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Date: 03 February 2015
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Dear Sir/Madam

Alexandra, 33 Wimbledon Hill Road, Wimbledon, London
Premises Licence Variation Application – Hearing 6 February 2015

I am instructed by Young's and have submitted on their behalf the variation application for the Alexandra.

Young's have read the representations which have been received and have asked me to write to you to clarify what precisely is proposed in the application.

I would be grateful if you could pass this letter and the attachments to the members of the Licensing Committee and to those who have made a representation.

The proposal is limited to the first floor of the Alexandra only and involves two principal changes to the licensing drawing which are as follows:

1. To refurbish to a high standard the existing first floor external area, to change the position of the existing bar, to erect a canopy over part of the area and to install fixed seating in "beach style huts".
2. To create in the current manager's accommodation a new trading area with a bar whose principal use will be for dining with tables and chairs, a new kitchen and toilet. This new area is a relatively small increase and will have seats for 40 customers.

The intention is to create a first floor of some style and sophistication which can be enjoyed by all customers including families and which will especially encourage diners to use the first floor.

Customers will be able to access the first floor via the existing staircase and, indeed, remain there without the need to use the ground floor or its facilities at all.

There are no proposed changes at all to the existing licensable activities, hours of operation or to the ground floor or the outside area; the variation is, essentially simply a refurbishment and an extension on the first floor of the premises.

Finally, I attach to this letter a more detailed drawing which shows the proposed layout of seating on the first floor and some mood boards to give the committee a flavour of the style of the decoration proposed.

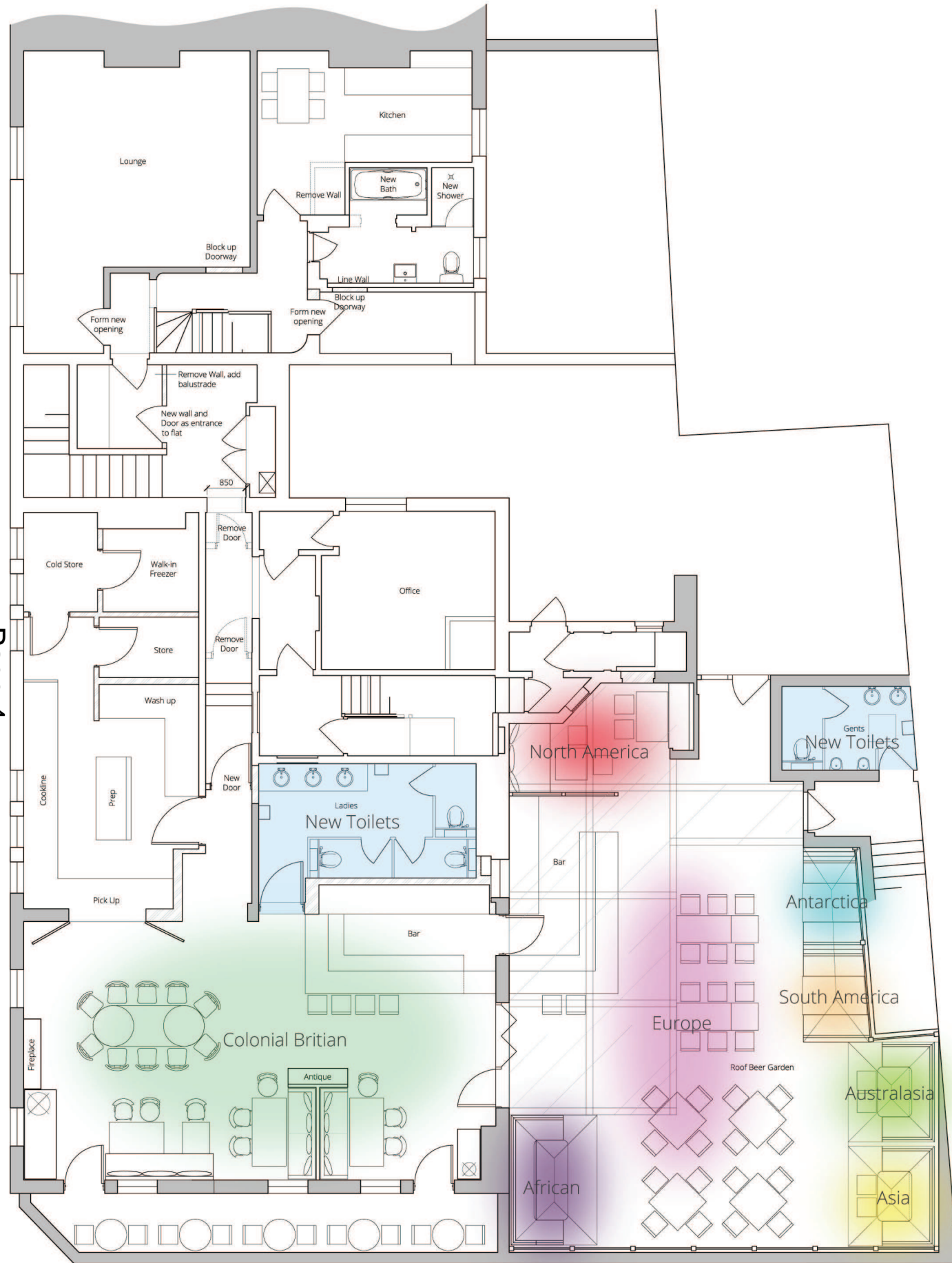
We are, of course, happy to provide more information to the committee at the hearing.

Yours sincerely

James Anderson
Poppleston Allen

A handwritten signature in black ink, appearing to read 'James Anderson', with a small flourish underneath.

Encs



Colonial British Pub

Enter the pub and you find a modern take on colonial Britain with stripped back brick, raw ceiling beams and worn painted timber flooring. This is then mixed with ornate and layered bric-a-brac and taxidermy. Classical, comfortable furniture complete the look.



South America Cabana

Taking inspiration from a Brazilian mardi gras. Expect bright, colourful and fun ceiling decorations. With clashing wall and floor finishes.



European Market

Moving out to the part-covered terrace you will find a cantilevered timber and glass roof structure. The bar front will look like a pop-up kitchen with artwork and graffiti to the front, you can enjoy a seat on fun external furniture. The side spaces will contain seemingly plain huts.



Asian Shack

Inspired by a Thailand street stall, with colander lighting and plastic benches and colourful artwork.



North American Caboose

No venue can be complete without a Canadian caboose! Seating will be made from burnt timbers and worn leathers, with artwork to walls to make a rustic snug.



Australasian Wharenui

A Maori meeting house complete with carvings, tribal graffiti and rustic furniture.



Antarctic Lodge

Open up the hut doors and enter an expedition hut with benches made from crates and expedition related bric-a-brac.



African Hut

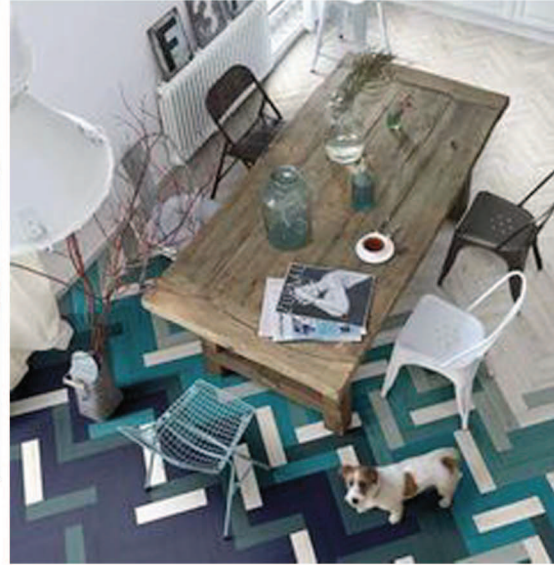
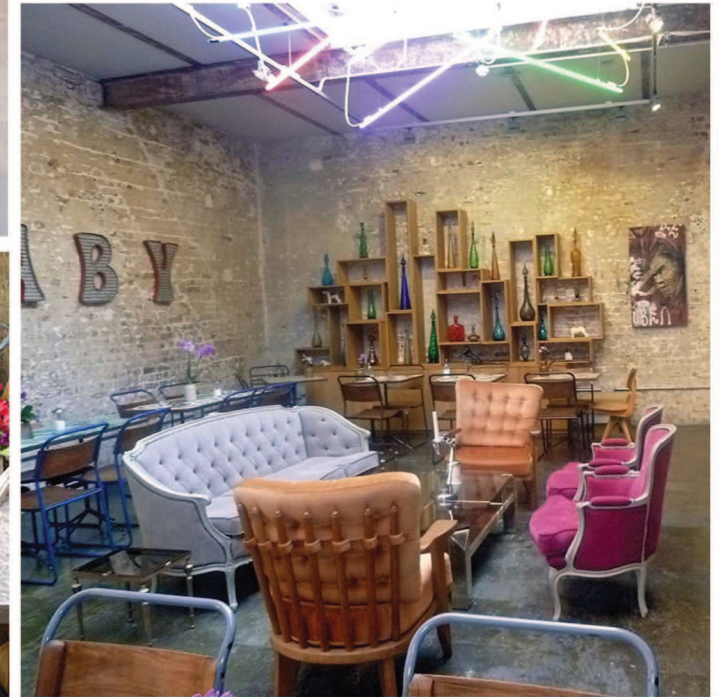
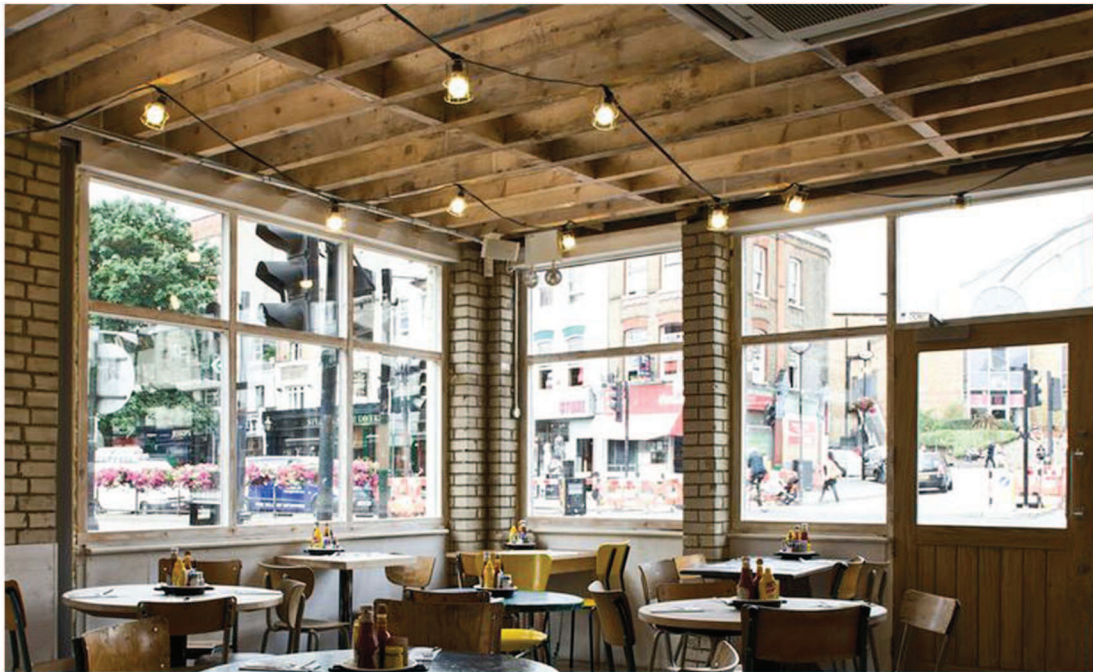
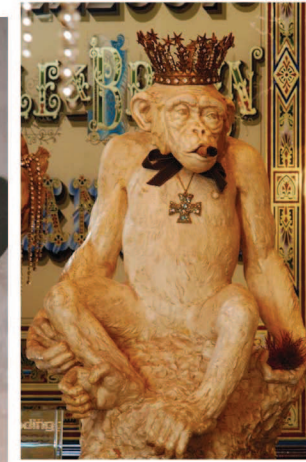
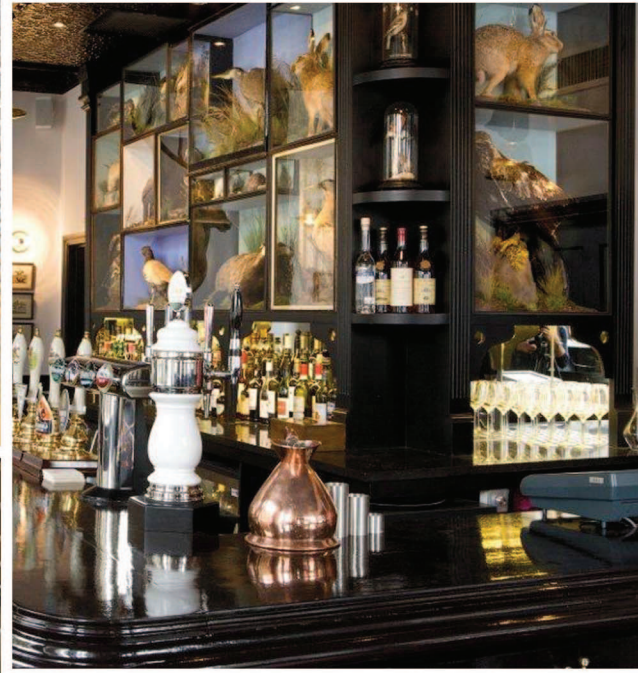
Moroccan street market interior, hanging leather shoes to the walls and ethnic furniture.

The Alexandra Concept



The Alexandra Concept

Modern take on a colonial British pub



The Alexandra Concept

European street market, relaxed environment with lots of surprises!



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