

Crown copyright and database rights 2026 OS AC0000849991

Well Walk Theatre 49 Willow Road, NW3 1TS

Scale = 1:721.980
23-June-2026



I want to apply for a

Premises licence

Are you an agent?

Yes - I am an agent

Agent Details

First name

Ellie

Last name

Collins

Name of business

John Gaunt & Partners

Name and address

372-374 CEMETERY ROAD
S11 8FT
SHEFFIELD

Email address

[REDACTED]

Telephone number

[REDACTED]

Does the premises have a name?

Yes

What is the name of the premises?

The Well Walk Theatre, Bookshop & Café

What is the address or location?

49 Willow Road
NW3 1TS
London

What is the type of premises?

Licensed Premises

Describe the area it is situated in

Residential/ Commercial area

Describe the layout of the premises

The Well Walk Theatre, Bookshop & Café is a small cultural performance venue presenting traditional and heritage forms of theatre and live entertainment, including marionette performances, magic shows etc. Alongside its programme, the venue also provides free after-school readings and workshops, as well as author events and book signings, reinforcing its role as a

welcoming, community-focused cultural space for local families, readers and residents. This application relates solely to the café and bookshop located on the ground floor, which operate as ancillary and complementary spaces to the theatre's wider cultural activities. The bookshop offers a carefully curated range of books dedicated to theatre, the visual arts and cultural heritage, with a particular emphasis on unusual titles and special editions. The bookshop also offers a modest range of childrens literature, vintage toys and stationery. The adjoining café operates as a relaxed, seated hospitality space offering a selection of homemade sweet and savoury light dishes inspired by traditional French café fare, accompanied by a refined selection of teas and coffees served throughout the day. The sale of alcohol is intended to complement the overall cultural and hospitality offer of the premises. The Café will operate through the day and on occasion into the evening to provide food and drink (both alcoholic and non alcoholic). The sale of alcohol is intended to enhance the guest experience. The application seeks to authorise the sale of alcohol for consumption on and off the premises as detailed in this application. The hours requested for licensable activities are as follows: • 11:00 until 23:00 hours daily. The hours are requested to give greater flexibility in the operation and in relation to the provision of alcohol. It is not anticipated the application will adversely impact upon the Licensing Objectives. The application is intended to enhance the existing facilities on offer at the present time at the premises.

Copy of the premises plans

- TheWWTGFplan.pdf

Tell us about the premises business hours

Day	Start time	End time
Monday	08:00	23:00
Tuesday	08:00	23:00
Wednesday	08:00	23:00
Thursday	08:00	23:00
Friday	08:00	23:00
Saturday	08:00	23:00
Sunday	08:00	23:00

Are there any seasonal variations for the premises opening times?

No

Is the premises open to the public at times other than those listed?

No

Is the premises an open space?

No

Is the premises currently under construction?

No

How many people are expected to attend the premises at any one time?

Less than 5000 people

Will the premises be exclusively or primarily used to sell alcohol?

No

How are you applying for a premises licence?

As a limited company

Business details

What is the company registration number 11818561

Name of business The Well Walk Theatre Ltd

Name and address 49 Willow Road
NW3 1TS
London

Email address [REDACTED]

Telephone number [REDACTED]

How long do you want your premises licence for? Permanently

When do you want your licence to start? As soon as possible

Activity you wish to licence j. Supply of alcohol

Alcohol supply

Day	Start time	End time
Monday	11:00	23:00
Tuesday	11:00	23:00
Wednesday	11:00	23:00
Thursday	11:00	23:00
Friday	11:00	23:00
Saturday	11:00	23:00
Sunday	11:00	23:00

Where will the supplied alcohol be consumed? Both

Are there any seasonal variations for the activity? No

Will the activity take place at times other than those listed? No

DPS details

Does your designated premises supervisor (DPS) currently hold a personal licence? Yes

Was their personal licence issued by Camden? No

Personal licence number [REDACTED]

Issuing local authority [REDACTED]

First name Christina

Last name Kouvaraki

Address [REDACTED]
[REDACTED]
[REDACTED]

Signed Copy of the Designated Premises Supervisor (DPS) consent form

- DPSCChange-ConsentFormandInstructionSheetChristina.pdf

Will there be any activities associated with the premises which may give rise to concern in respect of children? No

The prevention of crime and disorder I have undertaken my own risk assessment to take the following proposed steps.CCTV will be provided to

Public safety

cover the licensed part of the premises with recording facilities and recordings will be maintained for 28 days. Door supervisors will be employed at the site on a risk assessed basis. The risk assessment will be undertaken by the Designated Premises Supervisor and/or Premises Licence Holder to detail on any occasions when door supervisors are risk assessed to be required. 1. Staff will receive training on matters concerning alcohol sales, refused sales and production of valid identification. 2. The premises shall operate a proof of age scheme and will require photographic identification from any person who appears to be under the age of 21 years. 3. A refusals book (or equivalent) will be maintained and audited by management. No further risks have been identified which need to be addressed, save as below 1. The premises will have adequate safety and fire fighting equipment and such equipment will be maintained in good operational order. 2. Staff will be trained on matters of safety, evacuation and use of emergency equipment as required. 3. Spillages and breakages will be removed as soon as possible to reduce the risk to patrons and staff. 4. Fire Exits and means of escape shall be kept clear and in good operational condition.

The prevention of public nuisance

No further risks have been identified which need to be addressed, save as below 1. Where appropriate, prominent, clear and legible notices shall be displayed at all exits requesting the public respect the needs of local residents and to leave the premises and area quietly. 2. Patrons will be encouraged by staff to leave quietly and respect the interests of the occupiers of any nearby noise sensitive premises.

The prevention of children from harm

Where appropriate the licensee or a suitable staff member will monitor patrons leaving at closing time 3. Noise or vibration shall not emanate from the premises so as to cause a nuisance to nearby properties.

No further risks have been identified which need to be addressed, save as below 1. The premises supervisor or appointed staff member shall ensure that when children are admitted to the premises their presence is not inconsistent with the style of operation of the premises at that time and the licensable activities that are being carried out. 2. Policies in relation to children shall be adequately communicated to patrons by staff or through appropriate signage.

About this form**Issued by**

Camden Town Hall
Judd Street
London
WC1H 9JE

Contact phone

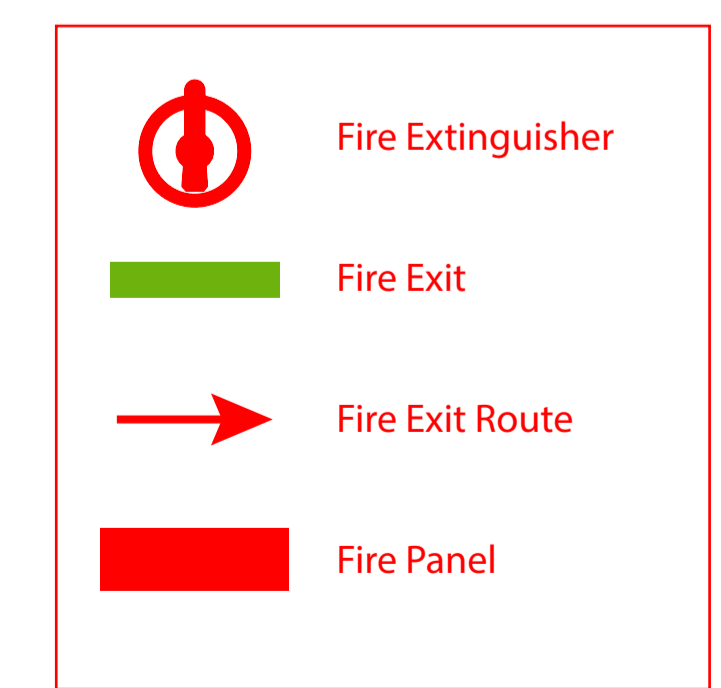
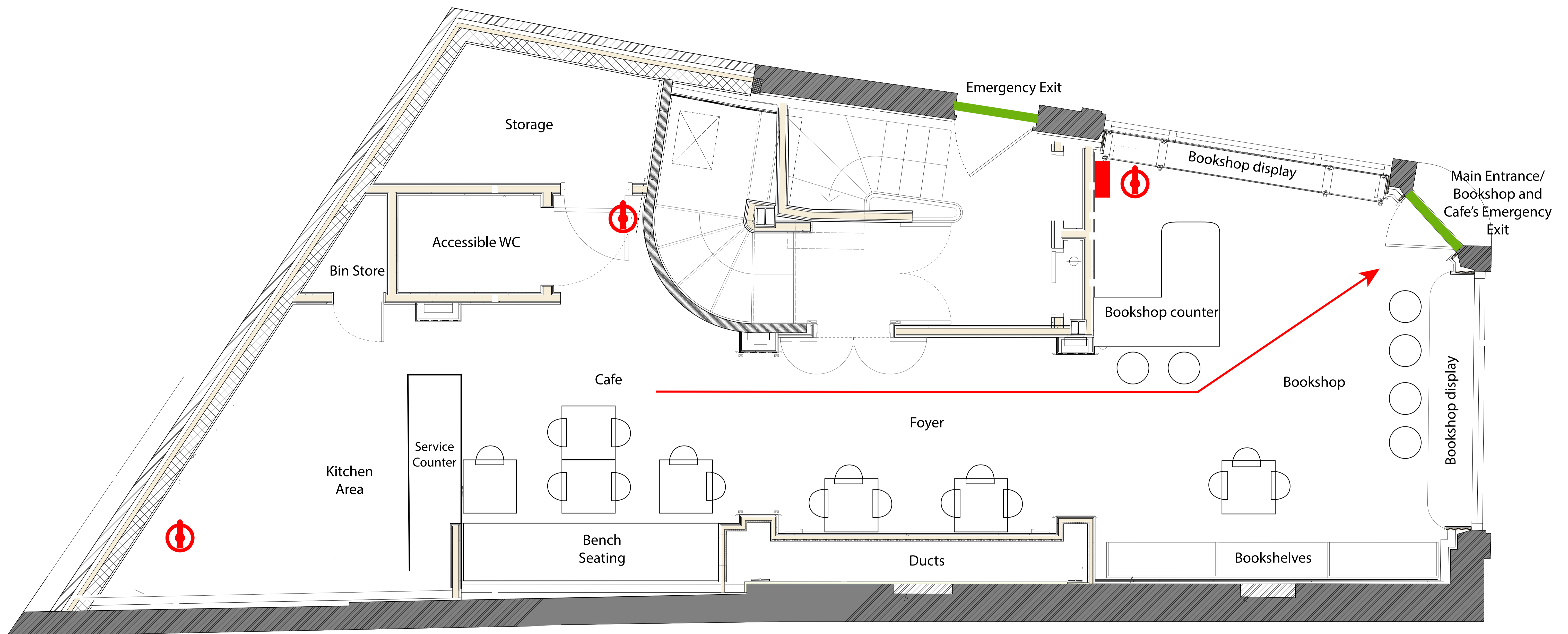
020 7974 4444

Form reference

Ref. no. 135471

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From: Stephen Stark (Councillor) [REDACTED]

Sent: Saturday, May 9, 2026 3:37:42 PM

To: Stephen Stark (Councillor) [REDACTED]

[REDACTED]

[REDACTED]

Subject: Re: Licence application 29 Willow Road NW3 URGENT

Hi Phiona (I have also copied in Bethany and Alex to pass onto the relevant person)

Can you submit my concerns on the above licence application:

1. This is a children's puppet theatre. I appreciate that this is about income but it can create the wrong environment for children.
2. Why does the venue require off site alcohol sales? This is very much a residential area with many families with children. If alcohol is sold it should be a condition that alcohol should only be sold to seated customers/eating.
3. This is a residential location with many families with children living close by. The sale of alcohol is likely to cause disturbance and additional noise. What measures is the applicant taking to deal with this? Nothing is shown.
4. The hours for the licence seem excessively long. Should a licence be granted as this is the only business in a residential area this should be limited to say 10.00am to 6.00pm. the times should be strictly adhered to.
5. How are deliveries and collections to be made? Unless this is decided it will create more noise and disturbance to the residential area.
6. Waste disposal of bottles is a noisy operation. How will this be handled to minimize noise and disturbance?
7. There is likely to be additional disruption in the area with people visiting the theatre using the paved area in front of the puppet theatre. How will the business prevent this? Drinkers with bottles/glasses should not be allowed to use this space or indeed be outside the building.
8. There needs to be a noise monitoring policy about what the business will do to limit noise and disturbance. Also, the measures the business will take should levels exceed permitted levels.
9. Clearly there needs to be better liaison between the business and local

residents for example the Gayton Road RA. At present I am told that there is no engagement. This is very important and needs to be improved. I have asked the business to meet residents which I can attend.

10. During my recent canvassing of the area, I was told of visitors to the theatre trying to find parking and arguments with other road users. This is not acceptable.

11. Camden Council have not limited the number of people visiting the theatre at one time. This should be looked at and numbers limited. Is this not required for fire regulations and health and safety?

12. The business should provide details of staff training and have a named person responsible.

I wish to speak at the licensing hearing. Please confirm

Regards,

Stephen Stark (Councillor)

Council Member

Irina Malynicz
 8 Well Walk
 London NW31LD
 11 May 2026

Licensing Authority, London Borough of Camden
 Camden Town Hall, Judd Street, London WC1H 9JE

By email: [REDACTED]

Copied to ward councillors: [REDACTED]

Representations in opposition to a premises licence application

The Well Walk Theatre, Bookshop & Café, 49 Willow Road, London NW3 1TS

Camden ref. APP/PREMISES-NEW/135471 — applicant: The Well Walk Theatre Ltd (Co. No. 11818561)

Dear Sir or Madam,

1. Summary

I am a local resident living in close proximity to the premises and I am directly affected by what is proposed. I oppose the grant of the licence in the terms applied for. My grounds, in summary are:

- The premises sit on a wholly residential corner, with residential streets in each direction, and, significantly, on the on the principal pedestrian route between Hampstead Underground station and Hampstead Heath.
- The application seeks alcohol authorisation 11.00–23.00 daily, 7 days a week, with both on- and off-sales. That is 84 hours per week. The operator's own published cultural programme (“What’s On”) on its website provides listings for a small number of shows, of short duration,, amounting to approximately 10 hours per week, almost all daytime, almost all child-orientated, and only a single listed evening event in the entire current period.
- This alcohol licence has plainly not been made to support the very modest theatre/magic business. It has been made for the purposes of operating a drinking establishment and off-licence on the main thoroughfare for pedestrians going to and from Hampstead Heath and Hampstead Underground.
- The timing of this application militates against the grant of the licence. There are only two realistic possibilities:
 - (a) The operator always intended to sell alcohol but deliberately separated this application from the original theatre/café application in order to minimise opposition from local residents and secure approval for the premises first in order to improve the prospects for the second application to be made soon afterwards; or
 - (b) The operator originally intended to operate without alcohol sales but has since changed course due to commercial pressures, lack of foresight, or business necessity.
- The operator should confirm why it did not apply for an alcohol licence at the same time as applying for permission to open a theatre/café. In any event the operator should not benefit from this sequence of applications (and as a corollary Camden residents should not be penalised either) as otherwise the possibility of sequencing applications deliberately is encouraged. The fact is that the original application to open the

theatre/café would have faced substantially greater opposition from Camden residents and may well have been refused if it had been accompanied by the present application. The original application presented the premises as a contained, cultural and child-focused venue. The position now being advanced is materially different from that which residents were originally asked to consider.

- There is no need for a business aimed principally at children’s puppet theatre and magic shows to sell alcohol at all. Child-focused venues rarely do. By way of comparison, the Little Angel Theatre in Islington — the most directly comparable established institution — has operated successfully for decades in North London without an alcohol licence.
- Concerningly, the operator simultaneously presents two materially different public identities for the same premises: It refers to a “Bookshop & Cafe” in the application form to Camden licensing authorities as well as on its website; Yet on the shopfront itself it uses the words “MAGIC BISTRO” in foot-high gold lettering. Many passers-by are likely to read the shopfront signage and be unaware of what is written on the website.
- The word BISTRO means to the average consumer that alcohol is sold in the premises either as a part of a sit-down meal or via a bar. The Oxford English Dictionary has amongst its meanings of BISTRO a “wine-shop” i.e. for consumption away from the premises. The average member of the public passing by has no idea that MAGIC BISTRO happens to be the name of one of the proprietor’s shows and the many who may for a drink or to buy alcohol to take and consume on the Heath will have no reason to visit the operator’s website.
- Further, even if they do, they will get mixed messages there. Its website for the single evening performance of the show, the operator states as follows “*Indulge in a candlelit dinner of French-inspired creations **paired with our curated selection of wines and champagne, before taking your seat for the show***”
- The operator is thus already marketing itself as an alcohol-serving establishment even before it has obtained the licence to do so. It is a reasonable inference that the operator has already been selling and serving alcohol on an unlicensed basis to some extent.
- The most recent company accounts of the operator also suggest that there has been an increase in its costs base and employee levels (from 1 to 9 employees in a single year) to support its move into a drinking establishment and off-licence.
- The four licensing objectives are each engaged. The licence as advertised should be refused; alternatively, if the Panel is minded to grant any licence, only on materially restricted terms (set out at section 8 below).
- I will now expand upon and provide evidence for the above points.

2. The premises and location

- 49 Willow Road, on the corner with Well Walk, NW3 1TS.
- Surrounded in every direction by over 100m of unbroken residential frontage
- Stands alone as the only commercial premises of any kind in the immediate vicinity
- Directly on the principal pedestrian thoroughfare between Hampstead Underground station and Hampstead Heath.

3. The application

The advertised application seeks:

- A permanent premises licence for the supply of alcohol.
- Consumption both on and off the premises (no off-sales restriction proposed).
- Hours for licensable activities: 11.00–23.00, seven days a week (12 hours/day; 84 hours/week).

The operating schedule contains generic boilerplate assurances which will be familiar to the authority (CCTV, Challenge 21, refusals book, “quiet leaving” notices, door supervisors only “on a risk-assessed basis”). It contains no condition: (i) tying alcohol to substantial food; (ii) tying alcohol to ticketed cultural performances; (iii) limiting or restricting off-sales (by container, quantity, or vicinity); (iv) limiting capacity; (v) limiting outdoor service or seating, or setting an outdoor cut-off time; (vi) establishing a dispersal policy specific to the residential context; (vii) controlling acoustic emissions or door / window opening; or (viii) controlling waste / glass collection times.

4. The operator's published cultural programme


The entirety of the venue's published “What's On” listings is available on its website at www.thewellwalktheatre.com. As of today's date 11 May 2026, it contains the following information:

Event	Schedule	Stated audience	Time of day
Magic Bistro (live show)	Daily 2pm and 4pm, 25 Apr – 31 May; half-term 11am and 3pm	“All ages 5 to 105”	Afternoon
Soirée Magic Bistro	Saturday 30 May 2026 only — dinner 6.30pm, show 8pm	Adult; “candlelit dinner of French-inspired creations paired with our curated selection of wines and champagne ”	Evening (single date)
Petit Pierre from Paris	Sat / Sun only, 13 Jun – 12 Jul 2026	“Curious minds from 3 to 103”; family puppet show	Daytime / weekend
Crafternoon	Every Friday 3.30pm – 4.30pm	Children, after school (free)	After-school
Children's Book Readings (free)	Wed (French) 4pm; Thurs (English) 4pm; Sat (English) 10am	Children, all ages	Morning / late afternoon

- The aggregate listed cultural programme is approximately 10 hours per week.
- The aggregate alcohol authorisation sought is 84 hours per week — **approximately 8x the cultural programme.**
- Only one evening event is listed in the entire current programme period: the “Soirée Magic Bistro”, Saturday 30 May 2026, a few weeks from now.
- Five of the six listed offerings are explicitly directed at children or families.

Tickets Gift cards

LIVE SHOW



MAGIC BISTRO

THE WELL WALK THEATRE

Magic Bistro - (April & May) - For all ages from 5 to 105 (approx. 35 mins)


25th April to 31st May 2pm and 4pm May Half Term 11am and 3pm When a dreamy waiter and aspiring magician tries to dazzl...

↓

→

theWellwalktheatre.com

EVENING SHOW



MAGIC BISTRO

THE WELL WALK THEATRE

Figure 1: the only daytime live show (twice-daily, “for all ages from 5 to 105”).

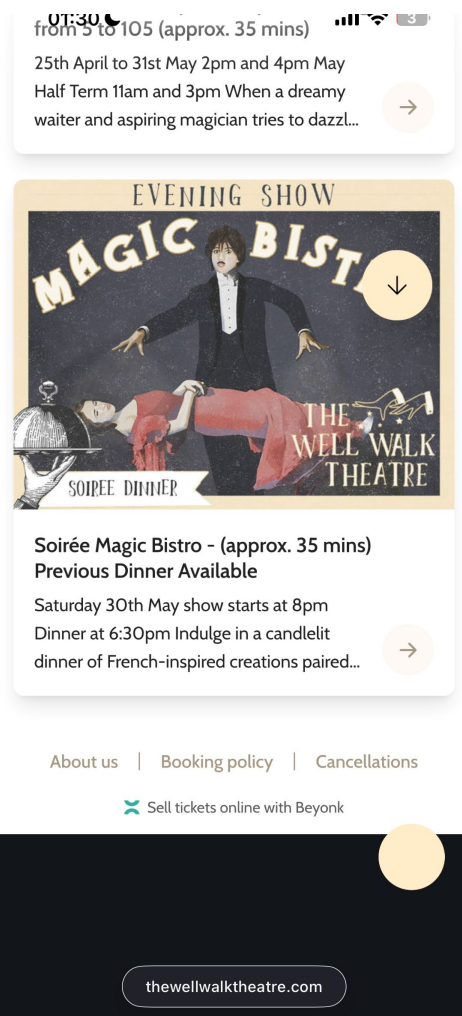


Figure 2: the only evening event in the entire current programme period (Saturday 30 May only).

5. The operator's filed accounts (Companies House)

The Well Walk Theatre Company Limited (Co. No. 11818561), filed accounts:

Balance-sheet item	28 Feb 2024	28 Feb 2025	Movement
Net liabilities	£(257,467)	£(577,850)	+£320,383
Creditors due within one year	£266,961	£605,381	+£338,420
Fixed assets	nil	£15,944	+£15,944
Average employees	1	9	+8 (×9)

- Net liabilities approximately doubled in the most recent year.
- Creditors due within one year approximately doubled.
- Average employees rose nine-fold, from 1 to 9.
- Fixed assets appear for the first time (£15,944), consistent with the recent fit-out.
- The 2025 accounts were approved on 13 November 2025 — only weeks before the present licensing application.

- All of this is consistent with a business which is rapidly expanding but also facing significant additional costs.
- Nine staff are far more than could be required for delivery of the published cultural programme The disclosed cost base is consistent with a full-service hospitality operation trading daily from 11am to 11pm; This is consistent with the inference that the operator is already selling alcohol on an unlicensed basis or at least is marketing itself as such and gearing up to provide such goods and services.

6. The operator's two public identities

In any event, even. If it is not actually selling alcohol yet, the operator currently presents the same premises with two materially different public identities, depending on the audience.

- Website (www.thewellwalktheatre.com) and licensing application form: “Bookshop & Cafe”; “café and bookshop”; “French café fare”; “teas and coffees”
- Shopfront, principal window facing the corner: “MAGIC BISTRO” in foot-high gold lettering.

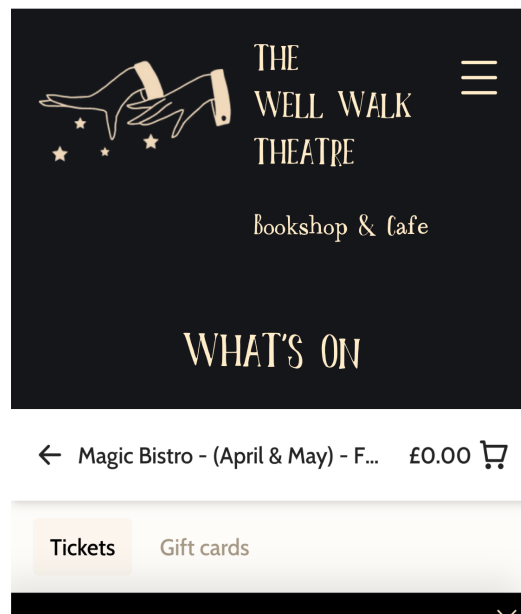


Figure 3: www.thewellwalktheatre.com homepage — “THE WELL WALK THEATRE / Bookshop & Cafe”.



Figure 4: Shopfront, 49 Willow Road — “MAGIC BISTRO” in foot-high gold lettering, 11 May 2026.

The two presentations are not equivalent. “Bistro” has a settled English-dictionary meaning of a small wine-shop, bar, tavern or restaurant (OED: “A small wine-shop, bar, or restaurant”; Cambridge, Longman and Merriam-Webster all give “small restaurant or bar” or equivalent). By contrast, the word “Café”, by ordinary consumer understanding, signals a non-alcohol environment (cf. Starbucks, Pret a Manger, Caffè Nero). The shopfront tells the public that the premises already operates as a bistro.

7. Comparator: The Little Angel Theatre, Islington

The most directly comparable established institution in London:

- Founded 1961; 100-seat puppet theatre; registered charity.
- “The home of British puppetry”; “London’s only purpose-built puppet theatre”; Kids’ Theatre of the Year 2025 (Stage Awards).
- Per its own published FAQ: the refreshment on offer comprises snacks, ice creams, and cold drinks (“fruit juice and lemonade”). Alcohol does not feature in the stated offer.

A sixty-five-year-old, larger, award-winning, charitably-constituted puppet theatre operates successfully without an alcohol licence in another part of North London. The applicant has been operating approximately one year on the financial trajectory set out at section 5 above, and asks the Panel to authorise 84 hours per week of alcohol sales with off-sales on a residential corner, on a major thoroughfare between the main underground and main green space in the area.

8. Engagement of the licensing objectives (Licensing Act 2003)

- **Prevention of public nuisance** — nightly 23:00 dispersal noise, conversation, ride-share/pick-up/Uber arrivals parking at residential windows and on streets notoriously narrow or clogged; off-sales extending alcohol-related footfall into surrounding streets and onto the Heath. The proposed conditions (“quiet leaving” notices and verbal encouragement) are inadequate for the residential context.

- **Prevention of crime and disorder** — off-sales create in substance a corner off-licence retail operation on the principal pedestrian artery to Hampstead Heath, an area already sensitive to alcohol-related antisocial behaviour. Door supervision proposed only “on a risk-assessed basis”.
- **Protection of children from harm** — the published programme is overwhelmingly child-directed (see section 4). The simultaneous operation of a children's cultural venue and an unrestricted drinking establishment, with off-sales fed into the Heath public space used by families, is in inherent tension with this objective.
- **Public safety** — dispersal at 23:00 into narrow, largely pedestrian residential streets, and alcohol carried into the Heath after dark, are not addressed by the operating schedule.

9. Relief sought

I respectfully invite the Panel to **refuse** the application as advertised. Alternatively, if the Panel is minded to grant any licence, only on terms which include:

- (a) no off-sales of alcohol in any form;
- (b) alcohol for on-consumption only and only ancillary to a substantial table meal, or to a ticketed cultural performance;
- (c) last alcohol service no later than 22.00; premises closed and cleared by 22.30;
- (d) no consumption of alcohol externally; no external seating after 21.00;
- (e) a hard capacity limit appropriate to the small ground-floor footprint;
- (f) a written dispersal policy specific to Willow Road / Well Walk, agreed with the Authority before commencement;
- (g) no amplified music other than ancillary to a permitted cultural performance in the theatre space only, without further variation;
- (h) removal or material amendment of the “MAGIC BISTRO” shopfront signage to align with the represented character of the use; no use of any signage that the premises sell alcohol; and
- (i) review of operation after twelve months by reference to noise and complaint records.

I should be grateful if my representation could be acknowledged and if I could be notified of any hearing. I confirm that I wish to attend any hearing in person and may wish oral representations to the Panel to be made on my behalf.

Yours faithfully,

Irina Malynicz
8 Wel Walk
London NW3 1LD
Tel: [REDACTED]

Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW135471
Last date for representation	11/05/2026

Making a representation as As an individual

Your details

First name Angela

Last name Clist

Telephone number (optional) [REDACTED]

Email address [REDACTED]

Address 6 Gayton Road
London
NW3 1TX

Remain anonymous No

Grounds of representation

- prevention of public nuisance

Details of representation We are supportive of the application for a licence to serve alcohol on premises; and have concerns only about the need for a licence to sell alcohol for consumption off the premises

About this form

Issued by Camden Town Hall
Judd Street
London
WC1H 9JE

Contact phone 020 7974 4444

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From: [REDACTED]
To: [REDACTED]
Subject: Alcohol Licence Application — The Well Walk Theatre, 49 Willow Road NW3 1TS
Date: 11 May 2026 18:11:05

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Camden Council Alcohol Licence Office,

It has come to my attention that the owners of The Well Walk Theatre have applied for a permanent Alcohol Licence 'to allow the premises to sell alcohol, both on-site and for off-sales (allowing people to drink outside or take-away), seven days a week from 11am to 11pm'.

As your Application Notice states, this 'represents a significant change from its current permitted trading arrangements as a children's theatre and bookshop open 9am to 6pm'.

While I am fully supportive of the site owner's (a) tasteful refurbishment of the property and (b) creation of a new child/parent-friendly offering in this historic and peaceful residential neighbourhood, I strongly oppose the owner's attempt to convert the premises into—what appears to me to be—a pub and/or off-licence store.

While I am not averse to the notion of the Well Walk Theatre being allowed to serve alcohol inside its walls to its paying customers who are visiting the theatre during its current hours (i.e, until 6pm), I believe that this specific application, if granted, risks altering the premises and surrounding area from its current status as a low-risk and child-friendly oasis during daylight hours to becoming a source of public nuisance, disorder and a potential risk to public safety from '11am until after 11pm'.

Yours sincerely,

Tom Kearney
56 Flask Walk
London NW3 1HE
Mobile: [REDACTED]

From: [REDACTED]
To: [REDACTED]
Subject: Alcohol Licence Application — The Well Walk Theatre, 49 Willow Road NW3 1TS
Date: 11 May 2026 18:33:52

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Dear Reader,

I wish to associate myself with the fully reasoned objection of my neighbour, Mr Tom Kearney, to the above alcohol licence application.

Yours sincerely,

David Altaras,
48 Flask Walk,
NW3 1HE
[REDACTED]

Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW135471
Last date for representation	11/05/2026

Making a representation as As an individual

Your details

First name Grey

Last name Skipwith

Telephone number (optional)

Email address



Address

11 Gayton Road
 London
 NW3 1TX

Remain anonymous

No

Grounds of representation

- prevention of crime and disorder
- ensuring public safety
- prevention of public nuisance
- protection of children from harm

Details of representation

Dear Sir or Madam, I write as a local resident and immediate neighbour of The Wells Walk Theatre to formally object, in the strongest possible terms, to the above application for a premises licence authorising the sale and/or supply of alcohol both on and off the premises, including any external or outdoor areas. My objection is made under all four licensing objectives of the Licensing Act 2003 — the prevention of public nuisance, the prevention of crime and disorder,

public safety, and the protection of children from harm — and is reinforced by serious concerns about the conservation area in which the venue sits and the wholly residential character of its immediate surroundings. 1. Character of the Locality Wells Walk and the surrounding streets form one of the quietest, most sensitive residential pockets of old Hampstead. The area is:

- entirely residential in character, comprising family homes and period properties whose windows, gardens, and front doors lie within metres of the theatre;
- located within a designated conservation area, where the protection of architectural and acoustic character is a statutory planning consideration;
- characterised by narrow pedestrian streets and walkways, with no buffer between the venue and neighbouring homes;
- a quiet area at night, with very low ambient noise levels — meaning any new noise source is disproportionately disruptive. The Wells Walk Theatre has, to date, operated as a small and quiet cultural venue whose impact on neighbours has been modest and predictable. The proposed licence represents a fundamental change in the nature and intensity of use, and one that is incompatible with the locality. 2.

Prevention of Public Nuisance This is the ground on which my objection is strongest, and on which the application most clearly fails. Noise from patrons. The sale of alcohol — and particularly the consumption of alcohol outdoors — will introduce sustained noise from raised voices, conversation, laughter, glassware, and arguments. In a quiet residential lane such as Wells Walk, where ambient night-time noise is minimal, this is acutely

intrusive. Sound from groups of drinking patrons travels directly into bedrooms and living rooms, often through single-glazed sash windows in the area's listed and period properties. Outdoor drinking. Outdoor alcohol consumption is the single most disruptive form of licensed activity in a residential setting. Unlike noise contained within a building, outdoor noise is unattenuated, omni-directional, and continuous. Any external licensed area in Wells Walk would project noise into surrounding homes throughout the licensable hours. Smoking clusters and loitering. Licensed premises invariably attract groups of smokers and patrons lingering outside between or after performances. In a narrow residential walk, these clusters effectively occupy the public realm immediately outside neighbours' front doors. Dispersal. Patrons leaving a licensed venue after drinking disperse later, more loudly, and less predictably than theatregoers leaving a performance. The application risks turning an orderly post-show departure into a rolling, intoxicated dispersal. Litter and fouling. Alcohol licences reliably generate bottles, cans, glasses, cigarette ends, food packaging, and — regrettably — incidents of public urination in surrounding gardens, doorways, and walkways. There is no public toilet provision in the immediate area to mitigate this. Odour and lighting. External drinking areas typically require additional lighting, heating, and signage, all of which contribute to nuisance and are inconsistent with the conservation area. 3. Prevention of Crime and Disorder Wells Walk is presently a low-crime, low-disorder residential area. The introduction

of alcohol sales — particularly with any outdoor element — will materially raise the risk of public-order offences, criminal damage, anti-social behaviour, and alcohol-related altercations. The application, so far as I have seen it, contains no proportionate or enforceable plan to prevent or manage such risks. The character of the streets — narrow, poorly overlooked in places, and quiet at night — makes them especially vulnerable to disorder once intoxicated patrons are introduced.

4. Public Safety The streets around the theatre are narrow, uneven, and shared by pedestrians and slow-moving vehicles. They were not designed to accommodate intoxicated patrons. I am concerned about:

- pedestrian injuries from falls or stepping into the carriageway;
- broken glassware in public areas;
- reduced safety for elderly residents and children using the walkways;
- fire safety, capacity, and crowd-management implications of any external licensed area in such a constrained space;
- emergency vehicle access along narrow lanes if patrons congregate outside.

5. Protection of Children from Harm Many families with young children live in the immediate vicinity, and children regularly use Wells Walk and surrounding streets to walk to school, the Heath, and local amenities. Granting this licence — and particularly any outdoor element — would routinely expose children to public drinking and, foreseeably, to intoxicated adults in their own neighbourhood. I am also concerned about the adequacy of age-verification, the management of proxy sales, and the protection of children attending the theatre's own family or youth programming from being seated near, or required to pass

through, areas of adult drinking. 6.

Conservation Area Considerations The theatre lies within a Hampstead conservation area, the character of which is quiet, architecturally protected, and residential. The introduction of: • outdoor furniture and barriers, • additional external lighting, • A-boards or licensing signage, • patrons drinking in the public realm, is materially inconsistent with that character and erodes the very qualities the conservation designation exists to preserve. The cumulative visual and acoustic impact is, in my submission, a relevant consideration the Licensing Authority is entitled to weigh. 7.

Cumulative Impact and “Licence Creep” I urge the Authority to consider not only the application as drafted but the precedent it would set. Alcohol licences, once granted, tend to expand through subsequent variations into longer hours, larger capacities, and more extensive outdoor use. Once the residential amenity of Wells Walk is lost, it cannot realistically be recovered. The proper time to refuse — or strictly condition — this licence is now. 8.

Inadequacy of the Application I invite the Licensing Authority to scrutinise whether the application includes: • a detailed and enforceable dispersal policy specific to a narrow residential walk; • a noise management plan addressing both internal and external noise breakout; • defined and tightly limited hours, particularly for any external area (which in my submission should not be licensed at all); • a robust Challenge 25 or equivalent age-verification policy; • a litter, smoking, and outdoor-management plan; • a named, contactable duty manager and a complaints procedure for residents; •

evidence of meaningful prior consultation with immediate neighbours. In the absence of these, the application cannot be said to promote the licensing objectives. 9. Requested Outcome For the reasons set out above, I respectfully request that the Licensing Sub-Committee: 1. Refuse the application in its current form; 2. In the alternative, refuse any element of the licence relating to the sale, supply, or consumption of alcohol in any external or outdoor area; and 3. If any licence is to be granted, impose strict conditions including: • alcohol service ancillary to ticketed performances only; • no outdoor consumption of alcohol at any time; • tightly limited terminal hour (e.g. no later than 22:30, with premises cleared by 23:00); • mandatory noise management and dispersal plans; • a designated premises supervisor contactable by neighbours; • a residents' complaints log reviewable by the Licensing Authority; • no off-sales. I wish to be notified of the date of any hearing and intend to attend and speak in support of this objection.

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Camden Town Hall
Judd Street
London
WC1H 9JE

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020 7974 4444

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Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW135471
Last date for representation	11/05/2026

Making a representation as As an individual

Your details

First name Sue

Last name Watts

Telephone number (optional) [REDACTED]

Email address [REDACTED]

Address 64 Pilgrim's Lane
 London
 NW3 1SN

Remain anonymous No

Grounds of representation

- prevention of public nuisance
- protection of children from harm

Details of representation

I am making this representation in objection to the application for an alcohol licence for The Well Walk Theatre, particularly the request to sell alcohol seven days a week and to allow takeaway alcohol. My objection relates to the licensing objectives of prevention of public nuisance and protection of children from harm. I am a qualified primary school teacher with over 30 years' experience teaching in London schools. I now work in an advisory role supporting schools across the London Diocese. Through this experience, I have a strong understanding of safeguarding and of how environments

and adult behaviour can impact children's sense of safety and wellbeing. I also recognise and value the positive contribution The Well Walk Theatre makes to families and children through its productions and community offer. The applicant's own website describes The Well Walk Theatre as an independent venue dedicated to high-quality family productions, with a children's bookshop and a café where families can gather before and after shows. This reinforces my concern that the venue's identity is strongly connected with children, families and childhood. I am not objecting to alcohol being sold responsibly in appropriate adult settings. However, I do not believe that a seven-day alcohol licence, especially one including takeaway alcohol, is appropriate for a venue whose main identity and purpose is centred on children and families. I am concerned that it risks normalising alcohol in a space children understand as being for them. It could also expose children attending the theatre to increased alcohol availability and potentially alcohol-related behaviour. I also bring a personal perspective to this issue, having grown up in a family affected by alcoholism. This makes me particularly aware of the impact that alcohol can have on children and family life. I understand this is a personal perspective, but it is part of why I feel strongly that places whose purpose and identity are centred on children and families should be treated with particular care when alcohol licensing is considered. I am also concerned that takeaway alcohol could create or worsen public nuisance in the surrounding residential area. It could encourage people to gather nearby, drink in the

street, create noise, leave litter, or cause disturbance to local residents and to families arriving at or leaving children's performances. A seven-day licence increases the risk of this becoming a regular issue rather than an occasional one. If the licensing authority is minded to grant any licence, I would ask that it is significantly limited and subject to strict conditions. These should include no takeaway alcohol, alcohol to be sold only as ancillary to a ticketed theatre performance or genuinely private event, restricted hours, no alcohol-led advertising, clear safeguarding measures for children, staff training, Challenge 25, and measures to prevent noise, litter and street drinking outside the premises. For these reasons, I do not believe the application as currently proposed sufficiently promotes the licensing objectives of protection of children from harm and prevention of public nuisance.

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Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW135471
Last date for representation	11/05/2026

Making a representation as As an individual

Your details

First name wolfgang

Last name pammer

Telephone number (optional) [REDACTED]

Email address [REDACTED]

Address 20 Gayton Road
London
NW3 1TX

Remain anonymous No

Grounds of representation

- prevention of crime and disorder
- prevention of public nuisance

Details of representation

49 willow road was developed as a small cultural performance venue, with some supplementary hospitality. the contribution to the area has been positive. i do not think that regularly serving alcohol, especially until 11pm and including off premises is conducive to a well-functioning residential neighbourhood. either too much flexibility is asked for where it is not needed based on current and intended use or alternative use cases may be considered. well walk theatre will likely not be able to ensure all guest or passing trades respect the neighbourhood. given the small space

without much sound proofing it is not clear to me how this change can be justified with neighbours. Should guests move or remain outdoors or customers buy drinks in passing i believe the infrastructure required is missing. where will wine glasses or paper cups go? is it fine for guest to drink on the newly redeveloped little square? i would also like to understand if the license once granted could be passed on. would it be possible to run a bar without change in licencing requirement. overall i believe the project has worked well enough so far and does not need the requested increase in flexibility. the majority of the more immediate neighbourhood seems to think so at least.

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Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW135471
Last date for representation	11/05/2026

Making a representation as As an individual

Your details

First name Jeffrey

Last name Fine

Telephone number (optional) [REDACTED]

Email address [REDACTED]

Address 16 Gayton Road
London
NW3 1TX

Remain anonymous No

- Grounds of representation**
- prevention of crime and disorder
 - ensuring public safety
 - prevention of public nuisance
 - protection of children from harm

Details of representation

My objection is the ability to buy and take alcohol away from the premises from a children's theatre where it could be imbibed on the street which would potentially create a public nuisance in a highly residential area. This would be like an extension of Hampstead High Street where there are noisy fracas on evenings and week ends. The public bench's and recent extended pavement area would

combine in creating a nuisance, public safety issue and possible crime and disorder.

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Aideen O'Neill and Dariush Mirfendereski
75 Flask Walk
London NW3 1ET



and

Richard and Michelle Tyler
Gardnor House
Gardnor Road
London NW3 1HA



and

Massimo Marinelli and Lisa Ing
36 Gayton Road
London NW3 1TY



The Licensing Authority
London Borough of Camden Town Hall
Judd Street
London WC1H 9JE

By email to: licensing@camden.gov.uk
steven.dormer@camden.gov.uk

cc:



Dear Licensing Team,

Re: Formal Objection to Application for a New Premises Licence Premises: The Well Walk Theatre, Bookshop & Café, 49 Willow Road, London NW3 1TS

Applicant: The Well Walk Theatre Ltd

Application Reference: 135471

We write as "other persons" within the meaning of the Licensing Act 2003 to make a formal representation objecting to the above premises licence application. Our representation is made on the grounds that the grant of this licence, as applied for, is likely to undermine the promotion of the following licensing objectives:

- **Prevention of public nuisance;** and
- **Public safety.**

We request that the Licensing Authority convene a Licensing Sub-Committee hearing to consider this application. We confirm that this representation is not frivolous or vexatious. We are residents of the immediate vicinity of the premises, and our addresses and email addresses are set out above.

1. The Application: What Is Being Sought

This is an application by The Well Walk Theatre Ltd for a new premises licence in respect of The Well Walk Theatre, Bookshop & Café at 49 Willow Road, London NW3 1TS. The applicant describes the application as relating "solely to the café and bookshop located on the ground floor" of the premises. The application seeks the sale of alcohol from **11:00 to 23:00, Monday to Sunday**, with proposed premises business hours of **08:00 to 23:00, seven days per week**. The application seeks authorisation for alcohol consumption both **on and off the premises**.

We note that the named Designated Premises Supervisor (DPS) is Christina Kouvaraki, who is not one of the owners of the theatre. We believe that this confirms what is apparent from the planning history: the café and bookshop are being operated as a discrete ancillary business, a matter of direct and substantial relevance addressed below.

2. The Geographic Context

The Well Walk Theatre is located at a convergence of five roads (Willow Road, Gayton Road, Flask Walk, New End and Well Road), which together form a central triangle abutted on one side by the green space of the communal garden of Wells House.

Critical to the assessment of this licence application is that the immediate area formed by the convergence of these five roads is unusually quiet and overwhelmingly residential in character. There are no commercial properties in the area other than the Well Walk Theatre, which commenced operations two years ago. This includes no public houses, no restaurants and no shops in the immediate vicinity. The exception is Burgh House which sits within its own grounds, and which has a stated commitment to quiet events operating with multiple constraints, that are specifically directed at preserving the quality of life of surrounding residents. The nearest public houses are at a distance of ~440 feet (The Wells Tavern to the Northeast) and ~490 feet (The Old White Bear to the Northwest). The nearest shop is Peppercorn, ~530 feet away to the Northwest.

Residents, including ourselves, have chosen to live on or near this triangle because of its exceptionally quiet nature, which allows us to live in peace with our families including our young children.

2. The Planning History and Its Significance to the Licensing Objectives

We set this material out not as a planning objection, but because the planning history is highly probative of the likely effect of granting this licence on the prevention of public nuisance and public safety. The site has a complex and relevant history, the key elements of which are as follows.

2.1 The Permitted Use and Its Limitations

The premises were granted planning permission for a change of use from a pottery studio to a children's theatre at basement level with a bookshop, café and workshop at ground level. The premises were designated as an Asset of Community Value in 2018 which expired on 18 September 2023, and planning permission was first granted in 2019.

Critically, and directly relevant to the prevention of public nuisance, the planning permission imposed a condition limiting the **hours of use of the premises to 09:00 to 18:00 daily**. A further

condition required that **no sound be audible in adjoining premises between 19:00 and 08:00**. Additional conditions required sound insulation to be installed and maintained in accordance with an approved Noise Impact Assessment, plant noise to comply with BS4142 limits, and vibration isolation measures to be in place.

In marked contrast to the constraints imposed by the planning permission, the licence application seeks to operate the premises and sell alcohol until 23:00 every day. This is a proposed extension of **five hours beyond the planning-permitted operating time**, into hours during which the planning permission expressly requires that no sound be audible in adjoining premises. The Licensing Sub-Committee is invited to give significant weight to the fact that the Council's own planning authority has already determined that operations at this site beyond 18:00 require specific noise controls and has restricted hours accordingly. The application effectively seeks authorisation for licensable activity during periods materially beyond those considered acceptable by the Council's planning authority in order to protect residential amenity.

2.2 The Café: What It Was Permitted to Be

The planning materials record that the cooking menu was to remain limited to pancakes and waffles, in accordance with the odour assessment approved as part of the original consent, to avoid harmful odour impacts on neighbouring properties. A 2022 amendment relocated the kitchen internally to the rear south side of the building, while maintaining the kitchen extract through the existing chimney as previously approved.

When residents raised concerns at the time of the original planning application, they were given assurances, through the applicant's own materials included in the planning committee briefing pack, that the café would serve only snacks and beverages, and be a facility for waiting parents. The planning conditions reflect and confirm those assurances, as does the Well Walk Theatre Customer Management & Community Involvement Plan, which was issued in 2024 by the applicant to fulfil a discharge condition of the planning process.

The current application, which formally describes the café as an ancillary business operated by a separately named DPS, seeking to sell alcohol until 23:00 seven days per week, is a fundamental departure from the basis on which those assurances were given, and planning permission was granted.

2.3 The Customer Management and Community Involvement Plan

As noted above, Planning Condition 11 required the submission and approval of a Customer Management and Community Involvement Plan, specifically to protect amenity from noise, nuisance, and the comings and goings of customers. That condition was discharged and approved by Camden in May 2024. The approved plan addresses customer flow, egress and ingress, security, noise control, emergency procedures, and refuse and waste processes.

However, occupancy at the premises has **not** been controlled by a planning condition. The absence of a binding capacity condition means that there is no planning-level constraint on the number of people who may be on the premises when alcohol is being served. This is a direct and material gap that should be addressed as part of consideration of a premises licence.

2.4 Prior Objections Recorded in the Planning Process

In the 2024 condition-discharge process, the planning officer's report records five objections, including from residents and the Gayton Residents Association, raising concerns about increased capacity versus in the original documentation, unsuitability of the location and entrance for increased footfall, lack of consultation and engagement, and the traffic and Healthy Streets context. These objections

were on a backdrop of numerous, similar objections at the time of the original application in 2019. Those concerns were not treated as determinative in the planning discharge process. We respectfully submit that the same concerns, reframed by reference to the licensable activities now sought, are directly engaged by this application and constitute relevant representations for licensing purposes.

3. The Operator's Demonstrated Track Record: A Material Consideration

The Sub-Committee is entitled, and we submit required, to have regard to the operator's track record in managing the impact of the premises on the surrounding area. We set out below a documented pattern of conduct that is directly material to the question of whether this operator can be trusted to promote the licensing objectives if a licence is granted.

3.1 Unauthorised Obstruction of the Public Highway

Residents raised safety concerns about increased footfall and safety at the junction before the original planning permission was granted in 2019. The operator was fully aware of those concerns. Rather than engaging with the community to address them, the operator subsequently has continued to create dangerous conditions, on both the pavement and the public highway, which we observed and have photographic evidence of (photograph taken in November 2025 (see Appendix 1)).

- **Two advertising billboards positioned on the carriageway of Gayton Road**, requiring vehicles to manoeuvre around them;
- **A bicycle used as an advertising structure, positioned so as to narrow the usable width of the pavement;**
- **A pram parked on the carriageway**, further reducing accessibility of the pavement to pedestrians and of safety of the carriageway.

On the day the photograph was taken, two vehicles on Gayton Road were unable to pass each other safely because one vehicle did not have unobstructed use of the carriageway as a direct result of the advertising structures. We are advised that the placement of structures on the public highway without authorisation constitutes a breach of the Highways Act 1980. This is not a minor or technical matter: it represents a concrete and documented public safety risk arising directly from the operator's conduct.

Although the attached photograph was taken in November 2025, this behaviour by the operator has been a daily issue since opening of the business in 2024, and this behaviour continues regularly at the time of submitting this letter. Indeed, we have made complaints on this matter to Camden Council (via the FixMyStreet portal) on two separate occasions in March and June of 2025, to which no response was received.

We note that the operator's controllers own the entire four-storey building at 49 Willow Road. There is accordingly no credible justification for the use of the public highway for pram storage or advertising when the building itself plainly offers plentiful scope for advertising and storage capacity.

3.2 Failure to Engage with Residents As Required By Planning Condition 11

As noted above, Planning Condition 11 required the submission and approval of a Customer Management and Community Involvement Plan, specifically to protect amenity from noise, nuisance, and the comings and goings of customers. That condition was submitted by the operator, and approved by Camden Council, in 2024.

However, to our knowledge, no meaningful consultation was undertaken with the residents most directly affected by the application prior to its submission. This is evident from direct personal experience as well as from comments submitted by other residents during the consultation phase of the discharge

condition process, all of which are available for review on the Camden Council Planning Portal. Of note these comments are from residents/ households other than by the three households submitting this representation:

“As local residents living in very close proximity to the theatre, my wife and I ... can also confirm that we are not aware of any outreach to local residents who live in the immediate vicinity of the theatre in the last 3 years” (comment submitted by individual household).

“The Community Involvement Plan references community support but the theatre did not speak with its nearest neighbours to share its plans or consult on their views before submitting the CMCIP” (comment submitted by individual household).

“The CMCIP reports that there has been ongoing involvement of local residents and amenity groups with this Involvement Plan which is not true. Aside from local disagreements with immediate neighbours, the only community involvement was several responses to the original application in 2019 (2019/1812/P), and subsequently to the application for an industrial kitchen ventilation unit. Furthermore, there has been no response to recent attempts to engage with Dylan McNeil (owner)”. (comment submitted by Gayton Road Association).

We note that the planning officer's response to these concerns was that *“The purpose of the condition is not what was carried on in the past but rather how community involvement will be garnered in the future operation of the permitted use”*. However, it is notable that the owner made no proactive attempt to consult with local residents on their plan to apply for an alcohol licence, other than the bare minimum required by the law. Local residents discovered the existence of the application by reading the statutorily-required notices in the windows of the premises. Unfortunately, most directly affected residents did not become aware of the licence application until the weekend of 25/05/2026, 12 days after the application was submitted, thereby materially reducing the time period available to them including for obtaining advice and preparing informed representations. This is because, at the time the notices were displayed, the pavement adjoining the premises was temporarily closed for works/access reasons (other than to the occupants of the flats above the premises who enter their flat through a door in the gable end of the building). This significantly reduced their visibility to residents and pedestrians. Nor did the owner inform the residents associations representing either of the streets directly abutting the business (namely Gayton Road Association and Flask Walk Association).

By contrast, the operator did proactively engage with organisations and amenity groups operating at the broader Hampstead level, including Hampstead Neighbourhood Forum (“HNF”) and Hampstead & Heath Society (“HHS”). We understand that both organisations have submitted representations supportive of the application. However, it appears that those representations may have been made without the benefit of consultation with the households most directly affected by the operation of the premises and by its potential amenity impacts. Additionally, we understand that at least some of the support expressed for the application may reflect a view that the proposed premises licence merely regularises existing activity previously conducted under Temporary Event Notices (“TENS”). It is our respectful submission, that this characterisation materially understates the significance of the present application. TENS are a temporary and tightly restricted statutory mechanism intended for occasional licensable events, whereas the current application seeks authorisation for on- and off-sales of alcohol from 11:00 to 23:00, seven days per week. We therefore respectfully submit that supportive representations based on the assumption that the application represents only an “administrative regularisation” of existing temporary arrangements should be given limited weight by the committee.

Aside from this apparent lack of meaningful community engagement focussed on addressing residents' legitimate concerns, the operator has demonstrated limited willingness to engage with local residents when they have tried, in good faith, to raise their concerns directly with them. Local residents — including some of the authors of this letter, as well as other immediately-affected residents — have periodically approached the operator with reasonable questions regarding aspects of the business operations that appear potentially inconsistent with planning conditions or applicable regulatory

constraints. Residents' experience has generally been that such concerns were not addressed in a constructive, transparent or respectful manner, including where straightforward clarification could readily have been provided. Examples include simple requests for clarification regarding duration of events held under Temporary Event Notices, the menus being offered during these events to assess potential odour impact and permissions relating to the placement of advertising boards and associated props and other structures on pavements.

3.3 Breach of Planning Conditions Relating to Noise

As described in Section 1, the area affected by this licence application is unusually quiet and overwhelmingly residential in character. A number of families, including families with small children, live in homes either directly abutting, or within the immediate environs of, the business. This proximity, and concerns relating to noise, were the driver of many of the objections to the business as part of consultation on the original planning application.

In response to these concerns, the council stipulated limited opening hours for the business (09.00-18.00 Mondays to Sunday), as well as numerous conditions to safeguard the amenities of the adjoining premises and the area generally. In particular these safeguards were directed at limiting noise including a requirement that "no sound emanating from the use shall be audible within any adjoining premises between 1900 hrs and 0800 hrs".

Alongside these observations, is the fact that the original planning application expressly identified the site as being surrounded by schools within easy walking distance and positioned the proposal as a community and cultural facility for children and families. The planning materials repeatedly described the premises as a children-focused puppet theatre, workshop, bookshop and ancillary café intended for parents accompanying children attending performances and activities. No suggestion was made in the planning materials that evening events would form part of the operation or be necessary to the viability of the use. On the contrary, the operation of the premises was presented and approved as a children-focused cultural and community venue.

Despite the evident concerns of residents relating to noise, and despite the emphasis in the original planning application on the business being a children-focused venue, the operator has conducted a number of evening events at the premises, involving serving of alcohol. Although these have been conducted legally from the perspective of serving alcohol, through Temporary Event Notices, the events have been in breach of planning conditions as they have subjected residents to disturbance through noise.

For example, an evening event on 11/09/2025 involved the ground floor of the premises being packed with standing patrons, drinking. A video confirming the busy and noisy nature of the event has been provided to our solicitor by the relevant neighbour. This resident is not a signatory of this letter and does not wish to be identified given the unconstructive response of the operator when the resident sought to engage with them in person relating to the disturbance. Three weeks later on 09/10/2025, another evening event resulted in such a degree of noise that one resident's young child woke distressed and unable to sleep, coming downstairs crying as a result of the noise disturbance.

We submit that this track record, described in 3.1, 3.2 and 3.3 above, is directly relevant to the question of whether the operator will, in practice, take the steps necessary to promote the licensing objectives of public safety and prevention of public nuisance. The applicant's assertion that "it is not anticipated the application will adversely impact upon the Licensing Objectives" must be assessed against this documented pattern of conduct, not merely on the basis of the conditions proposed in the operating schedule.

4. The Site: Physical Context and Its Relevance to Public Safety and Nuisance

4.1 The Reconfigured Street Environment: A New and Aggravating Factor

The Council recently completed works to create a new pedestrian square on Well Walk and works are still in progress to widen the pavement on Willow Road. The Council's published *Christ Church and Flask Walk Safe and Healthy Street* documentation states that these works were necessary in part to accommodate the increased footfall generated by the theatre. That expenditure of public funds was itself a vindication of the concerns regarding pedestrian safety, raised by residents before the original planning permission was granted.

Critically, at the date of this application, the square on Well Walk has only recently opened and the works to widen the pavement are still in progress. The implications of those spaces for congregation, loitering, and the consumption of off-sales alcohol in the immediate vicinity of the premises are therefore not yet observable in practice, but they are plainly foreseeable and ought to be treated as a matter of fact by the Sub-Committee.

The Sub-Committee should consider the following in combination: a licence for the sale of alcohol for up to twelve hours per day, seven days per week, until 23:00; a large, newly created public square directly abutting the premises; a widened pavement immediately outside; and an operator with a documented history of failing to prevent unsafe conditions on the public highway. The cumulative effect of these factors represents a serious and foreseeable risk to public safety and is a source of likely public nuisance to residents of the surrounding streets.

Once these areas open, the grant of a licence permitting the sale of alcohol, including off-sales, until 23:00, seven days per week, will:

- Create an obvious and foreseeable congregation point in the new pedestrian square and on the widened pavement outside the premises;
- Facilitate the consumption of off-sale alcohol in those newly created public spaces, with no controls over where or how it is consumed;
- Extend alcohol-related noise, dispersal and anti-social behaviour into the late evening in neighbourhood which is overwhelmingly residential in character; and
- Generate precisely the kind of evening footfall at this complex junction that the widened pavement physically facilitates but which is inconsistent with the residential character of the area.

We note that the planning permission itself includes an informative that planning approval does not authorise use of the public highway, and that separate licences are required for any such use. The Sub-Committee should ensure that the premises licence is clear that no licensable activity takes place in any external area or on the public highway unless separately authorised.

5. The Applicant's Proposed Controls Are Inadequate

The applicant asserts that "it is not anticipated the application will adversely impact upon the Licensing Objectives." This is a bare assertion. It is not supported by any evidence, and it is directly contradicted by the well-documented history of this site and the operator's own track record.

The specific controls proposed by the applicant are as follows:

- CCTV with 28-day retention; door supervisors "on a risk assessed basis"; staff training; a proof-of-age policy (Challenge 21); and a refusals book.

- Signage requesting patrons to leave quietly; staff encouragement to leave quietly; monitoring patrons leaving at closing time "where appropriate"; and a general statement that noise or vibration shall not emanate so as to cause nuisance.

We submit that these measures are wholly insufficient for the following specific reasons:

1. **There is no noise management plan specific to the licensed activity.** The planning conditions require specific noise insulation and impose a requirement for no audible sound in adjoining premises between 19:00 and 08:00. A general non-nuisance statement in the operating schedule does not replicate or operationalise those controls in the licensing context. This is particular so given that, as described in section 3.3, there already is evidence of breach of planning conditions relating to noise in the context of evening events undertaken by the operator under TENs.
2. **Door supervision on a "risk assessed basis"** provides no certainty and is unenforceable. At a residential location where alcohol is served until 23:00, abutting a large new public square, there should be a fixed requirement for trained door supervisors during all evening periods when alcohol is available.
3. **Monitoring at closing time "where appropriate"** is similarly unenforceable. The phrase "where appropriate" provides no standard, no trigger, and no obligation.
4. **There is no dispersal policy.** Given the complex junction location, the proximity of the new public square, and the absence of a planning-level capacity condition, the absence of a written, site-specific dispersal policy is a serious omission.
5. **Off-sales are sought with no conditions on consumption location.** There is nothing in the application to prevent purchased alcohol from being consumed immediately outside the premises on the public highway, in the new pedestrian square, or on the widened pavement. This is a material gap in the prevention of both nuisance and public safety, particularly given the operator's documented failure to prevent previous obstructions of the public highway.
6. **There is no maximum occupancy condition proposed.** As noted above, occupancy has not been controlled by a planning condition. In the absence of a capacity limit, there is no mechanism to prevent the premises operating at whatever level the operator chooses on any given evening. The reference in the application to a limit on numbers of people at less than 5000 is clearly meaningless.

6. Off-Sales: A Distinct and Serious Concern

The application seeks authorisation for the sale of alcohol for consumption both on and off the premises. We make a distinct objection to the off-sales element. Off-sales from a ground-floor café and bookshop until 23:00, in a location directly abutting a newly created pedestrian square and adjacent to a widened pavement, will foreseeably result in:

- Alcohol being consumed on the public highway and in adjacent public spaces;
- Noise and disturbance from individuals consuming alcohol outside in the immediate residential vicinity during late evening hours;
- An enforcement vacuum; once alcohol is sold off-sale, there is no mechanism within the licence framework to control its consumption in adjoining public space; and
- A use that is fundamentally inconsistent with the residential character of the location as understood at the time planning permission was granted.

We respectfully submit that the Sub-Committee should either refuse the off-sales element entirely or, at minimum, impose a condition prohibiting the consumption of off-sale alcohol in any area immediately outside or adjacent to the premises.

7. The Risk of Future Change of Use or Ownership

A premises licence granted on the basis of a theatre, café and bookshop will attach to the premises at 49 Willow Road, not to the current operators. Once granted, a licence permitting the sale of alcohol until 23:00 does not lapse upon change of ownership or change in the nature of the business. There is accordingly a real risk that what is presented as a cultural ancillary facility could, in due course, operate as a conventional licensed bar or pub under different ownership. The Sub-Committee is invited to have regard to this risk when considering whether the hours and activities sought are appropriate, and to ensure that any conditions granted are sufficiently robust to constrain future as well as current operators by ensuring that any licence granted is appropriately conditioned and proportionate to the quiet and overwhelmingly residential character of the area, and the use presently undertaken at the applicant's premises.

8. The Pattern of Incremental Expansion

We draw the Sub-Committee's attention to a consistent pattern of incremental expansion at these premises:

- The theatre was granted planning permission on the basis of a children's puppet theatre with limited hours (to 18:00) and a café restricted to snacks for waiting parents.
- The operator has used TENs to arrange multiple evening events serving alcohol including with significant crowding, standing alcohol consumption and noise impacts which are considered to be inconsistent with applicable planning conditions;
- Within the past six months, a planning application was made for above-window canopies, described as being for the benefit of 'waiting parents', and was withdrawn the day before the deadline for objections;
- The operator has made repeated use of public highway and pavement for advertising boards and other marketing props, such as bicycles, and storage of prams.

The pattern of incremental expansion is also evidenced by the retrospective planning application submitted in November 2023 to regularise installed SVP stacks, boiler flues and vents which had already been constructed prior to planning approval being sought. The application itself expressly describes the proposal as: "This is a retrospective Full Planning Application to regularise the existing 2 x SVP stacks, 2 x boiler flues and WC vent..." and confirms that the works had already been commenced and completed prior to the application being submitted. The accompanying planning consultant's letter further records that a Planning Enforcement Officer advised that retrospective planning permission was required for the installed works. Of note, the 'regularisation' process was only initiated when a resident (one of the authors of this letter) observed that the final works did not conform to that which had been approved by the council.

We are not suggesting that these events constitute an attempt at serious wrongdoing in itself. However, it is relevant because it demonstrates a recurring operational pattern in which physical or operational changes appear to occur first and are subsequently regularised afterwards. In carrying out the building works, the operator had the benefit of multiple external consultants before and during completion of the works (including architects, planning consultants, architectural administrators and environmental/mechanical engineers). In this context, it is difficult to attribute the departure from approved plans as mere inadvertent oversight.

This is directly relevant to the Sub-Committee's assessment of whether confidence can properly be placed in future proactive compliance with licence conditions.

We submit that the Sub-Committee, in exercising its functions under section 18 of the Licensing Act 2003, should evaluate this application not only on its face but against this documented pattern of incremental expansion, and if a licence is to be granted, should satisfy itself that the conditions attached

to any grant are robust enough to prevent further incremental extension of licensable activity beyond what is now sought.

9. Conditions Requested

We consider that this application should be refused for all of the reasons above. However, if the Sub-Committee is minded to grant this application, we respectfully request the imposition of the following conditions as a minimum:

1. The **terminal hour for the sale of alcohol to be restricted to the planning-permitted closing time of 18:00**;
2. **Off-sales to be refused entirely**, or, in the alternative, a condition prohibiting the consumption of any off-sale alcohol in any area outside or adjacent to the premises or in any adjoining public space;
3. A condition that **alcohol can only be served on a seated and table service basis**;
4. A **noise management plan** addressing both internal and external noise, specifically including patron congregation, dispersal noise, and compliance with the noise conditions attached to the planning permission (no sound audible within any adjoining premises between 1900 hrs and 0800 hrs), to be approved by Environmental Health before the licence takes effect;
5. A **written dispersal policy**, to be approved by the Licensing Authority in consultation with the Metropolitan Police and Environmental Health, to be in place before the licence takes effect and to remain operative throughout the licence term;
6. A **fixed maximum occupancy condition**, to be prominently displayed and actively enforced at all times when licensable activities are being carried out;
7. A **fixed requirement** (not risk-assessed) for trained SIA-licensed door supervisors to be on duty during all periods when alcohol is being served as appropriate;
8. **No licensable activity to take place in any external area including areas directly adjacent to the business, on the public highway, or in any area forming part of the widened pavement or new pedestrian square**, unless separately authorised by way of a variation application accompanied by full public consultation;
9. A condition that the premises licence hours shall not exceed the hours permitted under the current planning permission without prior written notification to and confirmation from the Licensing Authority; and
10. Limitations on timing of waste pick-up.

10. Conclusion

This representation is made on the grounds that the application, as currently drafted, is likely to undermine the licensing objectives of the **prevention of public nuisance and public safety**.

In summary, our principal concerns are that:

- The premises are situated within an area which is unusually quiet and overwhelmingly residential, with many immediately adjacent family homes;
- The application seeks licensable activity, including the sale of alcohol until 23:00 with off-sales, materially beyond the hours and operational scope previously considered acceptable through the planning process in order to protect residential amenity including as relates to noise;
- Multiple infringements by this operator of planning conditions and the law including related to noise and safe use of pavement/public highway.
- Failure to engage with immediately local residents affected by the operation of the business/ local residents associations, including in relation to the licence application (with respect to any/

all of intention to apply for the licence, submission date/ date when clock started on application process and proposed operational details).

- Unwillingness to engage with local residents when they have tried, in good faith, to raise their concerns directly with the operator since 2024 when the business started operations.
- The combination of late-night alcohol sales, off-sales, a newly created pedestrian square and widened pavement creates a particular concerns regarding risk of nuisance and public safety issues.
- Wholly-inadequate proposed controls relating to noise, occupancy, dispersal, door supervision, occupancy and off-sales.

We request that the Licensing Authority convene a Sub-Committee hearing and decline to grant this application as made. In the alternative, we request that the Sub-Committee modify the application by restricting the hours and excluding off-sales, and impose the conditions set out above.

We confirm that we are local residents directly and materially affected by this application. We would be grateful for written confirmation of receipt of this representation and notification at the respective email addresses included, of the hearing date and venue.

Yours faithfully,

Aideen O'Neill and Dariush Mirfendereski
75 Flask Walk
London NW3 1ET

[REDACTED]

And

Richard and Michelle Tyler
Gardnor House
Gardnor Road
London NW3 1HA

[REDACTED]

And

Massimo Marinelli and Lisa Ing
36 Gayton Road
London NW3 1TY

[REDACTED]

Attachment

Appendix 1 (photograph – original and annotated).





From: [REDACTED]
To: [licensing inbox](#)
Subject: Well walk theatre and bookshop application for alcohol license
Date: 11 May 2026 18:09:18

You don't often get email from [REDACTED]. [Learn why this is important](#)

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

To whom it may concern,

I am writing to object to this application to sell alcohol on the premises. My representation relates to the licensing objectives and the Statement of Licensing Policy of the London Borough of Camden.

Prevention of Public Nuisance

The premises is on a residential street (Gayton Road) where there are already noise complaints from internal activity at the cafe from surrounding neighbours. Granting a licence for alcohol and restaurant use would increase evening noise, customer arrivals/departures, and likely lead to people congregating outside, causing further disturbance.

This conflicts with Camden policy to protect residential amenity and prevent unacceptable disturbance.

Prevention of Crime and Disorder

Introducing alcohol in this location risks increased anti-social behaviour and street congregation, particularly in the evening, which is not suitable for this residential setting.

Public Safety

Recent pavement changes and increased footfall may lead to obstruction and safety concerns for pedestrians and residents.

Protection of Children from Harm

The premises was originally a children's puppet theatre/bookshop/café. The move to a licensed venue changes its nature and may expose children to alcohol-related behaviour and increased disturbance.

Whilst I welcome the addition of this beautiful bookshop and theatre in our community, I strongly object to a change of nature of the venue and to the inclusion of alcohol being sold on the premises.

Conclusion

This application is contrary to Camden's licensing policy, particularly in protecting residential areas. I request that the application be refused, or that strict conditions are imposed to prevent harm to residents.

Kind regards
A.Herrmann

Sent from my iPhone

Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW135471
Last date for representation	11/05/2026

Making a representation as As an individual

Your details

First name Diana

Last name Ratzer

Telephone number (optional)

Email address



Address

37 Gayton Road

London

NW3 1UB

Remain anonymous

No

Grounds of representation

- prevention of public nuisance

Details of representation

On the grounds of public nuisance I wish to object to this proposal. This is a quiet residential neighbourhood and the Well Walk Theatre is at present open until 5pm Wednesday to Friday and 6pm at the weekend.(The Camden planning site at the moment is not working properly and I cannot access details of the original approval for the theatre.) The pavement outside has recently been widened as part of a general improvement in the area and was projected to be a place where children and their accompanying adults could gather safely before and after performances. An off-licence and open to 11 PM represent a significant change. There is scope now for casual gatherings

of people, with consequent noise and litter issues, in the area of the theatre until at least 11 PM.

About this form

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Camden Town Hall
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London
WC1H 9JE

Contact phone

020 7974 4444

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Douglas Broadley
40 New End Square
London
NW3 1LS
10 May 2026

Camden Licencing
Submitted in advance of the last day for representation 11 May 2026

Re: Alcohol Licence Application
APP\PREMISES-NEW\135471
The Well Walk Theatre
49 Willow Rd NW3 1LS

To whom it may concern

We are writing to express concern over the above application.

The Well Walk Theatre located at 49 Willow Rd sits at what has become a significant point of redevelopment located at the intersection of a number of a quiet, historic residential area in Hampstead Village.

This application appears to be in decomposition to Camden Published Conservation Area Statement produced by the Conservation & Urban Design Team London Borough of Camden Environment Department.

We note the issues it raises using the 4 key criteria.

Protection of children from Harm

We have significant concerns that a children's entertainment venue would apply for a licence to sell. Why does a children's puppet theatre (the original application) need a licence for alcohol? A change to its purpose catering to those wishing to drink will inevitably draw an entirely different adult audience to the venue that are not compatible with the permissions and original aims of the development that was given permission around its mission to be focussed on children.

Prevention of Public Nuisance

It is only reasonable to assume (like any other licensed venue) adults will be, at times, intoxicated within the premises. The Well Walk Puppet Theatre is in a discrete exclusively residential neighbourhood. As Camden Planning describes it tightly

condensed street patterns with mainly houses and flats. The introduction of a licence to entertainment facility is entirely out of character and will lead to public nuisance for residents. This is already an issue with Burgh House Museum where we endure early morning noisy deliveries, loud events. The risks of public nuisance with another licensed premises are clear to see. New End is not an entertainment location. As per The Camden produced Hampstead development Plan the zoning for The High Street zone SUB AREA ONE Heath Street/Hampstead High Street This location distinct and distant from the commercial life of Hamstead High Street.

The Well Walk Puppet Theatre also uses the nearby Livingston Studio as an ancillary service space. There is a constant stream of staff, goods and people bringing pushchairs between the locations. Late opening licensed opening hours will only increase the mass of intrusive service traffic mixing with road traffic.

The Well Walk Puppet Theatre have produced street signage both in the form of a folded stand-alone board and a branded bicycle with advertising locked to adjacent street furniture as well as street performers handing out marketing materials. We mention this to illustrate the point that the operators have little regard for their local neighbours and appear entirely focussed on the endless self-promotion of their venue.

Ensuring Public Safety

There is a significant Camden investment programme of street reconstruction that is taking place on the current site adjacent to the Well Walk Puppet Theatre. This redevelopment has further reduced the amount of resident parking which can be used by visitors outside regulated hours by visitors to the area. The Well Walk Puppet Theatre sits at an unusually congested location at the intersection of 5 roads and at the edge of 2 discrete locations with the Hampstead area surrounded by notable listed buildings with boundary walls and narrow pavements. The site sits at the intersection of a complex 5 road junction where, Gayton Rd, Willow Rd, Flask Walk, Well Walk and New End Square intersect. The current influx of visitors to the Theatre is already causing traffic congestion with taxi drop offs, visitor traffic as well as larger number of people on the pavements clustered around the Well Walk Puppet Theatre corner doorway making it impossible to pass without stepping into the road. Although there has been a move to increase the width in the latest development the provision of alcohol will bring greater volumes of visitors (surely the commercial aim of the licence) as well as increased risk to people's judgement with children present and the well-being and safety of all where pedestrians and cars meet.

Prevention of Crime and Disorder

All licensed premises unfortunately are at risk of attracting some elements of crime and disorder. Even the most discrete of venues like Burgh House which has events in a large walled terrace and garden area have had instances of guest spilling out into the public space, occasions of vomit on the pavement, guests sitting on local garden walls drinking and smoking, dropping litter, cigarette ends with on occasion glasses and bottles left on railings. We are extremely concerned that with the changes to the more open space street scape and the provision of the enhanced public space opposite the Well Walk Puppet Theatre that this accidentally becomes a noisy, alcohol fuelled social

space attracting and facilitating disorder rather than the intended enhancement to the local eco system and a more efficient traffic flow solution.

Yours faithfully

Douglas Broadley

From: [REDACTED]
To: [licensing_inbox](#)
Subject: APP\PREMISES-NEW\135471
Date: 11 May 2026 11:27:47

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Camden Council Licensing Team,

With regards to application APP\PREMISES-NEW\135471

I am aware that an alcohol license has been applied for at the Well Walk Theatre. While I support the license for serving of alcohol indoors for lunch or dinner at the venue, I want to state my written objection for the sale of alcohol to be approved for consumption of the premises.

As a local resident I am very concerned about the impact of this will have on noise pollution and antisocial behaviour especially in the evenings on that weekends. There are several public houses available nearby which do sell alcohol as well as supermarkets, for off premise purchase, and so I do not see why a Theatre with a small restaurant requires a permit to sell alcohol to be consumed offsite.

Warm regards,

Dr Meera Raja
MBBS BSc (Hons) FRCA
Consultant Anaesthetist
The Royal Free Hospital

From: [REDACTED]
To: [licensing inbox](#); [REDACTED]
Subject: PREM-LIC\135470 Objection
Date: 10 May 2026 13:18:20

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Your website is presently disabled, hence this email.

Re Well Walk Theatre Alcohol Licence
PREM-LIC\135470
Objection: Public Order/Nuisance

This tranquil site recently changed from a modest craft shop to a children's theatre and book shop. Its opening hours are from 9.0 am to 6.0 pm. By permitting alcoholic beverages to be consumed both inside and outside the building, this new application would completely change this quiet residential location.

It would enable drinkers to congregate and party up till 11.0 pm 7 days a week on the adjacent newly constructed open space. The consequences for public order offenses and property damage could be dire. Please reject this application.

Many thanks
Sincerely

Dr R Hayward
43 Flask Walk NW3 1HH

From: [REDACTED]
To: [licensing.inbox](#)
Subject: Well Walk Theatre application for an alcohol licence - Objection
Date: 11 May 2026 14:17:11

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I would like to object to the application submitted by the Well Walk Theatre which I understand is for a licence to sell alcohol both onsite and offsite.

Whilst I visit and support the work of the Well Walk Theatre in principle, I cannot understand why they need this licence as the theatre is primarily a children's theatre which wasn't operating in the evenings.

I live locally and regularly walk on the pavement which wraps around the Well Walk Theatre. This is a busy intersection and I shared the concerns of many other residents about the upcoming changes to widen this pavement and to pedestrianise part of the historic road layout in front of Burgh House. Concerns were raised by nearby residents that this could lead to on street drinking with associated noise and risk of anti-social behaviour. I feel that these concerns are valid and being able to purchase alcohol to drink outside from the Well Walk Theatre would strongly add to this risk.

There are many historic pubs very walkable from the Well Walk Theatre - King William, The White Bear and the Duke of Hamilton, all who would be very grateful for any drinking business coming from the theatre and all who are equipped with the facilities to accommodate this. There are also no shortage of shops on the nearby Hampstead High Street selling alcohol.

I had understood that the controversial widening of the pavement and associated road changes were to make traffic safer including for pedestrians, rather than creating outdoor drinking spaces. I would also hope that outdoor tables will not be provided by any commercial outlets to enable this.

Best regards,

Elaine Wright
14 Cannon Place

From: [REDACTED]
To: [Steven Dormer](#)
Subject: Fwd: Application for premises licence-ref no.135471
Date: 10 May 2026 20:38:57

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Sent from my iPad

Begin forwarded message:

From: Jane Welch [REDACTED]
Date: 10 May 2026 at 20:36:03 BST
To: licensing@camden.gov
Cc: [REDACTED]
Subject: Re: Application for premises licence-ref no.135471

Sent from my iPad

On 10 May 2026, at 13:18, Jane Welch
[REDACTED] wrote:

My husband and I have lived in Gayton Road, a couple of doors from the Well Walk Theatre (WWT), for over 40 years.

We strongly oppose the granting of an alcohol licence to the WWT.

The area has remained a quiet residential enclave in Hampstead, with the only commercial premises being the WWT.

The application for an alcohol licence ignores and thereby misrepresents the authorised purpose and activities of the

WWT, which was promoted and given permission to operate as a “family venue, mainly aimed at children.” Before opening the puppet theatre, the owners outlined the steps to “ensure a safe and secure environment for children “ and to ensure “ minimum disruption to the local amenities and neighbours ”

The application for an alcohol licence conflicts with both assurances.

The small cafe on the ground floor of the WWT is designed to be an area where” parents can relax whilst they wait for their children and where high quality beverages and healthy snacks “ are served. An alcohol licence is totally alien to the character of a venue supposedly focussed on children’s entertainment.

The bookshop on the ground floor, which is ancillary to the operations, has evolved in the application from a children’s bookshop to a cultural hub with a “carefully curated range of books dedicated to theatre, the visual arts and cultural heritage” with the children’s offering being relegated to a “ modest range of children’s literature, vintage toys and stationery”

The change of emphasis away from children’s activities and interests is clearly designed to make an alcohol licence less threatening.

The WWT is currently required to close at 6 pm at the latest. The application seeks permission to open until 11pm , 7 days a week, 365 days a year and to sell alcohol for consumption on and off the premises. This would be in clear breach of the opening hours allowed in the existing planning permission.

IF the application is granted , even within the existing permitted opening hours, the WWT will no longer provide a safe and secure environment for children and will cause major disruption to pedestrians and residents.

Large numbers of pedestrians converge during the day at the junction of Gayton Road, Willow Road, Flask Walk, Well Walk ,and New End : school children walking to and from local schools , dog walkers and others walking to and from Hampstead Heath, those using Hampstead tube station and Hampstead Heath overground , and pedestrian traffic to and from Hampstead High Street and Heath Street.

The WWT has only 1 entrance on the corner of Gayton Road and Willow Road and , despite the widening of the pavements around the junction, any gathering of people outside the premises is going to disrupt pedestrian traffic and increase noise pollution.

In particular, if alcohol is sold for consumption off the premises, drinkers will congregate on the newly built triangle at the junction , again disrupting a major pedestrian thoroughfare.

There is already regular noisy disturbance from walkers in the evening along Gayton Road and Willow Road. The granting of an alcohol licence can only increase the noise and disruption in what is otherwise a quiet residential area.

We urge Camden to reject the application.

Jane Welch [REDACTED]

I would be grateful for an acknowledgement of

receipt.

Sent from my iPad

Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW135471
Last date for representation	11/05/2026

Making a representation as As an individual

Your details

First name John

Last name Cook

Telephone number (optional)

Email address



Address

63 Flask Walk
 London
 NW3 1EY

Remain anonymous No

Grounds of representation

- prevention of crime and disorder
- ensuring public safety
- prevention of public nuisance
- protection of children from harm

Details of representation

To: Camden Licensing Authority From: J Cook & G Counsell Dear Sir or Madam,
 We are writing to make a formal representation objecting to the premises licence application submitted by Well Walk Theatre Limited in respect of 49 Willow Road, London NW3. We are long-time local residents living in close proximity to the premises and are concerned that the granting of this licence - which includes off sales - would undermine the licensing objectives: being the prevention of public

nuisance, the prevention of crime and disorder; protection of children and general public safety. The premises are situated within the highly sensitive residential and conservation-area environment of Hampstead Village, immediately adjacent to narrow pedestrian streets including Flask Walk and Well Walk, where sound travels easily and residential amenity is already under pressure from existing commercial activity. Recent changes to the pavement layout around the premises will only exacerbate potential problems. Our principal concern is that the introduction of alcohol sales - including off-sales - would materially intensify the use of the premises beyond its current role as a theatre, café and bookshop. In particular, I am concerned about: * patrons congregating outside before and after performances, particularly as recent changes to nearby pavement and traffic layout have made this even more likely; * increased noise from resulting conversations, smoking and dispersal late in the evening; * disturbance to nearby the many residents living in the immediate proximity to the premises; * increased pressure on already congested pedestrian routes along Well Walk and Flask Walk as the main routes to and from the Village and the Heath (<https://www.nationaltrust.org.uk/visit/london/fenton-house-and-garden/hampstead-circular-walk>); and * the cumulative impact on crime and public safety of further licensed activity within the area. Willow Road and the surrounding streets (Gayton Rd, Flask Walk, Well Walk and Willow Road), are simply not comparable to a commercial district and are outside the two economic zones mentioned by the current

Neighbourhood Plan (being Hampstead Town Center and South End Green). The premises is embedded in mixed residential streets within a conservation area where quiet enjoyment of homes is an important and longstanding characteristic. As any resident could tell you, evening noise reverberates significantly along these narrow streets, lined as they are with 2-4 storey terraces, particularly after 'closing time'. We are also concerned that granting this licence may gradually alter the character of the premises from a cultural and family-oriented venue, as proposed by the owners and accepted in their planning application and underlined by their advertising and marketing (www.thewellwalktheatre.com) into one with a stronger evening drinking element, which would be inappropriate in this location and for the majority of their underage patrons (Sections 4.95 and 4.60 of the Licensing Policy) To recap, we respectfully ask the Licensing Authority to give substantial weight to: * the residential nature of the immediate area and the nature of the site acoustics to amplify any noise, particularly in the evening; * cumulative impact of this noise, increased footfall and congregation outside of the premises on the local amenity and public safety; * the Hampstead Neighbourhood Plan - the premises fall well outside of the two economic zones identified with it; * the conservation-area context; and * Camden's wider objectives relating to safe and healthy streets. Far from being just NIMBY-ism - with an application so wide in its scope (on & off sales) and times (up to 11pm at night) - and seemingly contrary to the original stated use of the

redeveloped premises as a child-centred, cultural business – I believe we are right to be very concerned. We strongly urge the Licensing Authority to withhold this licence, which surely will have minimal impact on the applicant’s core business - as the vast majority of its customers are, presumably, under age. Should the Licensing Authority nevertheless be minded to grant the application, I would request that strict conditions be imposed, including: * alcohol sales to be ancillary to theatre, café or seated events only; * no outdoor drinking area; * no drinks to be taken outside the premises; * significantly earlier terminal hours for alcohol sales; * no off-sales of alcohol; Thank you for considering this representation. Yours faithfully, J Cook & G Counsell

Supporting documents (optional)

- LicenceRepresentationMay2026.docx
- WellWalkpano.jpeg

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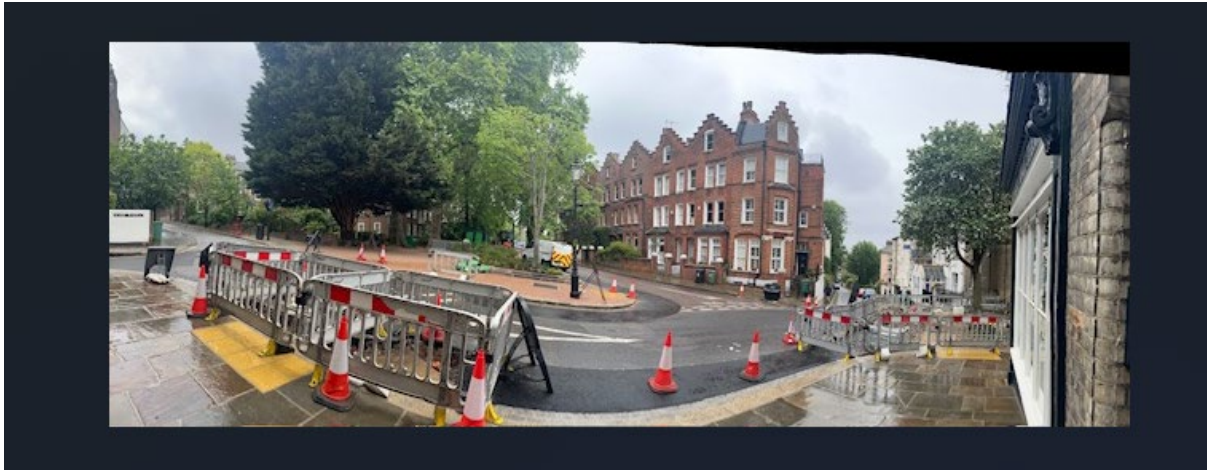
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To: Camden Licensing Authority

From: J Cook & G Counsell - 63 Flask Walk, NW3 1EY

Dear Sir or Madam,

We are writing to make a formal representation objecting to the premises licence application submitted by Well Walk Theatre Limited in respect of 49 Willow Road, London NW3.

We are long-time local residents living in close proximity to the premises and are concerned that the granting of this licence - which includes off sales - would undermine the licensing objectives: being the prevention of public nuisance, the prevention of crime and disorder; and general public safety.

The premises are situated within the highly sensitive residential and conservation-area environment of Hampstead Village, immediately adjacent to narrow pedestrian streets including Flask Walk and Well Walk, where sound travels easily and residential amenity is already under pressure from existing commercial activity. Recent changes to the pavement layout around the premises will only exacerbate potential problems (see photo).

Our principal concern is that the introduction of alcohol sales - including off-sales - would materially intensify the use of the premises beyond its current role as a theatre, café and bookshop. In particular, I am concerned about:

- * patrons congregating outside before and after performances, particularly as recent changes to pavement and traffic layout have made this even more likely;
- * increased noise from resulting conversations, smoking and dispersal late in the evening;
- * disturbance to nearby the many residents living in the immediate proximity to the premises;
- * increased pressure on already congested pedestrian routes along Well Walk and Flask Walk as the main routes to and from the Village and the Heath
(<https://www.nationaltrust.org.uk/visit/london/fenton-house-and-garden/hampstead-circular-walk>);
and
- * the cumulative impact on crime and public safety of further licensed activity within the area.

Willow Road and the surrounding streets (Gayton Rd, Flask Walk, Well Walk and Willow Road), are simply not comparable to a commercial district and are outside the two economic zones mentioned by the current Neighbourhood Plan (being Hampstead Town Center and South End Green). The premises is embedded in mixed residential streets within a conservation area where quiet enjoyment of homes is an important and longstanding characteristic. As any resident could tell you, evening noise reverberates significantly along these narrow streets, lined as they are with 2-4 storey terraces, particularly after 'closing time'.

We are also concerned that granting this licence may gradually alter the character of the premises from a cultural and family-oriented venue, as proposed by the owners and accepted in their planning application and underlined by their advertising and marketing (www.thewellwalktheatre.com) into one with a stronger evening drinking element, which would be inappropriate in this location and for the majority of their underage patrons (Sections 4.95 and 4.60 of the Licensing Policy)

To recap, we respectfully ask the Licensing Authority to give substantial weight to:

- * the residential nature of the immediate area and the nature of the site acoustics to amplify any noise, particularly in the evening;
- * cumulative impact of this noise, increased footfall and congregation outside of the premises on the local amenity and public safety;
- * the Hampstead Neighbourhood Plan - the premises fall well outside of the two economic zones identified with it;

- * the conservation-area context; and
- * Camden's wider objectives relating to safe and healthy streets.

Far from being just NIMBY-ism - with an application so wide in its scope (on & off sales) and times (up to 11pm at night) - and seemingly contrary to the original stated use of the redeveloped premises as a child-centred, cultural business – I believe we are right to be very concerned.

We strongly urge the Licensing Authority to withhold this licence, which surely will have minimal impact on the applicant's core business - as the vast majority of its customers are, presumably, under age.

Should the Licensing Authority nevertheless be minded to grant the application, I would request that strict conditions be imposed, including:

- * alcohol sales to be ancillary to theatre, café or seated events only;
- * no outdoor drinking area;
- * no drinks to be taken outside the premises;
- * significantly earlier terminal hours for alcohol sales;
- * no off-sales of alcohol;

Thank you for considering this representation.

Yours faithfully,

J Cook & G Counsell

Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW135471
Last date for representation	11/05/2026

Making a representation as As an individual

Your details

First name Judith

Last name Freedman

Telephone number (optional) [REDACTED]

Email address [REDACTED]

Address 19 Gayton Road
London
NW3 1TX

Remain anonymous No

Grounds of representation

- prevention of public nuisance
- protection of children from harm

Details of representation

Licensing the sale of alcohol until 11.00 pm and selling alcohol as an off license has nothing to do with the protection of children. This is meant to be a children's theatre, not yet another pub in an area already served by several pubs. Also, the construction of the new island is at risk for becoming a drinking site, which would pose a public nuisance.

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WC1H 9JE

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020 7974 4444

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Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW\135471
Last date for representation	11/05/2026

Making a representation as

As an individual

Your details**First name**

Julian

Last name

Blake

Telephone number (optional)**Email address**

[REDACTED]

Address

22 Gayton Road

London

NW3 1TY

Remain anonymous

No

Grounds of representation

- prevention of crime and disorder
- ensuring public safety
- prevention of public nuisance
- protection of children from harm

Details of representation

I have no issue with the Theatre selling alcohol during the daytime, albeit they appear to have come a long way from their original change of use application which focused on a children's theatre. The original Planning & Heritage Impact Statement stated, for example: "a few tables will be placed for parents to relax whilst waiting for their children and for children to enjoy a healthy snack". My concern, from a prevention of disorder, public safety, public nuisance and

protection of children perspective is the proposed hours of the licence. There is no reasonable basis on which a children's theatre and bookshop would need to operate and serve alcohol until 11pm. This will likely create noise and anti-social behaviour at night in a quiet residential street. It further poses a risk to the children for whose enjoyment the Theatre apparently operates. I ask the Council to consider restricting the hours of such a licence to normal day time hours only.

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Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW\135471
Last date for representation	11/05/2026

Making a representation as

As an individual

Your details
First name

[REDACTED]

Last name

[REDACTED]

Telephone number (optional)

[REDACTED]

Email address

[REDACTED]

Address

[REDACTED]

[REDACTED]

[REDACTED]

Remain anonymous

Yes

Detail the exceptional circumstances

I am a medical doctor and wish to not be identifiable

Grounds of representation

- prevention of crime and disorder
- ensuring public safety
- prevention of public nuisance
- protection of children from harm

Details of representation

Especially with the new pedestrianised open space beneath Burgh House and opposite the puppet theatre, the sale of alcohol could easily promote unruly, noisy and potentially criminal behaviour in the neighbourhood. There is already a pub some metres way (in New End) and other places where alcohol can be bought, but bringing the sale and provision of alcohol right into the residential area would

potentially promote criminality , potentially lead to pedestrian accidents, and certainly promote noise and dubious behaviour amongst the drinkers. The puppet theatre was promoted and agreed to as a children's resource, and the provision of alcohol is unnecessary, it is neither what was originally proposed and agreed, and nor is it justified. The request that the venue is for up to 5000 people is absurd and an additional example of the applicants' disdain for local residents.

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Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW135471
Last date for representation	11/05/2026

Making a representation as As an individual

Your details

First name katharina

Last name schauer

Telephone number (optional) [REDACTED]

Email address [REDACTED]

Address 20 Gayton Road
 London
 NW3 1TX

Remain anonymous No

Grounds of representation

- prevention of public nuisance

Details of representation

The introduction of outdoor drinking late into the evening raises serious concerns regarding noise disturbance and the impact on neighbouring residents. In practice, patrons drinking outside are likely to generate prolonged conversation, raised voices, smoking-related congregation, and general street noise that will carry into nearby homes, particularly during warmer months when windows are open. Unlike audiences quietly entering and leaving a theatre performance at set times, outdoor alcohol consumption creates a more continuous and less controllable form of disturbance. There is also concern that this could fundamentally alter the character of the

venue from a theatre into a destination for evening drinking.

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Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW135471
Last date for representation	11/05/2026

Making a representation as As an individual

Your details

First name Kiranpal

Last name NandraKoehrer

Telephone number (optional) [REDACTED]

Email address [REDACTED]

Address 1 Gayton Crescent
 London
 NW3 1TT

Remain anonymous No

- Grounds of representation**
- prevention of crime and disorder
 - ensuring public safety
 - prevention of public nuisance

Details of representation

Since the Well Walk Theatre has been set up, we have noticed greater frequency of aggressive driving (selected reason 3) on Gayton Road, Gayton Crescent and Willow Road due to the far higher number of cars from outside the area looking for parking in order to attend the theatre. This leads to a lot of social tension and aggression given that none of the roads are built with this level of traffic flow in mind. The addition of alcohol being served in such a setting makes me more concerned for not just instances of public

nuisance but public safety (selected reason 2), particularly when children are involved. I am also concerned as a local resident that a commercial enterprise has been set up at the end of our road that now wishes to sell alcohol - I believe this will lead to more drunk and disorderly behaviour (selected reason 1) which is not what we expect in a residential area. We already have The Wells as a local and well-established pub so should people require alcohol, they can easily go there without disturbing the residents. Indeed, we already hear people returning from the pub late at night and we don't need to add to this level of public noise (selected reason 3). Given that the area immediately outside the theatre has been enlarged and pedestrianised, I am concerned that adding an alcohol licence will attract even more people to use it as place to drink leading to more instances of antisocial behaviour (selected reasons 1, 2 and 3). Finally, I also view this latest application as fundamentally changing the nature of the understanding the Theatre had with the local residents, namely a children's entertainment venue. The addition of an alcohol licence seems disingenuous as it fundamentally changes the nature of the premises.

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Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW135471
Last date for representation	11/05/2026

Making a representation as

As an individual

Your details**First name**

Mairead

Last name

Bergin

Telephone number (optional)

[REDACTED]

Email address

[REDACTED]

Address

27 A Hampstead High Street

London

NW3 1QA

Remain anonymous

No

Grounds of representation

- prevention of public nuisance

Details of representation

This is a quiet residential street that has no need at all for a venue that allows selling alcohol on and off premises. The venue was set up as a theatre for children and with this application will be able to host events that can be outside on the new ample pavements and long past children's hours at night. It's completely unacceptable to the quiet enjoyment of this street.

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Representation Against Application for a Premises Licence

Premises: The Well Walk Theatre, 49 Willow Road, London NW3 1TS

Application Reference: APP\PREMISES-NEW\135471

Submitted by: Mark Coxall, 48 Willow Road, NW3 1TS

Date: 10th May 2026

My family and I live directly opposite the premises at 48 Willow Road, with bedroom and living room windows facing the theatre. I write to oppose this application on the grounds that it would undermine the licensing objectives of the prevention of public nuisance and the protection of children from harm.

We did not object to the planning permission for the Theatre and we continue to support its presence and contribution to the community. However, it has planning permission as a Children's Theatre, open until 6pm which is entirely appropriate for this location, but an Alcohol Licence until 11pm every night (including off-sales) is not.

Prevention of Public Nuisance

We have already experienced noise disturbance from the theatre's evening events, particularly when the entrance door is left open. For example, we were disturbed by the Temporary Event Notice licenced events on the evenings of 10th & 11th September last year but took comfort that these were irregular events. The hours applied for — 11am to 11pm, seven days a week — would expose us to twelve hours of licensed activity daily, directly opposite our home. The off-sales element compounds this: the ability to take alcohol away from the premises risks street drinking on the newly pedestrianised area adjacent to the Theatre, which would dramatically change the nature of this quiet residential area, particularly in the evenings.

We note that the Theatre's own Customer Management and Community Involvement Plan (a planning condition, submitted in 2024), states that one of the mitigants for noise control is that 'the operating schedule is restricted to the daytime 9am-6pm' and that 'the primary activities will be located in the lower ground floor'. This is clearly not consistent with this current Licencing Application.

Protection of Children from Harm

The theatre markets itself as a children's and family venue. Granting an alcohol licence also covering off-sales until 11pm is fundamentally incompatible with this. Furthermore, it is likely to disturb children sleeping in adjacent properties such as our own.

I ask the Licensing Authority to refuse this application in its entirety, and in particular to

refuse off-sales. I am willing to speak at a Licensing Panel hearing if this application proceeds.

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Licenceref.PREM-LIC\135470

The Well Walk Theatre, Bookshop and Cafe.

I write to register my objection to the proposed application for a licence to sell alcohol at these premises. My objections are :

- 1 This application has not been sufficiently advertised locally. I only heard of it through an eagle eyed neighbour spotting it well below eye level in the window of the theatre, despite the large publicity board advertising all other features of the theatre and proposed activities at eye level a few feet away. Contacting neighbours confirmed that they were unaware and alarmed that objections needed to be registered within the week.
2. The proposed hours, 11am to 11pm, are on the lines of a public house, totally unrelated to the current operation of a puppet theatre and film shows for children, operating normal shop times and closing at 6 p.m.
3. The addition of another venue selling alcohol with an established public house within about 100 yards and others nearby will increase the pressure on that and other licenced premises which, we are told, are struggling to keep open in the current financial situation.
4. The clearly intended consequence of this application is to take advantage of the much widened pavement outside the shop and a large area of paving opposite, both a consequence of revision to the road junction layout now approaching completion, for clients to use the newly created space outside creating disturbance and noise in this currently very quiet neighbourhood.

Regards,

Mark R. Nevard.

From: [REDACTED]
To: [Steven Dormer](#)
Subject: Well Walk Theatre
Date: 10 May 2026 13:41:16

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Dear Sir,

Well Walk Theatre (“WWT”)

I am writing to set out some observations on the proposal by the owners of WWT for an alcohol licence to be granted for its premises. My wife and I have lived in 35 Gayton Road – our family home- since 1977. It is two doors to the west of WWT. We became aware of the proposals last week so have had little time to consider the matter.

Until the death of the previous owner, about five years ago, the property had become increasingly run-down so when the prospect of a puppet theatre for children was raised, it seemed to be an attractive one, from the point of view of residents.

There are a number of good schools in Hampstead – our children attended two- and we are on a route taken by many to the Heath. There seemed to be little threat to this area. The WWT project was firmly targeted at the children’s market. Even now, a quick glance at the display confirms this. The term “children” suggests ages up to, say, 10 or 15. In this country, restrictions apply, variously, to persons under 18 drinking alcohol. One objector has suggested that “children” should mean those up to 9 years.

These restrictions reflect a general duty on public bodies and residents to protect the young from the perils of the Big City, which include, but are not limited to alcohol.

In contrast to the planning permission, the application largely ignores the character of the premises as focussed on children.

There are at least three good pubs within about 150 yards of the premises of WWT and it was a surprise to learn that WWT is seeking a licence for the service of alcoholic drinks throughout the day every day. It was more than surprising to learn that the application also extends to Off Premises sales. This suggests that the real objective is to enhance the value of the premises, to which a licence would attach.

The proposal, therefore, would allow a 9 year-old to drink for 12 hours and then buy another bottle to drink on the tube or bus home.

More fundamentally, it is inconceivable that when the present planning position was being developed, there was any mention of children, or anyone else, being permitted to drink for twelve hours, which is longer than most pubs can do. The idea of off-sales being introduced can, equally, not have arisen then. It is utterly alien to the running of a childrens puppet theatre.

The proposal, when coupled with the expansion of the pavements around the premises, would create a major obstruction to the pedestrian route eastwards to the Heath. There are already regular noisy disturbances from walkers in Gayton Road and for these to be extended to 11.p.m. would be completely unacceptable.

I Therefore call upon Camden to refuse the Application for a Licence.

Michael Welch
10 May 2026

From: [REDACTED]
To: [licensing.inbox](#)
Subject: Concerning Well Walk Theater
Date: 11 May 2026 12:40:29

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Hello,

I'm having a problem with the website and wanted to voice my concerns about the liquor license application submitted by the Well Walk Theater (49 Willow Rd, London NW3 1TS). Although I do not see a problem with them serving liquor within the building I do not think it's reasonable for them to offer off site sale, for customers to drink on the street outside or in nearby squares or benches. I don't think this is fair for the neighbours living in the area who for the most part have been incredibly supportive of the theater and cafe and it's is not what was expected when they opened.

Kind Regards,
Michelle MCallum
11 Gayton Crescent
NW3 1TT
[REDACTED]

Sent from my iPhone

From: [REDACTED]
To: [licensing inbox](#)
Subject: Re Application for Premises licence - Ref no. 135471 - Well Walk Theatre
Date: 11 May 2026 16:21:52

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To Whom it May Concern

I am a local resident and I wish to make a representation regarding application ref. 135471 for The Well Walk Theatre, Bookshop & Café, 49 Willow Road.

My representation relates to the licensing objectives, in particular the prevention of public nuisance and the protection of children from harm.

I am in support of the premises continuing to operate as a small theatre, bookshop and café, and I do not object to genuinely ancillary alcohol sales linked to cultural events. However, I am concerned that the application as drafted is much broader than that stated purpose. It seeks alcohol sales from 11:00 to 23:00 every day, for consumption both on and off the premises, without clear conditions limiting alcohol sales to the theatre/bookshop/café use.

The premises is in a mixed but substantially residential area. A daily 23:00 alcohol licence, particularly with off-sales, risks creating public nuisance through late-evening customer dispersal, people congregating outside, smoking, conversation noise, taxi pick-ups, and potential consumption of alcohol in the street. These impacts are materially different from a daytime bookshop/café or small cultural venue.

The transformation of the triangle into a safer and more pedestrian friendly environment, offering improved safety, in particular, for the many local schoolchildren who use that route daily on their way to school and for regular walks has been a welcome change. A daily alcohol licence allowing off-sales, risks jeopardising this and, in fact, I am concerned that children may be forced to walk on the road in order to avoid people congregating on the pavement for a drink.

I am also particularly concerned that, if granted in its current form, the licence could permit or enable a drift into a regular restaurant, wine-bar, or bar-style operation, including off-sales, rather than alcohol being merely ancillary to theatre/bookshop/café activities. Because a premises licence can later be

transferred to a new operator, these risks are not limited by the current applicant's stated intentions.

I therefore ask the licensing authority either to refuse the application as drafted or to grant it only with conditions that ensure the operation remains a small cultural venue/café and does not create public nuisance or street drinking and ensures children are protected from harm.

The following conditions would be appropriate:

- The sale of alcohol shall be ancillary to the operation of the premises as a theatre, bookshop and café and the premises shall not operate as a standalone bar, public house, wine bar, or vertical-drinking establishment.
- Alcohol shall only be sold to customers seated at tables or attending a bona fide theatre, bookshop, workshop, author, or cultural event.
- There shall be no off-sales of alcohol.
- No alcohol shall be consumed outside the premises.
- Staff shall monitor the area immediately outside the premises from 20:00 until closing and shall discourage patrons from congregating or consuming alcohol outside.

Kind regards,

Geoff and Monica Dawes
2 Gayton Crescent

Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW\135471
Last date for representation	11/05/2026

Making a representation as As an individual

Your details

First name Nicholas

Last name Bower

Telephone number (optional)

Email address



Address

56 Gayton Road
 London
 NW3 1TU

Remain anonymous No

Grounds of representation

- prevention of public nuisance

Details of representation

Gayton Road is a narrow residential street in a conservation area and the home to many families with small children. It is already subject to occasional noisy disturbance at night from people walking away from establishments on the High St and from people leaving the Wells Tavern. It is not an appropriate street on which to establish a new licensed premises that has the permanent right to serve alcohol, for consumption both on and off the premises, from 11am until 11pm seven days a week. Regardless of the expressed intentions of the applicant as to the planned use of this licence, it would permit the transformation (by this proprietor or any successor) of what is currently a

charming family-friendly cultural asset into a restaurant, bar and/or off-licence with potentially harmful impacts on the neighbourhood including increased noise, the congregation of people in narrow public spaces outside the venue, and people drinking on the pavements (including the recently expanded sections of pavement immediately outside and opposite the venue). Even the proposed use of the licence per the application represents a shift in the character of the establishment from the description on its website of "an intimate 50-seat theatre, a children's bookshop featuring rare and unique titles, and a welcoming cafe where families can gather before and after shows—or drop by anytime" into a venue where people can drink alcohol with or without food throughout the day and occasionally into the evening, and from which alcohol is intended to be served for consumption off the premises. Even if no more extensive use were made of the licence than this, it would change the nature of the venue and introduce significant additional risks for public nuisance (including noisy patrons leaving the premises at night after drinking, and numbers of people gathering to drink on the pavements outside the venue). However, the terms of the licence application go far beyond what would be necessary merely to "complement the overall cultural and hospitality offer of the premises". In particular, the application for a licence to serve alcohol for consumption off the premises is unnecessary to meet the stated aims of the application and is certain to lead to local public nuisance from outdoor drinking. Furthermore, the application describes the café as an

"ancillary and complementary space to the theatre's wider cultural activities" - but then goes on to contemplate the cafe serving food and alcohol into the evening. This is not consistent, and in any event, the request for a permanent licence to serve alcohol until 11pm seven days a week is unnecessary to meet the stated aim of operating into the evening "on occasion". It appears that the applicant is seeking far broader permissions than would be necessary to achieve the stated aims. The application also represents that the business hours of the premises are 8am to 11pm seven days a week, whereas in fact the venue does not currently open at all on Mondays or Tuesdays, and operates only from 9am-5pm Wednesdays to Fridays, and 9am-6pm on the weekends. While the venue does occasionally open later to host a book launch or other special event connected with its main business as a theatre and bookshop, it has been able to secure a Temporary Event Notice for these limited occasions and that should remain open to the venue going forward. I would ask that this application be rejected and the applicant be asked to submit a new application seeking a more limited licence suitable for the stated purposes, which in particular should be limited to serving alcohol for consumption on the premises, and during hours more suitable for the operation of a café as an ancillary space to a children's theatre in a predominantly quiet residential neighbourhood (rather than as a standalone bar and restaurant and evening destination), and in any event not extending past 6pm on a Sunday.

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Representation to Camden Licensing Team**Premises: 49 Willow Road, London NW3 1TS****Premises Name: The Well Walk Theatre, Bookshop****Application reference number: APP\PREMISES-NEW\135471****Application:** Grant of Premises Licence permitting on and off sales of alcohol 365 days per year from 11:00 to 23:00 daily

Date: 11 May 2026

PURPOSE

The purpose of this presentation is to oppose the grant of a licence permitting on and off sales of alcohol 365 days per year from 11:00 to 23:00 daily at 49 Willow Road, London NW3 1TS

1. INTRODUCTION

1. I am a resident of Well Walk London NW3 1LD. I live within 30 metres of the premises in a direct line from my front door. My home is located 8 metres away and directly opposite the newly built pedestrianised open space which replaced the “triangle” roundabout at the junction of Well Walk, Willow Road, Gayton Road, Flask Walk and New End. I will be one of the primary people affected by the impact of the grant of an alcohol licence.

I have considered the proposed grant of a premises licence under the Licensing Act 2003 concerning the premises at 49 Willow Road, London NW3 1TS (“the Premises”). My comments are set out below and I respectfully request that the Licensing Team and the Committee take them into account.

2. The Premises presently benefit from planning permission for use as a children’s theatre at basement level with ancillary café, bookshop and workshop at ground floor level.

3. The approved planning use derives principally from planning permissions listed in Appendix 1

4. The approved operating profile is materially important. The planning permission authorises a predominantly daytime child-focused cultural use operating between approximately 09:00 and 18:00.

5. The premises operator has now applied for a premises licence permitting the sale of alcohol for 365 days a year from 11:00 until 23:00 daily.

6. Since the grant of planning permission, substantial alterations have occurred to the surrounding public realm as part of the Camden Safer Streets Scheme. A pedestrianized area has been created outside the Premises and opposite my home.

7. Within approximately 300 metres of the Premises there exist three historic public houses, The Wells Tavern, The Flask and The Old White Bear.

8. Those premises already generate patterns of outdoor drinking, pedestrian congregation and evening activity outside the immediate residential segments of Well Walk, Gayton Road, Willow Road, Flask Walk and New End. However, their historically long-established activity is restricted to their privately owned designated outdoor seating area directly in front of their doors,

2. SUMMARY OF CONCLUSIONS

9. There exist substantial grounds for objection under the Licensing Act 2003.

10. Strong grounds arise under:

- prevention of public nuisance;
- protection of children from harm; and
- prevention of crime and disorder.

3. THE STATUTORY FRAMEWORK – LICENSING

11. Section 4(1) of the Licensing Act 2003 provides that a licensing authority must carry out its functions with a view to promoting the licensing objectives.

12. The four licensing objectives are:

- prevention of crime and disorder;
- public safety;
- prevention of public nuisance; and
- protection of children from harm.

13. In carrying out its licensing functions, a licensing authority must also have regard to—

- (a) its licensing statement published under section 5, and
- (b) any guidance issued by the Secretary of State under section 182.

The Section 182 Guidance issued by the Secretary of State is of central importance.

4. CAMDEN LICENSING POLICY

14. Camden’s Statement of Licensing Policy places substantial emphasis upon:

- protection of residential amenity;
- cumulative impact;
- public nuisance;
- management of dispersal; and
- protection of children.

15. The licensing authority should examine congregation impacts, outdoor drinking and intensity of use. Please see images 2-5 below.

16. The adopted Hampstead Neighbourhood Plan 2025–2040 forms part of the statutory development plan and is therefore an important expression of the planning and environmental objectives applicable to the locality.

17. The Hampstead Neighbourhood Plan 2025–2040 emphasises the protection of Hampstead’s “charm and liveability”, the safeguarding of residential amenity, and the maintenance of safe, walkable and community-focused public spaces.

18. Policy HC3 in the Hampstead Neighbourhood Plan (“Enhancing street life through the public realm”) supports public spaces that promote environmental quality, comfort, safety and community activity, but does not support the transformation of newly created public realm into an intensified alcohol-led congregation environment. The grant of an alcohol licence, including off sales which will create outside drinking in an existing residential space where there is no drinking at present, is contrary to Policy HC3.

5. PUBLIC NUISANCE –ANALYSIS

19. In my opinion a strong objection arises under the prevention of public nuisance objective.

20. The newly pedestrianised public space immediately outside the premises fundamentally alters the operational environment within which the licence would operate.

21. The newly created open area:

- invites congregation;
- facilitates vertical drinking;
- enables prolonged occupation; and
- creates an informal external extension of the premises.

22. The application seeks alcohol sales until 23:00 every day of the year, representing a substantial departure from the currently authorised daytime operational profile. (See the note below concerning the material error in the application).

23. The surrounding area already contains established historic drinking venues.

24. In practical terms the licensing authority should conclude that the Premises would become integrated into an existing local evening drinking.

Currently the segment of Well Walk, Flask Walk , Gayton Road and Willow Road enjoys a calm residential character and amenity. But in my opinion that is likely to change if an alcohol licence with off sales is granted to the adjacent Premises.

The on and off sales of alcohol, 365 days a year, when combined with the new configuration of kerb steps and pavement widening will create on-street drinking congregating, sitting and drinking with loud talking; this will take place until 11.00pm potentially every night. There will inevitably be a public nuisance. Please see images 2,3,4 and 5 below.

25. The newly pedestrianised public realm appears to have been created principally in furtherance of wider public realm, safety and environmental objectives associated with the Camden Safer Streets Scheme and related planning policies encouraging improved pedestrian amenity and community-focused public space. However, the Licensing Team might also wish to note that one of the principal lobbyists for the widening of the pavement outside his premises was the applicant, who now requires an alcohol licence, Note also the recent (withdrawn) planning application for an awning over the widened pavement.

26. There is a serious concern that the practical effect of the licence would be to convert a newly created pedestrian and community-focused public space into an informal extension of the surrounding evening drinking environment.

27. In R (JD Wetherspoon plc) v Guildford Borough Council [2006] EWHC 815 (Admin), the Court recognised that licensing authorities are entitled to consider local context and cumulative impacts.

In that case, in particular the cumulative impact policy of the licensing authority was considered relevant to the licensing authority's decision. Para 6.2 of the Camden Licensing statement provides that the cumulative impact will be taken into account in licensing decisions.

The evidence of the cumulative impact is demonstrated:

(a) in the photographs below and

(b) in the geographical location of the new public space in the centre of the area between the 2 historic pubs and on the most direct and the main direct pedestrian route from Hampstead tube to the Heath. This pedestrian route generates significant footfall all through the year, and exponentially in Summer. It has a very particular location en-route to Hampstead Heath.

28. In Hope and Glory Public House Ltd v Westminster City Council [2011] EWCA Civ 31, the Court confirmed that licensing decisions involve evaluative judgments directed toward local conditions and practical consequences.

Toulson LJ:

*“Licensing decisions often involve weighing a variety of competing considerations: the demand for licensed establishments, the economic benefit to the proprietor and to the locality by drawing in visitors and stimulating the demand, the effect on law and order, the impact on the lives of those who live and work in the vicinity, and so on. Sometimes a licensing decision may involve narrower questions, such as whether noise, noxious smells or litter coming from premises amount to a public nuisance. Although such questions are in a sense questions of fact, they are not questions of the "heads or tails" variety. **They involve an evaluation of what is to be regarded as reasonably acceptable in the particular location.** In any case, deciding what (if any) conditions should be attached to a licence as necessary and proportionate to the promotion of the statutory licensing objectives is essentially a matter of judgment rather than a matter of pure fact.”*

Para 6.3 Camden Licensing Plan :

*“We acknowledge that cumulative impact can apply at all times, not just at night and can apply to any licensed premises not just those that supply alcohol. **The cumulative impact** of licensed premises on the promotion of the licensing objectives **is a proper matter for us to consider** in this policy.”*

29. Evidence of cumulative impact as required by Para 6 of the Camden License Plan:

The photographs below show in the first image shows the newly created tiered steps on the kerb of the newly created pedestrianised area. The next 4 photographs show a similar set of tiered steps at the Wells Tavern also on Well Walk which is currently separated by a slight bend in the road and is approximately some 300 metres away.

The reasonable conclusion is that a grant of an alcohol licence to the Premises adjacent to the newly pedestrianised area will create the over concentration and cumulative impact which the Camden License Statement seeks to avoid.



Image 1: New seating steps view from directly opposite the sitting room of 6 Well Walk (also shows the nexus to Well Walk Theatre to the pedestrianised area)



Image 2 & 3: Drinkers use same style seating- steps as attached to the new pedestrianised area are also built into the kerb outside the Wells Tavern; they attract numerous drinkers to sit in the road.



Images 4 & 5 : Proliferation of drinkers all along the seating- steps outside the Wells Tavern – vertical & seated drinking. These are the same as built into the kerb at the newly pedestrianised area outside the Premises which will also attract clientele to produce similar scenes.

6. PROTECTION OF CHILDREN FROM HARM

30. The premises was authorised and presented to the planning authority as a children’s puppet theatre and educational/cultural facility.

31. The Committee is entitled to consider the tension between:

- a child-centred venue; and
- a substantially expanded evening alcohol-led operation.

32. The juxtaposition of outdoor drinking, evening congregation and alcohol-led activity is capable of being viewed as inconsistent with the original planning and operational character of a child-focused cultural venue.

33. It is noted that the licence application is expressed to be for the café and not the theatre. It is understood that the off-sales licence is intended to facilitate the taking of alcoholic drinks into the children’s puppet theatre located in the basement.

This would have the effect of the children’s puppet theatre not having a documented formal alcohol licence, but in practice operating as if an alcohol licence had been granted. This is primarily a puppet theatre, so that very young children from the age of 3 to say 10 years old are likely to be the primary audience. It is unlikely that such a venue would be granted an alcohol licence, especially given the small size of space.

The Licensing Team should consider that it is inconsistent with the safety of children to grant a licence to the café which would allow non-DBS adults drinking alcohol into the close confines of the small basement auditorium. Accordingly, the licence application should be denied.

7. CHANGE OF USE AND MATERIAL INTENSIFICATION

34. Section 55(1) of the Town and Country Planning Act 1990 provides that development includes the making of any material change in the use of any buildings or other land.

35. The question whether a material change of use has occurred is ultimately a question of fact and degree.

36. In *Hertfordshire County Council v Secretary of State for Communities and Local Government* [2011] EWCA Civ 1759, the Court reaffirmed that materiality depends upon the significance of changes in planning consequences, including “off-site” effects. In this case, the effects in the pedestrianised area.

Pill LJ

“ M and WR rightly accept that it is permissible to consider off-site effects when assessing whether an MCU has been established. In assessing whether there is a change of character in the use, its impact of the use on other premises is a relevant factor. It is necessary, on the particular facts, to consider both what is happening on the land and its impact off the land when deciding whether the character of the use has changed.”

37. In *Burdle v Secretary of State for the Environment* [1972] 1 WLR 1207, the Court considered the overall character of the planning unit and activities conducted thereon.

Bride J:

“Like the question of material change of use, it must be a question of fact and degree. There may indeed be an almost imperceptible change from one category to another. Thus, for example, activities initially incidental to the main use of an area of land may grow in scale to a point where they convert the single use to a composite use and produce a material change of use of the whole”

38. The following features are highly material:

- extension from daytime operation to late evening operation;
- introduction of alcohol sales;
- functional expansion into adjoining public realm;
- integration into an evening drinking economy; and
- substantial increase in congregation potential.

39. The Camden Local Plan places significant emphasis upon the protection of residential amenity and the management of development impacts, including noise, disturbance and intensified activity affecting surrounding occupiers and public spaces.

40. In a similar way, the Hampstead Neighbourhood Plan repeatedly emphasises the importance of preserving Hampstead’s distinctive character, liveability, environmental quality and community-oriented public realm.

41. In my opinion the combination of the new licence, the altered public realm with widened pavements and the evening drinking environment would create a de facto mixed alcohol-led evening venue materially different from the originally authorised planning use. See images 2, 3,4, and 5. The grant of the alcohol licence amounts to a planning change of use for the venue.

8. THE RELATIONSHIP BETWEEN PLANNING AND LICENSING

42. Planning and licensing are separate legal regimes.
43. I accept and recognise that planning and licensing pursue different objectives and operate independently.
44. Licensing authorities are nevertheless entitled to consider operational realities relevant to the licensing objectives.
45. The operation enabled by the licence creates materially different and harmful impacts inconsistent with the established character of the premises and locality.

9. CONCLUSIONS BASED ON THE APPLICABLE PROVISIONS:

46. Substantial objections exist under the Licensing Act 2003, set out in detail above, including public nuisance, safety of children and conformity to the Camden Licensing Statement 2025 - 2030.
47. The objections are materially strengthened by:
- the newly created pedestrianised space;
 - the existing nearby outdoors drinking environment;
 - the extended alcohol hours; and
 - the tension with the child-focused cultural character of the venue.
48. Camden Licensing should be sensitive to congregation impacts, outdoor drinking, dispersal, residential amenity and intensification.
- 49. For all the technical legal reasons set out above, the application should be refused.**
50. If the Licensing Team is still minded to grant the application, the following conditions are respectfully requested:

- Alcohol to be consumed only internally;
 - No external drinking area;
- No off-sales of alcohol; (but if the Officers or Committee are minded to allow off sales, the consumption of immediately outside or adjacent to the premises or in any adjoining public space should be prohibited).
- Reduced terminal hours to match the theatre, no earlier than 11.00 and no later than 18.00 to match existing hours;
 - Comprehensive dispersal policy;
 - Prominent signage requesting patrons not to congregate externally;
 - Noise management plan;
 - Challenge 25 policy.
- On the basis of protection of children, no alcohol to be consumed in the basement area in any circumstances.

10. NON-COMPLIANCE WITH CAMDEN LICENSING STATEMENT

51. Camden Statement of Licensing Policy 2025 – 2030 Page 35 provides at para 4.46 :

“We also expect licence holders to exercise supervision of their customers, particularly in instances where the outside drinking takes place on the pavement to which the public has access”

52 The applicant was one of the prime lobbyists to Camden Council for the provision of widening the pavements and creation of the new space outside the venue and has full knowledge of the newly developed widened pavement and open space in the public realm.

53 The application does not consider, as required by para 4.46 of the Licensing Statement, the risks associated with exercising supervision of the outside drinking on the pavement and the newly developed to which the public has access.

5.4 Accordingly, the application does not comply with the Camden Licensing Statement of Policy. Under section 3 of the Licensing Act 2003 Camden Licensing Authority is obliged to have regard to its Licensing Statement. The application should be refused on the grounds that it fails to recognize the outside drinking nor provide indications for management of that risk as required by the Licensing Statement.

11. MATERIAL ERROR IN APPLICATION

55. There is a material error in the application. The error is such that it could have a misleading effect on the assessment of the application by the Licensing authority.

56. The application at page 3 shows that the Premises are currently open until 23.00. See image 6. This statement is not true. The Premises normally close at around 6.00pm. In contradiction of the application the website of the Premises shows the real opening hours of 09.00 to 17.00 Wednesday -Friday and 09.00 to 18.00 Saturday and Sunday. See image 7

57. The effect of the application information in the application is misleading because the application for the alcohol licence is until 23.00 every day of the year. The fact that the application erroneously states that the current business hours are until 23.00 every day, might lead the Licensing Authority to consider that there was no temporal extension for the normal business hours. In turn, that might be misleadingly persuasive of a decision granting the licence.

58. The Licensing authorities should take into account the error in the application and its potential to misdirect the assessment process.

59. The application should be refused on the grounds that it contains a material error which impairs a proper assessment of the application.

Tell us about the premises business hours

Day	Start time	End time
Monday	08:00	23:00
Tuesday	08:00	23:00
Wednesday	08:00	23:00
Thursday	08:00	23:00
Friday	08:00	23:00
Saturday	08:00	23:00
Sunday	08:00	23:00

Are there any seasonal variations for the premises opening times? No

Is the premises open to the public at times other than those listed? No

Image 6 : Extract from Page 3 of the alcohol licence application for 49 Willow Road showing opening times contradicting the Premises true opening hours shown on the Premises website

THE WELL WALK THEATRE
Bookshop & Cafe

WHAT'S ON BIRTHDAYS

Book Shop Cafe Cine Club School Bookings About Us

49 Willow Rd
Hampstead, London
NW3 1TS

Open Wed - Fri 09:00-17:00
Sat - Sun 09:00-18:00
Tel: 020 3751 1465
hello@thewellwalktheatre.com

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Image 7: Extract from Website of the Premises at 49 Willow Road – showing opening times **contradicting** the licence application.

12. PERSONAL IMPACT OF PUBLIC NUISANCE

60. The image below shows the view of the new pedestrian area from my garden gate. It is just 8 metres away from my front door. The people who will sit, stand and congregate there to drink alcohol bought in Premises will intrude on my and other residents' privacy. Every time we come and go from the house, we will be a subject of scrutiny. This will last for hours and over weekends and long weekends.

61. The tiered kerbside seating the pictures have newly been carved into the kerb. They mirror the seating steps outside the Wells Tavern. The latter are filled with people drinking from 12 noon every weekend (see images 2,3,4 and 5). There will be a change in character of this part of the street in the heart of Hampstead directly in front of Burgh House.



Image 8: View from the Garden Gate of 6 Well Walk towards the new pedestrianised zone – which will become a drinking zone if an alcohol licence is granted.



Images 9 and 10: View drinkers would have from new kerb seating- steps directly into sitting room & first floor of 6 Well Walk (also 2,4,8 10 and possibly 12).

62. There will be a real world impact if an alcohol licence is issued because there will certainly be a public nuisance to all residents whose houses directly face the tiered seating of the new pedestrianised area. As a result, the application should be denied.

Representation from:

Peter Corner

6 Well Walk, London NW3 1LD

APPENDIX 1 – History of Planning Consents – manifests “Systematic Creeping Development”

Application Number	Site Address	Development Description	Status	Date Registered	Decision
2025/5556/A	49 Willow Road London Camden NW3 1TS	Installation of retractable awning with theatre logo.	WITHDRAWN	08-12-2025	Withdrawn Decision
2025/5390/P	49 Willow Road London Camden NW3 1TS	Installation of retractable awning.	WITHDRAWN	08-12-2025	Withdrawn Decision
2025/2139/A	49 Willow Road London NW3 1TS	Installation of 1 x non-illuminated projecting sign and installation of replacement of notice board on the north-east elevation.	FINAL DECISION	27-05-2025	Granted
2024/0287/P	49 Willow Road London NW3 1TS	Details for condition 11 (Customer Management and Community Involvement Plan) for planning reference 2021/3607/P dated 23/12/2022 for 'New single storey infill rear extension and amalgamation of applications approved under refs 2019/1812/P, 2020/2519/P, 2020/3203/P, 2020/3681/P for change of use of ground floor and basement levels from former pottery studio (Sui-generis) to children theatre at basement level and ancillary bookshop, cafe and workshop at ground level (Sui-generis), with flue extract in existing chimney breast; replacement of existing mansard extension and front roof terrace, replacement of windows on side elevation; demolition of existing rear extensions and erection of a part one, two and three storey rear extension; basement extension.	FINAL DECISION	13-03-2024	Granted
2023/4889/P	49 Willow Road London NW3 1TS	Erect a SVP stack, boiler flue, WC vent (Ground floor roof); SVP stack, boiler flue (First floor roof)(retrospective)	FINAL DECISION	02-02-2024	Granted

2023/5355/P	49 Willow Road London NW3 1TS	<p>Non-material amendment for planning permission 2021/3607/P dated 23/12/2021 for new single storey infill rear extension and amalgamation of permissions refs 2019/1812/P, 2020/2519/P, 2020/3203/P, 2020/3681/P (for change of use of ground floor and basement levels from former pottery studio to children theatre at basement level and ancillary bookshop, café and workshop at ground level, with flue extract in existing chimney breast; replacement of existing mansard extension and front roof terrace, replacement of windows on side elevation; demolition of existing rear extensions and erection of a part one, two and three storey rear extension; basement extension). CHANGES include changes to railings for the first floor roof terrace and installation of CCTV system.</p>	FINAL DECISION	24-01-2024	Granted
2022/4585/P	49 Willow Road London NW3 1TS	<p>Details of materials and samples as required by condition 12 a),b)c),d) of planning permission 2021/3607/P dated 23/12/2021 for new single storey infill rear extension and amalgamation of applications approved under refs 2019/1812/P, 2020/2519/P, 2020/3203/P, 2020/3681/P for change of use of ground floor and basement levels from former pottery studio (Sui-generis) to children theatre at basement level and ancillary spaces at ground level (Sui-generis), with flue extract in existing chimney breast; replacement of existing mansard extension and front roof terrace, replacement of windows on side elevation; demolition of existing rear extensions and erection of a part one, two and three storey rear extension; basement extension.</p>	FINAL DECISION	20-01-2023	Granted
2022/4774/P	49 Willow Road London Camden NW3 1TS	<p>Details of sound insulation as required by condition 8 of planning application 2021/3607/P dated 23/12/2021 for New single storey infill rear extension and amalgamation of applications approved under refs 2019/1812/P, 2020/2519/P, 2020/3203/P, 2020/3681/P for change of use of ground floor and basement levels from former pottery studio (Sui-generis) to children theatre at basement level and ancillary bookshop, café and workshop at ground level (Sui-generis), with flue extract in existing chimney breast; replacement of existing mansard extension and front roof terrace, replacement of windows on side elevation; demolition of existing rear extensions and erection of a part one, two and</p>	FINAL DECISION	21-11-2022	Granted

		three storey rear extension; basement extension.			
2022/1136/P	49 Willow Road London NW3 1TS	Amendments to planning permission ref 2021/3607/P dated 23/12/2021 for new single storey infill rear extension and amalgamation of permissions refs 2019/1812/P, 2020/2519/P, 2020/3203/P, 2020/3681/P (for change of use of ground floor and basement levels from former pottery studio to children theatre at basement level and ancillary bookshop, café and workshop at ground level, with flue extract in existing chimney breast; replacement of existing mansard extension and front roof terrace, replacement of windows on side elevation; demolition of existing rear extensions and erection of a part one, two and three storey rear extension; basement extension), namely involving changes to the internal layouts at ground, first, second and third floors, and relocation of dormer window in mansard extension on side elevation	FINAL DECISION	07-04-2022	Granted
2021/3607/P	49 Willow Road London NW3 1TS	New single storey infill rear extension and amalgamation of applications approved under refs 2019/1812/P, 2020/2519/P, 2020/3203/P, 2020/3681/P for change of use of ground floor and basement levels from former pottery studio (Sui-generis) to children theatre at basement level and ancillary bookshop, café and workshop at ground level (Sui-generis), with flue extract in existing chimney breast; replacement of existing mansard extension and front roof terrace, replacement of windows on side elevation; demolition of existing rear extensions and erection of a part one, two and three storey rear extension; basement extension.	FINAL DECISION	26-08-2021	Granted Subject to a Section 106 Legal Agreement
Application Number	Site Address	Development Description	Status	Date Registered	Decision
2020/3681/P	49 Willow Road London NW3 1TS	Extension of basement to the rear under existing structure and alterations to existing rear extension, to theatre use.	FINAL DECISION	23-09-2020	Granted Subject to a Section 106 Legal Agreement
2020/3203/P	49 Willow Road London NW3 1TS	Demolition of existing rear extensions and erection of a part one, two and three storey rear extension to provide additional commercial and residential space.	FINAL DECISION	10-08-2020	Granted
2020/2519/P	49 Willow Road London NW3 1TS	Replacement of existing mansard extension and front roof terrace, refurbishment of windows and replacement of windows on side elevation	FINAL DECISION	03-07-2020	Granted

2020/0566/P	49 Willow Road London NW3 1TS	Use of rear/side 1st floor flat roof for sitting out purposes.	FINAL DECISION	13-03- 2020	Granted
2019/1812/P	49 Willow Road London NW3 1TS	Change of use of ground floor and basement levels from former pottery studio (Sui-generis class use) to children theatre at basement level and ancillary bookshop, café and workshop at ground level (Sui-generis class use), to include flue extract in existing chimney breast.	FINAL DECISION	26-04- 2019	Granted

END OF DOCUMENT

From: [REDACTED]
To: [Steven Dormer](#)
Cc: [REDACTED]
Subject: Representations in Opposition of Well Walk Theatre Alcohol License Application
Date: 11 May 2026 12:11:27

You don't often get email from [REDACTED] [Learn why this is important](#)

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Dear Steven Dormer

I am submitting my representation regarding the alcohol license application made by the Well Walk Theatre to your email address as the Camden submission portal has timed out at least twice when I tried to use it:

To: Steven Dormer, Licensing Authority, London Borough of Camden
CC: Linda Chung, Stephen Stark
From: Petrea Hoving, 10 Well Walk, NW3 1LD
May 10, 2026

RE: Well Walk Theatre Alcohol License Application - Objection

As a resident of Hampstead for over 30 years, I am writing to oppose the grant of Alcohol License to the Well Walk Theatre (WWT) on the grounds of child safety and public nuisance in a primarily residential neighbourhood. The Application to serve alcohol on and off premises with the extended hours and days is too broad, and runs counter to the original planning permission for the property and the intent of the Healthy School Street Plan.

In the WWT redacted license application, the owners give little detail on why it is necessary to be open effectively 12 hours a day, 7 days a week, or how they plan to mitigate noise of customers spreading onto the pavement and causing nuisance to the immediate vicinity. The opportunity to serve alcohol on and off-premises effectively 365 days a year would cause nuisance and safety issues on the pavement around the theatre and spread on to the new green area across the street, causing certain dangers to pedestrians and cars passing the area.

There has been little to no outreach or communication from the owners to bring local residents on side or help us understand the reason for such a broad change of use. It makes me feel suspicious about the underlying intent of the owners.

I understand the grant of permanent License would be attached to the property not the owner. This is deeply concerning. If and when the property is sold, there is a real chance the theatre could turn into a different use, such as a restaurant or pub, with resultant increased public nuisance in a residential area.

I disagree with the argument that since there are already amenities that serve food and alcohol in the nearby area this should justify granting a license to WWT. Adding another venue serving food and alcohol near other establishments will only exacerbate and **create**

more congestion, nuisance and overdevelopment in a quiet neighbourhood.

The Flask Walk parade, a more commercial area, has become an overcrowded and congested walkway over the past few years. Tables and chairs along the parade, sandwich boards promoting takeaway alcoholic drinks, for example, at Flask Walk Tavern, is an example of a strain on the locality. I fear this level of overdevelopment would filter down into the more residential area.

It would be deeply unfortunate if the quiet character of the neighbourhood along Well Walk/Flask Walk/Willow Road/New End was stretched to the limit.

I look forward to your response to my objection.

Yours Sincerely,

Petrea Hoving
10 Well Walk
London NW3 1LD
[REDACTED]

From: [REDACTED]
To: [licensing inbox](#)
Subject: APP\PREMISES-NEW\135471
Date: 11 May 2026 10:59:31

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Dear Sir or Madam

I have attempted to make a comment on the above application (comments on which are due too close today) but the online form is not working. I have been advised by Camden Helpdesk to send an email to this email address instead.

Representation

Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW\135471
Last date for representation	11/05/2026

Making a representation as - an individual. I do not ask to remain anonymous.

Grounds of representation

- prevention of public nuisance
- protection of children from harm

I live around the corner in Gayton Crescent from the applicant's premises in Gayton Road.

The Well Walk Theatre should not be permitted to have off sales - ie sell alcohol not for consumption on the premises. Off sales are a very likely contributor to a) a public nuisance being caused and also b) more likely to be consumed by children thereby losing protection from harm to them. There are other sufficient and more appropriate places for off sales – eg supermarkets and the 3 local pubs - within easy walking distance.

Yours sincerely
Robert Dowsett

6 Gayton Crescent
London
NW3 1TT

From: [REDACTED]
To: [licensing inbox](#)
Cc: [REDACTED]
Subject: Re Well Walk Theatre Alcohol Licence PREM-LIC\135470 - Objection: Public Nuisance, Disorder, Public Safety
Date: 11 May 2026 14:43:15

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From:

Simon and Anna Marshall
73 Flask Walk
Hampstead
London
NW3 1ET

The Well Walk Theatre is located in a particularly peaceful and lovely residential enclave. The recent creation of more open space and greenery opposite at the junction of Well Walk, Willow Road, New End and Flask Walk was, we believe, intended further to enhance the peaceful nature of this area, allowing people to enjoy its beauty and its calmness and, perhaps, to sit quietly to read a book or look at their phone.

This application, if granted, would dramatically impact the calm nature of the area.

We object to this planning application on the grounds of **Public Nuisance, Disorder** and **Public Safety**

1. Having people drinking outside until 11pm will completely change the nature of this area, and will be a considerable Public Nuisance to residents, including us
2. Even if off-sales are not allowed, it is hard to imagine that drinkers will remain crammed inside with their children. This in turn leads to the risk of regular conflict between residents and drinkers or the owners or Well Walk Theatre, thus presenting a risk of Disorder from argumentative drinkers – and further Nuisance to residents
3. Inebriated drinkers going back and forth across the road for more drinks may also present a risk to Public Safety

Yours faithfully

Simon and Anna Marshall

co-pilot

THE CREDIT RISK ENGINE

Simon Marshall FCICM | CEO



-

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6 May 2026

Trent Smyth
4 Well Walk
London, NW3 1LD

The Licensing Authority
London Borough of Camden

Application reference: APP\PREMISES-NEW\135471
Licence reference: PREM-LIC\135470
Premises name: The Well Walk Theatre, Bookshop & Cafe
Premises address: 49 Willow Road NW3 1TS

To Whom It May Concern:

I write as a resident living nearby to premises at 49 Willow Road, Hampstead, to formally oppose the above premises licence application under the Licensing Act 2003. I am an interested party within the meaning of the Act, and I submit this representation on the grounds that granting the licence would be inconsistent with the promotion of the licensing objective of protection of children from harm.

The premises at 49 Willow Road operates as a puppet theatre and children's bookshop. It has been purpose-built and specifically designed to attract young children as its primary audience. This is not a venue that incidentally receives visits from children; it is a business whose entire commercial proposition is built around drawing them in. Parents bring young children to this premises precisely because of its identity as a safe, child-centred environment.

The application seeks to sell alcohol seven days per week from opening until 23:00, with provision for take-away consumption outside the premises. This creates a direct and foreseeable conflict with the objective of protecting children from harm, for the following reasons.

First, the premises is a venue **specifically designed for young children**. Introducing the retail sale of alcohol into a setting of this kind normalises the presence of alcohol in an environment where children are not merely present as bystanders but are the intended and primary audience. The Licensing Authority should be slow to grant a licence that creates this environment, particularly given that the objective of protecting children from harm is a standalone licensing objective that the Authority is required to promote.

Second, the scale of the application is wholly disproportionate to any reasonable ancillary requirement of a **children's venue**. A licence permitting alcohol sales until 23:00, seven days per week, with take-away provision, goes far beyond what could be justified as incidental to a puppet theatre and bookshop serving families with young children. The breadth of the application, taken alongside the nature of the premises, makes it difficult to conclude that the sale of alcohol would remain genuinely ancillary to the primary use, or that the environment created would be consistent with the protection of children from harm.

I draw the Authority's attention to a further consideration that bears directly on the protection of children from harm. A premises licence granted under the Licensing Act 2003 runs indefinitely and does not lapse on a change of ownership or a change in the nature of the business. A licence permitting alcohol sales until 23:00 would attach to these premises permanently. What is currently presented as an ancillary facility for a theatre and bookshop could, under different future ownership, operate as a conventional licensed bar or pub, in a building that sits at the heart of a residential

neighbourhood and has a history of attracting families and young children. The Authority should weigh this risk carefully as a material consideration.

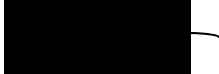
The premises at 49 Willow Road has been purpose-built to serve young children and their families. The application as drafted, permitting alcohol sales until 23:00 seven days per week with take-away provision, is fundamentally inconsistent with that purpose and with the statutory objective of protecting children from harm. I respectfully request that the Licensing Authority refuse the application in the form submitted.

I recognise, however, that a narrowly drawn licence may be capable of being operated in a manner that is consistent with the protection of children from harm, and I wish to be constructive in that regard. If the Authority is minded to grant a licence, I would respectfully ask it to consider doing so only on the basis of strictly limited conditions: specifically, that alcohol may be sold solely to accompanying adults during scheduled theatre performances, that service is confined to the duration of those performances, that no take-away consumption outside the premises is permitted, and that no alcohol is sold or consumed in any area of the premises primarily used by or accessible to children.

Conditions of this kind would reflect the genuine ancillary nature of alcohol service at a children's venue and would go some way to addressing the concerns I have raised. The application as currently drafted provides no such assurance.

I am happy to provide any further information the Authority may require and to attend the hearing to present my representations in person.

Yours faithfully,

A black rectangular redaction box covers the signature area. A thin horizontal line extends from the right side of the box.

Trent

Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW135471
Last date for representation	11/05/2026

Making a representation as As an individual

Your details

First name Sophie

Last name Mitchell

Telephone number (optional)

Email address

Address

51 Gayton Road

London

NW3 1TU

Remain anonymous

No

Grounds of representation

- prevention of public nuisance

Details of representation

As a resident of Gayton Road, on which the Well Walk Theatre is located, I am concerned about the Well Walk Theatre's application for a licence to sell alcohol for consumption off the premises. The theatre is in a residential area (situated at the end of a terrace of residential houses), set back from the High Street, with a newly extended pavement area directly outside. I am concerned that selling alcohol for consumption off the premises will lead to drinking in the street, in particular on the extended pavement outside the theatre. The risk of public nuisance is increased by the extended hours specified in the application (until 11pm, 7 days a week). Further, the licence application does not

explain the reason for requesting a licence to sell alcohol for consumption off the premises.

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Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW135471
Last date for representation	11/05/2026

Making a representation as

As an individual

Your details**First name**

Susan

Last name

Waytt

Telephone number (optional)

[REDACTED]

Email address

[REDACTED]

Address

6 Well Walk

London

NW3 1LD

Remain anonymous

No

Grounds of representation

- prevention of crime and disorder
- prevention of public nuisance
- protection of children from harm

Details of representation

.see pdf attached called
SWCamden_Licensing_Representation.
Submitted 10.5.26.pdf

Supporting documents (optional)

- SWCamden_Licensing_Representation.
Submitted10.5.26.pdf

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Representation to Camden Licensing Officers and Committee**Premises: 49 Willow Road, London NW3 1TS****Premises Name: The Well Walk Theatre, Bookshop****Application reference number: APP\PREMISES-NEW\135471****Application:** Grant of Premises Licence permitting sale of alcohol 365 days per year from 11:00 to 23:00 daily

Date: 10 May 2026

1. Summary of Representation

This representation is made under the Licensing Act 2003 on the grounds that the application undermines the following licensing Camden objectives:

- Prevention of public nuisance
- Prevention of crime and disorder
- Protection of children from harm

The application must be evaluated by Officers and the Committee in its actual operational context, namely:

1. The premises at the moment operates pursuant to planning permission as a children's theatre with ancillary café/bookshop/workshop operating mainly between 09:00 and 18:00;
2. A newly created pedestrianised public space of very roughly 500 square metres has been newly created outside the premises; and
3. Within approximately 300 metres of the premises there are already three established public houses which operate to provide existing outdoor drinking activity:
 - The Wells Tavern on Well Walk
 - The Flask on Flask Walk
 - The Old White Bear in New End Square

These operational factors, taken together, create a material risk that the premises will operate in practice as an additional on-street alcohol venue contributing to creating an emerging cluster of outdoor drinking activity in the immediate locality.

2. Existing Planning Context

The premises has received planning permission with references from 2019 /1812/P to 2025 /2139/A (please see the full list in Appendix1)

for:

- Children's theatre at basement level;
- Ancillary café, bookshop and workshop at ground floor level.

The approved operating profile is fundamentally that of a daytime, child-focused puppet theatre cultural venue with operating hours of mainly 09:00–18:00 daily.

The current application seeks to materially extend the temporal and operational nature of the premises through the introduction of alcohol sales until 23:00 daily.

3. Newly Created Public Realm

As part of the Camden Safer Streets Scheme, the area outside the premises has recently undergone substantial physical change.

The north- west side of Well Walk adjacent to the garden in front of Burgh House has been closed to vehicles and incorporated into a newly enlarged pedestrian area connecting the historic existing triangular traffic island, the pavement outside the garden in front of Burgh House; this new area is 2 metres from , and directly opposite the immediate frontage of the premises.

This has created an open public congregation area of approximately 500 square metres directly next to the premises.

This new public realm materially alters the operational context of the licence application because it creates a convenient and attractive area for:

- Outdoor congregation;
- Outdoor alcohol consumption;
- Prolonged evening occupation; and
- Vertical drinking activity associated with nearby licenced premises.

4. Existing Licenced Environment and Intensification

Within approximately 300 metres of the premises there are already three established public houses:

- The Wells Tavern on Well Walk;
- The Flask on Flask Walk; and
- The Old White Bear in New End Square.

The premises of The Well Walk Theatre and the newly created pedestrianised area are located at the junction of these 3 roads.

All three premises already contribute in their respective immediate localities to existing patterns of:

- Outdoor drinking;
- Pedestrian congregation;
- Evening social activity; and
- Dispersal noise within the surrounding streets and public spaces.

The addition of a further licenced premises next to a newly created pedestrianised area is therefore not a development which is occurring in isolation.

These 3 public houses have outside drinking confined to their **immediate adjacent environment**. In contrast, the new pedestrianised area will itself be the outside drinking environment for Well Walk Theatre outside drinking.

The Committee is respectfully invited to consider that the proposed licence would contribute to a cumulative intensification of alcohol-related activity in the immediate locality of the pedestrianized area which currently exists in a residential segment of Gayton Road, Well Walk , New End and Flask Walk .

5. Prevention of Public Nuisance

5.1 Intensification of Evening Activity

The application would permit alcohol sales on and off the premises until 23:00 every day, substantially extending the operational character of the premises beyond the currently authorised daytime use.

The proposed licence does not merely introduce alcohol sales as an ancillary feature. Rather, when combined with the newly pedestrianised open area and the existing cluster of nearby pubs and outdoor drinkers, the licence would facilitate a material intensification of evening and night-time activity.

5.2 Functional Expansion into the Public Realm

Although the application formally relates to the premises itself, the practical reality is that the immediately adjacent pedestrianised area would predictably function as an informal external drinking space.

The newly created public area now provides

- seating opportunities,
- standing space,
- congregation space, and
- visual and close physical continuity with the premises frontage.

5.3 Cumulative Impact and Character Change

The proposed licence would effectively insert an additional alcohol source directly next to a newly enlarged public congregation space, thereby increasing:

- cumulative footfall;
- noise spill;
- evening occupation of public space; and
- late-night dispersal impacts.

This represents a qualitative change in the character and intensity of use associated with the premises and changes the residential character of surrounding area where Willow Road, Gayton Road, Flask Walk, New End and Well Walk meet.

The Licensing Officers and the Committee is therefore entitled to consider the likely real-world operational consequences of granting the licence.

6. Protection of Children from Harm

6.1 Environment Change for children

The premises was authorised and presented to the planning authority as a children's puppet theatre and cultural facility.

The grant of a licence permitting alcohol sales until 23:00 daily, in conjunction with on and off sales inevitably leading to outdoor drinking activity immediately outside the venue, risks fundamentally altering the character of the environment experienced by children as young as 3 years old and families attending the theatre.

The Licensing Officers and Committee are invited to consider the incompatibility between a child-focused theatre use and an expanded evening alcohol-led environment with outdoor congregation.

6.2 Protection of children's theatre space

The issue of protection of children from harm has been raised with the Heath and Hampstead Society trustees. They have written by email to my husband (who also lives at 6 Well Walk) on 9th May to say:

"I have spoken to the proprietor of the theatre I have queried the application for an off-premises licence. The ground floor requires a licence but the basement does not. I have been assured that the application is a technicality that ensures that those wishing to take their glass downstairs for the show are able to do so."

The email can be supplied on request. This statement sets out how the sale of alcohol in the café (which has applied for the licence) may be taken downstairs to the small, darkened environs of a very small children's puppet theatre. Inevitably, that children's theatre itself would not qualify for a 365 day 11.00pm licence on the grounds of protection of children; however, it seems under this scheme non-DDBS checked adults would be consuming alcohol in the basement in close proximity to very young children.

6.3 Application Omission

The application form states: *"This application relates solely to the café and bookshop located on the ground floor,"*

The questions on the Camden application form and the replies made by the applicant are :

Question No. 1 *"Will there be any activities associated with the premises which may give rise to concern in respect of children? The reply given is: "No"*

Question No. 2 *"The prevention of children from harm. The reply given is: "No further risks have been identified which need to be addressed, save as below 1. The premises supervisor or appointed staff member shall ensure that when children are admitted to the premises their presence is not inconsistent with the style of operation of the premises at that time and the licensable activities that are being carried out. 2. Policies in relation to children shall be adequately communicated to patrons by staff or through appropriate signage"*

Answer No. 1 omits any description setting out the scheme to take alcohol into the children's basement theatre set out in para 6.2 above.

Answer No. 2 states a modus operandi inconsistent with the scheme to take alcohol into the children's theatre set out in para 6.2 above. ie it states *"when children are admitted to the premises their presence is not inconsistent with the style of operation of the premises"*; however, permitting or encouraging taking the alcohol from the licenced premises into non-licenced children's premises gives rise to a contradiction.

The Licensing Officers and Committee are invited to consider the incompatibility between a child-focused basement theatre use and an environment, including non-DBS checked adult drinking.

7. Material Intensification of use and De Facto Change of Character

7.1 The Licensing Officers and Committee is respectfully invited to consider that the combined effect of:

- Extended operating hours;
- Alcohol sales;
- The newly created pedestrianised public realm; and
- The existing cluster of nearby alcohol-led premises

creates a materially different pattern of use from that originally authorised.

In practical terms, the premises would no longer operate solely as a daytime children's cultural venue, but instead would become part of a broader evening drinking environment centred around the newly created open space in the surrounding public realm.

The application therefore gives rise to a substantial intensification in:

- Temporal use (daytime → late evening);
- Functional use (children's cultural venue → mixed alcohol/social venue); and
- Spatial use (internal premises → adjoining public realm).

7.2 Personal Impact

I live at 6 Well Walk. This is directly and squarely opposite the newly created public open space. Specifically, it is directly opposite the 4 tiered seating-steps located in the new area. Alcoholic drinks purchased will be taken and people will sit on the seating-steps in the new open area. They will be there for hours. They will be staring directly into my sitting room.

I attach pictures of the steps directly opposite my home. They also show the nexus of the Well Walk Theatre



Image 1: New seating steps view from directly opposite the Sitting room of 6 Well Walk (also nexus to Well Walk Theatre to the steps



Image 2 : View from the Garden Gate of 6 Well Walk.

Impact: What will the impact be? Please see the images 3 to 10 below .

If a licence is granted these new seating-steps in WellWalk will certainly be used for sitting and drinking. They are directly opposite and just 10 meters from my home. There are similar steps at the Wells Tavern further along Well Walk at Christchurch Hill. These seats directly opposite my home will become just like the seats outside the Wells Tavern, illustrated below.



Image 3 & 4 : Drinkers use same style seating- steps built into the kerb outside the Wells Tavern



Images 5 & 6 : Proliferation of drinkers all along the seating- steps outside the Wells Tavern – vertical & seated drinking



Images 7 and 8: View drinkers would have from new kerb seating- steps directly into sitting room & first floor of 6 Well Walk



Images 9 and 10 : Contrast litter bin outside Wells Tavern corner (left) and Well Walk / New End corner outside Burgh House – Sunday 10th May 2026 at Wells Tavern and the same day at Well Walk.

In summary, there will be a material intensification of drinking. Licensing Officers and Committee are permitted and should take this real-world impact into account. There will be a loss of privacy and intrusion for the houses opposite caused by the change in character of this space. The new open space will be subjected to litter. A combined new public space with an adjacent premises serving alcohol will result in a materially increased risk of public nuisance.

8. Camden Local Plan and Hampstead Neighbourhood Plan 2025–2040

The Committee is respectfully invited to consider the wider statutory planning policy context.

The Hampstead Neighbourhood Plan 2025–2040 forms part of the statutory development plan alongside the Camden Local Plan. The Plan places significant emphasis upon protection of Hampstead’s unique historic character, residential amenity, public realm quality, community uses and environmental quality.

The newly created pedestrian space outside the premises forms part of a carefully designed public realm intervention under the Camden Safer Streets Scheme intended to improve pedestrian safety, environmental quality and the character of the area. The grant of a late-night alcohol licence risks materially altering the function and atmosphere of that space from a civic pedestrian environment into an informal drinking and congregation area.

The Camden Local Plan similarly places significant emphasis upon:

- Protection of residential amenity;
- Prevention of noise and disturbance;
- Preservation of the character and function of neighbourhood centres;
- Appropriate management of evening and night-time economy uses; and
- Protection of community and cultural uses.

The Committee is entitled to consider whether the operation enabled by the licence would undermine those wider planning and environmental objectives through the intensification of outdoor alcohol-related activity in the surrounding public realm.

The representation does not invite the Committee to determine planning matters. Rather, it invites the Committee to consider whether the operation enabled by the licence would create a materially different and more intensive use giving rise to public nuisance and harm to local amenity.

8. Planning and licensing interface

While planning and licensing are separate legal regimes, the Committee is entitled to consider:

- the established planning character of the premises;
- the operational consequences of the licence sought; and
- whether the grant would undermine the licensing objectives.

9. Conclusion

The combination of:

- A children's theatre use;
- Extended alcohol sales until 23:00;
- A newly created 500m² pedestrianised congregation space; and
- The presence of three nearby pubs with established outdoor drinking activity

creates a clear and foreseeable risk of:

- Intensified evening congregation;
- Outdoor drinking spillover;
- Increased public nuisance; and
- Erosion of the child-focused character of the venue.

The application should therefore be refused.

If the Licensing Officers and Committee is minded to grant the application, the following conditions are respectfully requested:

- No off-sales of alcohol; (but if the Officers or Committee are minded to allow off sales , the consumption of immediately outside or adjacent to the premises or in any adjoining public space should be prohibited).
- Alcohol to be consumed only internally;
- No external drinking area;
- Reduced terminal hours to match the theatre, no earlier than 11.00 and no later than 18.00 to match existing hours;
- Comprehensive dispersal policy;
- Prominent signage requesting patrons not to congregate externally;
- Noise management plan;
- Challenge 25 policy;

No alcohol to be consumed in the basement area in any circumstances.

Representatation made on behalf of
6 lk, London NW3 1LD
10th May 2026

APPENDIX 1 – History of Planning Consents – manifests “Systematic Creeping Development”

Application Number	Site Address	Development Description	Status	Date Registered	Decision
2025/5556/A	49 Willow Road London Camden NW3 1TS	Installation of retractable awning with theatre logo.	WITHDRAWN	08-12-2025	Withdrawn Decision
2025/5390/P	49 Willow Road London Camden NW3 1TS	Installation of retractable awning.	WITHDRAWN	08-12-2025	Withdrawn Decision
2025/2139/A	49 Willow Road London NW3 1TS	Installation of 1 x non-illuminated projecting sign and installation of replacement of notice board on the north-east elevation.	FINAL DECISION	27-05-2025	Granted
2024/0287/P	49 Willow Road London NW3 1TS	Details for condition 11 (Customer Management and Community Involvement Plan) for planning reference 2021/3607/P dated 23/12/2022 for 'New single storey infill rear extension and amalgamation of applications approved under refs 2019/1812/P, 2020/2519/P, 2020/3203/P, 2020/3681/P for change of use of ground floor and basement levels from former pottery studio (Sui-generis) to children theatre at basement level and ancillary bookshop, cafe and workshop at ground level (Sui-generis), with flue extract in existing chimney breast; replacement of existing mansard extension and front roof terrace, replacement of windows on side elevation; demolition of existing rear extensions and erection of a part one, two and three storey rear extension; basement extension.	FINAL DECISION	13-03-2024	Granted
2023/4889/P	49 Willow Road London NW3 1TS	Erect a SVP stack, boiler flue, WC vent (Ground floor roof); SVP stack, boiler flue (First floor roof)(retrospective)	FINAL DECISION	02-02-2024	Granted
2023/5355/P	49 Willow Road London NW3 1TS	Non-material amendment for planning permission 2021/3607/P dated 23/12/2021 for new single storey infill rear extension and amalgamation of permissions refs 2019/1812/P, 2020/2519/P, 2020/3203/P, 2020/3681/P (for change of use of ground floor and basement levels from former pottery studio to children theatre at basement level and ancillary bookshop, café and workshop at ground level, with flue extract in existing chimney breast; replacement of existing mansard extension and front roof terrace, replacement of windows on side elevation; demolition of existing rear extensions and erection of a part one, two and three storey rear extension; basement extension). CHANGES include changes to railings for the first floor roof terrace and installaton of CCTV system.	FINAL DECISION	24-01-2024	Granted
2022/4585/P	49 Willow Road London NW3 1TS	Details of materials and samples as required by condition 12 a),b),c),d) of planning permission 2021/3607/P dated 23/12/2021 for new single storey infill rear extension and amalgamation of applications approved under refs 2019/1812/P, 2020/2519/P, 2020/3203/P, 2020/3681/P for change of use of ground floor and basement levels from former pottery studio (Sui-generis) to children theatre at basement level and ancillary spaces at ground level (Sui-generis), with flue extract in existing chimney breast; replacement of existing mansard extension and front roof terrace, replacement of windows on side elevation; demolition of existing rear extensions and erection of a part one, two and three storey rear extension; basement extension.	FINAL DECISION	20-01-2023	Granted
2022/4774/P	49 Willow Road London Camden NW3 1TS	Details of sound insulation as required by condition 8 of planning application 2021/3607/P dated 23/21/2021 for New single storey infill rear extension and amalgamation of applications approved under refs 2019/1812/P, 2020/2519/P, 2020/3203/P, 2020/3681/P	FINAL DECISION	21-11-2022	Granted

		for change of use of ground floor and basement levels from former pottery studio (Sui-generis) to children theatre at basement level and ancillary bookshop, café and workshop at ground level (Sui-generis), with flue extract in existing chimney breast; replacement of existing mansard extension and front roof terrace, replacement of windows on side elevation; demolition of existing rear extensions and erection of a part one, two and three storey rear extension; basement extension.			
2022/1136/P	49 Willow Road London NW3 1TS	Amendments to planning permission ref 2021/3607/P dated 23/12/2021 for new single storey infill rear extension and amalgamation of permissions refs 2019/1812/P, 2020/2519/P, 2020/3203/P, 2020/3681/P (for change of use of ground floor and basement levels from former pottery studio to children theatre at basement level and ancillary bookshop, café and workshop at ground level, with flue extract in existing chimney breast; replacement of existing mansard extension and front roof terrace, replacement of windows on side elevation; demolition of existing rear extensions and erection of a part one, two and three storey rear extension; basement extension), namely involving changes to the internal layouts at ground, first, second and third floors, and relocation of dormer window in mansard extension on side elevation	FINAL DECISION	07-04-2022	Granted
2021/3607/P	49 Willow Road London NW3 1TS	New single storey infill rear extension and amalgamation of applications approved under refs 2019/1812/P, 2020/2519/P, 2020/3203/P, 2020/3681/P for change of use of ground floor and basement levels from former pottery studio (Sui-generis) to children theatre at basement level and ancillary bookshop, café and workshop at ground level (Sui-generis), with flue extract in existing chimney breast; replacement of existing mansard extension and front roof terrace, replacement of windows on side elevation; demolition of existing rear extensions and erection of a part one, two and three storey rear extension; basement extension.	FINAL DECISION	26-08-2021	Granted Subject to a Section 106 Legal Agreement
Application Number	Site Address	Development Description	Status	Date Registered	Decision
2020/3681/P	49 Willow Road London NW3 1TS	Extension of basement to the rear under existing structure and alterations to existing rear extension, to theatre use.	FINAL DECISION	23-09-2020	Granted Subject to a Section 106 Legal Agreement
2020/3203/P	49 Willow Road London NW3 1TS	Demolition of existing rear extensions and erection of a part one, two and three storey rear extension to provide additional commercial and residential space.	FINAL DECISION	10-08-2020	Granted
2020/2519/P	49 Willow Road London NW3 1TS	Replacement of existing mansard extension and front roof terrace, refurbishment of windows and replacement of windows on side elevation	FINAL DECISION	03-07-2020	Granted
2020/0566/P	49 Willow Road London NW3 1TS	Use of rear/side 1st floor flat roof for sitting out purposes.	FINAL DECISION	13-03-2020	Granted
2019/1812/P	49 Willow Road London NW3 1TS	Change of use of ground floor and basement levels from former pottery studio (Sui-generis class use) to children theatre at basement level and ancillary bookshop, café and workshop at ground level (Sui-generis class use), to include flue extract in existing chimney breast.	FINAL DECISION	26-04-2019	Granted

END OF DOCUMENT

Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW135471
Last date for representation	11/05/2026

Making a representation as As an individual

Your details

First name Thomas

Last name Koehrer

Telephone number (optional) [REDACTED]

Email address [REDACTED]

Address 1 Gayton Crescent
London
NW3 1TT

Remain anonymous No

- Grounds of representation**
- prevention of crime and disorder
 - ensuring public safety
 - prevention of public nuisance
 - protection of children from harm

Details of representation

Gayton Road is a residential area. The original application was not considering the sale of alcohol on the premises. The theatre already creates significant additional traffic and congestion on the road. Alcohol will only make things much worse for the residents and in particular for the most vulnerable of us, including our young children

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Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW135471
Last date for representation	11/05/2026

Making a representation as As an individual

Your details

First name Trevor

Last name Kelsall

Telephone number (optional) [REDACTED]

Email address [REDACTED]

Address 22 Well Walk
London
NW3 1LD

Remain anonymous No

Grounds of representation

- prevention of public nuisance

Details of representation supportive of the application, but I do not think it should include sales for off-premises.

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Representation	
Premises name	The Well Walk Theatre, Bookshop
Application reference number	APP\PREMISES-NEW135471
Last date for representation	11/05/2026

Making a representation as

As an individual

Your details**First name**

Victoria

Last name

Woolfson

Telephone number (optional)

[REDACTED]

Email address

[REDACTED]

Address

12 Gayton Road

London

NW3 1TX

Remain anonymous

No

Grounds of representation

- prevention of public nuisance
- protection of children from harm

Details of representation

I urge the council to refuse the alcohol licence, including off-licence for the following reasons. I enjoy the theatre space and frequently buy coffee etc there. It is focussed towards young children and thus is a unique venue in the neighbourhood. The neighbourhood is residential where numerous families live.

1, Prevention of public nuisance Allowing off-licence sales will result in people drinking in the newly restored triangle area outside the theatre or along the residential streets close by. Voices will be raised in chit chat. Plus rubbish of empty bottles and cups being discarded. Where the

licence is for on-site drinking only, the nuisance will be caused by people leaving, voices raised with inhibitions slightly raised 2. Protection of children from harm It will give children a harmful message seeing adults “needing to” drink alcohol during the day at this venue. The damage to communities caused by the excessive presence of alcohol is very substantial. I see this at Court and socially. Younger adults are drinking less alcohol, with many alcohol free. This protects their children. We need more venues that are alcohol-free. If the theatre occasionally (say 12x per year) requested an on-site evening licence for adult-only events, that might be a way forward.

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From: [REDACTED]
To: [Steven Dormer](#)
Cc: [REDACTED]
Subject: APP\PREMISES-NEW\135471
Date: 09 May 2026 16:14:05

[You don't often get email from [REDACTED] Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

REF: The Well Walk Theatre Bookshop

Dear Steven

Licensing objectives categories are:

- 1 Prevention of crime and disorder
2. Prevention of public nuisance

We had difficulty uploading a document but were told that it was acceptable to write to you direct to comment on this application so we hope this is the case. Please acknowledge.

We have lived at 16 Well Walk for over 30 years and have seen the transformation of this property from a quiet little pottery to a young children's puppet theatre and book shop.

In addition, It now serves coffee and light snacks for children and their parents and friends.

All this is relatively conducive in what is a quiet residential area with cultural ties to Burgh House which supports the arts and music with classical recitals and art exhibitions.

However we fear along with many other neighbours that the latest application to acquire an alcohol licence until 23.00 will change the whole demeanour of the venue and the surrounding space from one of a cultural nature for children to something akin to a pub. If the current owners decide to sell, the property could even become a commercial Off Licence.

The main concerns are that a Licence would allow people to drink outside the premises on public pavements as the property is very small inside and does not have any space of its own for eating or drinking outside. It will inevitably create noise with people allowed to drink outside until late 7 days a week.

Other venues in the immediate area which offer refreshment are Burgh House and the Wells Tavern at the other end of Well Walk. Burgh House has its own grounds so provides food and drink on its own private terraces which are well concealed and only until 10.30pm.

The Wells Tavern on the other hand is an old established pub with little outside space and is an example of people spilling out on pavements and into the road to drink. Glasses are frequently broken and there is a high volume of noise.

Our view therefore is:

1. that if an alcohol licence is granted it should be restricted to being consumed inside the venue and to a reduced time
2. A licence to sell alcohol to take away should be refused completely on the basis that it is not necessary for the existing business or in keeping with current planning permission, it will change the nature of the venue to a much more commercial nature, attract more delivery vans and potential scooter couriers etc and encourage people to drink on pavements outside the venue and in the area.
(Noise/ nuisance aspect)

We hope that consideration will be given to these concerns and that Hampstead is in a conservation area which seeks to preserve its unique character.

Kind regards

Zoe & Miles Hutchins

Sent from my iPhone

Sent from my iPhone

From: [REDACTED]
To: [licensing inbox](#)
Subject: Fwd: Alcohol Licence Well Walk Theatre
Date: 11 May 2026 13:06:02

[You don't often get email from [REDACTED] Learn why this is important at <https://aka.ms/LearnAboutSenderIdentification>]

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

To whom it may concern.

I am unable to comment on line as the site is not working.

Therefore I have been advised to raise any objections here.

Firstly I am very concerned that a late night drinking facility will be at the end of my street. There are already multiple pubs and restaurants in the vicinity where people hang out late into the night drinking. Another venue is simply not needed.

Crime and theft in Hampstead is on the increase we do not need to encourage more drinking and alcohol consumption in the area potentially encouraging more petty crime.

I am concerned that this area is densely populated with many homes that will ultimately be disrupted with potential public nuisance issues, noise issues are already on the increase no more is needed. Finally this is a street with many families and children with a green area very close by opposite Burge house. We do not want the inevitable situation where people will spill out onto the supposed walkway and into the garden areas to enjoy there drinks especially in summer months and warmer evenings.

I urge this request to be rejected.

I am a house owner on Gayton Road and do not know what further detail you require please let me know.

Best regards

Nabila

From: [REDACTED]
To: [Steven Dormer; licensing@camden.gov](mailto:Steven.Dormer@licensing@camden.gov)
Cc: [REDACTED]
Subject: APP\PREMISES-NEW\135471
Date: 10 May 2026 18:01:42

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Sirs

This is an **individual response** to this application for a new license. I have been unable to submit through the website.

Robin Woolfson.

Address: 12 Gayton Road, London NW3 1TX.

Grounds of representation:

1. Prevention of Public Nuisance
2. Protection of Children from Harm

My representation:

“The Well Walk Theatre (WWT) is an independent venue nestled in the heart of Hampstead, dedicated to high-quality family productions. The venue includes an intimate 50-seat theatre, a children's bookshop featuring rare and unique titles, and a welcoming cafe where families can gather before and after shows—or drop by anytime.” WWT has made a valuable cultural contribution to our neighbourhood, and wider Camden. It is very much appreciated.

Since October 2024, WWT has successfully applied for 13 Temporary Event (TEN) Licences running from 7pm to 11pm at which alcohol can be served. These have been for theatrical or cinematic events directed towards adults. I am not aware of any Public Nuisance concerns from neighbours arising from the provision of alcohol between 7pm and 11pm at these events.

The current proposal is for a daily alcohol licence from 11am to 11pm. This means that alcohol will be freely available during the time when children and families will be present. This is not consistent with Camden’s intention to create more family-friendly, inclusive and non-alcohol-led experiences (Evening and Night-Time Strategy) and runs against the Camden Council Alcohol Strategy 2025-30, which aims to improve Public Health and Protect Children from Harm.

I am very concerned about the request to "authorise the sale of alcohol for consumption ... off the premises as detailed in this application". It isn't clear why WWT need this off-licence and the public don't need it since there are 3 Public Houses close by (The Wells Tavern, The White Bear & The Duke of Hamilton) and alcohol is sold in the local supermarkets which are open in the evening. The new garden space below Burgh House is

likely to become an informal destination and the immediate availability of take-away alcohol raises new risks for residents in terms of Public Nuisance and Protection of Children from Harm.

While not objecting to a daily alcohol licence, I request that Camden restricts the proposed hours of operation from 7pm to 11pm and that Camden does not grant this off-licence application.

Yours sincerely

Robin woolfson

From: Marianne Colloms [REDACTED]

Sent: Monday, May 11, 2026 8:36 am

To: Step [REDACTED]
[REDACTED]

Subject: Well Road theatre

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify

your password etc.

I have tried to submit an objection on line but am uncertain whether it was accepted as after I pressed submit, the message 'please wait' disappeared after 30 seconds.

The objection is a personal one as below. If possible could you make sure it was received by Camden.

Concerning

1. I am uncertain whether the public have been made aware of this application in the correct manner. The notice(s) in the window of No.49 do not include the application reference number as shown above. They do not appear to be Camden generated notices.

2. On line, the premises advertise their current opening hours as follows.

The application for an alcohol license is apparently for 7 days a week, 11am to 11pm. This indicates an intention to extend daily opening hours by a significant amount.

3. The hours requested exceed those for licensed premises in the near vicinity, where 12.00 is a common commencement hour. In particular, Sunday hours tend to end at 10.30pm.

4. The hours requested seem more appropriate for a bar or public house, than a venue offering a bookshop, cafe, limited film shows but mainly entertainments aimed at children - puppet shows and parties, and catering for school groups.

Thirty REPS SUPPORT

From: Anastasia Shteyn [REDACTED]

Sent: 25 April 2026 21:39

To: licensing inbox <licensing@camden.gov.uk>

Subject: APP\PREMISES-NEW\135471 Premises: The Well Walk Theatre

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

To the Planning and Licensing Committee,

I am writing as a local resident to formally express my support for the planning application submitted by The Well Walk Theatre (APP\PREMISES-NEW\135471) regarding the extension of permitted opening hours and the sale of alcohol within the café space.

As a neighbour and frequent visitor, I believe the Well Walk Theatre is a true gem of North London. It has brought a unique sense of charm and magic to our area, providing a cultural space that is both inspiring and welcoming. My family, my neighbors, and I frequently enjoy the venue, and we have seen firsthand the positive impact it has had on our local community.

I support the application for the following reasons:

1. **Enhancing the Community Hub:** Allowing the theatre to operate into the evening with a licensed café will solidify its role as a vital community hub. It would provide a safe, creative, and sophisticated environment for people of all ages to enjoy screenings and performances.
2. **Economic Vitality:** Extending the hours and offerings will help ensure the long-term sustainability of this independent venue, which contributes significantly to the character of our neighbourhood.
3. **Responsible Management:** In my experience, the theatre is well-run and respectful of its surroundings. I have full confidence that the sale of alcohol in the café will be managed responsibly and will not lead to any disruption for residents.

The Well Walk Theatre is an asset to North London, and I believe that granting this application will only further the cultural and social well-being of our community. I strongly urge the council to approve the proposal.

Yours faithfully,

Anastasia Shteyn

52 Asmuns Hill, NW11 6EU London

On Tue, Apr 21, 2026 at 5:03 PM Stephen McCombe <smccmb@gmail.com> wrote:

Name: Stephen McCombe

Address: 42A Gayton Road, London NW3 1TU

Application Reference Number: APP\PREMISES-NEW\135471

Premises: The Well Walk Theatre

To Whom It May Concern,

I am writing to express my strong support for The Well Walk Theatre's licensing application.

As a local resident living just a short distance from the venue, I have seen first-hand the remarkable value it brings to our neighbourhood. The Well Walk Theatre is far more than a bookshop or café. It is a genuinely unique cultural space that enriches the community, particularly for children and families. Its thoughtful combination of literature, performance, and social space creates something rare: an environment that fosters imagination, learning, and connection across generations.

Dylan and Zina have clearly built this space with care and intention. Their approach reflects a genuine commitment to creating something meaningful for the local area, especially for young children who benefit enormously from access to creative and cultural experiences close to home. It is difficult to overstate how important spaces like this are in shaping a vibrant and engaged community.

From a practical standpoint, I have no concerns whatsoever regarding the proposed extension of opening hours or the sale of alcohol. I have passed by the venue on numerous evenings while events were taking place and have never experienced any issues related to noise, disruption, or safety. The atmosphere has consistently been calm, respectful, and well-managed.

I am deeply appreciative of what The Well Walk Theatre has brought to our neighbourhood over the past nearly two years. It has added character, warmth, and cultural depth to the area. I strongly support their application and hope to see them continue to grow and thrive. I also very much look forward to bringing my own children there in the years to come.

Kind regards,

Stephen McCombe

From: [REDACTED]
To: [licensing.inbo](#)
Subject: APP\PREMISES-NEW\135471 and The Well Walk Theatre
Date: 11 May 2026 07:51:44

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Hi,

We would like to support The Well Walk Theatre's application.

We love to go there during daytime to see the shows and have a look at the books with our child. At nighttime we go there for dinners with friends.

They are a small theatre focusing on quality cultural experiences and we believe that they will not cause noise, safety issues or nuisance to the surrounding community. They are of great value to the community.

Many thanks for your consideration.

Warm regards,
Marie-Laure Prevost and Stefano Borini
(6 Hampstead Hill Gardens, NW3 2PL)



Est. 1897

The Heath & Hampstead Society

President Lord Mance *Chair* Marc Hutchinson
Patrons Lord Bragg CH Lord Hoffmann Lady Hopkins Sir Simon Jenkins
Bill Oddie OBE Tom Oliver Sir John Tusa

7 May 2026

Dear Licensing Team

The Well Walk Theatre – APP\PREMISES-NEW\135471

I am writing on behalf of the Society to express our support for application APP/PREMISES-NEW/135471, submitted by the Well Walk Theatre at 49 Willow Road, NW3 1TS, seeking to extend its operating hours.

Since opening a few years ago, the Well Walk Theatre has been a valued addition to the local area, providing high-quality entertainment alongside on-site refreshments. As noted in the application, the theatre has previously operated evening performances under temporary licences, applied for on a show-by-show basis.

The theatre is now seeking a permanent licence to allow evening performances to continue without the administrative burden of repeated temporary applications. We do not anticipate any issues in relation to noise, safety, or nuisance to local residents, and believe that granting this licence would enhance the cultural and entertainment offering in the area for the benefit of the wider community.

The Society has a strong track record of supporting local arts initiatives and is pleased to continue this support. We would therefore like to formally place on record our endorsement of this application insofar as it relates to the extension of hours. We express no view on the alcohol section of the application.

Yours sincerely,



Marc Hutchinson
Chair

To: Licensing Team
London Borough of Camden

From: [licensing inbox](#)
To: [Steven Dormer](#)
Subject: FW: APP/PREMISES-NEW/135471
Date: 22 April 2026 13:05:20

FYA

Samina Khan
Licensing Officer

Telephone: 020 7974 4504

-----Original Message-----

From: [REDACTED]
Sent: 22 April 2026 12:54
To: licensing inbox <licensing@camden.gov.uk>
Subject: APP/PREMISES-NEW/135471

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To Whom it may concern,

I am writing in support of the above application for The Well Walk Theatre.

The theatre has been in existence for nearly two years. During that time it has proved to be a wonderful addition to Hampstead and the community. The restoration of the building was done beautifully, with great sensitivity to the surrounding area.

The building is expertly managed and there has been minimal disruption to the area.

The theatre produces wonderful events and shows for all ages, especially children, which are both entertaining and educational. Hampstead and the whole of Camden should be very grateful for it's presence.

James Dewe-Mathews
18 Gayton Road,
NW3 1TX
[REDACTED]

From: [licensing inbox](#)
To: [Steven Dormer](#)
Subject: FW: APP\PREMISES-NEW\135471 The Well walk theatre
Date: 08 May 2026 09:53:12

FYA

Paru Bhudia
Licensing Officer

Telephone: 020 7974 4444

From: Adrian Crimmin [REDACTED]
Sent: 07 May 2026 17:04
To: licensing inbox <licensing@camden.gov.uk>
Subject: APP\PREMISES-NEW\135471 The Well walk theatre

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

In reference to the application APP\PREMISES-NEW\135471 I would support the license to have a glass of wine or champagne before or after attending the theatre/cinema. I would think the logical route to determine the validity of the application would be to attend the venue even if just for a coffee and you would find a very elegant and refined establishment.

I have visited many times and always found it to be a very civilised experience so cannot see any genuine reason that this application should be denied.

Regards Adrian Crimmin

31 Bartholomew road,
Kentish town,
London,
NW5 2AH

From: [licensing inbox](#)
To: [Steven Dormer](#)
Subject: FW: Application Ref Number - APP/PREMISES-NEW/135471
Date: 22 April 2026 13:05:59

fy a

Samina Khan
Licensing Officer

Telephone: 020 7974 4504

-----Original Message-----

From: [REDACTED]
Sent: 22 April 2026 12:52
To: licensing inbox <licensing@camden.gov.uk>
Subject: Re: Application Ref Number - APP/PREMISES-NEW/135471

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To whom it may concern:

Re The Well Walk Theatre - application number APP/PREMISES-NEW/135471

I am very happy to support this application. The theatre is a wonderful place for both children and adults to enter a world of fantasy and entertainment, and to have time away from the stresses of modern life.

It is beautifully curated, well-organised, and a joy to visit.

I live near by, and have never had any reason to think anything other than positive thoughts about it - it is an asset to our community.

Zoe Dewe-Mathews,
18 Gayton Road,
London,
NW3 1TX.
Sent from my iPhone

From: [licensing inbox](#)
To: [Steven Dormer](#)
Subject: FW: In Support
Date: 08 May 2026 09:48:27

FYA

Paru Bhudia
Licensing Officer

Telephone: 020 7974 4444

From: Lynne acred [REDACTED]
Sent: 07 May 2026 16:41
To: licensing inbox <licensing@camden.gov.uk>
Subject: In Support

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Regarding Licensing application APP\PREMISES-NEW\135471 Well Walk Theatre, Hampsted.

I would like to say that I fully support this wonderful little theatre, coffee shop, in its application for extended opening hours and the sale of alcohol.

I have been to several evening film screenings there, and also taken grandchildren to many of their wonderful shows. It has always been a civilised, friendly and inclusive experience.

Dylan and Zina are helpful, generous and a genuine asset to the local community.

I would also mention that the new pedestrianised layout with a planted area has vastly improved the road and made it safer and a much pleasanter space being right outside Burgh house.

Lynne Acred
31 Bartholomew rd
NW5 2AH

From: [licensing inbox](#)
To: [Steven Dormer](#)
Subject: FW: Letter in support of application reference APP\PREMISES-NEW\135471 - The Well Walk Theatre
Date: 08 May 2026 09:54:21

FYA

Paru Bhudia
Licensing Officer

Telephone: 020 7974 4444

From: Isabelle Killick [REDACTED]
Sent: 07 May 2026 18:31
To: licensing inbox <licensing@camden.gov.uk>
Subject: Letter in support of application reference APP\PREMISES-NEW\135471 - The Well Walk Theatre

You don't often get email from [REDACTED]

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

To whom it may concern,

I am writing in support of Well Walk Theatre's application to extend its permitted hours and introduce alcohol sales within its café area.

As a local resident, I have enjoyed the productions the theatre puts on and in my experience, it is a well-run venue, with staff and management who are clearly dedicated to creating an atmosphere that is safe and professional at all times. Their consistent demonstration of responsibility gives me complete confidence that any expanded licence would be handled with the same high standards.

I also wish to make clear that I have no reservations about noise, safety, or any form of public disturbance resulting from this application. I offer my full endorsement of this application and sincerely hope the licence is approved.

Many thanks for your consideration,

Isabelle Killick
3 Well Road
London NW3 1LJ

From: [licensing inbox](#)
To: [Steven Dormer](#)
Subject: FW: letter in support of APP\PREMISES-NEW\135471 (Well Walk Theatre)
Date: 27 April 2026 12:15:07

FYA

Mohammed Rahman
Licensing Support Officer

From: Paul Sheppard [REDACTED]
Sent: 26 April 2026 21:02
To: licensing inbox <licensing@camden.gov.uk>
Subject: letter in support of APP\PREMISES-NEW\135471 (Well Walk Theatre)

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

To Whom It May Concern:

I am writing in support of approving a licensing application for the Well Walk Theatre (APP\PREMISES-NEW\135471).

My name is Paul Sheppard and I reside in Hampstead at South Villa, Vale of Health, NW3 1AX.

The Well Walk Theatre has been a great addition to the neighbourhood offering wholesome and high quality entertainment and cafe fare, along with occasional evening events that may include entertainment, food and wine. I would very much welcome their ability to offer more evening events where wine is served, and I think it could even make sense for the cafe menu as well. Very in keeping with the charming atmosphere of the establishment.

Because of the nature of the Well Walk Theatre offerings and its clientele, I seriously doubt that there could be any downsides to granting the Theatre a license, like noise, safety concerns or any kind of nuisance.

Thank you for your consideration.

Warm regards,
Paul Sheppard

From: [licensing inbox](#)
To: [Steven Dormer](#)
Subject: FW: Well Walk Theatre application
Date: 08 May 2026 11:31:53

FYA

Paru Bhudia
Licensing Officer

Telephone: 020 7974 4444

-----Original Message-----

From: Jo Welman [REDACTED]
Sent: 08 May 2026 10:55
To: licensing inbox <licensing@camden.gov.uk>
Subject: Well Walk Theatre application

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Dear Sir or Madam

I am writing in support of the theatre's application for an alcohol licence. This is not another pub or restaurant which will attract regular trade, it is a valued local amenity that would otherwise be forced to continue making costly applications for each event.

I can see no justification for the application being resisted on the basis of noise or traffic, and as with so many retailers and other amenities in our area, people are struggling against a background of sharply rising costs and most local residents feel the need to lend our support, on the basis that if we do not help them we will lose them.

Many thanks in anticipation of your help in this matter

Jo Welman
30 New End

Sent from my iPhone

From: [licensing inbox](#)
To: [Steven Dormer](#)
Subject: FW: Support for Well Walk Theatre License Application
Date: 17 April 2026 12:29:42

FYA

Sarah Williams
Licensing Officer

-----Original Message-----

From: Adam Winskill [REDACTED]
Sent: 17 April 2026 12:26
To: licensing inbox <licensing@camden.gov.uk>
Subject: Support for Well Walk Theatre License Application

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Sir/Madam,

I am writing to express my support for the Well Walk Theatre in Hampstead and their application, reference APP\PREMESIS-NEW\135471.

I am a relatively local resident of Kentish Town (6 Little Green Street, NW51BL) and work even more locally in Hampstead. I value hugely the addition of The Well Walk Theatre to the area and the work they do bringing world class performances to their especially intimate and characterful venue. Their excellent reviews and awards are a testament to the organisation.

I am in full support of them gaining a license to put on evening shows and would be a regular attendee if this were on offer.

Kind regards,
Adam Winskill

From: [licensing inbox](#)
To: [Steven Dormer](#)
Subject: FW: Support for Premises Licence Application – The Well Walk Theatre (APP/PREMISES-NEW/135471)
Date: 17 April 2026 12:21:48

FYA

Sarah Williams
Licensing Officer

From: Darius Woo [REDACTED]
Sent: 17 April 2026 12:03
To: licensing inbox <licensing@camden.gov.uk>
Subject: Support for Premises Licence Application – The Well Walk Theatre (APP/PREMISES-NEW/135471)

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Camden Licensing Authority,

I am writing to express my full support for the premises licence application for The Well Walk Theatre (Application Reference: APP/PREMISES-NEW/135471).

My name is Darius Woo, and I reside at 4 Lutton Terrace, London, NW3 1HB.

I would like to confirm my strong support for this application. Over the past year, I have had the opportunity to witness and be around the theatre's operations, and this has given me a high level of confidence in the management team. They have consistently demonstrated professionalism, responsibility, and a clear commitment to maintaining a safe and well-run environment.

The Well Walk Theatre has meaningful value not only for my own children but also for many young people in the local community. It provides a space for creativity, expression, and engagement with the arts, which is increasingly important. Access to such opportunities at a local level makes a tangible difference to children's development and sense of community.

More broadly, the theatre contributes to the cultural fabric of Hampstead. Small, independent creative venues like this are vital in sustaining the area's longstanding history and identity as a hub for theatre and the arts. Supporting initiatives like this helps preserve that character for future generations.

I understand that there may be concerns regarding noise and safety. However, based on my direct experience over the past year, I am confident that these matters are being handled responsibly and with due care by the management.

For these reasons, I fully support the application and hope it will be approved.

Yours faithfully,
Darius Woo
4 Lutton Terrace
London
NW3 1HB

Darius Woo RIBA AIA

M + 

From: [licensing inbox](#)
To: [Steven Dormer](#)
Subject: Fw: APP\PREMISES-NEW\135471 The Well Walk Theatre
Date: 05 May 2026 09:32:15

Another FYI

Regards,

Karly Wyatt
Licensing Support Officer

Telephone: 0207 974 4444

From: Madeleine Strobel [REDACTED]
Sent: Monday, May 4, 2026 10:39
To: licensing inbox <licensing@camden.gov.uk>
Subject: APP\PREMISES-NEW\135471 The Well Walk Theatre

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To whom this may concern

Re: APP\PREMISES-NEW\135471 The Well Walk Theatre

Dear Sir/Madam

I am a long time resident of Hampstead. I live just around the corner from the Well Walk Theatre in Gainsborough Gardens since 1985.

The Well Walk Theatre has been such an invaluable addition to our neighbourhood. It has added a very positive presence in Hampstead. Since it opened its doors, it has become a hub of friendly and joyful activities, not only for children, but for adults as well. The café is a small intimate place to meet. It also organises special evening performances for children and adults alike, and the occasional evening, which includes a meal ahead of the performance.

I fully support their application which seeks to extend the theatre's opening hours and the permit to sell alcohol within the café space.

Yours sincerely

Madeleine Strobel
5 Gainsborough Gardens
London NW3 1BJ

From: [licensing inbox](#)
To: [Steven Dormer](#)
Subject: Fw: APP/PREMISES-NEW/135471 The Well Walk Theatre
Date: 05 May 2026 09:31:16

Good Morning Steven,

Hope you are well.

Please see below email supporting application reference 135471.

Kind Regards,

Karly Wyatt
Licensing Support Officer

Telephone: 0207 974 3222

From: sandra friis [REDACTED]
Sent: Sunday, May 3, 2026 21:01
To: licensing inbox <licensing@camden.gov.uk>
Subject: APP/PREMISES-NEW/135471 The Well Walk Theatre

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To Whom It May Concern,

I wanted to formally write to say we formally support the application the premise : The Well Walk Theatre has applied for.

Application ref # : APP/PREMISES-NEW/135471

We are regular visitors (we come several times a week) and we absolutely adore coming there for their many artistic and gastronomical experiences they create for the younger populations but equally for the adult community as well.

The Well Walk Theatre has truly lifted the community feel and made Hampstead Village even more attractive to live in and visit.

It's extremely rare you find such a hidden gem in London these days and I would love that we support the team behind this project so they can spread their creative and culinary wings more for out local community.

The staff and its management is star quality and extremely respectful. All their performances have given a significant cultural lift to Camden and Hampstead. I know many families who travel to come here to explore the arts and enjoy the beautiful library and food.

I would love for them to thrive for many years to come. The Well Walk Theatre truly represents a gift for our community.

Kindest regards,

Sandra Friis & Simon Levene
9a Gainsborough Gardens
NW3 1BJ, London

From: [licensing inbox](#)
To: [Steven Dormer](#)
Subject: FW: The Well Walk Theatre - APP\PREMISES-NEW\135471
Date: 08 May 2026 12:23:54

FYA

Paru Bhudia
Licensing Officer

Telephone: 020 7974 4444

From: [REDACTED]
Sent: 08 May 2026 12:16
To: licensing inbox <licensing@camden.gov.uk>
Subject: The Well Walk Theatre - APP\PREMISES-NEW\135471

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The Well Walk Theatre - APP\PREMISES-NEW\135471

Dear Sir/Madam,

I would just like to voice my support for The Well Walk Theatre's licensing application.

As a resident of Hampstead since 2008, the opening of The Well Walk Theatre has been such a blessing for the area and community. As a regular to the theatre and father of a two-year-old, I hold no objection to their licensing application - which I've studied closely - and can only add my support to the space having the opportunity to plan evening events which again I feel would greatly add to the cultural and artistic heart and soul of Hampstead, of which the theatre seems to care about so deeply.

Yours sincerely,

Johnny, Jurate & Jonas

Johnny Green / 11a Christchurch Hill, London, NW3 1JY

Tel: [REDACTED]
Instagram: johnnyintheechoafe
www.johnnyintheechoafe.co.uk
Facebook: Johnny Green
www.saatchiart.com/Green
Linkedin: Johnny Green

From: Iona Wolff [REDACTED]
Sent: 27 April 2026 20:00
To: licensing inbox <licensing@camden.gov.uk>
Subject: APP\PREMISES-NEW\135471 ____ The Well Walk Theatre

You don't often get email from [REDACTED]

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Camden Council,

This is a message showing my support for the special set-up that is Well Walk Theatre. A real gem of a place that brings joy to Hampstead. I can see the pleasure it brings to both locals and tourists passing by.

I would very much like to see if they can receive a successful licensing application. It would bring a brilliant atmosphere to the evenings in NW3.

Keeping my fingers crossed...

Warm regards,
Iona

Iona Wolff
15 Back Lane
London
NW3 1HL

From: [REDACTED]

Sent: 16 April 2026 15:38

To: licensing inbox <licensing@camden.gov.uk>

Subject: App\premises-new\135471 The Well Walk

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Council,

I am writing to express strong support for the Well's Theatre's application for a license to sell alcohol and extend opening hours. This is wonderful family run business and a true local gem that has received national accolades. The events they organise are refined and culturally oriented and cause no disruption or nuisance to neighbours such as myself (I live opposite the theatre). To the contrary, the theatre is a huge cultural boon to the area, offering free crafting and learning activities for children and a contributing to a local sense of community. I have no doubt that further activities in the evening will cause no disturbance to neighbours such as myself but will be of benefit to Camden's wider community. Kind regards, Jacopo Gnisci

52 Wells House, NW31LF, London

Jacopo Gnisci

Lecturer & Exams Chair

Department of History of Art, UCL

Visiting Academic

Department of Africa, Oceania and the Americas

The British Museum

Co-Principal Investigator

Demarginalizing medieval Africa: Images, texts, and identity
in early Solomonic Ethiopia (1270-1527) <AHRC grant no.
AH/V002910/1>

Office hours: Thursday 2-3pm. Book a slot by email.

Twitter: [REDACTED]

Repository: [https://\[REDACTED\]](https://[REDACTED])

From: Janine Griffis [REDACTED]

Sent: 28 April 2026 15:10

To: licensing inbox <licensing@camden.gov.uk>

Subject: Support for APP\PREMISES-NEW\135471 and The Well Walk Theatre 49 Willow Road, London, NW3 1TS

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

The Forum writes in support of the premises licence application for The Well Walk Theatre, Book Shop & Café, 49 Willow Road, London, NW3 1TS. The Well Walk Theatre has proven itself to be a good neighbour and careful and responsive to the needs of the local community. It is an independent Hampstead venue with a 50-seat theatre, children's bookshop and café, and it makes a substantial contribution to local cultural life. The Forum understands that the application is an operational step to provide a practical framework for the venue's existing carefully managed activities, rather than any significant change in the nature of the premises. The Forum has no concerns regarding noise, safety, or nuisance and respectfully supports the grant of the application.

Janine Griffis, Planning

Hampstead Neighbourhood Forum

info@hampsteadforum.org

From: Jacqui Decaudaveine [REDACTED]

Sent: 18 April 2026 11:38

To: licensing inbox <licensing@camden.gov.uk>

Subject: Letter in support of application reference APP\PREMISES-NEW\135471 - The Well Walk Theatre

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

To whom it may concern,

I am writing to express my strong support for the application submitted by the Well Walk Theatre in Hampstead for an extension to permitted opening hours as well as to allow the sale of alcohol within the café space where they sometimes host wonderful cultural events that are beautifully organised.

I live nearby and love the shows that they put on! From my experience, the theatre is exceptionally well managed, with a clear commitment to maintaining a welcoming, safe, and professionally run environment. The team always demonstrate responsibility and care in how the venue operates, and this gives me full confidence in their ability to manage the proposed licence appropriately.

The theatre is a very valuable new asset to the local community. It provides not only wonderful entertainment but also a shared cultural space that brings people together and enriches the area. Its contribution to Hampstead's cultural life is significant, supporting the arts and fostering creativity in a way that benefits residents and visitors alike.

I would also like to state clearly that I have no concerns whatsoever regarding potential noise, safety, or public nuisance arising from this application. The theatre has an excellent track record, and I have every confidence that this would continue.

For these reasons, I fully support the application and sincerely hope that the licence will be granted.

Many thanks for your attention,

Kind regards

Jacqui Decaudaveine
[REDACTED]

57 New End

LONDON NW3 1HY

-----Original Message-----

From: John Stratton [REDACTED]

Sent: 19 April 2026 11:13

To: licensing inbox <licensing@camden.gov.uk>

Subject: APP\PREMISES-NEW\135471 ~The well #wlk Theatre

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

In connection with the licensing application from the Well Walk Theatre Hampstead NW3, under reference APP\PREMISES-NEW\35471 I fully support

their application. Their premises are a tremendous asset to the

neighbourhood, are well run and attract many visitors including children and many French people. Their programme of events is imaginative, unique and like a breath of fresh air to the area. I have been a patron there since they opened and found them to be well run, clean and quiet with no disturbance to the neighbourhood. Their staff are excellent, polite and caring and one could not wish for a better establishment for the area.

I urge you to grant their application.

John Stratton

Firt Floor Flat

5 Thurlow road

LONDON NW3 5PJ

From: John Vedelago [REDACTED]

Sent: 19 April 2026 10:23

To: licensing inbox <licensing@camden.gov.uk>

Subject: APP\PREMISES-NEW\135471 The Well Walk Theatre

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Sir/Madam,

RE: APP\PREMISES-NEW\135471 The Well Walk Theatre

I am writing to express my strong support for the application to extend the permitted opening hours and sale of alcohol within the café space of the Well Walk Theatre an independent theatre based in Hampstead.

This venue represents a vital part of Camden's cultural landscape. As a small, self-funded theatre, it plays an important role in nurturing local talent, providing accessible performances, and contributing meaningfully to the vibrancy of the community. Spaces like this are increasingly rare, and their ability to sustain themselves financially is essential to their continued existence.

The proposed extension relates solely to the theatre's existing café space and to events that are internal to the venue. This is not an expansion in scale or nature, but rather a practical adjustment that would allow the theatre to better support its programming and audiences. Extending opening hours and alcohol service would help generate much-needed revenue, directly supporting the theatre's artistic and community-focused work.

Importantly, the management of the theatre has demonstrated a consistent commitment to operating responsibly and in harmony with the surrounding area. There have been no concerns raised regarding noise, disruption, or public nuisance. The venue has maintained a positive relationship with its neighbours and has shown itself to be a considerate and well-managed establishment.

Supporting this application would help secure the future of a valued local institution, enabling it to continue contributing to Camden's cultural life while maintaining the high standards it has already set.

For these reasons, I respectfully urge you to approve this application. Please kindly confirm receipt of this email.

Yours faithfully,

John V

South End Road

Ph [REDACTED]

From: Mezeret, Laurie (PIMCO Prime Real Estate Branch) [REDACTED]

Sent: 18 April 2026 10:03

To: licensing inbox <licensing@camden.gov.uk>

Subject: Support letter The Well Walk Theatre APP\PREMISES-NEW\135471

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Internal

Dear Madam, dear Sir ,

I am writing as a local Hampstead resident to support The Well Walk Theatre's application to extend its licence (application reference: APP\PREMISES-NEW\135471).

I have two young children and we come to the theatre most weeks. Sometimes we attend performances, other times we stop by the café or browse the shop. It has become a regular and much loved part of our local routine, and a welcoming, calm space that genuinely works for families as well as for the wider community.

What I especially value is that The Well Walk Theatre is an independent venue and offers a rich and refined cultural environment for the community. Places like this feel increasingly rare and add real character and cultural value to Hampstead.

Allowing a glass of wine during café events feels entirely in keeping with the atmosphere and does not change the nature of the venue. I have no concerns around noise, safety or nuisance, and in my experience the theatre is very well run by a dedicated and reasonable team.

I hope the application will be looked on favourably and am happy to be contacted for further comments.

Kind regards,

Laurie Mezeret

From: [REDACTED]
To: [licensing_inbox](#)
Subject: Letter in support of application reference APP\PREMISES-NEW\135471 - The Well Walk Theatre
Date: 08 May 2026 20:27:12

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

To whom it may concern,

I am writing to express my unconditional support for Hampstead Well Walk Theatre's application for an extension to permitted opening hours as well as for the authorisation of the sale of alcohol within their small café during their occasional cultural events.

I have lived in the neighbourhood for over twenty years and was thrilled to see how the ceramic studio that had stood empty for many years had been transformed into a theatre of unique charm. The care and love put into the design of the theatre and in the day to day running is something I have rarely witnessed.

All of my experiences there, be it as theatre goer, patron of their café or as present buyer in their delightful shop have been excellent. And although the venue is small, the organisation and management is such that everything runs smoothly and effortlessly.

There is no doubt in my mind that should the application be successful the management will exercise utmost conscientiousness in handling both the extended hours and the sporadic sale of alcohol.

I would like to point out that the cultural nature of the events is unlikely to attract the kind of clientèle that might be considered problematic. Furthermore the owner has dedicated so much time, love and effort to the creation and running of the theatre - and indeed he is always at hand to greet and smile and answer any query with enthusiasm - that I cannot imagine a scenario in which he would let anything happen that would comprise the future of the theatre.

With many cultural venues in Britain having shut down over the last few years and many more facing closure, the existence of the Well Walk Theatre feels like a small miracle. I feel very strongly that it should be encouraged to thrive.

I, therefore, I fully support the application and sincerely hope that the licence will be granted.

Yours faithfully,

Chantal Walker

Dear Sir or Madam,

We write in support of the licensing application submitted by The Well Walk Theatre (reference APP\PREMISES-NEW\135471).

As the co-founders and executive editors of The Hampstead Literary Society Journal and longstanding participants in Hampstead's cultural life. The Well Walk Theatre is a valuable addition to the cultural and literary landscape of Hampstead, offering a thoughtfully curated programme of events that enriches the local community. It is precisely the sort of venue that makes Hampstead the distinctive place it is.

We have plans to work with The Well Walk Theatre to host launch parties for upcoming issues of the Journal, as well as author talks and other literary-minded discussions. The theatre provides an ideal setting for this kind of engagement, and its presence strengthens the ecosystem of cultural organisations in the area.

In our experience, events at the theatre are run with considerable care and professionalism. We have no concerns whatsoever regarding noise, nuisance, or anti-social behaviour associated with the premises.

We would be pleased to see this application granted and the theatre's programme placed on a secure footing for the benefit of Hampstead and the wider Borough of Camden.

Yours faithfully,

Morgan McClaran & Ted Shergalis

Co-Founders and Executive Editors

The Hampstead Literary Society Journal

37 Redington Road

London NW3 7QY

From: Shana Swiss [REDACTED]

Sent: 18 April 2026 17:54

To: licensing inbox <licensing@camden.gov.uk>

Subject: Support for APP\PREMISES-NEW\135471

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Licensing Board,

I am writing in support of the application from the Well Walk Theatre: APP\PREMISES-NEW\135471.

The Well Walk Theatre is a true gem in London. It's a small cafe and theatre, tucked away on a triangular street corner in Hampstead. The Well Walk Theatre is truly serving the entire community, and far beyond, proudly advertising their family friendly productions for people "from 3 to 103." I can attest to that, being 79, and having enjoyed their sold-out, imaginative and interactive puppet shows just as much as one of my friend's 3-year-old.

The Well Walk Theatre also offers special performances for school groups, and curates unique lectures and theatrical performances just for adults. These events are so wonderful and creative - there are no words to truly describe them.

This application will allow the Well Walk Theatre to increase and extend their exceptional creative offerings and events so more people can experience them, and I wholeheartedly support it.

Sincerely,

Shana Swiss

30 Greencroft Gardens

London NW6 3LT

From: [REDACTED]
To: [licensing inbox](#)
Subject: support licence application (ref. APP\PREMISES-NEW\135471)
Date: 11 May 2026 08:57:59

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Desde sir/madam,

I am writing to support the licence application (ref. APP\PREMISES-NEW\135471) for the Well Walk Theatre. I tried to submit my super through the portal and I haven't managed so please add this to the support comments on my behalf:

I work near the theatre and have visited it many times – both during the day for lunch, and in the evenings for their events. I can attest that it is thoughtfully run, with real care and attention to detail, and a clear consideration for its surroundings.

The evening events I have attended (including silent film screenings with live music) have always been calm, elegant, and very well managed. They are quiet, seated occasions, with a refined atmosphere that feels entirely in keeping with the character of the neighbourhood. I have never experienced any issues in terms of noise, safety, or disturbance.

I genuinely feel the theatre brings something rare and valuable to Hampstead's cultural life, and I therefore very much hope the application will be granted.

Yours sincerely,

Chester Carr

(flat 2, 43 Colney Hatch Lane N10 1LJ)

From: [REDACTED]
To: [licensing_inbox](#)
Subject: Reference: APP\PREMISES-NEW\135471
Date: 10 May 2026 17:59:42

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Licensing Department

Regarding: Well Walk Theatre (Application)
APP\PREMISES-NEW\135471

I am writing as a local neighbour and a regular attendee of the Well Walk Theatre to express my support for this premises licence application.

Having a well managed, open venue in the evening enhances 'eyes on the street' and the feeling of safety for those of us walking later at night in what is currently a blank gap between the flask and Wells tavern and may also dissuade other crime such as on vehicles in the area. An active frontage and a professional, quiet, theatre and arts led establishment, for me will contribute significantly to the feeling of security of the neighbourhood.

From a cultural perspective, the theatre has already proven to be a significant asset to our community, greatly enhancing the character and cultural life of the area. The shows produced here are truly excellent, unique and the theatre attracts a specific clientele specifically interested in cultural preservation, exploration and the arts.

My understanding is that the availability of alcohol is intended to enhance that cultural experience rather than being the focus of the evening; it is a natural provision much like that found at the Royal Opera House or other established theatre - and more local community offerings such as this.

The cafe itself is already a wonderful addition to the area, feeling like a portal to Paris and providing an enhanced atmosphere for the neighbourhood. Since it opened over a year ago, the management has consistently demonstrated how well run the venue is as well.

The Well Walk Theatre has already done much to improve our local environment and I believe granting this licence will allow it to continue its work -and enhance - as a high-quality addition to the community. Thank you to the owners and all who work and have created and curated the performances

With all best wishes

V Ormond
17c well walk
Nw3 1by

From: [REDACTED]
To: [licensing inbox](#)
Subject: Alcohol licence for the WellWalk Theatre on Gayton Road
Date: 11 May 2026 12:33:46

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[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

To whom it may concern at the Camden Council

I am supportive of the Well Walk Theatre getting its Alcohol licence as I trust the owners to be able to monitor the drinks delivery to clients of their theatre together with a meal, and on the occasions of combining with an event including adults.

The Theatre is a genuine asset to our neighbourhood and does not attract the same crowd as the local pubs. It is a magnificently thoughtfully decorated place, offering cultural/ art & craft/ reading/ delicate and succulent food&drink experiences for 3 generations!

We have not seen there the type of crowd that goes to a pub and can drink in excess and behave badly, but rather see cultured people who wish to gather after/ before enjoying a great show/ workshop and good food whilst maybe drink a glass of wine with their meal in a civilised manner.

Maybe some notes can be added to a reasonable dispense of alcohol in combination to food and meal.

We definitely need to support with joy and open heart and mind this jewel in our street, blending with the historic and art spirit of Hampstead.

Thanks for your understanding
Laurence

From: [licensing inbox](#)
To: [Steven Dormer](#)
Subject: FW: Support for Licensing Application – The Well Walk Theatre (APP\PREMISES-NEW\135471)
Date: 27 April 2026 11:40:15

FYA

Mohammed Rahman
Licensing Support Officer

From: Nguyễn Halia [REDACTED]
Sent: 24 April 2026 21:04
To: licensing inbox <licensing@camden.gov.uk>
Subject: Support for Licensing Application – The Well Walk Theatre (APP\PREMISES-NEW\135471)

You don't often get email from [REDACTED]

[EXTERNAL EMAIL] Beware – This email originated outside Camden Council and may be malicious. Please take extra care with any links, attachments, requests to take action or for you to verify your password etc.

Dear Sir/Madam,

I am writing to express my strong support for the licensing application for The Well Walk Theatre (application reference: APP\PREMISES-NEW\135471).

My name is Thi Nguyen, and I live at 38 Belsize Square, Flat 6, NW3 4HL.

My husband, my daughter, and I have been attending the theatre regularly for its puppet shows and creative workshops. It is a truly special place where people of all ages can enjoy imaginative, high-quality performances together. Every event we have attended has been welcoming, engaging, and thoughtfully run, making it a genuinely family-friendly space that adds real value to the community.

The Well Walk Theatre is an important cultural asset in Hampstead, offering carefully curated events in an intimate and respectful setting. The team clearly takes great care in managing the venue and creating a positive environment for audiences and neighbours alike.

I understand this application intends to simplify the process for serving small amounts of alcohol during events and to extend opening hours. Based on our experience, I have no concerns regarding noise, safety, or nuisance. The theatre has consistently operated in a considerate and responsible manner.

I fully support this application and hope it is approved so that the theatre can continue to thrive as a warm, inclusive cultural space for families and the wider community.

Kind Regards,
Halia Nguyen

Conditions consistent with the Operating schedule

1. CCTV will be provided to cover the licensed part of the premises with recording facilities and recordings will be maintained for 28 days.
2. Door supervisors will be employed at the site on a risk assessed basis.
3. The risk assessment will be undertaken by the Designated Premises Supervisor and/or
4. Premises Licence Holder to detail on any occasions when door supervisors are risk assessed to be required.
5. Staff will receive training on matters concerning alcohol sales, refused sales and production of valid identification.
6. The premises shall operate a proof of age scheme and will require photographic identification from any person who appears to be under the age of 21 years.
7. A refusals book (or equivalent) will be maintained and audited by management
8. The premises will have adequate safety and fire fighting equipment and such equipment will be maintained in good operational order.
8. Staff will be trained on matters of safety, evacuation and use of emergency equipment as required.
9. Spillages and breakages will be removed as soon as possible to reduce the risk to patrons and staff.
10. Fire Exits and means of escape shall be kept clear and in good operational condition.
11. Where appropriate, prominent, clear and legible notices shall be displayed at all exits requesting the public respect the needs of local residents and to leave the premises and area quietly.
12. Patrons will be encouraged by staff to leave quietly and respect the interests of the occupiers of any nearby noise sensitive premises.
13. Where appropriate the licensee or a suitable staff member will monitor patrons leaving at closing time
14. Noise or vibration shall not emanate from the premises so as to cause a nuisance to nearby properties.
15. The premises supervisor or appointed staff member shall ensure that when children are admitted to the premises their presence is not inconsistent with the style of operation of the premises at that time and the licensable activities that are being carried out.
16. Policies in relation to children shall be adequately communicated to patrons by staff or through appropriate signage.

Section 1: Background comments of the Borough Solicitor

- 1.1 The purpose of Camden's Statement of Licensing Policy is to make it clear to applicants that wider considerations will be taken into account when determining applications. It is intended to guide the Licensing Panel when considering licence applications. However, the Licensing Panel must always consider each application on its own merits and allow exceptions to the normal policy where the circumstances of the application justify allowing an exception. The burden is on the applicant to show that they comply with the policy.
- 1.2 Members should only address those matters that have formed the subject matter of relevant representations. Matters that arise that are not the subject of relevant representations fall outside the function that the Panel is exercising when it holds a hearing
- 1.3 Members must determine, having regard for the evidence, whether granting the application for a premises licence will impact adversely on the policy criteria listed in paragraph 3 of this report.
- 1.4 In accordance with the provisions of Part 1 of Schedule 5 of the Act, where a Licensing Authority rejects in whole or in part, an application for a new premises licence, the applicant may appeal against the decision, to a magistrate's court within 21 days of being notified of the decision.
- 1.5 Similarly, where a person who made relevant representations in relation to the application contends that the licence ought not to have been granted, or that different or additional conditions should have been imposed on the licence, he may appeal against the decision to a magistrate's court within 21 days of being notified of the decision.
- 1.6 **The Human Rights Act 1998** incorporates the key articles of the European Convention on Human Rights into domestic law. Decisions on licensing matters are actions of a public authority and must be compatible with Convention rights. Consequently, Members of the Panel must be aware of the rights contained in the Convention (particularly those set out below) when making licensing decisions.
 - (a) **Article 6: Right to a fair trial**
In the determination of his civil rights and obligations, everyone is entitled to a fair and public hearing within a reasonable time by an independent and impartial tribunal established by law.
 - (b) **Article 8: Right to respect for private and family life**
Everyone has a right to respect for his or her private life, his home and correspondence.

(c) **Article 1 of the First Protocol: Protection of property**

Every natural or legal person is entitled to the peaceful enjoyment of his possessions, including a licence. No one shall be deprived of his possession except in the public interest and subject to the conditions provided for by law and by the general principles of international law.

(d) **Article 10: Freedom of Expression**

Everyone has the right to freedom of expression. This right shall include freedom to hold opinions and to receive and impart information and ideas without interference by public authority and regardless of frontiers. This Article shall not prevent States from requiring the licensing of broadcasting, television or cinema enterprises.

The exercise of these freedoms since it carries with it duties and responsibilities may be subject to such formalities, conditions, restrictions or penalties as are prescribed by law and are necessary in a democratic society, in the interests of national security, territorial integrity or public safety, for the prevention of disorder or crime, for the protection of health and morals, for the protection of the reputation or rights of others, for preventing the disclosure of information received in confidence, or for maintaining the authority and impartiality of the judiciary.

(e) **Article 14: Prohibition of discrimination**

The enjoyment of the rights and freedoms set forth in this Convention shall be secured without discrimination on any ground such as sex, race, colour, language, religion, political or other opinion, national or social origin, association with a national minority, property, birth, or other status.

- 1.7 When formulating policy local authorities must have regard to the **Equality Act 2010**. The Act provides protection from discrimination in respect of certain protected characteristics, namely: age, disability, gender reassignment, pregnancy and maternity, race, religion or beliefs and sex and sexual orientation. It places the Council under a legal duty to have due regard to the advancement of equality in the exercise of its powers including licensing powers. Members of the panel must be mindful of this duty when determining all licensing applications.

The section 149 Public Sector Equality Duty

(1) A public authority must, in the exercise of its functions, have due regard to the need to—

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

(2) A person who is not a public authority but who exercises public functions must, in the exercise of those functions, have due regard to the matters mentioned in subsection (1).

(3) Having due regard to the need to advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to—

(a) remove or minimise disadvantages suffered by persons who share a relevant protected characteristic that are connected to that characteristic;
(b) take steps to meet the needs of persons who share a relevant protected characteristic that are different from the needs of persons who do not share it;
(c) encourage persons who share a relevant protected characteristic to participate in public life or in any other activity in which participation by such persons is disproportionately low.

(4) The steps involved in meeting the needs of disabled persons that are different from the needs of persons who are not disabled include, in particular, steps to take account of disabled persons' disabilities.

(5) Having due regard to the need to foster good relations between persons who share a relevant protected characteristic and persons who do not share it involves having due regard, in particular, to the need to—

(a) tackle prejudice, and
(b) promote understanding.

(6) Compliance with the duties in this section may involve treating some persons more favourably than others; but that is not to be taken as permitting conduct that would otherwise be prohibited by or under this Act.

1.8 In determining any application, the Council must comply with the public sector equality duty in s.149 of the 2010 Act. This is a duty to have regard to the need to achieve the statutory goals of s.149, rather than to achieve a particular result. The s149 duty sits alongside and does not override statutory requirements in relation to determining licensing applications, including the duty to consider all evidence on its merits and the legislative criteria listed at paragraphs 3 & 4.

1.9 When members have before them representations or other material on issues relevant to s149, even outside the scope of "standard" licensing considerations such material must still be specifically assessed in the context of s149. However, because s149 creates a requirement to "have regard" the fact a matter raised is relevant to s149 will not automatically translate into a reason for refusing an application that would be sustainable in any subsequent appeal, given the legal requirement to determine applications in compliance with licensing legislation.

Section 2: Financial Comments

- 2.1 Following consideration there are no financial implications concerning this application. The Executive Director Corporate Services has been consulted in the preparation of this report and has no further comments to add.