



Poundland saving itself pennies in Elmbridge

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Poundland has been told to "show some local pride" and repair its broken shop front window and remove the graffiti from its East Molesey store.

The low-price chain, which serves up to seven million customers every week nationwide, has been issued with a community protection warning by Elmbridge Borough Council after ignoring multiple requests to address the eyesores.

Elmbridge Borough Council says it works with business groups and community volunteers to keep its high streets, villages and parades thriving and to bring that sense of civic pride.

One group, from Manor Road, takes care of the planters along Walton Road to "lift up the high street".

Initiatives in the last year have been designed to make a positive impact on the community, such as new bins, flower planters, deep cleans and pavement works.

It's part of a move to get businesses, volunteers and the council working together in support of the borough's high streets.

That work has been undermined for "almost a year" as Poundland left temporary wooden panelling and unsightly graffiti, in place.

A spokesman for Elmbridge Borough Council said: "Despite multiple requests to address the graffiti and damage at Poundland in East Molesey, sufficient action has not been taken.

"The store has tried to clean the windows professionally but could not get the graffiti removed.

"In support of local residents, we have issued this Community Protection Warning hoping that Poundland will now undertake the necessary repairs and support our high streets."

Under Community Protection Warnings, £100 fines can be issued in the first instance. If no action is taken, prosecutions can begin. If convicted the maximum penalty is a fine up to £20,000.

Councillor Steve Bax (Conservative: Molesey East) said: "Almost a year has gone by without action and they are giving the impression they are not bothered as long as the money continues to roll in.

"When we have got Manor Road residents caring for the planters so brilliantly and doing their best to lift up the high street, we need this retailer to show some local pride too.

"The council has issued a community protection warning against Poundland which gives the company 28 days to fix the shop front or face a fine.

"Hopefully this formal action will now mean the company move forward and deal with shopfront issues."

Poundland was approached for comment.