


## Carabao Cup 27<sup>th</sup> February 2022 De-brief Report

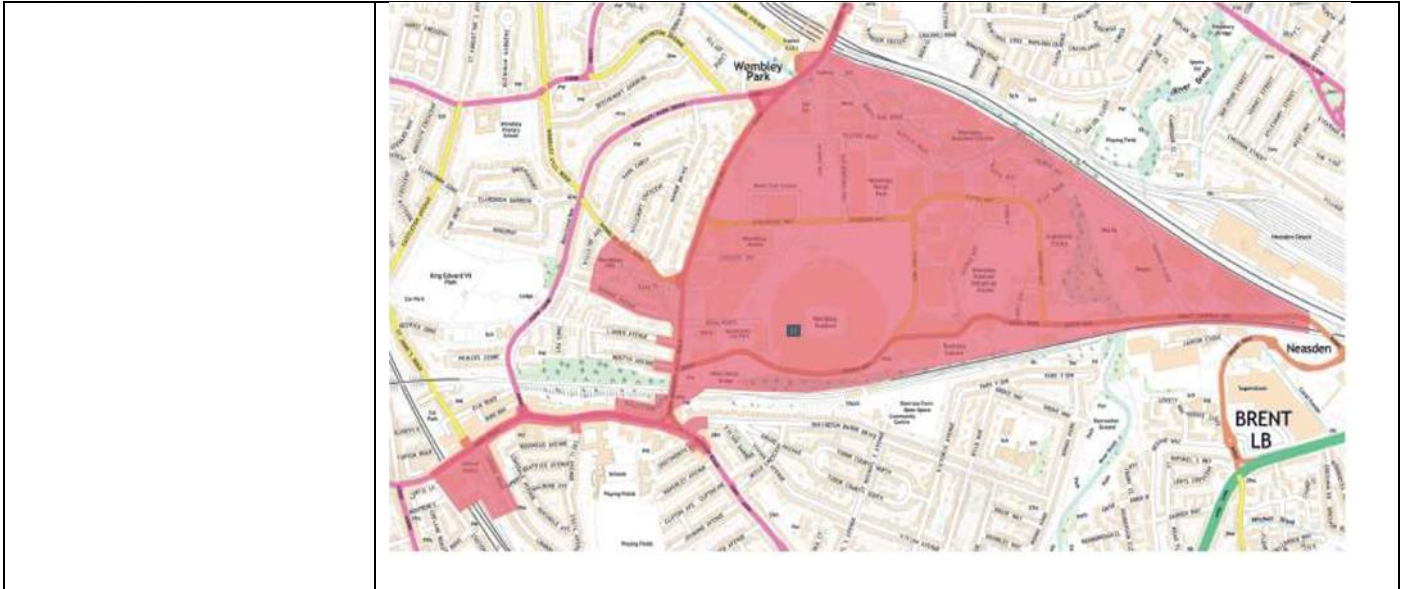
### Event Information

<b>Event:</b>	Carabao Cup
<b>Teams:</b>	Chelsea (East) v Liverpool (West)
<b>Expected Capacity:</b>	82,000
<b>Times:</b>	<b>Hospitality:</b> 13:30 <b>General admission:</b> 14:30 <b>Kick Off:</b> 16:30 <b>Half Time:</b> 17:15 <b>Full Time:</b> 19.25 Extra time and penalties – Winner : Liverpool
<b>Gold (Strategic Lead)</b> <b>Silver (Tactical Lead)</b> <b>SPOC</b>	Chris Whyte Colin Wilderspin Susana Figueiredo
<b>Licensed Event Pads</b>	Chelsea – Arena Square, Engineers Way (opposite SSE Arena) Liverpool – Event pad, Wembley Park Boulevard (by LDO play area)
<b>Licensed Premises</b>	Liverpool – West Chelsea – East

### Brief

Risk	<ul style="list-style-type: none"> <li>The match is a high risk, Category C match between two well-supported teams, Chelsea and Liverpool. Police intelligence is that serious fan disorder is unlikely but there is an expectation of widespread low-level ASB attributable to street-drinking. Immediate and short-term licensing and enforcement interventions are therefore required to be applied by the Council and the partner agencies for this match.</li> </ul>
Review of Previous Event Plans	<ul style="list-style-type: none"> <li>The Euro 2020 Final at Wembley Stadium was blighted by unacceptable levels of casual street-drinking that ultimately led to shocking scenes of fan disorder and anti-social behaviour.</li> <li>As a result, the FA commissioned an independent review, led by Baroness Casey, to establish the reasons for the disorder and to provide recommendations to ensure there is no repeat in the future. Brent Council now seeks to be proactive in taking Baroness Casey's recommendations forward</li> <li>By utilising our own review and knowledge of the area, we have set out to put fair and proportionate measures in place in order to avoid any repetition of problems found at the Euro Final that can in fact, be controlled directly within the remit of the Council.</li> <li>Issues in relation to street drinking have been an issue at Wembley Stadium event days for a number of years. The further issues that then presented themselves at the Euro Final magnified those pre-existing issues and became the trigger to making immediate change.</li> <li>This issues include ASB attributable to street drinking such as excessive consumption of alcohol that leads to hostile behaviour, fighting &amp; urination and the use of flares but also the enormous amount of waste that can also be attributable to street drinking from receptacles that are left on the public highway.</li> </ul>

	<ul style="list-style-type: none"> <li>Discussions with SAG partners, has meant implementing new high-profile measures and management controls for the Carabao Cup Final on 27 February and in turn all future events</li> </ul>
Defining 'Zone Ex' & 'game of National significance'	<p>In the absence of:-</p> <ul style="list-style-type: none"> <li>A defined 'Zone Ex'</li> <li>Definition of a 'game of National significance'</li> </ul> <p>Licensing Community Protection (Susana) formulated an idea to use the existing 'Public Space Protection Order' to define 'Zone Ex'. As a result a definition of a 'game of National significance' was not required</p>
Parties to be included in Joint Action	<p>Brent Council, FA and WNSL, Quintain, Wembley Park Ltd, MET Police, BTP Police, Train Services, TFL</p> <p>All are required in order to improve and coordinate operations in Zone Ex on match days. All are now signed up to a renewed programme of investment in enhanced infrastructure and resources.</p>
Public Space Protection Order (PSPO) Borough Wide	<p>There are two PSPO's in place. The first being a Borough Wide one that solely includes the prohibition of street drinking.</p> 
Public Space Protection Order (PSPO) Wembley	<p>The second PSPO includes restrictions on street drinking and other Anti-Social Behaviour (ASB) matters including but not limited to urination, litter, flares, illegal street trading (including touting) and the distribution of free literature. See <b>Appendix 7</b> for full conditions.</p>



### Carabao Cup – Pre Match

<p>Enforcement (Engagement &amp; Education)</p>	<ul style="list-style-type: none"> <li>• The Council, for the first time, is requiring their full co-operation to assist in guaranteeing a street-drinking-free zone during Wembley Stadium match days. In order to achieve this, we have asked that they-             <ul style="list-style-type: none"> <li>• Recognise those customers that are likely to consume alcohol in the street (retail is still possible to other customers).</li> <li>• Refuse the sale of alcohol to anyone that is likely to drink alcohol in the street</li> <li>• Refrain from increasing their store set-up to include additional alcohol for the purpose of match days</li> <li>• Voluntarily cease selling alcohol in glass vessels including all wines, beers and ciders and where possible cease selling any alcohol on match days.</li> </ul> </li> <li>• This requirement has been communicated to all premises and the response has been favourable, though there is some sign of resistance which we will need to be firm with. You may receive some representations. The monitoring of compliance on the day will be a key task as evidence is necessary for any firmer action to be applied at subsequent matches.</li> <li>• 80+ premises (ON &amp; OFF Licences) visited by Community Protection (Susana) with the assistance of Neighbourhood Management (Ashley), Public Safety (Laura) &amp; the Licensing Police.</li> <li>• Letters were hand delivered and the Licence Holder/Designated Premises. See <b>Appendix 6</b>. Supervisor, were engaged with and educated on what was required.</li> <li>• Paul Lee (TS) engaged with numerous premises on behalf of their Primary Authority and specifically Asda.</li> <li>• See <b>Appendix 1</b> for the full list of premises that were engaged with</li> </ul>
<p>Feedback</p>	<p>Some off licences gave negative feedback in relation to serving street drinkers. See <b>Appendix 2</b></p>
<p>Communication</p>	<p>Brent Council and partners approved a News story that was sent to the English Football League (EFL). See <b>Appendix 5 (a)</b>. This communication was also listed on Brent Council’s website for members of the public.</p>

	<p>The EFL agreed the above messaging and then modified it to be communicated on their website. See <b>Appendix 5 (b)</b>.</p> <p>A further version was agreed by WNS which was sent out to Chelsea FC, Liverpool FC, TFL, rail services, BTP, the MET, ticket holders and any other relevant partners. See <b>Appendix 5 (c)</b>.</p> <p>Talk Sport also did a piece on the street drinking ban, specifically on Olympic Way. The feedback on this was positive.</p> <p>Below are some of the locations where the communication appeared.</p> <p><a href="#">No-Street Drinking Zone in operation for Sunday's Carabao Cup Final - News - EFL Official Website</a></p> <p><a href="#">Liverpool and Chelsea fans face £100 fines if caught drinking alcohol outside Wembley   Metro News</a></p> <p><a href="#">Liverpool FC - No-street-drinking zone in operation for Carabao Cup final</a></p> <p><a href="#">Wembley no street-drinking zone details and Chelsea pubs confirmed   Official Site   Chelsea Football Club (chelseafc.com)</a></p> <p><a href="#">Anti-alcohol measures at Wembley - Chicago Today</a></p> <p><a href="#">No-street-drinking zone in operation for Carabao Cup final   Troll Football</a></p> <p><a href="#">No-street-drinking zone in operation for Carabao Cup final : LiverpoolFC (reddit.com)</a></p> <p><a href="#">CFC News ☆ ☆ on Twitter: "Wembley no street-drinking zone details and Chelsea pubs confirmed - Olympic Way and the surrounding areas in Wembley have been designated as no-street drinking zones for Sunday's Carabao Cup final, while the list of approved Chelsea pubs has also been c... https://t.co/8J4FwvWY6v" / Twitter</a></p> <p><a href="#">Alcohol banned on way to Carabao Cup final (besoccer.com)</a></p> <p><a href="#">Carabao Cup - Home   Facebook</a></p>
Brent Event Day Webpage	<ul style="list-style-type: none"> <li>• The Licensing Community Protection officer (Susana) created the content for a new webpage for all licensed premises which was then added by the Web Team (Rachel Gant) with an introduction to the event.</li> <li>• Full list of premises including split can be found here <a href="https://www.brent.gov.uk/eventdays">https://www.brent.gov.uk/eventdays</a></li> </ul>
Signage	<ul style="list-style-type: none"> <li>• Improved signage including 40 totems</li> </ul> <p>Please see <b>Appendix 8</b> for Totem Designs</p>
Fan Zones	<ul style="list-style-type: none"> <li>• There are two existing Premises Licences that cover external areas</li> <li>• The first area is located in Arena Square (outside OVO Arena). The second area is the event pad located on Wembley Park Boulevard (opposite the LDO).</li> <li>• These dedicated drinking zones permit those with a ticket for the game entry into a cordoned off zone, to consume alcohol purchased on site</li> </ul>

## Carabao Cup – During Match

**Communication – Social Media**
**Regular communication updates by the Communications Team**

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 **Brent Council**  
1 h · 

👉 Following the success of the drink-free zone in the streets around Wembley Stadium before the Carabao Cup Final on Sunday...

👏 Cllr Muhammed Butt, Leader of Brent Council, shares his thanks for all the fans and local businesses that followed the rules & the keyworkers from the council, Metropolitan Police Service, Wembley Park and The FA who helped enforce them...

📖 Read more: [www.brent.gov.uk/news-in-brent/2022/february-22/drink-free-zone-in-wembley-hailed-a-success](http://www.brent.gov.uk/news-in-brent/2022/february-22/drink-free-zone-in-wembley-hailed-a-success)

👍 2 comments

👍 Like    💬 Comment    ➦ Share


**Enforcement**

19 x PSU's @ 25 Police per PSU = 475 Police officers with an approximate additional 40 officers dedicated to intelligence  
 4 x Neighbourhood Patrol officers  
 2 x Licensing Police officers  
 1 x Licensing Community Protection Lead  
 5 x Licensing Community Protection officers (5 in the am, 2 in the pm)  
 6 + 1 Police officers dedicated to enforcement  
 3 x Licensing officers (pm), dedicated to street trading and ticket touting

**Bin Deployment**

10 x 1100 litre bins were placed on Olympic Way which were used for the disposal of alcohol as fans came out of Wembley Park Station

Loggist	The loggist began at 11:00. There was an issue with the MS Form which delayed the logging. This was then rectified
Mobile Network	As the Stadium reached full capacity, the mobile network appeared to fail. This made it difficult for persons to communicate, but in particular the loggist and SPOC who could not be contacted
Police Command Meeting	Susana attended the Police briefing. Maps of OFF/ON licences were distributed, contact details for Brent staff and enforcement maps and timings. A brief explanation of our aims was given.
Police Commitment	There was a full commitment from the police with officers asking fans to dispose of alcohol
TFL/Train Services	There appeared to be a commitment from both services to reduce the excess alcohol on the trains/tubes coming into Wembley. It was reported that at some train stations, there were clear messages stating the Wembley is an alcohol free zone.

### Carabao Cup – Post Match

Communication	<p>Communication of the successful event was posted on Brent Council's website</p> <p><a href="#">Drink-free zone in Wembley hailed a success   Brent Council</a></p> <p>The wider press did not appear to report on the success of the event.</p>
Letters of Gratitude	<p>Thank you letter to premises</p> <p>Thank you letter to Football Clubs and support groups</p>
Brent Event Day Webpage	Susana will have to get the current message related to the current event removed from the website
Stewarding	The deployment of stewards worked well without the need to be given authorisation to enforce against those who may refuse to dispose of alcohol. Feedback demonstrated that in the most, persons disposed of their alcohol without any issues.
Enforcement Results	<ul style="list-style-type: none"> <li>• Engagement with non-compliance premises and larger OFF licences in relation to long term strategy</li> <li>• Reviews are likely to take place of the following premises             <ul style="list-style-type: none"> <li>• 2 ON licences</li> <li>• 2 OFF licences</li> </ul> </li> <li>• Neighbourhood Patrol Officers             <ul style="list-style-type: none"> <li>• Urination – 5 FPNs</li> <li>• Street Trading – 2 FPNs</li> <li>• Consumption of alcohol – 3 FPNs</li> <li>• Over 100 warnings</li> </ul> </li> </ul>

### Achievements

Atmosphere	<p>Please see <b>Appendix 3</b> for a visual comparison between:-</p> <ul style="list-style-type: none"> <li>• Carabao Cup 27<sup>th</sup> February 2022</li> <li>• FA Cup Final 15<sup>th</sup> May 2021</li> <li>• Euro Final 2020 11<sup>th</sup> July 2021</li> </ul> <p>In this case, atmosphere includes the use of flares, waste on the public highway and crowd behaviour. There was a noticeable difference, even between the FA Cup Final 2021 and the Carabao Cup 2022, where there was a capacity of 22.5k and 82k respectively</p>
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Feedback	Feedback was given by restaurants, bars, pubs, cafes, off licences. For some of the feedback, please see <b>Appendix 2</b>
Enforcement	The monitoring of premises worked well, with issues being brought in centrally through a clear line of communication. See 'what could be improved' for steps moving forward

### Improvements

Enforcement Training	In relation to street drinking, the training of those undertaking street drinking duties of ON & OFF licences, needs to take place much sooner. Engagement with premises was limited to monitoring by officers due to the late timing of officers being allocated to Susana pre-event. For follow up events, this training will need to take place much sooner.
Stewarding	SW Quarter (area closest to Stadium station) needs addressing. This was covered by Neighbourhood Patrol officers, but not Stewards, Police or allocated bins as was Olympic Way. This is important if a completely sterile area is to be achieved around the WNS, where fans are likely to gather before entering the Stadium.

### Considerations

Limitations	In relation to street drinking, the Wembley PSPO does not; <ul style="list-style-type: none"> <li>• Include wording that prohibits the carrying of sealed containers at a time when street drinking takes place. Any authorised officer may only count open containers as a breach</li> <li>• Cover all of the OFF licences in the immediate area surrounding the WNS. However, the Borough wide PSPO includes all public highways in Brent, but changes need to be made to add them to the relevant Wembley PSPO</li> </ul>
NNDR	<ul style="list-style-type: none"> <li>• The OFF licences have mentioned that they pay premium business rates because they are located beside Wembley Stadium</li> <li>• Susana to contact Peter Cosgrove to confirm this information</li> </ul>
Premises Licence Variations	<ul style="list-style-type: none"> <li>• The OFF licences who will have had a substantial drop in sales at the Carabao Cup, <u>will not</u> voluntarily apply to vary their Premises Licence to include such conditions as not supplying alcohol on event days. They will not want to change their licence when others may not change theirs and will also be reluctant as the news is so fresh</li> <li>• However, as some of the Wembley Stadium conditions will be costly to them in the long-run, such as the use of SIA, there may be a point where they are more forthcoming in undertaking this</li> <li>• Consideration needs to be had as to whether the fee to apply for a minor variation will be waived</li> </ul>
Increase in Theft from Premises and Non-Payment of Goods	<ul style="list-style-type: none"> <li>• As a result of off licences refusing alcohol sales, fans were then stealing alcohol from the premises</li> <li>• One particular premises on Wembley Park estate reported that after eating and drinking in the premises, each person at the table subsequently left the premises without paying. The last person was apprehended and all of those that left, returned to pay</li> </ul>
Radio Network	<ul style="list-style-type: none"> <li>• Consideration needs to be made as to whether a radio network would be more suitable for Wembley Stadium event days</li> <li>• This is in hand between Daryl, Scott McCormick and Susana where a discussion will take place in making this happen.</li> <li>• Daryl will also be able to use the radios as and when they are required for emergencies when the mobile network is at capacity or unavailable.</li> </ul>

	<ul style="list-style-type: none"> <li>It is likely that there is already an existing radio network that Brent and its partners will be able to use this existing network. The current receptor may not have any further available slots and therefore another solution may be necessary</li> </ul>
Zone Ex Control Room	<ul style="list-style-type: none"> <li>Consideration for a separate Zone Ex control room to be put into place during event days</li> </ul>

### Upcoming Events

Upcoming Events	<p>Preparation for the following three games is under way;</p> <ul style="list-style-type: none"> <li>Saturday 26<sup>th</sup> March 2022 - England v Switzerland KO 17:30</li> <li>Tuesday 29<sup>th</sup> March 2022 - England v Ivory Coast KO 19:45</li> <li>Sunday 3<sup>rd</sup> April 2022 - Papa John's Trophy – KO TBC</li> </ul>
Further Communication to Premises	Updated letter to be sent to premises to seek compliance
Brent Event Day Webpage	<p>ON licences to be updated by Susana with relevant event details and split where necessary</p> <p><a href="https://www.brent.gov.uk/eventdays">https://www.brent.gov.uk/eventdays</a></p>
Police Command Briefing	Susana to attend the briefing to ensure a consistent approach between agencies. It also give the Inspectors on the day an insight into the work Brent Council is undertaking from an enforcement point of view with contact details additionally being given
Police Commitment	The Police commitment appears to be consistent. The Commander for the day will not be the same but Susana has made contact with Central Police to gain contact details for alternative Commanders. This is to ensure collaboration on the days of the upcoming events but also to gain sign off on the letters to ON/OFF licences
Consistent Approach	It is important that ongoing communication continues between the FA, the clubs, the police, BTP, Brent Council and any other relevant stakeholders to ensure a commitment to educating and publicising a very clear message on this new approach

### Long-Term

Defining Zone EX	<p>The area to be encompassed by Zone Ex has already begun to be defined. As the events progress, evidence of where there may be gaps, can be addressed. This will need to be determined for the purposes of:-</p> <ul style="list-style-type: none"> <li>Future Wembley Stadium Event Days</li> <li>The PSPO update</li> <li>The CIZ as part of the Licensing Policy 2003 – Statement of Licensing Policy</li> </ul> <p>It may be that a Zone Ex and a Zone Ex1 be determined, which could be implemented when required to deal with the displacement of street drinking.</p>
Defining a Game of National Significance	Although relevant in some ways, for the purposes of implementing the PSPO, defining a game of 'National' significance is not required with the PSPO in place.
Communicating the Strategy	Discussion with partners in Quintain and Wembley Park Ltd who cover most of the larger OFF licences around WNS, as to what the long-term strategy is in order to gain maximum support
Public Space Protection Order (PSPO) – Borough Wide	<p>The current PSPO expires in October 2023. Work will need to begin to include:-</p> <ul style="list-style-type: none"> <li>Gathering evidence to support the continuation of the PSPO</li> <li>Considering whether there is sufficient evidence to vary the PSPO to include other elements of ASB such as urination, litter, illegal street trading and the distribution of free literature in problematic areas.</li> </ul> <p><u>The deadline</u> for this work to commence is <b>December 2022</b></p>

<p>Public Space Protection Order (PSPO) – Wembley</p>	<p>The current PSPO expires in October 2023. Work will need to begin to include:-</p> <ul style="list-style-type: none"> <li>• Gathering evidence to support the continuation</li> <li>• The streets omitted from the Wembley PSPO surrounding WNS for the purposes of prohibiting street drinking.</li> <li>• A change in wording, that those carrying closed containers whilst street drinking would be a breach of the PSPO, if asked to dispose of them. The offence would then be committed, if the person fails to do so.</li> </ul> <p><u>The deadline</u> for this work to commence is <b>December 2022</b>.</p> <p><u>An earlier deadline</u> of <b>July 2022</b> would need to be considered if the change of wording to include closed containers is to be implemented by the Champions League Final at the end of May 2023. In this case, a new PSPO would be applied for with the intention of revoking the current PSPO when the new one becomes enforceable.</p>
<p>Defining Land Surrounding WNS</p>	<p>A project to determine the ownership of land surrounding WNS will soon be underway. The lead for this being Laura Davies from Public Safety. This will assist in determining where the PSPO may have limitations in relation to being enforced.</p>
<p>Licensing Act 2003 – Statement of Licensing Policy</p>	<p>The deadline for CIZ work to begin, should have been <u>at the latest</u> <b>October 2021</b>, to allow for time to collate evidence towards continuing the implementation of the CIZ. At this point we are running the risk of not having a CIZ Policy in place, when the current one expires. This means that any new applications for OFF licences in Brent and for the purposes of this report, Wembley, would be impossible to refuse.</p>
<p>Culture Surrounding Events</p>	<p>It is likely that once this football season ends, word will have got around that Brent Council and its partners have a zero tolerance for street drinking in Brent. In particular, where there are large crowds of people present. This should in turn make street drinking at future events, a reduced issue and risk to all parties. It is however expected that at the beginning of next season, a strong enforcement presence will be required to follow through on the message that street drinking will not be tolerated</p>

**Appendix 1**
On Licences

<b><i>Premises Name</i></b>	<b><i>Premises Address</i></b>
The Green Man	Dagmar Ave Wembley HA9 8DF
The Arch	324 Harrow Rd Wembley HA9 6LL
Station 31	299-303 Harrow Rd Wembley HA9 6BD
The Liquor Station	397A High Rd Wembley HA9 6AA
JJ Moons	397 High Rd Wembley HA9 6AA
Crystals - Sports Bar	1 South Way Wembley HA9 0HB
Crystals - Aqua (Ground Floor)	1 South Way Wembley HA9 0HB
Crystals - Wings (1st Floor)	1 South Way Wembley HA9 0HB
St George's Hotel	43-51 Wembley Hill Rd Wembley HA9 8AU
California Kitchen	31 Wembley Hill Rd Wembley HA9 8AS
Mushroom Italian Restaurant	19 Wembley Hill Rd Wembley HA9 8AF
El Bandido	13 Wembley Hill Rd Wembley HA9 8AF
Shawarma Grill	350-352 High Rd Wembley HA9 6AZ

Cerbul Romanesc	414 High Rd Wembley HA9 6AH
Nandos	420-422 High Rd Wembley HA9 6AH
Youngs	329 Harrow Rd Wembley HA9 6BA
Arena Restaurant	307 Harrow Rd Wembley HA9 6BD
Best Western Plus	365 High Road Wembley HA9 6AY
Holiday Inn	Empire Way Wembley HA9 8DS
IBIS	South Way Wembley HA9 0HB
Wembley International Hotel	Empire Way Wembley Park HA9 0NH
Black Sheep 1	2 Olympic Way Wembley Park HA9 0GU
Novotel	5 Olympic Way Wembley Park HA9 0NP
Box Park	18 Olympic Way Wembley Park HA9 0JT
Bread Ahead	26-28 Olympic Way Wembley Park HA9 0NP
Pasta Remoli	10 Exhibition Way Wembley Park HA9 0FU
Masalchi by Atul Kochar	2 Wembley Park Blvd Wembley Park HA9 0HP
The White Horse	4 Wembley Park Blvd Wembley Park HA9 0HP

Blue Check	12 -13 Empire Way HA9 0RQ
The Parish	120 Wembley Park Drive Wembley Park HA9 8HP
Wembley Tavern	121 Wembley Park Dr Wembley Park HA9 8HG
Double 6 Sports Bar	125 Wembley Park Dr Wembley Park HA9 8HQ
The Torch	1-5 Bridge Rd Wembley Park HA9 9AB
Arena Square	Arena Square (outside SSE Arena, Engineers Way)
Events Pad	Events Pad (opp. LDO, next to playground)
TGI Friday	1 Wembley Park Boulevard Wembley Park HA9 0TG
Mezze Grill	131 Wembley Park Dr Wembley Park HA9 8HQ
Wembley Tandoori	133 Wembley Park Dr Wembley Park HA9 8HQ
Moulin Grill	139 Wembley Park Dr Wembley Park HA9 8HQ
Ecco'la Pizzeria	87-89 Wembley Park Dr Wembley Park HA9 8HF
Early Bird (also sells food to takeaway)	Unit 109 Raglan Court Empire Way Wembley Park HA9 0RG
Premier Inn	151 Wembley Park Drive Wembley Park HA9 8HQ

Hilton	Lakeside Way Wembley Park HA9 0BU
Premier Inn	1 Wembley Park Boulevard Wembley Park HA9 0GG

Off Licences

<b>Premises Name</b>	<b>Premises Address</b>
Amazon Fresh	20 Wembley Park Blvd Wembley Park HA9 0HP
Sainsburys	Civic Centre 1-3 Exhibition Way HA9 0FA
Co-op	25 Olympic Way Wembley Park HA9 0FR
Butlers	9 Olympic Way Wembley Park HA9 0NP
Tesco	Quadrant Court 1 Stadium Way Wembley HA9 0FE
Lidl	Unit3 Wembley Park Dr Wembley Park HA9 8TS
Asda	Forty Lane Wembley HA9 9EX
Brent Newsagents & Off Licence	6 Grand Parade Forty Avenue Wembley HA9 9JS
JS Food & Wine	9 Grand Parade Forty Avenue Wembley HA9 9JS
Cozza	13 Grand Parade Forty Avenue Wembley HA9 9JS
Mala Mini Market	371 High Road Wembley HA9 6AA

Capitol Food & Wine	107 Wembley Park Drive Wembley HA9 8HQ
Exotic Food Off Licence	117 Wembley Park Drive Wembley HA9 8HG
Stadium Supermarket	129 Wembley Park Drive Wembley HA9 8HQ
Wembley Park Express Food & Wine	41-43 Bridge Road Wembley HA9 9AG
11 Hour Expresss	49 Bridge Road Wembley HA9 0GU
Arena Express	110 Raglan Court Empire Way Wembley HA9 0RG
Eastern European Food & Wine	297 Harrow Road Wembley HA9 6BD
Jeen Cash & Carry	306 Harrow Road Wembley HA9 6LL
Triangle Food & Wine	1 Neeld Parade Wembley Hill Road HA9 6QU
Brother's Superstore	4 Neeld Crescent Wembley HA9 6LW
Ruskan Food & Wine	27 Wembley Hill Road Wembley HA9
Fresh Mart (Canim Ailem)	34 Wembley Hill Road Wembley HA9 8AD
Shree Superstore	11 Wembley Hill Road Wembley HA9 8AF
Winstaar Food & Wine	354 High Road Wembley HA9 6AZ
Sainsbury's	349-357 High Road Wembley HA9 6ET

Inaq Food (not currently permitted to sell alcohol)	3A, Pop In Commercial Centre South Way Wembley HA9 0HF
Traditional European Food & Wine	399 High Road Wembley HA9 7AF
Euro Food & Wine	445 High Rd Wembley HA9 7AF
West 9	471 High Road Wembley HA9 7AF
Lakomka	91 Wembley Park Dr Wembley Park HA9 8HF
Arena Mini Mart	81-82 Alexandra Court Empire Way HA9 0QZ

## Appendix 2

### Positive Feedback from Premises



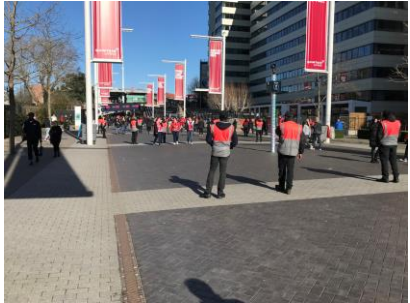

<u>Feedback Type</u>	<u>Feedback</u>
Veolia	Very noticeable reduction in cans and bottles in and around the location and on the concourse. There was also less conflict met with members of the public when operatives were carrying out their duties. They were able to manage the cleanliness throughout the day and stay on top of it. At the end of the day, the cleansing service took place, but is in no way comparable to when street drinking was permitted
Traders Association & Local Resident	<p><b>Francis Henry Chair of Wembley Traders Association and local resident</b></p> <p>‘Consuming and drinking alcohol on Wembley’s event day does have many benefits. It generates economic activity and employment; it brings people together to socialise; and it is an enjoyable pastime that many people value. However, it does come with costs. Some of these costs over the years include noise, pollution, conflict with many people’s daily routine/sleep. Other costs include crime and injury, are facilitated by alcohol, which is often highly traded on event day. Brent managed yesterdays event day and the community have seen the benefits’.</p>
Business - Public House	All was great, no problems
Business - Public House	No problems at all, everything went smooth
Business - Public House	Great day, no problems at all
Traders Association & Franchisee	<p><b>Reema Mavani Vice Chair of Wembley Traders Association &amp; Franchisee</b></p> <p>‘From a restaurant perspective – unlicensed, it was calmer as normally we have people drinking and we have to ask them to leave! Had no issues in Wembley Park or High Road!’</p>
Business - Public House	For us, we had next to no rubbish anywhere on the street in front and saw a decent boost from people coming in earlier than expected, to what we pin down to not being allowed to walk around with their own cans
Business – Café	On an event day, takings are approximately 20% of my business for the day. On Sunday this increased by 60%
Business – Brent Civic Centre	The gardens to the side of the Civic Centre usually have to be locked up because people try to get in to have a drink, this wasn’t the case on Sunday. The toilets on the ground floor are usually really dirty and the building overwhelmed with people coming in and out. Again this wasn’t the case on Sunday
Business - Bar	We had more alcohol sales than usual event days and less food sales... but overall no issues being a big event and large crowd near the Stadium
Business - Restaurant	The atmosphere on Sunday was completely different. Sales increased but what was most noticeable was that those who were drinking, were also eating a meal, this balanced out how the alcohol affected them. Everyone was pleasant and on the street the atmosphere was calm, well natured and no rubbish from alcohol in the street
Business – Off Licence	<p>I have to commend everyone in this group. Well done!</p> <p>None of us to reduce sales of course...not even the Council. However there is a PSPO in place and we don’t want some following and others not following...defeats the purpose of what the PSPO is trying to achieve.</p> <p>We can only implement a PSPO if we ALL work together to enforce it – and today we have shown that we can and will work together to enforce unwelcome behaviour in Wembley!</p>

	<p>Photos and images from all of us on this forum will soon stamp this out. I commend those who have made the effort to share images here.</p> <p>Well done everyone (all store owners for the images) and Susana, Paul and your team of enforcement officers to stamp it out quickly.</p> <p>By the way, with us all saying no...the risk of theft of alcohol has increased – so be aware and watchful everyone.</p>
Councillor	<p>Could see a high visible difference in the area. A big thank you to the entire team.</p>

Negative Feedback from Premises

Business – Off Licence	<p>We need to find some alternative way it's big impact on business already we suffer 2 years from the pandemic we can't hold every event like today</p>
Business – Off Licence	<p>If the same thing keep happening than we have to close our business and start applying benefits</p>
Business – Off Licence	<p>You have to find other ways of implementing this. There are far too many event days for us to sustain this. Our takings are down by more than 50% compare to last Sunday and our staff costs are more than double. Generally on event days our regular customers disappear and football fans make up for it. If we can't serve them then it's going to affect people's livelihood. Some won't bother hiring extra staff and there will be security issues. Earlier kick off times might be one of the solutions. Mostly if goes back to normal after the game</p>
Business – Off Licence	<p>It's big impact on us our sale has reduced by 85%</p>
Business – Off Licence	<p>We have to employ 2 extra staff to control the event people. It's better to close all off licence shops on event days</p>
Business – Off Licence	<p>We will obviously comply with all the rules to the best of our abilities. But we feel like we are being put at the front line here which we don't think is fair at all</p>

Appendix 3

<b>Event</b>		
27.02.2022 - Carabao Cup Liverpool v Chelsea KO 16:30 Capacity 82K	15.05.2021 FA Cup Final Chelsea v Leicester City KO 17:15 Capacity 22.5k	11.07.2021 Euro Final England v Italy KO 19:45 Capacity 67k
 <p><u>11:31</u></p>		 <p><u>9:47</u></p>
 <p><u>11:47</u></p>		 <p><u>12:30</u></p>



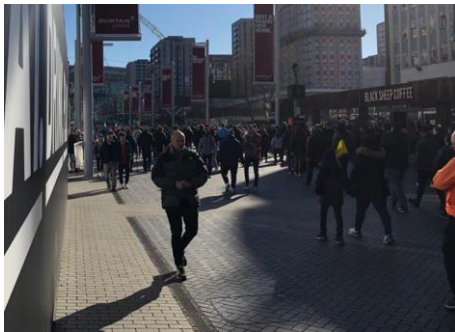
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14:40



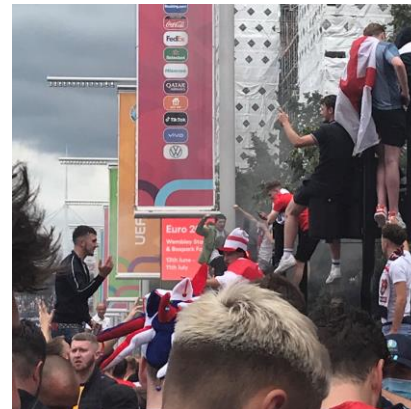
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14:30



15:00



14:50



15:00



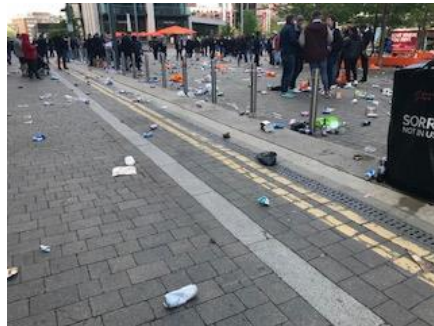
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16:23



19:52



16:23



16:38



18:30



19:53

## Appendix 4

<https://www.brent.gov.uk/eventdays>

# Enjoy match days responsibly

We want everyone to enjoy their visit to Wembley and the match. However we will not tolerate anti-social behaviour, so please behave responsibly.

Brent Council and its partners are enforcing a No Street Drinking Zone on Olympic Way and the surrounding area for the [Carabao Cup Final on Sunday 27 February 2022](#) as part of the current [Public Space Protection Order](#). Fans drinking on Olympic Way and the surrounding streets will be asked to hand over their alcohol and enforcement action may be considered.

## Drink responsibly

There is a range of bars, fan zones and restaurants available in and around Wembley where you can enjoy a drink or a meal before the game. We have listed details of some of these venues below, including which ones are hosting which fans. Please book early to avoid disappointment.

Please make sure you visit the ones allocated to the football club you support. We are taking these steps to provide a safe and enjoyable environment for everyone.

West - Liverpool FC	+
East - Chelsea	+
Neutral supporters	+

## Travelling to Wembley

If you are [travelling to Wembley](#) by public transport, the Drinkaware website has some useful [advice on drinking alcohol in public places](#). There may also be alcohol restrictions on coach services so please check before you travel.

Event day parking  
restrictions



## West - Liverpool FC

If you are a Liverpool fan, we ask that you enjoy a pre-match drink or meal in the following pubs and bars. Please book early to avoid disappointment.

Venue	Address	Phone number
The Green Man	Dagmar Avenue, Wembley, HA9 8DF	0208 9031441 07595 051937
The Arch	324 Harrow Rd, Wembley, HA9 6LL	0208 1271141
Station 31	299-303 Harrow Rd, Wembley, HA9 6BD	0208 9000173
The Liquor Station	397A High Rd, Wembley, HA9 6AA	020 8903 0159
JJ Moons	397 High Rd, Wembley, HA9 6AA	020 8903 4923
Crystals (Sports Bar & Aqua Lounge)	1 Popin Building, Southway, HA9 0HB	02035765765 07985 195277
La Regina	St George's Hotel, 43-51 Wembley Hill Rd, Wembley, HA9 8AU	020 8900 0662
Liverpool Fan Zone, Events Pad	Wembley Park Boulevard, HA9 0FD (opposite the London Designer Outlet)	

## East - Chelsea

If you are a Chelsea fan, we ask that you enjoy a pre-match drink or meal in the following pubs and bars. Please book early to avoid disappointment.

Venue	Address	Phone number
Black Sheep	2 Olympic Way, Wembley Park, HA9 0GU	
Box Park	18 Olympic Way, Wembley Park, HA9 0JT	
The White Horse	4 Wembley Park Blvd, Wembley Park, HA9 0HP	
The Blue Check	12 -13 Empire Way, Wembley, HA9 0RQ	020 8902 8147
Wembley Tavern	121 Wembley Park Dr, Wembley Park, HA9 8HG	07956 849648 020 8903 2955
Stadium Sports Bar	125 Wembley Park Dr, Wembley Park, HA9 8HQ	07503 000 096
The Torch	1-5 Bridge Rd, Wembley Park, HA9 9AB	02089045794
Crock of Gold	23 Bridge Road, Wembley, HA9 9AB	020 8908 6933
Chelsea Fan Zone	Arena Square, Engineers Way, HA9 0AA (opposite SSE Arena)	

## Neutral supporters

There are a number of cafes, restaurants and bars in and around Wembley that haven't been allocated to a team, where you can enjoy a meal or pre-match drink. Please book early to avoid disappointment.

Visit [the London Designer Outlet website](#) for more information on many of the restaurants listed below.

Venue	Address	Phone number
Swan Pub	789 Harrow Road, Wembley, HA0 2LP	020 8904 6933
Arena Lounge	652 Harrow Road, Wembley, HA0 2HA	020 8248 1280 07857820000
TGI Friday	1 Wembley Park Boulevard, Wembley Park, HA9 0TG	
Pasta Remoli	10 Exhition Way, Wembley Park, HA9 0FU	
Masalchi by Atul Kochar	2 Wembley Park Blvd, Wembley Park, HA9 0HP	
Bread Ahead	26-28 Olympic Way, Wembley Park, HA9 0NP	
Frankie & Benny's	London Designer Outlet, Wembley Park Blvd, Wembley, HA9 0FD	
JRC Global Buffet	London Designer Outlet, Wembley Park Blvd, Wembley, HA9 0FD	
Las Iguanas	London Designer Outlet, Wembley Park Blvd, Wembley, HA9 0FD	
Wagamama	London Designer Outlet, Wembley Park Blvd, Wembley, HA9 0FD	
Pizza Express	London Designer Outlet, Wembley Park Blvd, Wembley, HA9 0FD	
Zizzi	London Designer Outlet, Wembley Park Blvd, Wembley, HA9 0FD	
Nando's	London Designer Outlet, Wembley Park Blvd, Wembley, HA9 0FD	
Byron Burger	London Designer Outlet, Wembley Park Blvd, Wembley, HA9 0FD	
Big Moe's	London Designer Outlet, Wembley Park Blvd, Wembley, HA9 0FD	

## Appendix 5

(a)

### **News story -**

#### **Street drinking ban in force for Carabao Cup Final**

A ban on street drinking in the streets around Wembley Stadium will be in force ahead of the Carabao Cup Final, as part of the existing Public Space Protection Order (PSPO).

The no street-drinking zone on Olympic Way and surrounding areas bars people from drinking alcohol in public spaces ahead of the match between Chelsea and Liverpool.

Fans drinking on Olympic Way and the surrounding streets will be asked to hand over their alcohol and enforcement action may be considered.

The move by Brent Council and its partners aims to crack down on anti-social behaviour related to drinking ahead of the game on Sunday 27 February 2022

Cllr Muhammed Butt, Brent Council Leader, said: “The iconic Wembley Stadium has successfully played host to countless memorable and historic events over the years. The vast majority of visitors enjoy themselves responsibly but a minority do not and this new approach targets those people intent on causing disorder after drinking heavily on street.

“There are a number of bars, fan zones and fantastic restaurants to enjoy in Wembley before the game so there really is no need for anyone to be drinking alcohol on our streets.”

If you are attending the Carabao Cup Final, there are a range of bars, fan zones and restaurants available to enjoy in Wembley before the game – you can find the full range of options here [[link to www.brent.gov.uk/carabaocup](http://www.brent.gov.uk/carabaocup)]. Please book early to avoid disappointment.

The ban on drinking in public will be enforced by a team of officers from Brent Council, Wembley National Stadium, Wembley Park, The Metropolitan Police Service, Transport for London and the British Transport Police.

Please click [here](#) for more information on the Public Space Protection Order. If you are travelling to Wembley by public transport, please click [here](#) to find out more about drinking alcohol in public places. There may also be alcohol restrictions on coach services.

(b)

#### **No-Street Drinking Zone in Operation for Sunday’s Carabao Cup Final**

Supporters attending Sunday’s Carabao Cup Final at Wembley are being advised that a no street-drinking zone on Olympic Way and surrounding areas will be in operation ahead of the match.

There will still be a wide range of bars, pubs, fan zones and restaurants available to enjoy in Brent before the game – you can find further details [here](#).

The ban on street drinking in public will be enforced by a team of officers from Brent Council, Wembley National Stadium, Wembley Park, The Metropolitan Police Service, Transport for London and the British Transport Police with fans being required to hand over their alcoholic drinks or face a £100 fine.

The Carabao Cup Final, featuring Liverpool and Chelsea, is expected to be played in front of nearly 90,000 spectators, which will be the first time in two years Wembley Stadium has welcomed a full capacity crowd.

(c)

### **Important information ahead of the Carabao Cup Final**

Brent Council and its partners are enforcing a No Street Drinking Zone on Olympic Way and the surrounding area for the Carabao Cup Final on Sunday 27 February 2022 as part of the current Public Space Protection Order. Please [click here](#) for more information on the order.

Fans drinking on Olympic Way and the surrounding streets will be asked to hand over their alcohol and enforcement action may be considered.

There is a wide range of bars, pubs, fan zones and restaurants available to enjoy in Brent before the game – you can find further details [here](#).

If you are travelling into Wembley by public transport, please [click here](#) to find out more about drinking alcohol in public places. There may also be alcohol restrictions on coach services.

We are taking these steps to provide a safe and enjoyable environment for everyone.

Thank you in advance for your cooperation.



Brent Civic Centre  
Engineers Way  
Wembley  
Middlesex HA9 0FJ

EMAIL [reportstreetdrinking@brent.gov.uk](mailto:reportstreetdrinking@brent.gov.uk)

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

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Licence Holder/DPS

February 2022

Dear Licence Holder/DPS,

**Licensing Act 2003 – Street Drinking on Wembley Stadium Event Day – Carabao Cup on 27<sup>th</sup> February 2022**

I am writing in relation to the prominent street drinking culture at **Wembley Stadium events**, the supply of **alcohol**, the effects of this on **high levels of street drinking** and your responsibility under your **Premises Licence** to assist in reducing this.

**Public Space Protection Order**

Since 2017 Brent Council has administered a Public Space Protection Order (PSPO) across the entire Borough of Brent, which amongst other factors, aims to prevent street drinking. *Please see the Appendix for more information*

**Euro 2020 Independent Review**

During the Euro 2020 Final, it was clear that street drinking played a major factor in the unacceptable, high levels of anti-social and criminal behaviour that took place.

You may be aware that an independent review of events surrounding the UEFA Euro 2020 Final 'Euro Sunday' at Wembley was undertaken by Baroness Casey. In response to this report, one of the commitments is to eradicate street drinking on **Wembley Stadium Event days by banning the consumption of alcohol in open public spaces from significant games**. *Please see the Appendix for more information*

**Moving Forward – Supply of Alcohol**

As you are aware, knowingly selling alcohol to customers who consume alcohol in the street is still your responsibility, as there is a clear link between street drinking and the related ASB, Criminal and Disorderly behaviour at Wembley Stadium events. In effect, this means, if you sell alcohol under these circumstances, you would effectively be aiding and abetting customers in breaching the PSPO.

We therefore require your full co-operation to assist in guaranteeing, a street-drinking free zone, during the Carabao Cup Final on 27<sup>th</sup> February 2022. In order to achieve this, we ask that you and your staff:-

- **Are trained to recognise those that are likely to consume alcohol in the street**
- **Refuse the sale of alcohol to anyone that is likely to drink alcohol in the street**

- Refrain from increasing your store set up to include additional alcohol for the purpose of event days

And

- **Voluntarily** cease selling alcohol in glass vessels including all wines, beers and ciders and where possible cease selling any alcohol on event days Please see the Appendix for more information.

Finally, whilst we understand that alcohol sales on event days may be valuable trade for off licences, Brent Council must balance these considerations with that of the safety of residents and visitors to the local area.

Please email [reportstreetdrinking@brent.gov.uk](mailto:reportstreetdrinking@brent.gov.uk) with your name, premises name and address to confirm that you have read and understood the terms of this letter. Should you require any further clarification, please do not hesitate to send me an email. Should you fail to respond, we will undertake further visits.

**Please remember that failure to uphold the Licensing objectives, may, result in a review of your Premises Licence, with additional conditions or a revocation of the licence being requested.**

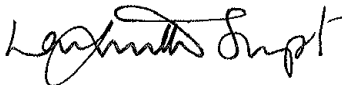
I would like to take this opportunity to thank you in advance for your co-operation in this matter.

I look forward to hearing from you soon.

Kind regards



Susana Figueiredo  
Licensing Community Protection Officer  
Brent Council



Louis Smith, Superintendent, MPS

Police Match Commander, Carabao Cup Final 2022

## **Public Space Protection Order (PSPO)**

Local Authorities were granted powers in 2014 through section 59 of the Anti-Social Behaviour, Crime and Policing Act 2014, to deal with nuisances or problems which harm the local community's quality of life. A PSPO is intended to ensure that people can therefore use and enjoy public spaces, living safely from anti-social behaviour.

Brent Council introduced a street drinking Public Space Protection Order (PSPO) which was implemented on 20th October 2017 for a period of 3 years and then further extended for a further three years up until 19 October 2023.

The PSPO was put in place as a preventative measure, in order to deter members of the public from street drinking. Street drinking enforcement can currently result in a fine of up to £100. The Police and the Council's Neighbourhood Patrol (NHP) Officers patrol areas where street drinking occurs and issue fines to offenders who breach the PSPO. Any open can or bottle of alcohol can also be seized and poured away.

For more information on the PSPO, please visit:-

<https://www.brent.gov.uk/media/16417912/boroughwide-pspo-mapped-area.pdf>

## **Euro 2021 Independent Review**

An independent Review of events surrounding the UEFA Euro 2020 Final 'Euro Sunday' at Wembley has resulted in recommendations by Baroness Casey which include enhancing enforcement of bans on alcohol consumption on public transport and in other designated public spaces.

For access to the full review, please visit:-

<https://www.gov.uk/government/publications/the-casey-review-a-review-into-opportunity-and-integration>

## **Wembley Stadium Events**

At the upcoming events, there will be an increase in enforcement officers. They will assist in preventing any members of the public coming into the area with alcohol and in turn, consuming it in the street.

Brent Council and The Metropolitan Police must also take measures which incorporate both the existing PSPO and the independent review in relation to the Euros in order to make future events at Wembley a safe and enjoyable experience. This means working with licensed premises to ensure alcohol is not sold to street drinkers. In this case street drinkers are likely to be those persons attending the event who wish to consume alcohol in the street prior to entering Wembley Stadium.

## **Staff Training**

The following measures should be considered and included in staff training in order to make certain that alcohol is not sold for consumption on the street:-

- If unsure, ask your customers whether they are attending the game
- Check their clothing. Are they wearing a football shirt?
- Are they talking about going to the game?
- Is it obvious that they are not from the area?
- Many persons going to watch a game at the Stadium come as a pair or in a group
  
- Use common sense. Having worked in the area for some time, you will be accustomed in differentiating locals to those attending football events

Appendix 7

**Wembley PSPO**

There are 11 conditions which are prohibited in the area of the PSPO:-

1. To engage in illegal street trading which includes the buying and/or selling of any item(s) including tickets (ticket touting) to any person.
2. To consume alcohol or having an open alcohol container in a public space, who without reasonable excuse continues consuming alcohol or fails to surrender the alcohol in his/her possession when asked to do so by a Police Officer or authorised Council officer.
3. To distribute free literature which includes leaflets, the giveaway of free samples etc. without authorisation from the London Borough of Brent
4. To litter (such as cigarettes, bottles, cans, packets, food, urination,) etc.
5. To fly drone(s) without written consent from the land owner and/or the London Borough of Brent
6. To fly-post, which has potential to deface or damage fixtures, furniture or any other items.
7. To let off fireworks, including flares and smoke emitters in a public place, which may cause a nuisance and panic.
8. To play games or competitions which may cause an obstruction or nuisance to members of the public.
9. To undertake busking and use of loud speakers causing a nuisance without authorisation from the landowner and/or the London Borough of Brent.
10. To leave the engine of a vehicle idling without reasonable excuse, which is continued when asked to be stopped by an authorised Council officer.
11. To undertake Charity Collections without the consent from London Borough of Brent



**GREEN ZONE**

**BAG RESTRICTIONS**



Permissible Bag Size

Depth 210mm | Height 297mm | Width 210mm

**WARNING**  
YOU MAY BE FINED  
PUBLIC SPACE PROTECTION  
ORDER IN OPERATION:

- NO STREET DRINKING
- NO SALE OF GOODS
- NO SALE/RESALE OF TICKETS

WEMBLEY  Brent 

**THANKS FOR VISITING WEMBLEY**


↑ WEMBLEY PARK STATION 

← WEMBLEY CENTRAL 

← WEMBLEY STADIUM TAXIS

**WARNING**  
YOU MAY BE FINED  
PUBLIC SPACE PROTECTION  
ORDER IN OPERATION:

- NO STREET DRINKING
- NO SALE OF GOODS
- NO SALE/RESALE OF TICKETS

WEMBLEY  Brent 



**YELLOW ZONE**

**BAG RESTRICTIONS**



Permissible Bag Size

Depth 210mm | Height 297mm | Width 210mm

**WARNING**  
YOU MAY BE FINED  
PUBLIC SPACE PROTECTION  
ORDER IN OPERATION:

- NO STREET DRINKING
- NO SALE OF GOODS
- NO SALE/RESALE OF TICKETS

WEMBLEY  Brent 



**BLUE  
ZONE**

**ACCESSIBLE  
ROUTE**

**BAG RESTRICTIONS**



Permissible Bag Size

Depth 210mm

Height 297mm

Width 210mm

**WARNING**

YOU MAY BE FINED

PUBLIC SPACE PROTECTION  
ORDER IN OPERATION:

- NO STREET DRINKING
- NO SALE OF GOODS
- NO SALE/RESALE OF TICKETS







**WEMBLEY  
PARK  
STATION**



**WARNING**

YOU MAY BE FINED

PUBLIC SPACE PROTECTION  
ORDER IN OPERATION:

- NO STREET DRINKING
- NO SALE OF GOODS
- NO SALE/RESALE OF TICKETS







**PURPLE  
ZONE**

**ACCESSIBLE  
ROUTE**

**BAG RESTRICTIONS**



Permissible Bag Size

Depth 210mm

Height 297mm

Width 210mm

**WARNING**

YOU MAY BE FINED

PUBLIC SPACE PROTECTION  
ORDER IN OPERATION:

- NO STREET DRINKING
- NO SALE OF GOODS
- NO SALE/RESALE OF TICKETS



