



Alcohol and Entertainment Licensing Sub-Committee

Tuesday 4 February 2025 at 2.00 pm

Boardrooms 1 & 2 - 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)
Hylton
Chohan

Substitute Members

Councillors:

Bajwa, Ethapemi, Hack, Long, Lorber,
Mahmood, Rajan-Seelan

For further information contact: Devbai Bhanji, Governance Assistant
Tel: 020 8937 6841; Email: devbai.bhanji@brent.gov.uk

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

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 Butlers Sports Lounge Ltd for the premises known as Butlers Sports Lounge, 19 Fulton Road, Wembley, HA09 0GB, pursuant to the provisions of the Licensing Act 2003	1 - 32

Date of the next meeting: Friday 7 February 2025



- 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 a New Premises Licence

1. The Application

Name of Applicant:	Butlers Sports Lounge Ltd
Name & Address of Premises:	Butlers Sports Lounge, 19 Fulton Road, Wembley, HA09 0GB
Applicants Agent:	TLT Solicitors

1. Application

The application is for a new premises licence as follows:

To provide: Regulated Entertainment and the sale of alcohol from 9.30am to 12.30am Monday to Sunday and Late-Night Refreshment and to remain open until 1.00am Monday to Sunday.

2. Background

None

3. Promotion of the Licensing Objectives

See supporting document.

4. Relevant Representations

Representations have been received from the Police, Licensing Officer, Public Safety and the Nuisance Control Team

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 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. Police Rep
- C. Licensing Rep
- D. Public Safety Rep
- E. NCT Rep
- F. OS Map



Regulatory Services
Brent Civic Centre
Engineers Way
Wembley
HA9 0FJ

TEL: 020 8937 5359
EMAIL: business.licence@brent.gov.uk
WEB: www.brent.gov.uk

Online Ref. No: 18691
Application No: 33750
Date: 17 December 2024

LICENSING ACT 2003
Licence: Premises Licence New Application
Application No: 33750

Dear Sir/Madam,

Applicant: Butlers Sports Lounge Ltd

Date Received: 17 December 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 **14 January 2025**.

Yours faithfully

[REDACTED]
Administration Officer
Regulatory Services

Part 1 – Premises Details

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

Butlers Sports Lounge
19 Fulton Road, Wembley, Brent, HA9 0GA

Telephone Number at premises (if any):

Non domestic rateable value:

Part 2 – Applicant Details

Proposed Licence Holder:
Butlers Sports Lounge Ltd

504 Pinnacle Tower Fulton Road, Wembley, London, HA9 0GB

Agent Details

Mr Paul Uren
TLT Solicitors
One Redcliff Street, Bristol, BS1 6TP
Paul.Uren@TLT.com
03330

Part 3 – Operating Schedule

When do you want the premises licence to start? 14-01-2025

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: Bar and restaurant.

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

Section B: Films

Section E: Live music

Section F: Recorded music

Section H: Anything of a similar description to that falling within (E), (F) or (G)

Section I: Provision of late night refreshment: Indoors

Section J: Sale of alcohol: Both

The times the licence authorises the carrying out of licensable activities

Section B: Films: Indoors		
Day	Start Time	End Time
Monday	09:30	00:30
Tuesday	09:30	00:30
Wednesday	09:30	00:30
Thursday	09:30	00:30
Friday	09:30	00:30
Saturday	09:30	00:30
Sunday	09:30	00:30

The showing of pre-recorded film on screens around the premises and also for film ancillary to karaoke performances

Section E: Live music: Indoors		
Day	Start Time	End Time
Monday	09:30	00:30
Tuesday	09:30	00:30
Wednesday	09:30	00:30
Thursday	09:30	00:30
Friday	09:30	00:30
Saturday	09:30	00:30
Sunday	09:30	00:30

Occasional performances of amplified/unamplified live music

Section F: Recorded music: Indoors		
Day	Start Time	End Time

Concerns in respect of Children: None

The opening hours of the premises

Day	Start Time	End Time
Monday	09:30	01:00
Tuesday	09:30	01:00
Wednesday	09:30	01:00
Thursday	09:30	01:00
Friday	09:30	01:00
Saturday	09:30	01:00
Sunday	09:30	01:00

a) General – all four licensing objectives (b, c, d, e):Please see attached application documents

b) The prevention of crime and disorder:Please see attached application documents

c) Public safety: Please see attached application documents

d) The prevention of public nuisance: Please see attached application documents

e) The protection of children from harm:Please see attached application documents

centrally and made available for inspection by police and relevant authorities upon request.

A clear and unobstructed view into the premises shall be maintained at all times.

The Prevention of Crime and Disorder

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.

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 premises 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.

The CCTV system shall provide coverage of the entrance to the premises and shall be capable of obtaining clear facial recognition images of every person entering the premises.

The CCTV images shall be kept in an easily downloadable format.

Door supervisors of a suitable gender mix, shall be employed on any day when the venue is open for the sale of alcohol.

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.

Customers will not take open drink containers outside the premises as defined on the plan submitted to and approved by the Licensing Authority.

No drinks shall be served other than in plastic/polycarbonate/cardboard or toughened glasses.

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. All seizures of drugs or offensive weapons
- f. Any faults in the CCTV system or searching equipment or scanning equipment
- g. Any refusal of the sale of alcohol
- h. Any visit by a relevant authority or emergency service.

SIA Security shall wear clothing that can be clearly and easily identified on CCTV. On non-event days, additional SIA door supervisors of a suitable number and gender shall be employed from 20.00hrs when the premises are open past midnight based on the outcome of a suitable risk assessment

The Prevention of Public Nuisance

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

No noise or vibration shall be detectable at any neighbouring noise sensitive premises. The level of music shall be arranged so as not to cause a nuisance to local residents.

The placing of bottles into receptacles outside the building shall not be permitted between 23.00hrs hours and 07.00 hours the following morning.

On non-event days the number of persons permitted to use the smoking area shall be risk-assessed. A copy of the risk assessment shall be kept on the premises made available to police and other responsible authorities on request.

Save for access and egress to and from the premises, and in the event of an emergency, or power failure when siding oars will default to the open position, all doors will remain closed during licensed activities.

Music is not to be played outdoors at any time.

Signs shall be displayed in prominent areas informing patrons of residential nature of the area and to conduct their behaviour accordingly.

Public Safety

Means of escape shall be maintained unobstructed, immediately available and clearly identifiable.

Adequate and appropriate first aid equipment and materials will be kept on site, regularly checked and kept in an easily accessible place for staff.

Exit doors shall be checked before opening each day to ensure they function satisfactorily.

All exit routes will be kept unobstructed, with non-slippery and even surfaces, free of trip hazards and clearly signed.

An appropriate number of first aid kits shall be maintained and available at all times.

On Wembley Stadium event days there must be suitable measures in place to ensure there is a free flow of access and egress for customers. As such, the area between the exit doors from the premises to the external part of the building out on the public highway shall be free from any obstruction including persons.

The Protection of Children from Harm

A "Challenge 25" policy shall be adopted and adhered to.

A sign stating "No proof of age -- No sale" shall be displayed at the point of sale.

No children under the age of 18 shall be allowed on the premises after 21.00 hours unless accompanied by an adult.

Wembley Stadium Football Event Day Conditions

On Wembley Stadium event days, SIA door supervisors of a suitable number and gender and other suitable measures shall be put in place after undertaking a sufficient and suitable risk assessment based on the proposed event at the Stadium, which promotes all four licensing objectives.

Football event day conditions shall commence 4 (four) hours prior to the designated kick off time. They shall remain in force until the stadium egress has finished and the stewards have left Olympic Way.

All barriers are the responsibility of SIA door supervisors during football event days.

No drinks shall be served in glass containers.

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.

A personal licence holder shall be present on the premises and supervise the sale of alcohol.

On football event days the premises will stop the sale of alcohol (1) one hour before the advertised kick off time and will not resume the sales of alcohol until (15) fifteen minutes after the kick off time.

On Football event days at Wembley stadium the venue will 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.

The venue will not show televised football matches on football event days.

On football event days no alcohol will be allowed in the smoking area. The smoking area will be supervised by SIA.

Restaurant conditions

Where the premises operates as a restaurant the following conditions will also apply.

Alcohol shall only be supplied as an accompaniment to a substantial meal and seated at a table.

The supply/sale of alcohol shall be by waiter or waitress service only.

Customers must not be allowed to sit, stand or be served from the bar area or any other staff area used for the preparation of alcoholic beverages.

Signs must be displayed at suitable points along the bar reading,

Service is by waiter/ waitress service only.

Customers are not permitted to sit, stand or be served from the "bar".

Substantial food and non-intoxicating beverages shall be available during the whole of licensed hours in all parts of the premises where alcohol is provided.

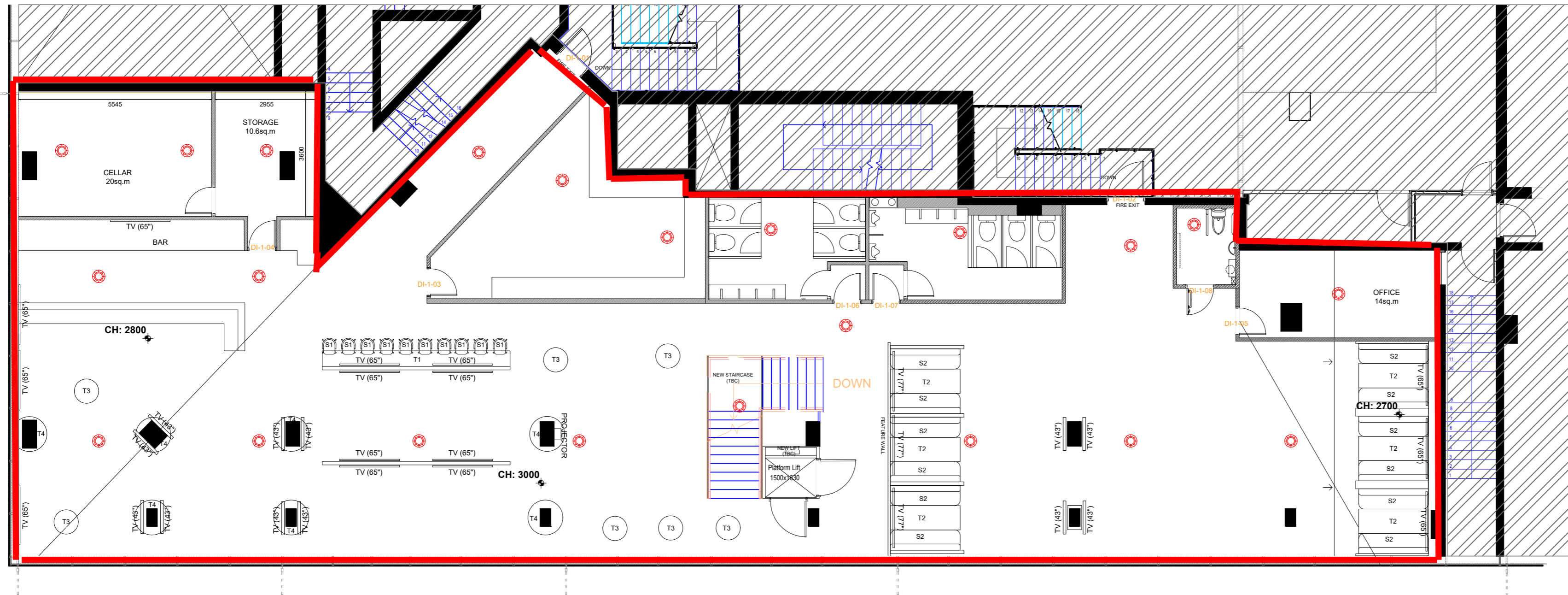
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BUTLERS SPORTS LOUNGE LICENSING PLAN

SYMBOL	DESCRIPTION	QTY.
T1	450x5392mm HIGH TABLE	1
T2	2000x700mm TABLE	6
T3	700MM DIA HIGH TABLE	7
T4	1000MM DIA BESPOKE TABLE	7
S1	BAR STOOL	10
S2	2000mm BOOTH SEATING	12

Denotes area for licensable activities

SYMBOL	DESCRIPTION	QTY.
	SPRINKLER SYSTEM POSITION AND SPECIFICATIONS TBC. BY CONTRACTOR	22



PROPOSED LAYOUT

Fulton Road

- All proprietary goods and materials are to be fitted in accordance with manufacturers instructions and relevant Codes of Practice.
- All work to comply with current British Standards and relevant parts of "The Building Standards Regulations" or equivalent national regulations currently in place.
- Notwithstanding all of the above, all electrical work must comply with current I.E.E. regulations or equivalent.
- The contractor will be held responsible for the structural integrity of all fittings and fixtures supplied.
- Dimensions must be checked by contractors and setting out drawings based on site dimensions must be approved by Urban Nu prior to construction.
- Any variations between stated dimensions and site dimensions should be reported to Urban Nu prior to work being executed.
- Where requested samples of all finishes are to be provided by contractors, sub-contractors and suppliers for approval by Urban Nu prior to installation or construction.

Notes

REVISION	DESCRIPTION	DATE
A	Issued for approval	24/01/2024
B	Issued for approval	21/02/2024
C	Issued for approval	19/03/2024

Room F5, St. Peter's House, Silverwell Street, Bolton, BL1 1PP.

CLIENT DETAILS

ZUHRA AND NAQIB

ADDRESS / PROJECT NAME

SPORTS BAR AT
19 FULTON ROAD, WEMBLEY, HA9 0GA

DESCRIPTION

PROPOSED LAYOUT

Scale	Date	Drawn/Checked
1:100 @ A2	08/11/24	M.E
Project No.	Drawing No.	Revision
1008	I - GA	C

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**METROPOLITAN
POLICE**

Working together for a safer London

TERRITORIAL POLICING

Zuhra Abdul Basir
Butlers Sports Lounge
19 Fulton Road
Wembley
HA9 0GA

Your Ref: 33750

Our ref: 01QK/857/24/3703NW

NW BCU Licensing Department - Brent

Wembley Police Station
603, Harrow Road
Wembley
HA0 2HH

Tel: 020 8733 3224

Email: nwmailbox.licensingbrent@met.police.uk

Web: www.met.police.uk

Date: Saturday 28th December 2024

Police representations to the application for a new Premises Licence for 'Butlers Sports Lounge, 19 Fulton Road, Wembley, HA9 0GA

Police certify that we have considered the application shown above and wish to make representations that the likely effect of the grant of the application is detrimental to the Council's Licensing Objectives for the reasons indicated below.

Police are of the opinion that the risk to the Council's objectives can be mitigated by removing the requested variations or attaching conditions to the Licence as shown below. If these conditions were accepted in full, police would be in a position to withdraw their representations.

Officer: PC Stephen Hicks
Licensing Constable 3703NW

An officer of the Metropolitan Police, in whose area the premises are situated, who is authorised for the purposes of exercising its statutory function as a 'Responsible Authority' under the Licensing Act 2003.

The application has been made for a new premises licence under section 17 of the Licensing act 2003. The Police representations are concerned with all four of the licensing objectives, namely:

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

The Application

Butlers Sports Lounge will be a sports bar with a restaurant area catering for up to 600 patrons within the footprint of Wembley Stadium

The applicant wishes to operate

Mon – Sun 0930 – 0100

With licensable activity except Late Night Refreshment being provided

Mon – Sun 0930 – 0030

Late Night Refreshments to be provided

Mon – Sun 0930 - 0100

Personal License Holder

The sale of alcohol to drunken people and children is a major concern to Police and highlighted in the governments Alcohol Harm Reduction Strategy. Those who sell or provide alcohol should be fully aware of the legislation and issues around alcohol and should be fully trained to a national standard.

Closed Circuit Television (CCTV)

Good quality CCTV is a basic requirement to help deter and detect criminal activity for all reputable license holders. Therefore a decent quality CCTV system is an essential tool and should be installed and maintained in accordance with Home Office Guidance. The system should be fully operational during the hours of business, with a member of staff present who can operate and if required download footage upon request of the police or other recognised authority.

Notices should also be displayed advertising the presence of the CCTV to help promote a secure and safe working environment.

Police Representations

Police require the following points should be added as conditions on the premises licence as below:

1. 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.
2. A clear and unobstructed view into the premises shall be maintained at all times
3. 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.
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 premises 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 CCTV system shall provide coverage of the entrance to the premises and shall be capable of obtaining clear facial recognition images of every person entering the premises.

6. The CCTV images shall be kept in an easily downloadable format.
7. 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.
8. 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. All seizures of drugs or offensive weapons
 - f. Any faults in the CCTV system or searching equipment or scanning equipment
 - g. Any refusal of the sale of alcohol
 - h. Any visit by a relevant authority or emergency service.
9. No drinks shall be served other than in plastic/polycarbonate/cardboard or toughened glasses.
10. Customers will not take open drink containers outside the premises as defined on the plan submitted to and approved by the Licensing Authority.
11. No noise or vibration shall be detectable at any neighbouring noise sensitive premises. The level of music shall be arranged so as not to cause a nuisance to local residents.
12. Music is not to be played outdoors at any time.
13. A "Challenge 25" policy shall be adopted and adhered to.
14. A sign stating "No proof of age -- No sale" shall be displayed at the point of sale.
15. No children under the age of 18 shall be allowed on the premises after 21.00 hours unless accompanied by an adult.
16. Door supervisors of a suitable gender mix, shall be employed on any day when the venue is open for the sale of alcohol.
17. 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.
18. SIA Security shall wear clothing that can be clearly and easily identified on CCTV.
19. On non-event days, additional SIA door supervisors of a suitable number and gender shall be employed from 20.00hrs when the premises are open past midnight based on the outcome of a suitable risk assessment
20. On non-event days the number of persons permitted to use the smoking area shall be risk-assessed. A copy of the risk assessment shall be kept on the premises made available to police and other responsible authorities on request.
21. Save for access and egress to and from the premises, and in the event of an emergency, or power failure when sliding doors will default to the open position, all doors will remain closed during licensed activities.
22. Notices asking customers to leave quietly shall be conspicuously displayed at all exits.
23. The placing of bottles into receptacles outside the building shall not be permitted between 23.00hrs hours and 07.00 hours the following morning.

24. On Wembley Stadium event days, SIA door supervisors of a suitable number and gender and other suitable measures shall be put in place after undertaking a sufficient and suitable risk assessment based on the proposed event at the Stadium, which promotes all four licensing objectives.
25. On Wembley Stadium event days there must be suitable measures in place to ensure there is a free flow of access and egress for customers. As such, the area between the exit doors from the premises to the external part of the building out on the public highway shall be free from any obstruction including persons.

Restaurant conditions

The following conditions will also apply in the restaurant area of the venue.

26. Alcohol shall only be supplied as an accompaniment to a substantial meal and seated at a table.
27. The supply/sale of alcohol shall be by waiter or waitress service only.
28. Customers must not be allowed to sit, stand or be served from the bar area or any other staff area used for the preparation of alcoholic beverages.
29. Signs must be displayed at suitable points along the bar reading 'Service is by waiter/waitress service only'.
30. No bookings to be taken for Football event days for the restaurant

Match Day Conditions

Football event day conditions shall commence 4 (four) hours prior to the designated kick off time. They shall remain in force until the stadium egress has finished and the stewards have left Olympic Way.

31. No drinks shall be served in glass containers.
32. 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.
33. A personal licence holder shall be present on the premises and supervise the sale of alcohol.
34. On football event days the premises will stop the sale of alcohol (1) one hour before the advertised kick off time and will not resume the sales of alcohol until (15) fifteen minutes after the kick off time.
35. On Football event days at Wembley stadium the venue will 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. The venue will not show televised football matches on football event days.
37. On football event days no alcohol will be allowed in the smoking area. The smoking area will be supervised by SIA.

Brent licensing have no objections to this venue operating with the above conditions in place.

If the above conditions are met in full, police would be able to withdraw representations.

Yours Sincerely,

PC Stephen Hicks 3703NW
NW BCU - Brent Licensing

Business Licence
Regulatory Services
Brent Council
Engineers Way
Wembley
HA9 0FJ

13 January 2025

Ref: 33756

Dear Business Licence,

Licensing representation against the premises licence application in respect of Butlers Sports Lounge, 19 Fulton Road, HA9 0GA.

The above-mentioned 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 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 submitted without further amendments or clarification, it would likely have a detrimental effect on two 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 to permit the below licensable activities:

Films, Live Music, Recorded Music, Anything of a similar description: Monday to Sunday, 09:30 – 00:30

Late night refreshment: Monday to Sunday, 23:00 - 01:00

The supply of alcohol (on the premises only): Monday to Sunday, 09:30 - 00:30

The opening hours: Monday to Sunday, 09:30 - 01:30.

The Licensing Authority notes that this premises licence application is similar to other premises licences and provisional statements within the Wembley Park footprint, albeit with a later terminal hour for licensable activities and closing time applied for in this instance.

The applicant has proposed several conditions that are consistent with the promotion of the four licensing objectives. These include:

- Recorded staff training
- Robust CCTV measures
- SIA measures
- An incident log
- Noise mitigation signage
- A Challenge 25 Age Verification Policy
- Specific conditions for Wembley Stadium Event Days

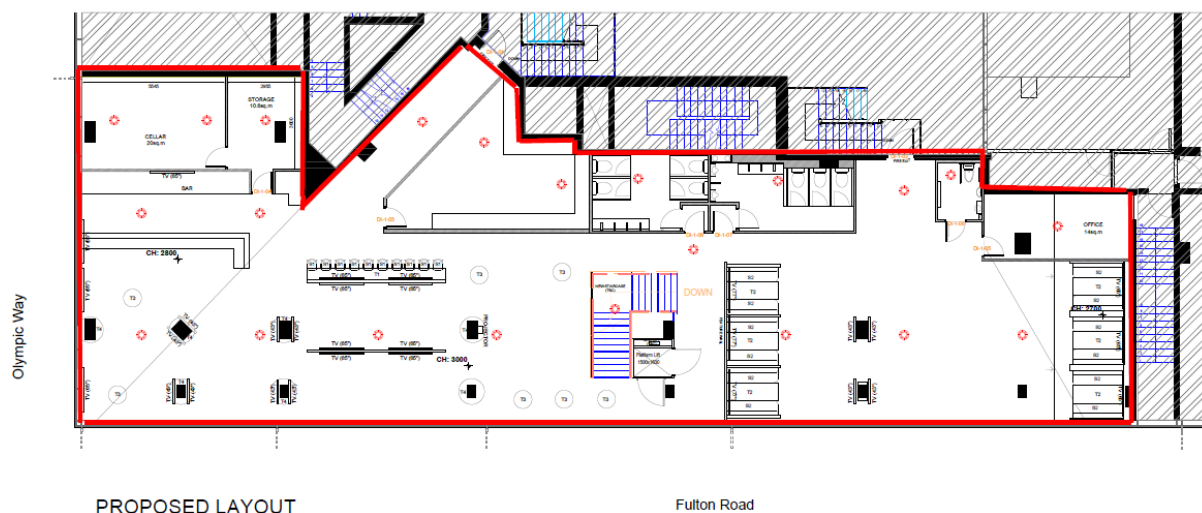
Location

The application states that the premises will be located on Fulton Road, Wembley. However, it is unclear whether it is situated on the ground or first floor. The inclusion of steps on the premises plan suggests that it would be on the first floor, but this hasn't been explicitly clarified by the applicant.

The building that the premises will form part of includes a hotel, a ground floor shop, and other commercial units. Hotel rooms, including nine with balconies overlooking Fulton Road, are located directly above the premises.

The premises is situated just off Olympic Way, the main thoroughfare between Wembley Park Underground Station to Wembley Stadium. Consequently, the area can have significant footfall on event days due to the large crowds traveling to and from the stadium.

On both event and non-event days, the surrounding area is a mixture of commercial units and a modern apartment complexes.





Concerns

The concerns regarding this application primarily relate to the licensing objectives of 'the prevention of public nuisance' and 'public safety' being undermined without further clarification and amendment to the operating schedule.

The proposed later terminal hours raise concerns about potential noise disturbances from patrons queuing, entering, or leaving the premises, especially as hotel rooms sit directly above. Alcohol consumption can increase conversational noise levels, and the current reliance on signage alone may be insufficient to mitigate against the potential issues, particularly given the later hours applied for.

Furthermore, the provision of live and recorded music until 00:30 may result in noise breakout, particularly if the building's sound insulation is inadequate and subsequently might disturb hotel guests and local residents.

In addition, the lack of clarity within the application, supporting documents, and subsequent correspondence raises several public safety concerns. Without sufficient detail, it is difficult to determine key aspects of the application. As such, there are several questions that require further clarification.

To address these concerns, the Licensing Authority requests that the applicant clarifies the below information:

1. Confirm whether the premises is on the ground or first floor.
2. Clarify how patrons will access the premises and how queues will be managed, especially on Wembley Event Days.
3. Specify the location of the smoking area and clarify if this area will be open to patrons after a certain time.
4. Confirm whether the lobby entrance is shared with other businesses or solely for this premises.
5. Confirm if there is a specific evacuation plan for emergency situations.
6. Clarify if they intend to open or close after the conclusion of any event that takes place at Wembley Stadium.
7. Clarify if they intend to carry out searches of patrons on Wembley Event Days.

It is also noted that the applicant has referenced "Football Event Days" in their proposed conditions but has not accounted for other large-scale events, such as boxing or concerts, that carry similar risks. As such, the Licensing Authority believes that Wembley Stadium Event days conditions should apply to all events, rather than just football.

Summary

After reviewing the premises licence application and supporting documentation, the Licensing Authority has no objection to the application being granted, provided that the applicant addresses the concerns outlined within this representation. This includes agreeing to amendments to the operating schedule, specifically, a reduction to the operating hours, and accepting the proposed conditions detailed at the rear of this representation.

If the applicant fails to provide adequate clarification or assurances regarding the points raised, and no agreement can be reached on the proposed amendments, the Licensing Authority will uphold its representation. In such a case, the application will be heard by the Licensing Sub-Committee for determination.

However, should the applicant agree to the requested amendments to the operating schedule and provide the necessary information to provide some clarification, the Licensing Authority will withdraw its representation.

Yours sincerely,

Handwritten signature of E. Maldoom in black ink, with a horizontal line underneath.

Edwin Maldoom
Licensing Enforcement Officer

Amendment to the Operating Schedule

The Licensing Authority would like to see the following hours adopted to mitigate against any potential noise issues:

Films (Indoors), Live Music (Indoors), Recorded Music (Indoors), Anything of a similar description (Indoors): Sunday to Thursday, 09:30 – 23:00, Friday & Saturday, 09:30 – 00:00

Late night refreshment (Indoors): Sunday to Thursday, 23:00 – 23:30, Friday & Saturday, 23:00 – 00:00

The supply of alcohol (on the premises only): Sunday to Thursday, 09:30 – 23:00, Friday & Saturday, 09:30 – 00:00

The opening hours: Sunday to Thursday, 09:30 – 23:30, Friday & Saturday, 09:30 – 00:30

Annex Two Conditions

The Licensing Authority would like to see applicant agree to the following conditions to form Annex Two of the premises licence.

The Prevention of Crime and Disorder

1. The premises shall operate and maintain a digital colour CCTV system. The CCTV system shall continually record whilst the premises are open for licensable activities and all recordings shall be kept for 31 days.
2. The CCTV system shall display on any footage, the correct date and time of the recording.
3. The CCTV system shall be capable of obtaining clear images of every person entering or leaving the premises with further CCTV cameras covering the internal areas stipulated on the premises plan. Additional CCTV cameras shall cover the entrance lobby, queue and smoking area.
4. A member of staff who is conversant with the operation of the CCTV system shall always be available at the premises whilst the premises are open to the public. CCTV footage shall be made available for viewing upon request the Police and any authorised Officers from Brent Council.
5. CCTV footage shall be provided on either removable media (i.e., USB, hard drive, CD etc..) or via digital transfer within 24 hours of request by Police and any authorised Officers from Brent Council.
6. Signage stating that CCTV is in operation shall be clearly and prominently displayed at the premises.
7. 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 shall record the following:
 - a. any incidents of crime and disorder.
 - b. any ejections from the premises.
 - c. any seizures of drugs or offensive weapon
 - d. any complaints received.

- e. any faults in the CCTV system
 - f. any visit by a relevant authority or emergency service.
8. Any entries into the log shall be made within 12 hours of any incident and shall contain the time/date of the incident, the nature of the incident, a description of the people involved, the action taken and details of the person responsible for the management of the premises at the time of the incident.
 9. Staff training shall be undertaken by all members of staff involved with licensable activities at the premises. Additionally, all staff shall undergo refresher training every 12 months which shall also be recorded. Staff training shall include the following topics:
 - a. age verification policy.
 - b. refusals and conflict management
 - c. CCTV operation (If deemed appropriate by management)
 - d. permitted hours and relevant conditions.
 10. Training records shall include the time/date of the training, staff members name, training topic and must be signed off by the relevant staff member and the respective premises licence holder/designated premises supervisor/duty manager.
 11. A copy of staff training shall be available upon request by Police and authorised officers from Brent Council.
 12. Customers shall not be permitted to take open drink containers into any external area.
 13. All drinks must be served into either toughened glass, polycarbonate material or any other type of non-glass drinking vessel.
 14. There shall be at least one SIA-licenced door supervisor employed on any day when the premises is open to the public for licensable activities.
 15. The premises licence holder shall undertake a risk assessment to determine the need for additional SIA-licenced door supervisors to be on duty from 20:00 on any occasions when the premises will remain open until/past midnight.
 16. When SIA door supervisors are employed, the premises licence holder shall ensure the following:
 - a. They are a suitable mix of gender.
 - b. They wear clothing that makes them clearly and easily identifiable.
 - c. A log is maintained for each shift, recording the full name, date of birth, SIA licence number, company name, and booking on/off time for all supervisors. This log shall be made available upon request by Police and authorised officers from Brent Council.

The Prevention of Public Nuisance

17. Notices asking customers to leave quietly shall be conspicuously displayed at all exits. Additional signage shall also be displayed in prominent areas informing patrons of residential nature of the area and to conduct their behaviour accordingly.
18. The placing of bottles into receptacles outside the building shall not be permitted between 23.00hrs hours and 07.00 hours.

19. Ingress and egress notwithstanding, all doors and windows shall remain shut during any regulated entertainment.
20. Music shall not be permitted in any external smoking area.

Public Safety

21. The premises licence holder shall produce an Evacuation Plan, Crowd Management Plan, Entry/Exit Plan. These plans will be reviewed on a yearly basis and shall be made available to officers of Brent Council and the Police upon request.
22. All entry and exit points (including fire exits) shall be free from any obstructions.
23. The premises licence holder shall ensure that an in date first aid kit shall always be available at the premises with a trained first aider on duty whilst the premises is undertaking licensable activities.

The Protection of Children from Harm

24. A Challenge 25 proof of age scheme shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, passport, or proof of age card with the PASS Hologram.
25. A Challenge 25 notice shall be conspicuously displayed at the point of sale.
26. A logbook shall be kept recording all refused sales of alcohol. The log shall contain the time/date of the refusal, a description of the customer, the name of the staff member who refused the sale, the reason the sale was refused and any other relevant observation. The refusals register shall be made available for inspection upon request of an authorised officer of a Brent Council and the Police.
27. No children under the age of 18 shall be allowed on the premises after 21.00 hours unless accompanied by a responsible adult.

Wembley Stadium Event Days

28. During Wembley Stadium football event days, the premises shall only take one set of football supporters (Fan Zone) on the production of a valid match day ticket. The designated team shall be allocated by the Metropolitan Police after a risk assessment has been conducted.
29. During Wembley Stadium football event days, the premises shall not show any live televised domestic or international football matches.
30. During Wembley stadium event days, a personal licence holder shall be always present whilst the premises are undertaking licensable activities.
31. During Wembley Stadium event days, all drinks shall be decanted into either toughened glass, polycarbonate material or any other type of plastic or non-glass drinking vessel.

32. During Wembley Stadium event days, the DPS or relevant duty manager shall work in partnership with the Police and if necessary, comply with any direction given by a senior Police Officer, or Licensing Authority, on duty at the event.
33. During Wembley Stadium event days, the premises shall cease the sale of alcohol one hour before the commencement of the main billed event and/or advertised kick off time. The sale of alcohol shall not resume until 15 minutes after the start of the main billed event and/or advertised kick off time.
34. During Wembley Stadium event days, alcohol shall only be supplied as an accompaniment to a substantial meal, whilst seated at a table, by either a waiter/waitress.
35. During Wembley Stadium event days, signage shall be displayed at suitable points in the premises stating that alcohol shall only be supplied ancillary to a seated table meal.
36. During Wembley Stadium event days, vertical drinking shall not be permitted at the premises and all alcohol shall be consumed by seated patrons
37. During Wembley Stadium event days, the smoking area will be fenced off by barriers and patrons shall be supervised at all times by SIA licenced supervisors.
38. During Wembley Stadium event days, customers shall not be allowed to congregate outside the premises, with the exception for ingress and the smoking area.
39. On Wembley Stadium event days, the DPS shall undertake a risk assessment which shall take the below points into consideration:
 - a. The minimum number of SIA licensed supervisors that shall be on duty during the event
 - b. The start time and finish time for each SIA licenced supervisor.
 - c. The number of SIA licenced supervisors that will be on the door, supervising the smoking area and based in the bar.
40. During Wembley Stadium event days, there shall be a suitable mix of genders of SIA licenced door supervisor on duty.
41. During Wembley Stadium event days, the premises shall undertake a clicker system to monitor the number of people present inside the premises.

From: ENS Public Safety
Sent: Wednesday, January 8, 2025 2:26 PM
To: Business Licence
Cc: Islam, Shamsul
Subject: RE: CONSULT: New Premises - Butlers Sports Lounge, 19 Fulton Road, HA9 0GA - 33750

Hi Sima

Please see comments below from the public safety team.

Public safety will need to see a comprehensive set of safety plans for the management of the premises, this should include but not limited to;

- Risk assessments
- Safety management plan
 - Medical Emergencies
 - SOPs
 - Evacuation Procedures
 - Emergency exit plan
 - Operational plans
- Detailed plans for the queuing systems and the management of queues taking into consideration the close proximity of Olympic way?
- We will require the capacity and the calculations.
- What are your safety plans during stadium egress when Olympic way is busy queuing for Wembley park station?
- On Wembley match days will you be opening post the full time whistle? If yes how will you manage the que to re-enter?
- The plan doesn't show the smoking area or the entrance?

From a public safety perspective, we will require your safety plans to be separated with Wembley stadium event day and non-event day as the risk will be very different. Can you confirm the planned opening times on Wembley stadium event days?

Can I request a site visit as I feel this would be very beneficial for both parties.

Kind regards,

Dean Neville
Public Safety Officer
Regulatory Services
Brent Council

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From: Lewis, Diane
Sent: Friday, January 10, 2025 3:06 PM
To: Zuhra.a@
Cc: Business Licence; ENS Noise Team
Subject: RE: New Premises - Butlers Sports Lounge, 19 Fulton Road, HA9 0GA - 33750

Dear Zuhra Abdul Basir,

I certify that I have considered the application shown above and **I wish to make representation** that the likely effect of the approval of the premises licence is detrimental to the Licensing Objectives with regards to the prevention of public nuisance. Representation is made on the grounds that the application is likely to give rise to public nuisance from:

- Airborne entertainment noise at noise sensitive hours
- Noise from patrons leaving the premises at noise sensitive hours

It is recommended that the following conditions are attached to the application in order to prevent public nuisance:

1. The level of music shall be arranged so as not to cause a nuisance to local residents.
2. The playing of live or recorded music shall not be permitted in any garden or external area.
3. All windows shall remain closed whilst regulated entertainment is underway; designated staff shall be made aware of the potential for sound break-out from the venue
4. Designated staff shall carry out periodic checks outside of the premises to ensure music levels remain moderate
5. Customers shall not be permitted to congregate outside of the premises and should be encouraged to disperse peacefully

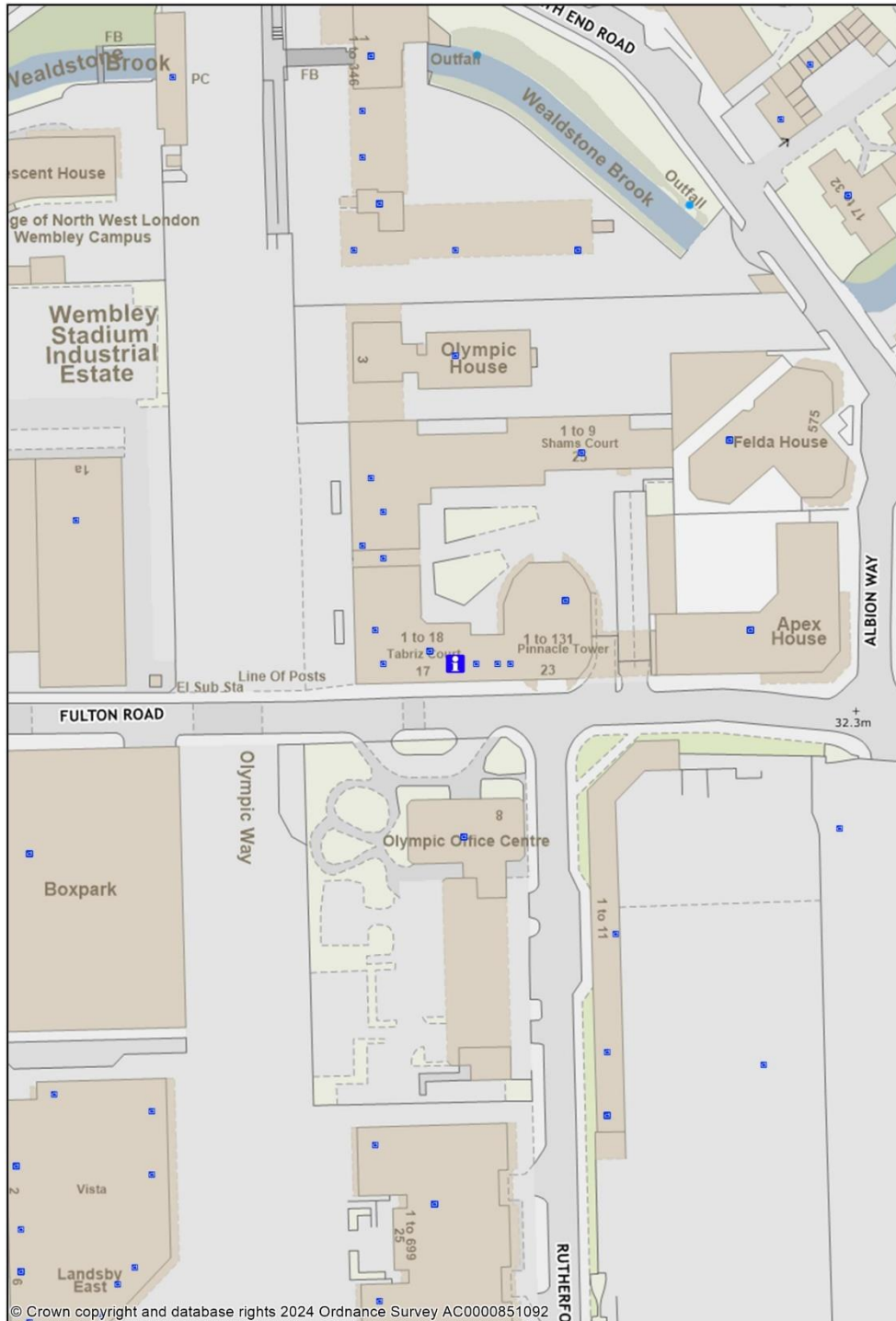
I note from your Supporting Information that you have already made reference to some of the above conditions as part of your means to prevent public nuisance which is reassuring, but we will need to ensure they are included in any conditions attached to the licence should it be granted. If you are willing to accept the conditions outlined above, the Nuisance Control Team will be in a position to withdraw the representation.

Kind regards,

Diane Lewis
Nuisance Control Officer
Community Safety and Prevention
Partnerships, Housing and Resident Services

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Basemap Map



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