



The Licensing Department  
The London Borough of Merton  
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**VW - Merton Borough**

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Your ref:  
Our ref:  
16 April 2014

Dear Sir

**Re:- Application for a Premises Licence under the Licensing Act 2003 - 56  
Wimbledon Hill Road, Wimbledon. SW19 7PA**

On 25th March 2014 an application was received from Ms Sangeeta Patel for a premises licence under the Licensing Act 2003. The application seeks the following:-

Supply of Alcohol Monday to Saturday 0700 - 1900  
Hours open to the Public Monday to Sunday 0700 - 1900

Police wish to make representations to this application on two of the four licensing objectives namely:-

**The Prevention of Crime and Disorder  
Public Nuisance**

This premise currently operates as a post office selling stationary and confectionary. It is situated in a busy location on Wimbledon Hill at the very edge of the Cumulative Impact Zone (CIZ) which governs the Wimbledon Broadway area.

Section 7.8 of the London Borough of Merton Licensing Policy states the following :-

***The Council considers that it is appropriate and necessary to continue a special policy within the designated cumulative impact zones. Where relevant representations have been received the policy will affect applications for new premises' licences or club premises' certificates or variations of existing licences or certificates. It will be for the applicants to show in their operating schedules that their proposals will not add to the cumulative impact already being experienced. Responsible authorities and/or interested parties will need to see the steps proposed by an applicant in order to decide whether to submit representations. The presumption will be that where proposed operations are material to the policy they will normally be refused, however, the process allows applicants to rebut the presumption in their applications, and to make the case***

***before a licensing sub-committee. Where an application is material to the special policy the burden of proof lies on the applicant to rebut the presumption.***

This application fails to address the Merton Licensing Policy.

Wimbledon Town Centre has the highest concentration of retail outlets and licensed premises in Merton Borough as such it is and is likely to remain a “hot spot” in terms of Crime and Disorder. The addition of another licensed premise is likely to add to these problems unless appropriate precautions are put in place.

## **Conclusion**

These premises are untested, and it is of note that the premises will close prior to the peak time problems normally associated with licensed however it is still felt that additional issues will arise from them. A number of options are therefore suggested as follows:-

1. Refuse the application

If the licence is granted a number of conditions are suggested:-

2. The premises shall install and maintain a comprehensive CCTV system as per the minimum requirements of a Metropolitan Police Crime Prevention Officer. All entry and exit points will be covered enabling frontal identification of every person entering in any light condition. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 31 days with date and time stamping. Recordings shall be made available immediately upon the request of Police or authorized officer throughout the preceding 31 day period. The CCTV system should be updated and maintained according to police recommendations.

3. A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premise is open to the public. This staff member must be able to show a Police or authorized council officer recent data or footage with the absolute minimum of delay when requested.

4. No super-strength beer, lagers or ciders of 5.5% ABV (alcohol by volume) or above shall be sold at the premises.

5. A proof of age scheme, such as Challenge (21/25), shall be operated at the premises where the only acceptable forms of identification are (recognised photographic identification cards, such as a driving licence or passport / Holographically marked PASS scheme identification cards).

6. A log shall be kept detailing all refused sales of alcohol. The log should include the date and time of the refused sale and the name of the member of staff who refused the sale. The log shall be available for inspection at the premises by the police or an authorised officer of the Council at all times whilst the premise is open.

7. An incident log shall be kept at the premises, and made available on request to an authorised officer of the Council or the Police, which will record the following:

(a) all crimes reported to the venue **Page 34**

- (b) all ejections of patrons
- (c) any complaints received
- (d) any incidents of disorder
- (e) any faults in the CCTV system or searching equipment or scanning equipment
- (f) any refusal of the sale of alcohol
  
- (g) any visit by a relevant authority or emergency service.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'Peter Sparham', with the alphanumeric string 'PS10VW' written to its right.

Peter Sparham

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