

From: Leigh's iphone
Sent: 20 June 2018 16:41
To: Licensing; Licensing
Cc: Councillor David Williams; Councillor David Simpson; Councillor Daniel Holden; Env Health

Subject: Licence Application for Safestore tenant Hopfresh Limited, Gap Road, London SW19 8JA

Dear Sir/Madam:

Thank you for notice of the above application for a licence for operation from 8 am until 11 pm for Safestore tenant Hopfresh to sell alcohol from storage facilities, Gap Road, SW19, apparently 'to fulfil telephone and on-line orders'.

Our Association objects to this proposal for the following reasons:

This is a storage facility. While some businesses use Safestore as a holding place for their stock, to our knowledge, there are no alcohol sales or premises (on or off premise) at this site whatsoever. Surely there is a reason for that fact.

Wimbledon is well saturated with alcohol premises, alcohol sales on/off premises, and both Council and Police struggle to contain the damage caused by alcohol fuelled evening visitors to the area, especially the town, that looks like a war zone most weekends at dawn. Any further licence granted anywhere nearby will make the 'cumulative impact' of alcohol consumption in Wimbledon even worse.

The Institute of Alcohol Studies has research indicating that, among other concerns, there is a significant danger with underage drinkers buying from on-line/telephone sales, encouraging addiction while underaged. Wimbledon is above all a family community; there are thousands of young, vulnerable secondary school children who may be tempted to buy illegally online/via phone from such a local business. See the article herewith:

[Implications of permitting local online alcohol sales](#)

The applicant has not provided any information on their business, such as, what if a prospective purchaser turned up at their storage unit. Would they be allowed to buy, or refuse a sale? It seems it would be unlikely to be refused, as the 'opening hours' are from dawn until well after dark, and money is money.

What type of enforcement does the Council have, to ensure this 'off the beaten track' site abides by the conditions of their licence? What conditions has the applicant proposed, to ensure none of these concerns would come to fruition? What about when the applicant wants to extend their hours to 'round the clock'? What about when they wish to sell retail to customers who turn up at their premises?

Their 'discounted prices' are what lures many people to buy online. Safestore is a STORAGE FACILITY, it is not a retail shopping precinct, and certainly not zoned for commercial business.

Wimbledon town has several vacant premises desperate for commercial tenants. We do not wish Merton Officers to further entice anyone to buy cheap alcohol from a premises that doesn't pay fair commercial rent or rates. That is unfair to the Council and to other Wimbledon businesses who do, eg: Aromatica, The Sampler, Majestic, Wimbledon Wine, Friarwood Wine, Waitrose, Sainsbury's, Morrisons, Tesco etc.

Further, traffic congestion at this address is extremely challenging for many hours of each day, seven days a week. Recent planning proposals to turn the Safestore into a larger facility and/or to add hundreds of homes behind the business was soundly refused because of 'vehicular access issues', as this area is designated for light industry, and light and off-hours vehicular traffic.

This is a storage depot for light industry that serves the local area, but does not conflict with the transport needs of the adjoining homes and thriving local residential communities. (Air pollution was

another major factor, related to increased vehicular movements, that may or may not be an issue, should this business grow.)

Should a 'retail like' premises be permitted in a storage facility, that would encourage other vendors to seek similar set ups, ie very low rent/possibly even avoiding rates altogether, and drawing in vehicular traffic throughout the day and into the night. These customers would exacerbate the already heavy traffic problems on Gap Road, and this proposal would not be acceptable on those grounds, in planning terms.

As an aside: The advert appeared in a space and with a font size so small that it is unlikely others will realise this application has been filed. In our view the advert should be re-run with a legible font size, and the notice period extended. (Please accept this as a formal complaint - we've never seen such minuscule type for a Notice of Application since the inception of the Licensing Act.)

Finally, in our view, the Planning Dept and Planning Enforcement should be consulted, as this would set a precedent whereby 'retail-like' sales become the norm in this industrial setting, further impoverishing the designated commercial shopping parades throughout the borough.

Otherwise, what next: 24/7 operation? A bar/club at Safestore? A renegade 'shopping parade' within the industrial setting? These are our views, based on concerns of residents and homeowners in the immediate area.

Thank you for considering the many consequences of your decision. We urge you to Refuse Permission based on Licensing Conditions regarding Nuisance and Protection of children from harm.

Yours sincerely,

Leigh Terrafranca, on behalf of Wimbledon E Hillside Residents' Assn (WEHRA)