
Retail Unit 7
Construction Unit 4
Plot SW03
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 7, Construction Unit 4, Plot SW03, 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. A sign stating “No proof of age – No sale” shall be displayed at the point of sale.
6. A “Challenge 25” policy shall be adopted and adhered to at all times.
7. 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.
8. A clear and unobstructed view into the premises shall be maintained at all times.
9. 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.
10. 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.

Wembley Stadium Event Day Specific Conditions

11. On Wembley Stadium event days there shall be at least two (2) members of staff present and working.
12. 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.
13. Customers shall not be allowed to congregate outside the premises.
14. No glass bottles shall be sold, all drinks shall be sold in plastic bottles or cans.
15. 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.
16. A personal licence holder shall be present on the premises and supervise the sale of alcohol.

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



Please confirm that the area marked in blue on the plan will not be used by the premises.

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