

**From:** Matthew Phipps

**Sent:** Thursday, April 11, 2024 5:08 PM

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

**Cc:** Licensing HF: H&F <licensing@lbhf.gov.uk>; Matthew Phipps

**Subject:** Emberton House Hotel - Hyatt- submissions and appendices

Dear Lorna and team,

Please find attached written submissions in connection with the licensing committee hearing next week, 17<sup>th</sup> April.

For inclusion in the committee papers and agenda please.

Best wishes

Matthew Phipps

Partner

Head of Licensing England and Wales

for TLT LLP

**BEFORE THE LONDON BOROUGH OF HAMMERSMITH & FULHAM LICENSING SUB-COMMITEE**

**IN THE MATTER OF AN APPLICATION FOR A NEW PREMISES LICENCE**

**OLYMPIA EMBERTON HOUSE HOTEL (HYATT)**

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**SUBMISSION**

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**Introduction**

1. This submission is aimed at assisting the London Borough of Hammersmith and Fulham (LBHF) licensing committee, officers and the local resident objectors who are parties to the above matter, now listed for determination on Wednesday 17<sup>th</sup> April. In essence it summarises the submissions that the applicant will make to the licensing committee and introduces the documents that will be relied upon by the applicant.

**Appendicies**

- Olympia Introduction (**Appendix 1**)
- Residential engagement report (**Appendix 2**)
- Westfield Hours (**Appendix 3**)
- Images of Hyatt proposal (**Appendix 4**)

Already included within the committee agenda and referenced here are

- Report on policy (**p180**)
- Presenter for Hyatt Hotel Group (**p183**)

**Application**

2. The application is for a premises licence for a hotel, to be operated under an agreement with the international hotel chain Hyatt Hotel Group. This premises forms part of the larger Olympia development. The premises can be found in the building historically known as 'Multi Story Building' which has been converted into this hotel. There will be a Gym in the basement floor of the building, separately operated.

## History of Olympia

3. Olympia Exhibition Centre, also known as Olympia London, has a 130+ year history as one of the UK's leading exhibition centre facilities and has established itself as a regular annual location for major shows and exhibitions. The Olympia Exhibition Centre comprises eight main buildings within the land bounded by Hammersmith Road to the south, Olympia Way to the east, Maclise Road to the north and Beaconsfield Terrace Road & Blythe Roads to the west. The eight buildings are distinct in terms of age, architectural appearance and physical form, although all of the buildings are associated with the historic use of the site.
4. The licensing committee will be familiar with the Olympia site.
5. The following bullets are drawn from the Design and Access Statement that accompanied the planning application for the Olympia development (Masterplan) as a whole, previously submitted to LBHF. This document has not been re-submitted in full here, as it runs to some 430 pages.
  - Olympia was originally conceived in the early 1880s as the National Agricultural Hall, a larger version of the Royal Agricultural Hall in Islington. The building followed in the tradition of large scale exhibition halls popularised by the Great Exhibition in 1851 which became the inspiration of various imitators in London and elsewhere in the United Kingdom and around the world.
  - The National Agricultural Hall (Olympia) had the following ideals and objectives:
    - To provide healthy amusement and reinvigorate by brilliant demonstrations the national love of athletic exercises and contests of skill,
    - To raise the tone of popular taste by entertainments and displays which will be of the purest and highest character,
    - to educate the masses eye and even "classes" by exhibitions of art, science and industry.
  - During World War I Olympia was requisitioned as a temporary civil prison camp for German nationals and other potential hostile aliens. From 1915 onwards the hall spent the rest of the war as an army clothing store.
  - Joe Lyons the official caterer for Olympia regularly produced luncheons and dinners for thousands, including the Feast of Eight Thousand in 1925.
  - Olympia was taken over by the army a second time in January 1940 reviving its role as a prison camp.

- Musical entertainment was a feature through the 20<sup>th</sup> century with both Jimmy Hendrix and Pink Floyd playing in the 1960s. Crufts, the dog show, became a regular annual event.
  - Ad hoc extensions and improvements have been made over time, sometimes without the benefit of a co-ordinated and holistic vision for the entire site.
6. The exhibition and conference industry has been evolving and continues to evolve in the 21<sup>st</sup> century. This has raised significant challenges for Olympia; it needs significant investment, expansion and diversification in order to adapt and respond to modern requirements and ensure that it continues to deliver the economic, employment, tourism and other benefits that it has done historically. Attached at appendix 1 is an introduction to the development of Olympia as a whole, marked Olympia Introduction.

#### **Proposed Opening Hours**

- 24 hours a day

#### **Proposed licensable activities**

##### **Sale by Retail of Alcohol**

- Monday to Sunday 07:00 to 00:00 (non-residents)
- Monday to Sunday: 00:00 to 00:00 (residents and bona fide guests)

##### **Film**

- Monday to Sunday: 00:00 to 00:00

##### **Late Night Refreshment**

- Monday to Sunday 23:00 to 05:00

##### **New Year's Eve**

- All licensable activities extended to 02:00 on New Year's Eve, with the premises closing to non-residents 30 minutes thereafter.

##### **Film**

7. This permission is predominantly to accommodate screens within hotel bedrooms. There is no cinema or similar within the hotel.

##### **Late Night refreshment**

8. This is predominantly to accommodate room service, with meals being able to be taken in rooms.

## Hours

9. In line with first class hotel operations throughout the world, the premises will operate 24 hours a day for residents and bona fide guests. However, post-midnight, save for New Year's Eve, the proposal is that licensable activities will be provided for residents and their bona fide guests only.

## LBHF "suggested" hours.

10. Whilst the LBHF licensing policy sets out suggested closing hours for a variety of premises, it does not do so for hotel operations. With residents sleeping in rooms, we anticipate this is probably for self-evident reasons. However, taking those parts of the hotel that may be accessible to the public and treating them, for the purposes of the hours designations, as a bar/public house, the hours are in keeping with the hours within the policy.

## Hyatt Hotel Group (Hyatt)

11. Hyatt will operate these premises. The presenter introducing Hyatt included within the licensing committee papers gives an overview of the nature, type and style of the Hyatt Hotel Group operations in the UK and further afield. Hyatt Hotel Group is a High class luxury operator with a global reputation. This is a significant company with a strong background, a wide variety of brands and premises and a worldwide presence. Hyatt pride themselves on being a responsible and inclusive business.
12. It is, we suggest, very much in keeping with the aspirations for the Olympia development both in support of the exhibition space, as well as reflecting the new cultural, retail and leisure facilities. It is anticipated that the proposed premises will be an asset in and of itself in Hammersmith and Fulham. The presenter can be found at **page 183** of the main agenda.
13. The company first formed in the 1950. It operates in more than 1000 hotels worldwide. The company has considerable experience of delivering licensable activities across 11 hotels within London (including Great Scotland Yard, Albert Embankment and Blackfriars) and further afield, including Manchester, Cambridge and Birmingham. The Licensing Sub-Committee, responsible authorities and interested parties should take comfort from the company's experience and the high standards set by the business upon their operations.
14. This hotel will operate as a 'Regency' will be a 5 star standard and only their second in London alongside The Churchill in Portman Square.

15. Hyatt say this: *This hotel will operate to higher security brand standards, which includes numerous requirements for a range of integrated technical, physical and operational security measures designed to mitigate security risk and keep our guests, staff and property safe and secure. The hotel will be operating a trained and certified security guard force and there will be a named staff member responsible for the management and oversight of the security function. The nature, size and deployment of this function (which will be supported with CCTV security design access control and our global security policies) will be confirmed as the hotel moves closer to completion but will match the quality and standards of the security functions at other Hyatt hotels in London and the UK.*

### **Training**

16. Significant training will be provided to all staff as their role requires and to all hospitality focused staff and colleagues. This training includes food safety, health and safety, responsible service of alcohol, emergency procedures and environmental essentials as well as counter terrorism awareness. This is as standard across the Hyatt estate. Customer facing staff will undertake Hyatt's bespoke *Licensing Training and Conflict Management* as part of a comprehensive training package.

### **Pre Application dialogue**

17. The applicant sought to undertake pre-application consultation prior to the application being submitted. That licensing related engagement first commenced in November of last year. The applicant engaged comprehensively with the police and the Licensing Authority in anticipation of the submission of this application. These included exchanges of a draft application an operating schedule of conditions and supporting materials.

18. Formal pre-application consultation was undertaken. A copy of the pre application report from LBHF is contained within the main agenda at **page 111**. In response to that engagement several Teams meetings were held between the Licensing Authority lead and the Metropolitan Police where all parties, collectively, developed the proposed operating schedule now before the licensing committee.

### **Residential engagement**

19. The applicant has undertaken very significant engagement with residents. This is attested to in the residential engagement report included at appendix 2 marked communications report. This engagement is embedded within the planning permission and has been developed by the applicant across the last several years. The Licensing Sub-Committee will note from the report that the applicant has sought to engage repeatedly and comprehensively with residents through the course of the development cycle, over the last five-plus years. There have been dozens of on-site drop-in meetings, remote meetings, newsletters, a

dedicated website, an enquiries line and enquiries email address amongst many other touch points. The applicant has also sought to engage with local councillors throughout the last several years.

### **Responsible Authorities**

20. Engagement with LBHF and the Responsible Authorities has been significant. In so far as the licensing application is concerned it has included an “all parties” meeting hosted by LBHF licensing team, in which the applicants explained the proposals and specifics. Officers attended with questions and queries. That no representations have been received from the responsible authorities is a point of some significance.

### **Conditions**

21. There is a significant schedule of conditions included within the licensing application and licensing committee papers. These conditions attend to all four of the licensing objectives. The operating schedule proposed is on any view comprehensive and covers a miscellany of matters. The Licensing Sub-Committee will note that a number of the recommendations within the licensing policy are included as conditions within the application. The application includes (but is not limited to) the following conditions contained in full in the main agenda **at page133**:

- The premises shall operate as a Hotel.
- With the exception of residents and their bona fide guests, no alcohol shall be consumed more than 30 minutes after the permitted terminal hour for the supply of alcohol.
- A safeguarding policy ('The Policy') will be drawn up and implemented at the Premises. The policy will include as a minimum: Drink spiking, Drugs/ intoxication, 'Ask Angela' or other adopted national schemes relating to customer vulnerability.
- The Premises shall have a policy to ensure the welfare and safeguarding of vulnerable patrons. Staff shall be able to support and assist people who feel unsafe, vulnerable, or threatened. Should customers approach the venue for assistance, these incidents shall be recorded in the incident log. This policy shall be made available to police or authorised officers of the Licensing Authority upon request.
- CCTV
- Incident Register
- Refusals book
- Adequate and appropriate first aid equipment
- All exit routes will be kept unobstructed, with non-slippery and even surfaces, free of trip hazards and clearly signed.

- 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.
- Loudspeakers shall not be located in the entrance lobby or outside the premises building.
- Music shall not be played at such a level that it is likely to cause a public nuisance.
- Any outside areas are to be monitored and supervised during the hours that the premises are open to the public.
- The DPS or manager shall ensure sufficient measures are in place to remove and prevent litter or waste arising or accumulating from customers in the area immediately outside the premises. The area shall be swept and/or washed, and litter and sweeping collected and stored in accordance with refuse storage arrangements.
- At all times that the premises is operating under this licence, the Premises Licence Holder shall ensure that its staff operate a Challenge 25 Policy to minimise the risk of alcohol being sold to underage customers. This Policy shall provide that before any sale of alcohol any person who appears to be under the age of 25 will be required to produce photo ID in the form of a passport; driving licence, UK Military ID card; PASS (or similar) card, or any other form of ID approved by the Home office for age verification in relation to sales of alcohol, to prove that he/she is over the age of 18.
- The Designated Premises Supervisor shall ensure that all existing staff, new staff, supervisors and managers responsible for selling alcohol receive a written/online induction in the law relating to alcohol sales prior to undertaking the sale of alcohol. This training shall include times of operation, licensable activities, relevant offences and conditions from the premises licence, in particular in relation to completion of the incident and refusals logs.
- The premises licence holder shall ensure that the management team register and successfully complete the nationally recognised counter terrorism training product referred to as ACT eLearning package or can demonstrate that the ACT eLearning product has been successfully completed within the preceding 12 months and that all staff employed by or at the premises complete the ACT eLearning within a reasonable period not exceeding 3 months from the day they start their employment.
- No striptease, no nudity and all persons to be decently attired at all times.

### **Responsible Authorities**

22. None of the responsible authorities have sought to criticise the application or the proposed operating schedule. By granting this licence, the licensing authority are by no means giving a “blank cheque” to the applicants. All of the conditions on the face of the premises licence will oblige compliance, and as the committee and officers will expect; continued dialogue, discussion and transparency with the Responsible Authorities throughout the life of the licence.



## Health and Safety

23. LBHF, through the Health and Safety officer, made enquiries seeking to ensure that the premises will be safe, legal and compliant. The Applicant provided a response to those points, in simple terms confirming that the premises will be built to a standard that complies with LBHF (and national) requirements. These issues included, Fire Safety, Disability access, safety certification & assessment, accident reporting and appropriate training. Following that engagement, the Health and Safety officer has not seen fit to serve a representation.

## National guidance

24. The licensing committee will be familiar with section 9:12 of the national guidance issued under Section 182 of the Licensing Act 2003. This states *“Each responsible authority will be an expert in their respective field and in some cases, it is likely that a particular responsible authority will be the licensing authority’s main source of advice in relation to a particular licensing objective. For example, the police have a key role in managing the nighttime economy and should have good working relationships with those operating in their local area. The police should usually therefore be the licensing authority’s main source of advice on matters relating to the promotion of the crime and disorder licensing objective.”*
25. The committee will note that a some of the representations express concern about crime and disorder and antisocial behaviour. We submit that the position of the Metropolitan Police is of very real significance here.

## Representations

26. The representations that have been included within the licensing committee report address a variety of issues. Some pertain to this application, others to the Olympia development, as a whole. We entirely respect the fact that these are included so that the Licensing Sub-Committee has the whole picture, however we would observe that the representations do not make particular reference to the use and occupation of these premises as an upmarket hotel. A number of the representations express particular concerns, and it may help if we attend to those here.

## Westfield Shopping Centre

27. A number of representations seek to equate the two developments. Whilst it may well be said that the two developments are not easily said to be similar, and each application should be determined on its individual merits, we attach a brief report at **appendix 3**, marked Westfield, following investigation of the LBHF licensing register. This discloses that the assessment by many representors that Westfield premises is limited to 10pm (9pm) is respectfully, wrong. The research indicates “normal” hours of operation across the Westfield estate.

## **Noise**

28. Some of the representations articulate concern about noise escape from the premises. It is not the applicant's view that noise nuisance can reasonably be suggested to likely occur from the limited facilities at this hotel. Building controls and planning obligations further mitigate against this risk. A noise impact assessment report was submitted with the various planning applications which dealt with the larger question of amenity across the whole development.

## **Food and drink**

29. There is proposed a bar on the ground floor of the hotel. Next to that a lite bites, all day snack offering. We have attached some visual images of what might reasonably be expected at this location at **appendix 4** marked Olympia photos.

## **Food and Drink and relationship with Pillar Hall**

30. The Hyatt operation is proposed to operate in tandem with the neighbouring Pillar Hall. It is proposed that Pillar Hall will operate the restaurant/dining element that might most often be associated with a hotel of this calibre. This neighbouring facility is proposed to operate 365 days a year for breakfast, lunch and dinner.
31. The restaurant will ensure that its systems interface with the hotel POS system, for continuity of service for hotel guests.

## **Entertainment**

32. Some of the representations articulate concern about entertainment. This is, respectfully, little to do with this application. No communal regulated entertainment element has been applied for here. We anticipate that those representations can fairly be characterised as being directed to the forthcoming provisional statement applications, rather than this hotel, but to attend to the point about entertainment, film is the only entertainment requested within the context of this application. Rooms will have within them televisions and films may be enjoyed by residents within their room, via streaming services or similar This is the extent of the entertainment request. It is fair to observe that there will likely be background recorded music playing within the bar and lobby area, but not regulated entertainment.

## **Transport**

33. The site is highly accessible, with a public transport accessibility level (PTAL) rating of between 5 and 6A, defined as very good to excellent. Public transport facilities include both overground and underground train networks at Kensington Olympia which is within 20 metres of the site on the opposite side of Olympia Way. Multiple nearby high frequency bus networks and cycle provision routes also surround the site. In addition, a number of underground

stations are within walking distance from the site, Baron's Court and West Kensington being particularly close. Reference to this issue is raised in the officer report at **paragraph 3, page 100**.

34. Dialogue with both LBHF TFL and the GLA regarding the proposed mix of uses and transport access and parking considerations in the context of the wider Olympia development has been comprehensive.

35. Olympia, as a major event space in London, has been attracting significant crowds to events since the nineteenth Century. The transport links have developed to deal with the mass transport needs of large metropolitan crowds for such events. We submit that they are ideally designed to cope with the next stage of Olympia's storied history.

#### **Disability access**

36. The hotel accommodation will provide comprehensive disabled access with a number of rooms given over to and designed to accommodate those with accessibility issues. 10% of hotel guestrooms will be accessible and spatially sized to accord with building regulations, a proportion to be provided with ceiling mounted hoists. Consideration is to be given to choice of room, type and location, with the opportunity to have connecting rooms in some of the accessible rooms. Access, and parking was a significant feature of the various planning engagements.

#### **Limited application**

37. The facilities here will not include any function/banqueting/nightclub facilities. Nor does it include any external licensable area.

#### **Planning permission**

38. All planning permissions and listed building consents were approved from September 2019 (and onwards) for the re-development of Olympia, now known as the Olympia Masterplan Development. This development comprises the restoration of the existing historic buildings as well as the provision of high-quality new buildings for a variety of exhibition, arts and cultural uses, as well as complimenting retail, food and beverage, office, co-working and hotel accommodation alongside new public spaces. Various planning applications have been granted in the interim period attending to various buildings and the public realm space. This space, and this hotel, has featured in those considerations.

#### **Public realm**

39. The owners and operators of the Olympia development, recognising the importance of professional management and peaceful coexistence with their neighbours, have also

established Olympia Estates Services. This is a management company dedicated to the operation of the estate, as a whole, on their behalf. This decision reflects a commitment to direct oversight and accountability in addressing the needs of both the estate and the local community. The objective is to manage Olympia as a resource for the owner, as a service for its occupants and as a draw for visitors. The aim is to provide a safe, secure, well run and engaging environment for all stake holders. This will include management of issues such as security (through a contracted specialist manned guarding service partner who will provide manned security and fire watch in the communal areas of the estate 24 hours a day), incident management, noise, logistics, maintenance, cleaning, waste management and landscaping. Although perhaps not directly relevant to the hotel application before the licensing committee, it is respectfully submitted that it is important to contextualise the application within this overarching framework.

### **Controls**

40. Some of the representations invite the committee to ensure that strict controls such as limiting opening hours, restricting outdoor music, enforcing noise control measures, ensuring public safety protocols, and implementing littering and vandalism controls are in place if a licence is to be granted. This application contains such measures, either directly where relevant, or as part of the development as a whole when outside of the hotels' immediate control.

### **Lease and management formalities**

41. As stated above, it is intended for the premises to be managed by Hyatt. Whilst they will be obliged to comply with all the conditions already identified, it is also right to highlight that there are legal obligations between the applicant and the hotel company requiring them to deliver to a variety of exacting standards. Compliance with the licence conditions apart, there are additional obligations on ensuring safe, secure, and appropriate delivery of the operation. These obligations ultimately allow for the applicant to terminate the agreement if standards are not met.

### **Obligations on tenants**

42. Below are examples of the wording the Applicant includes in their management and lease agreements
  - *shall not allow odours to escape from the Property into any other area of the Estate and or any other nearby or adjoining land and shall, subject to the terms of this Lease, install all equipment reasonably necessary for these purposes.*
  - *shall procure that all extractor plant installed within the Property or forming part of the Tenant's Plant for the benefit of the Property now or in the future for the extraction of air from*

*the Property for which the Tenant is responsible shall treat odours in accordance with industry best practice.*

- *shall not use the Property for any purpose or activity which is illegal, immoral, noisy, noxious, dangerous, or offensive or which may be or become a legal nuisance to or cause damage to the Landlord or any other person or which might be harmful to the Property or the Building*
- *No sound from loudspeakers or other artificially generated noise shall be created within the Property which can be heard outside the Property, to a level which ...is excessive.*

#### **Each application on its individual merits**

43. As the licensing policy and national guidance make plain, each application must be considered on its individual merits. We are respectful of the reality that these applications will be considered in the context of the development but in our submission an upmarket hotel, with limited hours for public access would not fairly and/or ordinarily be considered significant or high-risk premises.

#### **Risk**

44. We submit that licensing is about proportionality. We are not able to eradicate every last possible risk. Nor would any other premises licence applicant/holder. However, we do invite the committee to consider that this hotel operation, with these conditions, is unlikely to undermine the licensing objectives.

#### **LBHF licensing policy**

45. At **page 180** of the report is a summary email, drawing attention to those paragraphs within the licensing policy that may be of particular significance and/or relevance to the licensing committee when they come to determine the matter.

#### **Determination**

46. We submit that the licensing authority's determination should be evidence based, justified as being appropriate for the promotion of the licensing objectives and proportionate to what it is intended to achieve. If the licensing authority decides that an application should be refused, it will still need to show that the grant of the application would undermine the promotion of one of the licensing objectives and that appropriate conditions would be ineffective in preventing the problems identified.
47. We submit that the licensing sub-committee can only really make such a finding based on admissible materials submitted to it. What the licensing committee cannot be asked to do is speculate, as the High Court made clear in *R (Daniel Thwaites) v Wirral Borough Magistrates Court (2008) EWHC838 (Admin)*. We submit that all of the materials produced by the

applicant in support the proposition evidence an appropriately risk assessed/conditioned, managed, supervised and controlled environment in which a hotel may operate and thrive.

### **Conclusion**

48. We submit that this application, for the reasons stated above, is unlikely to undermine the licensing objectives. Evidence and experience demonstrate that hotels are not a major source of issues, that undermine the licensing objectives, particularly when the activities applied for are suitably restricted and the hours the premises are open to the public are within appropriate hours. Secondly, the application, including the proposed conditions, are sufficiently robust to offer the Licensing Sub-Committee satisfaction that the applicant and operators understand how to promote the licensing objectives. For the above reasons, it is respectfully submitted that should the Licensing Sub-Committee be satisfied that there will be no likely undermining of the licensing objectives, then candidly there does not seem to be any good reason to refuse the application.

**MATTHEW PHIPPS**  
**TLT SOLICITORS**





OLYMPIA

PERFORM  
OLYMPIA

CREATE  
OLYMPIA

LISTEN  
OLYMPIA

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# 1. OVERVIEW

- 1.1 This document has been prepared in support of Olympus Property Holdings Ltd (Olympia hereafter) licensing application for the National and Emberton House Hotels
- 1.2 Olympia is committed to continual engagement with the local community and has consulted extensively on the masterplan application, subsequent planning applications and the licensing application that this document supports.
- 1.3 Over the last seven years, Olympia has:
  - Held almost 40 engagement events in seven years
  - Sent regular invitations to a postal database of 7,000 and an email database of 500
  - Held four public consultation events on the masterplan, with hundreds of conversations taking place and 200 feedback forms being submitted
- 1.4 For the licensing applications, Olympia has:
  - Sent a detail leaflet on the applications venue by venue, with an invitation to a consultation event.
  - Hosted a consultation event with information on the licensing application and members of the team available to answer questions and provide information
  - Hosted a follow-up drop-in providing another opportunity to learn about the licensing application.

## 2. MASTERPLAN ENGAGEMENT

- 2.1 The first public consultation for the Olympia Masterplan project was held on Wednesday 20 September, Thursday 21 September and Tuesday 26 September 2017 in the Pillar Hall on Olympia Way. Invitations were sent to approximately 4,000 people and 155 people attended, kicking off an engagement process that continues seven years later.



*First consultation event held in 2017*

- 2.2 In total, four public consultations were held before the Masterplan planning application was submitted. For the latter three over 6,600 invitations were sent out and between 131 and 218 people attended each event. Across all four public consultations, almost 200 feedback forms were handed in and countless follow up meetings took place.
- 2.3 The Olympia scheme was created in response to community feedback on what it was like to live near the existing exhibition and what improvements were needed in the area. Local residents observed that traffic could be difficult around the build up and break down of shows as cars parked in residential streets and along Olympia Way. There was also a feeling that the exhibition business wasn't for them; without a ticket to a show, there was no public access. At the same time, the London Borough of Hammersmith and Fulham published its Industrial Strategy, which set out its aspirations for Borough's economic development. The principles for the Olympia Masterplan were set using this information. The design team began by looking at an alternative and improved logistics centre and ways that the whole estate could be opened to the public.
- 2.4 As a result of feedback from the public consultations, the designs for the buildings changed. The proposed new theatre was significantly changed as a result of feedback on the first architectural iteration. There were also

changes to the design of the public realm, the office architecture and the design of the 'National' hotel along Hammersmith Road.

## Continued Engagement

- 2.6 After planning permission was submitted and later granted, Olympia continued to hold regular engagement events. On average, meetings took place just over once a quarter with approximately 30 dedicated events since 2019. Over 7,000 people were invited to each event by letter drop and approximately 500 people were invited by email. Over the years, the events have covered a range of topics from planning amendments to construction updates and exhibition business news. Each event was attended by between 50 and 100 people. Engagement continued during the Covid-19 pandemic, with the events moving online or to socially distanced in-person meetings when the rules allowed.

### 3. LICENSING

- 3.1 Invitations to a public consultation event were sent to approximately 7,000 addresses. The invitations included information on the event and detailed information on the licensing applications themselves. These can be viewed in Appendix I.
- 3.2 The consultation event took place on Tuesday January 23<sup>rd</sup> 2024 between 4pm and 7.30pm. The information on display can be found in Appendix II.
- 3.3 Other information was on display at this consultation event, including a construction update and updated designs for Olympia Way. Members of the team from the exhibition business, Olympia estate business, construction team and Yoo Capital were on hand to answer questions and provide updates.
- 3.4 Approximately 70 people attended this consultation event and seven feedback forms were filled in. Most of the comments focused on the Olympia Way designs and only one touched on licensing.
- 3.5 A further public engagement event took place on the 7<sup>th</sup> March 2024 between 4pm and 7.30pm. While this event was an update rather than consultation, material on the licensing application was available and displayed.
- 3.6 Olympia will continue to engage with the local community in the run up to the launch of the wider estate and beyond. It is anticipated that drop-ins will continue to be held on a quarterly basis and a new newsletter has been launched, providing updates to residents online and in print.

# APPENDICES

## APPENDIX I

# DEAR NEIGHBOUR

# OLYMPIA

We wish you all a Happy New Year. As we look ahead to 2024, we would like to invite you to a drop-in event, which will cover:

- a licensing application, which we have provided more detail below and overleaf;
- our construction timeline for 2024;
- key events for the exhibition business in the next quarter;
- an updated planning application changing the shops along the railway of Olympia Way to smaller kiosks.

As ever, please do let us know if you are unable to attend at the times advertised and we will arrange to meet with you at your convenience. Please contact us on 07539 096459 or via [updates@olympia.co.uk](mailto:updates@olympia.co.uk).

### OLYMPIA LICENSING

As you will be aware a significant part of the development includes a variety of leisure/food and drink operations. Although our coffee shops and bakery style operations will not require a formal premises licence, those that permit the sale of alcohol and/or regulated entertainment will have a requirement for a licence on top of the planning permission already granted.

### HOURS

The licence applications will be seeking permission to accommodate a wind down/drinking up time across all units. As you will be aware our planning permissions prohibit operations after 12.00 am. The majority of the licenses will be for the sale of alcohol up to 11pm or 11.30pm. Level 2 or the 'sky garden' is the only exception to this and will apply for a license up to midnight (this excludes the music arena and theatre). For the avoidance

**Drop in Event**  
**Tuesday 23<sup>rd</sup> January 2024**  
**4pm – 7.30pm**  
**Marketing Suite**  
Maclise Road Surface Carpark  
at the north end of Olympia Way

of doubt, none of the licence applications will be seeking any extension beyond the planning permissions already obtained.

**AREAS** — The units requiring licences are:

### HOTELS

Two hotels are currently under construction, a Citizen M hotel on the corner of Olympia Way and Hammersmith Road that will have an ancillary bar/restaurant and room service, and a Hyatt Regency Hotel on the corner of Maclise Road and Olympia Way which has a bar and room service proposal.

### MUSIC ARENA

There will be a 4,000 capacity music arena is proposed at the north west corner of the estate. This will require permissions for regulated entertainment (live and recorded music) and the sale of alcohol no later than 11pm (in line with the current planning consent).

## THEATRE

The Trafalgar Entertainment Group theatre on the corner of Lyons Walk and Hammersmith Road will require a premises licence both for alcohol and entertainment.

## ONE OLYMPIA WAY

The former Pizza Express (now One Olympia Way) will require a premises licence. This will seek a permission for the sale of alcohol for a restaurant/bar premises.

## PILLAR HALL

The Pillar Hall is being transformed into a bar/restaurant, café and events space which will also require a premises licence.

## LEVEL 2

On level 2 there will be a number of bars and restaurants.

In the south side there will be three operations, one called the National Terrace, second called the South Terrace, and the third called the South Terrace Mezzanine. These will all operate as café/bar/restaurants, laid out to tables and chairs, requiring the sale of alcohol and regulated entertainment (recorded music) in the operations.

The north terrace will also have three units, the North Terrace, the North Terrace Mezzanine, both acting as bar/café/restaurants with the accompanying permissions.

## GYM

There will be a ground and basement gym underneath the Hyatt Regency Hotel. This is likely to have a small ancillary bar for gym users.

## LIVE LOUNGE

Finally, servicing the office space there will be a conference centre and what we are currently calling the 'Live Lounge'. This will be a café/restaurant/bar space predominantly accommodating the office users above, a bar, café, food offer, with a stage facilitating conference style events as well as music and presentations.

## APPLICATIONS

Our intention is to submit all the individual permissions with proposed conditions bespoke to each unit outlined at the end of January. The conditions will cover issues such as CCTV, staff training, counter-terrorism protections, drink

spiking, door supervisors, incident and refusals books, safeguarding, customer capacities, first aid, noise management, challenge 25 etc.

## LICENSING OFFICERS

We have already begun to engage with the LBHF licensing team and the Metropolitan Police.

## APPLICATION TIMETABLE

Once the applications are submitted there will be a 28-day consultation period led by Hammersmith and Fulham Council. During that time representations may be submitted to the various applications. If objections are received then the matters will be considered by a LBHF licensing committee within, we believe, three to six weeks after the end of the consultation period.

We believe that the applications will appropriately control the permitted activities, but we are keen to hear from you if you have any concerns or suggestions. We would welcome your feedback at our drop in session highlighted above or if you prefer please don't hesitate to email us at [updates@olympia.co.uk](mailto:updates@olympia.co.uk) in advance of the proposed meeting.

We look forward to hearing from you.

Best wishes

The Olympia Team













"Licensable Activities" in this context shows the latest terminal hour on the licence (excl LNR).

Premises Name	Address	Licence Number	Permitted Hours
Busaba	Unit 1027, Westfield London Shopping Centre, Ariel Way, London, W12 7GA	2024/00247/LAPR	<b>Opening Hours</b> Mon - Sun 0900 - 0100  <b>Licensable Activities</b> Mon - Sun 0900 - 0100
"Fatty Foodie Ltd"	Unit 1034, Westfield London Shopping Centre, Ariel Way, London, W12 7GA	2024/00226/LAPR	<b>Opening Hours</b> Mon - Sun 0930 - 0030  <b>Licensable Activities</b> Mon - Sun 0930 - 0000
Byron Burger	Unit 3123-3125, Westfield London Shopping Centre, Ariel Way, London, W12 7GF	2024/00208/LAPR	<b>Opening Hours</b> Mon - Sun 0930 - 0030  <b>Licensable Activities</b> Mon - Sun 0930 - 0030
"Westfield Europe Ltd"	Unit 1029, Westfield London Shopping Centre, Ariel Way, London, W12 7GB	2024/00176/LAPR	<b>Opening Hours</b> Mon - Sun 0930 - 0030  <b>Licensable Activities</b> Mon - Sun 0930 - 0000
"Westfield Europe Ltd"	Unit 1032, Westfield London Shopping Centre, Ariel Way, London, W12 7GA	2024/00099/LAPR	<b>Opening Hours</b> Mon - Sun 0930 - 0130  <b>Licensable Activities</b> Mon - Sun 0930 - 0130
Rosa's Thai	Unit 1075, Westfield London Shopping Centre, Ariel Way, London, W12 7GB	2023/01944/LAPR	<b>Opening Hours</b> Mon - Sun 0930 - 0030  <b>Licensable Activities</b> Mon - Sun 0930 - 0000

Premises Name	Address	Licence Number	Permitted Hours
Gourmet Burger Kitchen	Unit 1072, Westfield London Shopping Centre, Ariel Way, London, W12 7GA	2023/00766/LAPR	<b>Opening Hours</b> Mon - Sun 0930 - 0030  <b>Licensable Activities</b> Mon - Sun 0930 - 0000
Bill's	Unit 1071, Westfield London Shopping Centre, Ariel Way, London, W12 7GA	2022/02063/LAPR	<b>Opening Hours</b> Mon - Sun 0930 - 0030  <b>Licensable Activities</b> Mon - Sun 0930 - 0000
All Star Lanes	Unit SU0220A, Westfield London Shopping Centre, Ariel Way, London, W12 7HB	2022/01863/LAPR	<b>Opening Hours</b> Sun - Thu 0700 - 1130 Fri - Sat 0700 - 0130 <b>Licensable Activities</b> Sun - Thu 0700 - 1100 Fri - Sat 0700 - 0100
Wahaca	Unit 1074, Westfield London Shopping Centre, Ariel Way, London, W12 7GB	2022/02135/LAPR	<b>Opening Hours</b> Mon - Sun 0930 - 0030  <b>Licensable Activities</b> Mon - Sun 0930 - 0000
Sticks 'N' Sushi	Unit 1035, Westfield London Shopping Centre, Ariel Way, London, W12 7GA	2023/00735/LAPR	<b>Opening Hours</b> Mon - Sun 0930 - 0130  <b>Licensable Activities</b> Mon - Sun 0930 - 0130
Zizzi	Unit 1076, Westfield London Shopping Centre, Ariel Way, London, W12 7GB	2023/01625/LAPR	<b>Opening Hours</b> Mon - Sun 0930 - 0030  <b>Licensable Activities</b> Mon - Sun 0930 - 0000



A dynamic and colorful splash of liquid, likely paint or ink, forms a thick, circular ring. The colors are a mix of bright cyan, magenta, orange, green, and purple, with some white highlights. The liquid is captured in mid-motion, with various droplets and splatters trailing off from the main ring. The background is a solid, dark navy blue, which makes the vibrant colors of the splash stand out prominently. In the center of the ring, the word "OLYMPIA" is written in a clean, white, sans-serif font. The letters are bold and evenly spaced, with a small trademark symbol (TM) at the end of the word.

OLYMPIA™



# OLYMPIA IS TRANSFORMING



The £1.3 billion regeneration of Olympia is set to be London's newest cultural landmark. A destination for art, culture, entertainment, education, exhibitions, music, food, drink and work.

\*





“

We are excited to be a part of the regeneration of this London icon – from the enhancement of the exhibition halls, to the addition of incredible offices, new performance and hospitality venues and creating new public spaces for all to enjoy – a new destination in the making.

”

— Thomas Heatherwick







◀ *Newly pedestrianised Olympia Way*

# 01 MASTERPLAN

In London, experience-seeking city dwellers are yearning for spontaneity, serendipity and singular moments. The stage is set for a new destination that quickens pulses, entices visitors and thrums with energy. Here's what we're planning.



# HISTORY



▶ Bertram Mills Circus, 1924

Olympia has been home to the best of global innovation, culture and entertainment for over 130 years. From Britain's first cinema and the world's first computer exhibition to Victorian circuses and London Fashion Week.

With a projected 2 million visitors a year, Olympia London will continue to provide world class exhibition and venue space reflecting its tremendous heritage.



▲ Vivienne Westwood, London Fashion Week, 2009



◀ Chris Eubank vs Gary Stretch, 1991

▼ Aero & Motor Boat Exhibition, 1911



▼ Motorcycle & Cycle Show, 1921





# OLYMPIA WILL BE...

**2.5**  
acres of new  
public realm

**4,000**  
capacity  
Live Music  
Venue

New  
restaurants,  
bars and  
eateries

Gym

**550,000**  
sq ft of incredible  
offices with  
state of the  
art amenities

**1,575** seat  
Performing  
Arts  
Theatre

School  
for the  
creative  
arts

**4**  
major exhibition  
halls 26,000  
person capacity

**2**  
globally renowned  
international  
lifestyle hotels

# OUR PARTNERS

## Entertainment

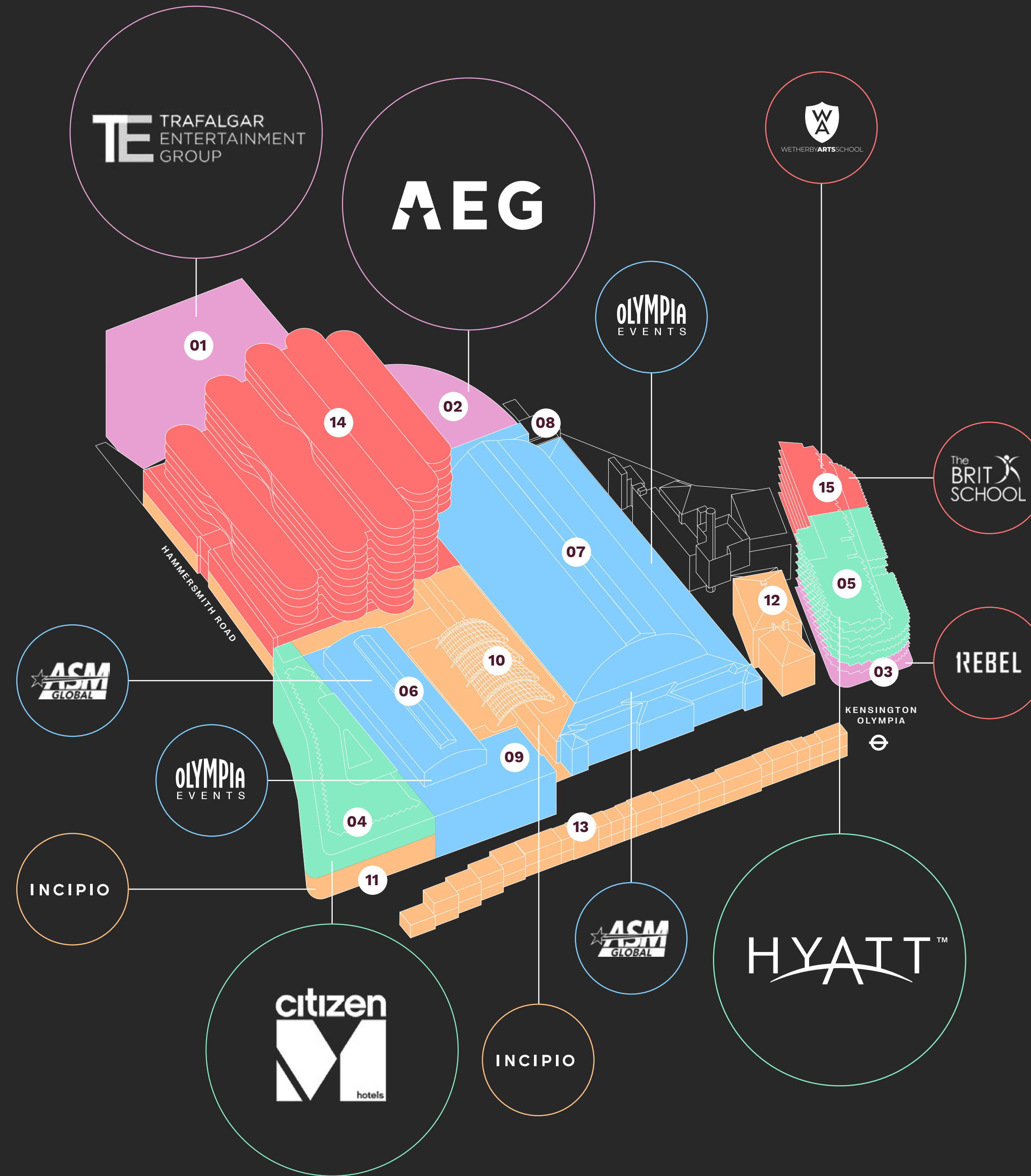
- 01 OLYMPIA THEATRE**  
1,575 seat venue
- 02 OLYMPIA MUSIC VENUE**  
4,000 capacity venue
- 03 GYM**  
8,500 sq ft

## Hotels

- 04 CITIZEN M**  
146 rooms
- 05 HYATT REGENCY**  
204 rooms

## Exhibitions

- 06 NATIONAL HALL**  
5,000 capacity
- 07 GRAND HALL**  
10,000 capacity
- 08 WEST HALL**  
5,000 capacity
- 09 CENTRAL HALL**  
6,000 capacity



## Eat Drink Shop

- 10 OLYMPIA ROOF GARDEN**  
Food and market hall
  - 11 RESTAURANT**
  - 12 PILLAR HALL**  
Restaurant and jazz club
  - 13 OLYMPIA WAY**  
Eateries, restaurants, gallery space
- Community non-profit spaces dedicated to performing arts

## Offices & Studios

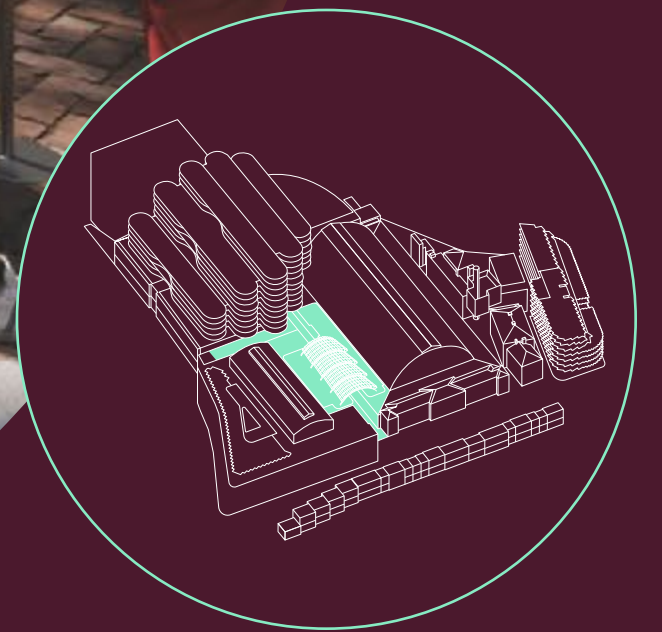
- 14 ONE OLYMPIA**  
Signature offices  
Rooftop terraces  
Meeting & breakout areas  
Conferencing  
Tech hub and event space
- 15 EMBERTON HOUSE**  
Office, educational use, performing arts school, community theatre



# RAISING THE ROOF (GARDEN)

With spectacular views over London, the glass canopied roof garden designed by internationally celebrated Heatherwick Studio will offer an incredible selection of food and drink set within lush landscaped terraces.

Olympia Roof Garden ▶

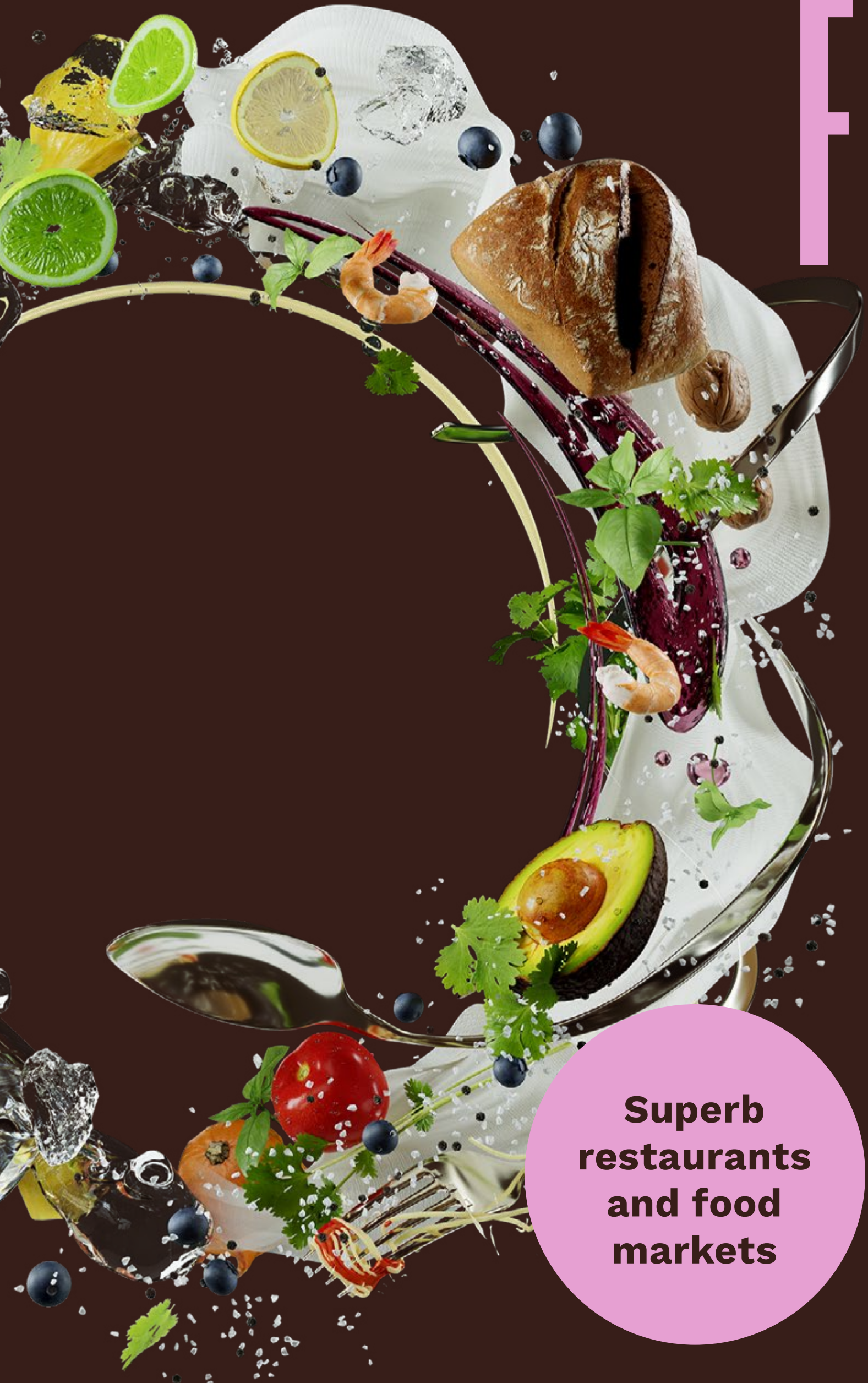






Olympia Roof Garden ▶





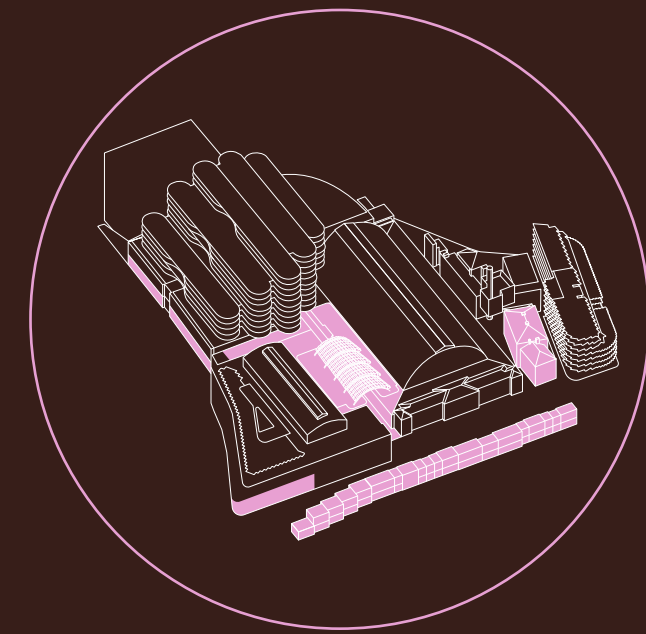
# FOOD & DRINK

Olympia Square ▶



Olympia will feature world-leading offerings in food and drink. New bars, restaurants and eateries will boost London's status as a culinary capital. Meanwhile, pop-ups, artisan food and street markets will represent unmissable offerings for gathering foodies.

**Superb  
restaurants  
and food  
markets**



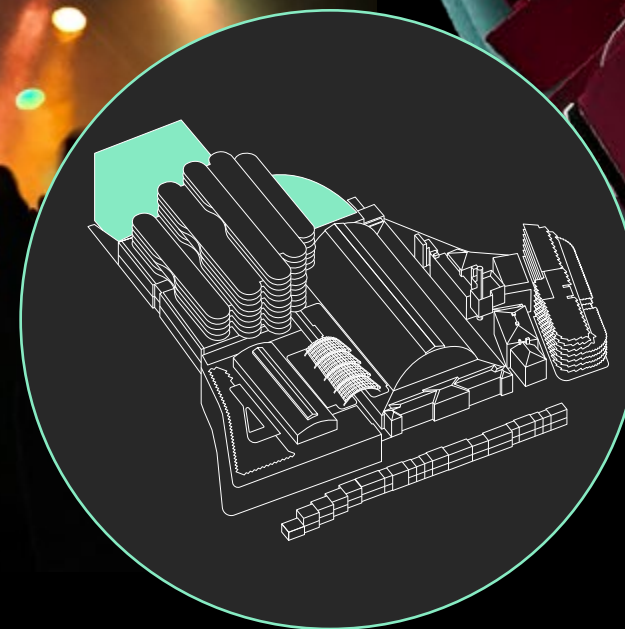
*Built in 1886, the Grade II\* listed Pillar Hall will be re-transformed into its former glory as an incredible restaurant and live performance venue.*



# ARTS & CULTURE



◀ Olympia Theatre



**AEG**  
PRESENTS

**TRAFALGAR**  
**ENTERTAINMENT**

Olympia will build on the heritage of art and culture of its west London locale. Music, performance and the visual arts will be pivotal to the experience here. Two major venues – a 1,575 seat theatre run by Trafalgar Entertainment and the 4,000 capacity AEG Presents music venue will attract the most prestigious names in the arts and entertainment industries.

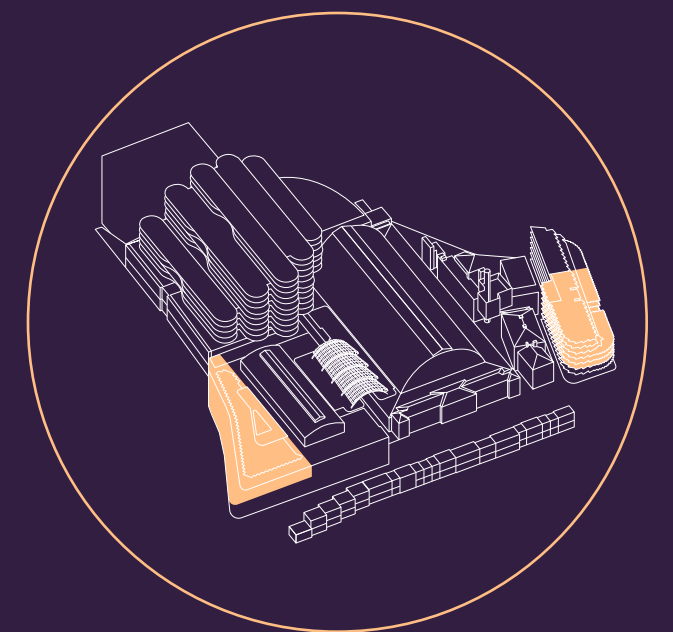




# STAY HERE

Olympia will be the home of two new globally renowned lifestyle hotels; citizenM and Hyatt Regency.

Business and leisure travellers alike will enjoy seamless, intuitive service alongside memorable dining experiences as well as flexible spaces to work, collaborate or relax.





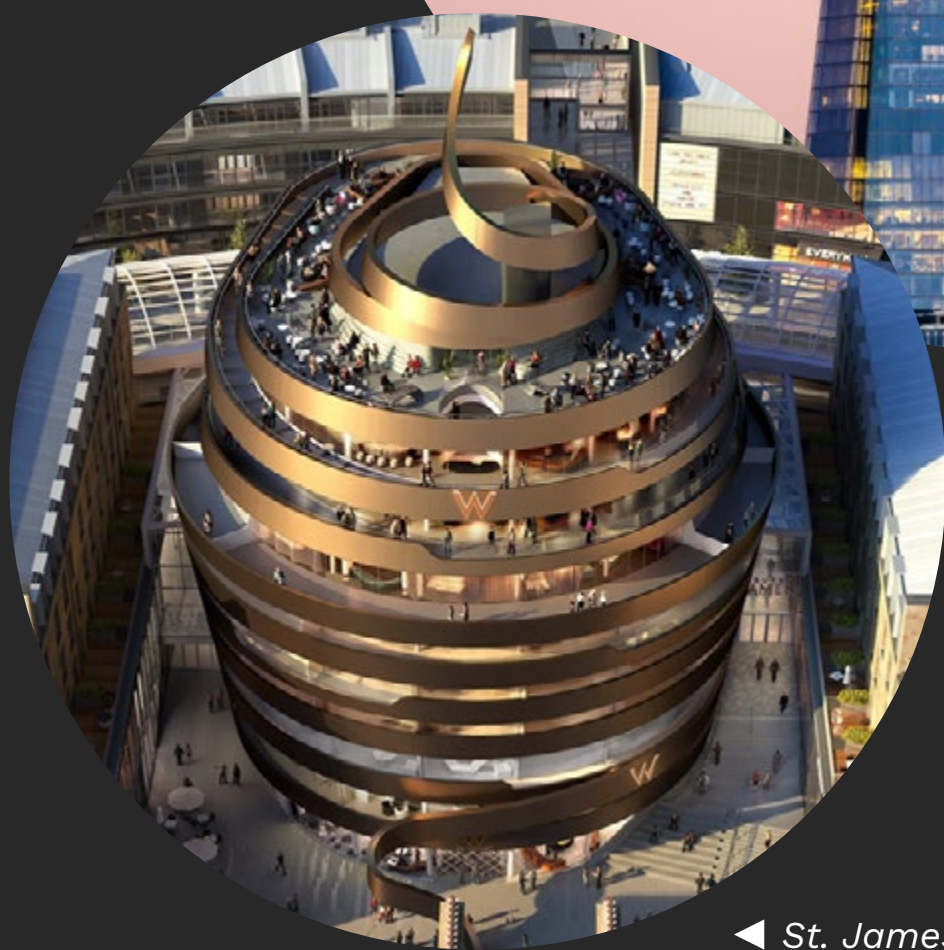
# 02 TEAM



◀ Coal Drops Yard, London



▲ The Shard, London



◀ St. James Quarter, Edinburgh

Vauxhall Sky Gardens, London ▶



The Future Olympia Team is made up of one of London's most talented, innovative and forward-thinking masterplan teams to re-imagine and bring forward Olympia into the 21<sup>st</sup> Century and prepare it for the 22<sup>nd</sup> Century.



# DEVELOPERS

## YOO CAPITAL

Yoo Capital is a privately held real estate investment firm that has invested in over £2 billion AUM focused on special opportunities across the UK.

By combining institutional investment disciplines, design-led creativity, and creative financial solutions, the firm delivers transformational place-making assets in edge of prime and infill zones, adding tremendous value to its assets and generating strong returns whilst mitigating risk for its investors. The in-house team has 30 years private equity, creative asset management and development capabilities with over £9bn of transactional experience.



## DEUTSCHE FINANCE INTERNATIONAL

DFI is a pan-European private equity firm with €3 billion of assets under management, which specialises in customer centric and operational real estate. It pursues differentiated and thematic value add and select opportunistic strategies in order to deliver consistent and superior risk-adjusted returns through deep value investing, capitalising on trends and transforming under-managed and under-invested assets and operating companies through active asset management.

The firm acts as the investment adviser to its discretionary funds and co-investment partners, and has a global institutional client base that includes pension funds, insurance companies, financial institutions and family offices.

DFI is independently managed by its Founding Partners with a dedicated best-in-class multidisciplinary team operating across offices in London, Munich, Madrid and Luxembourg. It benefits from being part of the Deutsche Finance Group (“DFG”), a global investment management firm that specialises in private market real estate and infrastructure investments. DFG currently has €9.6 billion of assets under management and is headquartered in Munich. DFG is privately owned and regulated by the Federal Financial Supervisory Authority of Germany, BaFin.

# DELIVERY TEAM

# AGENTS DETAILS

## Developers



## Architects

Heatherwick studio



## Contractor



## Project Manager



## Structural Engineer



## M&E Consultant



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An aerial night view of a city, likely Seattle, featuring a large, modern building complex with a prominent glass facade and a curved roof. The word "OLYMPIA" is overlaid in large, white, sans-serif capital letters across the center of the image. The surrounding city is illuminated with streetlights and building lights, creating a vibrant blue and white color palette.

# OLYMPIA™