

The Process – Four Key Actions

At this stage Fulham Football Club (FFC) are running their own consultation. This is not a statutory process – it is voluntary and controlled by the applicant. Still, what you and your neighbours say now will help councillors and MPs judge the level of concern.

1. Ask Fulham FC about their plans – and tell them what you think

- Press for details: how many events, when they start and finish, noise controls, road closures, Bishops Park, riverside path, transport. Use the questions in the flyer as a prompt.
- Use their consultation not just to ask questions but to make your opposition clear if you believe the plans will harm residents.
- FFC must record your comments and may later have to show councillors what residents have said.

2. Ask planning@lbhf.gov.uk and licensing@lbhf.gov.uk about the process

- Whether these events would require planning, licensing, or both.
- What planning policies and licensing objectives apply.
- How past Fulham FC applications were handled.

This ensures residents have neutral information on the law, process, and precedents – not just what FFC's consultants say.

3. Tell your MP and Councillors your views

- Write to your ward councillors and your MP.
- Make them aware of your concerns now so they are ready to question FFC and the Council.
- The more residents who contact them, the harder it is for decision-makers to ignore the community.

You can find councillor and MP contact details at www.democracy.lbhf.gov.

4. Prepare to respond formally to any application

- If FFC go on to submit a planning or licensing application, there will be a statutory consultation.
- At that stage, effective formal representations are vital – targeted to planning policies and licensing objectives.
- This toolkit will be updated with technical guidance if that happens.

How to Write an Effective Objection Letter

Use this outline to write a clear and effective response to the consultation.

Tips

- Oppose the principle of highly amplified music events at Craven Cottage. Do not offer conditions or compromises.
- Be specific and factual rather than emotional. Use the Issues Checklist to help consider which issues matter most to you.
- You do not need to cover everything.
- Refer to precedent where relevant. For example, the position at Stamford Bridge.
- Include your full name and address. Copy myview@fulhamresidentviews.com.
- Tip: AI tools (like ChatGPT) can help you quickly draft your letter in your own tone. Just give it the key points you want to include.

■■ Concise, clear objections are stronger than long lists. Focus on the points that matter most to you.

Suggested structure

- 1 Introduction. Who you are and where you live.
- 2 Main concerns – e.g. noise, transport, safety.
- 3 Relevant references – if you have them. Licensing objectives and planning precedent.
- 4 Conclusion. Highly amplified music events are unsuitable. Do not proceed to a formal application.

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Example Issues Checklist – Focus on the points that matter most to you

- Very limited consultation: only a single afternoon drop-in, despite Fulham Pier having ample display space.
- Poor publicity: most local residents unaware of the proposals until very late.
- Night-time noise in bedrooms, especially with windows open in summer. Low-frequency bass travelling over an extended distance.
- Start and finish times, including daytime sound-checks and set-up/break-down activity.
- New Riverside Stand will act as a sound reflector, projecting amplified noise directly across Fulham.
- Craven Cottage's design: a heritage stadium with open corners between stands, completely different from modern oval venues designed to deflect noise upwards. Noise here will spill sideways into residential streets and the river corridor.
- Disruption to Bishops Park during peak summer use; potential closures or crowding of the riverside path.
- Summer events coincide with school and university exam periods, disrupting students preparing for or sitting exams.
- Extended road closures disrupting local traffic and resident access.
- Lime bike disruption: abandoned bikes blocking pavements and access points.
- Transport capacity after 22:30: distance to nearest tube, long bus queues, limited late-night trains, and ride-hail pick-up congestion.
- Many non-local coaches expected, jamming Fulham Palace Road and surrounding routes, worsening congestion and air pollution.
- Danger from staging lorries using narrow residential streets for load-in and load-out.
- Riverside crowd routes (e.g. Bishops Park footpaths). Pinch-points and limited emergency vehicle access.
- Parking stress: In resident-controlled areas: added strain on permits and event-day controls. In uncontrolled streets: drivers from outside the area parking chaotically, not knowing where to go.
- Anti-social behaviour: street drinking, litter, public urination, disturbance to families and children.
- Effect on property values and ability to sell or rent nearby homes — ask for neutral, published evidence.
- Incrementalism: FFC failed to disclose these intentions at the Riverside Stand planning stage or Fulham Pier licensing stage. Residents denied full cumulative assessment.
- Cumulative impact when combined with Fulham Pier events and football fixtures.
- Precedent risks: Stamford Bridge already blocked from hosting concerts by LBHF. If Fulham is approved, Chelsea will almost certainly demand the same.
- Competition with Earl's Court: FFC may be rushing before Earl's Court applies for a licence for a purpose-built, better-insulated venue.
- Heritage and conservation area setting — riverfront character and Fulham Palace area.
- Light pollution from staging, rigging, and overnight load-out.
- Waste and cleanliness along the riverfront the following morning.