

To whom it may concern

Chelsea Parkfields has been purchased with one key objective in mind, to be the permanent home of Leadership Trust, our sister company.

Chelsea Parkfields LTD and Leadership Trust LTDD both have investment plans in place to ensure we keep going from strength to strength with the aim that eventually the sole purpose of Chelsea Parkfields is to only hold Leadership Trust corporate events.

Until that time comes, one of my responsibilities as General Manager is to generate more revenue to reinvest into the venue.

The strategy that I presented for the next 12 - 48 months and had approved by the Chelsea Group board was to focus on obtaining high end corporate clients and occasionally hosting community and family events / celebrations. If you look at our website, that is clearly detailed.

I appreciate that on paper, our application looks like it could cause a huge disturbance to local residents however the way we intend to operate I believe will have minimal impact on the local community.

We felt it necessary to apply for a licence for each day of the week to ensure we are able to offer flexibility to our clients. The reality of the situation would be that we are more likely to hold residential corporate events for up to 6 nights, were guests would like to purchase alcohol from our bar.

I cannot rule out the possibility of an event requiring live music at an event. However I envisage that this type of event would be few and far between.

I was completely devastated when I heard some of the upset that our application had caused, that was never our intention. We want to play an active role with the local community and more importantly get on well with our neighbours. That is why as soon as we heard of the reactions to our application we revised our hours for the licensable activities and made huge efforts in meeting up with some of neighbours to talk things through and to hopefully provide some reassurances.

As we have done previously, if anyone with concerns about our application would like to hear more detail, I would be delighted to meet face to face to talk things over.

Finally, I would just like to say that Chelsea Parkfields opened in November 23 and we have been operating on Temporary Event Notices for each of our events and we have not received any complaints during this time. The way the business has been operating for the past 7 months provides a good indication of how the venue will be operating moving forward.

Again, I really do understand where the reservations originate from however I am confident that these fears will not come to reality.

Kind Regards
Amy Williams
General Manager
Chelsea Parkfields

