

**From:** wehraplanning  
**Sent:** 21 August 2017 18:08  
**To:** Licensing; Licensing  
**Subject:** SMASH / PoNaNa Premises Licence Variation, 82 The Broadway

Dear Sir:

I write on behalf of WEHRA to provide our views on the above request for Licence Variation. The applicant wishes to change their business from a nightclub into a more casual, community-serving 'sports bar' serving artisan pizza and craft beer, with big screen TV and ping pong tables. The applicant seems to be suggesting a more 'pub like environment' which would be a welcomed change. Nevertheless, there remain concerns about the Variation and problems with the CIZ.

### **Antisocial Behaviour, Public Nuisance and Crime & Disorder**

- **The WTC Cumulative Impact Zone (CIZ) is stretched to breaking point**, with a team of Police and ambulance workers busy through the night, and then street sweepers each dawn removing from the footpaths discarded food waste, food packaging, spilt drinks and broken bottles/glasses, cigarette butts, not to mention vomit, urine and other unpleasantness left behind by the throngs of the late-night visitors to WTC. Of course much of this **is not** caused by PoNaNa customers, but by being one of the latest opened venues, they contribute more than average to the problems. Police data will show a correlation between the 'after midnight' visitors and anti-social behaviour, public nuisance and crime and disorder. (see attached photos from yesterday morning) We would hope that any activity from the new SMASH format would reduce the negative impacts in the area, not increase it.
- **The floor plan suggests seating for 80 people, where the present nightclub has a capacity of 220.** Given the business format and considerable changes to the floorplan with five large spaces needed for table tennis, might the Licensing Officer support a reduced Capacity to reflect the new floorplan. Again, this would be an amendment to reduce the CIZ impacts that are overburdened at present.
- **The applicant has requested removal of Annex 3 Item 10 regarding acoustic monitoring.** We insist this Condition remain as written, as this concern was raised at a Licence Review in 2015 and is believed to be important for the residents who live within metres of the venue. Annex 3, Item 10 is: *"That acoustic attenuation measures shall be put in place for the rear fire exit door, to the satisfaction of the Environmental Health Pollution Control Manager."*

We thank the Licensing Officer for ensuring the Applicant has good Waste and Recycling Management practice. At present there are problems with adjoining businesses, and PoNaNa management (who will also manage SMASH) have been remiss in maintaining clean and tiny alleyway, and the exposed, shared wastewater drain (see photos; access provided by another user) Otherwise, this continues to contribute to Public Nuisance, inviting roaches, rats and foxes into the immediate neighbourhood.

Finally we thank the Licensing Officer for ensuring there are no other issues related to this Licence Variation that might negatively impact nearby homeowners, such as any new Ventilation or Ducting and related noise or vibration, food or grease smells, etc. We are confident Merton Council will ensure these things are adequately addressed, as part of the Variation process. If not, this would likely introduce Public Nuisance to neighbouring homeowners.

**In summary, we welcome the change of format to a 'sports bar' instead of a nightclub, and we trust the on-going management will strive to reduce their contribution to the CIZ and address any related issues raised by this change of use. Thank you for accepting this as a valid representation.**

Yours sincerely,  
Leigh Terrafranca, for WEHRA

**From:** wehraplanning  
**Sent:** 21 August 2017 12:20  
**To:** Licensing; Licensing  
**Cc:** Env Health; Councillor Daniel Holden;  
**Subject:** SMASH / PoNaNa Premises Licence Variation, 82 The Broadway

Dear Sir/Madam:

I write on behalf of WEHRA to provide our views on the above request for Licence Variation. The applicant wishes to change their business from a late-night club (they are open at present for around 5 1/2 hours, from 10 pm until 3:30 am, six days/week) into a more casual, daytime 'sports bar' serving artisan pizza and craft beer alongside 'for hire ping pong tables'. It appears the opening hours may change considerably. The applicant seems to be suggesting a more 'pub like environment' and with this Variation they could legally stay open a further 12 hours of each day, i.e. from 10 am to 3:30 am, six days/week.

**Today PoNaNa is one of three of the very late night opening venues in WTC.** They have had a number of problems over the years with their customers (see on-line reviews of the venue). The management has had a high level of turnover, and this means it is difficult even for the local business association to keep tabs on their operation. For example, one of the managers put together an event in July using the AELTC logo without permission. Also their 'I LOVE PoNaNa' stickers are often found on the footpaths in the morning, and the management seldom clears away the butts, spilt liquid and litter surrounding their venue, as they are required to do by Condition.

**It is no secret the Cumulative Impact Zone (CIZ) is stretched to just about breaking point,** with a team of Police and ambulance workers busy through the night, and then street sweepers each dawn removing from the footpaths discarded food waste, food packaging, spilt drinks and broken bottles/glasses, cigarette butts, not to mention vomit, urine and other unpleasantness left behind by the throngs of the late-night visitors to WTC. Of course much of this is not caused by PoNaNa customers, but by being one of the latest opened venues, they contribute more than average to the problems. Police data will show a correlation between the 'after midnight' visitors and anti-social behaviour, public nuisance and crime and disorder. (see attached photos from yesterday morning)

**This venue and all the businesses on the Broadway are within metres of family homes.** It is a euphemism to call Wimbledon a 'town' as it is a single carriageway that adjoins the residential area. So any changes to the pubs/bars/clubs needs to be carefully considered, as negative impacts are felt almost immediately by the adjoining homeowners and their families.

**Perhaps an amendment to the Opening Hours should be considered.** The applicant has provided via their planning application (concurrent with this application) that they have recently opened their first SMASH in Camden, and this will be the next venue to convert. Given these

facts, we are unhappy the applicant proposes to extend their opening hours by more than 100%. We would recommend the opening hours be amended to be from 11 am until 11 pm, and 12 or 1 pm on weekends, as are other more casual, sports-focussed venues similar to 'SMASH'.

**This site is right across from the delightful, iconic Wimbledon Theatre.** The Theatre is a listed building, and the proposed new SMASH signage and 'barn like' wooden frontage is entirely at odds with the Theatre building. Secondly, the applicant has made no improvement to the awful 'conservatory' space on the first floor. The windows don't seem to have been washed, nor blinds replaced since it was installed in 1985. If this is how they manage their estate, we would prefer they keep the front of the building 'enclosed' and only allow customers to come and go via a subtle entrance door.

**As this venue adjoins a very special Conservation Area,** we would request the management to re-consider the design of their new frontage, including re-doing the first floor area to a high standard, and some respect for the PLACE their business is set within. The present building is a real let down, and won't fit with the Council's 10 stated aspirations for Future Wimbledon. A 50's retro-cinema style is inappropriate, for starters.

**The floor plan suggests seating for 80 people, where the present nightclub has a capacity of 220.** Given the business format and considerable changes to the floorpan with five spaces for table tennis, would it be possible to reduce the Capacity numbers to say 100 or 120?

**The applicant has requested removal of Annex 3 Item 10 regarding use of the Roof Terrace.** We insist this Condition remain as written, i.e. it closes at 11 pm Sunday to Thursday, and midnight Friday and Saturday. There have been problems in the past with 'spill' of noise from the venue disturbing local residents, and we don't wish this issue to recur.

**The applicant claims there will be 'artisan pizza' provided in the new venue.** Where are details of the ventilation required, noise and smell mitigation etc? This application can't be considered until this information is provided, given the very close proximity to private residences.

**We also ask Licensing Officers to add a Condition requiring good Waste and Recycling Management practice.** At present there are problems with adjoining businesses, and PoNaNa management have been remiss in maintaining clean and tiny alleyway and the exposed wastewater drain they share. (see photos; access provided by another user) On inspection it didn't look like anything at all was being recycled.

**In our view it would seem to be premature to permit SMASH to open here in Wimbledon. The owners perhaps should wait a year or so to refine the 'pilot' business model, before rolling it out. Meanwhile, we believe this Variation request needs to be REFUSED, as the existing, same ownership would continue to violate at least three of the four licensing objectives.**

Yours sincerely,  
Leigh Terrafranca, for WEHRA

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