

**APPENDIX A**

07/11/2017

Business - Application for a premises licence to be granted under the Licensing Act 2003

Ref No. 920939

## Name of Applicant

Please enter the name(s) who is applying for a premises licence under section 17 of the Licensing Act 2003 and am making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

	Elephant Park Estate Management Company Limited
--	---

## Premises Details

Non-domestic rateable value of premises in order to see your rateable value [click here](#) (opens in new window)

£	0
	Band D and E only applies to premises which uses exclusively or primarily for the supply of alcohol for consumption on the premises

## Premises trading name

	Elephant Park
--	---------------

Postal address of premises or, if none, ordnance survey map reference or description

Address Line 1	Elephant Park
Address Line 2	Elephant Road
Town	London
County	
Post code	SE17 1UB
Ordnance survey map reference	
Description of the location	
Telephone number	N/A

## Applicant Details

Please select the capacity in which you are applying to convert your existing licence

	a person other than an individual (limited company, partnership, etc)
--	---

If you applying as an individual or non-individual please select one of the following:-

	I am carrying on or proposing to carry on a business which involves the use of the  premises for licensable activities
--	--

#### Other Applicants

#### Personal Details - First Entry

Name	Elephant Park Estate Management Company Limited
------	---

#### Address - First Entry

Street number or building name	20
Street Description	Triton Street
Town	London
County	
Post code	NW1 3BF
Registered number ( where applicable )	09917192
Description of applicant ( for example, partnership, company, unincorporated association etc )	Private Limited Company

#### Contact Details - First Entry

Telephone number	
Email address	

#### Operating Schedule

When do you want the premises licence to start?

--	--

If you wish the licence to be valid only for a limited period, when do you want it to end?

--	--

General description of premises ( see guidance note 1 )

	<p>The premises is a park within a new development in Elephant &amp; Castle. As part of the operation of the park it is anticipated that the following types of events will take place from time to time: community festivals; film screenings; stalls; community fetes; fireworks displays; sporting activities/displays; product launches; art displays; cooking/food/catering/gardening/sports demonstrations; small scale fairs; outdoor theatre; exhibitions; garden (and similar) shows; charity events and auctions; live and recorded music (family-friendly); performance of dance (family-friendly); sports activities and classes.</p> <p>An indicative programme overview setting out a sample of what planned activity could be for a period of 12 months is included in support of the application.</p>
--	---

Please select the range of the number of people expected to attend the premises at any one time.

	Less than 5000
If 5,000 or more people are expected to attend the premises at any one time. Please state the number expected to attend	

## Operating Schedule part 2

What licensable activities do you intend to carry on from the premises?

	(Please see sections 1 and 14 of the Licensing Act 2003 and schedule 1 and 2 to the Licensing Act 2003)
--	---

## Provision of regulated entertainment

	a) plays
	b) films
	e) live music
	f) recorded music
	g) performance of dance
	h) anything of a similar description to that falling within (e), (f) or (g)

## Provision of late night refreshment

--	--

## Supply of alcohol

--	--

## A - Plays

Will the performance of a play take place indoors or outdoors or both? ( Please read guidance note 2 )

	Both
--	------

Please give further details here ( Please read guidance note 3 )

	Occasional performance of a play may take place either within an enclosed structure (such as a tent) or in the open.
--	--

Standard days and timings for Plays ( Please read guidance note 6 )

Day	Start	Finish
Mon	09:00	22:30
Tues	09:00	22:30
Wed	09:00	22:30
Thur	09:00	22:30
Fri	09:00	22:30
Sat	09:00	22:30
Sun	09:00	22:30

State any seasonal variations for performing plays ( Please read guidance note 4 )

--	--

Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed. ( Please read guidance note 5 )

--	--

## B- Films

Will the exhibition of films take place indoors or outdoors or both? ( Please read guidance note 2 )

	Both
--	------

Please give further details here ( Please read guidance note 3 )

	Occasional film showings may take place either within an enclosed structure (such as a tent) or in the open.
--	--

Standard days and timings for Films ( Please read guidance note 6 )

Day	Start	Finish
Mon	09:00	23:30
Tues	09:00	23:30
Wed	09:00	23:30
Thur	09:00	23:30
Fri	09:00	23:30
Sat	09:00	23:30
Sun	09:00	23:30

State any seasonal variations for the exhibition of films ( Please read guidance note 4 )

--	--

Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed. ( Please read guidance note 5 )

--	--

#### E - Live Music

Will the performance of live music take place indoors or outdoors or both? ( Please read guidance note 2 )

	Both
--	------

Please give further details here ( Please read guidance note 3 )

	Occasional live music performances may take place either within an enclosed structure (such as a tent) or in the open.
--	--

Standard days and timings for Live Music ( Please read guidance note 6 )

Day	Start	Finish
Mon	09:00	22:30
Tues	09:00	22:30
Wed	09:00	22:30
Thur	09:00	22:30
Fri	09:00	22:30
Sat	09:00	22:30
Sun	09:00	22:30

State any seasonal variations for the performance of live music ( Please read guidance note 4 )

--	--

Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed. ( Please read guidance note 5 )

--	--

#### F - Recorded Music

Will the playing of recorded music take place indoors or outdoors or both? ( Please read guidance note 2 )

	Both
--	------

Please give further details here ( Please read guidance note 3 )

	Occasional playing of recorded music may take place either within an enclosed structure (such as a tent) or in the open.
--	--

Standard days and timings for Recorded Music ( Please read guidance note 6 )

Day	Start	Finish
Mon	09:00	22:30
Tues	09:00	22:30
Wed	09:00	22:30
Thur	09:00	22:30
Fri	09:00	22:30
Sat	09:00	22:30
Sun	09:00	22:30

State any seasonal variations for playing recorded music ( Please read guidance note 4 )

--	--

Non standard timings. Where you intend to use the premises for the playing of recorded music entertainment at different times to those listed. ( Please read guidance note 5 )

--	--

#### G - Performances of Dance

Will the performances of dance take place indoors or outdoors or both? ( Please read guidance note 2 )

	Both
--	------

Please give further details here ( Please read guidance note 3 )

	Occasional performances of dance may take place either within an enclosed structure (such as a tent) or in the open.
--	--

Standard days and timings for Performance of dance ( Please read guidance note 6 )

Day	Start	Finish
Mon	09:00	22:30
Tues	09:00	22:30
Wed	09:00	22:30
Thur	09:00	22:30
Fri	09:00	22:30
Sat	09:00	22:30
Sun	09:00	22:30

State any seasonal variations for the performance of dance ( Please read guidance note 4 )

--	--

Non standard timings. Where you intend to use the premises for the performance of dance entertainment at different times to those listed. ( Please read guidance note 5 )

--	--

H - Anything of a similar description to that falling within (e), (f) or (g)

Please give a description of the type of entertainment you will be providing

	Anything of a similar description to live or recorded music or performance of dance.
--	--

Will the entertainment take place indoors or outdoors or both? ( Please read guidance note 2 )

	Both
--	------

Please give further details here ( Please read guidance note 3 )

	Other occasional performances may take place either within an enclosed structure (such as a tent) or in the open.
--	---

Standard days and timings for Anything of a similar description to that falling within (e), (f) or (g) ( Please read guidance note 6 )

Day	Start	Finish
Mon	09:00	22:30

Tues	09:00	22:30
Wed	09:00	22:30
Thur	09:00	22:30
Fri	09:00	22:30
Sat	09:00	22:30
Sun	09:00	22:30

State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g) ( Please read guidance note 4 )

--	--

Non standard timings. Where you intend to use the premises for the entertainment of similar description to that falling within (e), (f) or (g) at different times to those listed. ( Please read guidance note 5 )

--	--

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children ( Please read guidance note 8 )

	N/A
--	-----

L - Hours premises are open to public

Hours premises are open to the public ( standard timings Please read guidance note 6 )

Day	Start	Finish
Mon	07:30	00:00
Tues	07:30	00:00
Wed	07:30	00:00
Thur	07:30	00:00
Fri	07:30	00:00
Sat	07:30	00:00
Sun	07:30	00:00

State any seasonal variations ( Please read guidance note 4 )

	<p>When licensable activities are taking place the park will be open from 07:30 to 23:00 (midnight where a film finishes at 23:30)</p> <p>Generally the opening hours of the park will be from 07.30 to 21:00 during British Summer Time and from 07:30 to 17:00 at other times.</p>
--	--



Non standard timings. Where you intend to use the premises to be open to the public at different times from those listed. Please list, ( Please read guidance note 5 )

--	--

M - Steps to promote four licencing objectives

a) General - all four licensing objectives (b,c,d,e) ( Please read guidance note 9 )

	Please refer to the attached schedule of conditions for the promotion of all four licensing objectives.
--	---

b) the prevention of crime and disorder

	Please refer to box a) above.
--	-------------------------------

c) public safety

	Please refer to box a) above.
--	-------------------------------

d) the prevention of public nuisance

	Please refer to box a) above.
--	-------------------------------

e) the protection of children from harm

	Please refer to box a) above.
--	-------------------------------

Please upload a plan of the premises

	<u>licence-plan.pdf</u>
--	-------------------------

Please upload any additional information i.e. risk assessments

	<u>conditions-supporting-docs.pdf</u>
--	---------------------------------------

Checklist

	I have enclosed the plan of the premises. I understand that I must now advertise my application. I understand that if I do not comply with the above requirements my application  will be rejected.
--	--

Home Office Declaration

Please tick to indicate agreement

	I am a company or limited liability partnership
--	---

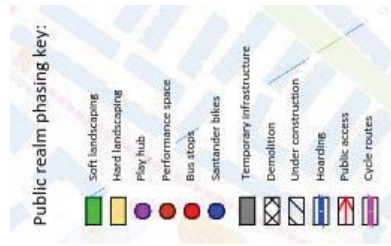
Declaration

I agree to the above statement

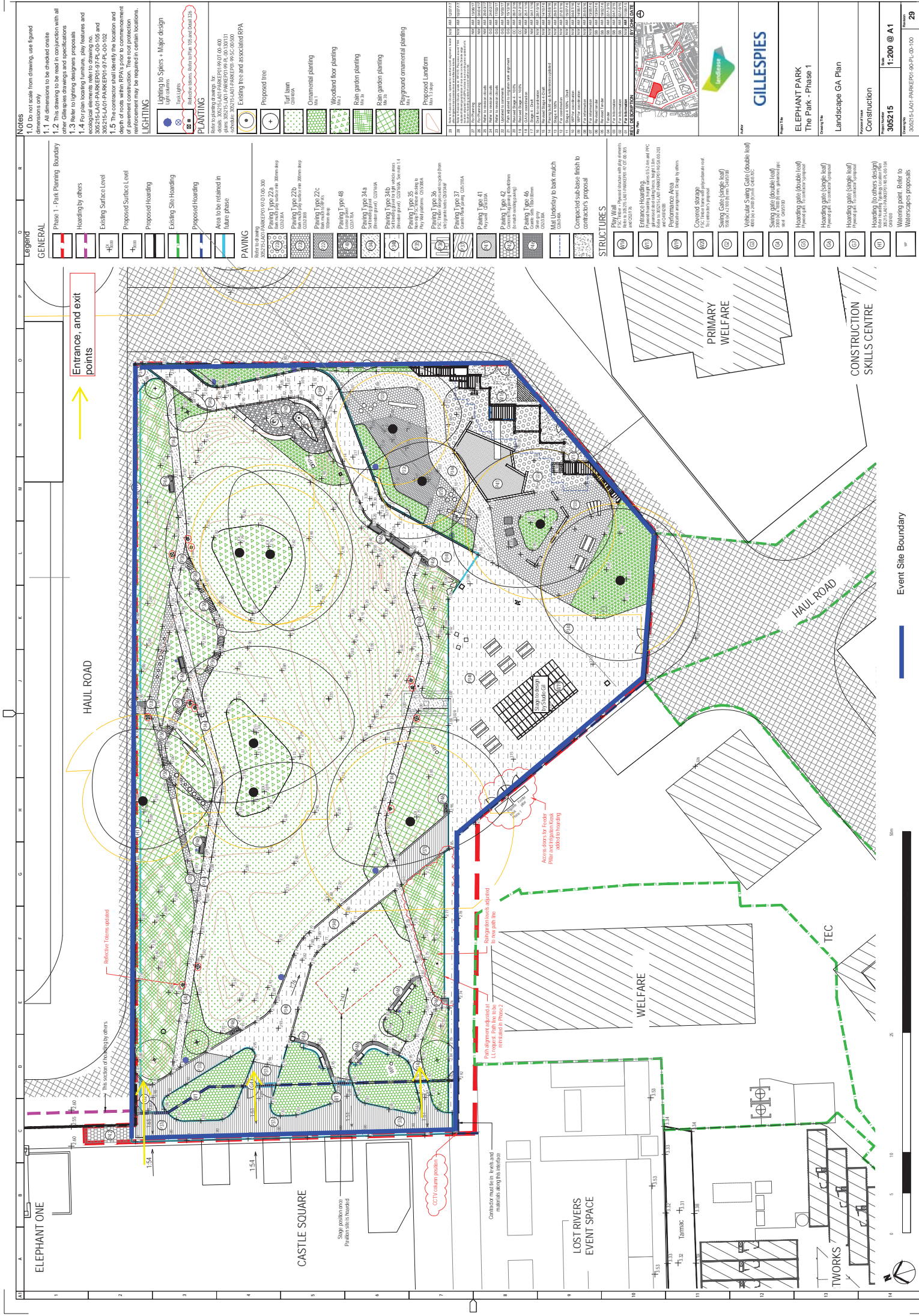
	Yes
PaymentDescription	, ,
AuthCode	026914
LicenceReference	ks102 94212
PaymentContactEmail	

The information you provide will be used fairly and lawfully and Southwark Council will not knowingly do anything which may lead to a breach of the Data Protection Act 1998.

The map illustrates the New Kent Road area, showing a network of streets including New Kent Road, Rodney Place, Munton Road, Victory Community Park, David Cooperfield Gardens, Wansey Street Gardens, Jacob Street, Walworth Road, Strata, Artworks, TSS, TEC, Castle Square, Park Phase 1, Temporary Play, Project Office, Construction Skills Centre, H.10, H.13, H.6, Grow Elephant until Mar 17, Shopping Centre demolition starts Dec 10 - Feb 19 C.2018, and Lost Rivers Dec 10 - Feb 19. The map uses various colors and symbols to represent different types of land use and infrastructure.







## **ELEPHANT PARK**

### **APPLICATION FOR A PREMISES LICENCE**

#### **PROPOSED CONDITIONS**

1. The maximum capacity of the premises shall not exceed 1500 persons (not including staff and performers).
2. For each event where licensable activities are taking place, a risk assessment shall be undertaken to assess the need for:
  - a) SIA registered door supervisors;
  - b) a noise impact assessment;
  - c) Emergency evacuation procedures
3. Litter will be collected and removed from the site as soon as practicably possible after all events.
4. The Licensee shall ensure that external operators providing licensable activities at the premises are issued with an agreement for use of the premises, or part thereof. This agreement shall include the conditions attached to the Premises Licence.
5. Where the number of persons predicted to attend the event (excluding security, staff, performers and employees) exceeds 499, unless otherwise agreed with the Environmental Health Team, the licence holder shall produce:
  - a) A Noise Management Action Plan detailing control measures for anything associated with the event for example (but not necessarily limited to) amplified sound levels at source and the facades of residential properties likely to be affected, stage erection / dismantling times, generator locations and operating levels / times, vehicle movements for each event / function;
  - b) The Noise Management Action plan shall be implemented and adhered to prior to and during the event.
6. The event organiser or security representative thereof shall make regular patrols at no less than hourly intervals around the perimeter of the premises when regulated entertainment is taking place. Noise levels shall be adjusted to ensure local residents are not disturbed by excessive noise break out.
7. All stewards and SIA registered door supervisors must be readily identifiable when working at the venue.
8. When SIA registered door supervisors or security staff are to be employed, they will be employed in a minimum ratio of 1 per 250 customers.

9. Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly.
10. No sound emanating from regulated entertainment shall be audible a metre from the façade of the nearest noise sensitive premises between 2300 and 0700 hours.
11. An incident record shall be maintained by the park management company that details incidents that occur in or in the immediate vicinity of the premises. This shall include any incidents of disorder, seizures of drugs or offensive weapons, any faults in the CCTV system, and ejections from the premises as a minimum.
12. The incident record shall be kept on the premises and be available for inspection by the police or an authorised officer of the Licensing Authority at all times the premises is open.
13. A telephone number for the premises, or a responsible member of staff on duty, shall be displayed so that it is visible from the public highway for members of the public to lodge complaints.
14. Deliveries and collections (including refuse and / or recycling collections) associated with the premises shall be arranged between the hours of 08:00 to 22:00 only. Empty bottles and non-degradable refuse shall remain in the premises at the end of trading hours and will not be taken out to the refuse point between the hours of 22:00 and 08:00.
15. The Licence Holder shall take all reasonable steps to ensure that there is no unauthorised advertising of events to be held at the premises.

# PROGRAMME OVERVIEW

---









# Example Calendar to Summer 2018

ACTIVITY	Jul-17	Aug-17	Sep-17	Oct-17	Nov-17	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18
	24 31	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	4 11 18 25	1 8 15 22 29	5 12 19 26	5 12 19 26	2 9 16 23 30	7 14 21 28	4 11 18 25	2 9 16 23 30	6 13 20 27	3 10 17 24
LAUNCH YEAR															
EP - What's in the Trunk?															
The Elephant Never Forgets															
ANNUALLY RECURRING															
Free Fitness Classes															
Elefest															
London Design Festival															
Summer Art, Music & Dance Series															
Children's Book Club/Readings															
Bengali Celebration															
Little Elephants Grow & Cook															
Outdoor Film Screenings															
Walworth Society Festival															
The Elephant's Got Talent															
Halloween															
Guy Fawkes Night															
Winter Lights/Sound															
Easter															
Big Elephant Eat															
Outdoor Sport Screenings															
Carnaval del Pueblo															

Major Events



# Programme Overview

ACTIVITY	CONCEPT	DELIVERY PARTNER	TIMING / FREQUENCY
LAUNCH YEAR			
EP - What's in the Trunk?	Three-day preview of annual programme	John Whelan (as above)/ Jason Brown (JusPlay, Mercato Metropolitano cooking classes for children)	August 4 - 6
The Elephant Never Forgets	An animated history piece using actors & music with links to Cumming Museum, Walworth Society & John Havard Local History Library	John Whelan (Local Arts Events Organiser, has worked extensively with Walworth Society)	Proposed One-off Event
RECURRING EVENTS			
Elefest	Celebration of The Elephant & Castle	Rob Wray (Director of Elefest, owner of Shortwave Cinema, Longwave Bar)	Yearly / September
Free Fitness Classes	Tai chi, superheroes fitness, yoga, capoeira, family-friendly, mums and babies yoga	Our Parks (Runs community exercises classes throughout London using local talent. Won Community Programme of the Year BT Sports Industry Awards.)	6 classes/week across 4 days
London Design Festival	Park design research and installation	London College of Communication (Tara Hanrahan, Mo-Ling Chui, Valerie Mace Sarah Temple)	Yearly / September
The Summer Series Music, Dance, Art	Weekly evening free music concerts, dance and art over summer, showcasing local talent	<b>MUSIC:</b> Africa Centre, Community Choir, Lost Rivers, London Youth Jazz Orchestra, London Centre of Contemporary Music, Carnivale de Pueblo <b>ART:</b> Hotel Elephant, Londn College of Communication, Magic Me, Blackfriars Settlement <b>DANCE:</b> Super Arts, Siobhan Davies, Carnivale de Pueblo	Weekly Summer evenings
Children's Book Club/Readings	Story-telling under the trees	Newington Library	Summer monthly
Little Elephant Grow & Cook	Cooking & food growing w/ local children and their parents/carers.	Jason Brown (as above)/Paul McGann (Grow Elephant)	Bi-monthly 6 months/year.
Outdoor Film Screenings	Films that have a broad connection to the area.	Cinema Museum/Africa Centre/Rob Wray (as above)	Three nights in summer
Walworth Society Festival	Final of four history events celebrating local area	John Whelan (as above)/Jeremy Leach (Walworth Society)	1 day / Yearly
The Elephant's Got Talent	Talent contest for local children (dance, music, poetry, creative writing)	Susan Hayes (Director of SuperArts)	1 day / Yearly
Halloween	Creepy Halloween event with theatrical storyteller. Children dress up in spooky costumes on their way to trick or treating	Gareth Murphy (Theatrical Storyteller)	1 day / Oct
Guy Fawkes Night	Fireworks & street food	Titanium Fireworks (Mayor of London's New Years Eve display, Hogmanay), local food operators.	1 day / Nov
Winter Lights & Sound Installation	Sound/light installation. Castle Sq Xmas tree. Local choir launch	LCC(as above), Stow Projects (Castle Square), Community Choir	Dec/Jan Yearly
Easter	Theatrical, Easter Themed Treasure Hunt	Jo Sadler-Lovett (Co-Artistic Director. Blue Elephant Theatre)	1 day
Carnaval del Pueblo	Parade start at Elephant Park	Nuala Riddell Morales (CEO Carnaval del Pueblo)	Annual
Outdoor Sport Screenings	Summer of Live Sporting Events (Wimbeldon, Tour de France)		Two weeks each,

# Programme Overview – Other Possibilities

ACTIVITY	CONCEPT	DELIVERY PARTNER	TIMING / FREQUENCY
Toybox	Interactive play installation	Pedro Gill	One off
Hoarding Timeline Launch		Walworth Society	One off
LCC Degree Shows	Exhibition	LCC, Sarah Temple	3 days
National Tree Week	Elephant park protected trees talk and walk.		1 day
Hot Pod Yoga			Jan/Feb
Lost Rivers	Use of park in summer for outdoor events.	Laura Perkins	
Bengali Celebration	Lunch and culture day (including dancing).	Bengali Womens Group	Once a year
Plaza Latina		Carnival del Pueblo	Once a year
Friday BBQ		Jason Brown	Summer monthly



## Major Events

### Elefest - Sat, Sept 2

- Focusing the Elephant's most successful cultural festival in one new location - Elephant Park & Castle Square
- EP – family-friendly programming  
Afternoon music stage, evening film screening, story-telling in play area
- LL financial contribution directed towards family-friendly programming
- Castle Square – DJ, markets, food
- Plus late night events at Corsica Studios & Hotel Elephant





## Major Events

### Free Fitness

- By Our Parks, BT Sport 2017 Community Award Winner
- 6 classes each weekweek
  - Sat a.m. – 2 x family-friendly
  - Sun a.m. – 1 x 3 to 7-year-olds (dress up as Super Heroes), 1 x 8 to 12-year-olds
- 2 x weekday classes for older people
- Work with local trainers
- Utilises booking app; excellent data capture
- After first year £4.99/month for two classes a week or unlimited for £49/year



# Major Events

## Walworth Society Festival

- Sat Sept 23
- Final of four history events celebrating local area
- Delivered by local events expert, John Whelan
- Somewhat of a coup for the event to be held 'so far north'





## Major Events

### London Design Festival - LCC

- Design research project about park design, resulting in an outdoor art installation during London Design Festival
- To be coordinated with LSE 'Achieving Publicness' research

### Winter Lights & Sound Installation - LCC

- Activation for the Park over the darker months
- LCC sound department to create a site specific work



## Major Events

### Guy Fawkes Night

- Highly successful community drawcard
- Fireworks set to music; by the company behind NYE fireworks on the Thames & Olympic Games closing ceremony
- Includes street food and potential for candles or lighting installation on the ground
- Excellent winter activation opportunity for the Park

