

London Wembley Central Hotel Ltd
Elm Hotel
1-11 Elm Road
Wembley
HA9 7JA

11 January 2019

Licensing Representation to the Application for a new Premises Licence for Elm Hotel, 1-11 Elm Road, Wembley, HA9 7JA

I certify that I have considered the application shown above and I wish to make representations.

Officer: Susana Figueiredo – Licensing Inspector

An officer of the Licensing Authority, in whose area the premises are situated, who is authorised for the purposes of exercising its statutory function as a 'Responsible Authority' under the Licensing Act 2003.

The application has been made to vary the premises licence under section 34 of the Act.

The Licensing Authority may make representations concerning any of the four licensing objectives below;

- the prevention of crime and disorder;
- public safety;
- the prevention of public nuisance; and
- the protection of children from harm.

After careful consideration, the Licensing Authority consider the following to be acceptable conditions which will assist in promoting and upholding the licensing objectives.

- 1 CCTV shall be installed to Home Office Guidance standards and maintained in a good working condition and recordings shall be kept for 31 days and shall be made available to police and authorised Officers from Brent Council.
- 2 A CCTV camera shall be installed to cover the entrance of the premises.

- 3 The CCTV system shall be capable of obtaining clear facial recognition images and a clear head and shoulders image of every person entering or leaving the premises.
- 4 Customers shall not be permitted to take open drink containers outside the premises as defined on the plan submitted to and approved by the Licensing Authority.
- 5 A copy of the premises licence summary including the hours which licensable activities are permitted shall be visible from the outside of each entrance to the premises.
- 6 A sign stating "No proof of age – No sale" shall be displayed at the point of sale.
- 7 A "Challenge 25" policy shall be adopted and adhered to at all times.
- 8 An incident log shall be kept at the premises, and made available for inspection on request to an authorised officer of Brent Council or the Police, which will record the following:
 - (a) all crimes reported to the venue
 - (b) all ejections of patrons
 - (c) any complaints received
 - (d) any incidents of disorder
 - (e) all seizures of drugs or offensive weapons
 - (f) any faults in the CCTV system or searching equipment or scanning equipment
 - (g) any refusal of the sale of alcohol
 - (h) any visit by a relevant authority or emergency service.
- 9 On major event days at Wembley Stadium the following shall apply:
 - * Customers shall not be allowed to congregate outside the premises save for the arrival and departure of coach parties, residents and delegates.
 - * No glass shall be handed over the bar but decanted into plastic/polycarbonate or toughened plastic drinking vessels.
 - * The DPS shall work in partnership with the Police and if necessary comply with any direction given by the most senior Police Officer on duty at the event.
 - * Alcoholic beverages shall not be sold or supplied one (1) hour before the designated kick off or start time of the event and will not resume until fifteen (15) minutes after the game, match or event has started
 - * There shall be no vertical drinking on major football event days.
 - * There shall be a minimum of three (3) SIA door supervisors of suitable gender mix, employed on any day when the premises is used on football match event days for any customers not residing at the hotel.
 - * Door supervisors shall wear high visibility clothing that can be clearly and easily identified on CCTV.
 - * A register/log containing the names, badge number, dates & times of duty security staff and any incidents that occur shall be kept and made available to the Police and Licensing Authority.
 - * Smoking shall take place at the front of the hotel and shall be limited to 12 persons in a designated area. The designated area shall be kept

as far away as possible from residential properties in the surrounding area.

- * On Wembley Stadium event days a personal licence holder shall be present on the premises and supervise the sale of alcohol throughout the permitted hours for the sale of alcohol.
 - * On Wembley Stadium event days no children shall be admitted unless accompanied by a responsible adult.
- 10 All staff shall undergo training of the Licensing Act 2003 legislation. This training shall be documented and signed for by the DPS and the member of staff. This training log shall be kept on the premises and made available for inspection by Police and relevant authorities upon request.
 - 11 Notices asking customers to leave quietly shall be conspicuously displayed at all exits.
 - 12 Any locks or latches on the exit doors or gates shall be unlocked and kept free from fastenings other than push bars and pads whilst the public are on the premises.
 - 13 Additional care shall be taken when children are on the premises to ensure that parents are behaving responsibly in their presence.
 - 14 The licensee shall ensure that any activity associated with the premises shall be carried out in such a manner so as not to cause a public nuisance to neighbours.
 - 15 The placing of bottles into receptacles outside the building shall not be permitted between 22.00hrs hours and 08.00 hours the following morning.

In order for the Licensing Team to withdraw this representation, it will be necessary for you to confirm the above.

Yours sincerely,



Susana Figueiredo
Licensing Inspector
Planning, Transportation, Licensing