

From:**Sent:** 23 December 2017 09:44**To:** Licensing; Licensing**Cc:****Subject:** Terrace Premises Variation, Centre Court, Wimbledon SW19

Dear Sir/Madam,

I write to provide WEHRA's views on the above proposal to convert this venue into a larger, more concentrated restaurant/club. Specifically, the applicant seeks the following:

- Relocate bar counter;
- Relocate toilet facilities;
- Relocate kitchen;
- New fixed and loose seating arrangements throughout;
- Extend terminal hour for licensable activity on Thursday to midnight ;
- Extend start time for alcohol to 09:00 with food every day and without food from 11:00;
- New opening time from 09:00 every day.

Relocate Bar

The proposal is for a change of focus, to become more of a bar/club than at present.

Already on most nights the town is overrun with drunks from outside Wimbledon. We do not wish this venue to become a late bar/nightclub.

New fixed and loose seating throughout

We are not comfortable with this change, as it suggests easy conversion to a club later at night. Wimbledon already has a problem with drunks/drugged young singles from outside the area, who come to Wimbledon looking for excitement.

Extend terminal hour on Thursday

In a word, No. We don't want any further increase of licensable activity during the work week. The town is saturated with nighttime licensed premises as it stands, and this is a very large venue for Wimbledon. (Perhaps with these changes, it would become the largest?)

Local residents are white collar workers, many younger families with school aged children; professional people who have to get to bed by 11 and up at dawn to get to work/school. When venues have been permitted later week-night openings, there is a correlation with noise disturbance and other anti-social behaviour, parking problems (with car engine sounds waking residents from their sound sleep) and litter, vomit, urine, even blood left behind. The town shuts down on week-days after 11 pm; we do not want that precious right to quiet enjoyment jeopardised by a new venue of this size/scale.

New opening time from 9 am every day; extend start time for alcohol to 9 am daily

This would be an unwelcome change. We already have 20+ places for coffee/meal at 9 am within a few hundred yards, including a large pub that opens at 9 am. Another would just cannibalise from existing operations.

"Patrons not permitted entry after 12:30 am"

This condition indicates the applicant still intends to operate as a self-styled private 'club' after midnight. This venue has had serious incidents in the past, and given its size and location, it could be difficult to police; also difficult for other town centre users to navigate around-in the paved area outside Centre Court.

Q: Should this be a New Licence Application?

This is a new owner of the business, and we feel that it is wrong to grant a Premises Variation to a new group. There is a likelihood further damage could be caused to the wider town after midnight.

The application proposes **307 guests plus staff**, and this increase in size and scale is inappropriate for Wimbledon. The site should instead be considered for retail or a mixed use such as Roast at Borough Market, with fruit/veg sold below, or other such future-looking businesses. This is Centre Court, and strategically, core frontage should be used to invite/attract daytime footfall to the mall (footfall is poor at present, and dwell time is 15 minutes) One wonders what the owners of Centre Court think, as it appears detrimental to the cumulative success of their asset - a mid-market, daytime-focussed shopping mall.

Q: Every previous venue has struggled to operate a restaurant/club here, since it was built in 1990.

This is the town's enclosed shopping mall, and the food court upstairs is - for most hours of the day - nearly deserted. The Licensing Committee has allowed so many more licensed premises in the town centre. Should the council further saturate the town with more food/drink, and impoverish all of Centre Court's other food businesses. What does Costa, Starbucks, Kaldi, Cafe Nero, Pret, & Pasta think of yet another 9 am opening right next door?

FACT: Wimbledon is a Cumulative Impact Area. Three new food/drink venues have opened within the past few months: Itsu and Joe & the Juice right across the road, Smash on the Broadway, and soon BaBaBoom will be opening (early 2018). The applicant must demonstrate they will not increase the Cumulative Impacts from licensed premises in WTC.

This application should be refused, for the Prevention of Crime and Disorder, Public Nuisance, and the promotion of public safety. After the Station forecourt, Centre Court has the heaviest footfall, and any new business should support

daytime/evening shopping activity. The town need more creativity and diversity, more focus on daytime retail and other goods/services that suit Wimbledon people.

Yours sincerely,

Leigh Terrafranca, for Wimbledon E Hillside Residents' Assn (WEHRA)

This page is intentionally left blank