

From: Elizabeth Macdonald
Sent: 26 July 2019 14:09
To: 'Leigh's iphone'
Subject: RE: Application for a New Premises Licence for Ely's, 16 St George's Rd, SW19 4DP

Dear Sir/Madam

LICENSING ACT 2003

I acknowledge receipt of your attached email and accept your representation as valid.

Please be advised that although this is an application for a new premises licence, it will *replace* the one that they currently have. It will *not increase* the number of licensed premises in the area. They have stated that they will surrender the one they currently have if this one is granted.

Please note that your representation, including your name and address will be in the public domain and will be forwarded to the applicants in order that they may consider addressing your concerns, should they consider it appropriate.

You will be advised approximately 10 days prior to the date of the hearing that will be convened to determine this application of the place and time of the hearing and may attend in person to put your view before the Licensing Sub-committee members.

It is an offence to knowingly or recklessly make a false statement in connection with an application which carries a maximum fine of £5000.

All communications should be via licensing@merton.gov.uk.

Yours faithfully

Elizabeth Macdonald

Licensing Officer

Regulatory Services Partnership

Serving the London Boroughs of Merton, Richmond upon Thames and Wandsworth
Civic Centre, London Road, Morden SM4 5DX

Telephone: 020 8545 3798

Email: elizabeth.macdonald@merton.gov.uk



-----Original Message-----

From: Leigh's iphone

Sent: 23 July 2019 06:37

To: Elizabeth Macdonald <Elizabeth.Macdonald@merton.gov.uk>

Subject: Re: Application for a New Premises Licence for Ely's, 16 St George's Rd, SW19 4DP

Dear Elisabeth,

Thank you for your email. In fact, we do wish to object* to this Licence - on Public Nuisance. That is why the Representation was submitted.

We have too many licences premises in this area. And we do not want the Committee to allow any new licences to be granted.

Yours,
Leigh Terrafranca, for WEHRA

*our representation says 'we do not wish to object' BUT, as Ely's is asking for a new licence, we must do so, going on record that the community believes the CIA is full to overflowing. All noted problems are not just after dark. Look at the Alexandra, any early evening on a Wed or Thursday. There are often a hundred drinkers spilling onto Wimbledon Hill Road, keeping local people from using the Public Highway, dropping cigarette butts and litter including broken glass, regularly causing nuisance and ASB that negatively affects local residents. We don't want another licence to sell alcohol in our area.

Sent from my iPhone

On 22 Jul 2019, at 08:54, Elizabeth Macdonald
Elizabeth.Macdonald@merton.gov.uk wrote:

Dear Ms Terrafranca

I refer to your comments below, I am not sure whether you are making a representation that you may wish to be considered by a Licensing Sub-committee or not. You have stated you do not wish to object. If you wish to engage in discussions with the applicant, you should contact them directly.

The application is for an alcohol terminal hour of 9pm Monday to Saturday, 5pm on a Sunday so your comments about late night drinking would not seem to relate to this application.

With regard to the conditions you have stated in your email, I must advise you that I do not believe them to be enforceable.

You cannot stop a licence from being transferred, no matter what a condition may state. Even if they did surrender the licence, the Licensing Act allows for a surrendered licence to be transferred.

You also cannot make it the licence holder's responsibility to clean up the public highway, especially if the mess is not caused by their sales, which is unlikely knowing Ely's mode of operation.

They already have a licence for the premises which they have stated they will surrender if this one is granted.

The last day for representations to be received and considered is Tuesday 23rd July 2019.

Yours sincerely

Elizabeth Macdonald
Licensing Officer
Regulatory Services Partnership
Serving the London Boroughs of Merton, Richmond upon Thames and Wandsworth
Civic Centre, London Road, Morden SM4 5DX
Telephone: 020 8545 3798

From:
Sent: 21 July 2019 09:21
To: Licensing
Licensing.Licensing@merton.gov.uk<mailto:Licensing.Licensing@merton.gov.uk>
Cc:
Subject: Application for a New Premises Licence for Ely's, 16 St George's Rd, SW19 4DP

Dear Licensing Team:

Good morning. I write on behalf of Wimbledon East Hillside Residents' Association to share our views on the above proposal. WEHRA has been around for over 40 years, and today represents over 800 households to the north of the town centre. We are involved in all aspects of the community, including helping with the establishment of the Cumulative Impact Area in 2002. There have been problems with premises that serve drink for many years, and the problems have increased in number and severity over the past few years.

We suffer many problems caused by what seems to be an over-subscription of licences in the town. In 1997 there were 19 liquor licenses; today there are over 200. Meanwhile, we remain a purely residential community, with award winning local schools, toddler nurseries, churches and community organisations. WEHRA strives to 'preserve, protect and enhance our area' amidst change.

Our neighbourhood includes Wimbledon Hill Road Conservation Area Shopping Parade. This strip has too many licences premises. We say that because even the Police admit they struggle to contain the problems that come with such a heavy concentration of bars/restaurants/takeaways here. Not just problems from the drinker-related litter, broken bottles, empty cigarette packs, thousands of piggy butts and empty food/drink packaging. Bad behaviour increases with alcohol consumption levels. Vagrants are attracted and prey on the leftover food/drink, also some underage drinkers are tempted here, and these people lurk in the shadows around St Mark's Church, sharing in the festive atmosphere found on any dry night in St Mark's Place. Most of the crime/ASB is after 11 pm/midnight, when local families

should be asleep, but these later night visitors often wake us with talking, laughing, arguing, closing car doors, and engine sounds as they leave.

With that rather grim background, we are nevertheless pleased with the continuing improvements that Ely's brings to their longstanding retail site. Indeed, many feel Ely's is the finest shop in Wimbledon, as the management is skilled at enticing us in, and delighting us whilst there.

Ely's has submitted an Application for a New Premises Licence. We do not wish to object; we simply request that two Conditions be attached to the Licence, to show respect for the needs of the local community (and many are loyal Ely's customers):

1. We request a Condition Ely's staff sweep clean their own front footpath daily, removing any litter, spilt liquids (whether it be from their customers or not), and, should any unpleasantness appear (vomit/urine etc), that it be washed away. This Condition will relieve the burden on our over-worked street cleaner. (I've copied in Ms Walsh who is a manager in waste and recycling services at the Council; we hope she encourages you to support this Condition.)

2. We request that the Licence be made PERSONAL to Ely's (Wimbledon) the company. This site is directly across from the Alexandra Pub, a popular, ever expanding watering hole and a crime/ASB hotspot (per recent Police data, the worst in Hillside Ward). We already have twelve or so licences in this Conservation Area Shopping Parade; we cannot endure yet another pub or restaurant in this Parade in the future. So if Ely's for whatever reason decided to sell/move, the Licence would be terminated, not converted to a new food/drink premises.

Thank you for your consideration of our views. We want to make our Future Wimbledon a clean, welcoming, DELIGHTFUL place for all, including the community who call this area home.

Yours sincerely,
Leigh Terrafranca, on behalf of WEHRA