



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: 18611**  
**Application No: 33756**  
**Date: 17 December 2024**

**LICENSING ACT 2003**

**Licence: Premises Licence New Application**

**Application No: 33756**

Dear Sir/Madam,

**Applicant: MAGIC SOUND LTD**

**Date Received: 17 December 2024**

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

In order that consideration of the application may not be delayed, it will be appreciated if a reply can be sent to us by **14 January 2025**.

Yours faithfully

[REDACTED]  
Administration Officer  
Regulatory Services

**Part 1 – Premises Details**

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

**MAGIC SOUND LTD**  
**133 The Fairway, Wembley, Brent, HA0 3TQ**

Telephone Number at premises (if any): N/A

Non domestic rateable value:

**Part 2 – Applicant Details**

Proposed Licence Holder:  
MAGIC SOUND LTD  
44 1st Floor, 44 Worship Street, LONDON, EC2A 2EA

[REDACTED]  
[REDACTED]

## **Agent Details**

### **Part 3 – Operating Schedule**

When do you want the premises licence to start? 01-02-2025

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

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend:  
14999

Please give a general description of the premises: The proposed premises sits within Northwick Park, a large public greenspace situated between Harrow and Kenton, with Watford Road to the west and Norval Road to the south. Northwick Park Hospital sits to the west of the site alongside the University of Westminster, Harrow campus. Train lines run north and east. The park is laid to grass with sports pitches and an access road leads to a car park at the centre with a foot path leading on to Northwick Park station. This road and footpath is known as the Capital Ring. The proposed licensable area is centred at approximately: OS Grid Ref: TQ 17029 87551 Latitude: 51u00b034'29"N Longitude: 0u00b018'45"W

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

Section A: Plays

Section B: Films

Section E: Live music

Section F: Recorded music

Section G: Performances of dance

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

Section J: Sale of alcohol: On the premises

The times the licence authorises the carrying out of licensable activities

<b>Section A: Plays: Both</b>		
<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday		
Tuesday		
Wednesday		
Thursday		
Friday	11:00	22:30
Saturday	11:00	22:30
Sunday	11:00	22:30

Performance of plays could take place with or without amplified music.

Sound checking may take place between 09:00 - 18:00 Monday to Sunday.

<b>Section B: Films: Both</b>		
<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday		
Tuesday		
Wednesday		
Thursday		
Friday	11:00	22:30
Saturday	11:00	22:30

Sunday	11:00	22:30
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Films will always be amplified. No films with a higher rating than 12A will be shown.

Sound checking may take place between 09:00 - 18:00 Monday to Sunday.

<b>Section E: Live music: Both</b>		
<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday		
Tuesday		
Wednesday		
Thursday		
Friday	11:00	22:30
Saturday	11:00	22:30
Sunday	11:00	22:30

MUSIC FROM LIVE BANDS WILL BE AMPLIFIED ON ALL STAGES WHICH COULD INCLUDE INDOOR AND OUTDOOR STAGES

SOUND CHECKING MAY TAKE PLACE BETWEEN 09:00 - 18:00 MONDAY TO SUNDAY.

<b>Section F: Recorded music: Both</b>		
<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday		
Tuesday		
Wednesday		
Thursday		
Friday	11:00	22:30
Saturday	11:00	22:30
Sunday	11:00	22:30

RECORDED MUSIC WILL TAKE PLACE EITHER AS A PERFORMANCE OR AS MUSIC BETWEEN BANDS. THIS CAN OCCUR ON EITHER INDOOR OR OUTDOOR STAGES. IT WILL ALWAYS BE AMPLIFIED.

SOUND CHECKING MAY TAKE PLACE BETWEEN 09:00 - 18:00 MONDAY TO SUNDAY.

<b>Section G: Performances of dance: Both</b>		
<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday		
Tuesday		
Wednesday		
Thursday		
Friday	11:00	22:30
Saturday	11:00	22:30
Sunday	11:00	22:30

PERFORMANCES OF DANCE WILL BE AMPLIFIED AND COULD TAKE PLACE ON STAGES OR AS WALKABOUT PERFORMANCE

SOUND CHECKING MAY TAKE PLACE BETWEEN 09:00 - 18:00 MONDAY TO SUNDAY.

<b>Section H: Anything of a similar description to that falling within (E), (F) or (G) This could include amplified performance of spoken word, walkabout performance and music</b>
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**workshops. : Both**

<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday		
Tuesday		
Wednesday		
Thursday		
Friday	11:00	22:30
Saturday	11:00	22:30
Sunday	11:00	22:30

OTHER ACTIVITIES ARE LIKELY TO BE SUPPORTED BY AMPLIFIED MUSIC OR THEY COULD ALSO INCLUDE PERFORMANCE SUCH AS SPOKEN WORD

SOUND CHECKING MAY TAKE PLACE BETWEEN 09:00 - 18:00 MONDAY TO SUNDAY.

<b>Section J: Sale or Supply of Alcohol: On the premises</b>		
<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday		
Tuesday		
Wednesday		
Thursday		
Friday	11:00	22:00
Saturday	11:00	22:00
Sunday	11:00	22:00

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

VICTORIA HAZELL

Date of birth:

[REDACTED]

Licence Number: [REDACTED]

Issuing authority: [REDACTED]

**Concerns in respect of Children:** THERE WILL BE NO ENTERTAINMENT OF AN ADULT NATURE.

The opening hours of the premises

<b>Day</b>	<b>Start Time</b>	<b>End Time</b>
Monday		
Tuesday		
Wednesday		
Thursday		
Friday	11:00	23:30
Saturday	11:00	23:30
Sunday	11:00	23:30

60 MINUTES IS ALLOCATED TO EGRESS FROM THE EVENT ARENA FROM THE END OF PERFORMANCE.

**a) General – all four licensing objectives (b, c, d, e):**DEFINITIONS: A.tEvent Organiser: Magic Sound are the event organisers and the holders of the premises licence. B.tEvent Management Team: This refers to the key team of people assisting the Event Organiser in delivering a safe event and promoting the licensing objectives. This includes the Event Organiser and potentially key personnel contracted by the Event Organiser, for example, the event manager, the Head of Security and/or Health and Safety Officer. C.tResponsible Authorities: has the meaning ascribed to it by the Licensing Act 2003. D.tBrent Safety Advisory Group (u201cBSAGu201d): This refers to a group set up by or on behalf of the Licensing Authority comprising representatives of responsible authorities and other organisations concerned with issues of safety at

events whose purpose is to advise event organisers with regard to matters of public safety. E.tVenue Manager: refers to Brent Borough Council and their nominated representative. F.tPlanning Stage: The period when an Event Organiser has proposed a licensable event to take place within the premises. G.tLive Event Days: Refers to the days that the premises is open to the public and licensable activities will be taking place. H.tLicensable Area: refers the area marked by the red outline on App A – Licensable Area where licensable activities will take place. It should be noted that the licensable area is larger than the actual event footprint to allow for flexibility in planning the event site. I.tThe Premises: refers to the area within the Licensable Area that is being used for the event. J.tEvent Management Plan (u201cEMPu201d): Is a living document that outlines the management structure, roles and responsibilities, contact details, organisation, control, monitoring, communication plans, policies and procedures of the event management team, production schedules, contractor information and comprehensive method statements relating to the effective delivery of the event. EVENT MANAGEMENT PLAN So far as is reasonably practicable, the Premises Licence Holder (PLH) will ensure that any event operates in accordance with an event specific Event Management Plan (EMP). The EMP is a living and dynamic document, under constant review, and allows for input from all stakeholders, the Licensing Authority and all Responsible Authorities. The EMP will vary in scope and content for each event, but shall contain detailed proposals for each event in policies and plans to promote all the licensing objectives. At a minimum, the EMP will include (either as part of a single document or a series of documents) the following: i.tAn overall description of the event, the style(s) of any music to be performed and the anticipated demographics of attendees, and anticipated number of attendees. ii.tA detailed plan of the event site. iii.tDetails of persons with specific responsibilities for ensuring the smooth running and safety of the Event. iv.tDetails of the Event Organisers public and occupiers' liability insurances. v.tA Security and Crowd Management Plan vi.tA Transport and Traffic Plan vii.tAn Ingress and Egress Plan viii.tContingency Plans ix.tA Major Incident / Terrorism Plan x.tA Communications Plan xi.tAn Alcohol Management Policy xii.tA Drugs, Search and Eviction Policy xiii.tA Noise Management Plan xiv.tA First Aid and Welfare Plan. xv.tWhere minors are permitted, a Child Welfare Plan xvi.tRisk Assessments xvii.tFire Risk Assessment that will include details of fire-fighting equipment and any pyrotechnic displays planned. A copy of the proposed final version of the EMP (subject to any necessary and proportionate amendments being made by the PLH) must be submitted to Brent Borough Council at least 31 days prior to any event taking place. Any amendments to the EMP after the final version submission, shall be brought to the attention of Council as soon as reasonably practicable and in any event within 48 hours of being made. ADDITIONAL CONDITIONS A.tThe relevant mandatory conditions shall apply to the licence. B.tThis licence is being applied for in perpetuity. C.tIn 2025 this licence will only authorise 3 consecutive days. In subsequent years, this licence shall authorise the provision of licensable activities for a maximum of 6 days in a calendar year, with no more than 3 consecutive days at any one time. D.tThe maximum number of persons permitted within the licensed area at any one time shall be 19,999; this to include all members of the public, performers and their crew, staff etc. For 2025 the capacity will be limited to 15,250 to include all members of the public, performers and their crew, staff etc. The capacities at future events will be calculated and risk assessed based on the nature of each individual event.. E.tProgramming shall be scheduled to end at 22:00hrs on each day that is licensed, with an additional 30 minutes permitted to provide for any delays in a performance running beyond 22:00hrs. No performance of any nature may continue beyond 22:30hrs. This allows for a minimum of 60 minutes to clear the site of the public. F.tA copy of the summary of the premises licence is to be displayed at each public entrance to the event. G.tAll structures and stage areas will be erected and maintained by professional contractors who will ensure that all structures are in accordance with the relevant British Safety Standards. H.tDetails of all proposed events (including a description of the nature of the event, what licensable activities are proposed and on what days/times, the anticipated attendance and where within the premises the event will take place will be provided to the Licensing Authority and SAG at the earliest opportunity each calendar year and any changes shall be notified to the SAG in writing (by email) as soon as is reasonably practicable. I.tThe PLH, or a representative on behalf of the PLH, shall attend any Brent Council Safety Advisory Group meetings upon invitation. ALCOHOL RELATED CONDITIONS. A.tA Personal Licence Holder will take on the responsibilities of Bar Manager at each bar on site and shall: i.tBe conversant with the requirements and responsibilities for the sale of alcohol and shall be given written designation of their responsibilities. ii.tDirectly instruct, monitor and support their staff in ensuring the requirements of the Licensing Act 2003 and this premises licence are adhered to at all times. iii.tBrief all their staff before each event. B.tCustomers will not be permitted to bring their own alcohol on to site. C.tWhere an event is exclusively aimed at under 18s, no sale of alcohol will be permitted. D.tSecurity and bar staff will be instructed to monitor alcohol consumption to prevent drunken behaviour. E.tThe Event Organisers or any third party bar operator will provide an Alcohol Management and Bar Management policies and procedures. F.tAll alcoholic drinks for consumption on the premises shall be sold in plastic or paper cups, PET containers or opened cans . G.tAll bars shall be provided with sufficient lighting, and fire-fighting equipment, as well as sanitary and hand washing facilities for staff.

**b) The prevention of crime and disorder:**A.tWhen the event is open to the public, SIA registered security will be on the premises in numbers approved, by way of a risk assessment and agreed by the Safety Advisory Group during the Planning Stage. B.tOvernight security will be employed where equipment/infrastructure will be left overnight. C.tIf a crime or other incident requiring police attendance is reported to or discovered by a security operative, they shall obtain as much detail as possible with importance being place on identifying victims, suspects, witnesses and endeavour to preserve the scene of crime where possible. D.tWhere a risk assessment identifies a risk of anti-social behaviour to local residents, patrols will be deployed to monitor residential areas. E.tIf during the Planning Stage it is deemed necessary by the Police Service or the SAG, CCTV systems will be installed at the event so far as is reasonably practicable.

**c) Public safety:** A. The Event Organiser shall ensure that there is adequate access provision for Emergency Services vehicles. These routes must be kept clear at all times during event. B. A member of the Event Management Team will carry out safety checks on site before the admission of the public. These checks will be logged in a safety check logbook, which will be stored on site and made available to authorised officers if requested. C. Notices reminding drivers to remain within the speed limit of 5mph to be clearly displayed on all routes within the Premises that is used by motor vehicles. D. No petrol generators will be allowed on premises when the licence is being utilised. E. The Event Organiser will ensure that adequate and appropriate measures are taken to guard against overhead and underground utilities such as live electrical cables.

**d) The prevention of public nuisance:** A. Information on local transport, including local taxi numbers will be displayed to facilitate safe transport home. B. Clear and concise travel instructions will be communicated to event goers and signage will be displayed to all routes to minimise the risk of disruption to the surrounding road network. This will be detailed in the Traffic Management Plan relevant to the event. C. Generators and other noisy machinery including refrigerated vehicles shall be adequately silenced, screened and/or located distant from any residential premises to prevent noise nuisance to local residents. D. Operators of generators, cooler plant and other machinery should ensure that noise level limitations are stated within their Noise Management Plan. E. Vehicle and pedestrian access and exit routes and dedicated parking zones will be controlled by event staff to prevent noise disturbance to local residents. F. Door supervisors, security and stewards will monitor the behaviour of customers leaving the premises and signs encouraging customers to leave the premises quietly will be placed at exits where required, i.e. at events that finish late in the evening. G. The management and staff are proactive in informing all customers to leave the premises quietly. H. Litter picking will take place within the licensable area, external car parks and roads and footpaths surrounding the site. Noise Management Plan A. The engagement of a suitably qualified noise consultant to devise a Noise Management Plan (NMP) that is in line with The Noise Council Code of Practice on Environmental Noise control at Concerts. B. The NMP for each event is to be made available to the Environmental Control and Protection Team 3 weeks prior to any event. This NMP is to include: i. Location of noise sensitive premises (NSP). ii. Annotated site map including direction of speakers. iii. Regular subjective checks 1m from the facade of any NSP. iv. Installation of signs and notices detailing guests are to respect those living in the area and ensuring customers are asked to leave quietly and are mindful of neighbours. C. The Event Organiser must provide prior notification of the event to local residents including details of the event timings. The distribution for the notification letter will be agreed with the Environmental Control and Protection Team. A noise hotline number will also be included to allow residents to contact an event representative should they need to make a complaint during the event. D. Amplified music (including live music) is permitted between the hours of 11:00 to 22:30 on Friday, Saturday and Sunday of any event but can only be programmed until 22:00.

**e) The protection of children from harm:** A. Challenge 25 policy will be implemented across all bars. B. Nobody under the age of 18 years of age shall be permitted to sell alcohol. C. The Designated Premises Supervisor shall ensure that all staff, by way of an Age Verification Policy, are instructed about the acceptable forms of identification for proof of age and are fully aware of the Challenge 25 scheme. D. No Adult entertainment of a nude or physical nature will be permitted. Artist management will be reminded that the event is in a public open space and obscene language in performance should be avoided. E. The admission of children to any exhibition of film will be done so in accordance with the age restrictions applied by the film classification body. F. Where relevant to the admittance policy of a specific event, no accompanied under 18s will be permitted onsite. G. When minors are permitted onsite, they will be given a designated wristband that is distinguishable from adult wristbands. For the avoidance of doubt the wristband will not be considered a form of age identification but instead is intended to assist with identifying minors in the audience.