

Pemberton House,
Pemberton Row,
London EC4A 3BA

23 January 2024

City of London Licensing Team
Markets and Consumer Protection
PO Box 270
Guildhall
London EC2P 2EJ

Dear Sir/Madam

Re: Licensing Application –Townhouse – 10-11 Great New Street Square London EC4A 3BN

This license would allow the retail sale of alcohol, 09:00-23:00, Monday through Sunday; I strenuously object to this application, as it will affect my quality of life. Pemberton House was here before New Street Square, and we were given assurances about limiting the noise from the Square.

I live next door to New Street Square (at the corner of Pemberton Row and East Harding, with windows that face the Square). In the past, I have had a lot of trouble/disturbance from the noise which emanates from the patrons of the bar which currently operates in the square (it is not simple loud conversations; it includes singing and shouting). Furthermore, while there is not supposed to be any drinking outside the bar's premises after 9pm, but it is very hard to police, and there is a lack of control of people who drink in the square outside its premises (Land Securities does not police/stop this activity).

The drinking after 9pm is especially annoying in the summer, when my windows are open (it is annoying earlier, when I sit in my living room and want to enjoy a drink after work and there is a raucous crowd outside the bar - which there generally is). The silence which starts at 9 pm is delightful, returning my surroundings to those conducive to a home.

On the weekends, it is also very disturbing to have people partying, as the square is typically very quiet, and has been for the 25 years I have lived here.

I object to anything which increases the noise that residents of Pemberton House have to suffer, notably with respect New Street Square, as it did not exist when I bought my flat.

I received an e-mail from Robert Breese, stating "there are no off-sales permitted, so your comments about people drinking off the premises wouldn't be relevant in respect of this application", I know that even if alcohol is not sold in "take-away" containers, it does not stop people from going into the square, (with glasses), as that is the current case with respect to the bar. It does not have "off-sales" and people end up drinking in the square.

There are already rules in place for the bar, and they are not always adhered to (i.e. noise at night). While the bar management mostly tries to adhere to its restrictions, its staff can only move people who are on their premises – they can't do anything about people in the square. (and it is very clear that people are in the square with drinks that they have purchased from the bar). I have complained numerous times about the noise from the bar and typically, by the time the noise police come to check, it has dissipated.

My preference is that there be no licenses granted for the consumption of alcohol in the square. However, if you must grant a license, it should be limited to the hours when the store is regularly open ("regularly" so they can't open specially for parties on the weekend or in the evening), and no drinking outside of any beverages provided by the store (irrespective of the time).

Yours sincerely

Debra Witt