

**From:** Sonia Elkin  
**Sent:** 23 June 2017 16:41  
**To:** Licensing  
**Subject:** RE: re application WK/201701734



23 June 2017

London Borough of Merton

Merton Civic Centre

London Road

Morden

Surrey SM4 5DX

**By Email**

Dear Sirs

**Licensing Act 2003 - Application Ref WK/201701734**

**12 High St, Wimbledon Village SW19 5DX**

Dear Sir

**Supply of Alcohol on the Premises between 10.30am-10.30pm Sunday-Thursday and**

**10.30am-11.30pm Friday and Saturday.**

Under the Council's Licensing Policy a large part of Wimbledon Village, including the High Street where these premises are located, has been designated as a CIZ because of the cumulative impact of disturbance and nuisance experienced by residents as a result of the large number of existing Licensed Premises in the area

The special policies which apply within a CIZ include a presumption that a variation application will normally be refused, unless the applicant can show that the proposals will have no negative cumulative impact upon one or more of the licensing objectives

These special policies were considered in detail at the Original Hearing when the applicant sought, inter alia, permission to sell alcohol from 10.30am until 11pm every day. That proposal was rejected at the Original Hearing and the present conditions were imposed instead. The policy context has not changed since the Original Hearing.

The applicant is now again applying for permission to supply alcohol daily from 10.30am onwards, even though this was rejected at the Original Hearing. The High Street is busy at these times with many restaurants attracting customers with very young children. I can see no good reason, consistent with supporting the Licensing Objectives, to justify allowing alcohol sales to begin earlier than the present permitted time of midday.

The proposal is now that the premises should remain open and also sell alcohol for consumption on the premises after 11pm on Fridays and Saturdays. It is usually a requirement for restaurants offering late night refreshment after 11pm that any alcohol must be accompanied by a substantial meal. It would not be consistent with the licensing objectives for an exception to be made for these premises,

I therefore do not support the principle that the premises should be allowed to remain open and for alcohol to be sold until 11.30pm on Fridays and Saturdays. There is already an acknowledged over-supply of licensed premises in the Village and Fridays and Saturdays are the busiest times of the week. Later opening hours until 11.30pm will attract more people to the area on these evenings with the effect of potentially increasing the risk of further incidents of public nuisance for residents and adding to the negative cumulative impact already experienced.

**Supply of Alcohol for consumption off the premises between 10.30am-10.30pm Sunday-Thursday and 10.30am-11.30pm Friday and Saturday**

It is unusual for a restaurant to promote the sale of its alcohol for consumption off the premises; the principal business of a restaurant is surely for the sale of meals served on the premises. the applicant states it does not intend to become “a general off licence” but offers no suggestions as to how this might be achieved eg there is no suggested limit upon the quantity of alcohol which might be sold to individual customers in a single transaction. Nor can the applicant control where the alcohol sold on this basis will actually be consumed – a bottle could be purchased then opened and drunk on the street. This would not be consistent with the Licensing Objectives and I therefore oppose the application.

However, takeaway home delivery services are becoming popular and I would not object if the applicant were to offer, say, a single bottle of wine if it is offered as an ancillary part of a takeaway meal sold for home delivery, so long as such meals are sold only between midday and 10.30pm. and if the bottle is not opened until delivered to home for consumption.

Yours faithfully

Sonia Elkin

