED]

Sent: Tuesday, March 12, 2024 11:49 AM

To: Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: Representation against license applications by Olympia

To the Licensing Authority

Please find attached my self explanatory representation against license applications by Olympia.

Yours faithfully,

[REDACTED]

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
12 March 2024

To the Licensing Authority. By Email

licensing@lbhf.gov.uk

To whom it may concern,

I am writing to formally oppose the current applications for 20 provisional premises licences proposed by the Olympia redevelopment. Namely:

2024/00302/LAPRP: Restaurant (Unit 3, Level 2, Mezzanine and Rooftop Bar)

2024/00316/LAPRP: Unit 2B Mezzanine Restaurant

2024/00310/LAPR: National Hotel (Citizen M) - Basement to Level 4

2024/00308/LAPRP: Unit 1B (unit 2 Level 2) - Olympia London Development

2024/00312/LAPR: Emberton House Hotel (Hyatt) - Olympia London Development

2024/00309/LAPRP: Unit 2A (unit 2 Level 2) - Olympia London Development

2024/00307/LAPRP: Unit 1A (unit 2 Level 2) - Olympia London Development

2024/00315/LAPRP: Theatre - Olympia London Development

2024/00314/LAPRP: Live Lounge Banquet & Conference Facilities

2024/00268/LAPRP: Music Arena - Olympia London Development

2024/00266/LAPRP: Roof Garden South Terrace - Olympia London Development

2024/00257/LAPRP: 1 Olympia Way - Olympia London Development

2024/00263/LAPRP: National Terrace - Olympia London Development

2024/00253/LAPRP: Gym - Ground And Basement - Emberton House

2024/00301/LAPRP: Restaurant Level Unit 3A (right Side Unit 3, Level 2) – OLD

2024/00261/LAPRP: Roof Garden Gin Bar - Olympia London Development

2024/00265/LAPRP: Roof Grd Nth Terrace Mezzanine - Olympia London Development

2024/00300/LAPRP: Pillar Hall - Olympia London Development

2024/00264/LAPRP: Roof Garden North Terrace - Olympia London Development

2024/00267/LAPRP: Roof Grd Sth Terrace Mezzanine - Olympia London Development

As a longstanding resident living in very close proximity to Olympia, within what is a

predominantly residential area characterized by families with young children attending various nearby primary schools, my concerns are deeply rooted in the community's welfare and stem from the objectives of the Licensing Act 2003.

My concerns relate specifically to the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm.

Prevention of Crime and Disorder

The proposal to operate multiple venues with very late-night alcohol sales raises serious concerns about littering, vandalism and other criminal acts. Establishments that sell alcohol, especially with late-night hours, often contribute to an increase in litter, including bottles, cans, and food packaging. This not only detracts from the aesthetic and environmental quality of the area but also poses a serious risk to public health, for example broken glass. The presence of intoxicated individuals, especially during the hours of darkness, can lead to criminal acts such as vandalism of property, harassment and aggression against locals, further harming the community and requiring additional resources for cleanup, repair, security and policing.

I strongly urge the committee to please consider the cumulative impact of these applications on the local area and residents who will be affected by these 20 potential late licence venues. The aggregation of licensable activities could significantly exacerbate issues related to public nuisance, crime and disorder, and public safety. The potential for increased foot traffic, noise, and alcohol-related incidents could strain local resources and negatively affect the quality of life for residents, including myself and the many other young families living in the neighbourhood.

The council has already recognised the severe negative impact that multiple venues with late at night licenses to sell alcohol had on Shepherd's Bush Green and surrounding streets and it should serve as a recent reminder against potentially repeating these mistakes again with the Olympia venues.

There seems little reason why the Olympia premises should be treated any differently to other recent entertainment hubs and venues within the borough, such as Westfield where they do not permit such widespread extended opening hours or the ability for all their venues to play music outdoors.

Given the much more residential nature of Olympia's location, the proposed extended hours

and activities will disproportionately disturb the peace and well-being of our residential community and negatively impact our rights to peaceful enjoyment of our homes and neighbourhood.

To summarise, the proposed late-night sale of alcohol and extended hours during weekends and other specific days have the potential to increase crime and disorder in the local area, making it challenging to monitor and control alcohol consumption and behavior, increasing the risk of criminal incidents that strain local law enforcement and emergency services and have a negative impact on the local residents, especially the elderly and young families, who can feel very vulnerable and intimidated by boisterous late night revellers.

Prevention of Public Nuisance

The proposed late night operations for all venues and the ability to play outdoor live and recorded music until 23:30 daily and the potential for noise from patrons, especially in an outdoor rooftop setting, is likely to create a significant public nuisance.

Noise pollution will disturb the peace of local residents, particularly during late hours, and the impact may be exacerbated in a rooftop venue where sound will travel more freely and longer distances. This is particularly concerning in a neighbourhood like ours, where peaceful tranquillity is vital for the elderly and families with very young school-going children. It is important to note that, prior to this application, there were very few premises in the vicinity selling alcohol and with significantly less capacity.

Unlike many other areas with similar entertainment venues, our local community lacks the necessary public transport infrastructure to allow late night patrons and visitors to return home peacefully and quietly.

Introducing multiple venues that propose the sale of alcohol until 23:30 daily, with extended hours on additional separate days represents a significant change to the local environment.

The committee should carefully consider the implications of introducing alcohol sales in an area previously without such offerings, especially in terms of potential shifts in social dynamics, increases in foot traffic, and the negative impact on local residents' quality of life.

A pertinent and relatively recent example of the negative impact late night alcohol licensing has on the local community should refer to 'The Pergola' temporary rooftop venue on Olympia that operated just prior to the current period of construction. During its operation, it caused significant disturbance to local residents, leading to a large number of complaints to

the local authority.

This past experience suggests that a permanent rooftop venue with similar licenced activities will potentially exacerbate public nuisance issues, disturb the peace of residents, and strain community relations. My partner and I had firsthand experience of late night aggressive and anti social behaviour from a couple of drunk venue attendees who had taken it upon themselves to urinate inside the 'listed' red telephone boxes on Maclise Road, who displayed loud and threatening behaviour as we passed by on our way home from the theatre.

Protection of Children from Harm

The potential increase in public nuisance and associated crime and disorder in the local area could severely impact the health and wellbeing of young children as a result of lack of sleep. The effects of lack of sleep on children can be significant and wide-ranging, impacting various aspects of their physical health, cognitive function, emotional well-being, and behaviour.

The council should note that the majority of properties around the Olympia venue consist of converted Victorian houses within a designated Conservation Area, with poor sound insulation of walls and large old, single glazed windows, directly affecting young families and exacerbating the potential harm to children.

This concern is critical in a community with a catchment area for many schools and therefore densely populated with young families and children who require a conducive environment for their healthy development, education and mental well-being.

Conclusion

Given these concerns, including the critical consideration of introducing alcohol sales in a previously quieter, predominantly residential character of our local neighbourhood with presence of young families and schools and the historical disturbances we have experienced by the temporary rooftop 'Pergola' venue, I strongly urge the licensing authority to consider the potential negative impacts of granting these licences on the local community based on the four criteria objectives under consideration by the licensing authority committee.

While I recognize the need for these venues to cater for visitors to the Olympia exhibitions, office workers, theatre audiences and music venue attendees before shows, it is possible to provide suitable hospitality within operating hours that are more considerate towards the

needs of the local residents and wider community local . Limiting the opening hours could allow the venues to serve their intended purpose without negatively impacting the local community.

I strongly recommend that the 20no licensing applications be reconsidered, with either a full rejection or the imposition of strict conditions to limit the operating hours in order to mitigate the risks highlighted. These could include:

☒ Limiting the opening hours including the sale of alcohol to the early evening between 6pm and 9:30pm, in a similar manner to that granted for Westfield, when local public transport is still in full operation, to prevent late-night disturbances and limit the likely negative impact on sleep for both adults and children in the local area. The venues would still be able to cater for visitors of Olympia exhibitions, office workers and guests to the theatre and music venues for 'pre-show' food and beverage before shows and events.

☒ Restrict the ability to play music outdoors to avoid disturbance.

☒ Implement stringent noise control measures to minimize public nuisance.

☒ Enforce rigorous security measures and safety protocols to ensure public safety, particularly given the unique risks of a rooftop setting.

☒ Clearly define policies to protect children from exposure to excessive noise and potential harmful behaviour, and ensure that these are strictly enforced and adhered to.

☒ Establish strict littering and vandalism controls, including adequate refuse disposal facilities and measures to manage and mitigate these concerns.

As I live in very close proximity to Olympia, the outcome of this application is of great significance and concern to me.

The well-being of the local community and adherence to the Licensing Act 2003 objectives should be at the forefront of the decision-making process.

I appreciate your consideration of my representation against these license applications.

Yours faithfully,

██████████

Dear Sir/Madam,

Licensing Application comments have been made. A summary of the comments is provided below.

Comments were submitted at 09/03/2024 9:25 AM from [REDACTED]

Application Summary

Address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Proposal: LA2003 - Provisional Premises Licence

Case Officer: Ms Lorna McKenna

[Click for further information](#)

Customer Details

Name: [REDACTED]

Email:

Address: [REDACTED]

[REDACTED]
Committer Type: Neighbour

Stance: Customer objects to the Licensing Application

Reasons for comment:

Comments: 09/03/2024 9:25 AM I am very concerned with the hours for a rooftop bar playing music until late at night in the area. I have lived in the area over 20 years and one thing I appreciate is the respect for residents/families from commercial establishments and the council. Other pubs in the area with gardens force people to go inside at 10:30 pm and they don't even play music. Late night music and partying from a high rooftop will disturb the sleep of children and adults living in the area. I think it is very unfair to the community and don't understand why this establishment would work differently from others in the area. I strongly object to the potential noise.

From: [REDACTED]
Sent: Sunday, March 17, 2024 7:05 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Olympia late night operatins - opposition representation

To the Licensing Authority,

I am writing in my capacity as a local resident to formally oppose the following applications for 20 provisional premises licences proposed by Olympia:

2024/00302/LAPRP: Restaurant (Unit 3, Level 2, Mezzanine And Rooftop Bar)
2024/00316/LAPRP: Unit 2B Mezzanine Restaurant
2024/00310/LAPRP: National Hotel (Citizen M) - Basement To Level 4
2024/00308/LAPRP: Unit 1B (unit 2 Level 2) - Olympia London Development
2024/00312/LAPRP: Emberton House Hotel (Hyatt) - Olympia London Development
2024/00309/LAPRP: Unit 2A (unit 2 Level 2) - Olympia London Development
2024/00307/LAPRP: Unit 1A (unit 2 Level 2) - Olympia London Development
2024/00315/LAPRP: Theatre - Olympia London Development
2024/00314/LAPRP: Live Lounge Banquet & Conference Facilities
2024/00268/LAPRP: Music Arena - Olympia London Development
2024/00266/LAPRP: Roof Garden South Terrace - Olympia London Development
2024/00257/LAPRP: 1 Olympia Way - Olympia London Development
2024/00263/LAPRP: National Terrace - Olympia London Development
2024/00253/LAPRP: Gym - Ground And Basement - Emberton House
2024/00301/LAPRP: Restaurant Level Unit 3A (right Side Unit 3, Level 2) – OLDe
2024/00261/LAPRP: Roof Garden Gin Bar - Olympia London Development
2024/00265/LAPRP: Roof Grd Nth Terrace Mezzanine - Olympia London Development
2024/00300/LAPRP: Pillar Hall - Olympia London Development
2024/00264/LAPRP: Roof Garden North Terrace - Olympia London Development
2024/00267/LAPRP: Roof Grd Sth Terrace Mezzanine - Olympia London Development

As a resident living in close proximity to the Olympia site ([REDACTED]), situated within a predominantly residential area characterised by families with young children attending numerous nearby primary schools, my concerns are rooted in the welfare of our community.

These concerns are aligned with the objectives outlined in the Licensing Act 2003, specifically pertaining to the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm.

Prevention of Crime and Disorder

The proposal to operate multiple venues with late-night alcohol sales raises concerns regarding littering and vandalism, both of which are detrimental to the aesthetic and environmental quality of our area and pose public health risks. Additionally, the presence of intoxicated

From: [REDACTED]
Sent: Monday, March 18, 2024 10:54 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: Olympia late night operations - opposition representation

Thank you Lorna.

I am the owner of the [REDACTED]. Let me know if you require any further information.

Best

From: [REDACTED]

Sent: Monday, March 18, 2024 8:02 AM

To: Licensing HF: H&F <licensing@lbhf.gov.uk>

Subject: Representation letter Re: 20 provisional premises licenses proposed by Olympia

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

To: Licensing Authority
licensing@lbhf.gov.uk

Dear Sir/Madam,

I am writing to formally oppose the applications for 20 provisional premises licenses proposed by Olympia, as listed below:

- 2024/00302/LAPRP: Restaurant (Unit 3, Level 2, Mezzanine And Rooftop Bar)
- 2024/00316/LAPRP: Unit 2B Mezzanine Restaurant
- 2024/00310/LAPRP: National Hotel (Citizen M) - Basement To Level 4
- 2024/00308/LAPRP: Unit 1B (unit 2 Level 2) - Olympia London Development
- 2024/00312/LAPRP: Emberton House Hotel (Hyatt) - Olympia London Development
- 2024/00309/LAPRP: Unit 2A (unit 2 Level 2) - Olympia London Development
- 2024/00307/LAPRP: Unit 1A (unit 2 Level 2) - Olympia London Development
- 2024/00315/LAPRP: Theatre - Olympia London Development
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- 2024/00265/LAPRP: Roof Grd Nth Terrace Mezzanine - Olympia London Development
- 2024/00300/LAPRP: Pillar Hall - Olympia London Development
- 2024/00264/LAPRP: Roof Garden North Terrace - Olympia London Development
- 2024/00267/LAPRP: Roof Grd Sth Terrace Mezzanine - Olympia London Development

As a key worker nurse and a resident living near Olympia, within a predominantly residential area occupied by families with young children, my opposition is deeply rooted in concerns for the community's welfare and the objectives of the Licensing Act 2003.

Prevention of Crime and Disorder

The proposal to operate multiple venues with late-night alcohol sales raises significant concerns about littering and vandalism. Establishments selling alcohol, particularly with late-night hours, often contribute to increased litter and acts of vandalism, posing risks to public health and safety. The cumulative impact of these applications on the local area could exacerbate issues related to crime and disorder, public safety, and public nuisance.

Prevention of Public Nuisance

The proposed late-night operations and outdoor music could create a substantial public nuisance, particularly for residents in close proximity. The lack of infrastructure to manage late-night patrons returning home quietly and the historical disturbances caused by similar venues in the area highlight the potential negative impact on the community's quality of life.

Protection of Children from Harm

Increased crime, disorder, and noise pollution could significantly harm the health and well-being of children in the community, especially considering the lack of sound insulation in the surrounding properties.

Conclusion

In light of these concerns, I urge the licensing authority to carefully consider the potential negative impacts of granting these licenses on the local community and the promotion of the four licensing objectives. I recommend either rejecting the application or imposing strict conditions to mitigate the identified risks, such as limiting opening hours, restricting outdoor music, enforcing noise control measures, ensuring public safety protocols, and implementing littering and vandalism controls.

The well-being of the community and adherence to the Licensing Act 2003 objectives should guide the decision-making process. Thank you for considering my representation against this application.

Sincerely,

[REDACTED]

[REDACTED]

Sent: Tuesday, March 19, 2024 8:25 PM

To: Licensing HF: H&F <licensing@lbhf.gov.uk>

Cc: [REDACTED]

Subject: Opposing to the newly proposed Olympia licences

Dear licensing team,

Please find attached our objections to the newly proposed Olympia licences.

These objections are linked to:

- crime and disorder

- public safety
- public nuisance
- harm to children
- issues with parking and transport which we have raised before.

Please confirm the receipt of our objections.

Thank you and kind regards,

[REDACTED]

[REDACTED]

To the Licensing Authority,

I am writing to formally oppose the applications for 20 provisional premises licences proposed by Olympia as described below:

- 2024/00302/LAPRP: Restaurant (Unit 3, Level 2, Mezzanine And Rooftop Bar)
- 2024/00316/LAPRP: Unit 2B Mezzanine Restaurant
- 2024/00310/LAPR: National Hotel (Citizen M) - Basement To Level 4
- 2024/00308/LAPRP: Unit 1B (unit 2 Level 2) - Olympia London Development
- 2024/00312/LAPR: Emberton House Hotel (Hyatt) - Olympia London Development
- 2024/00309/LAPRP: Unit 2A (unit 2 Level 2) - Olympia London Development
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- 2024/00264/LAPRP: Roof Garden North Terrace - Olympia London Development
- 2024/00267/LAPRP: Roof Grd Sth Terrace Mezzanine - Olympia London Development

As a resident living in close proximity to Olympia, within a predominantly residential area characterized by families with young children attending numerous nearby primary schools, my concerns are deeply rooted in the community's welfare and stem from the objectives of the Licensing Act 2003. These concerns specifically relate to the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm.

Prevention of Crime and Disorder

The proposal to operate multiple venues with late-night alcohol sales raises concerns about littering and vandalism. Establishments that sell alcohol, especially with late-night hours, often contribute to an increase in litter, including bottles, cans, and food packaging. This not only detracts from the aesthetic and environmental quality of the area but also poses a public health risk. Additionally, the presence of intoxicated individuals can lead to acts of vandalism, further harming the community and requiring additional resources for cleanup and repair.

I urge the committee to consider the cumulative impact of these applications on the local area. The aggregation of licensable activities could significantly exacerbate issues related to public nuisance, crime and disorder, and public safety. The potential for increased foot traffic, noise, and alcohol-related incidents could strain local resources and negatively affect the quality of life for residents, including myself and the many families living here.

The council has already recognised the severe negative impact that multiple venues with license to sell alcohol late at night had on Shepherd's Bush Green, and it should serve as a cautionary tale against repeating these mistakes with Olympia.

Other entertainment hubs within the borough, such as Westfield do not permit such widespread extended opening hours or the ability for all their venues to play music outdoors. Given the more residential nature of Olympia's location, the proposed hours and activities could disproportionately disturb the peace and well-being of our community.

In summary, the proposed late-night sale of alcohol and extended hours during weekends and other specific days have the potential to increase crime and disorder in the local area making it challenging to monitor and control alcohol consumption and behavior, increasing the risk of incidents that strain local law enforcement and emergency services.

Prevention of Public Nuisance

The proposed late night operations for all venues and the ability to play outdoor live and recorded music until 23:30 daily and the potential for noise from patrons, especially in an outdoor rooftop setting, is likely to create a significant public nuisance. Noise

pollution can disturb the peace of local residents, particularly during late hours, and the impact may be exacerbated in a rooftop venue where sound can travel more freely. This is particularly concerning in a neighbourhood like ours, where the tranquillity is vital for families with school-going children.

Unlike other areas with similar venues, our community lacks the necessary infrastructure to allow late night patron to return home peacefully and quietly.

It is important to note that, prior to this application, there were very few premises in the vicinity selling alcohol and with significantly less capacity . Introducing multiple venues that propose the sale of alcohol until 23:30 daily, with extended hours on separate days represents a significant change to the local environment. The committee should carefully consider the implications of introducing alcohol sales in an area previously without such offerings, especially in terms of potential shifts in social dynamics, increases in foot traffic, and the impact on local residents' quality of life.

Furthermore, it is pertinent to reference the historical precedent set by a temporary rooftop venue in Olympia known as the Pergola. During its operation, it caused significant disturbance to local residents, leading to numerous complaints to the local authority. This past experience suggests that a permanent rooftop venue with similar licensable activities could potentially exacerbate public nuisance issues, disturb the peace of residents, and strain community relations.

Protection of Children from Harm

The increase in public nuisance and the crime and disorder in the local area, might severely impact the health of children as a result of lack of sleep.

The effects of lack of sleep on children can be significant and wide-ranging, impacting various aspects of their physical health, cognitive function, emotional well-being, and behavior.

The council should note that the majority of property around Olympia consist of converted Victorian houses in conservation, with poor sound insulation of walls and windows, directly affecting families like mine and exacerbating the potential harm to children.

This concern is critical in a community densely populated with young families and children who require a conducive environment for their development and well-being

Conclusion

Given these concerns, including the critical consideration of introducing alcohol sales in a previously quieter area, the residential character of our neighbourhood with presence of young families and schools and the historical disturbances caused by the

temporary Pergola venue, I urge the licensing authority to consider the potential negative impacts of granting these licences on the local community and on the promotion of the four licensing objectives.

While I recognize the need for these venues to cater to visitors of Olympia exhibitions, office workers, and guests to the theatre and music venues before shows, it is possible to do so within more considerate operating hours. Limiting the opening hours could allow the venues to serve their intended purpose without negatively impacting the local community.

I recommend that the application be reconsidered, with either a rejection or the imposition of strict conditions to mitigate the risks highlighted. These could include:

- Limiting the opening hours to between 6pm and 9pm including the sale of alcohol to prevent late-night disturbances and not impact sleep impact for both adults and children. The venues would still be able to cater for visitors of Olympia exhibitions, office workers and guests to the theatre and music venues before shows.
- Restrict the ability to play music outdoor
- Implementing stringent noise control measures to minimize public nuisance.
- Enforcing rigorous safety protocols to ensure public safety, particularly given the unique risks of a rooftop setting.
- Clearly defining policies to protect children from exposure to harmful behaviors and ensuring these are strictly adhered to.
- Establishing strict littering and vandalism controls, including adequate disposal facilities and security measures to manage and mitigate these concerns.

Living in close proximity to Olympia, the outcome of this application is of significant concern to me. The well-being of the community and adherence to the Licensing Act 2003 objectives should be paramount in the decision-making process. I appreciate your consideration of my representation against this application.

From: [REDACTED]
Sent: Friday, March 22, 2024 8:13 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Cllr Lang Adam: H&F <Adam.Lang@lbhf.gov.uk>
Subject: Representation against Olympia proposed licenses

To the Licensing Authority,

I am writing to formally oppose the applications for 20 provisional premises licences proposed by Olympia as described below:

2024/00302/LAPRP: Restaurant (Unit 3, Level 2, Mezzanine And Rooftop Bar)
2024/00316/LAPRP: Unit 2B Mezzanine Restaurant
2024/00310/LAPR: National Hotel (Citizen M) - Basement To Level 4
2024/00308/LAPRP: Unit 1B (unit 2 Level 2) - Olympia London Development
2024/00312/LAPR: Emberton House Hotel (Hyatt) - Olympia London Development
2024/00309/LAPRP: Unit 2A (unit 2 Level 2) - Olympia London Development
2024/00307/LAPRP: Unit 1A (unit 2 Level 2) - Olympia London Development
2024/00315/LAPRP: Theatre - Olympia London Development
2024/00314/LAPRP: Live Lounge Banquet & Conference Facilities
2024/00268/LAPRP: Music Arena - Olympia London Development
2024/00266/LAPRP: Roof Garden South Terrace - Olympia London Development
2024/00257/LAPRP: 1 Olympia Way - Olympia London Development
2024/00263/LAPRP: National Terrace - Olympia London Development
2024/00253/LAPRP: Gym - Ground And Basement - Emberton House
2024/00301/LAPRP: Restaurant Level Unit 3A (right Side Unit 3, Level 2) – OLDe
2024/00261/LAPRP: Roof Garden Gin Bar - Olympia London Development
2024/00265/LAPRP: Roof Grd Nth Terrace Mezzanine - Olympia London Development
2024/00300/LAPRP: Pillar Hall - Olympia London Development
2024/00264/LAPRP: Roof Garden North Terrace - Olympia London Development
2024/00267/LAPRP: Roof Grd Sth Terrace Mezzanine - Olympia London Development

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Prevention of Crime and Disorder

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packaging. This not only detracts from the aesthetic and environmental quality of the area but also poses a public health risk. Additionally, the presence of intoxicated individuals can lead to acts of vandalism, further harming the community and requiring additional resources for cleanup and repair.

I urge the committee to consider the cumulative impact of these applications on the local area. The aggregation of licensable activities could significantly exacerbate issues related to public nuisance, crime and disorder, and public safety. The potential for increased foot traffic, noise, and alcohol-related incidents could strain local resources and negatively affect the quality of life for residents, including myself and the many families living here.

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In summary, the proposed late-night sale of alcohol and extended hours during weekends and other specific days have the potential to increase crime and disorder in the local area making it challenging to monitor and control alcohol consumption and behavior, increasing the risk of incidents that strain local law enforcement and emergency services.

Prevention of Public Nuisance

The proposed late night operations for all venues and the ability to play outdoor live and recorded music until 23:30 daily and the potential for noise from patrons, especially in an outdoor rooftop setting, is likely to create a significant public nuisance. Noise pollution can disturb the peace of local residents, particularly during late hours, and the impact may be exacerbated in a rooftop venue where sound can travel more freely. This is particularly concerning in a neighbourhood like ours, where the tranquillity is vital for families with school-going children.

Unlike other areas with similar venues, our community lacks the necessary infrastructure to allow late night patron to return home peacefully and quietly.

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- Establishing strict littering and vandalism controls, including adequate disposal facilities and security measures to manage and mitigate these concerns.

Living in close proximity to Olympia having a young family, the outcome of this application is of significant concern to me. The well-being of the community and adherence to the Licensing Act 2003 objectives should be paramount in the decision-making process. I appreciate your consideration of my representation against this application.

Kind regards

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]