

Dear all,

Licensing Act 2003

Premises Licence Number: 2024/00949/LAPR

Premises name: Eel Brook Common

Premises address: Eel Brook Common New King's Road London

I am contacting you as you have raised a representation against the above application, and I would like to clarify a few points raised.

Firstly, the applicant has added the following condition to the licence application:

1. This licence shall be used for one weekend a year in August or September only.

This means that the premises licence, if granted for the proposed Food Festival which is being operated **will only be used for one Saturday and Sunday per year in either August and September, and not every weekend**. This information can be seen on the Licensing Public register, under additional information.

Secondly, the applicant has supplied an additional information pack, attached to this email which explains the event proposal. I would suggest reading it all, especially page 5 which indicates more information on the event.

Please let me know if the above clarification of the licence being used for one weekend a year in August or September only, and the additional information in the residents pack address the concerns raised in your objection, and you are minded to withdraw? If you are please can you confirm by return of email.

Additionally, are you able to advise us of anything the applicant could propose in relation to reduction in hours or attach conditions that could resolve this matter?

If you have any further queries, please contact me directly on the below.

Kind regards

Lorna McKenna

Licensing Compliance Officer

Licensing

Place Department

From: [REDACTED]
Sent: Thursday, June 27, 2024 12:30 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Additional Information - Eel Brook Common New King's Road London

i now withdraw my objection due to the altered application

[REDACTED]

On 27 Jun 2024, at 11:30, Licensing HF: H&F <licensing@lbhf.gov.uk> wrote:

Hi [REDACTED],

Thank you for your prompt response.

The applicant has proposed the following operating times:

Licensable activities sought

The Performance of live music, The Playing of Recorded Music, The performance of Dance, Entertainment similar to Music or Dance - Outdoors Only
Saturdays and Sundays between 12:00 to 20:30

The Sale of Alcohol - On the Premises Only
Saturdays and Sundays between 12:00 to 20:00

Opening hours of the premises

Saturdays and Sundays between 12:00 to 20:30

Based on the license only being for one weekend a year, and the above times operating would you be minded to withdraw your objection?

Please let me know by return of email.

Kind regards

Lorna McKenna

Licensing Compliance Officer
Licensing

From: [REDACTED]
Sent: Thursday, June 27, 2024 11:23 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

thank you

only 1 weekend a year is ok but as long as it doesnt be come regular we already have a lot of activities in the park

and it is nice just to have a park sometimes for some peace and quiet

if they could have a cut off of 7pm would be sensible

[REDACTED]

From: [REDACTED]
Sent: Thursday, June 27, 2024 1:32 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Yes i will withdraw on basis of below.

[REDACTED]

From: [REDACTED]
Sent: Thursday, June 27, 2024 1:47 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: [REDACTED]

Yes so long as it is one weekend a year I withdraw my objection.

[REDACTED]

From: [REDACTED]

Sent: Friday, June 28, 2024 7:26 AM

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

Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Ms McKenna,

If the music is only once a year for a festival, that is obviously quite different and we are happy to withdraw our objection.

Yours faithfully,

[REDACTED]

From: [REDACTED]

Sent: Thursday, June 27, 2024 2:24 PM

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

Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna,

Many thanks for your email.

On the condition that:

1. the licence application remains only for one weekend a year;
2. the applicant is compelled to take the steps set out in its brochure as part of its licence; and
3. no precedent is set for allowing licences of this kind on a broader nature; and
4. it is understood that my withdrawal is strictly on the basis these conditions and is not seen as an acknowledgment that the common should be used for public events,

I am prepared to withdraw my objection on this occasion. I appreciate the applicant's amendments to the application.

Kind regards,

[REDACTED]

From: [REDACTED]

Sent: Thursday, June 27, 2024 1:33 PM

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

Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Ms McKenna

Thank you for your email clarifying the licensing proposal for Eel Brook Common. The signs that appeared around the park were very vague and made mention only of 'Saturdays and Sundays' which led me, and all the neighbours I have spoken to, to believe that this was to be a permanent arrangement which I would be completely opposed to. Now it is clear that it is only for one weekend per year, I feel rather differently.

A few months ago there was a similar proposal for a one off event on Eel Brook Common on the August Bank Holiday this year. I actually wrote in to support this one-off event. (I believe this application was subsequently withdrawn). I think that occasional, well run events in the park can be a good thing, just as long as there aren't too many of them.

If this new application is just for one weekend per year, then I would like to withdraw my objections. I wouldn't have objected in the first place had it been clear what was being asked.

My only outstanding comments are:

- 1) Its says that it will only occupy the New King's Road side of the park - but the capacity is 4,999 people. The capacity sounds excessive given the scale of that part of the common.
- 2) A licensed food/drink/music festival for almost 5,000 people is new territory for Eel Brook Common. If a license is granted, I think it should be reviewed after year 1 following further consultation with residents.
- 3) I trust there would be a commitment from LBHF to ensure that it is properly policed and controlled. The 'enforcement officers' at the recent EID celebrations were utterly useless.

Yours sincerely

[REDACTED]

From: [REDACTED]
Sent: Friday, June 28, 2024 10:37 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

I do confirm that yes

On 28 Jun 2024, at 10:26, Licensing HF: H&F <licensing@lbhf.gov.uk> wrote:

H [REDACTED],

Thank you for you email.

Please can you confirm that now you think it is fair, that you withdraw your representation?

Kind regards
Lorna McKenna
Licensing Compliance Officer
Licensing
Place Department

From: [REDACTED]
Sent: Thursday, June 27, 2024 3:03 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

That seems fair- tx for the update.

From: [REDACTED]
Sent: Friday, June 28, 2024 12:14 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: EelBrookCommon Residents-Association
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna,

I'm happy to now withdraw the representation on the understanding that:-

1. The event will take place only once a year, as stipulated in the current, modified state of the application
2. If the event grows over the years, it should transfer to a larger, more suitable venue. Crowds of many thousands of people are inappropriate for a small space such as Eel Brook Common

With thanks for having consulted and responded to us residents, and best wishes,

Yours sincerely,

[REDACTED]

On 28 Jun 2024, at 11:06, Licensing HF: H&F <licensing@lbhf.gov.uk> wrote:

Dear [REDACTED]

Thank you for your comments.

Please can you confirmation that you are happy with the amendments. I will pass your comments to the applicant to ensure that they are made aware of the below.

Please can you confirm that based on the email below, you now withdraw your representation?

Kind regards

Lorna McKenna
Licensing Compliance Officer
Licensing

From: [REDACTED]
Sent: Thursday, June 27, 2024 11:52 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>

Cc: EelBrookCommon Residents-Association

Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Mrs McKenna,

I am grateful to you for kindly responding with details of the updated licensing application.

In its new form it is much more acceptable and I particularly approve of the degree of consultation with residents at every step of the way, most notably with regard to noise, anti-social behaviour and crime.

I do feel it is important that the event does not become more than a once a year happening, as this would inevitably entail a severe encroachment on the peace and quiet of the area. Should the event start to grow, it would be comforting to know that there is a clause in place within the license, stipulating that a different, larger and more suitable venue be found.

With thanks and best wishes,

Yours sincerely,

[REDACTED]

From: [REDACTED]

Sent: Monday, July 8, 2024 7:12 PM

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

Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna

Thank you for your detailed response to my original objection which I am happy to withdraw on the basis that the presentation shows a professional and straight forward approach.

Along with a promise of one weekend a year this becomes more acceptable.

Yours sincerely, [REDACTED]

[REDACTED]

From: [REDACTED]

Sent: Thursday, June 27, 2024 12:55 PM

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

Subject: Food and Drink Festival- Eel Brook Common New King's Road London

Hi Lorna,

Re this event and licensing application.

We note that that condition below has been added. Thank you very much.

As I'm sure you appreciate the open-ended nature of the original application in terms of frequency, size, drinking hours, noise etc has caused concern amongst local residents.

We would ask that the following additional conditions are added.

The size of the event should be restricted to a maximum of 4,999 per day

The sale of alcohol should stop at 8.30 pm

There should be a review of the event with local community afterwards, if it goes ahead.

With the exception of the last point the size and hours points are in the residents pack provided by the events company (with whom we have concerns which we will forward separately).

We would like them in the licensing conditions as well as it gives us the residents proper legal protection.

We would be grateful if the last point could be picked up with the events company who have indicated a willingness to do this.

[REDACTED]

Co-chair Eel Brook Common Residents Association.

From: [REDACTED]

Sent: Thursday, June 27, 2024 12:09 PM

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

Subject: Re: Additional Information - Eel Brook Common New King's Road London

■ No the clarification does not address my concerns around noise and litter and additional parking stressors.

I maintain my objection

Best

[REDACTED]

From: [REDACTED]
Sent: Thursday, June 27, 2024 2:18 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Hi Lorna

I have shared your email with our street WhatsApp for [REDACTED] and with a few residents of [REDACTED] so everyone aware of the amendment. Most people are very relieved. There is some concern around the numbers exiting Parsons Green tube through Novello Street en route to Eel Brook Common and the litter that might be left on the front walls of houses in Novello Street. Similarly, concerns about numbers congregating at White Horse pub before / after event. It would be appreciated if there were measures in place as a condition of license that included any empty food containers/beer bottles/waste being collected by event organisers from Novello Street immediately after the event concludes and visitors have vacated.

[REDACTED]

From: [REDACTED]

[REDACTED] hursday, June 27, 2024 12:21 PM

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

Subject: RE: Additional Information - Eel Brook Common New King's Road London

Dear Lorna,

Thank you for your reply and attachment from the applicant.

We did understand that it would be for one weekend this year, but still have to object to the licence covering future events in coming years. I do not object as such to the IDEA of small events on the common, but this feels as though it will be huge. And to say that it will only cover the South side of Eelbrook Common does not acknowledge that those of us living on this side of the common and New Kings Road will be wholly and completely affected by this event, and the North Side relatively unscathed. It WILL affect parking, so to suggest otherwise is totally disingenuous. Every event has the same affect on the local roads – you could say most football fans take public transport, but no one living in Fulham would agree with that – even the Eid events which are not entirely welcomed by local residents mean there is gridlock in the roads and parking on the local streets bordering Eelbrook Common.

So no, we are not minded to withdraw our objection to this licence to hold an annual event which will have a large impact on the densely residential area around Eelbrook Common. We object to the thought that if the applicant is successful in obtaining a licence that will allow this event every year removes any chance of saying NO, it was not a success in terms of the impact or whatever, and we would be stuck with this happening in years to come. And while the event may take place for two days, the whole thing will be 4 days – or even more to take into account the set up and removal, not to mention the dreaded portaloos – and damage to the grass on the common with such large footfall – particularly if the weather turns against us – remember how long it took to recover after that huge circus a few years back.

Might I ask why other Parks/Commons in the RBHF area are not considered for events like this – would Bishops Park not be more suitable, bordering the river, Craven Cottage and Bishops Palace as it does, leaving only one residential road bordering the park affected by this, or any other event.

With best regards,

[REDACTED]

From:

Sent: Thursday, June 27, 2024 4:43 PM

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

Cc: [REDACTED] <

Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna Mckenna,

I am not at the moment able to open the attachments, but this makes no difference to our objection.

Whatever your procedures, we have to consider the whole proposal including that of a food festival.

The whole idea is quite inappropriate and unsuited to the area and I regret that the Council for the second time in two years are bringing it forward.

The formalities of objecting are putting a lot of people in the area to a lot of trouble, and it would much more beneficial and cost effective for the Council to discuss with residents and park users what sort of activities, if any, might be considered.

Yours sincerely,

[REDACTED]

From: [REDACTED]

Sent: Friday, June 28, 2024 2:41 PM

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

Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear sir

Thank you for email - but I still wish to object. The effect of the LTN means even more traffic to the area on top of the noise and disturbance to locals. The local food shops have had a severe loss of takings since the LTN was introduced and I feel that to sell food on their doorstep will detract sales even further and be very unfair to them.

Perhaps the food fair could choose Wimbledon common which is large and more room for noise to evaporate.

Best wishes

[REDACTED]

From: [REDACTED]

Sent: Friday, June 28, 2024 6:57 PM

To: Licensing HF: H&F <licensing@lbhf.gov.uk>; Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>;; mail@greghands.com

Subject: Re: Additional Information - Eel Brook Common New King's Road London

Lorna
thank you

I still object.

If awarded once, it will be a short period until one becomes two becomes three then monthly.

Residents should take a strong 'no' position from the start as a matter of principle that these green spaces in quiet residential neighbourhoods cannot cope with such large events and thousands of people - and we don't want what all that brings as collateral damage.

It is still a 'no' from me.

Thank you

Regards

[REDACTED]

From: [REDACTED]
Sent: Sunday, June 30, 2024 8:26 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Subject: Continued Objection to License Application for Food Festival

Dear Lorna,

Thank you for your email and the additional documentation that pertains to the licensing application.

I am writing to formally reiterate my objection to the application for a license for the upcoming food festival, despite the additional evidence provided in support of the event. As a local resident, and in alignment with the concerns of my fellow residents, I remain opposed to this application due to the significant disruption it will cause to our community.

Our objections are grounded in the following concerns:

1. ****Public Disturbance and Noise****: The festival is expected to generate considerable noise, both from the event itself and the influx of attendees. This will significantly disrupt the peace and quiet that residents rely on, particularly during the evenings.
2. ****Public Nuisance and Cleanliness****: Large gatherings often result in increased litter and waste, which can overwhelm local sanitation services and lead to unsanitary conditions. Previous events of this nature have left our community dealing with residual trash and a noticeable decline in public cleanliness.
3. ****Traffic Congestion****: The additional traffic generated by the festival will exacerbate local congestion, making it difficult for residents to go about their daily activities. This is particularly concerning given the narrow and already busy roads in our area.
4. ****Safety Concerns****: Increased foot traffic and vehicle congestion can also raise safety issues, especially for children and the elderly. The potential for accidents and other safety hazards cannot be overlooked.

In light of these concerns, I respectfully urge you to reconsider granting the license for this event. The wellbeing and quality of life of local residents must take precedence over the interests of an external event that poses such significant disruptions.

Thank you for your understanding and attention to this matter.

Regards,
[REDACTED]

From: [REDACTED]

Sent: Friday, June 28, 2024 10:02 PM

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

Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna

Thank you for your explanatory email. However, would it not be better if the event were to take place in Bishops Park which is not surrounded by residential properties and thus removing all the noise and disruption that 5000 people on a small area of land will create. Please ask the applicant, to re submit the application part for Bishops Park.

With best wishes

[REDACTED]

From: [REDACTED]
Sent: Monday, July 1, 2024 1:11 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Thank you for this additional information - however please accept this as confirmation that I will NOT be withdrawing my objection to this application, I am still not convinced that an event like this will add any value to residents or visitors to the area.

Kind regards
[REDACTED]

From: [REDACTED]
Sent: Tuesday, July 2, 2024 11:13 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Thank you for your email.

I would like to keep my objection to the proposed licensing.

I do not believe that there are any conditions which could make this festival acceptable on Eel Brook Common.

Best regards,
[REDACTED]

From: [REDACTED]

July 5, 2024 2:25 PM

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

Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna,

Thank you for sending through the additional information.

I am unable to withdraw my objections as the proposed event is too big for such a small space creating a risk to public safety, nuisance most likely elevating crime and disorder.

The physical size of the event will take up to a third of the available open space on the common and there will be an additional 4,999 people on it all of it taking place next to a busy main road. The common is very heavily used at the weekend, especially by young families. There is a risk of significant overcrowding, spilling onto the road and distress for local common users.

In addition, we note that the organisers have been associated with seeking to extend the size of events they have been associated with in other areas.

This is a food and drink festival with a strong presence of alcohol vendors. The prospect of 5,000 people on the streets is likely to cause anti-social behaviour and crime and disorder. The applicants have been associated with events in Palmer Park in Reading where unacceptable social behaviour and local disturbance (drunkenness and drug taking) was reported by the BBC in Jan 2024. Despite this, they sought to extend this event from a 5,000 to 10,000 capacity. The risk and repetition of this in a small public space in a family area is unacceptable.

I am additionally concerned about protecting children from harm.

The site will abut the children's playground on Eel Brook Common. This is heavily used and other parts of the common are used for children's parties. An additional 5,000 people on the common, of whom many will have been drinking is unacceptable in this context.

With best regards,

[REDACTED]

From: [REDACTED]

Sent: Tuesday, July 9, 2024 7:52 AM

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

Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna

Thank you for your message- On behalf of the Eel Brook Common Association and I would like to clarify our objection remains and we do not want this event to take place on the Common.

Moving forward we hope to be able to work with the council at the inception of ideas, as this process of application and objection is arduous and time consuming for everyone involved.

[REDACTED]

Co Chair Eel Brook Common Association

From: [REDACTED]

Sent: Monday, July 8, 2024 4:28 PM

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

Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna

Thank you so much for kindly emailing me.

I am sorry to say I am still anti this. Eel Brook Common is for the residents to have green open space to walk their dogs, take their children and genuinely enjoy and not for food/drink stands or really anything else. I noticed that this weekend there is a Fair on Parsons Green taking up the entire Green there which is also most annoying.

With regards to the food and drink festival and stands, there is space by Imperial Wharf which has no green area and I think already has the occasional street food vendor.

Kind regards

[REDACTED]

From: [REDACTED]
Sent: Monday, July 8, 2024 9:47 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: [REDACTED]
Subject: Re: Additional Information - Eel Brook Common New King's Road London

Dear Lorna,

Thanks for the email and the glossy brochure.

Whilst its clear that the application is just for one whole weekend in either August or September there is not a great deal of substance or detail in the document.

It mentions "building" the event, how long does it take to set up all the structures etc?

How long does it take to dismantle the event?

Will they repair the likely damage to the park?

They mention limiting the time music can play but don't mention an actual time music will

stop being played. What time will they stop playing music?

When will it open and when will the food outlets and bars stop serving?

How many people are expected?

What are their ticket estimates?

Is there a maximum number of people allowed by the council?

My guess on the timing is a minimum of two days to set up and two days to take down

making a total of six days that the park would be unavailable to local residents.

Thats not great particularly in the summer where (if the weather ever gets better) locals

want to use the park facilities including the children's playground which is immensely popular.

We already have a children's circus that uses the same space regularly and take over

for at least a week and significantly damage the grass, we really feel that this mini/maxi festival

is simply not suitable for a relatively small open space like Eel Brook Common.

We maintain our objection.

Kind regards,

A solid black rectangular redaction box covering the signature area.

From: [REDACTED]
Sent: Thursday, July 11, 2024 2:36 PM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: RE: Additional Information - Eel Brook Common New King's Road London

Dear Lorna

2024/00949/LAPR Proposed licence to hold events for 4,999 attendees in Eel Brook Common

Thank you for your email of 8th July and the additional information pack.

The information provided still does not allay the concerns raised in my earlier objection.

If anything, this has raised my concerns- this is not a local, community event (such as the recent fair on Parsons Green), but a commercial, profit-making enterprise that has no connection with the locality. I am also concerned that, in terms of set-up and take-down, it will take more than one day.

The applicant should withdraw the application as it is far too big an event for Eel Brook Common and is an unsuitable use of recognised Common Land.

Yours sincerely,

[REDACTED]