



## Alcohol and Entertainment Licensing Sub-Committee

**Tuesday 1 July 2025 at 1.30 pm**

This will be held as an online virtual Meeting

### Membership:

#### Members

Councillors:

Ahmed (Chair)  
Hylton  
L Smith

#### Substitute Members:

Councillors:

Akram, Bajwa, Chohan, Clinton, Long,  
Mahmood, Rajan Seelan,

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

**The press and public are welcome to attend this meeting as an online virtual meeting by following the proceedings via the webcast available [HERE](#)**

### **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
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1	<b>Apologies for absence and clarification of alternate members</b>
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2	<b>Declarations of Interests</b>
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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	<b>Application for New Premises Licence by Mr Ravi Bhudiya for the premises known as Neasden Studios, 430 High Road, NW10 2DA, pursuant to the provisions of the Licensing Act 2003</b>	1 - 56
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**Date of the next meeting:**            **Date Not Specified**



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

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## LICENSING ACT 2003

### Application for New Premises Licence

#### 1. The Application

Name of Applicant:	Mr Ravi Bhudiya
Name & Address of Premises:	Neasden Studios, 430 High Road, NW10 2DA
Applicants Agent:	

The application is for a new premises licence as follows:

To provide: Regulated Entertainment and to remain open from 09.00am to 10:00pm Monday to Sunday.

This is a time limited 9 day application from 5<sup>th</sup> – 13<sup>th</sup> July 2025 to celebrate Willesden Temple 50<sup>th</sup> Golden Jubilee.

#### 2. Background

None

#### 3. Promotion of the Licensing Objectives

See page 3 of the application.

#### 4. Relevant Representations

Representations have been received from the Licensing Officer and Public Safety.

#### 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

## **7. Associated Papers**

- A. Application Form
- B. Plan
- C. Licensing Holding Reps
- D. Public Safety Reps
- E. OS Map



Regulatory Services  
Brent Civic Centre  
Engineers Way  
Wembley  
HA9 0FJ

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: 19548  
Application No: 34950  
Date: 15 May 2025

**LICENSING ACT 2003**

**Licence: Premises Licence New Application**  
**Application No: 34950**

Dear Sir/Madam,

**Applicant: Mr Ravi Bhudiya**

**Date Received: 15 May 2025**

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: **12 June 2025**.

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

**Neasden Studios**  
**430 High Road, London, Brent, NW10 2DA**

Telephone Number at premises (if any):

Non domestic rateable value:

## **Part 2 – Applicant Details**

Proposed Licence Holder:

Mr Ravi Bhudiya

Shree Swaminarayan Temple - Willesden

Shree Swaminarayan Temple, 220 - 222 Willesden Lane, Willesden, London, Brent, NW2 5RG

## **Agent Details**

## **Part 3 – Operating Schedule**

When do you want the premises licence to start? 05-07-2025

If you wish the licence to be valid only for a limited period, when do you want it to end? 13-07-2025

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: Studio space spread over a number of units

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

Section A: Plays

Section E: Live music

Section F: Recorded music

Section G: Performances of dance

The times the licence authorises the carrying out of licensable activities

<b>Section A: Plays: Indoors</b>		
<b><u>Day</u></b>	<b><u>Start Time</u></b>	<b><u>End Time</u></b>
Monday	20:00	22:00
Tuesday		
Wednesday	20:00	22:00
Thursday	20:00	22:00
Friday		
Saturday	19:30	21:30
Sunday	19:00	21:00

Cultural play performed by attendees of the Temple based on our stories from our scriptures alongside amplified music.

N/A

N/A



<b>Section E: Live music: Indoors</b>		
<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday		
Tuesday	20:00	22:00
Wednesday		
Thursday		
Friday	20:00	22:00
Saturday		
Sunday		

Tuesday - live performance of a new album released by the temple - Friday Garba with live music.

N/A

N/A

<b>Section F: Recorded music: Indoors</b>		
<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday	20:00	22:00
Tuesday		
Wednesday	20:00	22:00
Thursday	20:00	22:00
Friday		
Saturday	19:30	21:30
Sunday	19:00	21:00

This will be the Temples own music played in the background as part of the plays/performances

N/A

N/A

<b>Section G: Performances of dance: Indoors</b>		
<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday		
Tuesday		
Wednesday		
Thursday		
Friday	20:00	22:00
Saturday		
Sunday		

Garba - traditional Indian dance

N/A

N/A

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

**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	09:00	22:00
Tuesday	09:00	22:00
Wednesday	09:00	22:00
Thursday	09:00	22:00
Friday	09:00	22:00
Saturday	09:00	22:00
Sunday	09:00	22:00

There will be AM and PM sessions. AM: 09:00 - 11:00 / PM 18:00 to the end of the evening performance. Sunday 13th will finish at 14:00

There will be AM and PM sessions. AM: 09:00 - 11:00 / PM 18:00 to the end of the evening performance. Sunday 13th will finish at 14:00

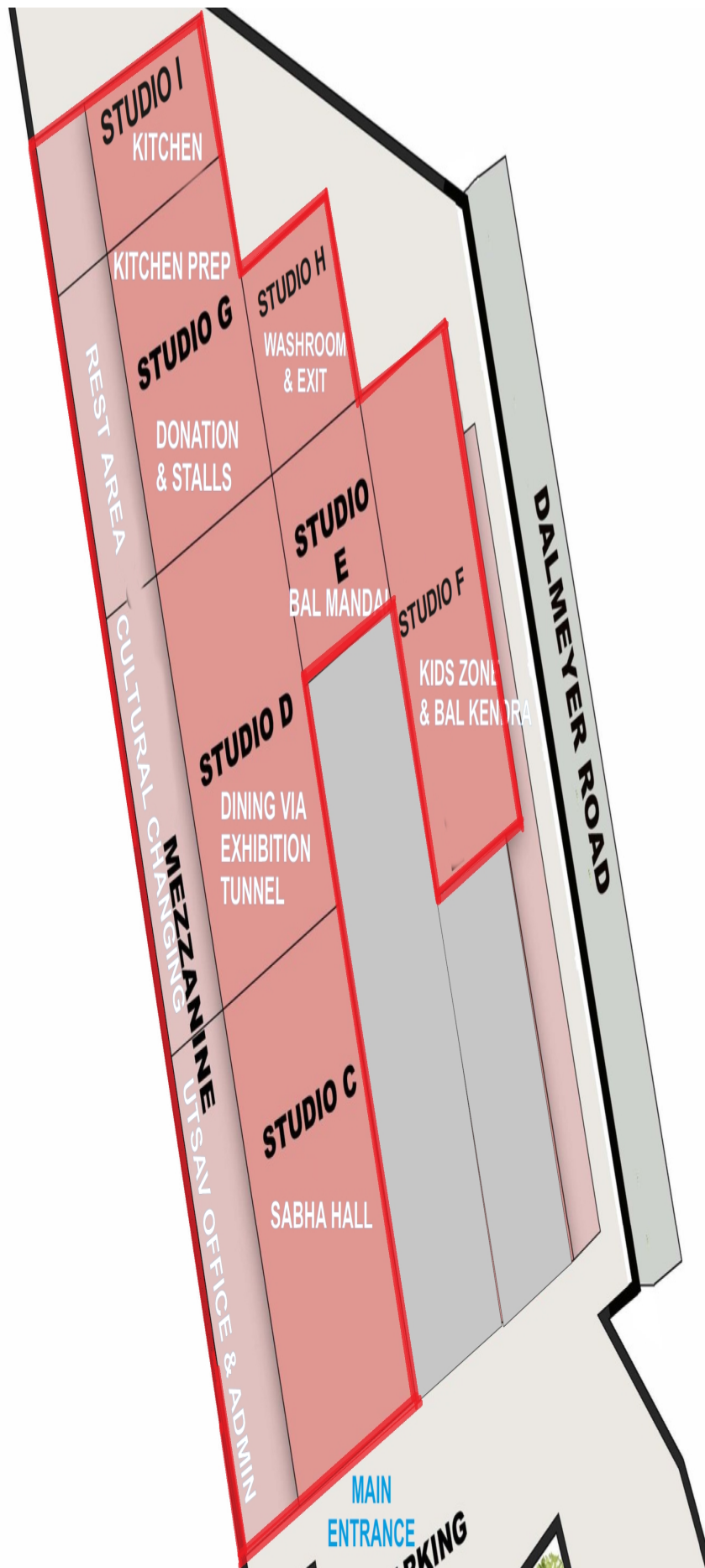
**a) General – all four licensing objectives (b, c, d, e):** Based on previous event and experience we will ensure the public attend a safe and positive environment. Alongside having the correct resources present throughout the week

**b) The prevention of crime and disorder:** Stewards and licensed security staff present throughout the event. No alcohol for sale and use of it and drugs on site are prohibited.

**c) Public safety:** Full H&S assessment of all areas and relevant mitigation to be implemented. Trained first aiders on site throughout the event.

**d) The prevention of public nuisance:** All events to take place indoors. After finishing in the evening crowd will be dispersed and moved away from site as quickly as possible.

**e) The protection of children from harm:** Anyone directly responsible for children will hold valid DBS clearance



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**From:** Esther, Chan <Esther.Chan@brent.gov.uk>

**Sent:** 10 June 2025 16:13

**To:** bhudiya@gmail.com

**Cc:** Business Licence <business.licence@brent.gov.uk>; Vanesha Haulkhory <Vanesha.Haulkhory@brent.gov.uk>

**Subject:** CONSULT: New 9 Day Premises - 50th Anniversary Procession, 430 High Road, NW10 2DH - 34950

LICENSING ACT 2003

Licence: New Premises

Reference: 34950

Dear Sir/Madam,

Applicant: **Ravi Bhudiya**

Premises: **50<sup>th</sup> Anniversary Procession, 430 High Road, NW10 2DH**

On the behalf of the Licensing Authority, I am in the process of assessing the application. Upon my assessment, there is a lack of information to demonstrate how you intend to uphold the licensing objectives. Unfortunately, I am unable to propose suitable conditions at this stage and request the following information:

- 1) Total capacity excluding authorised staff?
- 2) How will you calculate number of guests (ticket sales, clickers, etc)?
- 3) Is this a ticketed event?
- 4) How many SIA door supervisors and stewards will be deployed on each day?
- 5) What security checks will be undertaken?
- 6) Do you have an event management plan including fire risk assessment?
- 7) Do you have a noise and dispersal policy?

Until the above information received, I am unable to comment further and therefore request refusal.

Kind Regards

Esther Chan  
Licensing Inspector  
Regulatory Services  
Brent Council

Tel: 0208 937 5303

Mob: 0796009820

**From:** Esther, Chan <Esther.Chan@brent.gov.uk>

**Sent:** 11 June 2025 07:48

**To:** Ravi Bhudiya <bhudiya@gmail.com>

**Cc:** Business Licence <business.licence@brent.gov.uk>; Vanesha Haulkhory  
<Vanesha.Haulkhory@brent.gov.uk>

**Subject:** RE: CONSULT: New 9 Day Premises - 50th Anniversary Procession, 430 High Road, NW10 2DH - 34950

Good Morning Ravi,

Thank you for responding to my email below.

In terms of security checks, will guests go through a scanner or searched with a wand?

Once I have the requested documents, I will review the assessment to offer further comments.

Kind Regards

Esther Chan  
Licensing Inspector  
Regulatory Services  
Brent Council

Tel: 0208 937 5303

Mob: 07960098200

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**From:** Ravi Bhudiya

**Sent:** 10 June 2025 17:15

**To:** Esther, Chan

**Cc:** Business Licence ; Vanesha Haulkhory

**Subject:** Re: CONSULT: New 9 Day Premises - 50th Anniversary Procession, 430 High Road, NW10 2DH - 34950

Hi Esther,

I tried calling you just now for clarification on some points but didn't get through.

Please find my responses below.

1 - 1700

2 - Clicker

3 - No

4 - We have a pool of 15 SIA staff and approximately 150 stewards we can actively engage during the event.

5 - Can you clarify what you mean by security checks? As everything that will be happening here will be exactly the same as what we do at our Temple. And likewise the attendance will be of those from our congregation as well as our sister Temples.

6 - I have contacted our H&S team in regards to the Event Management Plan and Fire Risk assessment.

7 - Likewise I've also asked H& S regarding the noise and dispersal policy.

If you'd prefer to have an in person meeting or call please do let me know.

Thanks,

Ravi

---

**From:** Esther, Chan <Esther.Chan@brent.gov.uk>

**Sent:** 11 June 2025 08:15

**To:** Ravi Bhudiya <bhudiya@gmail.com>

**Cc:** Business Licence <business.licence@brent.gov.uk>; Vanesha Haulkhory <Vanesha.Haulkhory@brent.gov.uk>

**Subject:** RE: CONSULT: New 9 Day Premises - 50th Anniversary Procession, 430 High Road, NW10 2DH - 34950

Dear Ravi,

Yes, the consultation period does end tomorrow, however the application is not deemed grated until all representations are withdrawn by the responsible authorities.

The Licensing Authority have submitted a holding representation until we can propose suitable conditions once I have the documents. If we do not have satisfactory documents, then the sub-committee will make the decision.

Kind Regards

Esther Chan  
Licensing Inspector  
Regulatory Services  
Brent Council

Tel: 0208 937 5303  
Mob: 07960098200

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**From:** Ravi Bhudiya  
**Sent:** 11 June 2025 08:06  
**To:** Esther, Chan  
**Cc:** Business Licence ; Vanesha Haulkhory  
**Subject:** Re: CONSULT: New 9 Day Premises - 50th Anniversary Procession, 430 High Road, NW10 2DH - 34950

Morning Esther,

No, there will be no security check such as a scanner or wand. This is the same set up as we have at the Temple.

I'll have the documents over to you ASAP.

Just for my understanding, the consultation period ends tomorrow, and as far as I'm aware there have been no objections. So once we've addressed your points the license will be issued?

Ravi

---

**From:** Esther, Chan <Esther.Chan@brent.gov.uk>  
**Sent:** 16 June 2025 14:11  
**To:** Ravi Bhudiya <bhudiya@gmail.com>  
**Cc:** Business Licence <business.licence@brent.gov.uk>; Vanesha Haulkhory <Vanesha.Haulkhory@brent.gov.uk>  
**Subject:** RE: CONSULT: New 9 Day Premises - 50th Anniversary Procession, 430 High Road, NW10 2DH - 34950

Dear Ravi,



Hope this email finds you well.

Thank you for providing the documents.

Please note I will be on annual between 18 to 20 June and aim to submit my representation to propose suitable conditions on my return, week commencing 23 June 2025.

Kind Regards

Esther Chan  
Licensing Inspector  
Regulatory Services  
Brent Council

Tel: 0208 937 5303  
Mob: 07960098200

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**From:** Ravi Bhudiya  
**Sent:** 16 June 2025 13:06  
**To:** Esther, Chan  
**Cc:** Business Licence ; Vanesha Haulkhory  
**Subject:** Re: CONSULT: New 9 Day Premises - 50th Anniversary Procession, 430 High Road, NW10 2DH - 34950

Hi Chan,

Hope you had a good weekend.

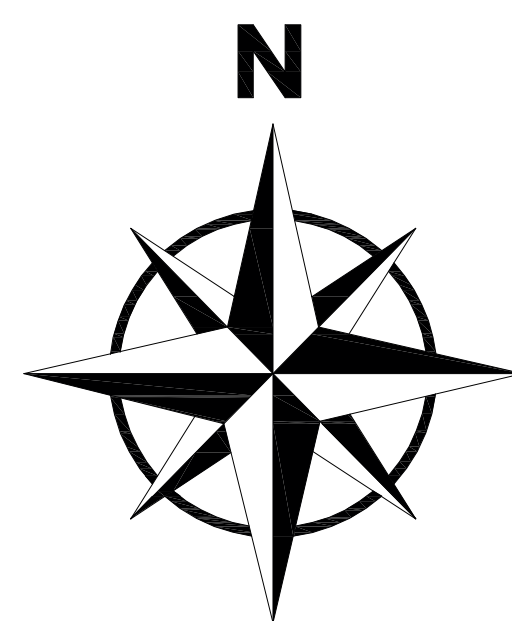
Please find the outstanding documents attached.

If you have any questions please do let me know.

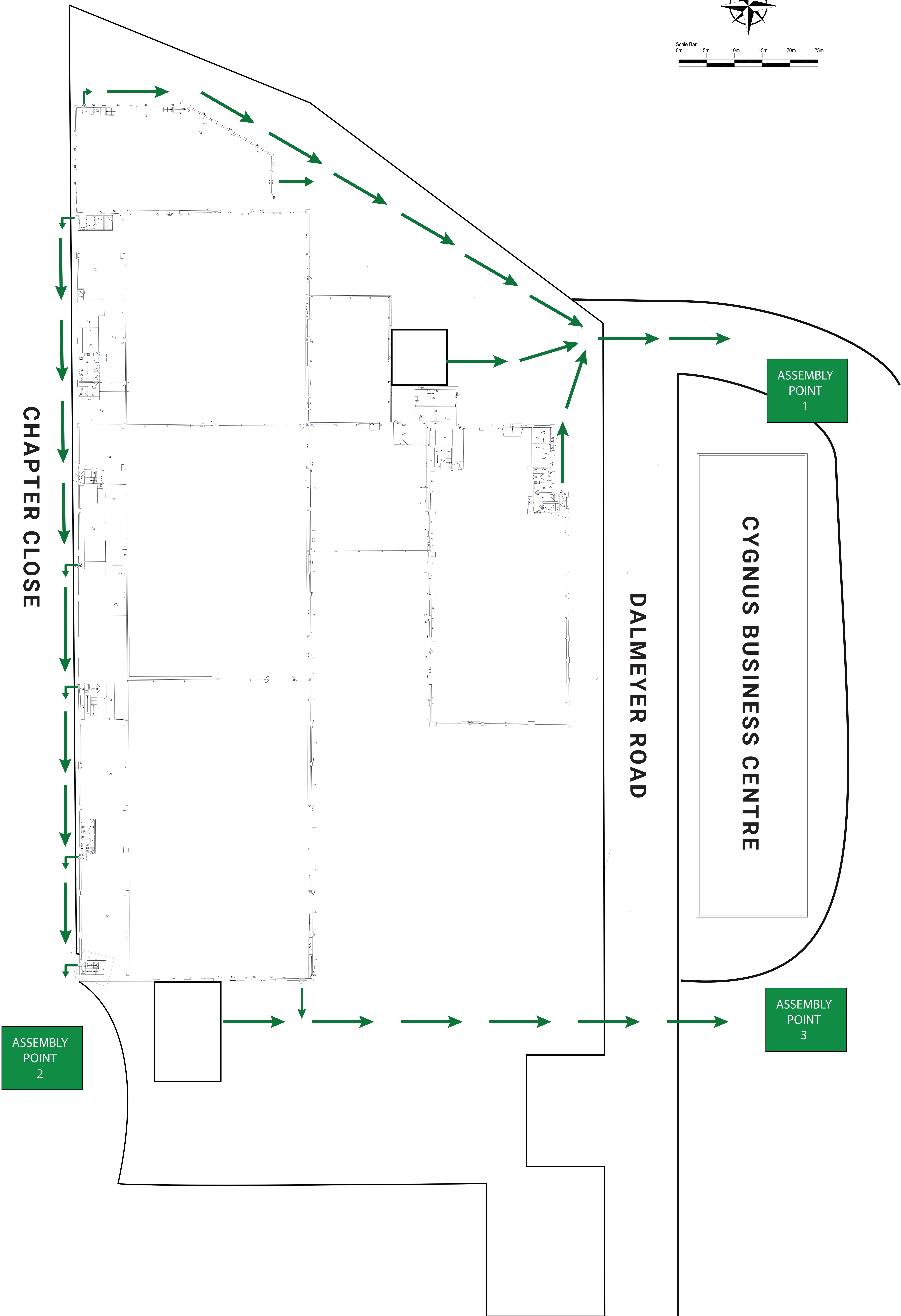
Ravi

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## **Shree Swaminarayan Temple Willesden – 50th Golden Jubilee Event**

### **Noise Management Policy**

**Event Location:** Neasden Studios

**Event Dates:** 5th – 13th July

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## **1. Purpose**

This Noise Management Policy outlines the controls and procedures in place to manage and minimise noise disturbance during the 50th Golden Jubilee celebrations, ensuring a respectful balance between successful event delivery and consideration for the surrounding community.

---

## **2. Commitment to Noise Control**

Shree Swaminarayan Temple Willesden is committed to:

- Operating all events in a way that minimises noise impact on local residents and businesses.
  - Ensuring full compliance with environmental health regulations and licensing requirements.
  - Maintaining open communication with the local community throughout the event.
- 

## **3. Dispersal Policy**

### **A. End-of-Event Announcement**

- A closing announcement will be made 30 minutes before the end via the PA system, thanking attendees and requesting gradual departure.
- Final announcement 5 minutes before closure will kindly instruct attendees to begin exiting.

### **B. Staggered Dispersal**

- Volunteers and stewards will guide a phased exit, encouraging dispersal in waves (e.g. by section or area of the venue).
- Areas with children, elders or mobility needs will be prioritised for early dispersal.

### **C. Exit Points**

- Clearly signposted and manned exits.
- Stewards positioned to direct attendees and avoid crowding.

#### D. Public Transport / Parking Coordination

- Transport information (bus, tube/train times, and walking directions) announced and displayed on signage near exits.
- Parking stewards will assist with safe and orderly vehicle departure.

#### E. Volunteer Support

- Trained community volunteers will be placed around the venue to help with:
  - Exit guidance
  - Crowd control (if needed)
  - Welfare assistance for vulnerable persons
- 

## 4. Professional Audio Visual Management

- The entire **Audio Visual and Sound Operations** for the event have been **outsourced to Varsity AV & Events Ltd**, who will be solely responsible for managing all aspects of sound delivery and noise control throughout the event.
  - Varsity AV & Events Ltd will ensure that:
    - All PA systems and amplified equipment are operated by qualified sound engineers.
    - Sound levels are maintained within agreed parameters.
    - Real-time monitoring of noise levels is conducted throughout all live sessions.
    - Immediate adjustments are made if noise levels approach set limits.
    - All sound checks and calibrations are conducted professionally and sensitively to minimise external sound propagation.
-

## 5. Operational Controls

### Sound Checks

- **Pre-event sound tests** will be conducted prior to live performances or speeches to ensure levels remain within agreed limits.
- Equipment calibration will account for audience size, building acoustics, and community sensitivity.

### Real-Time Monitoring

- Noise levels will be **monitored continuously in real-time** using calibrated sound level meters by Varsity AV & Events Ltd throughout all performances.
  - Event managers and sound engineers will collaborate to ensure compliance at all times.
- 

## 6. Event Timings & Curfews

To ensure minimal disruption:

- **Weekday Events (Monday–Thursday):**  
All amplified sound will end by **10:00 PM**.
  - **Weekend Events (Friday–Sunday):**  
All amplified sound will end by **10:30 PM**.
  - No live or amplified sound will take place outside of these permitted hours.
- 

## 7. Community Communication

### Neighbourhood Contact

- A **dedicated contact number** will be provided to local residents and businesses for any noise-related concerns during the event:
  - **Neighbourhood Noise Contact:** [Insert Contact Name & Number]

- All complaints will be logged and promptly addressed by the event management team in conjunction with Varsity AV & Events Ltd.

### **Advance Notification**

- Prior to the event, an information leaflet or letter will be distributed to nearby properties informing them of:
    - Event dates and timings.
    - Key contact details.
    - Commitment to responsible noise management.
- 

## **8. Incident Logging and Reporting**

- All noise complaints, incidents, and monitoring data will be recorded in the **Noise Management Log**.
  - The Noise Management Log will be reviewed daily by the Event Manager and Varsity AV & Events Ltd to ensure appropriate actions are taken as needed.
- 

## **9. Continuous Improvement**

- Feedback from residents, attendees, staff, Varsity AV & Events Ltd, and authorities will be reviewed throughout the event to identify opportunities for improvement in noise management.
- 

### **Approved by:**

Shree Swaminarayan Temple Willesden  
Golden Jubilee Organising Committee  
Date: 11/06/2025



## Shree Swaminarayan Temple, Willesden – Golden Jubilee 2025

### Street Procession – Event Management Plan

Version 1.0



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## **Nature of the event**

Shree Swaminarayan Temple, Willesden located at 220-222 Willesden Lane, London NW2 5RG, will be celebrating its Golden Jubilee (50 years since its opening) over a nine day celebration from Saturday 5th July 2025 to Sunday 13th July 2025 inclusive.

A number of events will be taking place during this period to celebrate this landmark occasion.

To minimise disruption to the Temple's immediate neighbours and residential traffic, we have decided to move the celebrations away from the Temple to an area more suited to an event of this scale, which will be Neasden Studios (430 High Rd, London NW10 2DA) located in a semi-industrial/commercial area.

As a result of this relocation and in line with our Hindu traditions, we are required to move our sacred texts from the Temple to Neasden Studios. This is carried out in public on the first day of the celebrations before they are read over the following days. This will also allow devotees from our wider community to come together in a shared blissful experience and partake in the celebrations.

This procession is scheduled to take place on Saturday 5th July 2025 with a start time of 12:30 from Deerhurst Road, arriving at Neasden Studios at 15:00.

## **Route overview**

Starting Point: Deerhurst Road

1. Turn right on to Willesden Lane (A4003)
2. Continue on to High Road (A407)
3. At the roundabout, take the 2nd exit and stay on High Road (A407)
4. Turn right onto Dalmeyer Road

End Point: Neasden Studios, 430 High Rd, London NW10 2DA (located at the end of Dalmeyer Road)

## **Total distance**

1.4 Miles (approximately)

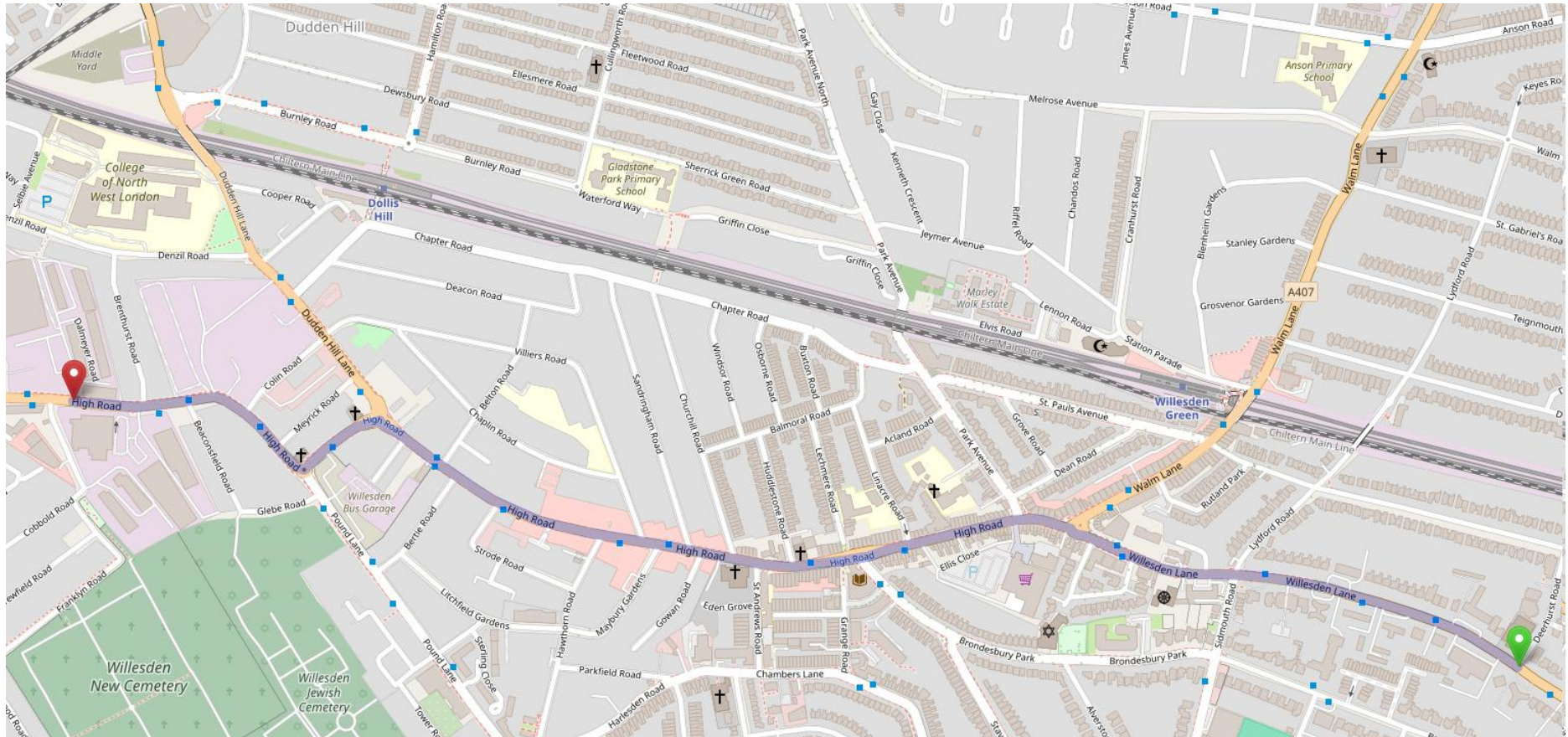
## **Attendance**

Going on previous events and feedback from other temples nationally, we estimate the attendance for this event to be approximately 3,500 people.

## Timeline

Location	Time	Distance (miles)
Deerhurst Road	12:30	0.00
A4003 Willesden Lane / Sidmouth Road	13:10	0.35
A407 High Road / Churchill Road	13:45	0.70
A407 High Road / Bertie Road	14:20	1.05
Neasden Studios	15:00	1.40

## Route Map



## Event personnel

Volunteers from Willesden Temple and other Temples will primarily provide stewarding personnel. Where there is a requirement or shortfall in a certain skill set, the necessary resources will be hired accordingly.

The Temple currently has 300 volunteers, all of whom will be trained to be deployed for both this procession and the overall celebrations. It also has the ability to access a pool of up to 15 SIA accredited individuals.

Chevron Traffic Management will also provide trained staff to assist in the management of traffic diversions, sign deployment and rolling road closures.

The Metropolitan Police will also provide a team of two sergeants and 12 police constables to work alongside the wider team. They will be split into two teams, stationed at the front and back of the procession.

Based on the current procession plans, below is an overview of the key personnel and their responsibilities.

## Roles and responsibilities

██████████	Event Manager	██████████
██████████	Event Coordinator/ Safety Officer	██████████
██████████	Stewards Lead	██████████
██████████	First Aid Lead	██████████
██████████	Health & Safety Lead	██████████
██████████	Environment Lead	██████████
██████████	Traffic Control Lead	██████████

## Planning and management

### Public liability insurance

This event is covered by the public liability insurance currently held by the Temple.

### Notifying all residents on route

All residents located on the route of the procession, will be notified with a minimum of 2 weeks' notice to make them aware of what will be happening in the lead up, during and after the procession. They will also be provided with direct Temple contact details if they have any further questions or require any clarifications.

### Working with traffic management/council

Chevron Traffic Management, which has been hired by the Temple, will be working with Brent Council, Transport for London and all other relevant organisations in

regard to traffic diversions, road closures, signs deployment and other route management aspects.

### **Signs**

Our traffic management company has defined a list of signs needed for the route. The traffic management company along with the Temple will supply these signs and Chevron Traffic Management will be responsible for their deployment and collection.

### **Float construction/dismantlement**

The floats will be constructed and stored at the below locations. They will only leave this area for the duration of the procession.

Unit 53  
Sapcote Trading Centre  
374 High Road  
London  
NW10 2DJ

### **Communication**

As part of the overall celebrations, all key team members will be provided with dedicated walkie-talkie headsets to ensure there is a constant line of communication.

They will also have a mobile phone, as a failover, in case of any issues with the walkie-talkies. All team members will be provided with a mobile contact list of key stakeholders.

The command structure will ensure no individual has no more than four direct reports at any point during the event.

### **Heads of team meetings**

The heads of all teams and other stakeholders will be meeting on a regular basis in the lead up to this procession to ensure all work is carried out on task and on time.

On the morning of the procession there will be a meeting to confirm roles for the day, what information needs to be fed down to each team and any factors which have changed or may affect the procession e.g. performers no longer attending, weather report for the day etc.

### **Check and get floats to start point**

All floats and vehicles will be checked prior and on the morning of the procession to ensure there are no hazards and that all features are securely attached.

Each float will have an individual assigned who is responsible for it from when it leaves the construction area up until it returns after the procession.

### **Transportation**

A shuttle service will run from our associated Temple in Kenton to Willesden Temple. This is part of the Temple transport plan to reduce the number of cars coming to our event during the 9 days. We will also be insisting those who can, to make use of public transport, car share and to make use of other methods of active travel where possible.



## **Traffic Management Plan**

The Temple have hired the services of Chevron Traffic Management who have agreed to take full responsibility of the traffic diversions, road closures, signage and related staffing. Stewards from the Temple will work with CTM to ensure successful delivery of their objectives.

Additionally, CTM will also be providing their expertise, where they can, in the overall planning of the procession.

A detailed traffic management plan will be created by CTM, which will be a separate document that will accompany this event plan.

## **Event overview**

### **Start**

- The performers and public will be lined in pre-planned order of travel on Deerhurst Road
- They will then be funnelled to join in between the parked floats as part of the starting formation.
- The procession will then proceed along the designated route.

### **During**

- Both sides of the procession will be lined by volunteers/stewards
- Hydration points will be dotted along the route.
- Pace setters will ensure the procession is moving to the agreed timeline.
- Stewards will work together to maintain the length of the overall procession and that all sections are traveling at the correct pace.
- Stewards and security team will ensure the procession stays formation and within the single road lane.
- Security marshals will review crowd density and communicate back to event lead. Where required they will pause their section to allow space to free up ahead.
- Stewards will ensure no participant crowds build up on the pavement and that they stay in our designated areas.

### **End**

- Upon reaching Neasden Studios, participants of the procession will be directed towards designated areas to disperse the crowd throughout the venue and have all people and vehicles off public roads as quickly as possible.

## **Amusements, attractions and display**

- Two floats (Flatbed trailers being pulled by a domestic vehicle)
- 2 x PA vehicles
- 2 x Double decker buses
- Performers including drumming bands and dancers

- Singing
- Banners

Note – Only the instruments and singers connected to the PA system will be amplified.

## **Communications**

- Walkie-talkies will be the primary form of communication between stewards/volunteers and other teams such as first aid.
- Mobile phones will also be used as and when they are needed as a fall back.

## **Toilets, refuse and waste plan**

- Volunteers at the rear of the procession will be designated to collect all rubbish as the crowd moves along.
- Waste bins will also be available at all refreshment points.
- Toilets and baby change facilities are available at the Temple and Neasden Studios.
- We have made arrangements with businesses along the route that will also provide toilet facilities for children and those with disabilities.
- Volunteers will be picking up and clearing litter at the end of the procession as well as disposing of the rubbish bags in authorised vehicles

## **Medical, ambulance and first aid**

- First aid teams will be present throughout the day at all locations and will also be following along the procession.
- Requests for assistance can be raised by a steward/volunteer through their walkie-talkie.
- In the need for ambulance access, the stewards will transfer the people of the procession to a single lane/pavement, so that emergency vehicles can pass.
- All floats will have a maximum width of the trailer that they are on, so can be parked to one side and not impede on other lanes of the road.
- Fire prevention - No naked flames will be used anywhere. All vehicles on the procession will carry mobile fire extinguishers.
- Where an immediate evacuation is required, this will be communicated to all section heads, after which they will inform participants to vacate the area immediately and go home. Any children performers will be managed by their allocated chaperons.

## **Missing person and lost property**

- All missing persons and property will be directed to the vehicles at the rear of the procession, where stewards will work to reunite them with their family/carer.
- All parents will be provided with wristbands, with contact details to be placed on the wrist of their children.

## **Facilities for people with special needs**

- Individuals with special needs or unable to walk long distances will have seating made available to them in procession vehicles where possible or be shuttled to the end point ahead of the start time to await arrival.

## **Risk Assessment**

This has been produced as a separate accompanying document.

## **Complaints/Compliments/Comments**

We will look to have a number of channels available to the attendees and general public so that they can give feedback to us on any queries or concerns they may have. The first point of call for residents will be the contact information on the leaflets, which are to be distributed to all residents and businesses along the procession route.

Advanced notice signs will also notify all those who travel through the area of the upcoming event.

## **Event Plan**

The Temple has a dedicated team for this event who will work with all relevant parties to ensure this event is successful and most importantly safe for all involved.

If there is anything in this plan upon which you require clarification or feel that an area needs to be amended/added, please do let us know and we will make certain to have this completed as swiftly as possible.

# 50th anniversary of Shree Swaminarayan Temple Willesden

## 1.0 INFORMATION

Shree Swaminarayan Temple Willesden is celebrating its 50th anniversary. The Hindu community, both locally and internationally, will attend the celebration. The event spans nine days, starting on the 5th of July and ending on the 13th of July.

The event's activities will primarily take place in the mornings and evenings, with some evening events expected to attract large crowds. The average expected attendance is over 1500 people per session, with certain events anticipating up to 1750 attendees.

Most of the event will consist of scripture recitals held in the mornings and evenings, along with additional evening programs. Three full meals will be provided daily, and free childcare facilities will be available for attendees.

Event Location	Neasden Studios, 430 High Rd, London NW10 2DA
Timings	Morning & Evening Session times <b>See itinerary</b>
Total Projected Attendance Numbers	<2000 (estimated as non-ticketed)
Audience Profile	Full Mix, Not Family Groups
Road Closures/Disruption	Minimal as event site is on side road and Stewards will be around to assist

## 2.0 INTENTION

The aim is to provide care for volunteers and attendees, as well as medical coverage for the event, in order to minimise the impact on the local ambulance service and core NHS activities. This approach focuses on working together to save lives and reduce harm.

Qualified first aiders and healthcare professionals (HCPs) will be at the venue. These personnel will manage event-related medical incidents within the scope of their training and capabilities. In cases where medical needs exceed the care available on-site, individuals will be referred to the nearest Emergency Department (ED).

Emergency services will only be contacted when deemed clinically necessary by the attending HCPs, thereby reducing unnecessary strain on public emergency resources.

We will work in close coordination with event stewards and security/Carpark personnel to ensure ease of access.

### 3.0 RISK

Threat	Level	Comment
Terrorism	Substantial	Substantial means an attack is likely. There is no specific threat to this event.
Crowd Dynamics	Full Mix, Not Family Groups	No disruption is expected
Extremes of Weather	Unsure of any extreme weather at this time	Up-to-date weather information should be sought from the Met Office website <a href="https://www.metoffice.gov.uk/">https://www.metoffice.gov.uk/</a>
Purple Guide Assessment	Tier 3	Clinical Lead – HCP 2 Paramedics 2 Nurses 4 First Responders 1 Defibrillator
Emergency Risk Assessment	N/A	Appendix A

### 4.0 METHOD

Taking into account the requirements of risk assessments and relevant guidelines, we intend to utilise a large number of first aiders to substitute for first responders. Two doctors will be present to cover the need for nurses and a second paramedic. The event will operate multiple shuttle buses, which can be used for non-immediate transport to the Emergency Department (ED), thereby reducing the need for ambulance deployment.

## Event Medical Plan/Procedure:

- Approximately 70 first aiders positioned at various locations
- On-site defibrillator available
- Three registered healthcare professionals:
  - 1 Paramedic with required equipment (Clinical Lead with indemnity insurance)
  - 2 Doctors

First aiders will contact a healthcare professional (HCP) via radio if further assistance is required. HCPs will be responsible for deciding whether to call emergency services or direct the casualty to the ED, helping to minimise the burden on local emergency departments and ambulance services.

We will liaise with the car park team to ensure clear access and appropriate parking arrangements in the event that an ambulance is called to the main site.

## Incident Reporting:

Incident reporting will be conducted using the existing incident reporting system. A physical incident book will not be practical due to the large area and multiple event sites.

## Appendix A

Event Overview	
Event Name:	SSTW Golden Jubilee
Event Location:	430 High Rd, London NW10 2DA
Event Date (dd/mm/yyyy):	05/07/2025
Event Duration (days):	9
Type of Event:	Public Exhibition
Type of Venue:	Indoor
Standing/Seating:	Mixed
Audience Profile:	Full Mix, Not Family Groups
Past History:	First Event - No Data
Expected Numbers:	<4,000
Expected Queuing:	Less than 4 Hours
Time of Year:	Summer
Proximity to A&E Dept:	< 30 Mins by Road

<b>Medical Provision:</b>	
The Medical cover required to keep in line with the purple guide would suggest that you require a minimum of:	
<b>First Aiders</b>	<b>7</b>
<b>First Responders</b>	<b>4</b>
<b>Paramedics</b>	<b>1</b>
<b>Nurses</b>	<b>1</b>
Doctors	0
Duty Medical Managers	0
Silver Commanders	0
Rapid Response Vehicles	0
<b>Ambulances</b>	<b>1</b>
Medical Centres	0
Substance Abuse Teams	0





**Shree Swaminarayan Temple Willesden**



# **Willesden Temple 50th Golden Jubilee Event Management Submission Pack (Brent Council 2025)**



## Shree Swaminarayan Temple Willesden



### 2. Event Overview

**Event Name:** Festival of Golden Hearts – Golden Jubilee

**Organiser:** Shree Swaminarayan Temple Willesden

**Dates:** 5th July 2025 – 13th July 2025

**Location:** Neasden Studios, 430 High Rd, NW10 2DA

**Expected Attendance:** 1000-1500 attendees daily

**Volunteers & Staff:** 250+volunteers, SIA licensed security, medical staff

**Admission:** Community Entry only – Non ticketed event



## Shree Swaminarayan Temple Willesden



### 3. Daily Event Programme

Date & Time	Event
5th July (Saturday) 20:00 – 22:00	Religious Procession (12:30 PM Start) (Separate Event Management Plan Submitted), Evening Cultural Programme – Gujarati Singing
6th July (Sunday) 20:00 – 22:00	Magician Performance (Richard Essien - Magical Bones)
7th July (Monday) 20:00 – 22:00	Gents Drama Performance
8th July (Tuesday) 20:00 – 22:00	Live Singing & Charity Musical Album Release – (non-commercial)
9th July (Wednesday) 20:00 – 22:00	Ladies Variety Performance (Cultural Dance, Singing, Acting)
10th July (Thursday) 20:00 – 22:00	Ladies Drama – Women Empowerment
11th July (Friday) 20:00 – 22:00	Annual Gujarati Folk Dance Evening
12th July (Saturday) 20:00 – 22:00	Two Prominent Folk Singers from India (200- year-old compositions)
13th July (Sunday)	No Cultural Event (Closing Ceremony Only)



## Shree Swaminarayan Temple Willesden



### 4. Procession Details

**Date:** 5th July 2025

**Start Time:** 12:30 PM

**Start Location:** Shree Swaminarayan Temple, 220-222 Willesden Lane, NW2 5RG

**End Location:** Neasden Studios, 430 High Rd, NW10 2DA

**Route:**

- Deerhurst Road
- Willesden Lane
- Willesden High Road
- Dalmeyer Road

**Management:**

- Marshalled route with road closures (approved via Brent Highways and Metropolitan Police)
- 20 SIA Security
- 200+ marshals
- Police Liaison Officers on-site

- [REDACTED] – Inspector
- [REDACTED] Met. Police Hindu Association Chair
- [REDACTED] – Strategic Recruitment Outreach Lead – NW Covering Brent  
(New Scotland Yard)

Agreement in place to have 12 Police Officers including 2 Sgts and 2 Police vehicles at both ends of the procession

- Rolling roadblocks where necessary

**(Separate Event Management Plan Submitted)**



## Shree Swaminarayan Temple Willesden



### 5. Site Plan Overview

- Main Stage & Audience Seating
- Food Court (Vegetarian Only)
- First Aid & Welfare Tent
- Lost Children Point
- Toilets (Accessible Facilities Included)
- CCTV Control Area & Volunteer HQ
- Shuttle Bus Drop-Off / Pick-Up
- External Perimeter Security
- Emergency Vehicle Access Routes

**Refer to file: Neasden Studios Site Floorplan 1106**



## Shree Swaminarayan Temple Willesden

### 6. Car Parking & Transport Plan

#### Car Parks Identified:

1. Shree Swaminarayan Temple, 220-222 Willesden Lane, NW2 5RG (AM/PM)
2. Neasden Studios, 430 High Rd, London NW10 2DA (AM/PM)
3. Queens Park Community School, Aylestone Ave, London NW6 7BQ (Weekdays PM & Weekends AM/PM)
4. Sapcote Trading Centre, 374 High Rd, London NW10 2DJ (PM)
5. Shree Kutch Satsang Swaminarayan Temple – Kenton Harrow (AM)

Shuttle Services: Continuous shuttle bus service operating from car parks 1-4, carpark 5 will operate one trip AM only on all 9 days.

#### Public Transport:

- Strong encouragement for attendees to use public transport (buses, Underground, Overground)

- Jubilee Line – Neasden Station (0.4m)
- Jubilee Line – Dollis Hill Station (0.4m)
- Bus – Route 302

- Car sharing encouraged to reduce traffic flow

Traffic Marshals: Deployed at all major junctions, car park entries, and shuttle locations.



## Shree Swaminarayan Temple Willesden

### 7. Risk Assessment Summary

Hazard	Persons at Risk	Control Measures	Severity	Likelihood	Risk Rating	Comments
<b>Large Crowds</b>	Public, volunteers, staff	Crowd management, security, capacity control, Overflow provisions, Live relay at the temple	Medium	Low	Low	Venue capacity is 1500 – number of chairs set are 1500, daily prayers and exit, if venue is full the event will be relayed from the temple where overflow can be managed over 3 floors
<b>Traffic Conflict</b>	Participants, public	Road closures, police liaison, marshals, Bay suspensions	Low	Low	Low	Shuttle service and booking of 17 minibuses to ensure vehicles are not congested in the area. External carparks set up to allow minimum disruption in the local area
<b>Fire</b>	All	Fire extinguishers, trained staff, clear exits	Medium	Low	Low	Voluntary fire marshals at all times during the event in required areas. (Policy attached)
<b>Medical Emergencies</b>	All	Onsite first aid, trained staff	Medium	Low	Medium	70 trained onsite first aiders including medical room and trained staff. In serious emergencies our protocol is to always call 999 (Policy attached)
<b>Lost Children</b>	Children, vulnerable adults	Safeguarding plan, Child ID, DBS Check, fenced	High	Low	Medium	Children are registered into the facility and there is a team with



## Shree Swaminarayan Temple Willesden

		perimeter, lost child location in welcome marquee				assigned designated staff who sign in and out every child daily. All children to have a ID tags Childcare risk assessment attached
<b>Slips, Trips, Falls</b>	All	Clear walkways, hazard checks	Medium	Low	Low	covered in all departments RAMS and Risk Assessments
<b>Noise Complaints</b>	Local residents	Noise monitoring, schedule limits	Medium	Low	Low	Separate Policy
<b>Adverse Weather</b>	All	Marquees, cancellation plan	Low	Low	Low	Event is indoors
<b>Electrical Hazards</b>	Staff, volunteers, public	PAT testing, qualified electricians on site for 9 days	High	Low	Medium	All equipment pat tested, external contractors equipment also pat and safety checked. qualified electrician on site for full 9 days
<b>Food Safety</b>	Attendees	cooked in-house by our volunteer chefs maintaining a vegetarian diet as per our hindu values and traditions	Low	Low	Low	All food labelled with allergens
<b>Terror Threat</b>	All	Police liaison, security plan	High	Low	Low	Highly unlikely





## Shree Swaminarayan Temple Willesden

### 8. Security & Volunteer Deployment Plan

Total Volunteers: 900+

Role	Numbers	Duties
General Stewards	300	Wayfinding, assistance
SIA Security	15	Door entry, crowd control, patrol, random search
Traffic Marshals	90	Car parks, shuttle hubs
First Aid Volunteers	70	Support medical teams
Procession Marshals	200	Manage procession route
Stage Crew	50	Assist performances
Waste Management/Cleaning	50	Cleaning, waste disposal
Welfare Team	20	Lost children, safeguarding
Admin/Comms	30	Control room, liaison
Kitchen & Serving	80	Chefs and Serving Team

#### Training:

- Pre-event induction for all volunteers covering safety, safeguarding, communication, first aid basics. This induction will take place on 15/06/2025

#### Communications:

- Control Room with radio communications (walkie-talkies)
- Backup mobile contacts for all zone leads



## Shree Swaminarayan Temple Willesden



### 9. Safeguarding & Lost Children Policy

- All volunteers working with children DBS checked.
- Lost Children point fully staffed at the welcome tent.
- Parent ID verification required for child release.
- Dedicated safeguarding officer onsite daily.
- All incidents logged and monitored.

**See safeguarding and lost child policy attached**



## Shree Swaminarayan Temple Willesden



### 10. Medical & First Aid Provision

- 70 Medical First Aiders including 2 doctors.
- Onsite first aid welfare zone with bed.
- AED units installed at central locations.
- 999 protocols coordinated with emergency services.
- Emergency routes kept fully accessible.

**See medical and first aid policy attached**



## Shree Swaminarayan Temple Willesden



### 11. Noise Management

- Professional sound engineers operating stage PA systems.
- Sound tests prior to live events.
- Noise levels monitored in real-time.
- Neighbourhood contact number provided for complaints.
- Events end by 10:30 PM (weekdays), 11:00 PM (weekends).

**See Noise Management policy attached**



## Shree Swaminarayan Temple Willesden



### 12. Emergency & Evacuation Plan

- Clearly marked evacuation routes.
- Multiple assembly points designated.
- Emergency vehicle routes remain clear.
- Evacuation drills performed prior to public opening.
- Police, Fire, and NHS fully briefed.

Floorplan/Exit Route attached.



## Shree Swaminarayan Temple Willesden



### 13. Insurance Certificates

- Public Liability Insurance: £10 Million
- Employer's Liability: £10 Million



## Shree Swaminarayan Temple Willesden



### 14. Notification Letters Templates

#### Metropolitan Police

We hereby notify the Metropolitan Police Event Planning Unit of the Willesden Temple Golden Jubilee 2025, including religious procession on 5th July 2025 with road closures from 12:30 PM. Full security, crowd management, safeguarding and emergency response plans are in place. Further liaison to be arranged for final joint planning.

#### London Ambulance Service

We hereby notify LAS of the above event, with St John Ambulance providing on-site first aid, welfare tent, AED units and emergency routes accessible at all times.

#### London Fire Brigade

We confirm all fire safety provisions, extinguishers, access routes, emergency planning and fire risk assessments are in place. Evacuation procedures rehearsed pre-event.

#### Transport for London

We request review of the procession route with regard to temporary road closures and any potential impact on bus routes. We will liaise with TfL's events planning officers accordingly.

#### Brent Highways

Full traffic management plan submitted for review, with advance warning signs, parking management, shuttle buses, and road closures as outlined.



## Shree Swaminarayan Temple Willesden

### 15. Event Key Contacts

Role	Name	Contact
Event Manager	[REDACTED]	[REDACTED]
Security Lead	TBC	
Medical Lead	St John Ambulance	
Police Liaison	TBC	
Safeguarding Lead	TBC	
Highways Liaison	TBC	



**From:** ENS Public Safety <ens.publicsafety@brent.gov.uk>

**Sent:** 11 June 2025 11:29

**To:** Business Licence <business.licence@brent.gov.uk>

**Subject:** RE: CONSULT: New 9 Day Premises - 50th Anniversary Procession, 430 High Road, NW10 2DH - 34950

Dear Sima,

I hope this message finds you well.

Could you please request their current **event management plan** for the upcoming procession, along with the **site plan**, including details of the **procession route**?

If possible, we would like to place this application **on hold** until these documents have been submitted and reviewed.

Please let me know if you need any further information from our side.

Kind regards,

Dean Neville

Public Safety Officer

Regulatory Services

Brent Council

020 8937 5272

[www.brent.gov.uk](http://www.brent.gov.uk)

@Brent\_Council

**From:** Business Licence

**Sent:** 15 May 2025 12:16

**To:** ENS Food Safety ; ENS Noise Team ; ENS Public Safety ; Esther, Chan ; 'Fire' ; 'Licensing Police' ; Licorish, John ; Pest Control ; Planning North Team ; Planning South Team ; Planning Strategy ; publichealthlicensing ; Trading Standards ; Maldoom, Edwin ; White, Christine ; alcohol@homeoffice.gov.uk

**Subject:** CONSULT: New 9 Day Premises - 50th Anniversary Procession, 430 High Road, NW10 2DH - 34950

LICENSING ACT 2003

Licence: New Premises

Reference: 34950

Dear Sir/Madam,

Applicant: **Ravi Bhudiya**

Premises: **50<sup>th</sup> Anniversary Procession, 430 High Road, NW10 2DH**

An application was made to Brent Council under the Licensing Act 2003 by the above-named applicant. If you would like to make a representation please respond by return. Representations must specify in detail the grounds of opposition and must relate to the promotion of the licensing objectives.

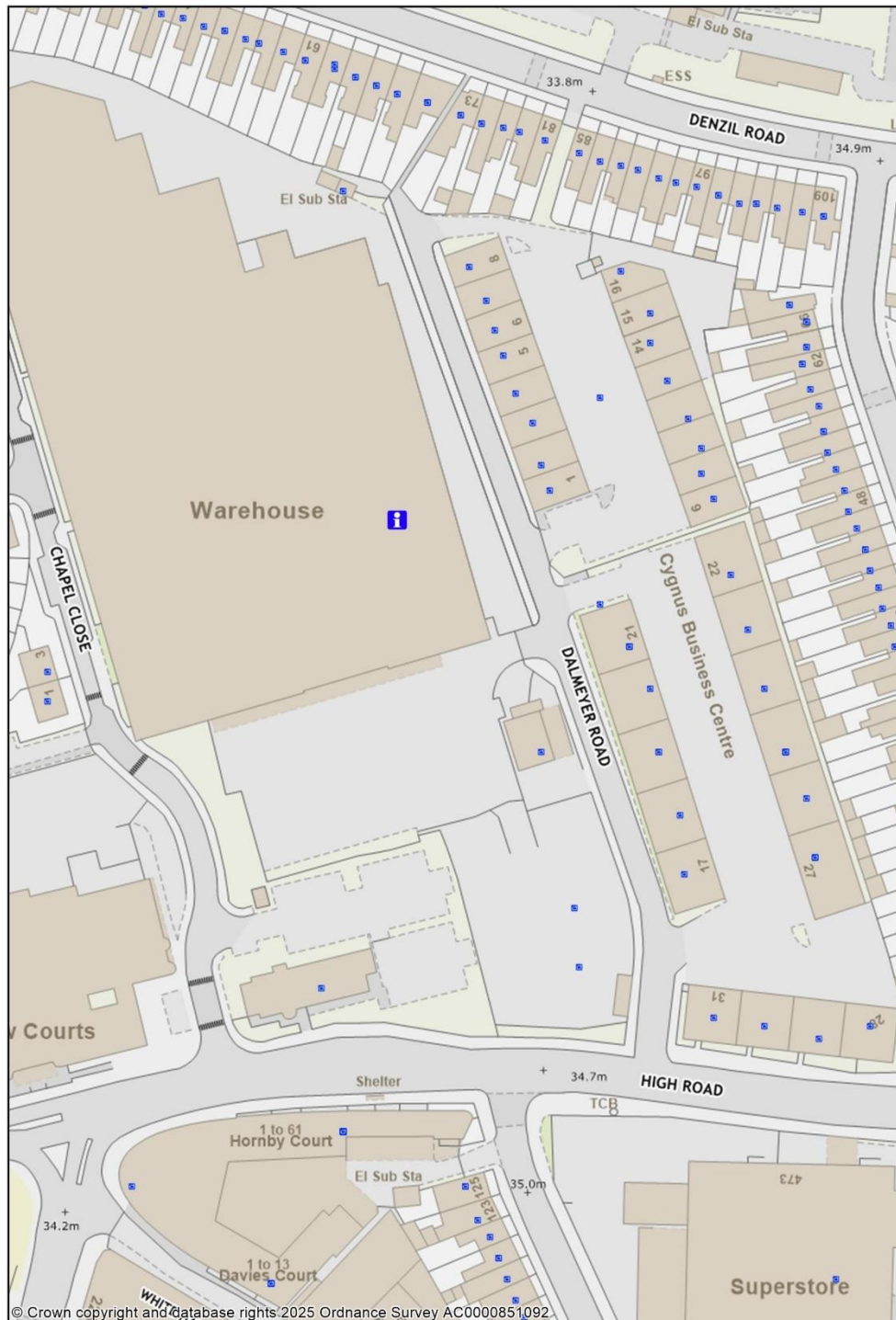
In order that consideration of the application may not be delayed, it will be appreciated if a reply can be sent to us by **12<sup>th</sup> June 2025**.

**\*Please be advised any representations/evidence that you provide must include a redacted and unredacted version due to data protection.\***

Regards,

Sima Naran  
Licensing Support Officer  
Regulatory Services  
Brent Council

Basemap Map



1:1250

0 0.02 0.04 kilometres



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