

From: Harrison Hide
Sent: 12 June 2024 10:14
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: FW: Licensing Act 2003 - Premises Licence Number: 2024/00949/LAPR

Or potentially September, if we don't get the licence in time for August

On Wed, Jun 12, 2024 at 10:02 AM Harrison Hide <> wrote:
Hi,

The event will only take place on one weekend in August each year

Regards,
H

On Wed, Jun 12, 2024 at 9:57 AM Licensing HF: H&F <licensing@lbhf.gov.uk> wrote:

Hello Harrison,

My manager wishes to know if these planned events shall take place in August only year, or could it take place any month in the year.

If it takes place in August only my manager believes adding the following restriction could reduce the amount of potential representations, as people most representations seem to believe the event shall take place every weekend.

"On Saturday to Sunday each year during the month of August."

Kind Regards,

William Asante

Licensing Technical Support Officer

Place Department

Hammersmith & Fulham Council

Licensing Team: 020 8753 1081

Direct Line: 075 0078 2708

William.Asante@lbhf.gov.uk

www.lbhf.gov.uk



Business Support

We appreciate the impact COVID-19 has had on local businesses, please follow the below link for up to date information on business support and grants during the pandemic: <https://www.lbhf.gov.uk/business/business-support-and-advice>

Additionally, if you sign up to our free business newsletter we can keep you updated with support available: <https://www.lbhf.gov.uk/businessconnects>

Are you aware that our website has been translated into various different languages? On the website click the language button at the top right and select the language of your choice.

From: Harrison Hide <>

Sent: Monday, June 10, 2024 1:19 PM

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

Subject: Re: FW: Licensing Act 2003 - Premises Licence Number: 2024/00949/LAPR

Great to chat to you just now William, please see my formal replies below:

Following on from my previous email there are some aspects of your application my manager has requested clarification on

- The description of the event states that the event shall cover Fridays and Saturdays, however you have filled in the dates for Saturdays and Sundays,

the site notice you provided also stated Saturdays and Sundays, can you please confirm the correct dates for the event(s)? **Correct days are Saturday and Sundays.**

- The application makes reference to an Events Management Plan (ELM) however can you confirm if you have an ELM right now or will it be provided before any event starts. **It will be provided before the event starts, as currently it is still a working document.**
- You are applying for the sale of alcohol on the premises only in an outdoor area, can you confirm if the area for the event shall be enclosed during the event or shall it be open for anyone enter or exit freely? **The area will be enclosed during the event.**

I will go to the site and update the notices, in addition, if you could let me know about the backlog of hearings, as this event is planned for the 17/18th of August. Please also note that this event is planned to happen on one Saturday and Sunday a year, not weekly.

Regards,

H

From: Harrison Hide

Sent: Monday, June 17, 2024 5:18 PM

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

Subject: Re: FW: APPLICATION/Plan attached now; Further requests to Lorna, Re: 2024/00949/LAPR 5th July: deadline Eel Brook Common

Hi Lorna,

Please find attached our resident action plan.

Regards,

H



DISCOVER

WELCOME PACK DECK

2024

00-10

A gastronomic journey of discovery, where every bite tells a story, and every flavour unlocks a new adventure. Together, let's savour the magic of food and celebrate the joy of discovery!



INTRODUCTION

WHO ARE WE?

Discover is a street food and drink festival concept that embodies our passion for street food markets, intertwining with the world of craft drinks and entertainment. Discover aims to take guests on a journey of discovery through the world of food and drink, helping guests uncover new flavours, cultures, and information about their favourite brands.



Attendees will Discover top street food traders, artisan producers, craft beers, tasting sessions, small batch producers, comedy, local bands, live dj's, kids entertainment, street buskers and more.



03-10

BACKGROUND

At Discover, guests will enjoy curated experiences where they can discover new music, craft drinks, and products, along with a packed entertainment schedule. Guests will have the opportunity to engage in conversations with their favourite brands or discover new ones throughout the world of food and drink and question real brand ambassadors. Ever wondered why Jubel is called Jubel? Well, wonder no more; it's time to discover!

Attendees will have the chance to discover a wide range of entertainment from their kids' artistic skills with our social pottery to wine and craft beer tastings, retail products and a comedy tent. Families are invited to participate in an array of kids' arts and crafts activities, and a variety of family-friendly offerings. We'll be supporting the local music scene with live music from local artists and paying homage to our roots with street buskers.



Discover Event Fact Sheet



Quick Key Facts

- The event will be held for only one Saturday and Sunday in either August or September, as a condition of the licence, making it impossible to operate every weekend.
 - The licence has been applied with residents in mind, which is why there is an early finish time for both the sale of alcohol and recorded music.
 - We are only using the New Kings Road side of the park, not the entire park.
 - Our target demographic includes young families and professionals aged 30 and above, based in the boroughs of Hammersmith and Fulham, and Wandsworth.
 - The event showcases the world of street food and drinks, including artisan producers and retailers. While the event is inclusive, it is also pitched to a higher-end demographic, also featuring Michelin-star chefs presenting their take on street food.
 - An extensive litter-picking team will ensure the event does not cause excess litter in the local area.
-
- The licence was delayed to complete the resident consultation, and any feedback from this process was used to steer the licence conditions.
 - The build and break days have been minimised to ensure the park is accessible for residents and local users.
 - Our ambition is to bring the event to the common once a year. We want to work with local residents to make it a highlight event, something that residents can support and be excited about.
 - The event is dog-friendly, with brands in attendance to service the needs of dogs.
 - The music at the event is secondary to the food and drinks; therefore, the music is meant to be a background addition to the event, not the main focus.
 - We will have a noise management team operating during the weekend, conducting noise checks in local areas and feeding back into the sound controls.
 - The event offers a host of activities for children, both free and paid, including but not limited to kids' arts and crafts and pottery painting.



A DISCOVERY FESTIVAL BREAKDOWN

Discover Food – At Discover, attendees will be able to go on a real food journey, where we unite the cream of the crop, up to 40 of the UK’s finest street food traders, live open fire cooking, street food takeovers from Michelin-starred chefs to allow guests to go on a real food journey in discovering new flavours, cultures, and ways of cooking.

01

DISCOVERY DRINKS

At Discover, we collaborate with renowned and emerging drink brands to offer attendees a true discovery journey. Each brand, whether well-known or critically acclaimed, has a unique story or new product to share. Our goal is to provide a deep understanding of these brands through direct interaction with knowledgeable ambassadors, offering insights beyond what money can buy or ads can convey. Why is Camden Hells launching a Stout? What new products are in the pipeline? We want to know, and we think you do too!

02

DISCOVER DJ'S

The festival’s food and drink experience intertwines with the sounds of street food and soul, brought to life by pioneers like Norman Jay MBE, DJ Spooky (BBC Radio 2), and Seamus Haji (Glitterbox).

03

DISCOVER LIVE MUSIC

Discover local live music. Bands take front of stage working with local musicians to create a space for them to perform, and attendees can discover the best from their live music scene. Bands often don’t get access to perform for such large crowds in their local area, so this will give them a platform to get content and promote themselves to a larger audience.

04

DISCOVER BUSKERS

At Discover, we want to pay homage to our roots serving food on the side of the street, so we want to celebrate the street entertainment that others provide. We will be working with UK street buskers to provide them with strategically placed locations across the site to showcase their talents. Similar to Covent Gardens, buskers will have spaces and time slots to perform to the crowd circling them and then raise funds from an engaged audience. The buzz that street buskers bring along with the variety of performances will lend itself well to the festival environment and atmosphere.



A DISCOVERY FESTIVAL BREAKDOWN

05

DISCOVER TASTES

Our tasting sessions will focus on the world of wines and craft beers. Here, influencers from both worlds will lead their respective areas of expertise to create an experience for attendees where they can pay a fixed fee and taste a variety of products from carefully selected partners. A wine or craft beer passport, then we'll allow attendees to go and discover, all for a fixed fee i.e £10 passport for sample sizes.

06

DISCOVER FOR LITTLE PEOPLE

The key focus will be on bringing in families through an extensive child entertainment program including free and paid options. Our child entertainment will include but not be limited to Nerf wars, pottery painting, and upcycling arts and craft workshops.

07

DISCOVER COMEDY

At Discover, we'll run a secret comedy club working with local comedians all the way to those with TV credits. The comedy will be run as surprise guests on the day; we will only announce the comics on board at the festival on the day.

08

DISCOVER RETAIL

At Discover, we want to offer a place where brands from the world of food and drink and everything associated that have retail products within this space can sell and be discovered. Products such as clever peeling hacks to make wine last longer, we want to offer the opportunity for our guests to buy food and drink-related products.



Residents Action Plan

DISCOVER SITE

Residents Action Plan

- We have developed a resident action plan to help to mitigate disturbances to residents during our time operating at Eel Brook Common.
- Arrangement and Management of Deliveries: To minimise noise impact, no deliveries or trader setups occur outside the hours of 09:00 – 18:00 on build days.
- Access and Arrival of Vendors: Vendors arrive onsite between 09:00 and 18:00 on their pre-arranged day of trade. All vendors arrive in vehicles that are removed from the site before the market opens to the public and are parked in legal spaces.
- Parking for Customers and Staff: Most visitors use public transport, walk, or get dropped off by taxi, requiring minimal parking and keeping traffic noise to a minimum.

Resident Action Plan (RAP)

- We will develop a comprehensive Resident Action Plan (RAP) to supplement the Event Management Plan (EMP). This RAP provides a detailed account of how we will manage and control the Discover Street Food event during its build and operational hours of operation to ensure high levels of coordination and communication between us and the residents.
- Residents Direct Line: A dedicated telephone number for local residents to engage directly with the Management Team while the event is open. Residents can provide feedback, register complaints, or discuss any other matters related to the operation of the event. Additionally, we have set up an email address that the Management Team will respond to within 24 hours (Monday to Friday).
- Residents Ideas: Discover will provide an email address where residents can make suggestions and get feedback on their suggestions to improve the operation and or the impact the operation has on residents.
- Residents Cleaning Team: A dedicated Residents Cleaning Team (RCT) is pre-arranged to conduct a litter pick during the event operating hours and perform a more extensive litter pick at the end of each day. The RCT will also monitor the cleanliness of the site, identifying any isolated areas of antisocial behaviour, crime, noise, or disturbance. Any incidents will be communicated to and registered with the Management Team, who will implement further mitigatory measures as necessary.





DISCOVER
FESTIVAL



DISCOVER
FASHION



DISCOVER
MUSIC



DISCOVER
ARTISTS