
Retail Unit 3/4/5
Construction Unit 8/9/10
Plot NW08
Engineers Way/Wembley Park Boulevard
Wembley Park
HA9 0FA

10 April 2019

Licensing Representation to the Application for a new Premises Licence for Retail Unit 3/4/5, Construction Unit 8/9/10, Plot NW08, Engineers Way/Wembley Park Boulevard, Wembley Park HA9 0FA

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

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 for a new premises licence under section 17 of the Act.

The Licensing Authority representations are primarily concerned with the four licensing objectives;

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

The Licensing Authority require the following be included as conditions on the premises licence:

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 staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to provide a Police or authorised council officer copies of recent CCTV images or data with the absolute minimum of delay when requested.
3. The CCTV system shall provide coverage of the customer entrance(s) to the premises and the servery counter.

4. The CCTV system shall be capable of obtaining clear facial recognition images of every person entering the premises.
5. All windows shall remain closed during any licensable activity.
6. 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.
7. A sign stating “No proof of age – No sale” shall be displayed at the point of sale.
8. A “Challenge 25” policy shall be adopted and adhered to at all times.
9. Substantial food and non-intoxicating beverages shall be available during the whole of licensed hours in all parts of the premises where intoxicants are provided.
10. The premises shall provide chairs and tables for customer use.
11. 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.
12. A clear and unobstructed view into the premises shall be maintained at all times.
13. There shall be no regulated entertainment provided in the external part of the premises
14. 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
 - (h) any visit by a relevant authority or emergency service.
15. Any staff directly involved in selling alcohol for retail to consumers and staff who provide training including managers shall undergo regular training of the Licensing Act 2003 legislation (at least every 12 months). The training shall be documented and signed off by the DPS and the member of staff receiving the training. This training log shall be kept centrally and made available for inspection by police and relevant authorities upon request.
16. No noise or vibration shall be detectable at any neighbouring noise sensitive premises.
17. The placing of bottles into receptacles outside the building shall not be permitted between 20.00hrs hours and 08.00 hours the following morning.
18. The premises dispersal policy shall be kept and made available to police and authorised officers from Brent Council
19. The external areas shall cease use at 21.00hrs and all tables and chairs must be removed.

20. After 21.00hrs when the external area is no longer in use, a designated smoking area will be limited to 10 persons in the front external area. No alcohol will be allowed in the smoking area.
21. When SIA Security are deployed, they shall wear clothing that can be clearly and easily identified on CCTV.
22. 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.

Wembley Stadium Event Day Specific Conditions

23. On Wembley Stadium event days a barrier will be placed between those customers in the external area and the public highway.
24. On football event days the premises will stop the sale of alcohol (1) one hour before the advertised kick off time, and will not resume the sales of alcohol until (15) fifteen minutes after the kick off time.
25. On football event days at Wembley stadium the venue will only take one set of supporters (Fan Zone) on the production of a valid ticket for the game, the designated team will be allocated by the Metropolitan Police after a risk assessment has been conducted.
26. On Wembley Stadium event days, SIA door supervisors of a suitable number and gender and other suitable measures shall be put in place after undertaking a sufficient and suitable risk assessment based on the proposed event at the Stadium, which promotes all four licensing objectives. This risk assessment shall be provided to the Licensing Police and authorised Council officers at least 7 days before the event.
27. The venue will not show televised football matches on football event days.
28. On Wembley Stadium Event days no drinks shall be served in glass containers.
29. The DPS or deputy shall work in partnership with the Police and if necessary comply with any direction given by a senior Police Officer on duty at the event.
30. A personal licence holder shall be present on the premises and supervise the sale of alcohol.
31. On Wembley Stadium event days, a risk assessment will be undertaken based on the proposed event and will be provided to police or authorised council officers at least 7 days before the event.
32. On Wembley Stadium event days no children shall be admitted unless accompanied by a responsible adult.

Additional Conditions to be added if premises is solely to be used as a restaurant

33. Alcohol shall only be supplied as an accompaniment to a substantial meal, and seated at a table.
34. The supply/sale of alcohol shall be by waiter or waitress service only.

35. Customers must not be allowed to sit, stand or be served from the bar area or any other staff area used for the preparation of alcoholic beverages.
36. Signs must be displayed at suitable points along the bar reading, 'Service is by waiter / waitress service only. Customers are not permitted to sit, stand or be served from the bar.'
37. No vertical drinking within the entire premises, including the external area.
38. On football event days, no drinks shall be served other than in plastic/polycarbonate or toughened glass in the external area.

Conditions that are not applied if the premises operates solely as a restaurant

39. On Wembley event days no drinks shall be served other than in plastic/polycarbonate or toughened glass
40. On football event days the premises will stop the sale of alcohol (1) one hour before the advertised kick off time, and will not resume the sales of alcohol until (15) fifteen minutes after the kick off time.
41. On football event days the designated smoking area will be the limited to 10 persons in the front external area. No alcohol will be allowed in the smoking area. The smoking area will be supervised by SIA.
42. On football event days at Wembley stadium the venue will only take one set of supporters (Fan Zone) on the production of a valid ticket for the game, the designated team will be allocated by the Metropolitan Police after a risk assessment has been conducted.
43. On Wembley Stadium Event days no drinks shall be served in glass containers.

For ease of understanding which unit is being described, I have copied in the plan below:-



In order for the Licensing Team to withdraw this representation, it will be necessary for you to confirm that you accept the above conditions in writing.

Yours sincerely



Susana Figueiredo
Licensing Inspector
Regulatory Services