

From:

Sent: 16 September 2026 10:01

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

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

Thank you for forwarding the applicant's response.

Having considered the response carefully, I would like to clarify my position and maintain my representation.

If the applicant's intention is genuinely that the premises licence will be used solely in connection with the annual NFL event at Wembley, approximately once per year, and not for other events or routine use, then I do not object to the use of the Green Car Park as an NFL fan zone itself.

I am not opposed to the fan zone, live or recorded music, or the gathering of NFL supporters. I recognise that the applicant has described a controlled event with security, stewarding, crowd management and noise monitoring.

My remaining objection is specifically to the proposed sale and consumption of alcohol.

The Green Car Park is immediately below my home, and I am therefore particularly concerned about the consequences of introducing alcohol consumption into an area which is otherwise subject to restrictions on alcohol consumption. Indeed, the signage at the entrance to the Green Car Park currently states "No consumption of alcohol". I attach a photograph of that signage for reference.

The applicant states that alcohol would be sold responsibly, with Challenge 25 and trained staff. However, my concern is not simply the prevention of underage sales. It is the potential effect of alcohol consumption on crime and disorder, antisocial behaviour, public nuisance and the behaviour of attendees when entering and dispersing from the fan zone, particularly given the proposed capacity of several thousand people.

I would therefore ask the Sub-Committee to distinguish between the proposed entertainment/event use and the proposed alcohol licence.

I would be content for the Green Car Park to be used as an NFL fan zone on the limited basis described by the applicant, without the sale or consumption of alcohol. I therefore maintain my objection to the alcohol element of the application while not objecting to the NFL fan-zone use itself.

I would also be grateful if the Council could clarify whether the applicant's statement that the licence will be used "approximately once per year" and specifically in connection with the annual NFL event is intended to be an enforceable restriction on

the premises licence, rather than simply the applicant's current intention. The applicant's response states that the licence is not being sought for every Wembley Stadium event day and is intended for approximately one use per year.

Formal Response - Premises Licence Application .pdf

I also note that the applicant refers to a maximum capacity of fewer than 3,250 attendees in one part of its response, but later refers to fewer than 3,500 attendees. I would be grateful if this discrepancy could be clarified.

For the avoidance of doubt, I am therefore not seeking to prevent the NFL fan zone from operating. My representation is specifically concerned with the proposed introduction of alcohol sales and consumption at this location and the resulting implications for the licensing objectives.

I would be happy for this position to be presented to the Licensing Sub-Committee at the hearing.