

Merton Council

Licensing Sub-Committee

Membership

Councillors:

Edith Macauley MBE

Martin Whelton

Jil Hall

A meeting of the Licensing Sub-Committee will be held on:

Date: 7 November 2023

Time: 11.00 am

Venue: These are virtual meetings and therefore not held in a physical location

Agenda for this meeting

- 1 Appointment of Chair
- 2 Apologies for Absence
- 3 Declarations of Pecuniary Interest
- 4 Star Pubs and Bars Ltd, 1A Lilian Road, Streatham, SW16 5HN 1 - 48

Note on declarations of interest

Members are advised to declare any Disclosable Pecuniary Interest in any matter to be considered at the meeting. If a pecuniary interest is declared they should withdraw from the meeting room during the whole of the consideration of that matter and must not participate in any vote on that matter. For further advice please speak with the Managing Director, South London Legal Partnership.

This is a public meeting and attendance by the public is encouraged and welcomed. For more information about the agenda and the licensing decision making process contact democratic.services@merton.gov.uk or telephone 020 8545 3357.

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Procedure to be followed at Licensing Hearing

1. The Chair will welcome all parties and all present will be introduced/introduce themselves
2. The Chair will confirm the sub-committee hearing procedures, a copy of which was included in the notice and agenda packs sent to all parties.
3. The Chair will ask the Legal Adviser to inform those present that the sub-committee had a briefing prior to the hearing to confirm the procedure and for clarification on any aspect of the application.
4. The Chair will ask Legal Adviser to confirm the process for questioning and whether there had been any requests for adjournments.
5. The Chair will ask the Licensing Officer if there are any technical issues they feel should be brought to their attention i.e. withdrawal of objector/agreed conditions (Note: If all objections are withdrawn then the Sub-Committee may go straight to point 14.
If all conditions are agreed by all parties then the Sub-Committee may go straight to point 14)
6. The Applicant will present their case. Questions can then be asked of the Applicant by the Responsible Authorities, the interested parties and members of the Sub-Committee.
7. The Responsible Authorities will present their case. Questions can then be asked of the Responsible Authorities by the Applicant, the interested parties, and members of the Sub-Committee.
8. Presentation by any interested party. Questions can then be asked of the interested party by the Applicants, the Responsible Authorities and members of the Sub-Committee.
9. The Chair will ask the Licensing Officer for any comments/ clarifications
10. The Chair will ask the Legal Adviser for any comments/clarifications
11. The Chair will invite closing statements by the responsible authorities
12. The Chair will invite closing statements by the interested parties
13. The Chair will invite closing statements by the Applicant
14. The Chair will announce that the Sub-Committee are retiring for private session. The Legal Officer and Clerk will be invited to also retire.
15. The Chair will inform those present that all parties should receive a written copy of the decision notice within 5 working days, and then close the Hearing

Public Information

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Further information can be found [here](#)

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Licensing Sub-Committee Report

Subject of hearing: **Star Pubs and Bars Ltd, 1A Lilian Road, Streatham, SW16 5HN**

Date **7 November 2023**

Time: **11.00am**

Venue: **Virtual Meeting**

1. Special Policy Area (premises licences and club certificates)

The premises are not in the special policy area on cumulative impact.

2. Type of hearing and powers of the sub-committee

2.1 The sub-committee is required to determine the application by taking such of the steps set out below as it considers appropriate for the promotion of the licensing objectives.

2.2 In making their determination the sub-committee must have regard to the Licensing Act 2003, the licensing objectives, guidance issued by the Secretary of State and Merton's Licensing Policy.

2.3 New premises licence: s18

(i) To grant the licence subject to conditions

(ii) To exclude from the scope of the licence any of the licensable activities to which the application relates

(iii) To refuse to specify a person in the licence as the premises supervisor

(iv) To reject the application.

3. Hearing papers

3.1 The applications, notices and representations for determination by the sub-committee are contained in the hearing bundles together with any relevant existing licence. This includes any documents which must be sent to any of the parties to the hearing under Regulation 7(2) and Schedule 3 of The Licensing Act 2003 (Hearings) Regulations 2005. This bundle has been issued to all parties to the hearing.

4. Legal advice to the sub-committee

4.1 A legal officer appointed by the Assistant Director of Corporate Governance and Head of Legal Services will attend the hearing to advise the sub-committee on statutory provision and legal matters.

5. Licensing Officer comments

5.1 This is an application for a new premises licence, for a premises described in the application as a local community pub with internal trading area and enclosed external customer area to the rear.

5.2 The applicant has applied for the supply of alcohol for consumption both on and off the premises, Monday to Sunday from 11am to 11pm.

5.3 The opening hours are stated in the application as Monday to Sunday 8am to 11:30pm.

- 5.4 The operating schedule of the application sets out steps that the Applicant will take to promote the four licensing objectives. Conditions consistent with those steps could be attached to the licence should the Sub-Committee decide to grant the application, in addition to any additional conditions the Sub-Committee believe appropriate for the promotion of the Licensing Objectives.
- 5.5 The applicant has also supplied an investment proposal which would proopt to show the changes that are intended and a written stakeholder/business plan update which describes what steps the applicant has taken pre-submission of the application and some of their basic intentions in managing the premises.
- 5.6 Two relevant representations regarding this application were received, both from local residents.
- 5.7 After consultation with the Police, the applicant agreed to amend their operating schedule to add one condition. This email agreement, with the agreed condition stated is included in this report.
- 5.8 For ease, conditions consistent with the operating schedule, including the amendment agreed with the Police are included as an annex to this report. The Sub-Committee may choose to form some conditions on the licence from these should they decide to grant the licence.
- 5.9 For your information, this premises previously benefited from a premises licence, but this was revoked following a review of the licence which was brought by the Metropolitan Police. The full review hearing took place 11 April 2022.
- 5.10 Each application should be considered on its own merits.

For enquiries about this hearing please contact

Democratic Services
Civic Centre
London Road
Morden
SM4 5DX

Telephone: 020 8545 3616

Email: democratic.services@merton.gov.uk

Parties to the hearing

This document forms part of the notice of hearing.

The following are parties to the hearing having submitted relevant applications, notices or representations under the statutory provisions indicated:

Applicant	
Star Pubs and Bars Ltd	
Statutory Authorities	
Interested Parties	
Freddie Rouse	
Liv Bayley	

Conditions proposed by the Applicant in the application operating schedule

1. Evidence of age in the form of photographic identification (ID) shall be requested from any person appearing to those selling or supplying alcohol to be under the age of 25 and who is attempting to buy alcohol. Examples of appropriate ID include a passport, photographic driving licence and the Proof of Age Standards Scheme (PASS) approved age cards.
2. Notices shall be placed at the premises' entrance and at all points of sale detailing the restrictions on sales of alcohol to children.
3. A record of refusals shall be maintained which documents every instance that a sale of alcohol (and any other age restricted product) is refused on the premises, indicating the date and time the refusal was made, and the member of staff making the refusal.
4. The record of refusals shall be available for inspection by authorised officers of the licensing authority, officers of the trading standards service, and officers of the police.
5. An effective methodology shall be in place at all points of sale to ensure staff undertake appropriate age checks on potential sales of alcohol.
6. All staff that undertake the sale or supply of alcohol shall receive appropriate training in relation to undertaking appropriate age checks on such, before being allowed to sell or supply any alcohol. Refresher training will be carried out at least every three months.
7. Records of Staff training, relating to the sale or supply of alcohol, along with any training material used, shall be kept and maintained by the Designated Premises Supervisor or the Premises Licence Holder.
8. Staff training records shall be available for inspection by authorised officers of the licensing authority, officers of the trading standards service, and officers of the police.
9. The premises shall be a member of Pubwatch where such a scheme exists.
10. No customers carrying open or sealed bottles shall be admitted to the premises at any time that the premises are open to the public.
11. A closed-circuit television (CCTV) system shall be installed at the premises. The CCTV system installed at the premises shall be maintained in effective working order and shall be in operation at all times the premises is open to the public.
12. The CCTV shall cover all public areas including entrances and exits.
13. The CCTV shall cover all internal and external areas of the premises.

14. All recordings made by the CCTV system shall be retained and stored in a suitable and secure manner for a minimum of 31 days and shall be made available on request to the Metropolitan Police, the Licensing Authority or other Responsible Authorities.
15. At all times the premises is open to the public a minimum of one member of staff on duty shall be able to operate the CCTV system.
16. An incident logbook to record every instance of crime and disorder shall be maintained and available for inspection at reasonable times.
17. The need for door supervisors shall be assessed by way of a risk assessment carried out by the Designated Premises Supervisor and cognisance will be taken of any Police advice.
18. Where SIA registered door supervisors are in use at the premises, a record must be kept of their SIA registration number and the dates and times when they are on duty.
19. Local residents shall be invited to quarterly resident's meetings held at the premises to resolve any problems associated with the carrying on of licensable activities at the premises.
20. The premises shall ensure that no noise shall emanate from the premises nor vibration be transmitted through the structure of the premises, which gives rise to a nuisance.
21. Clear legible notices shall be displayed at all exits from the premises requesting patrons to respect the needs of local residents and to leave the premises and area quietly.
22. The premises shall take all reasonable steps to ensure that any customers loitering outside the premises disperse quickly and do not congregate.
23. Staff shall ensure, as far as reasonably practicable, that customers in the external area behave in an orderly, neighbourly and considerate manner.
24. Notices shall be placed in the external area reminding customers to respect neighbours and to use the area quietly.
25. The rear external area shall be cleared of customers by 22:00 hours and persons shall only be permitted to use the area for the purpose of smoking after that time
26. A direct telephone number for the manager of the premises shall be available upon request to resident in the vicinity, to call at all times the premises are open.
27. Unaccompanied children shall not be permitted on the premises at any time

Condition agreed with the Metropolitan Police

1. No private promoted third-party events will take place at the premises. If any parties/functions arranged by the premises are to be held a minimum of two SIA registered door staff will be on duty, risk assessment to be carried out by DPS to identify if any more needed.

Application for a premises licence to be granted under the Licensing Act 2003

Please read the following instructions first

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

We, Star Pubs & Bars Limited

(Insert name(s) of applicant)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003

Part 1 – Premises details

Postal address of premises or, if none, ordnance survey map reference or description			
1A Lilian Road Streatham			
Post town	London	Postcode	SW16 5HN

Telephone number at premises (if any)	
Non-domestic rateable value of premises	£ 7750.00

Part 2 - Applicant details

Please state whether you are applying for a premises licence as **appropriate** **Please tick as**

a)	an individual or individuals *		please complete section (A)
b)	a person other than an individual *		
	i	as a limited company/limited liability partnership	✓ please complete section (B)
	ii	as a partnership (other than limited liability)	please complete section (B)
	iii	as an unincorporated association or	please complete section (B)
	iv	other (for example a statutory corporation)	please complete section (B)

c)	a recognised club		please complete section (B)
d)	a charity		please complete section (B)
e)	the proprietor of an educational establishment		please complete section (B)
f)	a health service body		please complete section (B)
g)	a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales		please complete section (B)
ga)	a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England		please complete section (B)
h)	the chief officer of police of a police force in England and Wales		please complete section (B)

* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or
- I am making the application pursuant to a
- statutory function or
- a function discharged by virtue of Her Majesty's prerogative

(A) individual applicants (fill in as applicable)

Mr	Mrs	Miss	Ms	Other Title (for example, Rev)	
Surname			First name		
Date of birth		I am 18 years old or over		Please tick yes	
Nationality					
Current residential address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 'share code' provided to the applicant by that service (please see note 15 for information)					

~~Second individual applicant (if applicable)~~

Mr	Mrs	Miss	Ms	Other Title (for example, Rev)	
Surname			First names		
Date of birth over		I am 18 years old or		Please tick yes	
Nationality					
Current residential address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 'share code' provided to the applicant by that service: (please see note 15 for information)					

(B) Other applicants

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name Star Pubs & Bars Limited
Address 3-4 Broadway Park South Gyle Broadway Edinburgh EH12 9JZ
Registered number (where applicable) SC250925
Description of applicant (for example, partnership, company, unincorporated association etc.) Private limited company
Telephone number (if any)
E-mail address (optional)

Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
A	S	A P

If you wish the licence to be valid only for a limited period, when do you want it to end?

DD	MM	YYYY

Please give a general description of the premises (please read guidance note 1)

The premises is to operate as a local community pub with an internal trading area and an enclosed external customer area to the rear.

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

N/A

What licensable activities do you intend to carry on from the premises?

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2)		Please tick all that apply
a)	plays (if ticking yes, fill in box A)	
b)	films (if ticking yes, fill in box B)	
c)	indoor sporting events (if ticking yes, fill in box C)	
d)	boxing or wrestling entertainment (if ticking yes, fill in box D)	
e)	live music (if ticking yes, fill in box E)	
f)	recorded music (if ticking yes, fill in box F)	
g)	performances of dance (if ticking yes, fill in box G)	
h)	anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)	

Provision of late night refreshment (if ticking yes, fill in box I)	
Supply of alcohol (if ticking yes, fill in box J)	✓

In all cases complete boxes K, L and M

A

Plays Standard days and timings (please read guidance note 7)			Will the performance of a play take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
Day	Start	Finish		Outdoors	
Mon				Both	
Tue					
Wed					
Thur					
Fri					
Sat					
Sun					

B

Films Standard days and timings (please read guidance note 7)			Will the exhibition of films take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
				Outdoors	
				Both	
Day	Start	Finish	Please give further details here (please read guidance note 4)		
Mon					
Tue			State any seasonal variations for the exhibition of films (please read guidance note 5)		
Wed					
Thur			Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list (please read guidance note 6)		
Fri					
Sat					
Sun					

C

Indoor sporting events Standard days and timings (please read guidance note 7)			<u>Please give further details</u> (please read guidance note 4)
Day	Start	Finish	
Mon			
Tue			<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 5)
Wed			
Thur			<u>Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list</u> (please read guidance note 6)
Fri			
Sat			
Sun			

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 7)			<u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
				Outdoors	
				Both	
Day	Start	Finish			
Mon			<u>Please give further details here</u> (please read guidance note 4)		
Tue					
Wed			<u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 5)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat					
Sun					

E

Live music Standard days and timings (please read guidance note 7)			Will the performance of live music take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
				Outdoors	
				Both	
Day	Start	Finish	Please give further details here (please read guidance note 4)		
Mon					
Tue			State any seasonal variations for the performance of live music (please read guidance note 5)		
Wed					
Thur			Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list (please read guidance note 6)		
Fri					
Sat					
Sun					

F

Recorded music Standard days and timings (please read guidance note 7)			Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
Day	Start	Finish		Outdoors	
				Both	
Mon			Please give further details here (please read guidance note 4)		
Tue					
Wed			State any seasonal variations for the playing of recorded music (please read guidance note 5)		
Thur					
Fri			Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list (please read guidance note 6)		
Sat					
Sun					

G

Performances of dance Standard days and timings (please read guidance note 7)			<u>Will the performance of dance take place indoors or outdoors or both – please tick</u> (please read guidance note 3)	Indoors	
				Outdoors	
				Both	
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 4)		
Mon					
Tue			<u>State any seasonal variations for the performance of dance</u> (please read guidance note 5)		
Wed					
Thur			<u>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</u> (please read guidance note 6)		
Fri					
Sat					
Sun					

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 7)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	Will this entertainment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
Mon				Outdoors	
				Both	
Tue			Please give further details here (please read guidance note 4)		
Wed					
Thur			State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g) (please read guidance note 5)		
Fri					
Sat			Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list (please read guidance note 6)		
Sun					

Late night refreshment Standard days and timings (please read guidance note 7)			Will the provision of late night refreshment take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	
				Outdoors	
Day	Start	Finish		Both	
Mon			<u>Please give further details here</u> (please read guidance note 4)		
Tue					
Wed			<u>State any seasonal variations for the provision of late night refreshment</u> (please read guidance note 5)		
Thur					
Fri			<u>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list</u> (please read guidance note 6)		
Sat					
Sun					

J

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for consumption – please tick (please read guidance note 8)	On the premises				
				Off the premises				
				Both	x			
Day	Start	Finish	State any seasonal variations for the supply of alcohol (please read guidance note 5)					
Mon	11:00	23:00						
Tue	11:00	23:00						
Wed	11:00	23:00						
Thur	11:00	23:00				Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list (please read guidance note 6)		
Fri	11:00	23:00						
Sat	11:00	23:00						
Sun	11:00	23:00						

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name TBC	
Date of birth TBC	
Address TBC	
Postcode	TBC
Personal licence number (if known) TBC	
Issuing licensing authority (if known) TBC	

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 9).

NONE

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			State any seasonal variations (please read guidance note 5)
Day	Start	Finish	
Mon	08:00	23:30	
Tue	08:00	23:30	
Wed	08:00	23:30	
Thur	08:00	23:30	
Fri	08:00	23:30	
Sat	08:00	23:30	
Sun	08:00	23:30	
			Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list (please read guidance note 6)

M

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)

1. Evidence of age in the form of photographic identification (ID) shall be requested from any person appearing to those selling or supplying alcohol to be under the age of 25 and who is attempting to buy alcohol. Examples of appropriate ID include a passport, photographic driving licence and the Proof of Age Standards Scheme (PASS) approved age cards.
2. Notices shall be placed at the premises' entrance and at all points of sale detailing the restrictions on sales of alcohol to children.
3. A record of refusals shall be maintained which documents every instance that a sale of alcohol (and any other age restricted product) is refused on the premises, indicating the date and time the refusal was made, and the member of staff making the refusal.
4. The record of refusals shall be available for inspection by authorised officers of the licensing authority, officers of the trading standards service, and officers of the police.
5. An effective methodology shall be in place at all points of sale to ensure staff undertake appropriate age checks on potential sales of alcohol.
6. All staff that undertake the sale or supply of alcohol shall receive appropriate training in relation to undertaking appropriate age checks on such, before being allowed to sell or supply any alcohol. Refresher training will be carried out at least every three months.
7. Records of Staff training, relating to the sale or supply of alcohol, along with any training material used, will be kept and maintained by the Designated Premises Supervisor or the Premises Licence Holder.
8. Staff training records shall be available for inspection by authorised officers of the licensing authority, officers of the trading standards service, and officers of the police.
9. The premises shall be a member of Pubwatch where such a scheme exists

b) The prevention of crime and disorder

10. No customers carrying open or sealed bottles shall be admitted to the premises at any time that the premises are open to the public
11. A closed-circuit television (CCTV) system shall be installed at the premises. The CCTV system installed at the premises shall be maintained in effective working order and shall be in operation at all times the premises is open to the public.
12. The CCTV shall cover all public areas including entrances and exits.
13. The CCTV shall cover all internal and external areas of the premises
14. All recordings made by the CCTV system shall be retained and stored in a suitable and secure manner for a minimum of 31 days, and shall be made available on request to the Metropolitan Police, the Licensing Authority or other Responsible Authorities.
15. At all times the premises is open to the public a minimum of one member of staff on duty will be able to operate the CCTV system.
16. An incident logbook to record every instance of crime and disorder shall be maintained and available for inspection at reasonable times.
17. The need for door supervisors will be assessed by way of a risk assessment carried out by the Designated Premises Supervisor and cognisance will be taken of any Police advice.
18. Where SIA registered door supervisors are use at the premises, a record must be kept of their SIA registration number and the dates and times when they are on duty.

c) Public safety

19. Local residents shall be invited to quarterly resident's meetings held at the premises to resolve any problems associated with the carrying on of licensable activities at the premises.

d) The prevention of public nuisance

- 20. The premises shall ensure that no noise shall emanate from the premises nor vibration be transmitted through the structure of the premises, which gives rise to a nuisance.
- 21. Clear legible notices are to be displayed at all exits from the premises requesting patrons to respect the needs of local residents and to leave the premises and area quietly.
- 22. The premises shall take all reasonable steps to ensure that any customers loitering outside the premises disperse quickly and do not congregate.
- 23. Staff shall ensure, as far as reasonably practicable, that customers in the external area behave in an orderly and neighbourly fashion considerate manner.
- 24. Notices shall be placed in the area reminding customers to respect neighbours and to use the area quietly.
- 25. The rear external area shall be cleared of customers by 22:00 hours and that persons shall only be permitted to use the area for the purpose of smoking after that time
- 26. A direct telephone number for the manager of the premises shall be available upon request to resident in the vicinity, to call at all times the premises are open.

e) The protection of children from harm

27. Access of unaccompanied children shall not be permitted on the premises at any time

Checklist:

Please tick to indicate agreement

<ul style="list-style-type: none">• I have made or enclosed payment of the fee.	✓
<ul style="list-style-type: none">• I have enclosed the plan of the premises.	✓
<ul style="list-style-type: none">• I have sent copies of this application and the plan to responsible authorities and others where applicable.	✓
<ul style="list-style-type: none">• I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.	
<ul style="list-style-type: none">• I understand that I must now advertise my application.	✓
<ul style="list-style-type: none">• I understand that if I do not comply with the above requirements my application will be rejected.• [Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom or my share code issued by the Home Office online right to work checking service (please read note 15).	✓

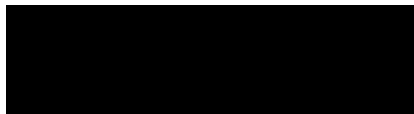
It is an offence, under Section 158 of the Licensing Act 2003, to make a false statement in or in connection with this application. Those who make a false statement may be liable on summary conviction to a fine of any amount.

It is an offence under Section 24b of the Immigration Act 1971 for a person to work when they know, or have reasonable cause to believe, that they are disqualified from doing so

by reason of their immigration status. Those who employ an adult without leave or who is subject to conditions as to employment will be liable to a civil penalty under section 15 of the Immigration, Asylum and Nationality Act 2006 and pursuant to Section 21 of the same act, will be committing an offence where they do so in the knowledge, or with reasonable cause to believe, that the employee is disqualified.

Part 4 – Signatures (please read guidance note 11)

Signature of applicant or applicant’s solicitor or other duly authorised agent (see guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

Declaration	<ul style="list-style-type: none"> [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15). The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, or have conducted an online right to work check using the Home Office online right to work checking service which confirmed their right to work (please see note 15)
Signature	
Date	12/09/2023
Capacity	Solicitors for and on behalf of the applicant

For joint applications, signature of 2nd applicant or 2nd applicant’s solicitor or other authorised agent (please read guidance note 13). **If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	
Capacity	

Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)			
George Domleo Flint Bishop LLP [REDACTED]			
Post town	[REDACTED]	Postcode	[REDACTED]
Telephone number (if any)	[REDACTED]		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)			

Notes for Guidance

1. Describe the premises, for example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.
2. In terms of specific regulated entertainments please note that:
 - Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
 - Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
 - Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
 - Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
 - Live music: no licence permission is required for:
 - a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
 - a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.

- a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
- a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- Recorded Music: no licence permission is required for:
 - any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
 - any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
 - any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.
- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
 - any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
 - any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
 - any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
 - any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

3. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
4. For example the type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.
5. For example (but not exclusively), where the activity will occur on additional days during the summer months.
6. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
7. Please give timings in 24 hour clock (e.g. 16.00) and only give details for the days of the week when you intend the premises to be used for the activity.
8. If you wish people to be able to consume alcohol on the premises, please tick 'on the premises'. If you wish people to be able to purchase alcohol to consume away from the premises, please tick 'off the premises'. If you wish people to be able to do both, please tick 'both'.
9. Please give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups or the presence of gaming machines.
10. Please list here steps you will take to promote all four licensing objectives together.
11. The application form must be signed.
12. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
13. Where there is more than one applicant, each of the applicants or their respective agent must sign the application form.
14. This is the address which we shall use to correspond with you about this application.
15. Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships:

A licence may not be issued to an individual or an individual in a partnership which is not a limited liability partnership who is resident in the UK who:

- does not have the right to live and work in the UK; or
- is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have the right to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

They do this in one of two ways:

- 1) by providing with this application, copies or scanned copies of the documents which an applicant has provided, to demonstrate their entitlement to work in the UK (which do not need to be certified) as per information published on gov.uk and in guidance.
- 2) by providing their 'share code' to enable the licensing authority to carry out a check using the Home Office online right to work checking service (see below).

Home Office online right to work checking service.

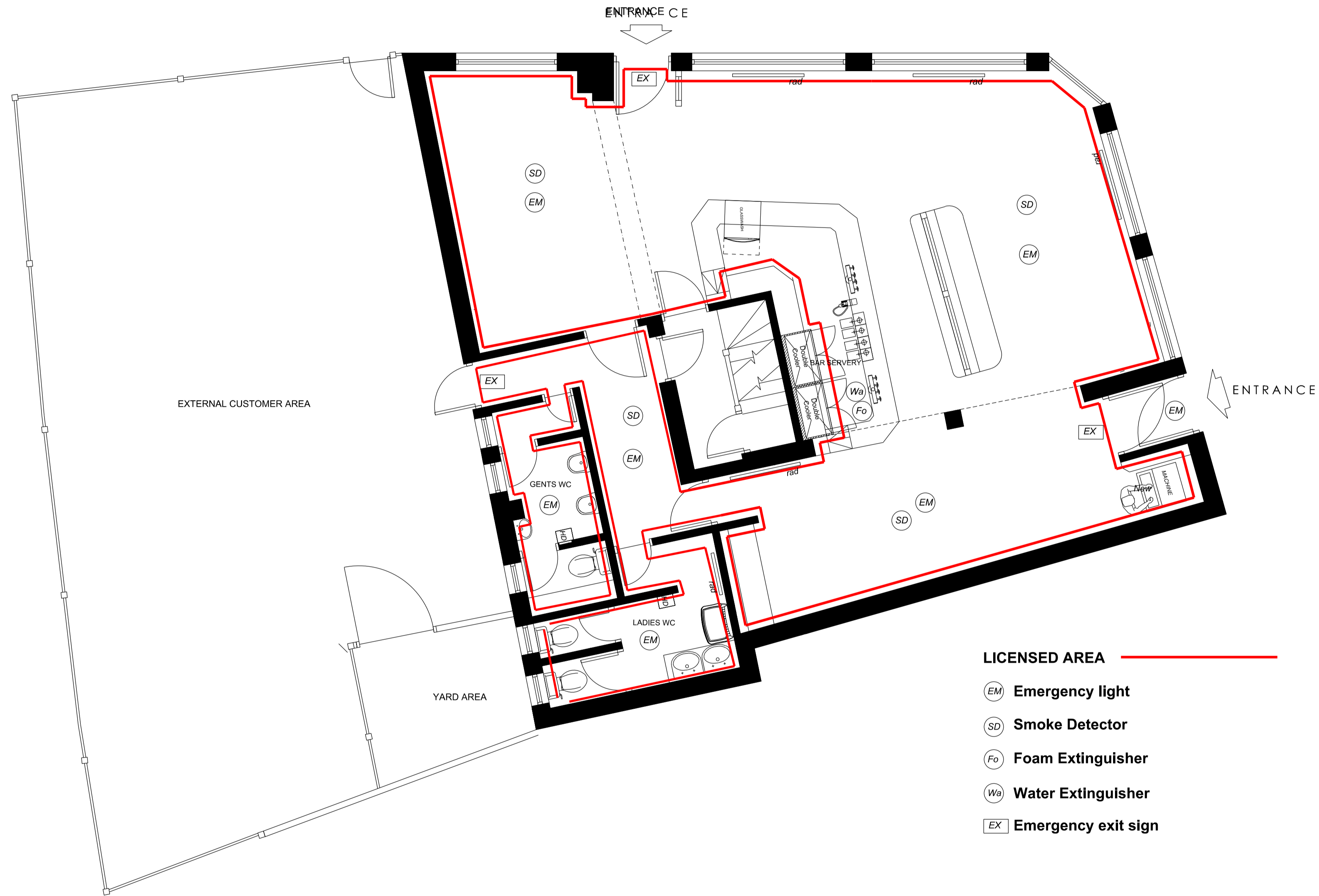
As an alternative to providing a copy of original documents, applicants may demonstrate their right to work by allowing the licensing authority to carry out a check with the Home Office online right to work checking service.

To demonstrate their right to work via the Home Office online right to work checking service, applicants should include in this application their share code (provided to them upon accessing the service at <https://www.gov.uk/prove-right-to-work>) which, along with the applicant's date of birth, will allow the licensing authority to carry out the check.

In order to establish the applicant's right to work, the check will need to indicate that the applicant is allowed to work in the United Kingdom and is not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

An online check will not be possible in all circumstances because not all applicants will have an immigration status that can be shared digitally. The Home Office online right to work checking service sets out what information and/or documentation applicants will need in order to access the service. Applicants who are unable to obtain a share code from the service should submit copies of documents as set out above.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.



- LICENSED AREA** ———
- EM Emergency light
 - SD Smoke Detector
 - Fo Foam Extinguisher
 - We Water Extinguisher
 - EX Emergency exit sign

GROUND FLOOR PLAN AS PROPOSED
 SCALE 0 1m 2m 3m 4m 5m

Copyright. This drawing and design and all the information contained therein is the sole copyright of Concept IDL and reproduction in any form is forbidden unless permission is obtained in writing.

CONTRACTORS PLEASE NOTE

- 1) Warning, no dimensions to be scaled from this drawing. All contractors to visit the site and be responsible for taking and checking all dimensions relative to this work. The designer must be advised of any discrepancies in writing.
- 2) This drawing must be read in conjunction with the specification / bill of quantities and related drawings. Any structural work must be carried out to the exact specification and requirements of the client's appointed structural engineer, and any amendments must have his express prior written authority.
- 3) All structural work must be inspected at all relevant stages by the structural engineer and the Local Authority's Building Surveyor and comply with their requirements. Any costs and claims for damages, loss of trade, etc. incurred by falling so to do are the sole liability of the contractor.
- 4) Any discrepancies between drawings and/or drawings and specification, should be reported to the designer prior to any work commencing.

Date	Revisions	Int.

concept ● ● ● ● ● ● ●

Architecture - Interior Design - Project Management

Suit 1, Sheffield Business Park Ltd
 Sheffield Business Centre, Europa Link
 Sheffield, S9 1KZ
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 Facebook: www.facebook.com/conceptidl

Client
Star Pubs and Bars

Job Title
The Vale London

Drawing Title
Licensing Drawing

Scale **A1@1:50** Drawn By

Date **August 23** Checked By

Dwg.no. Lic-60	Rev.
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TIGERLILY, Streatham Vale

(The Vale)

Investment Proposal



External Signage



Details:

The pub will undergo full external re-decoration with the ambition to soften the appearance and increase curb appeal

Proposed name change to 'Tigerlily' due to links to Lilian Road. There is opportunity for community input/ vote to choose new name

Optional flower archway to soften further

Layout



Page 33

Details:

There will be a full internal re-decoration of the Tigerlily to all trading areas & toilets, with new furniture and fittings throughout

Retain current layout & bar position with no structural works proposed

There will be additional works to courtyard garden including new furniture and festoon lighting to give customers a nice, atmospheric garden to relax in during the summer

Look & Feel

EXISTING FRONT BAR PAINTED & BACKFITTING UPGRADED



Page 34



NEW FEATURE VINYL



NEW CARPET



NEW BRIC-A-BRAC



Details:

The Tigerlily will have a warm welcoming feel for all customers, whether it be a relaxing drink after work with a partner, girls afternoon on the weekend or quick coffee during the day



NEW FIXED SEATING



NEW HIGH FURNITURE



NEW MID HEIGHT FURNITURE



SOFT LOUNGE SEATING



NEW FESTOON LIGHTING



NEW GARDEN BENCHES

The Tigerlily will host events for the locals such as quiz nights, and will provide a space for the community to come together

The fixtures & fittings will be premium and comfortable, supported by a premium drinks range

Stakeholder/Business Plan Information



Tigerlily (Formerly known as The Vale), Lilian Rd, Streatham Vale

PART OF THE HEINEKEN COMPANY

Dear Stakeholder/Neighbour

Star Pubs & Bars Limited, a subsidiary of Heineken (UK), own these premises. We have approx. 2500 licensed premises in our estate across England, Wales and Scotland with the majority of these being local community premises.

Most of the premises in our estate are operated on a leased and tenanted model. We lease the premises to the operator/lessee for them to retail as they see fit with them having full control over the running of the premises from pricing to concept and everything in between. On this model we don't hold any keys for the premises, and we act as a consultant. This is how The Vale operated previously when North South Leisure Limited (NSL) were the lessee. Usually this model works well for both us and the operator, however it became apparent that that was not the case here when the Police called for the Premises Licence Review when the previous tenant was the premises licence holder.

Moving forward, the proposal is for these premises to operate under our Just Add Talent (JAT) model. Approx 250 of our pubs operate in this manner. In JAT the offer is prescribed by us, we pay for all stock, running costs etc. All systems, processes etc. are very prescriptive so we have a lot more control and the relationship is more akin to a managed house than a tenancy. The JAT model places greater control over the management of the pub and how they can operate. It also places greater responsibility on Star Pubs & Bars Ltd as the Premises Licence Holder. Similar sites that operate under our JAT model which you could use as a reference would be The Devonshire Arms just off Oxford Street, The Brunel in Rotherhithe and The John Brunt in Paddock Wood.

We can only apologise for the problems that the premises caused previously. They were not of our making. We would ask for you to look forward and not backward. We now want to put this site on a stable footing and create a venue that can be an asset to the local community.

We are going to spend approx. £250,000 completely re-inventing the site inside and out. We want this site to focus on the locals within the area and become a hub for everyone in the local community and a family friendly pub. We want to reach out to the local community charity bodies and allow the pub to be the hub for gatherings/meetings.

We want to work with yourself and the local community and show the designs for the site along with giving the opportunity to rename the site. Internally the site will create a high-end premium feel with the aim to be the most premium local in Streatham and family friendly pub. The premises will be unrecognisable with soft lounge seating and premium paintings and local memorabilia. The garden area will be completely rejuvenated with festoon lighting and premium Moretti garden furniture to soften the appearance with full CCTV coverage. We will also display within the pub local taxi firms telephone numbers and contact details, along with the bus and train timetable.

The prices will be a reflection on the premium look of the site, we set all pricing in our managed sites. We will be offering a range of premium wines, soft drinks and spirits and a great selection of non-alcoholic options including non-alcoholic prosecco. We will not be offering a low priced entry level lager this will start with Amstel which will begin at £5.20 which will be on a similar price point to The Railway with some products retailing higher than here such as Beavertown a craft product £6.65. In terms of recruiting for this site we will be engaging with police licencing to help ensure we recruit the right candidate – we understand

how important it is here in recruiting the correct manager for this site. The successful candidate will be set on engaging with the local community as with having entertainment of a premium standard open mic and women only bingo night, and creating a family friendly pub.

The success of the site will be reliant on the local community making use of the site. The alternative is that this site will sadly remain closed with tin put on the windows and doors and secured by a security firm. We feel with the way Streatham is improving, this pub could be a real success given the proposed investment and the fact we will be taking this under the 'Just Add Talent' managed house scheme.

We hosted a community evening for the local residents on 4th April and the general feedback of those in attendance was one of welcoming the premises to reopen in the concept proposed. We understand that some of you unfortunately couldn't attend this meeting and we appreciate that there is likely to be some anxiety in relation to any application for a new premises licence and we would therefore would like to invite you to a meeting on **Monday 17th July at 18:00** at the premises in order for discuss our plans and any concerns you may have.

There has been a pub on this site since 1969. We understand that for many years it traded without concerns. We cannot condone the incidents and the previous running of the premises, and we would now like to work with you to restore the premises to one that can be successfully run and one that you can be proud of and enjoy.

The pub has remained closed for some time. Given the time that has now passed and the fact that there has been a pub on this site since 1969, we wish to reopen with a complete transformation, with a significant monetary investment to restore the premises to become a valuable asset of the local community and one that you and the other local residents can be proud of and enjoy. We now have a new concept, pricing structure, plans and with the inclusion of the right operator and your input we feel that these premises could become an asset.

We sincerely hope that you can attend our meeting on **Monday 17th July at 18:00** and look forward to meeting you in person. Should you have any queries in the meantime or are unable to attend the meeting. please do not hesitate to contact me on [REDACTED]

In the meantime, we enclose our investment proposal for the site with photos, imagery and further details on the premises.

Yours faithfully

Samantha Kain

SAMANTHA KAIN

Business Development Manager

West London



To whom it may concern

10 March 2023



Dear Resident

**The Vale, Streatham Vale,
Residents Community Evening**

Star Pubs & Bars Limited, a subsidiary of Heineken (UK), own The Vale pub. You may be aware that the Premises Licence was revoked in April 2022 following a series of incidents and issues under our former lessee North & South Leisure Limited.

The pub has since remained closed. Given the time that has now passed and the fact that there has been a pub on this site since 1969, we wish to reopen The Vale with a complete transformation, with a significant monetary investment to restore the premises to become a valuable asset of the local community and one that you and the other local residents can be proud of and enjoy.

We appreciate that there is likely to be some anxiety in relation to any application for a new premises licence and we would therefore like to invite you to attend a residents meeting on 4th April 2023 at 18:00 at the premises in order for us to discuss and share our future plans for the premises with you.

We sincerely hope that you can attend and look forward to meeting you in person. Should you have any queries in the meantime or are unable to attend the meeting, please do not hesitate to contact me on [REDACTED]

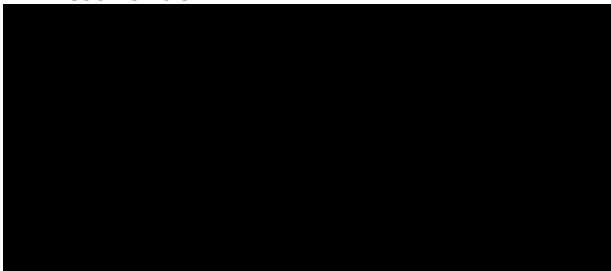
Yours faithfully,

Sam Kain

SAMANTHA KAIN

Business Development Manager

West London





NOTICE RESIDENTS MEETING

Notice is hereby given that Star Pubs and Bars intends to hold a residents meeting on 4th April 2023 to discuss the future of this premises.

Star Pubs & Bars Limited, a subsidiary of Heineken (UK), own The Vale pub. You may be aware that the Premises Licence was revoked in April 2022 following a series of incidents and issues under our client's former lessee North & South Leisure Limited.

The pub has since closed. Given the time that has now passed and the fact that there has been a pub on this site since 1969, we wish to reopen The Vale with a complete transformation, with a significant monetary investment to restore the premises to become a valuable asset of the local community and one that you and the other local residents can be proud of and enjoy.

We appreciate that there is likely to be some anxiety in relation to any application for a new premises licence and we would therefore invite you to attend a residents meeting on **4th APRIL 2023 at 18:00 at THE VALE** to discuss and share the future for the premises with you.

We sincerely hope that you can attend and look forward to meeting you in person. Should you have any queries in the meantime or are unable to attend the meeting, please do not hesitate to contact me on [REDACTED] or [REDACTED]



Stakeholder/Business Plan Update

Tigerlily (Formerly known as The Vale), Lilian Rd, Streatham Vale

Dear Stakeholder/Neighbour

We wanted to share an update with you following our extensive communications and pre-consultation with local residents and the responsible authorities. We have today submitted a new Premises Licence application for the pub. The application is now subject to a 28-day public consultation period, and as part of this process blue notices will be displayed on the premises for this period along with the application being advertised in a local newspaper.

The proposal for these premises as outlined to the responsible authorities and explained during our two community resident evenings is for it to operate under our Just Add Talent (JAT) model. Approx 250 of our pubs operate in this manner. In JAT the offer is prescribed by us, we pay for all stock, running costs etc. All systems, processes etc. are very prescriptive so we have a lot more control and the relationship is more akin to a managed house than a tenancy. The JAT model places greater control over the management of the pub and how they can operate. It also places greater responsibility on Star Pubs & Bars Limited as the Premises Licence Holder.

We are proposing to spend approx. £250,000 completely re-inventing the site inside and out. We want this site to focus on residents and become a hub for everyone in the local community and a family friendly pub. We want to reach out to the local community charity bodies and allow the pub to be a center for gatherings/meetings.

The success of the site will be reliant on the local community making use of the site. The alternative is that this site will sadly remain closed with tin put on the windows and doors and the building secured by a security firm. We feel with the way Streatham is improving, this pub could be a real success given the proposed investment and the fact that we will be taking this under the 'Just Add Talent' managed house scheme.

The proposed opening hours for the premises is 8am daily to offer coffee and tea etc. Please note that alcohol would not be sold from this time. There may occasionally be music entertainment taking place on the premises but the style, frequency and duration of this will be mindful of the locality of the premises. In terms of noise nuisance we do not want the premises licence to be put into disrepute therefore we will not be having loud music etc at unsociable hours. However, please understand this is a business that needs to generate an income like any other pub business.

As stated above, the new premises licence application is now subject to the 28-day consultation period with the last date for representations being 10th October 2023. Enclosed is a copy of the application form along with the investment proposal. You will note from the proposed conditions on pages 17 & 18 that we are proposing to hold quarterly resident meetings at the premises. Should you wish to support the application and for the pub to reopen in its new guise then you can submit a positive representation to the licensing authority at licensing@merton.gov.uk

Thank you once again for your continued assistance and support. We wish to reopen the pub with a complete transformation, with a significant monetary investment to restore the premises as discussed during our community evenings to become a valuable asset of the local community and one that you and the other local residents can be proud of and enjoy. We now have a new concept, pricing structure plans, and with the

inclusion of the right operator and your input we feel that these premises could become an asset to Streatham.

Should you have any queries in relation to the application please do not hesitate to contact either myself at [REDACTED] or George Domleo at Flint Bishop LLP on [REDACTED]

Yours faithfully

Samantha Kain

SAMANTHA KAIN

Business Development Manager

West London



From: George Domleo [REDACTED]
Sent: 20 October 2023 09:22
To: [REDACTED]
Cc: Elizabeth Macdonald [REDACTED]
Subject: The Tiger Lily (formerly known as The Vale), Lilian Road, Streatham Vale, SW16 5HN

Dear Olivia and Freddie

I hope you don't mind me contacting you directly, but we have been provided by the Licensing Authority of the London Borough of Merton with a copy of your representations in respect of the new premises licence application we submitted for The Tiger Lily, formerly known as The Vale. We act for the applicant Star Pubs & Bars Limited, and I have copied the Licensing Officer Elizabeth Macdonald into this email.

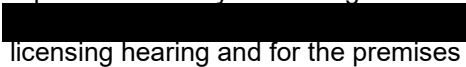
I am sorry to hear of your concerns and I hope I can provide you with some further information that will alleviate the issues raised in your representations. To provide you with some background, Star Pubs & Bars Limited is a subsidiary of Heineken UK. They have approximately 2500 licensed premises in their estate across England, Wales and Scotland with the majority of these being local community premises. Most of the premises in our client's estate are operated on a leased and tenanted model. They lease the premises to the operator/lessee for them to retail as they see fit with the tenant having full control over the running of the premises from pricing to concept and everything in between. On this model our client don't hold any keys for the premises, and only act as a consultant. This is how The Vale operated previously, when North South Leisure Limited were the lessee. Usually, this model works well for both our client and the operator, however it became apparent that that was not the case at the Vale.

Moving forward, the proposal (as outlined to the responsible authorities and explained during our two community resident evenings held at the premises) is for these premises to operate under our client's Just Add Talent (JAT) model. Approximately 200 of our client's pubs operate in this manner. In JAT the offer is prescribed by our client, they pay for all stock, running costs etc. All systems, processes etc. are very prescriptive so our client has a lot more control and the relationship is more akin to a managed house than a tenancy. The JAT model provides our client with greater control over the management of the pub and how they can operate. It also places greater responsibility on Star Pubs & Bars Limited as the Premises Licence Holder. Our client proposes to spend approximately £250,000 completely re-inventing the site inside and out. They want the site to focus on residents and become both a hub for everyone in the local community and a family friendly pub. It was great to see the support of what is now proposed for the site from the local residents during the two resident evenings that were held. Our client wants to reach out to the local community charity bodies and allow the pub to be the central hub for gatherings/meetings.

The success of the site will be reliant on the local community making use of the site. The alternative is that the site will sadly remain closed with tin remaining on the windows and doors and the building secured by a security firm. Our client feels that with the way Streatham is improving, this pub could be a real success given the proposed investment and the fact that our client will be taking this under their 'Just Add Talent' managed house scheme. The proposed opening hours for the premises is 8am daily to offer coffee and tea etc. Please note that alcohol would not be sold from this time. There may occasionally be music entertainment taking place on the premises but the style, frequency, and duration of this will be mindful of the locality of the premises. In terms of potential noise nuisance, the premises will not be having loud music etc at unsociable hours. The prices will be a reflection on the premium look of the site, our client sets all pricing in their managed sites. In terms of recruiting for this site our client will be engaging with police licencing to help ensure they recruit the right candidate – our client understands how important it is here in recruiting the correct manager for this site.

Prior to submitting the application, due to the previous issues with the premises and reservations from other residents, we did an extensive pre-consultation over a period of multiple months to ensure that we were taking on-board any and all concerns. Our primary aim in the process was to ensure that we were doing all we could to engage with the local community. As part of this consultation period, we letter dropped to all residents in the nearby area with a copy of the business plan for the site along with a copy of the application and invited them to a resident meeting to have an open conversation

about the premises and to allow them to voice any concerns. As a result, we hosted two residents meeting and took on board all comments that were made, and this can be reflected in the fact that we have received no other objections from any other resident. We believe your household was included in the letter drop and note that neither of you were able to attend the meetings. Additionally, we approached the police and licensing authority to discuss the plans and new operating schedule for the premises, including the extensive work, money and rebranding that would be invested into the site. After multiple discussions with them, additional conditions were agreed and added as part of the application and as a result no authority objected to our application.

We hope that given all the work and engagement-and the positive response from all other members of the community; our client's proposed plans address the concerns raised in your representations. As you will be aware, with unresolved representations in force a licensing sub-committee hearing at the London Borough of Merton must be held for the committee to determine the application. However, should you now be happy with what is being proposed, I would kindly ask you to withdraw your representations by confirming to the Licensing Authority by email at  licensing@merton.gov.uk in order to avoid the need for the licensing hearing and for the premises licence to be granted.

In conclusion, I attach the following documents which I hope assist:

1. First residents letter invite to meeting – 10 March 2023
2. Residents meeting notice posted on premises 10 March
3. Second residents letter invite to meeting – 3 July
4. Submitted new premises licence application
5. Stakeholder/Business Plan Update
6. Investment Proposal
7. Proposed layout plan

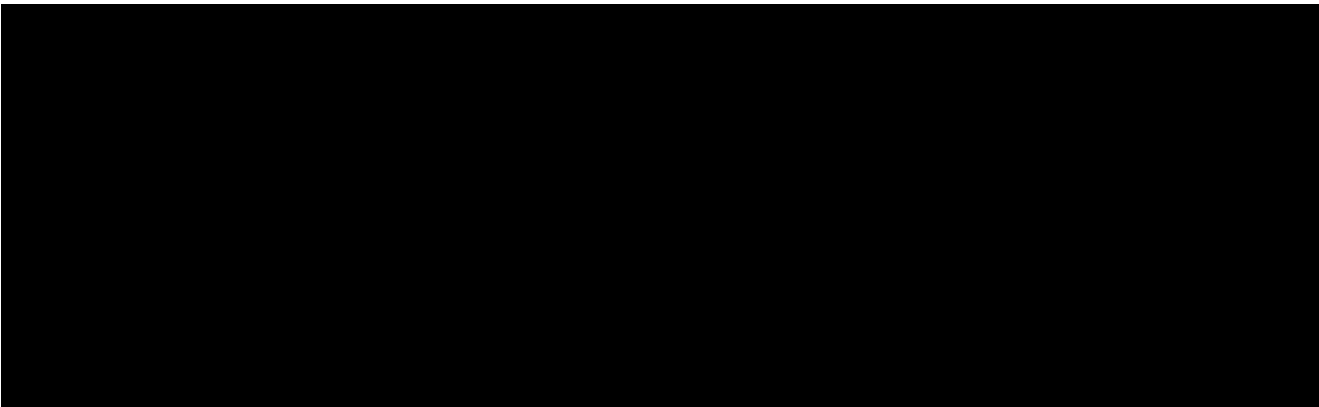
I can confirm that attachments 4-7 were provided to those residents that attended the community evenings at the premises and wished to be kept updated on developments.

I look forward to hearing from you and should you have any further queries please do contact me.

Regards

George

George Domleo
Senior Associate
Licensing



From: Freddie Rouse
Sent: 30 September 2023 14:11
To: Licensing
Subject: Re: The Vale at Streatham, 1A Lilian Road, Streatham London SW16 5HN - Ref: WK/202388774

Ref: WK/202388774
Freddie Rouse –

Hello,

Surely you can't even be considering letting this premises have another licence. It'll be the third iteration of a failed concept, run by the same operator who clearly can't control the establishment. It bred fear in the local area, police were called weekly to that pub and it was closed for numerous reasons; violence towards residents, damage to cars in the area, and harassment of women walking home. It's opposite a nursery school - you cannot expect them to put up with the clientele that the previous establishments attracted.

You closed the pub last time due to the complaints caused, drugs taken on-premises, and vandalism to the local area.

Nothing will be different this time.

<https://news.merton.gov.uk/2022/04/27/merton-shuts-down-streatham-pub-after-resident-complaints/>

Please do not allow this pub to be reopened.

Many thanks,
Freddie

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

From: Liv Bayley
Sent: 02 October 2023 21:11
To: Licensing
Subject: The Vale at Streatham, 1A Lilian Road, Ref: WK/202388774

Ref: WK/202388774
Olivia Bayley -

Dear Sir/ Madam

I am writing to strongly object to the reopening of the pub The Vale / Tigerlilly on Lillian Road.

My objection is based on my concern that the renewal of the licence will increase drug taking, vandalism to local residents property, harassment towards women and violence.

The pub isn't even open yet and i have witnessed drug taking and drinking outside of the property, and the pavement is often littered with empty beer bottles and cans. This evening two people sat down and took drugs, moments later young kids walked past with their parents. This is shocking and unacceptable and will only get worse if the pub reopens.

It will have strong negative effect on the house pieces in the area and given the press, reputation, and mess that's already outside the pub, this will strongly discourage people from moving to the area.

Finally, The accounts of anti social behaviour, vandalism and violence are shocking and I would not feel safe with this pub being open. There is no change of ownership or clientele and a lick of paint will not change this. Do not reopen this pub!

IMPORTANT - PERSONAL

From: George Domleo
Sent: 09 October 2023 11:41
To: [Avril.OBrien](#)
Cc: [Samantha.Kain](#); Licensing
Subject: RE: Tigerlily

Hi Avril

No problem at all and I hope you are well.

Licensing – Please could the below agreed condition be added to the operating schedule should the licence be granted. Have there been any objections to date please?

Many thanks

George

George Domleo
Senior Associate
Licensing

From: Avril OBrien
Sent: Monday, October 9, 2023 11:10 AM
To: George Domleo
Cc: [Samantha.Kain](#)
Subject: RE: Tigerlily

Hi George,

Sorry for the delay in getting back to you.

I am happy for this wording to be added to the operating schedule should the licence be granted.

Could you forward this agreement to licensing@merton.gov.uk and CC me in please?

Many Thanks,

Avril

*PC Avril O'Brien 3406SW
South West Licensing – Merton*

From: George Domleo
Sent: 10 August 2023 14:30
To: O'Brien Avril E - SW-CU
Cc: [Samantha.Kain](#)
Subject: RE: Tigerlily

Hi Avril

Would you accept the following condition please?

No private promoted third-party events will take place at the premises. If any parties/functions arranged by the premises are to be held a minimum of two SIA registered door staff will be on duty, risk assessment to be carried out by DPS to identify if any more needed.

Kind regards

George

George Domleo
Senior Associate
Licensing

From: [Avril.O'Brien](#)
Sent: Thursday, August 10, 2023 1:48 PM
To: [Samantha.Kain](#); George Domleo
Subject: RE: Tigerlily

Hi Sam,

I'm good thanks, hope you are too.

Thanks for getting back to me, I would like to see a condition on the operating schedule that no private promoted events will be held at the venue.

If any parties are to be held a minimum of two SIA registered door staff will be on duty, risk assessment to be carried out by DPS to identify if any more needed.

Let me know your thoughts.

Kind Regards,

Avril.

*PC Avril O'Brien 3406SW
South West Licensing – Merton*

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