

RE: Winterville premises license application: ref **lambeth-655904**

7 September 2018

Dear Councillor Wellbelove

We have been supplied with a copy of your representation and I write to respond to your concerns.

Following consultation with the local community after submission of our application, it became apparent that the local business community did not support our request for extended opening hours. Therefore, in response to this feedback we wrote to the Licensing Authority on 31st July 2018 amending our application to reduce the opening hours to those which were granted in the Premises Licence for our event in 2017. I attach a copy of our request to the Licensing Authority to amend our application so the up to date position is clear.

Further, I wish to assure you that we are wholly committed to deliver our event so it is enjoyed and welcomed by the local community each year. We believe that the 2017 event was very well received and I enclose a review of the 2017 event which I hope explains the event and provides encouraging local feedback.

If you require any further information about the event or our application please contact our Event Manager Jess Noakes on 07979495105 or email wintervilleldn@gmail.com.

I hope that this letter satisfies your concerns about the timing for our events and that you feel able to withdraw your representation.

Yours sincerely

Marcus Weedon
Director – Winter South Ltd

RE: Winterville premises license application: ref **lambeth-655904**

7 September 2018

Dear Mrs Jefferson-Smith

We have been supplied with a copy of your representation and I write to respond to your concerns.

Following consultation with the local community after submission of our application, it became apparent that the local business community did not support our request for extended opening hours. Therefore, in response to this feedback we wrote to the Licensing Authority on 31st July 2018 amending our application to reduce the opening hours to those which were granted in the Licence for our event in 2017. I attach a copy of our request to the Licensing Authority to amend our application so the up to date position is clear.

We note your concerns regarding a “high concentration of alcohol outlets which will discharge into a dark open space and may render attendees vulnerable to crime”. You have concerns that this may also give rise to disruptive behaviour. I am pleased to advise you this was not the experience of the 2017 event. We have temporary lighting and crime levels were very low with the police only attending the event (which had a duration of 38 days) on three occasions; once for an overnight break-in and theft from the event site, and twice to assist with minor altercations which were resolved on site and required no further police action. The Police and Licensing Authority have no objection to the application and our plans for the 2018 event. I hope this allays your concerns.

Your concern about the possibility of the patrons leaving the site causing public nuisance is noted but this was not the experience of last year. We manage the egress and encourage appropriate behaviour from patrons when leaving the site. In addition you will note above that we have reduced the permitted opening hours in our application to reflect these in 2017.

With regard to your comments concerning Street Feast, they are a partner of the event providing all of the food & beverage and corporate bookings, hence that is the focus on their own Street Feast website. Winterville has a commitment to catering for Clapham’s community as a whole including families and children with a varied programme of free entertainment and activities alongside the paid for elements of ice rink, roller disco, plonk golf, funfair and cinema.

Further, I wish to assure you that we are wholly committed to deliver our event which is enjoyed and welcomed by the local community each year. We believe that the 2017 event was very well received by the local community and I enclose a review of the 2017 event I hope provides useful feedback.

If you require any further information about the event or our application please contact our Event Manager Jess Noakes on 07979495105 or email wintervilleldn@gmail.com.

I hope that this letter satisfies your concerns about the timing for our events and that you feel able to withdraw your representation.

Yours sincerely

Marcus Weedon
Director – Winter South Ltd

RE: Winterville premises license application: ref **lambeth-655904**

7 September 2018

Dear Councillor Bray,

We have been supplied with a copy of your representation and I write to respond to your concerns.

Following consultation with the local community after submission of our application, it became apparent that the local business community did not support our request for extended opening hours. Therefore, in response to this feedback we wrote to the Licensing Authority on 31st July 2018 amending our application to reduce the opening hours to those which were granted in the Premises Licence for our event in 2017. I attach a copy of our request to the Licensing Authority to amend our application so the up to date position is clear.

We note your concerns with regard to the potential for anti-social behaviour, increased crime and alcohol- related disorder associated with our event. At the multi-agency debrief for the 2017 event, which was held on 6 March 2018, the "2017 event was deemed successful. Received good feedback from visitors, locals and businesses". In addition important feedback was received which will improve the event in 2018, for example improved waste and litter management. We are committed to implement these improvements and our performance will be monitored in 2018 by the Authorities as it was in 2017. In fact crime levels at the event in 2017 were very low, over the duration of the event (38 days) the Police were only called to the site on three occasions; once for an overnight break-in and theft from the event site, and twice to assist with minor altercations which were resolved on site with no further police action. As a result the Police have no objections to our application for the 2018 event.

Following scrutiny of our application and based as the experience of last year, none of the Responsible Authorities, which include the Police and the Licensing Authority have assessed that our event in 2018 will have a negative impact on the Licensing Objectives.

In your representation you also refer to concerns about the use of the site within Clapham Common and the limitation this may cause to walkers, runners and those engaging in sporting activities. Also you mention that views across the open space will be impaired. I do not believe that these are considerations for a Licensing Sub-Committee within the licensing process.

However, I do acknowledge your concerns and confirm that these concerns are recognised and addressed elsewhere by the Council. The planning application process and the Hiring Agreement of the site both take into account the area of the Common that may reasonably be used for our event (5% of the total area) and the restoration of the site after the event. I can also confirm that improvement to the ground management and restoration will be implemented for the 2018 event.

Further, I wish to assure you that we are wholly committed to deliver our event so it is enjoyed and welcomed by the local community each year. We believe that the 2017 event was very well received by the local community and I enclose a review of the 2017 event which I hope provides valuable local feedback.

If you require any further information about the event or our application please contact our Event Manager Jess Noakes on 07979495105 or email wintervilleldn@gmail.com.

I hope that this letter satisfies your concerns about our event and that you feel able to withdraw your representation.

Yours sincerely

Marcus Weedon
Director – Winter South Ltd



London's Alternative Festive Experience

Winterville offered the Clapham community something different over the 2017 festive period. Between 23rd November and 1st January our pop-up town put on a mix of indoor and outdoor entertainment for all ages. This included an Ice Rink, Fairground, Cinema, Crazy Golf, Roller Disco, Market and Narnia-themed adventure for families.

Street Feast curated all the food and drink, with two dedicated dining spaces featuring a mix of London's best street food traders. Meanwhile, the Spiegeltent hosted club nights, cabaret, Mexican Wrestling, a series of LGBT-friendly events, a special Family Christmas show and free kid's entertainment.

"London's most-eccentric Christmas village."

Time Out

“As Clapham’s Neighbourhood Lead, I work for a balance between high-quality cultural activities and sustainable investment in our local area and through discussions and close scrutiny over two years I saw the original Winterville proposal evolve positively into a midwinter event that early reports suggest was widely enjoyed and connects closely to local needs.

The mix of activities was reassuringly Clapham-based, with plenty of discounts for local people, and a full package of other community benefits. The promoters have closely attended to the wide concerns about the ground conditions before, during and after the event and these measures are helping the council to manage the site at a time of greatly reduced central funding.

Close monitoring and final reports will establish finally how the event performed, but my positive impression was built up as it developed and in its delivery it more than matched my expectations.”

***Cllr Nigel Haselden
Clapham Town Ward, Neighbourhood Lead, Clapham***

A Local Event For Local People

We are committed to making Winterville a true community event that provides great entertainment for local people. On advance sales...



- ...Over 60% of people who watched our Family Xmas Show
- ...Nearly 60% of people who came to our daytime Family Raves
- ...Over 50% of families who World Beyond The Wardrobe experience
- ...More than 45% of people who skated on the Ice Rink
- ...Nearly 45% of people who came to our LGBT-friendly shows
- ...More than 45% who attended the Mexican Wrestling and Cabaret
- ...Over 40% of the people who rode the Big Wheel
- ...More than 35% of the people who enjoyed Plonk Golf
- ...At least 35% of the people who came to the Roller Disco
- ...Nearly 25% of the people who watched films in Backyard Cinema
- ...are Lambeth or Wandsworth Residents.**

Local Residents Discounts

Local residents enjoyed half-price ice skating up until December 8th and 50% off during the week for the rest of the event, as well as a 10% Ice Rink discount at all other times. We also reserved 10% of tickets for local residents for each Mimi & The Snow Dragon performance at a discounted price.



Theatre For All

We put aside 10% of all theatre tickets to give away to low-income families via local community housing schemes, children's centres and youth groups.

Councillor Jane Pickard helped us co-ordinate this and we worked with Grace Gbadamosi, Third Sector Development Manager, Consultation and Engagement Team, Lambeth Council to distribute the tickets.

These tickets were taken up on more than three quarters of the Mimi & The Mountain Dragon performances.

Boosting Local Business

We know that bringing new people into the area over the course of the event can help local businesses. Many pubs, restaurants and cafes near the Common saw an uptake in business, with some experiencing their most successful festive period for years.

“What a runaway success!! My customers are certainly raving about it, and we are definitely seeing an influx of new business coming for drinks and food very early evening over the weekend, so thank you for the extra business.”

Fran Macmillan, Owner, Metro Restaurant

We partnered with The Two Brewers on Clapham High Street and The Clapham Grand near Clapham Junction as official after-party venues, directing Winterville-goers to the venues after we closed.

Our craft beer venue was entirely dedicated to showcasing beers from South London artisan brewers and eight breweries from South London partnered with us for the event.

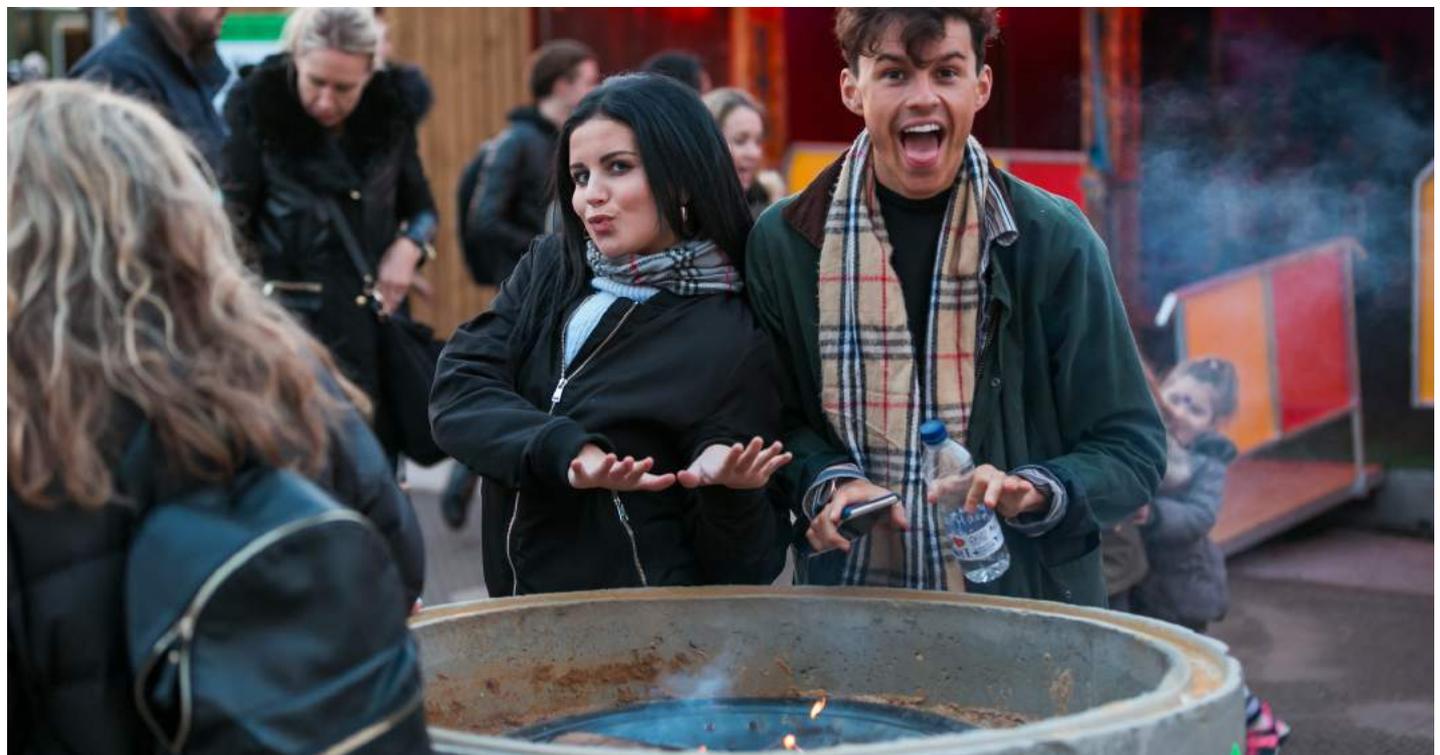
Local Business Discounts

Employees of local businesses enjoyed the same half-price ice skating up until December 8th and 50% off during the week for the rest of the event, as well as a 10% Ice Rink discount at all other times.

“I have four businesses near Clapham Common and felt there was not only better trading of the back of it, but it also raised the bar in regard to quality of event held on the Common.

Many of our customers commented on how good it was and I personally went on numerous occasions with my young family as it catered for a diverse spectrum. I would be in favour of this being a regular instalment on the Common in the future.”

Jayke Mangion, Director, Clapham Cafes



Employing Local People

Many of the staff working at Winterville were local residents. Around 70% of the people who operated the Ice Rink lived locally and people working on the Roller Disco, in the Cinema, behind the bars and back of house all live in Lambeth, Wandsworth and the surrounding area.



“It was an absolute pleasure working at Winterville in Clapham Common. South London's answer to Winter Wonderland is all that you'd expect it to be - cooler, younger and with better food.

A great place to work, and to visit with families and friends alike.”

Lizzie Curle, Backyard Cinema Ops Manager & Clapham Resident

Providing Experiences

We worked with Lambeth College to provide catering work experience placements in the Street Feast area and at least four of these have gone on to work with food traders at future events.

We also partnered with Lambeth Music Network and provided a venue for more than 60 young local musicians to showcase their skills.



“Thank you for providing an excellent opportunity for the young musicians in Lambeth and working with us before and during the concert to provide the best possible opportunity for the young people. We really appreciate your professionalism. We would be delighted to return to Winterville 2018.

Oliver Bayley, Lead Tutor, Lambeth Music Service

Working With Local Schools

We wrote to 55 local schools in Lambeth and Wandsworth over a six-month period leading up to the event. We offered them special offers on the Ice Rink and for the Family Christmas Show and to ask them how they'd like to get involved. We also donated raffle prizes to several local schools for their Christmas fairs and events.

“We would really like to think about ways our school could develop links with you in the future so I really hope this is the beginning of a long-standing event on the Common.”

Jane Christofi, Assistant Head, Clapham Manor Primary School

“Thank you so much for supporting Sudbourne Primary School’s Winter Fair and its raffle. The fair was a huge success and the raffle is the grand finale.

We are proud that so many of our gifts come from local businesses and excited to bring a theatre experience to a lucky family at our school.”

Ashleigh Gill, PTA, Sudbourne Primary School

“Ice rink tickets are a really special prize for our raffles, the children are really excited!”

Patricia Soler-Quilez, PTA, John Burns Primary School



“A huge ‘thank you’ to Winterville for donating to St Mary’s RC Primary School Christmas Raffle. The tickets were gratefully received and contributed massively to the final amount raised for the school’s PSA.”

Amy Tarr, PTA, St Mary’s RC Primary School

We also extended the Local Schools offer to several schools that contacted us outside of the local boroughs.



“Thank you for all your hard work in helping us get our trip organised. A huge success, the girls thoroughly enjoyed it, everything was organised brilliantly and ran like clockwork.

More than one member of staff who has attended previous ice skating trips said the ice marshals at Winterville are the best they have ever experienced. I cannot thank them enough.”

Katie de Florimonte, Head of Year, Sutton High School

Working With Local Charities

We had three official charity partners - Royal Trinity Hospice, Great Ormond Street Hospital and Shelter, which we worked with throughout the event.

We helped with fund-raising and promotion of each charity and activations and the Hospice had a presence at Winterville throughout the event, with the majority of activity focused on the weekends.

“The Royal Trinity Hospice is delighted to be the official charity partner of Winterville 2017. The partnership helped Trinity raise vital funds and increase awareness of the hospice among the London and Clapham community gathering to celebrate the festive season”.

Alessandra Novelli, Trinity Hospice, Partnerships Manager

“Thank you so much for your support of London Santa Dash this year. We really appreciate all you did in the lead up to promote the event. It has raised over £185,000 to date, a huge amount which will help to fund our specialist Play team at the hospital.”

Mika Brenan, GOSH, Senior Fundraising Exec

“Winterville was a great opportunity to showcase our Christmas campaign to a wide audience, from families to young professionals. Plenty of people interacted with our activity and on average our brand was exposed to more than 2,000 people a day.

As Christmas is our busiest time of the year, it was brilliant to have Winterville as an additional platform to raise awareness and additional funds. We would definitely like to work with Winterville in the future.”

Emily Tate, Shelter Community and Events Coordinator

In addition to our official charity partners, we also worked with other charities and charitable organisations in South London providing free tickets and other benefits to organisations including Lambeth Help For Carers, Providence House Youth Club, FAST youth organisation and The White House children’s home in Surrey.

“Thanks so much for the tickets. It made a great difference for us. We hope we can keep working together in the future.”

Alice Dias, Help For Carers, Young Carers Project Team Leader

Caring For The Common

We are committed to maintaining Clapham Common. We have worked with CCMAC and Lambeth Council before and after the event to protect and enhance the common landscape. We are currently working with Lambeth Landscapes and specialist agronomists on reparations works.



Wooden fencing will be used to cordon off the affected area whilst reinstatement works are completed.

Topsoil (sandy loam) will be used to fill in any ruts and depressions.

Verti-drain treatment will start as soon as conditions are suitable for vehicle movement.

Over-seeding may commence once the verti-drain operation is completed.

Fertiliser will be applied later in the process, around early March.

The Feedback

We have received an enormous amount of positive feedback from visitors to Winterville, as well as good reviews from the local community and national press.

“Clapham Common is the centre of all things Christmassy...from attractions to entertainment and food and drink, Winterville offers a packed programme of seasonal classics and dazzling alternatives for all ages.”

Metro

“As much fun as you can have without combusting with excitement.”

Stylist

“For those who like cutting-edge Xmas fun to go with their Glühwein, ice rinks and Xmas markets.”

Le Cool

“A fiesta so festive, it could make Santa ditch the North Pole for Clapham.”

Secret London

“The most varied Christmas village in town.”

Time Out

If you'd like to get in touch with any feedback or suggestions of other ways we might work with the local community please email info@winterville.co.uk

RE: Winterville premises license application: ref **lambeth-655904**

To Whom It May Concern,

Following consultation with local businesses regarding the premises license application for Winterville 2018 (reference Lambeth-655904) we have made the decision to reduce the closing hours for licensable activity back in the line with those from Winterville 2017.

For clarity, the hours currently applied for this year are as follows:

Plays, films, indoor sporting events, boxing / wrestling Entertainment, live music, recorded music, dance	Mon – Thurs	11:00 – 22:30
	Fri	11:00 – 23:00
	Sat	10:00 – 23:00
	Sun	10:00 – 22:30
Supply of alcohol	Mon – Thurs	11:30 – 22:15
	Fri	11:30 – 22:45
	Sat	11:00 – 22:45
	Sun	11:00 – 22:15

The amended hours that we would like to move forward with are as follows:

Plays, films, indoor sporting events, boxing / wrestling Entertainment, live music, recorded music, dance	Mon – Thurs	11:00 – 22:00
	Fri	11:00 – 22:30
	Sat	10:00 – 22:30
	Sun	10:00 – 22:00
Supply of alcohol	Mon – Thurs	11:30 – 22:00
	Fri	11:30 – 22:30
	Sat	11:00 – 22:30
	Sun	11:00 – 22:00

We ask that this amendment be included in your report to the licensing committee.

Kind regards

Marcus Weedon
Winter South Ltd

From: Anna Jefferson Smith
To: [Owojori, Ola](#)
Subject: RE: Winterville
Date: 10 September 2018 17:34:44

Thank you for this detailed response from Winterville. I find it disingenuous that it is claimed in the third paragraph from the end that Winterville was "very well received by the local community". I note that the Planning Application for this event attracted over 200 objections with only over 50 responses in support, hardly a shout of "Welcome back".

Also no reference was made to my concerns about private hire for Christmas parties for 50 to 5000 people. I am glad that the point about closing times has been taken.

Kind regards

Anna Jefferson Smith

Sent from [Mail](#) for Windows 10

From: [Owojori, Ola](#)
Sent: 10 September 2018 13:42
To: !

Subject: Winterville

Dear Mrs Jefferson-Smith,

Further to your representation in respect of the above application, please find attached the applicant's response. Can you let me know whether your concerns are addressed.

Regards

Ola Owojori

Interim Licensing Manager

London Borough of Lambeth

Community Safety Services

London SW2 1EG

Phone: 020 7926 1649

Mobile: 077 1240 2152

Email: OOwojori@lambeth.gov.uk

<http://www.lambeth.gov.uk/licensing/>

Items by post should be sent to:

London Borough of Lambeth, Community Safety, PO Box 734, Winchester SO23 5DG

Items for courier or hand delivery should be delivered to:

London Borough of Lambeth, Community Safety, Civic Centre, 6 Brixton Hill, LONDON, SW2 1EG

We are working with our partners to build a #BetterLambeth - find out more at

<http://love.lambeth.gov.uk/better>

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