

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

IN THE MATTER OF AN APPLICATION FOR A PROVISIONAL STATEMENT

Provisional Premises Licence application number: 2024/00315/LAPRP

Premises name: Theatre - Olympia London Development

Premises address: Olympia Exhibition Centre Hammersmith Road London W14 8UX

**PROVISIONAL STATEMENT: THEATRE
SUBMISSION**

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 28 May 2024.
2. This document is to be read in conjunction with the following:
 - a. The Olympia 'Overarching Submission' and attachments

Description of Premises

3. The premises will operate as a theatre, hosting a wide range of plays and other dramatic performances.

About the proposed operator

4. The applicants have engaged with Trafalgar Theatres ('Trafalgar'), a very experienced operator, to take on this premises. An overview of Trafalgar can be found at **Annex 1**
5. Trafalgar is an internationally acclaimed operator of theatres. Trafalgar was founded in 2017 by Sir Howard Panter and Dame Rosemary Squire and currently operate 15 venues across England, Scotland and Wales. The management team has over 30 years' experience in running some of the world's most successful venues working in partnership with both public and private

institutions to deliver new venues as part of complex development schemes as well as to enhance and improve existing theatres.

6. None of Trafalgar's theatres premises licences has even been the subject of any regulatory enforcement action, let alone a licence review.
7. Through their Creative Learning Initiatives Trafalgar promotes its commitment to fostering creativity, nurturing talent and promoting inclusivity through Performing Arts. Trafalgar will support their Creative Learning programme through a number of non-commercial initiatives which will include supporting local and youth theatre groups, hosting dementia friendly film screening, providing support and assistance to those affected by loneliness.
8. Trafalgar is also committed to operating in a socially responsible manner (see **Annex 2**)
9. Each Trafalgar Theatre is supported by a range of head office functions which include central Human Resource, Payroll, Buildings and Technical Services, IT, Ticketing and Marketing teams, legal and compliance support and is responsible for group strategy and policy implementation across all Trafalgar Theatres' venue.

EHO

10. We are engaged in a discussion with the Environmental Health team and hope to be in a position to agree a schedule of conditions with them later in the week. That has not proved possible to conclude at the time of drafting and submitting these submissions.

Construction and attenuation

11. This is attended to in the report from Rob Adnit, attached with the overarching submission dated 22-5-24. Of significance, in the construction and maintenance of any theatre, is the necessity to ensure the integrity of the sound quality for theatre goes observing a performance, by ensuring external noise does not intrude into the auditorium.

Planning

12. Planning permissions earlier obtained, overlaid on this application site, can be summarised as follows:
 1. As part of the development, planning criteria were collaboratively established between Olympia and the London Borough of Hammersmith and Fulham (LBHF).

2. In summary, where amplified sound is incidental to the use, such as background music, the agreed noise limit is 10 decibels below the typical lowest daytime and/or nighttime ambient noise level, as appropriate.
3. Areas within the scheme where amplified sound is a primary component of the use or activities: the agreed noise limit is 5 decibels below the typical lowest daytime-typical night time ambient noise levels, as appropriate.
4. On this basis, LBHF were satisfied that occupiers of the surrounding residential premises would not be adversely affected by noise.

Proposed hours of operation

13. We have set out the hours and activities applied for in this application below:

Opening hours

- On each day of the week – 09:00 to 00:30

Hours for the provision of licensable activities

- Sale of alcohol (on the premises only) – on each day of the week
 - 11:00 to 00:00
- Provision of regulated entertainment* - on each day of the week
 - 09:00 to 00:00

*Plays; Films; Indoor Sporting Events; Boxing or Wrestling; Live Music; Recorded Music; Performances of Dance; anything of a similar description

- Provision of Late-Night Refreshment - on each day of the week
 - 23:00 to 00:30

Schedule of Proposed Conditions

14. As part of the application, a robust operating schedule has been proposed. This is set out below:

General – all four licensing objectives

1. The premises will operate primarily as a theatre
2. Locations of fire safety and other safety equipment subject to change in accordance with the requirements of the responsible authorities or following a risk assessment.
3. Any detail shown on the plan that is not required by the licensing plans regulations is indicative only and subject to change at any time
4. A 30 minute drinking up time on top of the last permitted sale of alcohol to allow customers to use the toilet facilities and disperse from the premises.

Theatre Management Plan (TMP)

5. A Theatre Management Plan will be maintained and shared with the Licensing Authority, Police and other responsible authorities as requested
6. The TMP will include details on subjects such as, (but not limited to)
 - Site plan
 - Layout plans
 - Risk Assessments
 - Artists/Show profile
 - Counter terrorism measures
 - Fire Risk Assessment,
 - Security Management Plan
 - Capacity control
 - Special effects
 - The use of glass drinking vessels
 - Drugs Policy
 - Alcohol Management Plan
 - Medical Management Plan
 - Crisis Communication Plan
 - Noise Management Plan

- Access, egress and dispersal Plan
 - Child Welfare/Vulnerable Persons Policy
 - Drinks Spiking
7. The TMP (and appendices) will be 'living' documents which will be reviewed and revised in the planning phases of events/shows at the premises.
 8. The TMP will be shared with the Licensing Authority, and responsible authorities on request
 9. The Premises Licence Holder must comply with the TMP

Prevention of Crime and disorder

CCTV

10. High Definition CCTV shall be installed, operated and maintained at all times that the Premises is open for licensable activities or customers are on the Premises and;
 - at least one camera will show a close-up of the entrance/entrances to the premises, to capture a clear, full length image of anyone entering.
 - shall cover any internal or external area of the premises where licensable activities take place.
 - recordings shall be in real time and stored for a minimum period of 31 days with date and time stamping.
 - footage shall be provided free of charge to the Police or authorised Council officer within 24 hours of a request
 - a staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times. This staff member will be able to show Police or authorised officers of the Licensing Authority recent data footage with the minimum of delay when requested. This data or footage reproduction shall be almost instantaneous.
 - Appropriate signage shall be displayed in prominent positions, informing customers they are being recorded on CCTV.

Incident Register

11. An incident log shall be maintained by the premises that details incidents of note that occur in the premises. This shall include any incidents of disorder and ejections as a minimum and shall be available for inspection at any reasonable time by an authorised officer of the licensing authority.

Refusals book

12. A refusals book shall be kept at the premises to record details of all refusals to sell alcohol. This book shall contain the date and time of the incident, a description of the customer, the name of the staff member who refused the sale, and the reason the sale was refused. The book shall be made available to the police and authorised council officers on request.

Door Security

13. The provision of SIA door security when licensable activities are being provided on the premises shall be on a risk assessed.
14. Where SIA door supervisors are used at the Premises the premises licence holder shall ensure that the following details for each door supervisor, are contemporaneously entered into a bound or electronic register kept for that purpose:
 - (i) Full name,
 - (ii) SIA Certificate number and or badge number, or registration number of any accreditation scheme recognised by the Licensing Authority (including expiry date of that registration or accreditation),
 - (iii) The date and time when they began their duty
 - (iv) The date and time when they completed their duty.
 - (v) This register is to be kept at the premises at all times and shall be so maintained as to enable an authorised officer of the Licensing Authority or a constable to establish the particulars of all door stewards engaged at the premises during the period of not less than 28 days prior to the request and shall be open to inspection by authorised officers of the Licensing Authority or a constable upon request.

Public Safety

15. Adequate and appropriate first aid equipment and materials will be kept on site, regularly checked and kept in an easily accessible place for staff.

16. All exit routes will be kept unobstructed, with non-slippery and even surfaces, free of trip hazards and clearly signed.
17. Capacity figures shall be limited to those as set out in the Fire Risk Assessment
18. The premises will adopt the “ask Angela” (or similar) scheme. All staff will be trained in the process to be adopted when any customer “asks for Angela”. Should the customer “ask for Angela” the matter will be recorded in the incident log.
19. 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.
20. 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.

Glassware in the auditorium

21. The use of glassware in the auditorium shall be risk assessed.
22. A copy of the risk assessment shall be kept on site and shared with representatives of the responsible authorities on request
23. The Glassware risk assessment shall be updated at least annually

Prevention of Public Nuisance

24. The TMP will include a Noise Management plan

Prevention of children from harm

Staff Training

25. Designated Premises Supervisor shall ensure that all existing staff, new staff, supervisors and managers responsible for selling alcohol receive an induction in the legality and procedure of alcohol sales prior to undertaking the sale of alcohol. This training shall include; times of operation, licensable activities and all conditions. Training documents

shall be signed and dated, and training records be made available to police and authorised council officers on request. The records shall be retained for at least 12 months.

Underage sales

26. 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 the purpose of age verification of sales of alcohol, to prove that he/she is over the age of 18

Adult entertainment

27. The premises shall not be used for striptease or entertainment of a like kind to dancing which involves nudity without the prior consent of the Council

Conclusion

15. This is a provisional statement application for a theatre, supported by a robust operating schedule and sensible hours. By their very nature, theatres do not tend to undermine the licensing objectives and the proposed operator has an exemplary track record for operating this type of premises.
16. Provisional statements allow for further consideration and determination should anything substantive change between now and each final application for a premises licence. As such, this committee, responsible authorities and residents alike have comfort that the timings, activities and standards of operation set out therein cannot substantially change without all parties having a second opportunity to scrutinise the proposal.

MATTHEW PHIPPS

TLT SOLICITORS

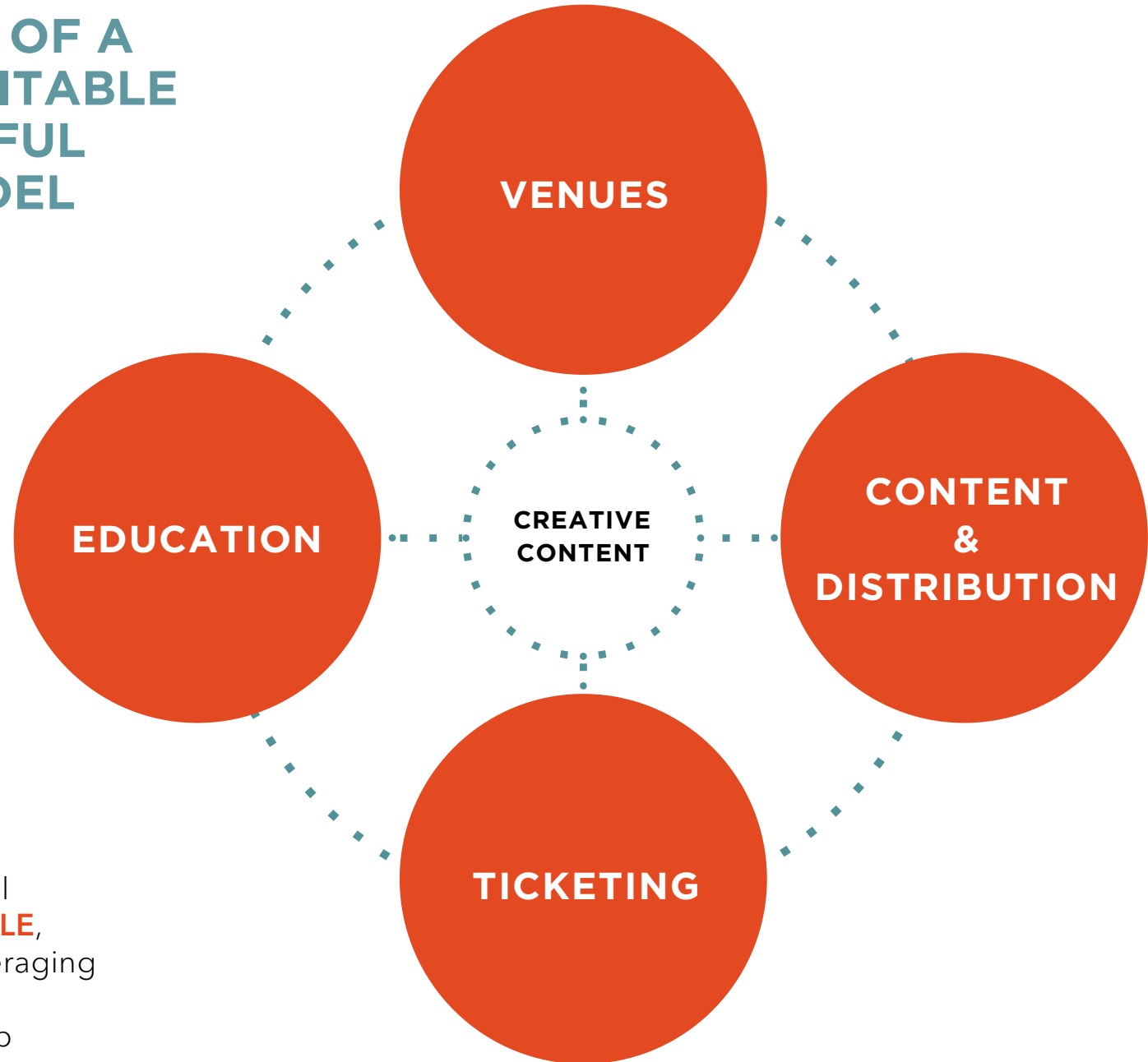
**OVERVIEW OF
TRAFALGAR ENTERTAINMENT**

NOVEMBER 2023 | STRICTLY PRIVATE AND CONFIDENTIAL



OVERVIEW OF TRAFALGAR ENTERTAINMENT

VALUE CHAIN OF A UNIQUE, PROFITABLE AND SUCCESSFUL BUSINESS MODEL



Trafalgar Entertainment's integrated business model creates a **VIRTUOUS CIRCLE**, with all business units leveraging off each other to drive the success of the wider group



TE FAMILY TREE

TRAFALGAR ENTERTAINMENT



PORTFOLIO OF 18 VENUES
(INCL. 14 REGIONAL VENUES)

TRAFALGAR
THEATRE

OLYMPIA
THEATRE


THEATRE ROYAL
SYDNEY

THE CHISWICK
CINEMA

TRAFALGAR
RELEASING

GLOBAL LIVE BROADCAST TO
CINEMAS, TV AND VIDEO-ON-
DEMAND

 TRAFALGAR
THEATRE
PRODUCTIONS

JCTP JONATHAN CHURCH
theatre productions


imagine
THEATRE
FAMILY ENTERTAINMENT

TRAFALGAR
TICKETS

LONDON
THEATRE
DIRECT.


Stagedoor

STAGE
COACH

DRAMA
KIDS



VENUE PORTFOLIO



TRAFALGAR THEATRE
WEST END
Capacity: 630



CHURCHILL THEATRE
BROMLEY
Capacity: 781



BECK THEATRE
HAYES
Capacity: 600



OLYMPIA THEATRE
LONDON
Capacity: 1,575



WYCOMBE SWAN
HIGH WYCOMBE
Capacity: 1,076



LYCEUM THEATRE
CREWE
Capacity: 677



THEATRE ROYAL
SYDNEY
Capacity: 1,205



WYVERN THEATRE
SWINDON
Capacity: 635



NEW THEATRE
CARDIFF
Capacity: 1,144



CLIFFS PAVILION
SOUTHEND
Capacity: 1,657



ARTS CENTRE
SWINDON
Capacity: 224



PAVILION THEATRE
GLASGOW
Capacity: 1,449



PALACE THEATRE
SOUTHEND
Capacity: 603



G LIVE
GUILDFORD
Capacity: 1,031



FAREHAM LIVE
FAREHAM
Capacity: 800



ORCHARD THEATRE
DARTFORD
Capacity: 956



WHITE ROCK THEATRE
HASTINGS
Capacity: 1,066



CHISWICK CINEMA
LONDON
5 screens

VENUES | THEATRE ROYAL SYDNEY



PERFORMERS FROM THE HIT MUSICAL SIX OUTSIDE THEATRE ROYAL SYDNEY

JAGGED LITTLE PILL

TE was selected by the government of New South Wales as **the long-term 55-year lease holder of the new 1,200 seat Theatre Royal in Sydney**

Since reopening in December 2021, the Theatre Royal has been home to a number of major hit musicals and plays including **Alanis Morissette's Jagged Little Pill, An American in Paris, SIX, TINA: The Tina Turner Musical, The National Theatre's production of The Lehman Trilogy and the 50th Anniversary production of the The Rocky Horror Show**, which was also broadcast live from the venue into cinemas across Australia

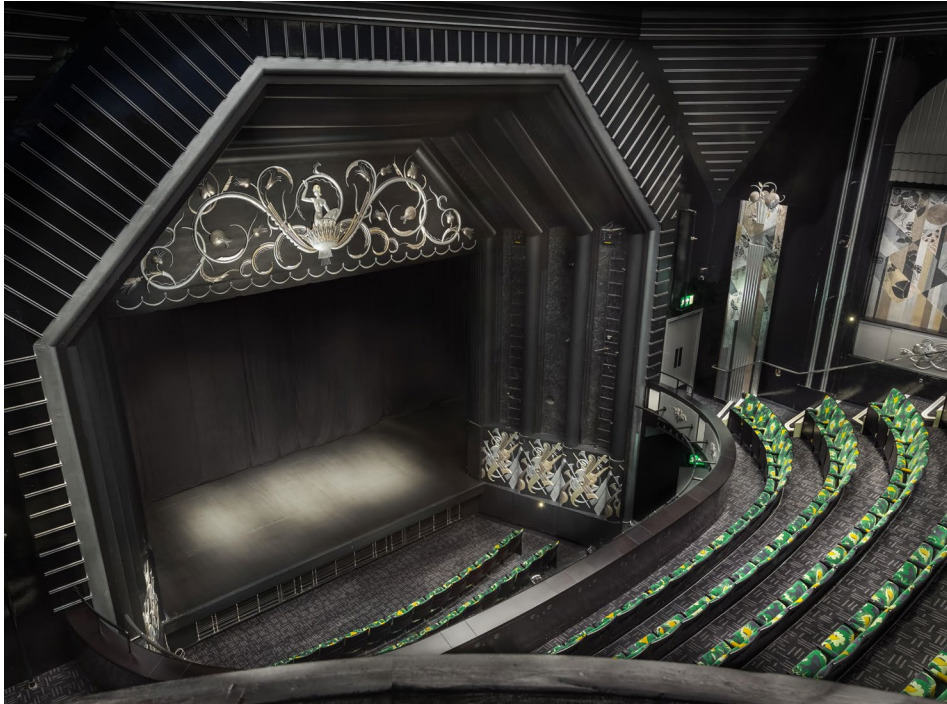


LIVE BROADCAST OF *THE ROCKY HORROR SHOW* FROM THEATRE ROYAL SYDNEY



TINA: THE TINA TURNER MUSICAL

VENUES | TRAFALGAR THEATRE



TRAFALGAR THEATRE, WEST END

JERSEY BOYS

Trafalgar Theatre is a recently transformed and enlarged **Grade II listed freehold venue in the heart of London's West End**

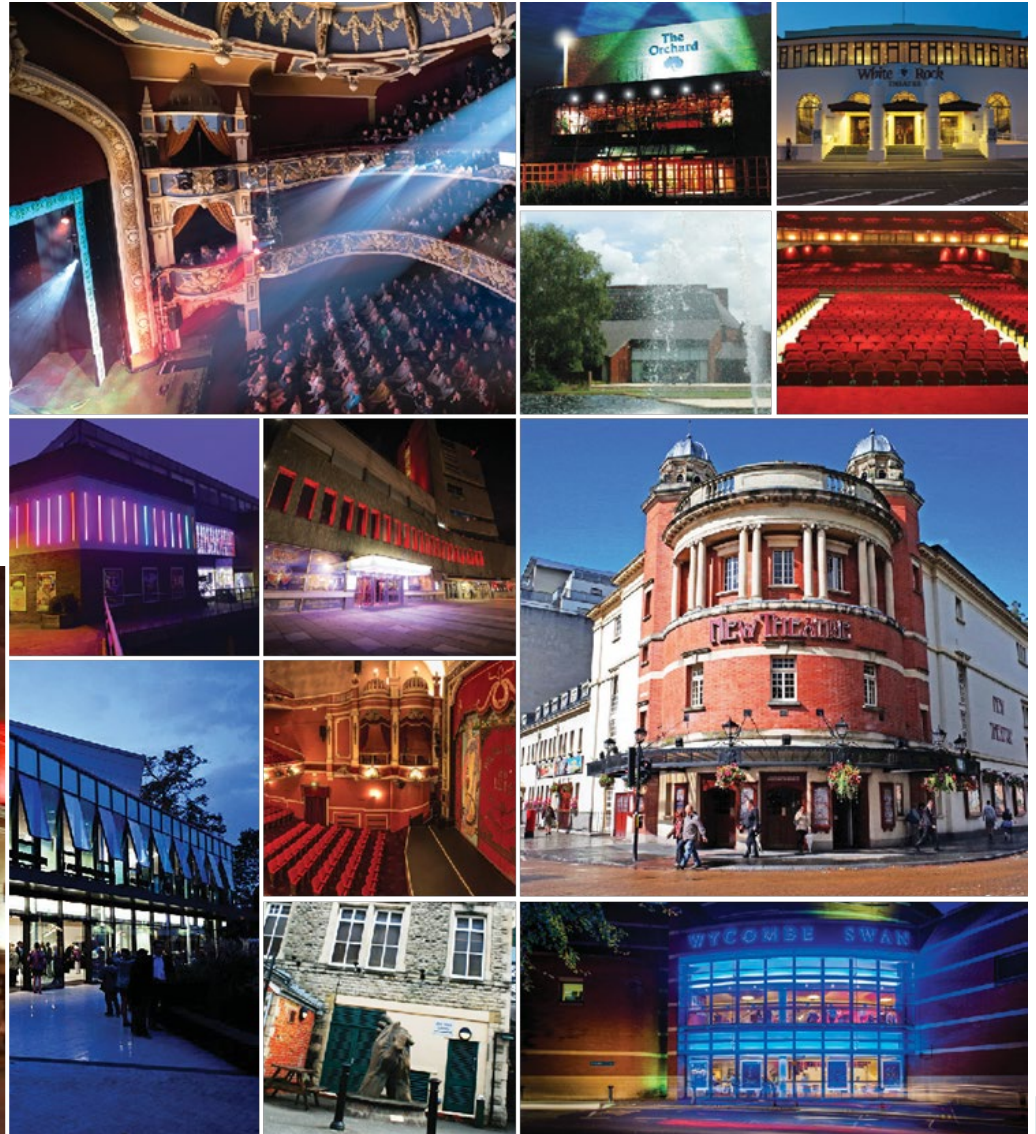
Situated on a major tourist route, the refurbished venue reopened in summer 2021 and is home to the **classic hit musical Jersey Boys**



VENUES | UK REGIONAL THEATRES

TE is the **second largest operator of UK regional venues, with a portfolio of 13 venues** across England, Scotland and Wales including in Cardiff, Glasgow and Southend

The TE management team has over **30-years' experience running some of the world's most successful venues**, working in partnership with both public and private institutions to deliver new venues as part of complex development schemes as well as to enhance and improve existing theatres



UK REGIONAL VENUES

VENUES | CHISWICK BOUTIQUE CLUB CINEMA



Chiswick Cinema (opened in summer 2021) is the first of a series of **high-end membership driven boutique club cinemas** in London villages (the 'Soho House of cinemas')

Alongside a mixture of current releases and event cinema, Chiswick Cinema is host to a number of special events, including **special screenings with cast appearances, premieres and themed events**



CHISWICK BOUTIQUE CLUB CINEMA

SCREENING OF *DOWNTON ABBEY: A NEW ERA* AND Q+A WITH CAST AND DIRECTOR



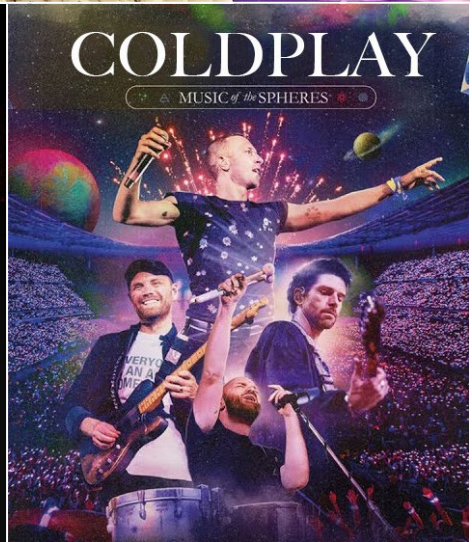
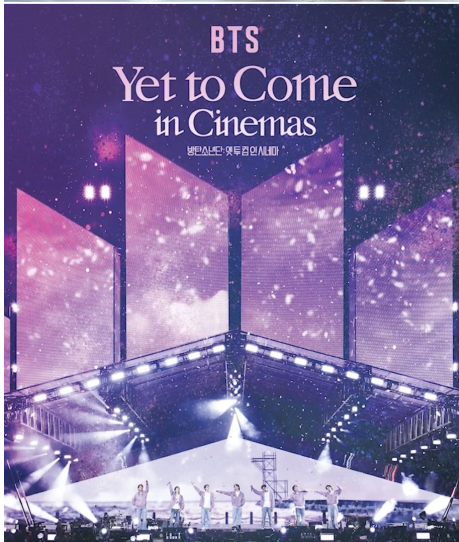
SPECIAL SCREENING OF TE'S 5-STAR PRODUCTION OF *ANYTHING GOES* WITH CAST Q+A HOSTED BY SIMON CALLOW



PREMIUM, CLUB-STYLE F&B OFFERING

CONTENT | DIGITAL DISTRIBUTION

TRAFALGAR RELEASING IS THE LEADING GLOBAL DISTRIBUTOR OF EVENT CINEMA INTO OVER 100 COUNTRIES, PROVIDING UNFORGETTABLE EPIC SCREEN MOMENTS AND STREAMING EXPERIENCES TO CINEMA SCREENS AND SIMILAR VENUES, TV AND VOD SERVICES



BEYONCÉ: RENAISSANCE TOUR

TAYLOR SWIFT: THE ERAS TOUR FILM

BTS: YET TO COME IN CINEMAS

METALLICA: 72 SEASONS

BILLIE EILISH: LIVE AT THE O2

COLDPLAY: MUSIC OF THE SPHERES

CONTENT | DIGITAL DISTRIBUTION

TE'S DIGITAL DISTRIBUTION BUSINESS HAS ESTABLISHED RELATIONSHIPS WITH PROMINENT CULTURAL INSTITUTIONS (E.G., METROPOLITAN OPERA, ROYAL OPERA HOUSE, ROYAL SHAKESPEARE COMPANY) AND MAJOR GLOBAL ARTISTS (E.G., TAYLOR SWIFT, BEYONCE, COLDPLAY, METALLICA, BTS)



MATTHEW BOURNE'S SWAN LAKE

A LITTLE LIFE STARRING JAMES NORTON

THE ROYAL BALLET: THE NUTCRACKER

OKLAHOMA! STARRING HUGH JACKMAN

METROPOLITAN OPERA: MADAME BUTTERFLY

CONTENT | PREMIUM LIVE ENTERTAINMENT

TE ESTABLISHED AS THE INTERNATIONAL PARTNER OF CHOICE FOR THE BARBICAN THEATRE (UK), THE LINCOLN CENTER (NY), NATIONAL THEATRE (UK) AND OTHER MAJOR GLOBAL LIVE CONTENT DISTRIBUTORS



2023 LINCOLN CENTER PRODUCTION OF AARON SORKIN'S *CAMELOT* DIRECTED BY BARTLETT SHER

THE LEHMAN TRILOGY CO-PRODUCTION WITH THE NATIONAL THEATRE FOR TOURING ACROSS AUSTRALIA AND ASIA-PACIFIC

UK AND GLOBAL TOUR OF THE NATIONAL THEATRE'S PRODUCTION OF *THE CURIOUS INCIDENT OF THE DOG IN THE NIGHT-TIME*

PULITZER PRIZE AND TONY AWARD-WINNING MUSICAL *A STRANGE LOOP* PRODUCED FOR THE BARBICAN THEATRE IN LONDON BY TE

ANYTHING GOES SUMMER 2021 AND 2022 LONDON SEASON AT LONDON'S BARBICAN THEATRE AND SUBSEQUENT UK TOUR

CONTENT | PREMIUM LIVE ENTERTAINMENT

TE IS A MAJOR INTERNATIONAL THEATRE PRODUCER THROUGH TRAFALGAR THEATRE PRODUCTIONS AND JONATHAN CHURCH THEATRE PRODUCTIONS WITH A ROSTER OF SELF-PRODUCED BLOCKBUSTER SHOWS



WEST END PRODUCTION AND UK TOUR OF *42ND STREET*

UK TOUR OF *SINGIN' IN THE RAIN*

MULTI-AWARD-WINNING LINCOLN CENTER PRODUCTION OF *THE KING AND I* PRODUCED BY TE FOR THE WEST END AND SUBSEQUENT GLOBAL TOUR

WEST END PRODUCTION AND UK TOUR OF *JERSEY BOYS*

ONGOING UK AND INTERNATIONAL TOUR OF *THE ROCKY HORROR SHOW* (INCLUDING AUSTRALIAN TOUR STARRING JASON DONOVAN)

TICKETING

TE's ticketing businesses sell c.5m tickets each year across all platforms

TE operates self-ticketing throughout its regional and international venues under the **Trafalgar Tickets** brand, and is **the first commercial theatre operator in Australia to do so**

London Theatre Direct, TE's agency business, is the **largest and award-winning premium ticketing agent** in the West End with seamless customer experience and an industry-leading distribution network

Stagedoor is a leading and first of its kind London theatre app that brings together discovery, social engagement and seamless booking for London theatre; Stagedoor is home to a **community of dedicated theatre-lovers**



EDUCATION



STAGECOACH

TE's theatre education businesses consist of Stagecoach and Drama Kids, the **largest providers of extra-curricular performing arts education** in the UK and globally, **with over 170,000 students participating weekly worldwide**

Trafalgar Education businesses teach exciting extra-curricular activities to children and young people on a weekly basis, unlocking their potential for **life-long cultural engagement and creating the audiences of the future**



DRAMA KIDS

DISNEYLAND PARIS SUMMER VISIT WITH OVER 570 STUDENTS TO LEAD THE PARADE

APPENDICES

ABOUT TRAFALGAR ENTERTAINMENT



- Sir Howard Panter and Dame Rosemary Squire founded Trafalgar Entertainment (TE) in early 2017 with the vision to establish a leading premium global live entertainment company through investments into venues, productions, ticketing, intellectual property, live broadcasting, streaming of content, performing arts education and related investments
- Prior to TE, Sir Howard and Dame Rosemary led the growth of the Ambassador Theatre Group (ATG) from its inception to becoming the largest global live theatre company. They have been voted onto the Most Influential People in UK Theatre list for an unprecedented 8 consecutive years through 2020
- TE has strong financial backing from its majority shareholder Barings, a \$347bn+ global financial services firm and subsidiary of MassMutual
- TE is the first international theatre operator to acquire a venue in Australia, cementing TE's global presence as a leading live entertainment company
- TE brings a blend of UK, US, Australian and Asia Pacific producing and local theatre operating experience together with leading global theatre management and access to international content

SIR HOWARD PANTER

JOINT CEO AND CREATIVE DIRECTOR

- Knighted for services to theatre in 2013
- Over 30 years experience in arts and entertainment
- Co-founder and Creative Director for ATG - under his leadership ATG became a prolific, award-winning global producer

DAME ROSEMARY SQUIRE

JOINT CEO AND EXECUTIVE CHAIRMAN

- Made a Dame for services to theatre and philanthropy in 2018
- Co-founded ATG, was responsible for core business operations, business development and strategy, and managing the executive team
- During her joint tenure as CEO with Sir Howard ATG grew into the largest global live theatre company
- The only woman to win EY overall UK *Entrepreneur of the Year*



SENIOR TE TEAM



HELEN ENRIGHT

COO TRAFALGAR ENTERTAINMENT & CEO TRAFALGAR THEATRES

- Helen is CEO of Trafalgar Theatres and Group COO for Trafalgar Entertainment (TE) where she is involved in TE Group-wide strategic activities. In addition to these roles, Helen is Executive Chairman for TE's educational activities including Stagecoach Performing Arts and Drama Kids
- When Helen joined TE in July 2017 as CFO she worked on a number of acquisitions and integrations including ticketing, marketing services, digital distribution, production entities and performing arts education
- Helen was previously CFO and Commercial Director of Ambassador Theatre Group having joined in April 2000 to coincide with a period of rapid expansion
- Helen previously spent 13 years in the advertising industry holding senior finance roles within M.A.I.plc, and French owned Havas and Vivendi



DAVID LAZAR

EXECUTIVE VICE PRESIDENT

- David has spent 25 years involved in all areas of commercial theatre including development, production, venue management, presenting, ticketing and international touring for Broadway and West End theatre. He joined TE in January 2018
- Previously David was Executive Director for ATG in London from 2014, having established ATG's North American division in early 2007 as Chief Executive Officer - New York and overseeing its North American operations including the acquisition of Broadway's Lyric Theatre and restoration of the historic Hudson Theatre
- Prior to ATG, David was Executive Vice President - Business Affairs for Live Nation's theatrical division in charge of the business affairs for the division's production and investment activity and presenting circuit in 55 markets across North America

KEY MEMBERS OF THE TEAM THAT GREW ATG TO BE THE LARGEST LIVE THEATRE OPERATOR AND PRODUCER GLOBALLY



ALEXANDER SCHMIDT

CHIEF FINANCIAL OFFICER

- Alexander is currently Chief Financial Officer for Trafalgar Entertainment (TE). Having joined TE in November 2017, he was previously the Corporate Finance and Projects Director where he acted on all of TE's investments and acquisitions to date. He acts as the Operating Partner for Barings LLC, TE's majority shareholder, and sits on the boards of various TE operating subsidiaries
- Alexander has extensive experience developing and executing organic and inorganic growth strategies, having delivered over 40 projects ranging from USD5m to USD7bn. He led numerous investments, acquisitions and disposals whilst at Diageo (world's leading premium spirits company) and SABMiller
- A qualified solicitor in England and Wales, Alexander holds an LLM (Commercial Law) from the University of Cambridge and a Diploma in Corporate Finance from the London Business School



ANDREW HILL

BUSINESS AFFAIRS DIRECTOR

- Andrew joined Trafalgar Entertainment in November 2018, having previously practised law in the City of London for over 20 years. At TE, Andrew has supported the group's rapid expansion through its complementary business sectors, dealing with new corporate acquisitions, legal and compliance issues, and the group's venue acquisition and development programme, both in the UK and internationally
- Andrew was a partner at a number of international law firms from 2000, and in that capacity acted for theatre owners, operators and producers on all aspects of their business, ranging from building acquisitions and disposals, M&A transactions, regulatory compliance, and wider strategic advice
- Andrew is a graduate of Oxford University and qualified as a solicitor in England and Wales

Any information contained in this presentation is for illustrative purposes only and no reliance may be placed for any purpose whatsoever on such information or on the completeness, accuracy or fairness of it. No undertaking, representation, warranty or other assurance, express or implied, is made or given by or on behalf of the Company or any of the Company's directors, officers, partners, employees, agents or advisers or any other person as to the accuracy or completeness or correctness of the information, contained in this presentation and no responsibility or liability whatsoever is accepted by any of them for any such information including in the case of negligence but excluding any liability for fraud



CORPORATE SOCIAL RESPONSIBILITY

As a large organisation and a major employer, we take our responsibilities seriously, setting ourselves high standards for CSR. In addition to our Equality & Diversity, Access and Safeguarding policies we're committed to ethical, sustainable business practices and to reducing our environmental impact; and to offering development opportunities, caring for our staff, our customers and other stakeholders.

PEOPLE

SPRINGBOARD CHARITY

We're partnered with the [Springboard Charity](#) and their [FutureChef](#) initiative, encouraging young people to consider a career in the hospitality industry and developing their skills through education and learning, skills development and mentoring.

APPRENTICESHIPS, WORK EXPERIENCE & EDUCATIONAL WORKSHOPS

Our apprenticeship scheme has seen numerous young people join us in a variety of roles, many of whom have gone on to work full-time within the company. Alongside this, we create work experience opportunities across the business helping to kick-start the careers of some of the country's brightest talent and we participate in educational workshops and showcases at partner schools and colleges.

INSPIRING THE FUTURE OF THEATRE

Through UK Theatre we're signed up to the [Inspiring The Future](#) programme which aims to showcase the range of careers available to young people in

the industry. We make time for members of staff to attend careers events, workshops and other events in local schools.

MODERN SLAVERY & HUMAN TRAFFICKING

We're committed to eliminating Modern Slavery and Human Trafficking within our supply chains and we promote equality, diversity and fairness through our business practices. [Modern Slavery and Human Trafficking statement](#).

SUSTAINABILITY

SUSTAINABLE RESTAURANT ASSOCIATION

We're members of the [Sustainable Restaurant Association](#), and signed up to their framework promoting locally sourced ingredients, high welfare meat and reducing energy and water use. We're working to reduce meat used in our dishes and developing a range of meat-free menu options as well as children's menus promoting healthy eating.

RED TRACTOR

We're approved by [Red Tractor](#) – the UK's biggest farm and food standards scheme – and we're committed to their animal welfare, food safety, traceability and environmental standards across our business.

FISH

The fish we purchase is accredited by the [Marine Stewardship Council](#) and is MSC 1-2 certified. We only use fresh fish from sustainable stock in our dishes, helping to protect fish stocks and the seas.

CAFFE PRAEGO

Our partnership with [Caffe Praego](#) means that every coffee purchased in our venues helps to support the education of disabled children in Northern Rwanda.

CUP RECYCLING

Our venues use disposable cups that are 100% recyclable and we're partnered with Born In The UK – a closed-loop recycling scheme for disposable coffee cups and glasses, resulting in zero waste.

LIFE WATER

We sell [Life Water](#) across our business, helping to fund clean water projects across the globe through the partner charity Drop4Drop.

ENVIRONMENTAL IMPACT

RECYCLING & WASTE REDUCTION

All our venues and offices have local recycling initiatives in place aiming to reduce, reuse and recycle materials wherever possible.

ENERGY EFFICIENCY

We are committed to reducing our energy and water consumption across all operational areas of our venues. Initiatives include the replacement of inefficient high energy use lighting with long life LED units and the introduction of efficient building management systems.

FOOD WASTE

We're partnered with Re-Food – a food waste and recycling concept. By reducing plate, prep and stock waste we reduce our environmental impact. Food waste is collected from our venues and re-processed into bio-fuels, gas and fertilisers, resulting in zero waste.

PRINT & OTHER SUPPLIES

Our primary print and signage suppliers have initiatives in place to ensure the use of FSC accredited papers, vegetable and aqueous-based inks and to promote recycling and reduction in energy consumption. [More information](#)

FUNDRAISING

GOSH

We're partnered with Great Ormond Street Children's Charity and undertake regular fundraising. To date, we have raised in excess of £1.5m helping the hospital to build new facilities and transforming outcomes for thousands of sick children.

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

IN THE MATTER OF AN APPLICATION FOR A PROVISIONAL STATEMENT

Reference: 2024/00300/LAPRP

Premises: Pillar Hall – Olympia London Development Olympia Exhibition Centre Hammersmith Road London W14 8UX

**PROVISIONAL STATEMENT: PILLAR HALL
SUBMISSION**

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 28 May 2024.
2. This document is to be read in conjunction with the following:
 - a. The Olympia 'Overarching Submission' and attachments

Premises Particulars

3. On the ground floor, there will be a grand entrance lobby leading into the main restaurant & bar. The restaurant will include a formal dining area which will be open for lunch and dinner together with a more casual all-day café/restaurant offer and a bar. Located between the all-day ground floor café/restaurant and the Exhibition Halls of Olympia, a garden café will be created. The garden café will primarily be open when there are major events in the Exhibition Halls offering a selection of 'grab and go' food and refreshments.
4. In the basement, there will be an intimate 1920's Berlin feel speakeasy bar. The venue will feature performances of live jazz, blues, soul, cabaret, and the like.
5. On the second floor and third floor mezzanine a multi-purpose events space will be created in the former music hall of Pillar Hall. Events will include corporate dinners and cocktail parties,

weddings, charity fundraisers, film screenings, live entertainment events and community events. The space will be open not just for private events but also to the general public, when not booked for private hire.

6. In addition to servicing the public, the ground floor restaurant & bar and basement speakeasy will provide a food and beverage offering to residents and guests of the Hyatt Regency Hotel.
7. A brochure has been provided by the proposed operator as part of their representation in support of this application.
8. The Garden café concept referred to in paragraph 3 above is an internal space- effectively an interstitial zone connecting the Pillar Hall building to the grand exhibition hall. It is a fully enclosed room to be decorated like a garden.

Operational interlink with the 5* Hyatt Hotel

9. There is no restaurant nor significant bar within the proposed Hyatt hotel. Instead Pillar Hall will operate in conjunction with the Hyatt operation, connected to each other via the “link bridge”- an enclosed corridor between the two.
10. As previously raised in the earlier hotel hearing, there will be a bar and snack offer, serving the bar and lobby within the hotel but not a restaurant. The restaurant at Pillar Hall will be presented as the hotel’s restaurant, albeit like many 5 star hotels, it will also be open to non-residents. It will be the only full restaurant offering ‘in the hotel’.
11. Guests of the hotel will be able to charge dinner and drinks to their rooms, so from the customer’s perspective they will be dining at the hotel.
12. The restaurant will be open a minimum 364 days a year offering the three formal meals: breakfast, lunch and dinner.

Deliveries

13. At the hearing on 7 May 2024, the licensing committee looked to impose a condition on the management of delivery drivers in similar circumstances to this application where the police had served a representation to that effect. We have not yet had an opportunity to see a revised wording for this particular application, but anticipate that similar can be agreed one we have seen it.

EHO

14. We are currently engaged in a discussion with the Environmental Protection team and hope to be in a position to agree a schedule of conditions with them later in the week. Therefore, at the time of drafting and submitting this this document, we are unable to provide a final version of any agreement.

Location of Pillar Hall within the overall development

15. Pillar Hall is sited between the main exhibition hall to the south and the Hyatt Regency Hotel development to the north. The western elevation is also enclosed by part of the Olympia development. The main access is onto Olympia Way.

Construction and attenuation

16. This is attended to in the report authored by Rob Adnit which is attached with the SECOND overarching submission dated 22-5-24.

Planning

17. The relevant planning permissions granted, when overlaid on this site, can be summarised as follows:
- a. As part of the development, planning criteria were collaboratively established between Olympia and the London Borough of Hammersmith and Fulham (LBHF).
 - b. In summary, where amplified sound is incidental to the use, such as background music, the agreed noise limit is 10 decibels below the typical lowest daytime and/or nighttime ambient noise level, as appropriate.
 - c. Areas within the scheme where amplified sound is a primary component of the use or activities- the agreed noise limit is 5 decibels below the typical lowest daytime-typical night time ambient noise levels, as appropriate.
 - d. On this basis, LBHF were satisfied that occupiers of the surrounding residential premises would not be adversely affected by noise.

Licensable Activities & Hours

18. The hours and activities applied for at the premises are as follows:
- **Supply of alcohol** (on and off the premises) – 07:00 to 23:30 hours Monday to Sunday.
 - **Late Night Refreshment** (indoors and outdoors) – 23:00 to 23:30 hours Monday to Sunday.
 - **Plays; Films; Live Music; Recorded Music; Performance of Dance; anything similar to music and dance** – 10:00 to 23:30 hours Monday to Sunday.

- **Opening hours** – Public 06:30 to midnight each day. Before 07:00 each day, the premises will only be open to residents of the Emberton House Hotel (Hyatt) and bona fide guests.

All licensable activities extended to 02:00 hours on New Year's Eve/New Year's Day, with the premises closed 30 minutes thereafter.

Schedule of proposed conditions

19. The following comprehensive schedule of conditions has been offered as part of this application:

General – all four licensing objectives

1. Locations of fire safety and other safety equipment subject to change in accordance with the requirements of the responsible authorities or following a risk assessment.
2. Any detail shown on the plan that is not required by the licensing plans regulations is indicative only and subject to change at any time.

Relevant to the ground floor restaurant and café/ restaurant only

3. No less than 70% of the licensed ground floor restaurant, café/restaurant & bar when open to the public will be set out to tables and chairs.
4. Substantial refreshment shall be provided on the ground floor until at least 90 minutes before closing.
5. Any off sales shall be taken off the premises in sealed containers only, save for drinks taken by customers to any external customer area designated for consumption.
6. Sales of alcohol by way of delivery away from the Olympia development shall be ancillary to a substantial food delivery.
7. Before 07:00 each day, the premises will only be open to residents of the Emberton House Hotel (Hyatt) and bona fide guests.

Relevant to all licensed parts

Staff training

8. The Designated Premises Supervisor shall ensure that all premises staff involved in the retail sale and supply of alcohol receive an induction in the legality and procedure of alcohol sales prior to undertaking the sale of alcohol. This training (which may be electronic) shall include the contents of the premises licence, times of operation, licensable activities, and all conditions. Training documents shall be signed and dated,

and training records be made available to police and authorised council officers on request. The records shall be retained for at least 12 months.

Prevention of Crime and Disorder

9. A written policy in relation to the prevention of the use of illegal drugs shall be drawn up and implemented at the premises. Staff responsible for front of house service will be trained in the policy.
10. A written policy dealing with allegations of drink spiking shall be drawn up and implemented at the premises. Staff responsible for front of house service will be trained in the policy.
11. Customers carrying open alcohol beverage containers shall not be admitted to the premises.

CCTV

12. High-Definition CCTV shall be installed, operated, and maintained at all times that the premises are open for licensable activities, or customers are on the premises and -
 - shall be checked every two weeks to ensure that the system is working properly and that the date and time are correct. A record of these checks, showing the date and name of the person checking, shall be kept, and made available to the Police or authorised Council officers on request.
 - at least one camera will show a close-up of the entrance/entrances to the premises, to capture a clear, image of anyone entering.
 - shall cover any internal or external area of the premises where licensable activities take place.
 - recordings shall be in real time and stored for a minimum period of 31 days with date and time stamping.
 - footage shall be provided free of charge to the Police or authorised Council officer within 24 hours of a request or within any other agreed timeframe.
 - a staff member from the premises that is conversant with the operation of the CCTV system shall be on the premises at all times the premises is open to the public. This staff member will be able to show Police or authorised officers of the Licensing Authority footage with the minimum of delay when requested.
 - appropriate signage shall be displayed in prominent positions, informing customers CCTV is in operation.

Relevant to the basement bar and second floor/third floor mezzanine event space only

Door security

13. The provision of SIA door security shall be on a risk assessed basis.
14. Where SIA door supervisors are employed, the following conditions will apply –
 - a. The premises licence holder shall ensure that the following details for each door supervisor, are entered into a bound or electronic register kept for that purpose:

- (i) Full name.
- (ii) SIA Certificate number and or badge number, or registration number of any accreditation scheme recognised by the Licensing Authority (including expiry date of that registration or accreditation).
- (iii) The time they began their duty.
- (iv) The time they completed their duty.
- (v) This register is to be kept at the premises at all times and shall be so maintained as to enable an authorised officer of the Licensing Authority or a constable to establish the particulars of all door stewards engaged at the premises during the period of not less than 28 days prior to the request and shall be open to inspection by authorised officers of the Licensing Authority or a constable upon request.

Relevant to all licensed parts

Incident Register

15. An incident log (which may be electronic) shall be maintained by the premises that details incidents of note that occur in the premises. This shall include, as a minimum, incidents of crime and/or disorder and ejections. The log shall be available for inspection at any reasonable time by an authorised officer of the licensing authority.

Log book

16. A log book (which may be electronic) for complaints from residents about public nuisance shall be maintained at the premises, including details of any response to the complaint. The log shall be made available for inspection by an authorised officer of the council or police officer on request.

Refusals book

17. A refusals book or electronic record shall be kept at the premises to record details of all refusals to sell alcohol. This book / electronic record shall contain the date and time of the refusal, a description of the customer, the name of the staff member who refused the sale, and the reason the sale was refused. The book shall be made available to the police and authorised council officers on request.

Safeguarding

18. The premises will adopt the Ask Angela (or similar) scheme. All staff will be trained in the process to be adopted when any customer “asks for Angela”. Should the customer “ask for Angela” the matter will be recorded in the incident log.

Public Safety

19. Adequate and appropriate first aid equipment and materials will be kept on site, regularly checked, and kept in an easily accessible place for staff.
20. All exit routes will be kept unobstructed, with non-slippery and even surfaces, free of trip hazards and clearly signed.
21. Customer capacities shall be limited to those set out in the Fire Risk Assessment.
22. 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.

Prevention of Public Nuisance

23. The premises will make suitable provision for smokers.
24. Music shall not be played at such a level that it is likely to cause a public nuisance.
25. Any outside area forming part of the premises are to be monitored by management and staff, when occupied, during the hours that the premises are open to the public.
26. A dispersal policy will be drawn up and implemented to ensure that as far as practicable customers leaving the premises at the end of each night's trading session do so quickly and quietly.

Protection of Children from Harm

27. 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 the purpose of age verification of sales of alcohol, to prove that he/she is over the age of 18.

28. No striptease, no nudity, and all persons to be decently attired at all times. This condition shall not apply to burlesque entertainment or the like.

Conclusion

1. This is a provisional statement application for mixed-use venue within the overall Olympia development, supported by a robust operating schedule.
2. Provisional statements allow for further consideration and determination should anything substantive change between now and each final application for a premises licence. As such, this committee, responsible authorities and residents alike have comfort that the timings, activities and standards of operation set out therein cannot substantially change without all parties having a second opportunity to scrutinise the proposal.

MATTHEW PHIPPS

TLT SOLICITORS