

From: Sara Sharp
Sent: 15 February 2018 13:54
To: Licensing; Licensing
Cc: Councillor Andrew Judge; Councillor Abigail Jones; Councillor Katy Neep
Subject: Premier Inn licensing application for 153-161 The Broadway SW19

Dear Sir/Madam,

I would like to object to this licensing application and I concur with the representation below made by WEHRA. I would like to add that I personally spent almost six months speaking to Whitbread throughout the planning process as the hotel will back onto our street. Myself and other residents were given assurances of non-clutter of fascia, that the focus of commercial space would be to serve the guests and be family-friendly to the residents of Wimbledon.

The impression I got was that this was not going to be a reenactment of Henry J Bean with busy bar/restaurant facilities and all the issues that come with that. The planned restaurant/bar operator is BIG and there is absolutely no need whatsoever to have an on-premises licence with so many bars/outlets on The Broadway a mere stone's throw away. There is a large Majestic Wines shop right next door! Do we need to compound the drinking problems on our streets?

The tone of the licensing application runs contrary to what was agreed with residents and accordingly in addition to WEHRA's comments:

- I object to the 24 hour serving of alcohol to guests. Read any Trip Advisor review on Premier Inn and what jumps out is the nice breakfast, reasonably-priced food. There is no mention of alcohol. I can understand the need to provide some alcohol if this hotel was off the beaten track, enroute or on the outskirts of a town, but not on a 24 hour basis.

However, this Premier Inn budget hotel is sited in the heart of the busting-at-the-seams Cumulative Impact Zone (CIZ) and sits within a few hundred metres of some of the recent alcohol-related assaults.

Premier Inn says all its hotels have a bar and restaurant. I do not believe that either is needed given the central location of this hotel, and would ask you to reject the application

However:

- If you were minded to allow a bar in this heavily saturated CIZ area, please include a condition for the provision of a full meal with it so that the alcohol does not become the mainstay and at the expense of the restaurant, especially with a whole Broadway of endless restaurants and eateries to suit every palate and need.

- Please reject the request for an off-premise licence which is excessive and unacceptable especially with Majestic Wines shop right next door, Sainsbury's across the road selling alcohol, and an endless number of outlets, bars, clubs within metres of this hotel. This is a budget hotel.

- Please curtail licensing hours for both restaurant and bar. We do not want this hotel which backs directly onto and sits across from residential neighbourhoods and families with young children to be the magnet of all-day drinking and eating with all the problems associated with

that - waste, noise, drunkenness, bad behaviour - particularly as the budget-element of Premier Inn hotels make them attractive to boisterous and unruly stag and hen night getaways.

- Although Premier Inn asserts that the majority of its guests will be using public transport, the transport report does not fully back that up with 30-40 cars a night expected to roll up. I can tell you from daily experience that there is barely any parking for the residents at the moment. I often have to go round and round my CPZ area looking for somewhere to park if I happen to get home after 6:30 pm with heavy shopping. This will become a nightmare with a 176-room hotel with NO parking planned apart from 2-3 disabled bays. Having such an eating/drinking establishment will impact residents directly, squeezing them out of the parking slots that they have already paid for by having permits.

In conjunction with WEHRA's comments below, I urge the committee to refuse permission on the grounds of prevention of crime, disorder, and public nuisance. If minded to approve, please include stringent conditions.

Yours sincerely,

Sara Sharp