



The Licensing Department
The London Borough of Merton
Merton Civic Centre,
London Road,
Morden
SM4 5DX

**VW - Merton Borough
VW - Wimbledon Police Station**

Wimbledon Police Station
15-23 Queens Road
London
SW19 8NN
Telephone: 020 8649 3074
Email: Russ.Stevens@met.police.uk

8th February 2018

Re:- Application for a Premises Licence at 82 The Broadway (Smash)

Dear Sir/Madam,

On 2nd February 2018, an application was received from Barclub Trading Limited for a Premises Licence to be granted under Section 17 Licensing Act 2003 at the premises known as Smash, 82 The Broadway, Wimbledon, SW19 1RH.

The application can be summarised as follows:-

A bar already operating under an existing Premises Licence, wishing for a new Premises Licence that correctly reflects the nature of its current operation. The existing Licence will be surrendered if this application is successful.

The Metropolitan Police Service fully supports this application, as it is our view that the new Premises Licence will have a positive effect on three of the four Licensing Objectives, namely:

**The Prevention of Crime and Disorder
The prevention of Public Nuisance
Public Safety.**

Smash was formerly known as PoNaNa, a popular small nightclub in Wimbledon Town Centre. Not without its problems, it was sometimes necessary to work with the senior management of the venue to address risks as they emerged. I found the company to be co-operative and always willing to act on the advice of Police. As a result of this, the Premises Licence became tailored to PoNaNa by the addition and variation of licence conditions. When PoNaNa closed for a complete re-fit and re-brand to become Smash, I was given the opportunity to discuss the changes and advise on any potential risks to the Licensing Objectives. The Premises Licence was again varied to allow the new venue to operate as planned (craft beer, pizza, and table tennis), but with several restrictions remaining as precautionary.

I am very pleased to say that the venue operating as Smash is a huge improvement over PoNaNa, and has given me no cause for concern in the 5 months that it has been open. The clientele has completely changed for the better, and the general profile of Wimbledon town centre has been raised significantly. The knock-on effect has been quite noticeable with other Licensed Premises operators in the area forced to "up their game".

The change from PoNaNa to Smash has been positive for the promotion of the Licensing Objectives and has lessened the premises' Cumulative Impact.

I would like to see Smash continue to add positivity and diversity to Wimbledon's Night Time Economy and I believe that the premises would benefit from a cleaner, unambiguous licence tailored for Smash, and not PoNaNa.

I believe that the conditions offered by the applicant are more than sufficient to manage any risk to the licensing objectives, and I have confidence in the operator.

I fully support this application and I recommend that the Premises Licence is granted.

Yours Faithfully

A large black rectangular redaction box covering the signature of Russ Stevens.

Russ Stevens PC 852VW 191701

Licensing Officer