

ENVIRONMENT AND REGENERATION DEPARTMENT

Chris Lee - Director



The Licensing Officer
London Borough of Merton
Licensing Team
14th Floor Civic Centre
London Road
Morden
SM4 5DX

Licensing Section
London Borough of Merton
Merton Civic Centre
London Road
Morden SM4 5DX

Direct Line: 020 8545 3798
Fax: 020 8545 4025
Email: licensing@merton.gov.uk

My Ref :
Please Ask For: Barry Croft
Your Ref:

Date: 19 June 2018

Dear Sirs,

**Lidl Uk GmbH 23 Streatham Road Mitcham CR4 2AD – New Premises
Licence Application No. WK/201801919**

Licensing Act 2003

On behalf of the Licensing Authority, as a Responsible Authority under the Licensing Act 2003, I write to object to the application to new premises licence application for Lidl at 23 Streatham Road Mitcham London CR4 2AD. The new premises licence application seeks the following licensable activities:

**Sale by Retail of Alcohol (for consumption off the premises only).
Sunday to Saturday 07:00 to 23:00 hours**

**Hours premises open to the public.
Sunday to Saturday 07:00 to 23:00 hours.**

These premises are situated within the Mitcham Town Centre and Surrounding Area cumulative impact zone (CIZ) covering the sale by retail of alcohol for consumption off the premises only. The current Statement of Licensing Policy for the London Borough of Merton dated 6 January 2016 at points 7.1 to 7.16 sets out the Council's reasons for imposing three CIZ's within the Borough. In particular there is a separate paragraph for Mitcham Town Centre and the Surrounding Area, which states the following:

Mitcham Town Centre and the Surrounding Area

There has been a significant increase in the number and scale of licensed premises in Mitcham Town Centre over recent years. This has resulted in a significant number of alcohol related crimes and of

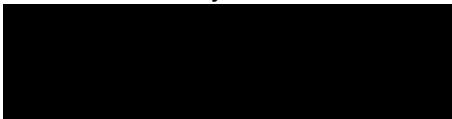
complaints being made to the Council and/or Police concerning disorder and nuisance involving street drinkers, litter, urination in the street, and the proliferation of alcohol off licence premises. The Police have provided evidence regarding alcohol related crime and disorder and the connection between the offences and licensed premises. The Public Health Team has also undertaken research on these issues by way of a survey which supports a special policy. This special policy has been approved and adopted by the Council to cover sales of alcohol for consumption off the premises (off sales) only.

The Licensing Authority has concerns with this application, in particular the applicant failure to address the Council's special policy.

To support the Council's Statement of Licensing Policy dated 6 January 2016 and the ClZ's contained within the Licensing Authority requests the Licensing Sub-Committee to refuse this application in its entirety to uphold the Crime and Disorder as well as the Public Nuisance Licensing Objectives.

The Licensing Authority reserves the right to submit further supporting evidence in connection with this representation, and to assist in oral evidence to be given at any Licensing Sub-Committee hearing organised to determine this variation application.

Yours faithfully,



Barry Croft
Licensing Manager
Licensing Team
Part of the Joint Regulatory Services Partnership for the
London Borough of Merton and the London Borough of Richmond upon
Thames.