

Pemberton House,
Pemberton Row,
London EC4A 3BA

28 January 2024

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

Dear Sir,

Objection to the Licensing Application submitted by Townhouse, 10-11 Great New Street Square, London, EC4A 3BN

I write to object to the granting of a Licence for the sale and consumption of alcohol at 10-11 Great New Street Square.

If granted the application would allow alcohol to be available at the premises 7 days a week, during weekdays up to 11pm and over the weekend to 9pm – I understand the licencing application has recently been amended to reflect these hours.

As a resident at Pemberton House where my flat runs alongside both East Harding Street and Pemberton Row, I have found the present activities in New Street Square quite often very disturbing. Much of the noise, at its worst late at night and in the summer when windows are open, fuelled through alcohol consumption emanating from the existing bar in the Square. This seems to be the main if not sole source of our discomfort, despite assurances when the Square was developed that we would not suffer any impact to the quality of our life and ability to quietly enjoy living in our homes.

I fear that allowing another establishment in New Street Square to sell alcohol, especially up to 11pm at night, seriously risks adding to the noise level that we can experience. This is of greater concern if groups such as Hen parties are held on the premises and alcohol is available in the Nail Bar. Businesses such as Nail Bars, cannot monitor the behaviour of their customers nor do they effectively have powers to prohibit drinkers from leaving their premises carrying alcoholic drinks.

While I acknowledge that the application refers to the business activity as a Nail Bar, this does not in itself prohibit the business from allowing groups of people accompanying customers receiving treatment from buying drinks and exploiting any licencing rules.

When considering the application for a Licence I would urge the Licencing Authority to remember that after work hours, eg 7pm and at weekends, the area is essentially a residential area.

It is perhaps useful to add a note to put into context why residents at Pemberton House feel so concerned about noise levels and disturbances. The residents of Pemberton House have suffered through the development of New Street Square in a number of ways.

When the flats were first occupied the road network and traffic flow around the building was different. The main throughfare from East Harding Street to Fetter Lane by-passed Pemberton Row hence it was considerably quieter – one of the main attractions for living there. The New Street Square development absorbed a good part of the public road cutting off the direct route to Fetter Lane from east Harding Street resulting in Pemberton Row becoming a main throughfare.

We were assured that all the premises in New Street Square would be serviced through an underground access point for all vehicle deliveries and road traffic connected to the New Street Square buildings. Hence traffic would run smoothly past our bedroom and lounge windows and this would not impact on us. While no doubt some road traffic uses the underground facility, many do not and they deliver goods often during the night or early morning making considerable noise, accessing the Square via Pemberton Row. Frequently vehicles are parked on the road blocking traffic and leading to vehicles having to mount the pavements to pass them

Residents feel let down by the increase in noise and traffic levels. They also feel cheated that they were told the bar in New Street Square would have very few outdoor tables and chairs to minimise noise from drinkers and there would be no outside drinking after 9pm. This is another instance where undertakings have been given by the Developers but not enforced.

When considering the application for a licence can the Licencing Authority please be mindful that enforcement is almost impossible – yes, licences can be revoked but the process for doing this and time and effort involved make it very challenging.

If alcohol is to be allowed at the Nail Bar, I would strongly recommend that severe restrictions and penalties are attached to the granting of any licence and licencing hours be limited to 7pm, seven days a week.

Yours sincerely,

AJR Banks