

From: Sarah Holford
Sent: 15 February 2018 16:36
To: Licensing; Licensing
Cc: Councillor Charlie Chirico; Councillor Abdul Latif; Councillor James Holmes
Subject: Premier Inn licensing application for 153-161 The Broadway SW19

Dear Sir/Madam,

I would like to object to this licensing application and I concur with the representation below made by WEHRA.

The tone of the licensing application runs contrary to what was agreed with residents during a consultation process and accordingly in addition to WEHRA's comments:

- I object to the 24 hour serving of alcohol to guests. If a guest is staying at the hotel, then they will have access to a mini-bar which can be replenished with a simple phone-call to the Reception. There is no need for an extended licence, let alone a 24 hour licence. We already have excessive drinking in Wimbledon's town-centre and I frequently experience drunk people wondering into South Park Road and arguing and shouting at 2am, 3am, 4am. Try getting to sleep while you hear someone vomiting outside your house.

As you already know, this Premier Inn budget hotel is sited in the heart of the overwhelmed Cumulative Impact Zone (CIZ) and sits within a few hundred metres of some of the recent alcohol-related assaults.

With the likely closure of Wimbledon Police Station in the next 18 months, adding alcoholic fuel to the fire of evening drinking and associated increased propensity for assaults that would more than likely occur after excess alcohol has been consumed, I object on this ground too. The Police are already stretched enough without having extra problems to cope with.

Premier Inn says all its hotels have a bar and restaurant. I do not believe that either is needed given the central location of this hotel, and would ask you to reject the application.

However:

- If you were minded to allow a bar in this heavily saturated CIZ area, please include a condition for the provision of a full meal with it so that the alcohol does not become the mainstay and at the expense of the restaurant, especially with a whole Broadway of endless restaurants and eateries to suit every palate and need.

- Please reject the request for an off-premise licence which is excessive and unacceptable especially with endless number of outlets, bars, clubs within metres of this hotel. This is a budget hotel, let's not make it the 'last stop in Wimbledon' where 'people can get served'.

- Please curtail licensing hours for both restaurant and bar. We do not want this hotel which backs directly onto and sits across from residential neighbourhoods and families with young children to be the magnet of all-day drinking and eating with all the problems associated with that - waste, noise, drunkenness, bad behaviour - particularly as the budget-element of Premier Inn hotels make them attractive to boisterous and unruly stag and hen night getaways.

- Although Premier Inn asserts that the majority of its guests will be using public transport, the transport report does not fully back that up with 30-40 cars a night expected to roll up.

I can tell you from daily experience that there is barely any parking for the residents at the moment in my area. I often have to go round and round my CPZ area looking for somewhere to park if I happen to get home after 6:30 pm with heavy shopping. This will become a nightmare with a 176-room hotel with NO parking planned apart from 2-3 disabled bays. Having such an eating/drinking establishment will impact residents directly, squeezing them out of the parking slots that they have already paid for by having permits.

In conjunction with WEHRA's comments below, I urge the committee to refuse permission on the grounds of prevention of crime, disorder, and public nuisance.

If minded to approve, please include stringent conditions.

Yours sincerely,

Sarah Holford