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**Online Ref. No: 17633**  
**Application No: 32210**  
**Date: 02 July 2024**

**LICENSING ACT 2003**

**Licence: Premises Licence New Application**

**Application No: 32210**

Dear Sir/Madam,

**Applicant: Abhay Thakkar**

**Date Received: 02 July 2024**

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

In order that consideration of the application may not be delayed, it will be appreciated if a reply can be sent to us by **30 July 2024**.

Yours faithfully

Sima Naran  
Administration Officer  
Regulatory Services

**Part 1 Premises Details**

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

**3 Kingswood Road, Wembley, Brent, HA9 8JR**

Telephone Number at premises (if any):

Non domestic rateable value:

**AGENT:**

**licensing@barnab.xyz / 07951171712**

**Michael Soselia Barnab Limited 41A St Stephens Terrace, SW81DL**

**Part 2 Applicant Details**

Proposed Licence Holder:

Abhay Thakkar

[REDACTED]

### **Part 3 Operating Schedule**

When do you want the premises licence to start? 18-07-2024

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

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

Please give a general description of the premises: Stadium Yard Bar, located at 3 Kingswood Road, HA9 8JR, is an outdoor beer garden designed to accommodate patrons attending events at Wembley Stadium, which is approximately 15 minutes away. The premises, covering an area of 1,000 square metres, feature multiple tented areas, a food stall, and bars, providing a comfortable and functional space for large crowds. The main entrance is situated at the front of the premises and is accessible via Kingswood Road. It is equipped with security features including CCTV cameras and well-lit pathways for safety. The main bar is centrally located near the entrance, under a permanent canopy structure, and measures approximately 10 metres in length and 3 metres in width. It features a long serving counter with multiple dispensing points for efficiency and is stocked with a variety of alcoholic beverages, including beer, wine, and spirits. A storage area for barrels is adjacent to the bar. There are additional bar areas on the sides of the premises under smaller tented structures, each measuring approximately 4 metres in length and 2.5 metres in width. These bars provide overflow service to reduce congestion at the main bar. Next to the main bar, a food stall offers a variety of cuisines. This food service area is housed under a tent with clear signage for easy identification. Multiple seating areas with picnic-style tables are arranged throughout the premises. Tents cover a significant portion of the seating to provide shelter from weather elements. The total covered seating area is approximately 20 metres in length and 10 metres in width, designed to accommodate 186 patrons. Portable restrooms are placed at the far end of the premises, with easy access from all areas. These facilities measure approximately 5 metres in length and 3 metres in width and are regularly maintained and serviced to ensure cleanliness and hygiene. Designated bin areas are placed strategically around the premises for waste disposal, measuring approximately 3 metres in length and 2 metres in width. Waste is collected and managed regularly to maintain a clean environment. Stadium Yard Bar will operate during event days at Wembley Stadium, with opening hours extending to accommodate pre-event and post-event patrons. The premises will offer live streaming of the events happening at Wembley Stadium on large screens placed within the seating areas, and occasional live music performances may also be scheduled. The total capacity of the beer garden is designed to ensure ample space for movement and comfort. Security personnel will be present throughout operational hours to manage crowd control and ensure safety, and CCTV cameras are installed at key locations for continuous monitoring. Adequate lighting is installed throughout the premises, including the main pathways and seating areas, to ensure visibility and safety during evening operations.

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

Section J: Sale of alcohol: Both

The times the licence authorises the carrying out of licensable activities

<b>Section J: Sale or Supply of Alcohol: Both</b>		
<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday	09:00	23:00
Tuesday	09:00	23:00
Wednesday	09:00	23:00
Thursday	09:00	23:00
Friday	09:00	23:59
Saturday	09:00	23:59
Sunday	09:00	23:00

This premises will only be open when there is an event happening at Wembley Stadium.

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

**supervisor:**

Mr Abhay Thakkar

Date of birth:



Licence Number:

Issuing authority:

**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	23:00
Tuesday	09:00	23:00
Wednesday	09:00	23:00
Thursday	09:00	23:00
Friday	09:00	23:59
Saturday	09:00	23:59
Sunday	09:00	23:00

This premises will only be open when there is an event happening at Wembley Stadium.

**a) General all four licensing objectives (b, c, d, e):**G01: Prominent, clear notices shall be displayed at every public entrance stating the actual operating hours of the premises. G02: Crime prevention notices and advice shall be displayed in order to support local crime prevention initiatives.

**b) The prevention of crime and disorder:**CD1: All staff engaged in licensable activity at the premises will receive training and information in relation to the following: i. The Challenge 25 scheme in operation at the premises, including the forms of identification that are acceptable. ii. The hours and activities permitted by the premises licence issued under the Licensing Act 2003 and conditions attached to the licence. iii. How to complete and maintain the refusal register in operation at the premises (in relation to the sale of alcohol). iv. Recognising the signs of drunkenness. v. The operating procedures for refusing service to any person who is drunk, under-age or appears to be under-age, or appears to be making a proxy purchase. vi. Action to be taken in the event of an emergency, including reporting an incident to the emergency services. Training shall be recorded in documentary form and shall be regularly refreshed at no greater than 12 intervals. Training records shall be made available for inspection and copying at reasonable times upon request of an authorised officer of a responsible authority. Training records will be retained for at least 12 months. CD2: An incident log shall be kept and maintained at the premises which will include a log of the following, including pertinent details: i. Any incidents of disorder or of a violent or antisocial nature ii. All crimes reported to the venue, or by the venue to the police iii. All ejections of patrons iv. Any complaints received v. Seizures of drugs or offensive weapons vi. Any faults in the CCTV system vii. Any visits by a responsible authority (under the Licensing Act 2003) or emergency service. Records must be completed within 24 hours of any incident, and will contain the time and date, the nature of the incident, the people involved, the action taken and details of the person responsible for the management of the premises at the time of the incident. The logs shall be kept for at least 12 months following the date of entry and be made available for inspection and copying upon request of an authorised officer of a responsible authority. CD3: All alcohol on display will be in such a position so as not to be obscured from the constant view of the staff. CD4: There shall be no self-service of alcohol on the premises. CD5: The premises shall install, operate, and maintain a comprehensive digital colour CCTV system to the satisfaction of the Police. All public areas of the licensed premises including entry and exit points will be covered. The system must record clear images permitting the identification of individuals, and in particular enable facial recognition images (a clear head and shoulder image) of every person entering and leaving in any light condition. The CCTV system will continually record whilst the premises are open for licensable activities and during all times when customers remain on the premises. All equipment must have a constant and accurate time and date generation. All recordings will be stored for a minimum period of 31 days with date and time stamping. Recordings will be made available immediately upon the request of an authorised officer of a responsible authority throughout the entire 31 day period. The CCTV system will be capable of downloading images to a recognisable viewable format. The CCTV system will capture a minimum of 4 frames per second. The CCTV system will be fitted with security functions to prevent recordings being tampered with, i.e., be password protected. CD6: In the event that an incident occurs for which the police have been called, the crime scene shall be preserved to enable police to carry out a full forensic investigation. CD7: There shall be no consumption of beverages purchased from the premises outside the premises. CD8: There shall be no admissions or re-admission to the premises after 22:00 hours. CD9: There shall be a personal licence holder on duty on the premises at all times when the premises are authorised to sell alcohol. CD10: The number of SIA licensed door supervisors employed shall be in accordance with the following ratio: A minimum of 2 door supervisors will be

employed for the first 100 customers and one door supervisor for every 100 thereafter. CD11: SIA licensed door supervisors will be responsible for ensuring the safe, quiet and orderly dispersal of customers from the premises and the immediate vicinity of the premises. CD12: Any queue to enter the premises which forms outside the premises must be supervised by SIA licensed door supervisors so as to ensure that it is orderly, there is no associated public nuisance, or obstruction to the public highway/footpath.

**c) Public safety:** PS1: The maximum number of persons (including staff and entertainers) allowed at the premises shall not exceed 250. PS2: Seating for no less than 180 persons shall be provided in the premises at all times the premises are in operation. PS3: The collection of glasses and bottles shall be undertaken at regular intervals to ensure there is no build-up of empties on the premises. PS4: In respect of temporary sanitary facilities the servicing of sanitary accommodation must take place on a continuous basis throughout the event to ensure the sanitary accommodation is kept in a usable condition at all times when the public require it to be available. PS5: Barriers /guards will be available where queues for entry can be envisaged. These must be arranged so as to control patrons, keep the pavements clear, and ensure that queues do not impact on means of escape in case of fire. PS6: Door supervisors will be properly briefed and trained to manage queues in a safe and efficient manner. PS7: All drinks shall be served in plastic/paper/toughened glass or polycarbonate containers. PS8: No customers carrying open or sealed bottles cans or other receptacles containing alcoholic liquor shall be admitted to the premises at any time that the premises are open to the public.

**d) The prevention of public nuisance:** PN1: A telephone number shall be made available and displayed in a prominent location where it can conveniently be read from the exterior of the premises by the public for local residents to contact in the case of noise-nuisance or anti-social behaviour by persons or activities associated with the premises. The telephone number will be a direct number to the management who are in control during opening hours. A record will be kept by management of all calls received, including the time, date and information of the caller, including action taken following the call. Records will be made available for inspection and copying by an authorised officer of a responsible authority throughout the trading hours of the premises. PN2: No deliveries (in relation to licensable activities) to the premises shall take place between 23:00 hours and 07:00 hours. PN3 During the hours of operation of the premises, sufficient measures will be taken to remove and prevent litter and waste arising or accumulating from customers in the area immediately outside the premises. PN4: No collections of waste or recycling materials (including bottles) from the premises shall take place between 23:00 hours and 07:00 hours on the following day. PN5: A written dispersal policy shall be in place and implemented at the premises to move customers from the premises and the immediate vicinity in such a way as to cause minimum disturbance or nuisance to neighbours. PN6: When issues are identified approaches will be made to patrons, who will be asked not to stand around talking in the street outside the premises or any car park; and asked to leave the vicinity as quickly and quietly as possible. PN7: During the final hour of trading appropriate announcements will be made or images projected to remind patrons of the need to leave the premises quietly without causing annoyance, nuisance or disturbance to local residents and to advise patrons of any taxi free-phone or collection arrangements available upon the premises.

**e) The protection of children from harm:** CH1: All bar staff, supervisors and managers must be trained in the legality and procedure of alcohol sales, prior to undertaking the sale of alcohol and then at least every 12 months. Training shall be signed and documented. Training records must be kept on the premises and be made available for inspection and copying to an authorised officer of a responsible authority on request. The documentation relating to training should extend back to a period of at least 12 months and should specify the time, date and details of the persons both providing the training and receiving the training. CH2: There will be in place a written age verification policy in relation to the sale or supply of alcohol, which will specify a Challenge 25 proof of age requirement. This means that staff working at the premises must ask individuals who appear to be under 25 years of age, attempting to purchase alcohol, to produce identification. The only acceptable identification documents will be: - A photo driving licence - A passport - An identification card carrying the PASS hologram Unless such identification is produced the sale of alcohol must be refused. This policy will include documented steps taken to prevent adults from purchasing alcohol for or on behalf of children under 18. CH3: The premises shall display prominent signage indicating at any point of sale that a Challenge 25 scheme is in operation. CH4: An alcohol sales refusal register shall be kept at the premises and be maintained to include details of all alcohol sales refused. The register will include: i. the date and time of refusal ii. the reason for refusal iii. details of the person refusing the sale iv. description of the customer v. any other relevant observations. The refusals register will be made available for inspection and copying on request of an authorised officer of a responsible authority. All entries must be made within 24 hours of the refusal.