

The Licensing Team  
Peterborough City Council  
Bayard Place  
Peterborough

20<sup>th</sup> November 2017

Dear Sir/Madam

**Application for a Premises License 076406**

**Premises Name: Temptation Taste of Portugal Ltd**

**Premises Address: 309 Lincoln Road, Peterborough PE1 2PH**

I am the Chair of Millfield & New England Regeneration Partnership (MANERP) which represents residents who live in the Millfield and New England areas of Peterborough. The reason for writing is to request that the application for a Premises License be refused on that part of the application regarding the sale of alcohol for consumption off the premises. We have no objection regarding the sale of alcohol for consumption on the premises.

The Millfield and New England area of Peterborough has had for several years a history of anti-social behaviour fuelled by alcohol and drug abuse. This has been exacerbated by the rapid growth of a number of outlets retailing alcohol by means of “off-sales.”

The area is also within the boundary of the “Can-Do” initiative which has brought together the city council, police, NHS, Resident Associations and other partner agencies to jointly combat the serious issues being faced in this area.

It must also be noted that the area was made a Cumulative Impact Zone whereby the applicant needs to prove that there is a need for selling alcohol “off sales”. The premises in this application is surrounded by shops retailing alcohol and cannot therefore, prove that there is a need.

The whole area is very sensitive and volatile because of the ease of access to the purchase of alcohol often sold at a low price in order to attract customers or be competitive.

As the Millfield and New England area has a phenomenal number of outlets selling alcohol “off-sales” (around the seventy plus mark) which has contributed significantly to anti-social behaviour in the area. The current joint partnership between Peterborough City Council, Cambridgeshire Police and

other partner agencies through the “Can-Do” initiative has highlighted the need to reduce the number of outlets and hours that alcohol can be freely purchased, if it is to make any headway towards the goals that it is striving to achieve.

With this and the Cumulative Impact Policy in mind, we also make this representation under the following Licensing Objectives set out in the Licensing Act 2003.

- a) The prevention of crime and disorder
- b) Public safety
- c) The prevention of public nuisance

The MANERP primary aim is to try to regenerate an area that has been sadly neglected for many years. The largest single problem of all revolves around the ease, low cost but above all, availability at which alcohol can be purchased and subsequently abused.

We therefore respectfully request that the “off sales” part of this application be refused by the Licensing Committee for the reasons stated above. We would reiterate that we have no objection for the sale and consumption of alcohol within the restaurant.

Yours Sincerely

**BRIAN W J GASCOYNE BEM**  
**Chair - Millfield and New England Regeneration Partnership**