



Second Supplementary - Alcohol and Entertainment Licensing Sub-Committee

Tuesday 9 October 2018 at 10.00 am

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

Membership:

Members

Councillors:

Ahmed (Chair)
Hector
W Mitchell Murray

Substitute Members

Councillors:

Allie, Chohan, Kennelly, Long, Maurice, McLeish and
RS Patel

Councillors:

For further information contact: Devbai Bhanji, Governance Assistant
Tel: 020 8937 4011; Email: devbai.bhanji@brent.gov.uk

For electronic copies of minutes, reports and agendas, and to be alerted when the minutes of this meeting have been published visit:

www.brent.gov.uk/committees

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 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
5 Application for New Premises Licence by Boxpark Trading Ltd for the premises known as Boxpark Wembley, Atrium Communal Space, 18 Olympic Way, Wembley, HA9 0JT, pursuant to the provisions of the Licensing Act 2003	123 - 158



- 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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From: "Thomas.White2@met.police.uk" <Thomas.White2@met.police.uk>

Date: Tuesday, 4 September 2018 at 15:13

To: "ben@boxpark.co.uk" <ben@boxpark.co.uk>

Cc: "Zoe.P.Garrod@met.police.uk" <Zoe.P.Garrod@met.police.uk>, "Tony.Rose@met.police.uk" <Tony.Rose@met.police.uk>, "Beverley.W.Reynolds@met.police.uk" <Beverley.W.Reynolds@met.police.uk>, "Claire.Robbins@met.police.uk" <Claire.Robbins@met.police.uk>

Subject: RE: World Cup

Afternoon Ben,

Please see the below, as requested:

In preparation of and during the World Cup 2018 tournament, the Croydon MPS Licensing Team visited Boxpark on multiple occasions. As popularity of the event grew, so did the demand for attending licensed premises on the borough. Boxpark Croydon drew significant attention in the press during the World Cup, giving the venue positive notoriety for their England goal celebrations. The levels of crime and disorder recorded over the tournament period, did not correlate with the significant increase in footfall at Boxpark Croydon.

The Licensing Team would like to thank Boxpark Croydon for their open engagement throughout the tournament. Additionally, as a venue they implemented their own changes following evaluation and were accommodating to suggestions made by police.

Many thanks,

Tom



Tom White A/PS 175ZD

Licensing & ASB Team

Metropolitan Police Service

Thomas.white2@met.police.uk

Croydon Police Station, 71 Park Lane, Croydon, CR9 1BP

www.met.police.uk



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**BOXPARK
WEMBLEY**

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EAT. DRINK. PLAY. —IN A DIFFERENT LEAGUE

03

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REVOLUTION.

IN THE BEGINNING THERE WAS BOXPARK SHOREDITCH— THE WORLD'S FIRST POP-UP MALL.

ROGER WADE KICKED IT OFF BACK IN 2011 WITH THE OPENING OF BOXPARK SHOREDITCH. THE CREATOR OF BRITISH STREETWEAR BRAND BOXFRESH HAD A CONSUMING PASSION FOR FRESH, INDEPENDENT BRANDS – WHETHER THEIR PARTICULAR GAME WAS FOOD, DRINK OR FASHION. AND HIS IDEA, RADICAL NOW AS THEN, WAS TO PUT WHAT CAN'T BE PIGEONHOLED INTO BOXES!

SPECIFICALLY, TO STRIP DOWN AND REFIT STEEL SHIPPING CONTAINERS TO MAKE TOTALLY ADAPTABLE, AMAZINGLY AFFORDABLE RETAIL SPACES THAT LITERALLY STACK UP TO MAKE A WHOLE NEW RETAIL ENVIRONMENT.

THOSE CONTAINERS MAY START OUT AS STARK, EMPTY METAL BOXES. BUT THEY END UP LIKE THE TARDIS: MORE INSIDE THAN ANYONE IMAGINED POSSIBLE – AND BURSTING AT THE WELDED SEAMS WITH POSSIBILITIES.





EVOLUTION.

THE CASUAL DINING REVOLUTION TAKEN TO ITS LOGICAL CONCLUSION. IT'S RETAIL AS ENTERTAINMENT.

PROVING THAT PASSION WAS BURNING BRIGHT AS EVER IN 2016, BOXPARK CROYDON PICKED UP THE TORCH. AND BLAZED THAT TRAIL BIGGER AND BROADER THAN EVER BEFORE. TRUE TO ROGER'S HEARTFELT CONVICTION THAT PEOPLE DESERVE BETTER THAN BLAND, HEARTLESS AND ARTLESS HIGH STREET OFFERINGS, BOXPARK CROYDON WAS – AND IS – BIGGER AND MORE RADICAL BY FAR.

LIKE ITS PREDECESSOR, BOXPARK CROYDON IS HOME TO CAREFULLY CHOSEN, FIERCELY INDEPENDENT, FRESH-THINKING BUSINESSES. LIKE BOXPARK SHOREDITCH IT'S A FERTILE COMMUNITY OF BRANDS PACKED WITH RAW TALENT AND ATTITUDE.

WE'VE CREATED A PLACE THAT'S PART OF THE CASUAL DINING REVOLUTION, WHERE RETAIL BECOMES ENTERTAINMENT AMID A RIOT OF COLOUR, SOUNDS, SCENTS AND THE FLAVOURS OF FOOD FROM ALL OVER THE WORLD.



EAT.





DRINK.

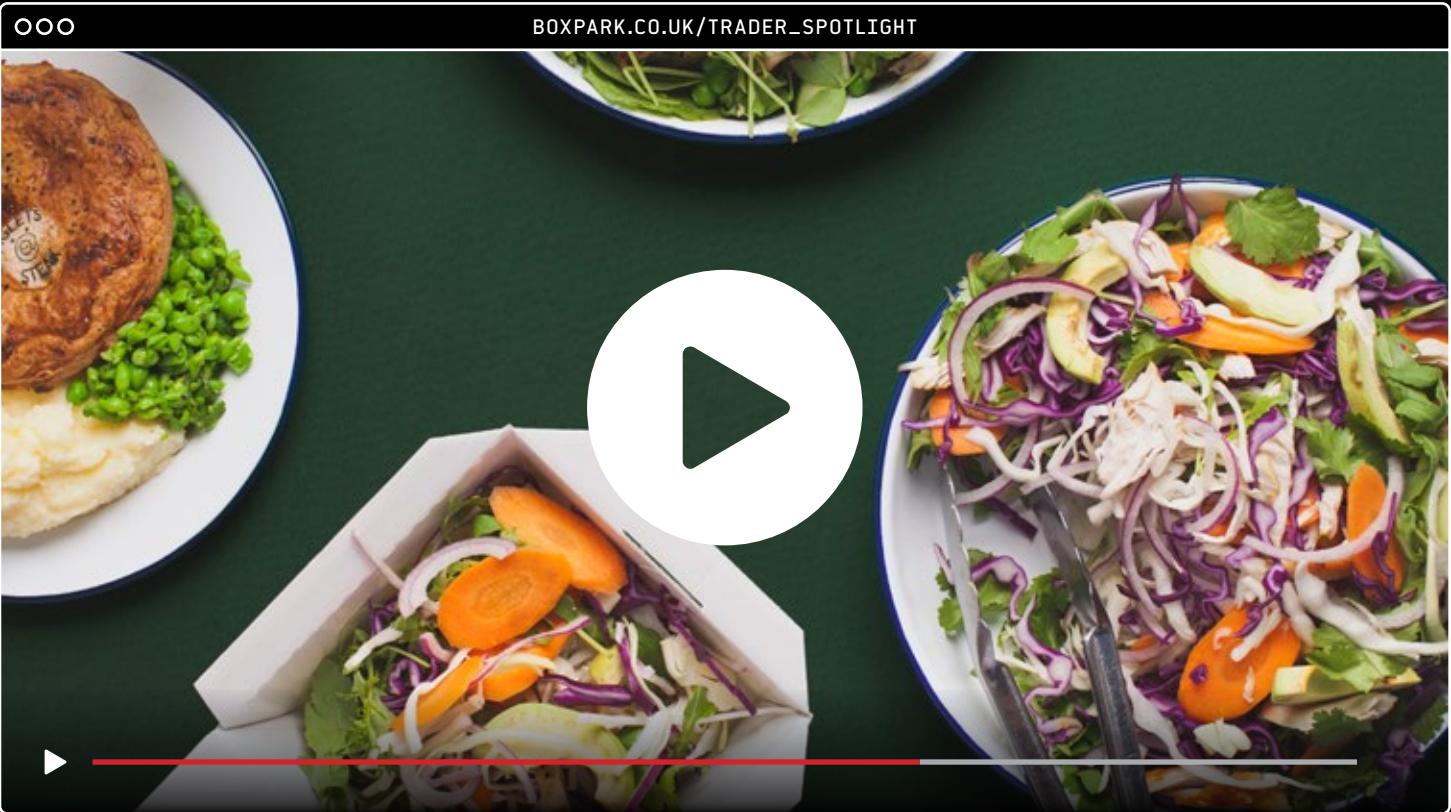
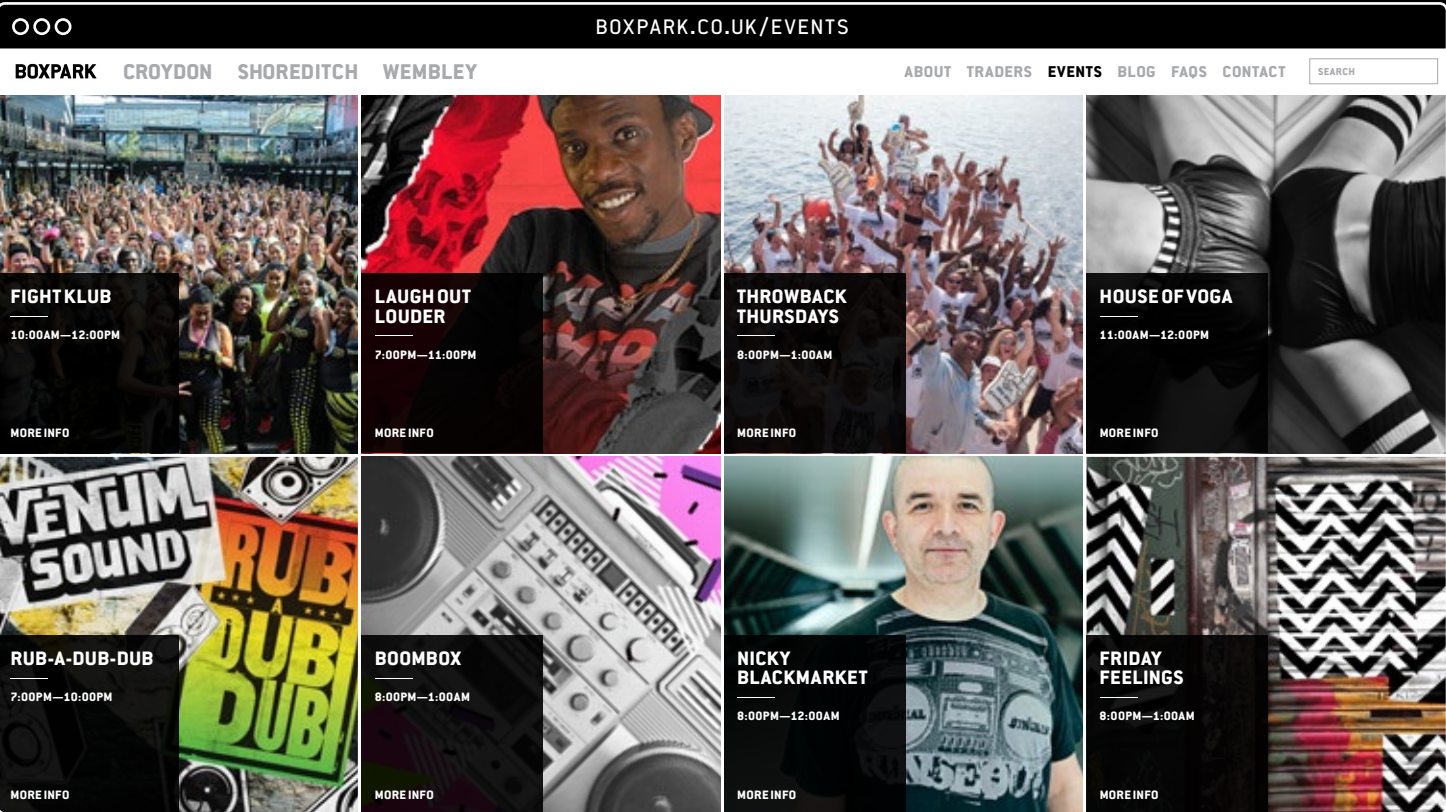
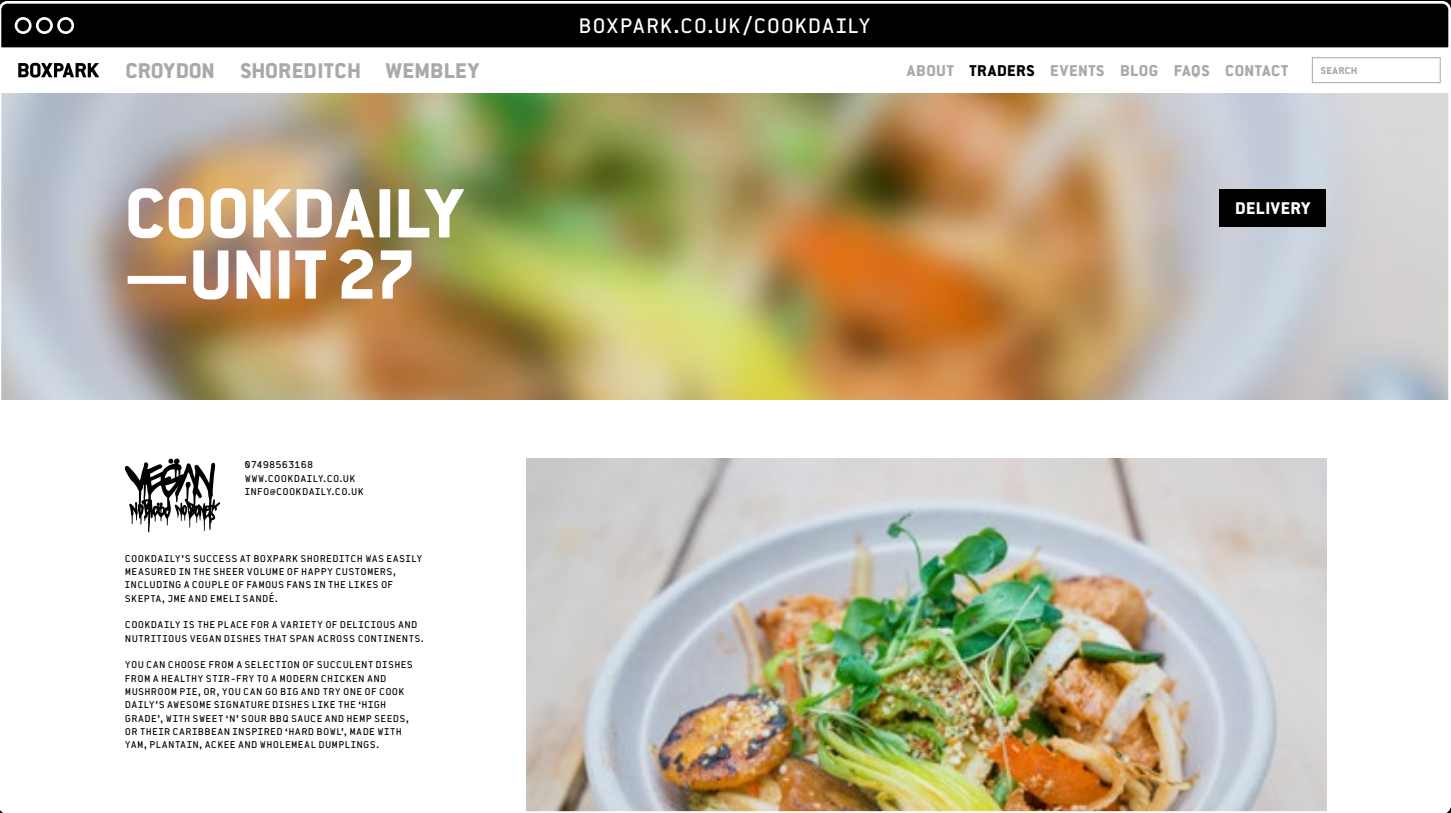
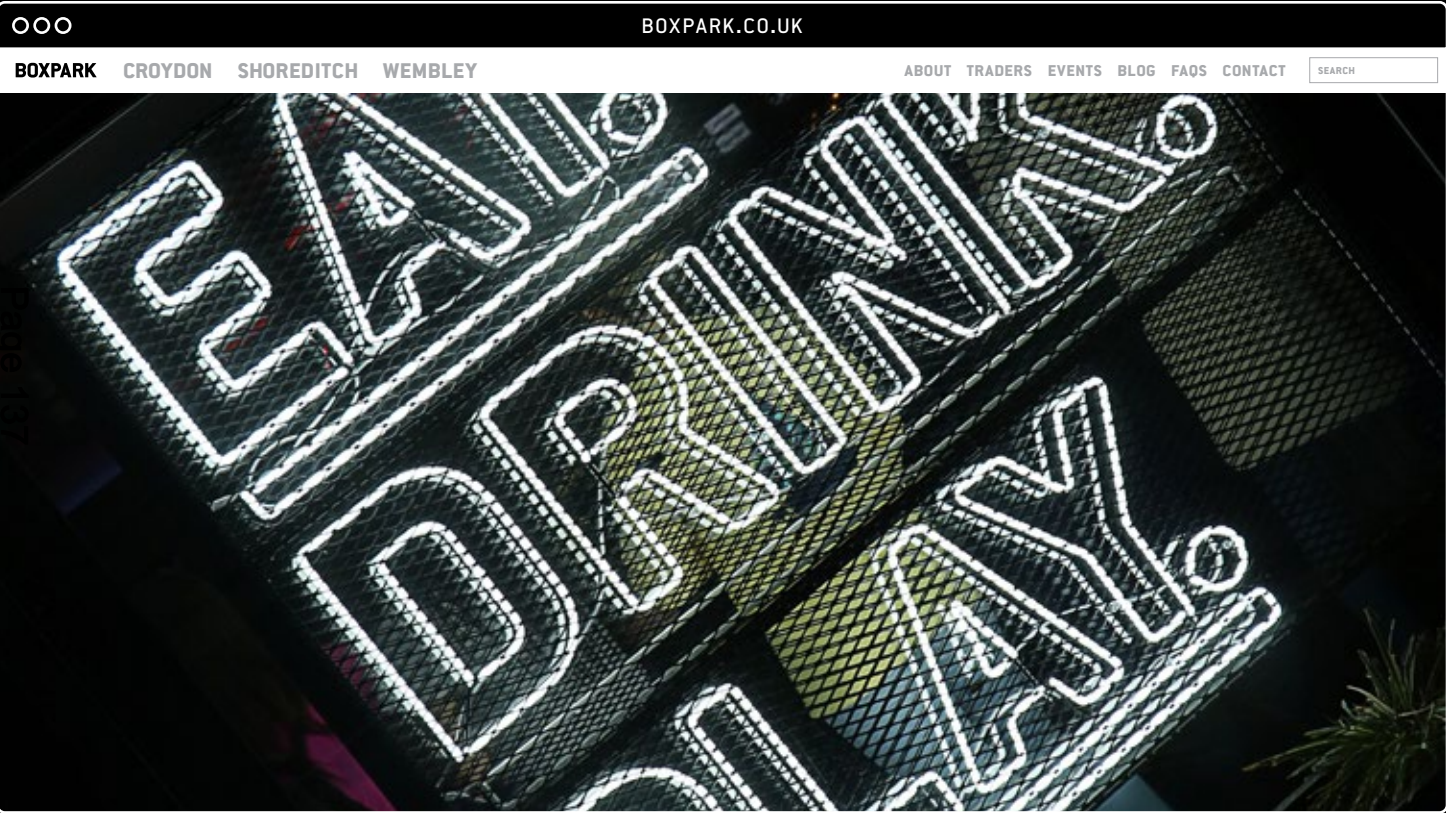




PLAY.







SOCIAL MEDIA

INSTAGRAM: 39,500+ FOLLOWERS
FACEBOOK: 95,000 LIKES
TWITTER: 53,500+ FOLLOWERS
MAILING LIST: 139,00+ SUBSCRIBERS







Instagram

BOXPARK

979 posts 39,500 followers 479 following

The world's first pop-up mall
www.boxpark.co.uk

Follow



Facebook

BOXPARK

@boxpark

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Like Share ...

Send message

Photos



London, United Kingdom


4.2

About

020 7033 2699

Contact on Messenger

www.boxpark.co.uk



Twitter

BOXPARK

@boxpark


Boxpark is serving up big flavours from over 30 quality traders, 7 days a week; as well as hosting regular free events!
#EatDrinkPlay

London, United Kingdom
BOXPARK.CO.UK
Joined March 2015
1,195 Photos and videos

Tweets

Tweets & replies

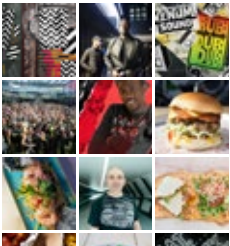
Media



London, United Kingdom

4.2

Photos



Instagram/Spotlight


BOXPARK

@indigostreetfood

Get yourself down to Boxpark to see (and taste) for yourself! #indigo #boxpark

511 Likes

Add comment...



A high-angle, black and white photograph of a massive crowd of people walking along a wide street. The crowd is dense and extends far into the background, filling most of the frame. In the distance, the iconic arch of Wembley Stadium is visible above the trees. To the left, there are some buildings and a white van. The overall atmosphere is one of a large-scale event or festival.

WEMBLEY

WE'RE THE INFAMOUS BOXPARK AND WE'RE OFF TO WEMBLEY.

WEMBLEY (PRONUNCIATION: WEM-BER-LAAAAY).

THE PRESENCE OF THE WORLD'S MOST FAMOUS SPORTS STADIUM ALONE MAKES WEMBLEY ALL BUT THE WORLD CAPITAL OF SOCCER – NOT TO MENTION RUGBY LEAGUE, ROCK 'N' ROLL AND A LOT MORE BESIDES. IT'S EVEN THE BRITISH HOME OF THE NFL THESE DAYS!

AND THEN THERE'S THE LEGENDARY 12,500-SEAT SSE ARENA, HISTORIC HOST TO EVERYONE FROM THE BEATLES TO BEYONCE. AND A VIBRANT, YOUNG, DIVERSE COMMUNITY WITH A CULTURAL MIX AS LOCAL AS IT'S GLOBAL, EXCITING AND INFLUENTIAL...

WEMBLEY STADIUM

“WEMBLEY IS THE
CATHEDRAL OF FOOTBALL.
IT IS THE CAPITAL OF
FOOTBALL AND IT IS THE
HEART OF FOOTBALL.”
—PELÉ.

WITH A GIANT SIR BOBBY MOORE GAZING OUT DOWN OLYMPIC WAY, NO ONE'S EVER GOING TO FORGET THE DAY IN 1966 THAT BRANDED WEMBLEY STADIUM ON THE NATIONAL AND GLOBAL CONSCIOUSNESS FOREVER.

OF COURSE IT'S HOME TO THE ENGLAND FOOTBALL TEAM TOO, HOME OF THE FA ITSELF, THE FA CUP, RUGBY LEAGUE'S CHALLENGE CUP AND EVEN THE NFL. TEMPORARILY, IT'S HOME TO SPURS AS WELL (AND RUMOUR HAS IT CHELSEA TOO).

ICONIC DOESN'T COME CLOSE.

WEMBLEY STADIUM

HOME TO LEGENDARY
MOMENTS LIKE LIVE AID –
A ‘GLOBAL JUKEBOX’ THAT
RESOUNDED ROUND THE
WORLD TO NEARLY 2
BILLION PEOPLE IN 150
NATIONS.

...OR THE TWO GREAT CONCERTS FOR NELSON MANDELA IN 1988
AND 1990... OR, AT THE NEW STADIUM, THE CONCERT FOR DIANA
IN 2007, WHICH WENT OUT TO AN AUDIENCE OF ABOUT 500
MILLIONS IN 140 COUNTRIES...

THE LIST GOES ON. AND ON... MORE RECENTLY INCLUDING THE
LIKES OF ADELE, ONE DIRECTION, TAKE THAT, TAYLOR SWIFT
– AND THAT’S JUST THE POP STARS. IN ROCK TERMS IT GOES
RIGHT UP TO 11.

AND THEN SOME.

AND THEN SOME MORE.



WEMBLEY STADIUM —STATS

CAPACITY: 90,000

**OVER 2 MILLION
VISITORS PER YEAR**

**HOME OF THE ENGLAND
FOOTBALL TEAM**

**HOME OF SPURS FOR
2017-8 SEASON**

**VENUE FOR EURO 2020
FINAL AND SEMI-FINALS**

**HOSTING FOOTBALL,
NFL AND MUSIC EVENTS**

35-50 EVENTS A YEAR

THE SSE ARENA

FORMERLY
WEMBLEY ARENA

THE THING ABOUT WEMBLEY IS... IT'S NOT JUST THE STADIUM.

ORIGINALLY BUILT AS A SWIMMING POOL FOR THE 1934 BRITISH EMPIRE GAMES, THE 12,500-SEAT SSE ARENA IS RIGHT UP THERE WITH THE STADIUM IN THE CULTURAL TREASURE STAKES.

SINCE LONG BEFORE ITS TOTAL RENOVATION A DECADE OR SO AGO, IT'S BEEN LONDON'S BIGGEST INDOOR MUSIC VENUE. SUPERSEDED IN CAPACITY, BUT NOT KUDOS, ONLY BY THE O2 IN RECENT YEARS ITS ROSTER OF STARS READS LIKE A HISTORY OF ROCK AND POP – FROM THE BEATLES AND THE STONES AND BOWIE TO BEYONCE, ABBA, MADONNA AND BRITNEY TO WHITNEY...

AND THEN THERE'S THE SPORT. FROM BOXING TO BADMINTON AND BASKETBALL, ICE HOCKEY AND SKATING TO SPEEDWAY... OH YEAH – AND COMEDY TOO: REMEMBER THAT 1993 MOMENT WHEN COMEDY BECAME 'THE NEW ROCK 'N' ROLL' WITH BADDIEL AND NEWMAN?

THE SSE ARENA —STATS

CAPACITY: 12,500

**750,000 VISITORS
A YEAR**

**LOCATED IN THE HEART
OF WEMBLEY PARK**

OVER 120 EVENTS A YEAR

**MUSIC, SPORT, COMEDY,
FAMILY ENTERTAINMENT**

**RECENTLY HOSTED
THE 2017 MTV EMA'S**

LONDON DESIGNER OUTLET

WE'RE IN VERY GOOD
COMPANY WITH MORE
THAN 50 ASPIRATIONAL
DESIGNER BRANDS
FROM THE HIP TO THE
HIGH STREET.



LONDON DESIGNER OUTLET —STATS

**OVER 7 MILLION
VISITORS A YEAR**

**10.4M PEOPLE WITHIN
A 60 MINUTE DRIVE**

**71% OF FOOTFALL ARRIVES
BY PUBLIC TRANSPORT OR
ON FOOT**

**70 OUTLETS ACROSS
265,000 SQ FT**

**5.8M PEOPLE HAVE THE
STORES AS THEIR NEAREST
OUTLET CENTRE**

**£1.6 BN OF RETAIL
SPEND POTENTIAL**

WEMBLEY PARK DEVELOPMENT

**GLOBAL, LOCAL,
OLD AND YOUNG.**

**YES, IT'S A MAGNET FOR
MILLIONS. FROM THE REST
OF LONDON. FROM ALL
OVER THE UK. FROM THE
WHOLE WORLD. THAT'S GOT
A LOT TO DO WITH ALL THAT
SPORTING, MUSICAL AND
CULTURAL HERITAGE.**

**BUT WE'RE TALKING ABOUT
RIGHT HERE, RIGHT NOW—
AND MORE IMPORTANTLY
TOMORROW...**

WEMBLEY PARK TODAY

1,000 NEW HOMES

4,000 RESIDENTS

11.5M FOOTFALL

4,000 WORKERS

£273M RETAIL SPEND

£1BN DEVELOPMENT SPEND

HOME TO 4,000 STUDENTS

5,500 JOBS

OFFICE SPACE: 250,000 SQ FT

10.4M PEOPLE IN A
60 MIN DRIVE TIME

AVERAGE SALARY OF
CURRENT RENTER: £48K

WEMBLEY PARK TOMORROW

7,000 NEW HOMES

20,000 RESIDENTS

15M FOOTFALL

12,000 WORKERS

£328M RETAIL SPEND

£3BN DEVELOPMENT SPEND

HOME TO 6,000 STUDENTS

14,000 JOBS

OFFICE SPACE: 1M SQ FT

12M PEOPLE IN A
60 MIN DRIVE TIME

AVERAGE SALARY OF
CURRENT RENTER: £55K

WEMBLEY TRAVEL LINKS

TUBE—

WEMBLEY PARK:

JUBILEE & METROPOLITAN, INC 24 HOUR

WEMBLEY CENTRAL:

OVERGROUND & BAKERLOO

12 MINS: BAKER STREET

12 MINS: EUSTON

12 MINS: WATFORD JUNCTION

15 MINS: SHEPHERDS BUSH

22 MINS: CLAPHAM JUNCTION

19 MINS: KINGS CROSS

19 MINS: OXFORD CIRCUS

RAIL—

WEMBLEY STADIUM : 8 MINS TO MARYLEBONE


WEMBLEY CENTRAL: 20 MINS TO PADDINGTON

ROAD—

LINKS TO M1, M40 AND M25

OVER 3000 PARKING SPACES

**100 TRAINS AN HOUR GO THROUGH
THE THREE WEMBLEY STATIONS
(SERVICE INCLUDES NIGHT TUBE)**

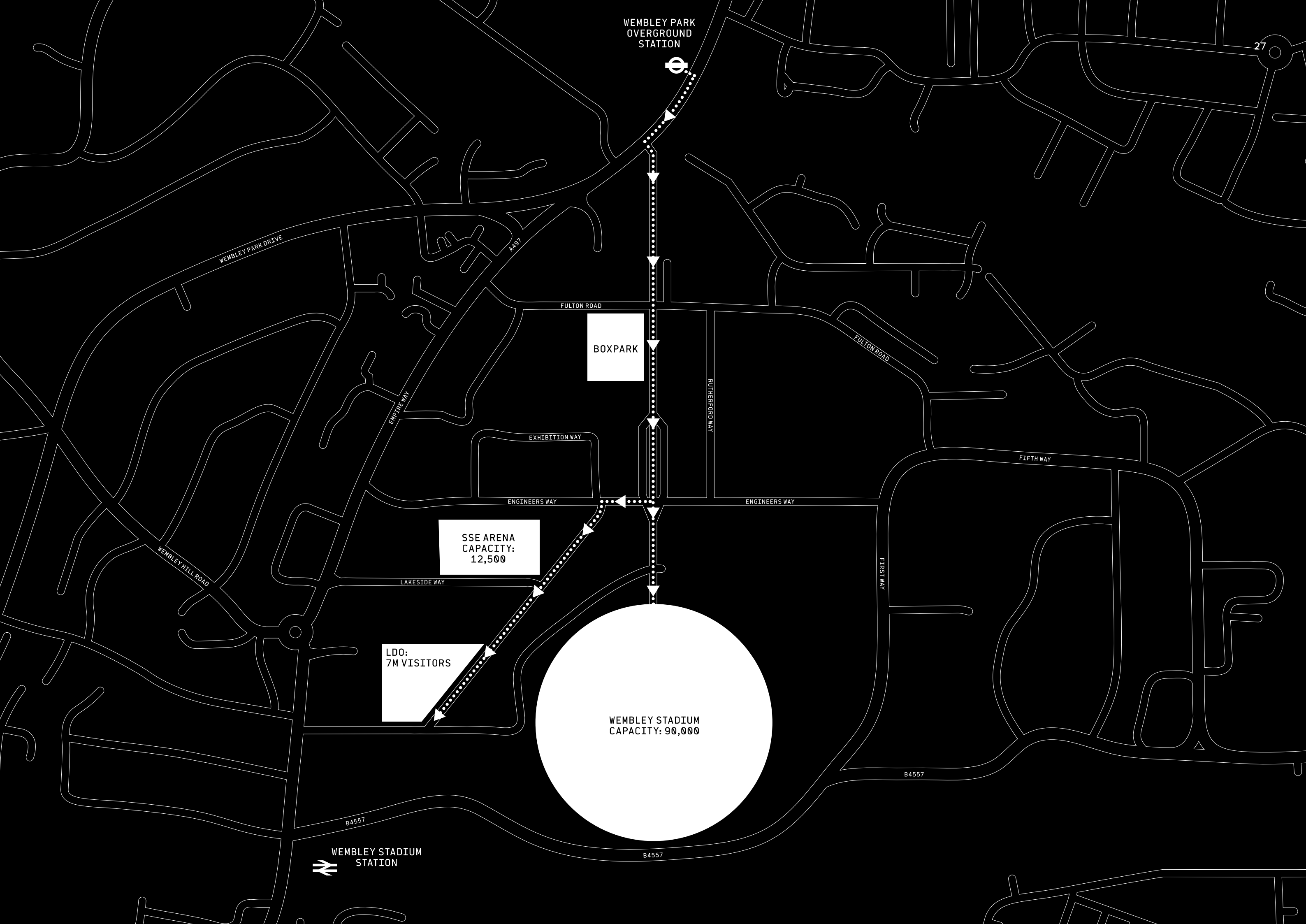


**BOXPARK
WEMBLEY**

**IT'S ALL KICKING OFF
DOWN WEMBLEY WAY
- OLYMPIC WAY TO BE
EXACT. A PLACE TO EAT,
DRINK, AND PLAY IN
A WHOLE DIFFERENT
LEAGUE.**

AND IT COULDN'T COME AT A BETTER TIME – RIDING THE WAVE OF ONE OF THE UK'S BIGGEST REGENERATION PROJECTS. IT'S ALL SET TO TRANSFORM WEMBLEY PARK, THE HIGH ROAD AND THE AREA AROUND THE STADIUM, CREATING AROUND 11,500 NEW HOMES AND 10,000 NEW LOCAL JOBS ALONG THE WAY.

WHAT IS IT ABOUT WEMBLEY? THINK OF AN INTERNATIONAL, INSPIRATIONAL REALLY HISTORIC SPORTING OR MUSICAL EVENT... YOU'RE PROBABLY THINKING OF WEMBLEY.



WEMBLEY PARK
OVERGROUND
STATION



27

WEMBLEY PARK DRIVE

A497

FULTON ROAD

BOXPARK

FULTON ROAD

EMPIRE WAY

EXHIBITION WAY

RUTHERFORD WAY

FIFTH WAY

ENGINEERS WAY

ENGINEERS WAY

SSE ARENA
CAPACITY:
12,500

LAKESIDE WAY

WEMBLEY HILL ROAD

LDO:
7M VISITORS

WEMBLEY STADIUM
CAPACITY: 90,000

FIRST WAY

B4557

B4557

B4557

WEMBLEY STADIUM
STATION



**WHAT A SETTING.
MORE THAN JUST A
LOCATION... THIS IS
HALLOWED TURF.**



**EAT. DRINK. PLAY.
—IN A DIFFERENT LEAGUE.**



A WORLD CLASS VENUE FOR VISITORS BEFORE AND AFTER MAJOR EVENTS.



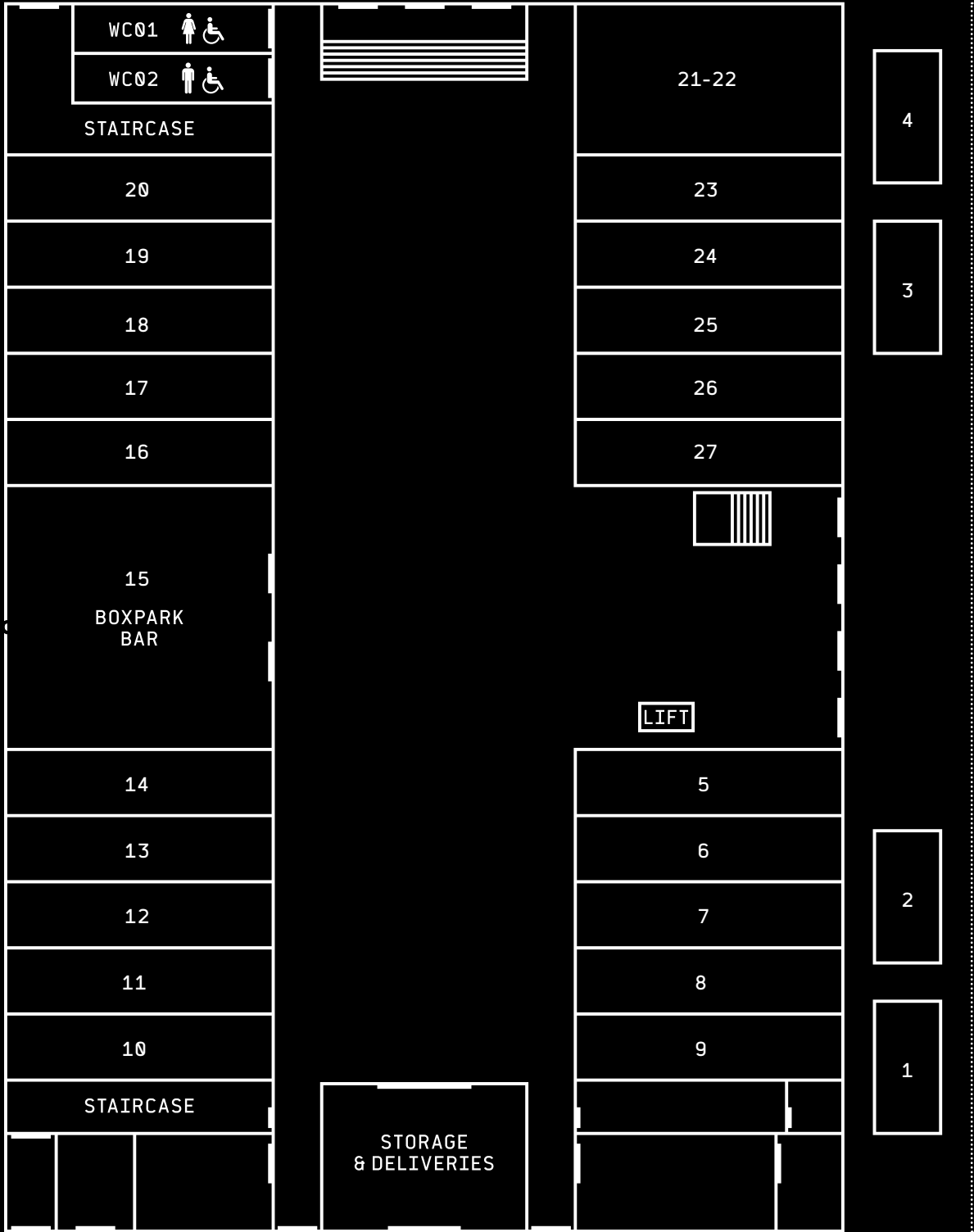
A FULLY ENCLOSED EVENT SPACE SHOWCASING THE BEST IN MODERN STREET FOOD.



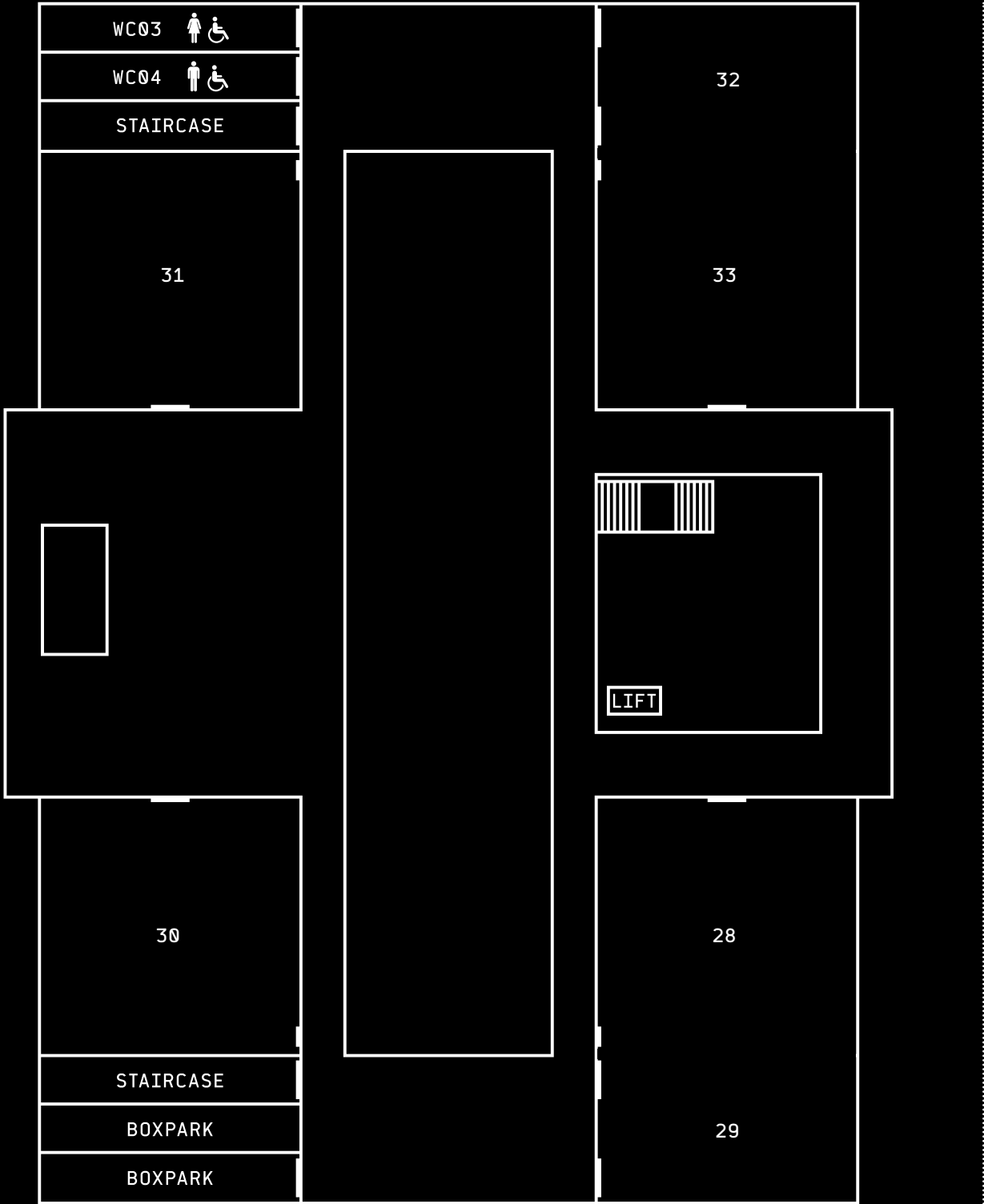
THE SITE

—FLOOR PLANS

GROUND FLOOR
—20 STANDARD UNITS
—01 STANDARD PLUS UNIT
—04 KIOSK UNITS



FIRST FLOOR
—02 MEDIUM UNITS
—04 LARGE UNITS



THE SITE

—UNIT FORMATS

	LENGTH	WIDTH	HEIGHT
GROUND FLOOR			
STANDARD UNIT	13,900MM	3,350MM	2,800MM
PLUS UNIT	13,900MM	7,900MM	2,800MM
KIOSK UNIT	5,900MM	2,300MM	2,600MM
FIRST FLOOR			
MEDIUM UNIT	11,600MM	7,900MM	4,000MM
LARGE UNIT	11,600MM	14,000MM	4,000MM

—SIZES ARE APPROX



GROUND FLOOR
—KIOSK UNIT
X1 FRONT HATCH
—
14 SQM
151 SQFT



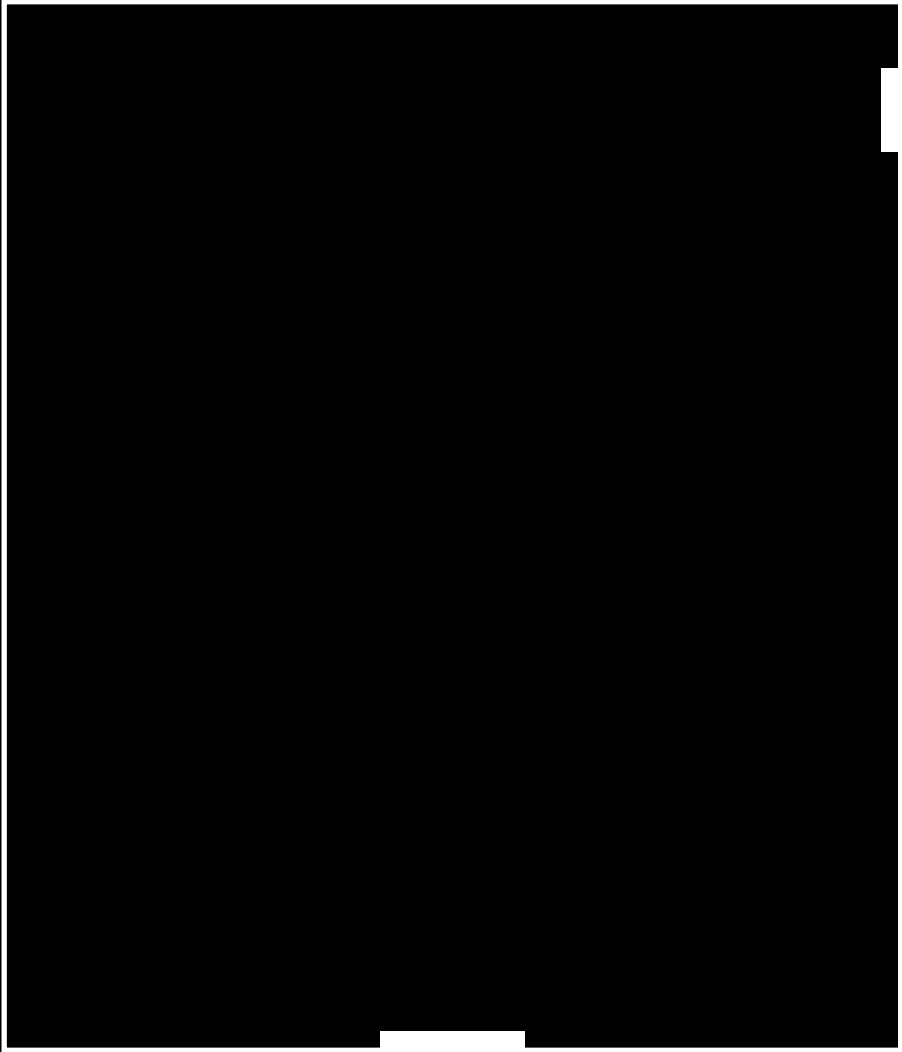
GROUND FLOOR
—STANDARD UNIT
X1 FRONT HATCH
—
47 SQM
506 SQFT



GROUND FLOOR
—PLUS UNIT
X2 MAIN DOORS
—
109 SQM
1,173 SQFT



FIRST FLOOR
—MEDIUM UNIT
X2 MAIN DOORS
—
92 SQM
990 SFT



FIRST FLOOR
—LARGE UNIT
X1 MAIN DOOR
X1 SIDE DOOR
—
161 SQM
1,733 SQFT

EAT. DRINK. PLAY. —OPENING LATE 2018.

ENQUIRIES

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—
PATENT APPLICATION NO 1012940.1

