

# Agenda Item 7

**From:** Sean Cunniffe <Sean.Cunniffe@merton.gov.uk>  
**Sent:** 30 June 2021 13:50  
**To:** Amy Dumitrescu <Amy.Dumitrescu@merton.gov.uk>  
**Cc:** Sean @Slammin Events <>; Matthew Phipps <  
**Subject:** FW: Your representation against our licence application  
**Importance:** High

Amy - although not an ideal solution we thought it was prudent to offer couples with ceremonial events on the 4<sup>th</sup> and 5<sup>th</sup> of September the option to cancel with a full refund. I can now state that this has been done and all events are now cancelled on these days.

I met with Sean Williams earlier today and had a very useful discussion. I am also grateful for the collaborative approach from Slammin Events to the other issues I had raised as part of my representation. Although not all fully satisfied I am confident compromises can be found to accommodate both parties.

With this in mind I no longer feel it is necessary to speak at the Licensing Sub Committee this evening but cannot withdraw my representation as I again feel it necessary to alert others to the need for consultation, at the earliest possible time, to avoid the reputational damage caused to the Registration Service when considering these events.

Kind regards

Sean  
Head of Customer Contact

**From:** Sean @Slammin Events <[sean@slamminevents.com](mailto:sean@slamminevents.com)>  
**Sent:** 29 June 2021 15:25  
**To:** Sean Cunniffe <>; Matthew Phipps <>  
**Subject:** Your representation against our licence application

Dear Mr Cunniffe,

I fully appreciate the impact we are likely to have on the proper functioning of the functioning of Registration Services, and the rather special location and building.

We were approached by LBM back in 2020 inviting us to bring this event to the park on this specific weekend. We reminded them of our likely impact on your service in February and asked them again to speak to you. You and I both corresponded in March.

However I fully recognise there is a back log of weddings and that the registration of deaths and births is un-delayed by COVID restrictions. I also appreciate that the registration of deaths in particular are something that needs to be accommodated in the most sensitive manner possible.

We would like to stress we are very different in size, age demographics and music genre from a certain previous event.

We would like to work closely with you to mitigate the impact on your Service as much as possible. I have attached a revised site plan which is different from the original licence application. Having

made site visits now we fully recognise our proximity to your building. We have changed our stage orientation and have sound mitigation and control measures not previously employed in the park.

We are not promising zero sound nuisance potential but a very much improved position.

I have attached responses to your representations most of which we can agree to and the remaining only need discussions on detail.

I would welcome the opportunity to speak. Although I appreciate it is short notice we are in the park 1130 to 1430 tomorrow if you would like to meet. Otherwise happy to speak on the phone.

Thank you for your time,

Sean

## REPRESENTATION AGAINST LICENSE APPLICATION

### Slammin Events at Morden Park Open Space, Lower Morden Lane, Morden

Representation from Mr Sean Cunniffe, Head of Customer Contact and Proper Officers Representative for Registration Services, London Borough of Merton, Civic Centre, London Road, Morden, SM4 5DX

[sean.cunniffe@merton.gov.uk](mailto:sean.cunniffe@merton.gov.uk) 020 8274 4901

Date: 02 June 2021

**Applicant(s):** Radioactive Clothing Limited T/A Slammin Events

**Application Type:** New Premises License

**Application reference:** WK/202103931

**Closing date for Representations:** Thursday, 03 June 2021

Morden Park House is the wonderful grade II listed building within the boundaries of the park and hosts Merton's Registration Service. Part of its function is to carry out the statutory duties of Birth, Death and Marriage registration on behalf of the Home Office. This must take place in a serene and calm environment.

We have been afforded very little notice and have now had to start advising on the cancellation of events, especially for ceremonial functions such as weddings, baby naming and civil partnerships. Weddings can be booked up to 2 years in advance so there will be very upset customers having to rethink their wedding plans if a license is approved. This has a negative impact on the reputation and integrity of the service.

While we have worked closely with colleagues and event organisers over previous events to mitigate interference with the operations of the Registry Office, including limiting availability at the weekend, we have had little to no consultation regarding the logistics of this event that not only impedes on the booked ceremonial events at the weekend but also the statutory functions entrusted to us from the General Registry Office throughout the build and break days.

We note from paraphernalia sent to interested groups and Councillors that build days will run from Monday, 30 August through to Friday 3<sup>rd</sup> September and break days will be Monday, 6<sup>th</sup> through to Wednesday 8<sup>th</sup> September. We also note that the applicant is stating that the Registry Office remains accessible (albeit in entirely unsatisfactory conditions) and that the applicant is in discussions regarding the use of London Road Car Park regarding a controlled access on show days only

We ask that the Licensing Sub-Committee, if minded to grant a premises license for this event, considers the following conditions, which are made under the auspices of the four licensing objectives:

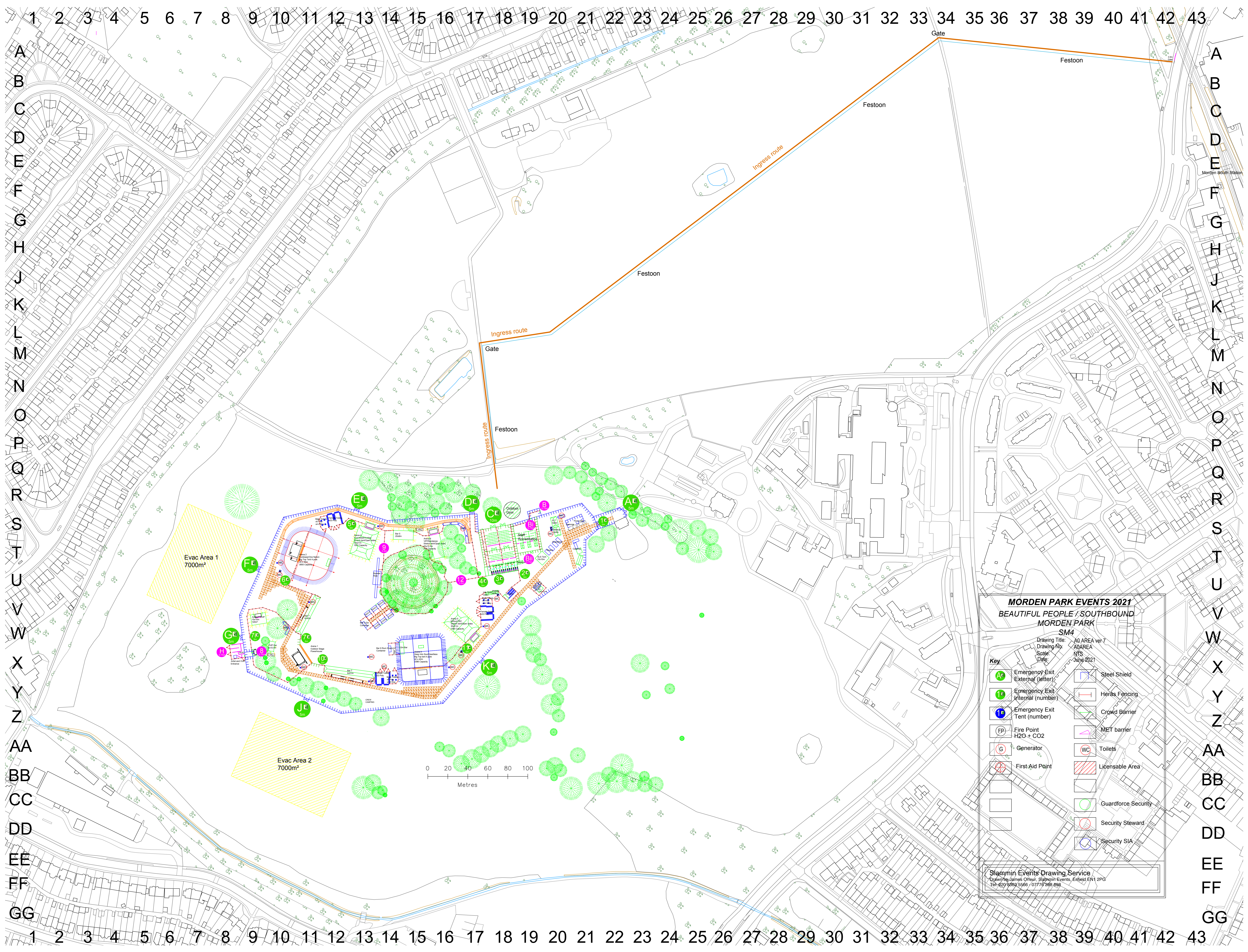
- ❖ The prevention of crime and disorder;
  - ❖ Public safety;
  - ❖ The prevention of public nuisance; and
  - ❖ The protection of children from harm.
1. Build and breaking down traffic is restricted to accessing the park through the rear barrier in London Road Car Park and only between the hours of 08.00 – 10.00 and 16.00 – 18.00. This will create us severe logistical challenges as much as we might like to dictate arrival times, we have no absolute control over deliveries nor delays on the road network. We can request this but not promise it. We could try to respond to particular sensitive times.
  2. There should be unfettered access to the Registry Office for customer's and staff throughout the entire the event, including build and break days. This means the access road is accessible and available. Absolute given. It will be marshalled however as we need to check access to deter event attendees irresponsible parking and to deter nuisance behaviour. Therefore on the event days we would require a wedding list to ensure the right people are not hindered. The detail of how we do this needs to be agreed with you and delivered in a sensitive manner to your customers.
  3. London Road Car Park is not overly controlled or restricted to impede users of the Registry Office. We would look to take a portion of the right hand side to control large vehicle access but still offer a significant portion of the car park to your customers and wider park users. On the event days we would need to introduce more control to avoid abuse as above. Again if we know, say a family name, for a wedding we can facilitate access. We would happily agree arrangements with you.
  4. No sound testing of equipment prior to the event unless conducted outside of operational hours of the Registry Office, normally 09.00 – 16.30. We would look to do most Friday evening post this time and limit testing on event days.
  5. Dedicated security is provided to keep the Registry Office and Courtyard safe and restricted from event attendees throughout the event. Yes would be happy to agree subtle, not too visually impactful arrangements with you.
  6. The applicant must inform the appropriate person at the Registry of all known future dates at the earliest opportunity, not less than 12 months beforehand, to afford this service any chance to effectively manage customer expectations. If this event receives a licence it will always be the first weekend in September.

7. As has been suggested in previous years, by the Council's own Environmental Noise officer, the Council and Friends of the Park invest some of their profits from allowing these ventures to proceed into the planting of trees to effectively "sound-proof" the Registry Office from this and future events. That is not unfortunately within our remit to promise. We pay our fee to LBM and hope they re-invest it in the park but cannot require them to do so or specify what the funds are spent on. We will happily support you in any approach to securing this on the basis that it makes the event space more viable and our impact on you reduced.
  
8. If the application is seeking the extension of this event in future years to include a third day (Fridays) this is immediately denied or can only commence from 17.00. This includes all forms of entertainment, sales of alcohol and the opening hours of the premise. This allows staff and customers safe egress from the building and will not interfere with the statutory functions of the Council. To be perfectly honest we thought about including Fridays initially and then more so when a possibility of event capacity being capped by COVID restrictions. This three year application is for Saturday and Sunday only. We have no current intention to consider Fridays and if we were to do so this would need a fresh licence application upon which we would need to consult you on.

Happy to be contacted to discuss these conditions with the applicant and others prior to the event.

Kind regards

Sean Cunniffe



**MORDEN PARK EVENTS 2021**  
**BEAUTIFUL PEOPLE / SOUTHBOUND**  
**MORDEN PARK**  
**SM4**

Drawing Title: AQ AREA ver 7  
 Drawing No: AQAREA  
 Scale: NTS  
 Date: June 2021

Key	
	Emergency Exit External (letter)
	Emergency Exit Internal (number)
	Emergency Exit Tent (number)
	Fire Point H2O + CO2
	Generator
	First Aid Point
	Steel Shield
	Heras Fencing
	Crowd Barrier
	MET barrier
	Toilets
	Licensable Area
	Guardforce Security
	Security Steward
	Security SIA

Slammin Events Drawing Service  
 Drawing by James O'Hair, Slammin Events, Enfield EN1 2PG  
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