

Dear Sir/Madam,

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

Comments were submitted at 15/02/2024 11:03 AM from [REDACTED].

### Application Summary

Address: Fulham Football Club Stevenage Road London SW6 6HH

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Proposal: Licensing Act - Premises Licence

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Case Officer: Ms Lorna McKenna

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[Click for further information](#)

### Customer Details

Name: [REDACTED]

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Email:

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Address: [REDACTED]

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### Comments Details

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 15/02/2024 11:03 AM I strongly object to this. This is a football club, not a multipurpose arena. Sales of alcohol on such a scale (so many applications) would result in disruption to normally very tolerant neighbours, braying drinkers passing through our streets late at night and spoil residents' enjoyment of the river. I'm appalled by this raft of licensing applications. Fulham Football Club have refused to establish a river walk past the club for years and years. Suddenly, it's seemingly anything goes. Please reject all. Thank you.

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From: [REDACTED]  
Sent: Wednesday, February 14, 2024 6:16 PM  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
Cc: [REDACTED]  
Subject: Fulham Football Club

Dear Ms Lorna McKenna and colleagues.

As close neighbours of Fulham Football Club we are writing to object to your 7 separate applications for alcohol licences in various parts of the grounds, and in particular that for the First Floor Area. Whilst we understand your request for alcohol to be served at lunch time and in the evenings on match days (with LARGE notices asking guests to respect the neighbours) we object strongly to it starting from 08.00 am. Why is this needed? We consider midday to be early enough in this local residential area. We live [REDACTED], with our flats just the [REDACTED] Stevenage Park, [REDACTED], so will get the full brunt of noise emanating from the bars and hospitality areas.

We are generally supportive of the club and do not normally have trouble as fans arrive and leave quickly, with no incentive to stay, however, with the addition of alcohol venues this could be very different. Will these licensing hours only apply on match days or is the plan for facilities be open on non-match days to fans and/or the public longer term?

Yours sincerely

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

From:  
Sent: Thursday, February 15, 2024 8:22 AM  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

Cc: [REDACTED]

Subject: Craven Cottage alcohol licences.

Dear Ms Lorna McKenna and colleagues,

As close neighbours of Fulham Football Club we are writing to object to your 7 separate applications for alcohol licences in various parts of the grounds, and in particular that for the First Floor Area. Whilst we understand your request for alcohol to be served at lunch time and in the evenings on match days (with LARGE notices asking guests to respect the neighbours) we object strongly to it starting from 08.00 am. Why is this needed? We consider midday to be early enough in this local residential area. We live in the River Gardens complex, with our flats just the other side of Stevenage Park, facing the stadium, so will get the full brunt of noise emanating from the bars and hospitality areas.

We are generally supportive of the club and do not normally have trouble as fans arrive and leave quickly, with no incentive to stay, however, with the addition of alcohol venues this could be very different. Will these licensing hours only apply on match days or is the plan for facilities be open on non-match days to fans and/or the public longer term?

Yours sincerely

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

**From:** [REDACTED]  
**Sent:** Thursday, February 15, 2024 5:39 PM  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** Fulham Football Club licenses

Dear Licensing Authority,

I wish to raise an objection to the long licensing hours given in the seven license applications from Fulham Football Club as listed below.

In general, the Club is careful to keep its neighbours at River Gardens well informed and tries to keep disturbance as minimal as possible. I am looking forward to the additional facilities going to be provided by the club.

However, I think these licensing hours are unacceptable starting so early at 8am. I am also concerned about alcohol to be supplied to passersby along the riverside. The riverside path is a key area for residents, dog-walkers and children to enjoy nature and the splendid views. If people are able to buy alcohol this will cause disturbance, litter and rowdy behaviour. Furthermore the 24-hour license for the Boutique Hotel seems unacceptable if in public spaces. I am uncertain as to why the licenses need to include sale of alcohol off the premises. I would hope alcohol is only to be consumed within the grounds, restaurant etc and not taken away in to the surrounding residential neighbourhood.

Hours are 8am to 11pm with closing at 11.30pm but the Boutique hotel looks to be 24 hours

1. Basement Riverside (conference and performance space, sale of alcohol on and off the premises)
2. Members Club levels 3,4, and 5 Riverside stand (sale of alcohol on and off the premises)
3. Second Floor Stand (sale of alcohol on and off the premises)
4. Boutique Hotel (12 am to 12 am)
5. Ground Floor Riverside Stand (sale of alcohol on and off premises supply food and drink to anyone at stadium and passersby)
6. First Floor Riverside Stand (restaurant and brasserie sale of alcohol on and off the premises)
7. Spa Café (sale of alcohol on and off the premises 8am to 10pm)

Regards,

[REDACTED]

[REDACTED]

**From:** [REDACTED] <Sent: Friday, February 16, 2024 12:19 AM  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>; [licensing@lbh.gov.uk](mailto:licensing@lbh.gov.uk)  
**Subject:** FULHAM FOOTBALL CLUB LICENSES

To: Licensing Authority                      From: R & C Cheles River Gardens, Stevenage Road

We wish to raise an objection to the long licensing hours given in the seven license applications from Fulham Football Club as listed below.

We feel these licensing hours are unacceptable starting at 8am. We are also concerned about alcohol to be supplied to passersby along the riverside.

The riverside path is a key area for residents, dog-walkers and children to enjoy nature and the splendid views. If people are able to buy alcohol this will cause disturbance, litter and rowdy behaviour.

Furthermore the 24-hour license for the Boutique Hotel seems unacceptable if in public spaces. We are uncertain as to why the licenses need to include sale of alcohol off the premises. We would hope alcohol is only to be consumed within the grounds, restaurant etc. and not taken away in to the surrounding residential neighbourhood. This would be wholly unacceptable.

Hours are 8am to 11pm with closing at 11.30pm but the Boutique hotel looks to be 24 hours?

1. Basement Riverside (conference and performance space, sale of alcohol on and off the premises)
2. Members Club levels 3,4, and 5 Riverside stand (sale of alcohol on and off the premises)
3. Second Floor Stand (sale of alcohol on and off the premises)
4. Boutique Hotel (12 am to 12 am)
5. Ground Floor Riverside Stand (sale of alcohol on and off premises supply food and drink to anyone at stadium and passersby)
6. First Floor Riverside Stand (restaurant and brasserie sale of alcohol on and off the premises)
7. Spa Café (sale of alcohol on and off the premises 8am to 10pm)

You will be aware this area is heavily residential, a well known five star restaurant on the towpath close to FFC -

has to close it's doors at 10.30 pm each evening to comply with the regulations for a 'quiet' environment in the local area,  
and are mindful of their (Restaurant) neighbours.

Fulham Football Club should be practising within the same good neighbourly restrictions

We look forward to your response,

Regards,

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████████████████████

From: [REDACTED]

Sent: Friday, February 16, 2024 9:23 AM

To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

Subject: Application for Premises Licence at First Floor, Riverside Stand, Fulham Football Club

Dear Ms Lorna McKenna and colleagues.

This letter is written in objection to the specific application mentioned above, as well as to the several other similar applications for drink licences made by the Fulham Football Club.

While we welcome the addition of bars and restaurants to our area, as close neighbours of the Club we would suffer the consequences of having dozens of drunken revellers letting off steam after home games. With match attendance exceeding 30,000 and the large number of on-site bars envisaged, it would not be unreasonable to expect a large number of drunk and unruly fans creating noise and causing damage to property in the area.

Unlike the Chelsea Football Club, which enjoys similar bar closing times, we are in a totally residential area, whereas theirs is located on a busy commercial high street. Besides this, Chelsea FC is located close to the local tube station, where crowds can disperse rapidly, whereas Fulham fans would need to make their way to Hammersmith, or Putney Bridge.

We would consequently request that permission be granted subject to reasonable behaviour of supporters, in respect of local residents and their properties, and that bars should close maximum 1 hour after match ends. The Club employs crowd monitors around the ground, who can be tasked with dissuading unacceptable behaviour. If these conditions are not met, and disturbances in neighbouring areas occur, then we would ask that all licensed premises close by 10:00 pm, or when matches end, except those which are restaurants, and where food is being consumed.

Yours sincerely

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

**From:** [REDACTED]  
**Sent:** Monday, February 19, 2024 2:08 PM  
**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
**Subject:** Re: Application for Premises Licence at First Floor, Riverside Stand, Fulham Football Club

Dear Lorna

Thank you for your acknowledgement, together with the precisions and explanations you have provided.

I would like my letter with objections to refer equally to the following premises at Fulham Football Club:

1) Basement In Riverside Stand Fulham Football Club

Ref. No: 2024/00129/LAPR

2) Second Floor Riverside Stand Fulham Football Club

Ref. No: 2024/00138/LAPR

3) Boutique Hotel In Riverside Stand Fulham Football Club

Ref. No: 2024/00126/LAPR

4) Ground Floor Riverside Stand Fulham Football Club

Ref. No: 2024/00134/LAPR

5) First Floor Riverside Stand Fulham Football Club

Ref. No: 2024/00137/LAPR

6) Spa Cafe On Level 3 Riverside Stand Fulham Football Club

Ref. No: 2024/00127/LAPR

With kind regards,

[REDACTED]



**From**

**Sent:** Monday, February 19, 2024 5:13 PM

**To:** Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>

**Subject:** Re: Applications for liquor licences for Fulham Football Club

Dear Sir,

I write to say I am appalled by the very idea of these licences being granted for the sale of alcohol both on and off the above premises. When all the cafés, bars, spa etc are up and running our lives are going to be hell anyway without the added problems of alcohol being available all day and night.

This is a quiet residential part of Fulham and the noise and litter which will be a direct result of the granting of these licences will make our lives intolerable here. I can see little Stevenage Park becoming a dumping ground. It is bad enough at present on match days in front of the club and in Bishop's Park.

Please consider the residents of this Borough and do not grant these applications.

Yours faithfully,

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████████████████████

From: [REDACTED]  
Sent: Tuesday, February 20, 2024 3:53 AM  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
Subject: Licenses

The granting of liquor licenses to facilities in the Fulham Football stadium and hotel and restaurants will change the atmosphere to its detriment. Already there are enormous lorries parked along Stevenage Road before during and after matches which make the lives of residents more difficult.

Liquor licenses will bring even more congestion and spoil a relatively peaceful area Please please don't allow it.

[REDACTED]  
[REDACTED]  
[REDACTED]

-----Original Message-----

From: [REDACTED]  
Sent: Wednesday, February 21, 2024 1:32 AM  
To: Licensing HF: H&F <[licensing@lbhf.gov.uk](mailto:licensing@lbhf.gov.uk)>  
Subject: Re: Licenses

Dear Lorna

I don't consider myself someone who wants to spoil the pleasure of others but I am strongly against allowing ALL the applications .

Kind regards

[REDACTED]

I appreciate it's a cliché but as usual it's all about the money and not the people Sent from my iPad

Dear Sir/Madam,

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

Comments were submitted at 22/02/2024 1:45 PM from [REDACTED].

### Application Summary

Address: Fulham Football Club Stevenage Road London SW6 6HH

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Proposal: Licensing Act - Premises Licence

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Case Officer: Ms Lorna McKenna

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[Click for further information](#)

### Customer Details

Name: [REDACTED]

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Email:

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Address: [REDACTED]

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### Comments Details

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 22/02/2024 1:45 PM Id like to object to the long licensing hours given in the seven license applications from Fulham Football Club as listed below.

The licensing hours beginning at 8am are totally unacceptable

I would like also to object to the sale of alcohol to passers by

This is a densely populated neighbourhood .

This will undoubtedly cause both disturbance and litter in the surrounding area

The boutique hotel ( v3 application after the initial design for gym/apartment ) should not need a 24 hour liquor licence

Being on the river , noise travels very efficiently and the above license will no doubt contribute to disturbance regarding the immediate neighbours

FFC in the past has always appeared to take the residents views into consideration

Sadly it now seems purely to be looking at commercial enterprises at whatever the cost/impact the neighbours

Originally FFC talked of only having a bar in the LGF area -this is now not the case

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If any of the 7 licenses are granted ( I believe 1-2 max) they should be limited to a 1030pm termination time

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Dear Sir/Madam,

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

Comments were submitted at 22/02/2024 3:43 PM from [REDACTED].

### Application Summary

Address: Fulham Football Club Stevenage Road London SW6 6HH

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Proposal: Licensing Act - Premises Licence

---

Case Officer: Ms Lorna McKenna

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[Click for further information](#)

### Customer Details

Name: [REDACTED]

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Email:

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Address: [REDACTED]

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### Comments Detail

Commenter Type: Neighbour

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Stance: Customer objects to the Licensing Application

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Reasons for comment:

Comments: 22/02/2024 3:43 PM I object to the off-site sales of alcohol and to the proposed excessive licensing hours. The application is wholly inconsistent with the location of the premises in quiet residential area bordered by a family park, a dense housing estate and with a frontage along the River Thames which will amplify the sound. No measures are proposed to limit sound from the premises. The proposed restrictions on match days are clearly inadequate after the match ends and no restrictions apply when other events are taking place (eg the Boat Race, other sporting events shown on giant screens, private parties etc). The applicant has not provided a local area risk assessment, thus breaching Policy 1 of LBHF's Licensing Policy. Policy 3 states that late night takeaways are not appropriate in residential areas. Insufficient consideration has been given to Policy 11, consideration of residents, especially users of Bishops Park and the River Gardens flats, where customers could exit in an intoxicated state as late as 11.30pm. The proposals would therefore breach all four licensing objectives under the 2003 Licensing Act. The off-site sales are likely to exacerbate crime and disorder issues by providing a source of intoxication in lonely places such as the River towpath and in Bishops Park, where a serious mugging took place only in January. Public safety is likely to be compromised as the River walk alongside

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the Club is filled with drinkers - even if alcohol consumption is limited to on-premises. Public nuisance is inevitable and unavoidable because of noise and if off-premises sales are allowed as customers could take their drinks to Bishops Park & the river towpath. Children playing in Bishops Park will also be put at risk from off alcohol sales.

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