

**Licensing Authority**

Regulatory Services (Licensing) – Brent Council  
Fifth Floor, Brent Civic Centre  
Engineers Way  
Wembley, HA9 0FJ

**September 6, 2017**

To Whom It May Concern:

**Re: Wembley Park Theatre, Wembley Park Drive, London, HA9 8HP**

I am pleased to submit information about our premises license application for Wembley Park Theatre.

**Background Information**

Wembley Park Theatre will provide an exciting opportunity for a state of the art theatrical venue to bring together a range of activities including immersive interactive entertainments, theatrical and musical performances, film screenings, music events and exhibition spaces for visitors from all over the world.

**The Space**

Wembley Park Theatre is a 'meanwhile use' of the former Fountain Studios buildings located in Wembley, North West London. Eventually the site will be redeveloped with new housing and commercial projects, however the opportunity has arisen for the existing buildings to be repurposed on a temporary basis as an event space (primarily concentrating on theatrical use) to make excellent use of the buildings, continue to utilise the site, to create events and bring jobs, economic and cultural benefit to the area.

The multi-functional venue will be predominantly focused on a main auditorium which will be designed for use in a number of layouts. This will be formed from the 1340sqm former studio space. In addition, various parts of the building will be used in a number of layouts and for a number of functions, including the former offices, restaurant, storage areas and car parks.

The venue lies on the corner of Fulton Road and Empire Way and backs onto the adjacent retail park comprising McDonalds, Lidl and Curry's stores. It is located within easy walking distance of Wembley Park tube station, Wembley Stadium train station and is connected by numerous bus, cycle and road links. There is car parking located within the London Designer Outlet and around Wembley Stadium, although evidence from our other London venues shows that most of our patrons will use public transport to and from the venue.

Wembley Park Theatre will utilise much of the existing infrastructure including power and water as well as delivery access, waste management and storage areas.

As the former Fountain Studios, the venue is well equipped for dealing with large numbers of patrons – our hope is to build on the history and success of the live filming of such shows as X Factor and Britain's Got Talent. The use of the buildings until just a few months ago demonstrates that the both the venue and the local transport infrastructure are well placed to manage the size and types of audience we expect.

**An Expert Team**

Working with an expert production team, the producers aim to recreate the same success that they have had with Peter Pan in Kensington Gardens (London, Summer 2009); Peter Pan at The O<sub>2</sub> (London, Winter 2009/2010); The Lion the Witch and the Wardrobe (London, Summer 2012); The Railway Children at the King's Cross Theatre (London, 2014 – 2016); Lazarus at the King's Cross Theatre (London, Winter 2016) and The Donmar at the King's Cross Theatre (London, Winter 2016).

**Site preparation**

In order to prepare the site for use, some minor works will be undertaken to the existing infrastructure to bring them up to current standards.

**Timings**

Our premises license application is for various times on the days listed below between the dates stated above:

Monday, Tuesday, Wednesday and Thursday – 08:00am until 02:00am (licensable activities)

Monday, Tuesday, Wednesday and Thursday – 08:00am until 02:30am (venue operational)

Friday and Saturday - 08:00am until 02:00am (licensable activities)

Friday and Saturday - 08:00am until 02:30am (venue operational)

Sunday - 08:00am until 02:00am (licensable activities)

Sunday - 08:00am until 02:30am (venue operational)

Alcohol sales have been requested:

Every day - 12:00noon until 02:00am

Our site will close at the specified timings above and audience will be asked to leave. We will be clear of site and all non-essential equipment, lighting and power equipment will be switched off 30 minutes later.

We are requesting that on no more than 15 occasions within a twelve month period our closing time be adjusted by 30 minutes, with the local authority given ten working days notice ahead of each event.

**Managing the Venue**

Due to the variety of events which may take place in the venue we have applied for all licensable activities to be permitted, however it is likely that given the layout of the venue and our own areas of expertise, we will mainly seek theatrical based productions to be held within the venue.

**Further Information**

Further information is included in the documents and drawings attached to this application. We have attached an index to these for ease of use.

In addition to the attached information, a full and detailed Venue Management document including evacuation procedures, health and safety information and daily management plans specific to individual productions will be made available to the authority no less than ten working days prior to each event which is to take place.

Additional onsite activities within the venue spaces will include build, rehearsal, previews and technical testing for visiting productions, as well as the dismantle of the production infrastructure.

Please do not hesitate to contact me regarding any further information you might need.

Yours truly,



**Olly Royds**

**WEMBLEY PARK THEATRE LTD**