

From: Barclay Road Residents
Sent: Wednesday, October 2, 2024 5:55 PM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Subject: Supplemental: Map overlays x 3 PDF attached 2024/00949/LAPR Eel Brook Common proposed food/drink/music festival Application

2024/00949/LAPR Eel Brook Common proposed food/drink/music festival Application

Please include this email and the 3 pages attached as one pdf in the supplemental papers for the hearing on 8 October 2024. Thank you.

Attached please find a pdf of 3 maps that we mocked up to help understand the approximate size of the fenced off area for the proposed food/drink/music festival.

- Eel Brook Common is 'a 5.59 hectare park in Hammersmith and Fulham'
source: Greenspace Information for Greater London, the capital's environmental records centre (gigl.org.uk).
- 5.59 hectare are 55,900 square meters.
- We were supplied with a 3-page A1 Hospitality document (now outdated, so not included here but relevant bullet points are copied in below) stating that the area to be fenced off would be approximately 11,000 square meters.
- This means taking up approx 20% of the entire area within the curtilage of Eel Brook Common i.e. $11,000 / 55,900 = 20$ percent.
- This 20% does not account for areas/space used for natural spillover beyond the proposed licensed, fenced-in area. Nor does it account for possible queues on Eel Brook Common, on the outside the fenced in area.
- We have overlaid the sketch, found on page 11 of the Agenda Pack onto a live Google satellite image. We have asked since June for such an overlay image. We continue to look forward to receiving such a plan.

The bullet points (now perhaps partially outdated) were:

"The event will take place at the New Kings Road side of the park. The site will be around 11,000 sqm, leaving ample space for park use outside of the event. The event will have the following:

- Up to 30 food traders trading out of 3 by 3 gazebos and/or food trucks with tracking underneath to protect the grass.
- Toilet trailers will be brought on site to ensure that we have an adequate number of toilets as per the event purple guide.
- 20 artisan producers with 3m-by-3m gazebos from the world of food such as condiments through to craft beers and food apparel.

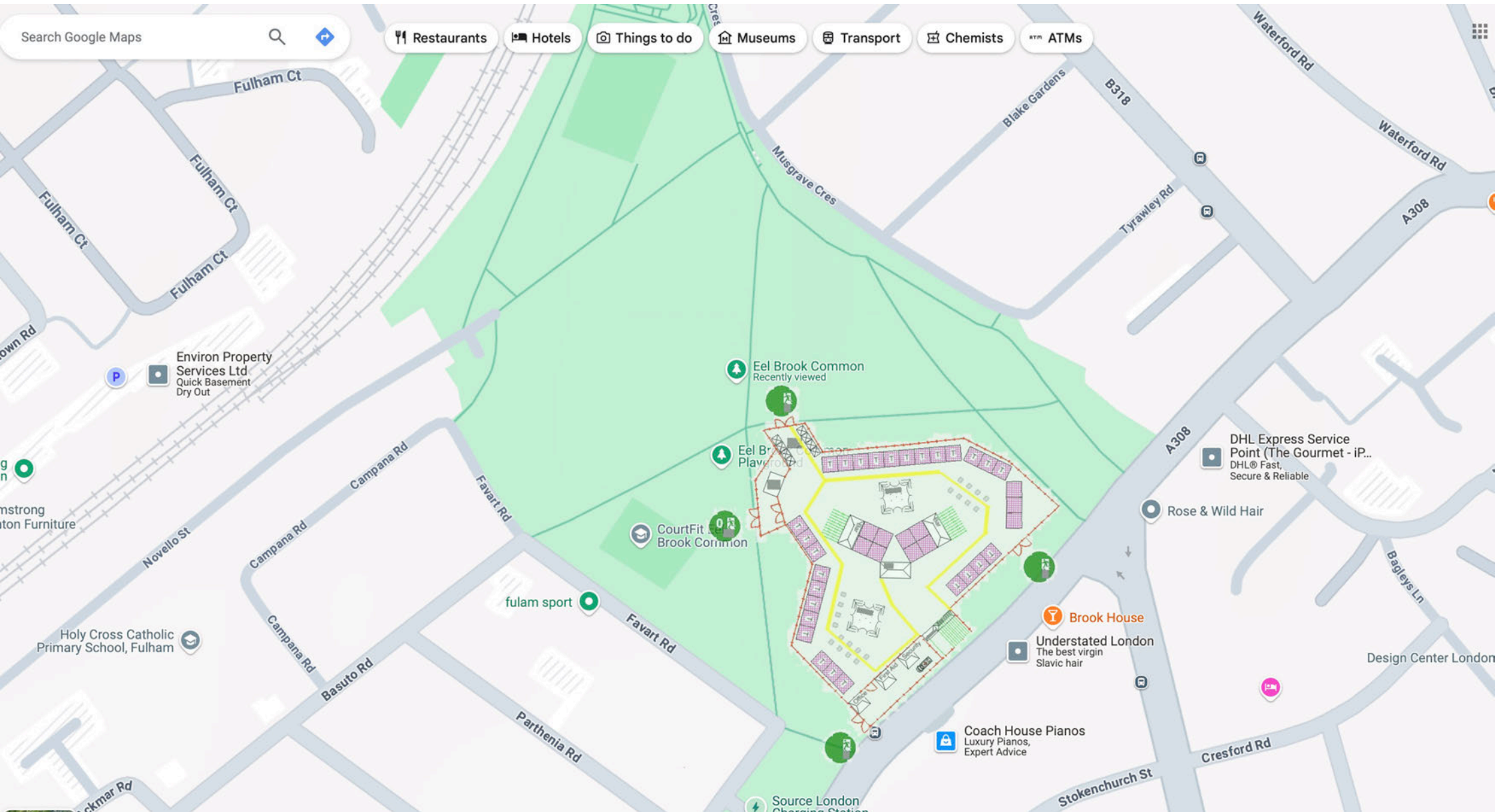
- Band area under a shelter tent which is 20 by 13 meters.
- Soul/Jazz/Funk Music area under an epic shelter 29m by 22m.
- Seating Area under an epic shelter 23m by 23m.
- Kids Area under a Mini Top 23m by 23m.
- Free drinking water area under a 5 by 5 Large Profilia Clearspan.
- Alcohol from 12:00 to 20:15 with a 15-minute drinking up time.
- Recorded music license from 12:00 to 20:15 with a 15-minute drinking up time."

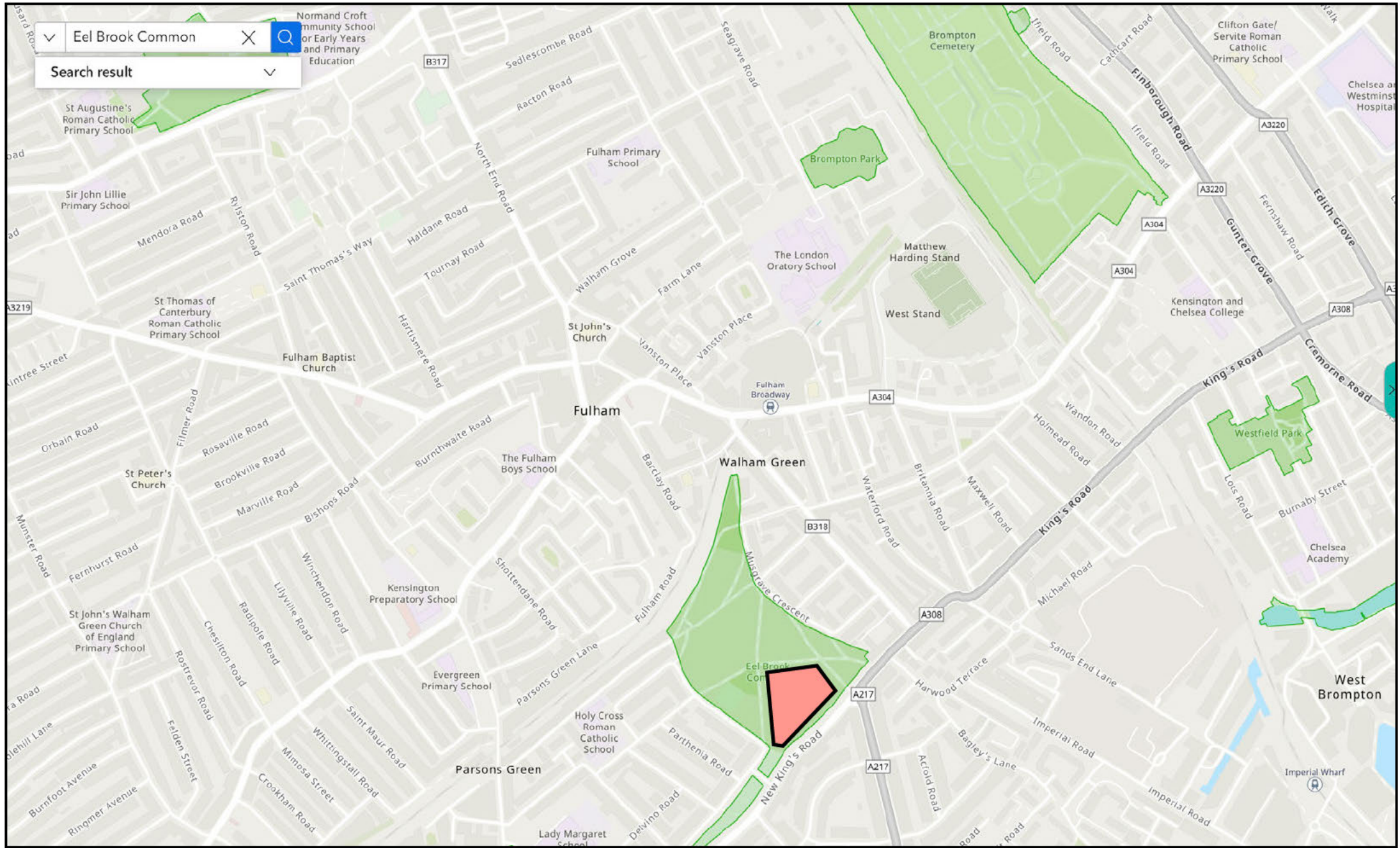
Thank you.



Barclay Road Conservation Area Neighbourhood Watch (Barclay Road Residents)







From: Barclay Road Residents

Sent: Thursday, October 3, 2024 2:47 PM

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

Subject: Evening Standard Supplemental evidence to support our Rep against 2024/00949/LAPR Eel Brook Common

Supplemental evidence to support our Rep against 2024/00949/LAPR Eel Brook Common

2-page PDF *London councils are betraying locals by renting out parks to festivals for a pittance*

Evening Standard 6 June 2024, page 6

London councils are betraying locals by renting out parks to festivals for a pittance

Martha Gill

June 6 2024



At this time of year, Londoners are gasping for green space. The lucky few have a garden, but most of us head for a park — this is what they are for. But then you hit festival season. For weeks there is preparation, cutting across lunch breaks, picnics and football games.

Giant metal walls go up, obliging locals to travel along the edges or through high-walled pathways, with large sections inaccessible. Then, over the very hottest weekends, music pumps into the atmosphere and guests pour in. It's not just park-goers who are affected — the noise disturbs the peace of anyone living nearby.

Sometimes it's worse. When Finsbury Park hosted [Wireless Festival](#) it was besieged by rampaging gatecrashers, who ran around the fences trying to break in. When arrested, some were found to have knives.

Then there's the aftermath. Litter, large sections of flattened grass, [mud churned up](#), the smell of stale beer and urine. By some estimates, the environmental damage caused by [festivals](#) can take six months to recover.

Councils are short on cash and need money — so why do they charge these festivals so little?

Hyde, Victoria, Brockwell and Finsbury [Parks](#) have long held [music festivals](#) in the summer — but now the tradition has spread to Clapham Common, Peckham Rye and Blackheath.

Why? Councils argue that they are short of cash and need the money. This is certainly true. So here's a question: why do they charge these festivals quite so little? The very top fee for a music festival weekend might be, according to The Guardian, £500,000. But it isn't always even this much. Last year, [Brockwell Park staged a Pokemon Go event](#) which lasted three days and attracted some 60,000 guests.

In the weeks leading up to it, locals complained of unsightly structures and heavy vehicles going to and fro. Pokemon Go was estimated to have made about £2 million for itself from the event. What did Lambeth council charge it? A derisory £80,000.

To put these sums in perspective, consider what it costs to hold a wedding reception for a few hundred guests in a central London location. Perhaps £10,000? If you want to hire three greenhouses in Kew for 200 people — in the evening, so other park guests are minimally disturbed — it will cost you £23,000. How much more should it be for a whole noisy weekend in a borough's only green space, with 50,000 people churning up the grass?

| <https://www.standard.co.uk/comment/hyde-park-finsbury-park-brockwell-park-london-festivals-b1162604.html>

London's local authorities certainly need the money. This year they are facing a shortfall of at least £400 million — caused by years of inadequate funding and rising pressures on local services. Fourteen councils have issued Section 114 notices — which is effectively a declaration of bankruptcy — since the Local Government Finance Act was put in place, and several in the past few years. Homelessness is raging. No one wants council tax to go up.

If councils need to hire out parks to balance the books, locals may be sympathetic to the argument. But they should charge far more for these precious public spaces at one of the few times of year that Londoners can enjoy them. This would make music festivals more exclusive, of course, but they are already beyond the means of most people. Better one high-end festival than five in the mid-range, eating up bank holiday weekends.

More and more research tells us that nature is good for our mental health — living near green space reduces the odds you'll have to be medicated for depression and anxiety. Visiting a park is associated with lower levels of loneliness, too. They are good for physical health of course — nicer to go for a run in a park than along a busy road. People who visit parks have lower blood pressure and are less likely to suffer from asthma. These effects are magnified for those on low incomes.

London is lucky to have some of the UK's most biodiverse urban parks. Jackdaws call from the tree canopies and at dusk you may see tawny owls and bats. There are voles, woodpeckers, thrushes, starlings, sparrow hawks, butterflies, lizards and grey heron. The Royal Parks website claims they are home to over 4,700 species. But the sudden cacophony of a music festival has an impact.

Councils should know the worth of these patches of green. Parks are costly to run, which might have skewed their perspective. Parks tend to show up as costs on the balance sheet, and councils are grateful for any money they can make in return. But they are selling them far short.

Martha Gill is an Evening Standard columnist

From: Barclay Road Residents
Sent: Thursday, October 3, 2024 3:03 PM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Subject: Change.org petition Supplemental evidence to support our Rep against 2024/00949/LAPR Eel Brook Common

Change.org petition Supplemental evidence to support our Rep against 2024/00949/LAPR Eel Brook Common 2-page PDF source:
<https://www.change.org/p/oppose-the-permit-for-unsuitable-activities-at-eel-brook-common>

This publicly visible petition, with the originator's name clearly stated online and signed by 205 local neighbours, was started by a neighbour who did not know about the 28-day process of making a Representation to the Licensing Authority. Although the Council states that residents should use the legal channels available to express their opinions, when residents don't know about those channels, they start petitions like this one.

Others were able to contact our neighbour, [REDACTED] who started this petition, and he has made a representation which is in the Agenda Pack. As far as we know, it has been difficult to explain to many neighbours what 'evidence to support my Rep' encompasses, and why therefore this petition should be submitted.

Therefore, Barclay Road Residents (BR Neighbourhood Watch) are submitting this petition and the written comments made to support our own Representation and ask the **Committee to give the opinions of 205 local residents due consideration.**

Oppose the Permit for Unsuitable Activities at Eel Brook Common

Started 18 June 2024

Why this petition matters



Started by [redacted]

As a resident [redacted] Eel Brook Common, we would like to remind that this park is used by children, families for various activities and very strongly oppose the proposed Permit. We as a family of four with two kids take our children to the park for walk and also use the park for walking our dogs regularly every day.

We strongly think the proposed activities are not suitable for a neighborhood park that is very close to homes with families. There is already a lot of unpleasant activity in the park and activities such as Music events and other dance events will increase these activities and will greatly limit us letting our children in the park alone.

Eel Brook Common is relatively small park and it borders a lot of properties, one of which is ours. Activities that are listed on the proposal will affect our lives on weekends when we rest with our families.

Besides, the park is used for picnic, get togethers, sports, etc. and it is mainly used by families- this is what a common like this is normally used for. All of those activities will have to be limited. Eel Brook Common attracts a lot of people in the grounds, brings the residents of the area together and by allowing the proposed activities, residents use of the park will be limited. It will bring a lot of other people from perhaps different neighborhoods to the grounds and will cause a lot of disturbance to residents like ourselves

there is a tennis court + astro football/basketball/ and most importantly a children's park in Eel Brook Common.. activities listed

and the sale of alcohol!! is extremely worrying and it will impair families and mostly children's activities on tennis courts, football and small children's park!

as a resident I strongly oppose the permit allowance- i also think that residents should be given more time to appeal to this decision. The notice hung is very small and number of days to appeal is rather limited till July 6th



Share this petition in person or use the QR code for your own material.

[Download QR Code](#)

[Report a policy violation](#)

205

Signatures

500

Next Goal

[Support now](#)

Sign this petition

First name

Last name

Email

London, EC4R
United Kingdom

- Yes! Tell me if this petition wins, and how I can help other relevant petitions
- No. I don't want to hear about this petition's progress or other relevant petitions.

[Sign this petition](#)

Do not display my name and comment on this petition


We process your information in accordance with our [Privacy Policy](#) and [Terms of Service](#).

Oppose the Permit for Unsuitable Activities at Eel Brook Common

Petition details Comments

Reasons for signing


See why other supporters are signing, why this petition is important to them, and share your reason for signing (this will mean a lot to the starter of the petition).


 Council needs to get their greedy mits off our green spaces! Stop monetising parks and leave us in peace! If you want to do something useless do something with the now derelict Fulham town hall for these events to happen at


♡ 0 Report


 Peter Powell


♡ 0 Report


 I'm actually very concerned for the local existing businesses that are already struggling to keep afloat . All the eateries and pubs and bars that have to pay all year costs for staff and business rates and rent etc should not then be upstaged at what should be their peak season with ... [Read more](#)


♡ 0 Report


 I am a local resident and this would not be appropriate for an open common with tennis courts, a big children's play ground, basketball and football court. This is also a walking path from New King's Road to Fulham Broadway. This is not an appropriate place for an alcohol license and ... [Read more](#)


♡ 0 Report


 There is enough entertaining around. NO to noise, rubbish & big companies profiting without contribution

♡ 0 Report


 as a local we have enjoyed 3 generations of activities on the ell broke fairs/circus/funruns and so much more its the prefect place and has been used for such for over 100 years i am sick of people moving in and wanting to change the place ? WE LIKE IT THE WAY IT IS and want to ... [Read more](#)

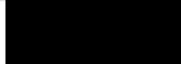
♡ 0 Report


 I live next to the Common. I object for reasons of disturbance, litter, noise and nuisance. The Common is for the purposes of quiet enjoyment of the commoners / local people - music and the sale of alcohol will clearly be in conflict and the Common is not an asset of the ... [Read more](#)


♡ 0 Report


 I think it will ruin the peaceful atmosphere for families to picnic, dog walkers etc and be a nightmare for residents


♡ 0 Report


 The locals use it for their own picnics which is great as there are many flats and children are always playing there

♡ 0 Report


 Its a place to retreat from the traffic pollution around us and the grass being turned up by the invasion of event vehicle and people takes a long time to return. keep this as a tranquil common for the people who live in the area

♡ 0 Report


 Totally unacceptable in a residential area. Is it the Labour Council yet again putting g two fingers up to residents


♡ 0 Report


 Because it's the right thing to do


♡ 0 Report


 It's a family space. Not appropriate for the area.

♡ 0 Report


 Great use of the park for local people to benefit from there are many places to walk a dog and for kids to play like south park eel brook has been used for generations for entertainment it has a long History and heritage in just that bringing Entertainment to people in big citys giving ... [Read more](#)

♡ 0 Report


 As a family of 5 we oppose to this petition. Eel Brook common is a family and residential area where our kids have the independence of carrying on with there sports activities, football, tennis, running and go to the playground. Having Alcohol businesses and live music on Saturdays ... [Read more](#)

♡ 1 Report

From: Barclay Road Residents
Sent: Friday, October 4, 2024 12:32 PM
To: Mckenna Lorna: H&F <Lorna.Mckenna@lbhf.gov.uk>
Cc: Licensing HF: H&F <licensing@lbhf.gov.uk>
Subject: Attendees per day of perhaps 20,000 vs maximum capacity 4,999 at any one time 2024/00949/LAPR Eel Brook Common

ATTACHED:
1 screenshot from 26 June

To further support our Representation made against the application 2024//00949/LAPR we submit this document in accordance with Reg 18 of the Licensing Act 2003 (Hearings) Regulation 2005.

In this email we would like to draw to the attention of the Licensing Committee the issues around
'maximum capacity at any one time' vs the number of attendees over the course of one day as well as the necessity for Secretary of State consent

A)

'maximum capacity at any one time'

On the second page of the Application itself, page 22 of the Agenda Pack, this sentence is found (underline our emphasis):

'If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend'

No further number 'expected to attend the premises at any one time' is stated at this or any point in the Application, thus we may deduce that the **maximum capacity at any one time will be 4,999**. The key phrase is 'at any one time'.

This number 4,999 was added to the 'Additional Information' on the Licensing Register, on or just before June 26. I took a screen grab of it on June 26, 2024; see below, line 23 starts with '4,999'. This number, 4,999 was removed from the Additional Information a few days after June 26. We still do not understand why it was removed as it certainly added some clarity.

B)

the number of attendees over the course of one day could be much higher than 4,999

1) We are unclear about the **estimated number of attendees** of this proposed event. For instance, how many tickets could be made available on each day to enter the fenced enclosure on Eel Brook Common? At the moment, the Applicant does not have a maximum number of attendees over the course of one day to which he has agreed to adhere.

2) We are concerned about the possibility of perhaps 20,000 or more people flooding the area over an 8.5 hours timeframe on each day of this proposed two-day festival. Easily done as people stay for a while and then leave, and new people take their

place. People might attend for a few hours over lunch, mid-afternoon, later, early supper or the early evening.

3) We conclude:

4,999, although not stated anywhere in the papers submitted, is the maximum capacity at any one time whereas 20,000 is a conservative estimate of the number attending the event overall on one day, so perhaps 40,000 attending over two days.

C)

Is 20,000 realistic? Marketing free entry tickets for a two-day festival on Eel Brook Common, Fulham

It is our understanding that the Applicant will be offering free entry tickets (or perhaps they could be very low priced tickets) to attend the festival, via apps such as EventBrite. This could assist in live oversight of the number of attendees at any one time. Usually an event organiser uses one or two such apps, but it is up to them. We asked for the details but did not receive them from the Applicant.

Free tickets to a festival (but also paid tickets, especially if the price looks like a token amount, say 1 GBP) could, should, and do receive a lot of traction on Instagram, TikTok, X, Google Ads and other usual means of marketing such festivals. Based on articles we have read about other festivals organised by A1Hospitality and/with its associated brands as well as the Applicant's association with Toby Mullins' festivals such as Stories in the Park in Reading, there is presumably a very high chance of many thousands of people deciding to come to this area of Fulham to attend in this free festival. The infrastructure alone will cost tens of thousands of Pounds, presumably; pay back comes through high overall attendance rates.

Think Notting Hill around August Bank Holiday. Next up, Fulham.

D)

1) Our concerns for public safety, crowding, proximity to the children's play area, spillover into the unfenced areas of Eel Brook Common, which is designated Common Land

We are concerned about even the high number of 1,000 people attending this proposed event.

We conclude that at a maximum capacity of 4,999 at any one time, there could be a constant flow of individuals arriving, staying and departing, and new individuals arriving, staying and departing, thus flooding not only Eel Brook Common but also our residential roads, the Fulham Broadway tube station/Parsons Green tube station etc.

Because there is no mention of the potential cumulative number of overall attendees in any of the documentation in the Agenda Pack, it is unclear to us if the Responsible Authorities considered any potential cumulative number of attendees over the course of the proposed 8.5 hours of operating on Saturday, and again on Sunday. We ask the Committee to take this into very serious consideration.

The small approx 56,000 square meter Eel Brook Common, especially with its status as Common Land (CL13) is not made for such extreme use and this therefore brings

concerns of the Licensing Act under public safety, protecting children from harm, nuisance and potential crime and disorder.

2) Police response to possible crowds, surging, sudden increased numbers of people in the area, and on Eel Brook Common

We have been told that the Police have addressed the issues of *capacity* in the Condition on page 46 of the Agenda Pack, (but we are unclear if they considered

"4. A minimum of 10 SIA registered operatives shall be on duty at all times the premises is open for licensable activities. The premises licence holder shall regularly review and risk assess the requirement for additional SIA operatives to be on duty."

Does this really address all the issues raised here by us? Is it realistic to believe that one can call in more SIA security guards on the spur of the moment as crowds start to increase beyond expectations? There will be no dedicated police presence at this proposed licensed 2-day event, as there is at Chelsea Football home games with maximum seating for approx 41,000. We have learned at meetings with CFC, that on match days there are over 600 police outside the CFC grounds and over 800 stewards inside the grounds.

E)

Secretary of State Consent is needed for placement of temporary structures, platforms, enclosures, etc

Although not determinate of the issue of the Application 2024/00949/LAPR under the Licensing Act 2003, Councillors will know that were the Licensing Application before them granted in some form, an application must be made for Secretary of State Consent to erect temporary fencing and temporary structures on CL13 Common Land, Eel Brook Common.

Begin forwarded message:

From: Barclay Road Residents

Subject: Fwd: 4,999 number added to 'addition information' tab
2024/00949/LAPR EEL BROOK Common

Date: June 26, 2024 at 10:38:21 AM GMT+1

Details of
Application (Enter
Free Text)

New premises licence Eel Brook Common: The applicant wishes to licence a section of Eel Brook Common to cover licensable activities at during Food Festivals which shall accommodate guests over a Saturday and Sunday period based around street food vendors with an outdoor bar and small tents for small music acts to provide accompanying entertainment. Toilet provision and event infrastructure as described in an Event Management Plan. A marquee incorporating seated guest area, bar and toilet provision. This event is planned to happen one Saturday and Sunday per year during August or September only. Capacity 4999 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 12:0~~



[REDACTED]