

From:

Sent: 12 September 2026 10:28

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

Subject: Formal Representation – Premises Licence Application – Green Car Park North and South Coach Parking, First Way, Wembley

Dear Licensing Team,

I wish to make a formal representation against the premises licence application by Wembley National Stadium Limited for the Green Car Park North and South Coach Parking, First Way, Wembley.

I object to the application on the following licensing objectives:

1. Prevention of public nuisance

I am concerned that permitting live and recorded music from 09:30 until 21:30, together with the sale of alcohol until 21:00, at an open-air car and coach parking location has the potential to create significant noise and disturbance for surrounding residents.

The proposed hours cover a substantial part of Sunday, including morning and evening periods when residents would reasonably expect a quieter residential environment.

I am particularly concerned about amplified music, crowd noise, shouting, alcohol-related noise, people leaving the site and associated activity outside the licensed area.

Given the location of the proposed premises and its proximity to residential properties, I would ask the Council to carefully consider how noise from amplified music will be contained and monitored, particularly given the open-air nature of the site.

2. Prevention of crime and disorder

I am concerned that the combination of amplified music, alcohol sales and a potentially large number of attendees creates a foreseeable risk of alcohol-related disorder, antisocial behaviour and disturbance, particularly when people leave the site.

There are already strict Public Space Protection Order (PSPO) measures in place around Olympic Way and the surrounding Wembley area, which are intended to address antisocial behaviour and associated issues. I am concerned that introducing alcohol sales at the Green Car Park could further encourage unsociable behaviour and potentially contribute to the problems that these existing measures are intended to control.

I would therefore ask the Council to consider how the applicant intends to prevent alcohol-related antisocial behaviour both within the licensed premises and in the surrounding public areas, particularly during dispersal.

3. Public safety

I am concerned about the interaction between a licensed entertainment and alcohol operation and the existing use of this location for vehicle and coach movements, particularly on event days.

The application should demonstrate clearly how pedestrian safety, vehicle movements, crowd management, emergency access and dispersal will be managed.

In particular, I would like reassurance that the introduction of an outdoor licensed area will not create additional risks where large numbers of pedestrians may be mixing with coaches, cars and other vehicles using the surrounding roads and parking facilities.

Requested conditions / further information

I therefore ask the Licensing Sub-Committee to refuse the application, or alternatively to impose substantially more restrictive conditions addressing the concerns outlined above.

I would also ask the Council to require detailed information regarding:

- The proposed maximum capacity of the premises;
- The anticipated frequency and number of events;
- The proposed sound management and monitoring arrangements;
- Measures to prevent noise escaping from the site;
- Security and stewarding arrangements;
- Measures to prevent alcohol-related disorder and antisocial behaviour;
- Dispersal arrangements, including how attendees will leave the site;
- Traffic and pedestrian management arrangements;
- Emergency access arrangements; and
- Noise controls and procedures for dealing with complaints from local residents.

I believe these matters should be properly addressed before the application is determined, particularly given the location of the proposed premises and its proximity to residential properties and existing areas subject to antisocial-behaviour controls.

Please treat this email as a formal representation under the Licensing Act 2003.