

From:

Sent: 20 July 2026 19:49

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

Subject: Representation against Licensing Application Number: 38729

Dear Sir/Madam,

Re: Representation **AGAINST** Licensing Application Number: 38729, submitted by M2 FESTIVAL LTD; Licensing Act 2003 - Alcohol and Entertainment

For: supply of alcohol, live and recorded music, performance of dance in Gladstone Park on 1 and 2 August 2026 from 11:00 to 22:00

The prevention of crime and disorder: Keeping venues safe by stopping illegal drug use, violence, and theft.

This section of the park (on the south side of the railway) is already a hotspot for anti-social behaviour, crime and alcohol/drug related disorder.

We live [REDACTED] and have to deal with anti-social behaviour in Kendal Road on a regular basis. Just in the last 18 months, we had to call the police three times (witnessing a burglary, assault to a member of my family by a person under the influence of drugs/alcohol and an intoxicated person trying to enter our property).

Allowing large quantities of alcohol being brought in and sold all day long until 10pm will only aggravate this already dangerous situation.

The organisers might well supply security staff, but this will only be in the delimited area of the event. The people consuming alcohol will leave and enter the broader perimeter of the park and the surrounding residential streets, where they will not be monitored.

Public safety: Protecting the physical safety of staff, customers, and visitors inside and outside the venue.

The proposed site for the event is bordered by a railway line on the north and a quiet, residential street (Kendal Road) on the south.

The map supplied by the applicants is inaccurate and misleading:

- doesn't show the railway line

- doesn't show the houses all along Kendal Road (it shows trees instead)
- the edge of the park is closed in by thick hedges, it's not open as the map shows. People will find it difficult to easily leave the park in the event of fire or danger.
- does not give a faithful representation of the park and its paths

For these reasons, I don't believe the site chosen is safe for the gathering of such a large number of people - especially when many will be intoxicated by the alcohol sold.

Additionally, people will no doubt come by car. The organisers, on the festival's website, encourage people to use public transport, but at the same time give directions on how to reach the site by car.

I have attached some pictures taken during the Eid in the Park festival held in the same location on Sunday 31st May 2026. As you can see, people parked their cars on pavements and in double lines.

This is extremely dangerous for the safety of pedestrians and drivers alike. No parking attendant was on duty that day and therefore there was no incentive for people to behave responsibly.

The prevention of public nuisance: Limiting disturbances to the local community, such as excessive noise, litter, and bright lights.

The applicant proposes to broadcast amplified music all day long for two days in a row, on a weekend when people are at home, resting. It is a disruption to the residents' quiet enjoyment of their homes.

The applicant promises that they will provide a cleaning service, however the littering will extend further outside the enclosed area of the event, as people will bring drinks and food with them when leaving.

The bins in the park are already operating at full capacity, especially during weekends and along Hamilton Road, on the way to Dollis Hill underground station, there is only one small bin that's always full.

Leaving litter outside the bins attracts rats and foxes who scavenge and disperse the rubbish all over the park.

Not only is it unsanitary, but it also strains a park cleaning service that's already struggling to clean up fully, due to the high amount of litter people leave on a daily basis.

The protection of children from harm: Keeping children safe from physical, moral, or psychological harm, including preventing underage drinking and exposure to adult content.

The event is marketed as being family friendly with the inclusion of a children's playground on the map supplied by the applicant.

There will be many children and teenagers attending and the sale of alcohol is not suitable for a family oriented event.

Moreover, this side of the park is also regularly used by young people to practice sports over the weekend: basketball in the courts, regular football and rugby matches, cricket practice. This event will prevent them from using the park for those activities: there will be restricted space and the noise and crowds will disrupt their enjoyment of the outdoor spaces.

Having this event in the park will negatively affect the park users and will cause them to self-exclude from the space, thus contravening the principle of a public park being **inclusive and open to all**.

For all these reasons, I strongly object to the application and I trust you will consider every point I raised with the attention it deserves.



