

To whom it may concern,

First of all, thank you for your further representation and for confirming that you do not object to the NFL Fan Zone itself, nor to the associated entertainment activities proposed within the Green Car Park. We note that your remaining concerns relate specifically to the sale and consumption of alcohol.

We would like to provide further clarification on few points raised.

We appreciate that the use of a premises licence, rather than an event-specific permission, may create uncertainty for local residents. Had the event fallen within the statutory limits permitted under a Temporary Event Notice (TEN), we would have sought a one-off Temporary event notice for the NFL Fan Zone. However a Temporary event notice is limited to events attended by no more than 499 people, including event staff and contractors.

The proposed NFL Fan Zone has an anticipated attendance of up to 3,250 guests and therefore cannot lawfully be authorised by way of a TEN.

As a premises licence cannot be granted solely for a single specified event, we recognise why questions may arise regarding future use. We therefore wish to reiterate that the operational requirement for this application is the NFL event at Wembley Stadium. The licence is not being sought for routine use on every stadium event day and there are currently no plans for regular use beyond this purpose.

We would also like to clarify the capacity figures referenced in our previous correspondence. The NFL Fan Zone itself will have a maximum capacity of fewer than 3,250 attendees, managed through controlled ingress arrangements, stewarding and continuous monitoring throughout the event.

In relation to the alcohol element of the application, we respectfully submit that the proposed arrangements fully promote the licensing objectives. Alcohol sales would be managed within a controlled and fenced environment supported by Challenge 25 procedures, trained and licensed bar staff, SIA-licensed security personnel, dedicated stewarding teams, incident reporting procedures and ongoing liaison with the Metropolitan Police and Brent Council.

The NFL audience attending Wembley Stadium has consistently demonstrated a strong record of responsible behaviour and differs significantly from that typically associated with domestic football fixtures. NFL supporters are predominantly families, international visitors and organised supporter groups.

Furthermore, the Green Car Park Fan Zone is a fully managed environment with security, stewarding, crowd management and welfare provision in place throughout its operation. A comprehensive dispersal plan will also be implemented at the conclusion of the event. Prior to closure, attendees will receive clear messaging from event hosts encouraging them to leave the area respectfully and considerately towards local residents. Similar messages will be displayed on the digital screens located throughout the Fan Zone, with stewarding teams remaining in place to support an orderly and controlled departure from the site. Attendees will be directed from the Green South Car Park via Atlantic Crescent, past the Olympic Steps and across Engineers Way towards Wembley Park Station. The designated egress route has been developed to facilitate safe and efficient dispersal whilst minimising any potential impact on local residents.

For these reasons, we respectfully submit that there is no evidential basis to exclude the sale of alcohol from the application. The proposed controls ensure that alcohol can be sold and consumed responsibly within a safe and closely managed environment, whilst actively promoting the prevention of crime and disorder, public safety, the prevention of public nuisance and the protection of children from harm.

Accordingly, we respectfully request that the Licensing Sub-Committee grant the application as submitted.

Yours faithfully,