

Premises Licence Application: Green Car Park North and South Coach Parking, First Way, Wembley
Applicant: Wembley National Stadium Limited

Dear Licensing Officer,

Thank you for providing the representation received in respect of the above premises licence application.

On behalf of Wembley National Stadium Limited, we wish to respond to the concerns raised and provide clarification regarding the proposed operation.

1) Prevention of Public Nuisance

The representation describes the proposed premises as an "open-air car and coach parking location". This is not an accurate description of the proposed fan zone area.

The Green Car Park is a fully roofed structure and therefore does not comprise an open-air event space as suggested. The roofed nature of the premises assists in containing and managing noise generated by activities within the fan zone.

It is also important to clarify that the premises licence is not being sought for use on every Wembley Stadium event day. The applicant's intention is for the licence to be utilised on a very limited basis, specifically in connection with the annual NFL London Series event. It is anticipated that the licence would be used approximately once per year and not for routine operation throughout the year.

The event audience is primarily comprised of attendees visiting Wembley for an NFL fixture. These events attract a broad demographic, including significant numbers of families and international visitors, and differ considerably from the profile of attendees associated with many domestic sporting events.

The purpose of the fan zone is to provide a safe, welcoming and controlled environment for attendees before the event.

Any amplified music will be professionally managed in accordance with agreed event management procedures and in consultation with the landowner. Noise levels will be monitored throughout the event at intervals of no greater than 30 minutes, with appropriate action taken should any adjustment be required. Given the fully roofed nature of the premises, the limited annual use proposed and the noise management measures in place, the applicant does not believe the operation gives rise to any significant risk of public nuisance.

2) Prevention of Crime and Disorder

The premises will operate under robust event management arrangements that form part of the wider Wembley event-day operation.

Security personnel deployed within the area will hold valid Security Industry Authority (SIA) licences and will be supported by appropriately trained event stewards. Security and stewarding

levels will be determined through the event planning process and will be proportionate to the anticipated attendance.

Alcohol sales will be conducted responsibly and in accordance with the Licensing Act 2003. Appropriate age-verification procedures, including Challenge 25, will be implemented and staff will receive the necessary training to ensure compliance with licensing requirements.

The applicant considers that a professionally managed and stewarded fan zone actively promotes the licensing objective of preventing crime and disorder by providing a controlled environment with appropriate supervision, security presence and clear event management procedures.

3. Public Safety

The fan zone will operate in accordance with established event safety management principles and detailed operational plans developed by Wembley National Stadium Limited's experienced event management team.

The maximum capacity of the fan zone will be restricted to fewer than 3,250 attendees. This capacity has been determined to ensure that the event can be safely managed with appropriate levels of stewarding, security provision, welfare facilities, emergency procedures and crowd management controls.

Wembley National Stadium Limited has extensive experience of planning and delivering large-scale event operations within the Wembley estate, including NFL fixtures and associated fan engagement activities.

In addition, Hostile Vehicle Mitigation (HVM) measures will be deployed as part of the event operating plan. These measures will create a secure exclusion zone between pedestrians attending the fan zone and any surrounding vehicle movements, providing physical protection and clear separation between crowds and traffic. HVM arrangements will form an integral part of the event safety plan and will ensure that pedestrian safety is maintained throughout the operation of the event.

Detailed event plans will address:

- Crowd management and stewarding;
- SIA licensed security provision;
- Hostile Vehicle Mitigation (HVM) measures and pedestrian protection arrangements;
- Ingress and egress arrangements;
- Emergency access and evacuation procedures;
- Traffic management arrangements; and
- Event dispersal planning.

The proposed event is associated with the NFL London Series and attracts a broad demographic, including families and international visitors attending a major sporting event. The applicant has successfully delivered NFL event operations at Wembley over a number of years

and is satisfied that the proposed fan zone can be operated safely without compromising the public safety licensing objective.

Additional Information Requested

For clarity, the applicant can confirm the following:

- The fan zone capacity will be restricted to fewer than 3,500 attendees.
- The premises licence is intended to facilitate a specific annual NFL-related event and is not anticipated to be used on every Wembley Stadium event day. The applicant anticipates utilising the licence approximately once per year.
- The Green Car Park is a fully roofed structure and should not be considered an open-air venue as described within the representation.
- Noise management arrangements will be agreed with the landowner and monitored throughout the event at intervals of no greater than 30 minutes, with appropriate remedial action taken where necessary.
- Security personnel deployed within the fan zone will hold valid SIA licences and will be supported by appropriately trained event stewards.
- Hostile Vehicle Mitigation (HVM) measures will be deployed to create a secure exclusion zone between pedestrians and vehicle movements.
- Detailed crowd management, dispersal, traffic management and emergency access arrangements will form part of the event operational planning process.
- The proposed fan zone is intended to provide a safe, controlled and professionally managed environment for event attendees, supporting the promotion of all four licensing objectives.

Conclusion

The applicant respectfully submits that the representation is based upon a number of incorrect assumptions, particularly that the premises constitute an open-air venue and that the licence would facilitate regular activity throughout the year.

In reality, the application relates to a fully roofed structure, a limited-capacity fan zone of fewer than 3,500 attendees, comprehensive event management arrangements, SIA licensed security provision, Hostile Vehicle Mitigation measures, regular noise monitoring and a highly limited frequency of use associated with a single annual NFL event.

Accordingly, the applicant considers that the licensing objectives will be fully promoted and respectfully requests that the application be granted as applied for.