



## Alcohol and Entertainment Licensing Sub-Committee

**Tuesday 7 May 2024 at 10.00 am**

Members Suite - 4th Floor, Brent Civic Centre,  
Engineers Way, Wembley, HA9 0FJ

Please note that this meeting will be held in person with members of the Sub-Committee required to attend in person.

**The press and public are also welcome to attend this meeting in person. Please note the meeting is not scheduled for live webcast**

### Membership:

#### Members

Councillors:

Ahmed (Chair)  
Bajwa  
Rubin

#### Substitute Members

Councillors:

Chohan, Collymore, Ethapemi, Hack, Long, Mahmood,  
Lorber

**For further information contact:** Devbai Bhanji, Governance Assistant  
Tel: 020 8937 6841; Email: [devbai.bhanji@brent.gov.uk](mailto:devbai.bhanji@brent.gov.uk)

For electronic copies of minutes and agendas please visit:  
[Council meetings and decision making | Brent Council](#)

**The press and public are welcome to attend this meeting**

## **Notes for Members - Declarations of Interest:**

If a Member is aware they have a Disclosable Pecuniary Interest\* in an item of business, they must declare its existence and nature at the start of the meeting or when it becomes apparent and must leave the room without participating in discussion of the item.

If a Member is aware they have a Personal Interest\*\* in an item of business, they must declare its existence and nature at the start of the meeting or when it becomes apparent.

If the Personal Interest is also significant enough to affect your judgement of a public interest and either it affects a financial position or relates to a regulatory matter then after disclosing the interest to the meeting the Member must leave the room without participating in discussion of the item, except that they may first make representations, answer questions or give evidence relating to the matter, provided that the public are allowed to attend the meeting for those purposes.

### **\*Disclosable Pecuniary Interests:**

- (a) **Employment, etc.** - Any employment, office, trade, profession or vocation carried on for profit gain.
- (b) **Sponsorship** - Any payment or other financial benefit in respect of expenses in carrying out duties as a member, or of election; including from a trade union.
- (c) **Contracts** - Any current contract for goods, services or works, between the Councillors or their partner (or a body in which one has a beneficial interest) and the council.
- (d) **Land** - Any beneficial interest in land which is within the council's area.
- (e) **Licences**- Any licence to occupy land in the council's area for a month or longer.
- (f) **Corporate tenancies** - Any tenancy between the council and a body in which the Councillor or their partner have a beneficial interest.
- (g) **Securities** - Any beneficial interest in securities of a body which has a place of business or land in the council's area, if the total nominal value of the securities exceeds £25,000 or one hundredth of the total issued share capital of that body or of any one class of its issued share capital.

### **\*\*Personal Interests:**

The business relates to or affects:

- (a) Anybody of which you are a member or in a position of general control or management, and:
  - To which you are appointed by the council;
  - which exercises functions of a public nature;
  - which is directed is to charitable purposes;
  - whose principal purposes include the influence of public opinion or policy (including a political party or trade union).
- (b) The interests a of a person from whom you have received gifts or hospitality of at least £50 as a member in the municipal year;

or

A decision in relation to that business might reasonably be regarded as affecting the well-being or financial position of:

- You yourself;
- a member of your family or your friend or any person with whom you have a close association or any person or body who is the subject of a registrable personal interest.

# Agenda

Introductions, if appropriate.

Item Page

1 **Apologies for absence and clarification of alternate members**

2 **Declarations of Interests**

Members are invited to declare at this stage of the meeting, the nature and existence of any relevant disclosable pecuniary or personal interests in the items on this agenda and to specify the item(s) to which they relate.

3 **Application for a New Premises Licence by Field Vision Bars Ltd for the premises known as Field Vision Wembley Rooftop, 10-12 Wembley Park Boulevard, pursuant to the provisions of the Licensing Act 2003** 1 - 32

**Date of the next meeting:            Date Not Specified**



Please remember to **SWITCH OFF** your mobile phone during the meeting.

- The meeting room is accessible by lift and seats will be provided for members of the public.

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## LICENSING ACT 2003

### Application for New Premises Licence

#### 1. The Application

Name of Applicant:	Field Vision Bars Ltd
Name & Address of Premises:	Field Vision Wembley Rooftop, 10-12 Wembley Park Boulevard
Applicants Agent:	Jack Spiegler - Thomas and Thomas Partners

The application is for a new premises licence:

- 1 For the Sale and Supply of Alcohol from 10am to 11pm Monday to Sunday and to remain open from 8am to 11.30pm Monday to Sunday.

#### 2. Background

None

#### 3. Promotion of the Licensing Objectives

See separate sheet.

#### 4. Relevant Representations

Representations are received from the Licensing Officer, Nuisance Control Team, Police, and residents.

#### 5. Interested Parties

None

#### 6. Policy Considerations

##### Policy 1 – Process for Applications

Conditions on the licence, additional to those voluntarily sought/agreed by the applicant, may be considered. Conditions will focus on matters which are within the control of individual licensee and which relate to the premises or areas being used for licensable activities, the potential impact of the resulting activities in the vicinity. If situations arise where the licensing objectives may be undermined but cannot be dealt with by the use of appropriate conditions the Licensing Authority will consider whether it is appropriate for a licence to be granted or continue to operate.

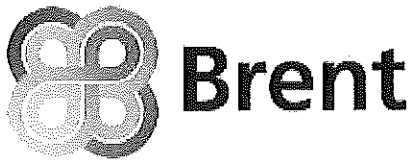
## **7. Determination of the Application**

Members can take the following steps when determining a new premises licence application:

- grant the licence;
- exclude from the scope of the licence any of the licensable activities to which the application relates;
- refuse to specify a person in the licence as the premises supervisor;
- reject the application

## **8. Associated Papers**

- A. Application Form & Plan
- B. Licensing Rep
- C. NCT Rep
- D. Police Rep
- E. Resident Reps
- F. OS Map



Regulatory Services  
Brent Civic Centre  
Engineers Way  
Wembley  
HA9 6FJ

TEL: 020 8937 5359  
EMAIL: [business.licence@brent.gov.uk](mailto:business.licence@brent.gov.uk)  
WEB: [www.brent.gov.uk](http://www.brent.gov.uk)

Online Ref. No: 17044  
Application No: 31142  
Date: 19 March 2024

**LICENSING ACT 2003**  
**Licence: Premises Licence New Application**  
**Application No: 31142**

Dear Sir/Madam,

**Applicant: Field Vision Bars Ltd**

**Date Received: 19 March 2024**

An application was made to Brent Council under the Licensing Act 2003 by the above-named applicant. Representations must specify in detail the grounds of opposition and must relate to the promotion of the licensing objectives.

In order that consideration of the application may not be delayed, it will be appreciated if a reply can be sent to us by **16 April 2024**.

Yours faithfully

Sima Naran  
Administration Officer  
Regulatory Services

**Part 1 – Premises Details**

Postal address of premises, or if none, ordinance survey map reference or description

**Field Vision Wembley Rooftop**  
**8-12, Wembley Park Boulevard, Wembley, Brent**

Telephone Number at premises (if any):

Non domestic rateable value:

**Part 2 – Applicant Details**

Proposed Licence Holder:  
Field Vision Bars Ltd  
Unit 501, Metropolitan Wharf 70 Wapping Wall, London, E1W 3SS



**Part 3 – Operating Schedule**

When do you want the premises licence to start? 10-04-2024

If you wish the licence to be valid only for a limited period, when do you want it to end?

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend:

Please give a general description of the premises: Licensed premises at roof level of the Alameda building in the Wembley Park development. The application proposes a premises licence on similar terms to existing licences and provisional statements issued in respect of the development.

**What licensable activities do you intend to carry on from the premises?**

Section J: Sale of alcohol: On the premises

The times the licence authorises the carrying out of licensable activities

<b>Section J: Sale or Supply of Alcohol: On the premises</b>		
<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday	10:00	23:00
Tuesday	10:00	23:00
Wednesday	10:00	23:00
Thursday	10:00	23:00
Friday	10:00	23:00
Saturday	10:00	23:00
Sunday	10:00	23:00

**State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor:**

Brendan Scott Graham Lund

Date of birth:

[REDACTED]

Licence Number: [REDACTED]

Issuing authority: [REDACTED]

**Concerns in respect of Children:** N/A

The opening hours of the premises

<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday	08:00	23:30
Tuesday	08:00	23:30
Wednesday	08:00	23:30
Thursday	08:00	23:30
Friday	08:00	23:30
Saturday	08:00	23:30
Sunday	08:00	23:30

a) General – all four licensing objectives (b, c, d, e): Please refer to the attached schedule of conditions for the promotion



of all four licensing objectives.

**b) The prevention of crime and disorder:** Please refer to the attached schedule of conditions for the promotion of all four licensing objectives.

**c) Public safety:** Please refer to the attached schedule of conditions for the promotion of all four licensing objectives.

**d) The prevention of public nuisance:** Please refer to the attached schedule of conditions for the promotion of all four licensing objectives.

**e) The protection of children from harm:** Please refer to the attached schedule of conditions for the promotion of all four licensing objectives.



## **Application for a Premises Licence**

### **Field Vision Wembley Rooftop**

**Alameda entrance, between 10 – 12 Wembley Park Boulevard, HA9 0HP**

#### **Proposed Conditions:**

1. CCTV shall be installed to Home Office Guidance standards and maintained in a good working condition and recordings shall be kept for 31 days and shall be made available to police and authorised Officers from Brent Council upon request.
2. CCTV cameras shall be installed to cover the entrance of the premises, the servery counter and the external areas.
3. The CCTV system shall be capable of obtaining clear facial recognition images and a clear head and shoulders image of every person entering or leaving the premises.
4. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premise is open. This staff member must be able to provide a Police or Authorised Council Officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
5. The Licence holder /DPS/Manager shall inspect and test that the CCTV is operational and working correctly on a weekly basis. A signed and dated record of the CCTV examination and any findings shall be kept on the premises and made available to the police and authorised officers of the Local Authority on request.
6. An incident log shall be kept at the premises, and made available for inspection on request to an authorised officer of Brent Council or the Police, which will record the following:
  - a. all crimes reported to the venue
  - b. all ejections of patrons
  - c. any complaints received
  - d. any incidents of disorder
  - e. any faults in the CCTV system
  - f. any refusal of the sale of alcohol
  - g. any visit by a relevant authority or emergency service.
7. A copy of the premises licence summary including the hours which licensable activities are permitted shall be visible from the outside of each entrance to the premises.
8. There will be a comprehensive bookings policy in place with respect of venue hire. Any person wishing to hire out the venue for a private function should provide the following;
  - a. Proof of Identity (valid driver's licence/ passport etc.)
  - b. Proof of address (recent utility bill/ council tax letter/ statement etc.)
  - c. Deposit paid by card
  - d. Signed agreement to the venues terms and conditions of venue hire

9. The premises shall provide tables and chairs for customer use.
10. Non-intoxicating beverages, including drinking water, shall be available in all parts of the premises where alcohol is sold or supplied for consumption on the premises.
11. Customers shall not be permitted to take glassware or any other open drink container save for recognisable soft drink containers, outside the premises as defined on the plan submitted to and approved by the Licensing Authority.
12. A sign stating “No proof of age – No sale” shall be displayed at the point of sale.
13. A “Challenge 25” policy shall be adopted and adhered to at all times.
14. Any staff directly involved in selling alcohol for retail to consumers and staff who provide training including managers shall undergo regular training of the Licensing Act 2003 legislation (at least every 12 months). The training shall be documented and signed off by the DPS and the member of staff receiving the training. This training log shall be kept centrally and made available for inspection by police and relevant authorities upon request.
15. When SIA Security are deployed, they shall wear clothing that can be clearly and easily identified on CCTV.
16. A register/log containing the names, badge number, dates & times of duty security staff and any incidents that occur shall be kept and made available to the Police and Licensing Authority.
17. Notices asking customers to leave quietly shall be conspicuously displayed at all exits.
18. Alcohol shall not be available for any customer when the premises are primarily for use by persons under the age of 18 unless accompanied by a responsible adult.
19. The placing of bottles into receptacles outside the building shall not be permitted between 22:00 hours and 06:30 hours the following morning.
20. Any locks or flush latches on exit doors shall be unlocked and kept free from fastenings other than push bars whilst the public are on the premises.
21. Exits shall not be obstructed (including by curtains, hangings or temporary decorations), and accessible via non-slippery and even surfaces, free of trip hazards and shall be clearly identified.
22. Any socket outlets (or other power supplies used for DJ equipment, band equipment and other portable equipment) that are accessible to performers, staff or the public shall be suitably protected by a residual current device (RCD having a rated residual operating current not exceeding 30 milliamps).
23. Where chairs and tables are provided, internal gangways are kept unobstructed.

24. A capacity specific risk assessment shall be conducted by a competent person and approved by the Licensing Authority. This assessment shall show all calculations used to reach the final capacity and reference the guidance used to achieve this figure. This risk assessment shall be appraised annually or at the time of any building or layout structural works.

**The following conditions will apply on major football event days at all times unless agreed in advance in writing with the Metropolitan Police and subject to the premises conducting an appropriate risk assessment:**

25. SIA registered door supervisors of suitable gender mix shall be on duty until 30 minutes after the premises is closed for licensable activities.
26. A register/log containing the names, badge number, dates & times of duty of security staff and any incidents that occur shall be kept and made available to the Police and Licensing Authority.
27. SIA supervisors shall wear clothing that can be clearly and easily identified on CCTV.
28. The DPS or deputy shall work in partnership with the Police and if necessary comply with any direction given by a senior Police Officer on duty at the event.
29. Customers will not take open drink containers/customers containing alcohol outside the premises except to external areas as defined on the plan submitted to and approved by the Licensing Authority.
30. The premises will not show live domestic televised football matches on football event days.
31. A personal licence holder shall be present on the premises to supervise the sale of alcohol.
32. No children shall be admitted unless accompanied by a responsible adult.
33. No drinks shall be served in glass containers.

**When operating as a bar open to general members of the public the following conditions shall apply to all premises on major football event days 4 hours before kick-off. For premises operating as a mixed use (Bar & Restaurant) Bar conditions shall apply**

34. The premises shall stop the sale of alcohol one hour before the advertised kick off time and not re-start until 15 minutes after the game starts.
35. The premises shall only take one set of supporters (Fan Zone) on the production of a valid ticket for the game, the designated team will be allocated by the Metropolitan Police after a risk assessment has been conducted.

36. A risk assessment shall be undertaken based on the proposed event and will be provided to police or authorised council officers on request.

Jack Spiegler  
Thomas & Thomas Partners LLP  
38a Monmouth Street  
London  
WC2H 9EP

16 April 2024

Ref: 31142

Dear Mr Jack Spiegler,

**Licensing representation against the premises licence application in respect of Field Vision Wembley Rooftop, Entrance 8-12 Wembley Park Boulevard, HA9 0HP.**

The above-mentioned premises licence application has been made pursuant to section 17 of the Licensing Act 2003.

I confirm that I am the delegated officer of the Licensing Authority, in whose area the above-mentioned premises is situated, and who is authorised for the purposes of exercising its statutory function as a 'Responsible Authority' under the Licensing Act 2003.

I certify that I have carefully considered the above premises licence application, and consequently, I wish to make a representation on the grounds that if the application were to be granted as it currently is, it would likely have a detrimental effect on two out of the four below licensing objectives:

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

Operating Schedule

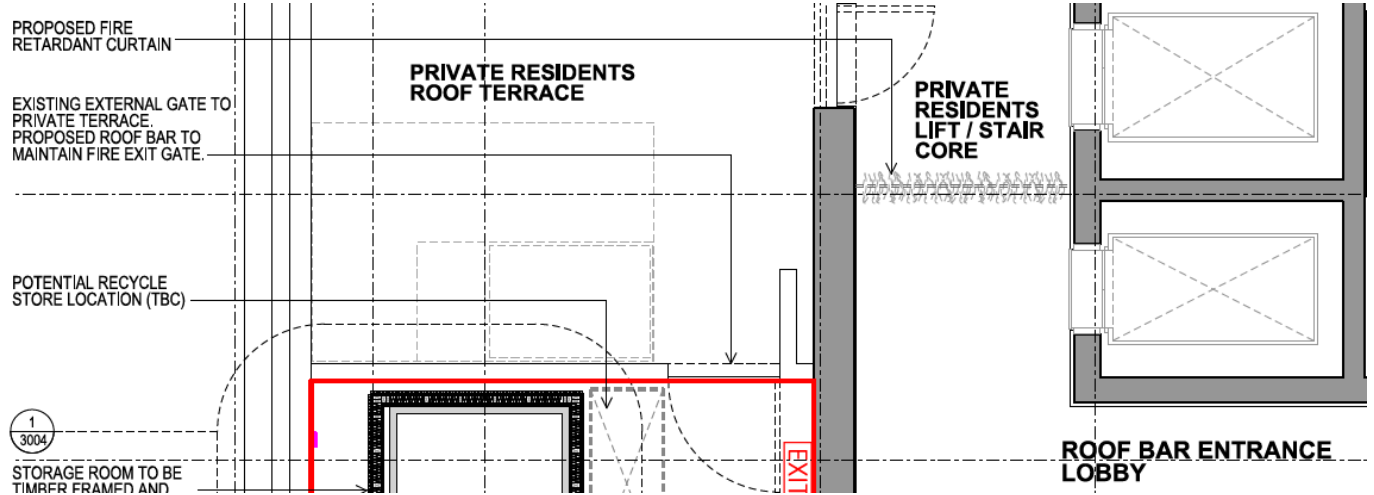
The premises licence application seeks the following permitted licensable activities and opening hours:

The supply of alcohol (on the premises only): Monday to Sunday, 10:00 - 23:00  
Opening Hours: Monday to Sunday, 08:00 – 23:30

The Licensing Authority duly notes that the premises licence application has been made in line with other existing premises licences and provisional statements within the local area (i.e., similar conditions), albeit with a slightly early terminal hour for licensable activities and closing time.

Location

The proposed premises licence will be located on the rooftop of Almeda, Wembley Park Boulevard. The premises shares the rooftop with the designated resident's private space, with a fixed gate separating the two outside and a separate key fobbed private entrance from the rooftop lobby for residents to gain access. The below shows the proposed premises licence area in denoted in red in relation to the private resident's space. The nearest residential dwellings are immediately below the premises and approximately 30M from the apartment complex at 14 Wembley Park Boulevard, Wembley Park, HA9 0SL.





The ground floor entrance can be accessed on Wembley Park Boulevard and is situated between the Estadio Lounge & a vacant commercial unit. Whilst it is not specifically mentioned within the premises licence application nor supporting documents, it has been stipulated that patrons will enter through the external door into the internal reception area. Thereafter, a phased lift system will be in operation to gain access to the roof top terrace.



The local area itself is a mixture of commercial units and a modern apartment complex, with Wembley Stadium located behind the premises. 'The Spanish Steps' leading up to the stadium are approximately 20m from the ground floor entrance.



## Background

On Thursday 29 February 2024, a pre-application site visit was carried out at the proposed premises licence area. This meeting included the applicant, authorised agent and officers from Brent Council including those from various departments such as Licensing, Noise Team, Public Safety and Neighbourhood Management.

The following points were raised and discussed between all parties:

- The capacity will be limited to around 140 (pending a full assessment carried out by the applicant)
- The Public Safety Officer mentioned that the applicant should also take into consideration the shared fire escape with residents in the building when applying the capacity assessment.
- The applicant mentioned that they are looking for the corporate clientele for football event days/event days/regular days.
- Ingress will be along the Boulevard, through the doors where there will be a reception area. Entry to the roof shall be permitted via a lift solely for the use of the premises with the resident's lift being separate.
- A revised operating schedule would then be submitted in due course along with the application in respect of the above-mentioned points.

## Summary

The Licensing Authority is concerned regarding the breakout of noise given that the premises is located entirely outside, and it is within the immediate vicinity of residential dwellings. As consumption of alcohol increases, the volume levels of conversation also rise, and I am mindful that this could disturb residents towards the latter part of the evening. Whilst I appreciate that the application states an earlier closing time in respect to other licenced premises in the area, this is negated by the fact that the licensable area is outside. To mitigate this, I would be most grateful if the permitted hours and opening hours were reduced as detailed below:

*The supply of alcohol (on the premises only): Monday to Sunday, 10:00 - 22:00*  
*Opening Hours: Monday to Sunday, 08:00 – 22:30*

Furthermore, I do not believe the application, nor any subsequent correspondence has alleviated concerns regarding the promotion of public safety, especially on major football event days. There are no assurances put forward in how the applicant will safely manage the ingress of match going fans.

This concern is exacerbated by the inclusion of condition 35 within the operating schedule that states "*The premises shall only take one set of supporters (Fan Zone) on the production of a valid ticket for the game, the designated team will be allocated by the Metropolitan Police after a risk assessment has been conducted.*". Whilst I understand that the inclusion of this condition is made regarding the promotion of a safer environment for match going fans, this does contradict the earlier understanding during the pre-application process that the premises will cater towards the Club Wembley/Corporate clientele. Of course, it is appreciated that the application needs to be judged on its own merits and not on any information given beforehand.

I do note that further correspondence has alluded to the fact that the intention is still for the Club Wembley/Corporate clientele however the above condition is to provide the applicant with more freedom in their business model.

The issue is however, if the above condition is to be included and the application is to be granted - the premises licence holder might be in breach of their premises licence conditions should they exclusively have Club Wembley/Corporate patrons on certain popular match day events (i.e, FA Cup Final etc.). If the premises is conducting licensable activities not in accordance with their premises licence conditions, this would be deemed to be a criminal offence as per Section 136 of the Licensing Act 2003 (Unauthorised Licensable Activities). It would therefore be beneficial to the applicant and to the Licensing Authority to amend the condition so that it reads the below:

*“The premises shall only take one set of supporters (Fan Zone) on the production of a valid ticket for the game, the designated team will be allocated by the Metropolitan Police after a risk assessment has been conducted unless the premises is exclusively open to Club Wembley or any other form of Corporate clientele”.*

Nonetheless, if the premises will be open to one set of designated supporters – this will in turn increase the public safety risk factor. Especially if the premises proves to be a popular choice amongst fans. If the maximum capacity is reached, there isn't a clear plan on how the applicant intends to manage queuing fans beyond/outside the internal reception area, how the phased ingress/egress lift system will work and any other provisions to manage the area safely on a match day.

As such, I would appreciate it if the applicant could answer the following questions. Consequently, the Licensing Authority would seek to condition the answers to the below.

#### Standard

- In reference to condition 24 of the OS (“A capacity specific risk assessment shall be conducted by a competent person and approved by the Licensing Authority. This assessment shall show all calculations used to reach the final capacity and reference the guidance used to achieve this figure. This risk assessment shall be appraised annually or at the time of any building or layout structural works”) – Assuming that the premises licence application is granted, is this something that that will be provided to the Licensing Authority before the commencement of licensable activities?

- Similar to the above, will the applicant provide a fire risk assessment to the Licensing Authority before the commencement of licensable activities? (If the application is granted).

#### Match Day

- Has the applicant undertaken an Entry/Exit Plan, Fan Zone Crowd Safety Management Plan and an Evacuation Plan?

- Taking into consideration the use of the internal space on the ground floor, does the client intend to have a queuing system beyond the entrance onto the outside area/ Wembley Park Boulevard? (I.e., Fan Zone Crowd Safety Management Plan)

- Will the premises be open to patrons following full time on a football event match day? If so, how will the applicant deal with the outside queuing area, especially if fans are leaving the stadium via ‘The Spanish Steps’? (I.e., Fan Zone Crowd Safety Management Plan)

- How will staff ensure that the number of patrons will not go beyond capacity? (I.e., Entry/Exit Plan)

- How many staff will be downstairs managing the internal reception area? (I.e., Entry/Exit Plan)
- How will the phased entry system work? (I.e., Entry/Exit Plan)
- Will the use of the lift to the terrace be exclusively for patrons or will it be shared with residents? (I.e., Entry/Exit Plan)
- How will patrons leave the premises? Will there be a phased exit system as well? (I.e., Entry/Exit Plan)
- Will there be a separation between patrons wanting to leave the premises and patrons waiting in the reception area? (I.e., Entry/Exit Plan)
- Where are the designated fire exits on the ground floor? (I.e., Evacuation Plan)
- Will the internal reception area impede any evacuation procedure? (I.e., Evacuation Plan)
- How will staff mitigate against fans throwing objects over the edge off the terrace? (I.e., Will there be a barrier/planter erected? What will the height of this be?)
- Will the applicant have a specific security plan for high risk, medium risk, and low risk football match day events?

Having carefully read the application, I wouldn't have any issues with this application being granted providing that certain assurances are made by way of conditions and if the applicant agrees to the reduced hours. This in turn will satisfy the promotion of the four licensing objectives.

If the applicant does not answer the questions to the satisfaction of the Licensing Authority, or if conditions cannot be agreed, then my representation will be upheld, and the application will be determined by way of a Licensing Sub-Committee hearing.

It should be pertinent to note that if the applicant chose not to conduct licensable activities (i.e the supply of alcohol) and it wanted to operate as a restaurant between 05:00 – 23:00, then this would be outside the licensing regime. Therefore, some of the above questions would go unanswered. Despite that, this is ultimately a premises licence application made under the Licensing Act 2003, and the Licensing Authority are expected to scrutinise every aspect of the application that relates to the promotion of the four licensing objectives. Especially taking into consideration that nature of this application is rather anomalous in comparison to the other licenced premises around the development, given that it is a roof top bar/terrace and has the potential to be a popular venue on matchday events.

Yours sincerely,



Edwin Maldoom  
Licensing Enforcement Officer

**From:** Martin, Wood

**Sent:** Tuesday, April 16, 2024 11:13 AM

**To:** Business Licence; acatlin@; Jack Spiegler; ENS Noise Team;

**Cc:** Legister, Linda; Esther, Chan; Maldoom, Edwin; White, Christine

**Subject:** FW: URGENT - CONSULT: New Premises - Field Vision Wembley Rooftop, Entrance 8-12  
Wembley Park Boulevard, HA9 0HP - 31142

**Importance:** High

Dear Licensing Authority, applicant, and agent

Nuisance Control Team as a Responsible Authority make representation against the application. This is based on concern that granting the application is likely to result in public nuisance arising from airborne noise associated with patrons in an open air venue in close proximity to noise sensitive premises – those being the north elevation upper floors at the neighbouring 14 Wembley Park Boulevard, and residents living beneath the roof space at 48 Olympic Way. We are concerned that rowdy or raucous alcohol-fuelled behaviour would result in public nuisance by adversely interfering with the right of neighbours to reasonably enjoy their home.

We have reviewed the proposed conditions on the operating schedule, which includes (17):

**Notices asking customers to leave quietly shall be conspicuously displayed at all exits.**

Whilst that is welcome, it is our contention that an operating schedule condition capable of adequately limiting noise from a large number of alcohol-fuelled rowdy and raucous revellers in the open air would be difficult to draft and near-impossible to reasonably enforce.

Therefore, should this consultation be considered at Alcohol & Licensing Sub-Committee in its present form, NCT would recommend refusal of the application.

Kind regards

Martin Wood

Principal Nuisance Control Officer

Community Safety and Prevention

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**From:** Brendon.McInness@met.police.uk

**Sent:** Tuesday, April 16, 2024 3:51 PM

**To:** Legister, Linda; Business Licence; jspiegler@tandtp.com

**Subject:** Field Vision Wembley Rooftop, Entrance 8-12 Wembley Park Boulevard, HA9 0HP - 31142

Good afternoon Business Licence.

Please accept this email as Holding Reps to the above application.

Police concerns are around Public Safety.

1. Police to establish how the applicant will manage the crowd/queuing system in and out of the venue on match days.
2. Police to establish what measures the applicant have in place for an emergency? Eg police/ambulance attendance to the rooftop and/or evacuation?

Kind regards



**PC Brendon McInnes**  
**1187NW**  
**Brent Licensing**  
**North West Command Unit**  
**Metropolitan Police**

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**From:** [REDACTED]  
**Sent:** Friday, April 5, 2024 3:47 PM  
**To:** Business Licence <business.licence@brent.gov.uk>  
**Cc:** [REDACTED]  
**Subject:** Representation | Objection | Application Number: 31142

To Whom It May Concern,

We hope you are well.

We object to the licensing permission for the rooftop bar based on the following concerns related to the following licensing objectives:

**1. Prevention of crime and disorder:**

- The proposed opening hours from 8am to 11:30pm will attract unwanted activities and increase the risk of crime and disorder in the area, and in particular, within our building (Alameda)
- Allowing the supply of alcohol between 10am to 11pm would potentially contribute to an increase in alcohol-related incidents and disorder, again within the area, and in particular, within our building (Alameda)

**2. Prevention of public nuisance & public safety:**

- As residents [REDACTED] the rooftop bar, we are seriously concerned about the lack of privacy due to the potential visibility onto our balcony. We are on [REDACTED] and our [REDACTED] from the proposed rooftop bar, creating severe privacy issues. This would lead to an intrusion into our personal space.
- There is a serious risk of people throwing objects from the roof, posing a threat to our safety and causing damage to our property. Examples here include, cigarettes, litter/rubbish, glasses etc.
- The noise generated from the rooftop bar is of the strongest concern to us. Starting from very early in the morning (pre-opening) right through to late at night (post-closing) the noise created would be extremely damaging to our quality of life, and well-being. Being able to have our windows and balcony door open would also be impacted, as the noise travels from the rooftop bar to our home. This has all manner of implications to day-to-day life and our quality of living.
- Construction noise in the creation of the proposed rooftop bar would be extremely disturbing, especially during normal working hours, whilst trying to work. Our ability to concentrate and focus on our work effectively would be highly impacted. In addition to the latter, the cleanliness of our home, both internally and externally would be strongly impacted.

**3. Prevention of children from harm:**

- The use of shared lifts at the back entrance raises serious security concerns, as it may expose children to potential risks, such as encountering intoxicated individuals and strangers.
- In addition to the use of the shared lifts, there is great potential use of the emergency stairs/exit to access other floors, which could compromise the safety of children and adults alike, as it will lead to unsupervised access to restricted areas.

Additionally, we are very concerned about the potential use of common areas on the same floor as the rooftop bar, as the general public may access resident-only areas which creates a serious security issue, potential damage to amenities and disturbance to the overall peace and safe enjoyment of these spaces by residents, both adults and children.

Moreover, on days when there are stadium events, there is a higher likelihood of disorder and public noise/disruptions, further impacting the well-being of residents and the overall harmony of our home and the neighbourhood.

Furthermore, granting the license would lead to property damage, potential personal injuries and disturbances caused by individuals under the influence of alcohol.

Considering these objections and concerns, we strongly oppose the granting of this licensing permission for the rooftop bar.

If any questions, please do let us know.

Thanks,

[Redacted]

[Redacted]

email: [Redacted]

mobile: [Redacted]

From: [REDACTED]  
Sent: Monday, April 8, 2024 9:26 PM  
To: Business Licence <business.licence@brent.gov.uk>  
Subject: Re: Application for Alcohol Licensing

Hi,

I hope you are well.

I firmly object to the granting of an alcohol license for a rooftop bar on a residential building.

This will bring nothing but displeasure to those living in the building of Alameda. They will be the ones that have to pay the price of drunken and disorderly people through the week. Those causing not only a nuisance but potential harm to adults and children alike.

All this cost while receiving nothing in return.

Please treat this matter with the due thought any care it requires. I hope to see the correct resolution hold.

Thanks,

[REDACTED]

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I think it will be too noisy and that lifts are common,any one can enter the building,thats a security risk too

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**Sent:** Friday, April 12, 2024 11:09 AM  
**To:** Business Licence <business.licence@brent.gov.uk>  
**Subject:** Alameda rooftop bar.

To whom this may concern,

I am writing in reference to below application for a rooftop bar on the top of the apartments [REDACTED]  
[REDACTED] Wembley Park.

I am sure that my concerns will not be taken in to consideration as unfortunately corporations are just interested in money.

However, I would like a couples of questions answered.

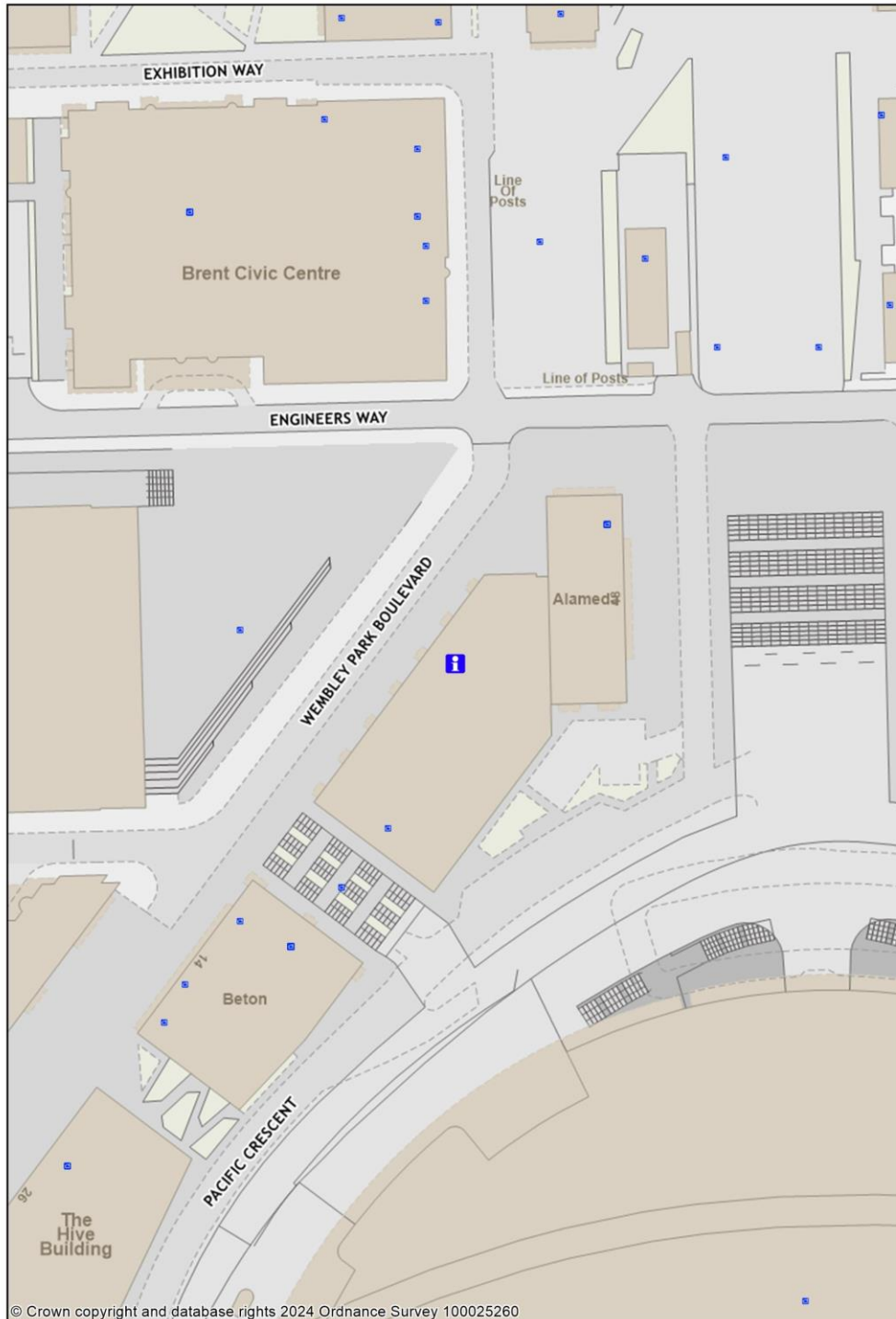
1. Security: How will the security be managed, how will the public enter the building as we have to use fobs and how can we be sure that we won't have strangers walking around our building?
2. Noise. How is the noise level going to be controlled.

I am very much against this happening [REDACTED] and am sure that the bar will have a severe impact on my comfort of living (as home should be the one place that for should be able to relax and feel safe) and my mental health.

Looking forward to a speedy response,

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Basemap Map



1:1250

0 0.02 0.04 kilometres



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