



The Licensing Department  
The London Borough of Merton  
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9<sup>th</sup> July 2018

**Re:- Application for Premises Licence at , 23 Streatham Road, Mitcham CR4 2AD (Lidl)**

Dear Sir/Madam,

On 14<sup>th</sup> June 2018 an application was received from Lidl UK GmbH for a Premises Licence under Section 17 of the Licensing Act 2003.

The application relates to a supermarket, open to the public and selling alcohol between 0700hrs and 2300hrs daily.

**Police wish to make representations to this application on two of the four of the licensing objectives namely:**

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

My objections to this application are based solely on the geographical location of the premises, and the existing problems in this specific area in relation to crime and Anti-Social Behaviour directly linked to alcohol abuse.

Lidl UK is a responsible retailer. There are currently five Lidl Supermarkets within the London Borough of Merton and also the UK Head Office in Wimbledon. All five Lidl Supermarkets in Merton operate safely and responsibly, and I have found the co-operation with Police to be excellent. To tackle a serious problem in Mitcham town centre in November 2017, I asked Lidl's Training and Compliance Director to further restrict fireworks sales to over 25s only. The problem was not caused or contributed to by Lidl, but their immediate co-operation significantly helped deal with the problem and encouraged the other operators such as Asda and Morrisons to follow suit.

My objections to this application relate to the Cumulative Impact that another alcohol retailer in Streatham Road will have on Crime and ASB in and around the Figges Marsh area of Mitcham. Even more so from a low-cost supermarket.

**The premises at 23 Streatham Road sits within a Cumulative Impact Zone.** The area is already saturated with retailers selling alcohol for consumption off the premises. Immediately opposite the premises is Figges Marsh, a green area of common land that is used by all sections of the local community for sport and exercise, relaxation, general recreation, and is

also used as a pedestrian thoroughfare between Mitcham, Tooting and Streatham. Unfortunately, Figges Marsh is also used by "street drinkers" who get drunk, abuse passers by, make noise, drop litter, urinate and worse in full view of adults and children using the park. I myself on one occasion have arrested a drunk male lying on Figges Marsh masturbating as a woman walked past with her young child. I have also personally attended numerous drunken brawls and serious assaults at this location.

The following entries are from crime and intel reports relating to the area immediately surrounding the premises at 23 Streatham Road, going back only 12 months. They are all connected to alcohol abuse:

17<sup>th</sup> June 2018 2250hrs Streatham Road JW Sandy Lane  
GBH – Sri Lankan males drinking in street, one produces a machete and punches a male, knocking him backwards over a wall.

8<sup>th</sup> June 2018 2300hrs Tesco Streatham Road  
Public Disorder – Staff threatened with violence and abused when closing shop.

7<sup>th</sup> June 2018 Figges Marsh  
Reports of drug dealing among groups of Asian males

16<sup>th</sup> May 2018 2150hrs nr 165 Streatham Road  
Sexual Assault – Female walking along Streatham Road followed by a male who grabbed her around waist from behind kissing her and victim struggled to break free. Suspect was drunk and ran into an off-licence.

26<sup>th</sup> April 2018 1900hrs Tesco Express Streatham Road  
Public Disorder – Drunk shoplifter shouting at staff and customers

15<sup>th</sup> April 2018 1650hrs Tesco Express Streatham Road  
Racially Aggravated Harassment and abuse – Staff abused by shoplifter.

14<sup>th</sup> April 2018 1415hrs Master Fryer 155 Streatham Road  
ABH – Fight inside fish & chip shop, parties drunk.

10<sup>th</sup> April 2018- Streatham Road  
Reports of drug and alcohol abuse, and Dogging.

17<sup>th</sup> February 2018 Ladbrokes Streatham Road  
Public Disorder – Threats and abuse to staff of betting shop

6<sup>th</sup> February 2018 Streatham Road  
Complaints about Street Drinking

1<sup>st</sup> November 2017 Streatham Road  
Complaints about street drinking

29<sup>th</sup> October 2017 Streatham Road  
Complaints about street drinking.

28<sup>th</sup> October 2017 Streatham Road  
Complaints about street drinking.

22<sup>nd</sup> October 2017 Streatham Road  
Complaints about drug and alcohol abuse in street

27<sup>th</sup> September 2017 o/s Tesco, Streatham Road  
Assault – Fight at location, suspect went on attacking passers by.

1<sup>st</sup> September 2017 2200hrs o/s 153 Streatham Road  
GBH/Wounding – Fight amongst drunk males.

19<sup>th</sup> August 2017 1630hrs – Figges Marsh Stores

Criminal Damage – Alcohol purchased by suspect who then smashed glass in front door.

2<sup>nd</sup> July 2017 2050hrs – Streatham Road, Figges Marsh

Assault on Police – Drunk male causing concern to passers by, approached by Police officers and punched them.

In addition to reported crimes, the Local Police Team and Local Councillors receive regular complaints from residents, complaining about general anti-social behaviour and public nuisance. Empty beer cans and bottles being thrown into their gardens, urinating outside their houses, and being kept awake at night by street drinkers. These problems came to a head two years ago when so many complaints led to the suspension of a Premises Licence at Ambaal Stores in Streatham Road. The problems have not gone away and appear to have steadily worsened.

Very close to the premises at 23 Streatham Road and Figges Marsh are a huge number of off-licence shops already fighting for their share in the local alcohol market.

At the south end of Figges Marsh, there is A Paris Corner, St Judes, Figges Marsh General Stores. A short walk south of Figges Marsh is Dudlyaa's and Mithurja convenience store.

Further north along Streatham Road is Sharon Convenience Store, Best One, Ambaal Stores, Shah&Shan supermarket, Tesco Express, S Ayngaran, Co-Op and Polski Sklep.

On the north west side of Figges Marsh, there is Tesco, VVK Food & Wine, and Global Foods.

It is my view that any additional supply of alcohol to the area will increase the numbers of street drinkers in that area as they always tend to gravitate towards their source of supply. The additional supply will also enable people to drink in the street for longer.

Public Nuisance will inevitably get worse, and numbers of alcohol related crimes and incidents of disorder will increase proportionately.

This specific area of Mitcham could not cope with another alcohol retailer, especially a low-cost, one regardless of how responsible they may be and what control measures may be in place.

The application does not address the Cumulative Impact of the new premises, and it does not explain why the sale of alcohol is being requested for as early as 7am.

**The Metropolitan Police strongly advise that this application is rejected.**

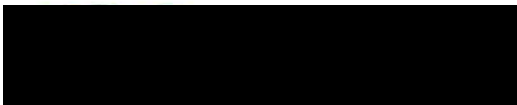
If the Premises Licence is granted, in addition to conditions made from Part M of the application, I strongly recommend that the following conditions are imposed:

1. There will be at least one uniformed security guard on duty at the premises at all times that the premises is open to the public.
2. There will be no sale or display of any beer or cider with an ABV over 5.5%.
3. Beers and ciders will only be sold as multipacks. There must be no sales of beer or cider in single bottles or cans.
4. Alcohol will only be displayed in one specific area, that section will be no more than 10% of the total shop display area.
5. Any sale of alcohol must be made with a minimum spend of £10 on food products.
6. A Personal Licence Holder must be on duty at the premises at all times that the premises is open to the public.

7. During the times that the premises is open and outside of permitted alcohol hours, all alcohol displays must be behind locked screens.
8. Litter bins for general public use will be installed adjacent to the public pavement, or on the pavement (with council permission) outside the premises. These bins will be emptied daily and will be of sufficient size to negate the requirement for the existing litter bins opposite the premises.
9. Consumption of alcohol will not be permitted in any outside area of the premises, including the car park.
10. Every item of alcohol that is not exclusive to Lidl, must be marked or labelled with the code, VM23.

**It is also strongly advised that the permitted alcohol hours are amended to 0930hrs-2300hrs daily.**

Yours Faithfully



Russ Stevens PC 852VW 191701

Licensing Officer