

To whom it may concern,

Thank you for taking the time to submit your representation regarding our Premises Licence application and for your previous correspondence.

Ahead of the Licensing Sub-Committee considering the application, Tom Legg, Head of External Operations, and I, David Wilkinson, Senior External Operations Manager would welcome the opportunity to meet with you to discuss any concerns you may have and answer any questions directly.

We appreciate that the sale of alcohol is a key concern, and we hope a meeting will provide an opportunity to discuss the application in greater detail and explain the measures that will be in place to ensure the event is operated safely and responsibly.

By way of further clarification, this Premises Licence application has been submitted solely for one event day only. The application cannot facilitate regular or ongoing licensable activity within this space. Any future proposal by WNSL to undertake further licensable activities in this location would require a separate application and would be subject to its own consultation process, providing residents and other interested parties with the opportunity to submit representations.

We understand the concerns that can arise around alcohol consumption and would therefore like to reassure you that a number of control measures are proposed, including:

- SIA-licensed security personnel and experienced stewarding teams throughout the event.
- Strict capacity management and crowd monitoring arrangements.
- Welfare and safeguarding provisions.
- Challenge 25 age-verification procedures.
- A maximum purchase limit of four pints per person per transaction.
- Refusal of service to any person who appears intoxicated or is deemed to be drunk, in accordance with licensing legislation and best practice.
- Continuous monitoring by event management, security and bar staff throughout the event.

To minimise any impact on local residents as attendees leave the event, messages encouraging patrons to depart respectfully and quietly will be displayed on the event digital screens and reinforced through six dedicated signs located throughout the Fan Zone. Stewarding teams will also manage and direct attendees along a designated egress route via Atlantic Crescent and down to the Olympic Steps, helping to facilitate an orderly and controlled dispersal from the area.

We are available to meet on Tuesday 29 September in the Wembley Board Room at either 5:00pm or 7:00pm, whichever is more convenient for you.

Alternatively, if you would prefer to meet in a local coffee shop or another mutually convenient location, we would be very happy to accommodate this. Should neither of the proposed times

be suitable, please feel free to suggest alternative dates and times, and we will do our best to make arrangements that work for you.

We are keen to engage constructively with all local residents and would welcome the opportunity to better understand your concerns and discuss the measures being proposed to ensure the event is managed safely and responsibly.

We hope that an open and positive discussion may help address any outstanding concerns before the Licensing Sub-Committee considers the application and we look forward to hearing from you.

Kind regards,

David Wilkinson

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