

From:

Sent: 17 September 2026 15:24

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 further response.

Having considered the clarification provided, I would like to further clarify my position and confirm that I wish to maintain my representation.

I appreciate the applicant's confirmation that the operational requirement for the application is the NFL event at Wembley Stadium, that the licence is not being sought for routine use on every stadium event day, and that there are currently no plans for regular use beyond this purpose. Formal Response - Premises Licence Application (2).pdf

On that basis, I am happy to make clear that I do not object to the NFL Fan Zone itself, the gathering of NFL supporters, or the associated live and recorded entertainment.

I understand that an event of this nature will inevitably result in increased pedestrian traffic and some congestion around Wembley. I am not seeking to prevent this, and I accept that this is part of hosting major events in the area.

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

I live immediately above the Green Car Park, so the potential impact of the proposed alcohol-related activity is particularly relevant to me as a local resident.

I acknowledge the measures proposed by the applicant, including Challenge 25, trained and licensed bar staff, SIA-licensed security, dedicated stewarding, incident reporting, liaison with the Metropolitan Police and Brent Council, and the proposed dispersal arrangements. Formal Response - Premises Licence Application (2).pdf

However, these measures address how alcohol would be managed. My concern is whether alcohol needs to be introduced into this particular environment in the first place, and the additional consequences that alcohol consumption can have for crime and disorder, antisocial behaviour and public nuisance, particularly when a large number of people are leaving an event at the same time.

This concern is particularly relevant given the location of the proposed Fan Zone. The applicant states that 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. Formal Response - Premises Licence Application (2).pdf

This route passes directly through the area immediately outside my building. During existing events in the area, substantial numbers of people already congregate and pass through this location, resulting in considerable pedestrian congestion directly outside the main entrance to my building.

I want to be clear that I do not object to this congestion or to fans and event attendees using the area. I understand that large events inevitably result in increased pedestrian movement and I am not asking for this to be prevented.

My concern is the additional risk created when alcohol consumption is introduced into an already congested pedestrian environment.

When large numbers of people are moving through a confined and busy residential area, the potential for antisocial behaviour, confrontation, intimidation or difficulty navigating through the crowd can become more significant where some attendees have consumed alcohol. I am particularly concerned about this during the dispersal period, when people are leaving the Fan Zone and passing directly through the area around my building.

This is also not an area where alcohol-related concerns are entirely hypothetical. Brent Council currently operates a Public Space Protection Order covering Wembley Park, and the Council specifically identifies restrictions on alcohol consumption in public spaces. On relevant Wembley event days, the Council describes Olympic Way and

surrounding streets as a No Street Drinking Zone, with people drinking there potentially being required to surrender alcohol and face enforcement action.

I therefore find it difficult to understand why introducing the sale and consumption of alcohol within the proposed Fan Zone is necessary when the surrounding public environment is subject to measures specifically intended to manage alcohol-related behaviour on event days.

There is also currently signage at the entrance to the Green Car Park stating “No consumption of alcohol”, alongside the other restrictions applying to the car park. I attach a photograph of this signage for context. I appreciate that the existing parking restrictions do not themselves determine this licensing application, but I consider it relevant to the character and ordinary use of the location.

I note the applicant’s statement that the NFL audience has a strong record of responsible behaviour and differs from domestic football crowds. Formal Response - Premises Licence Application (2).pdf I do not wish to make assumptions about the behaviour of NFL supporters, nor am I suggesting that alcohol consumption will inevitably result in disorder. My concern is that the licensing application would introduce an additional source of potential alcohol-related nuisance and disorder into an area where significant numbers of people will already be moving through a residential environment.

I therefore believe there is an important distinction between the NFL Fan Zone itself and the proposed alcohol licence.

I would be content for the Fan Zone to operate on the limited basis described by the applicant, including its entertainment, security, stewarding and crowd-management arrangements, but without the sale and consumption of alcohol.

I am therefore asking the Licensing Sub-Committee to consider the alcohol element of the application separately from the wider event and to consider whether the Fan Zone can operate successfully without authorising alcohol sales at this location.

For clarity, I am not seeking to prevent the NFL Fan Zone from taking place, I am not objecting to the associated entertainment, and I am not objecting to the inevitable increase in pedestrian traffic associated with the event. My representation is specifically concerned with the proposed sale and consumption of alcohol and its potential impact on crime and disorder, public nuisance and the residential environment during the event and, particularly, during dispersal.

I respectfully ask that this position is put before the Licensing Sub-Committee at the hearing.