

From: [REDACTED]

Sent: Tuesday, April 16, 2024 3:24 PM

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

Subject: Licensing Act - Premises Licence application number: 2024/00312/LAPR Premises name: Emberton House Hotel (Hyatt) - Olympia London Development Premises address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

Dear Lorna,

Regrettably I cannot attend the licensing meeting live. However I am still of the opinion that my concerns have not been adequately addressed by Olympia in their latest responses to the licensing committee that in places appear to be deliberately misleading.

Westfield Opening Hours:

Contrary to Olympia latest assertions, Westfield's website confirms that the vast majority of the restaurant operations close between 9 and 10 PM. Members of the licensing committee can confirm this fact with a quick check of Westfield's website.

Transport:

Olympia states that the site is highly accessible, with a public transport accessibility level (PTAL) rating of between 5 and 6A, defined as very good to excellent. They mention that public transport facilities include both overground and underground train networks at Kensington Olympia, which is within 20 meters of the site on the opposite side of Olympia Way, and multiple nearby high-frequency bus networks and cycle provision routes also surround the site.

Despite the various local public transport options listed by Olympia, they fail to recognise that TFL do not run regular services. During the weekend trains are limited to only three per hour, and restricted to only a few very early morning and late evening trains during the week. The London underground service at Kensington Olympia station only operate on a very limited schedule with no intention of increasing this service as it impacts the trains running elsewhere in the District Line. Only three TFL buses stop at Kensington Olympia bus station, with a frequency of 8-10 minutes.

The vast majority of guests to a 4-star hotel will clearly not arrive and leave with their luggage by bus or Santander bicycle! Local residents are rightly very concerned about increased noise from traffic and local parking spaces being used by black cabs, Uber taxis and visitors driving private cars in what is already very congested residential streets.

Community Engagement:

Olympia's engagement with the local community has at best been one-sided, with none of the residents' concerns ever taken into consideration.

Policy and Impact:

Olympia's assertion that each application must be considered on its individual merit goes against local LHBF policy. It states that where there is relevant representation, the licensing committee will consider if there is a substantial increase in the cumulative adverse impact from these or similar activities on adjacent residential areas, including:

1. Whether the licensed activities are likely to have an adverse impact, especially on local residents, and, if there is potential to have an adverse impact, what, if any, appropriate measures will be put in place to prevent it.
2. Whether there is a suitable level of public transport accessibility to and from the premises at the appropriate times.
3. Whether the activity will likely lead to a harmful and unmanageable increase in car parking demand in surrounding residential streets suffering high levels of parking stress or on roads forming part of the Strategic London Road Network or the London Bus Priority Network, leading to a negative impact on the Licensing Objectives relating to the prevention of crime, disorder, anti-social behavior (ASB), nuisance, and vehicle emissions.

Some 20 late-night licensing proposals have been submitted by Olympia, with an estimated 30,000+ guests and visitors (excluding all the employees, exhibitors and local workers), expected to attend these premises, as noted on page 23 of the supplementary agenda. I strongly believe there will be a substantial adverse effect on local residents that the licensing committee should take into account when considering the impact of the number of premises, visitors and operating hours within these applications.

Kind regards,

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