

To: Licensing Team, Peterborough City Council

Representation from: Cate Harding, PCC Community Capacity Manager & Programme Lead for the CAN Do Regeneration Programme

Re: Cumulative Impact - Policy Consultation

Context - Extract from CAN Do Programme Strategy (2011)

“Peterborough is a city with incredible potential – it has a rich diversity of communities and some fantastic open spaces and public realm. In addition, it has an effective transport network (it is just 50 minutes from the capital), and a rich heritage and history. All of this combines to create the city’s unique identity.

Peterborough also has some incredible partnerships across the public, private and not for profit sectors as well as with many of our communities. There is tangible evidence that these partnerships really do deliver positive results for the city’s communities and local residents.

However much there is to celebrate and build upon, Peterborough is also facing some significant challenges. Community tensions remain high in some parts of the city and health inequalities are higher than the national average with some stark contrasts across city wards. In addition, educational attainment is below average and the overall level of community cohesion, pride and aspiration is lower than desirable.

One of the communities facing most challenge is that based in and around the Gladstone, Millfield and New England community. These three adjacent neighbourhoods span the Central, North and Park Wards and are made up of largely Victorian homes. The area was once regarded as a good place to live and work, where people took pride in their neighbourhood and where neighbours looked out for one another. The area was served by a vibrant high street of local shops, pubs and community venues. Traffic flowed freely and safely alongside pedestrians using the wide pavements. What little open space there was in this predominantly urban area was treasured, valued and looked after by communities that made extensive use of it.

Today, the area paints a very different picture. The population has increased significantly and the area is typically the focal point for many of the city’s new arrival residents who have come to Peterborough from overseas in search of work. Inward migration into the area has been significant over recent years. Alongside this, the population churn has been equally significant and the combination of these two factors has resulted in residential overcrowding and a community that is becoming increasingly fragmented with inherent tensions. The high street, Lincoln Road, is choked with traffic visiting the many retail and other businesses that have grown up over the past few years. Whilst on the face of it this retail and business growth appears positive, the area has become saturated with licensed premises offering access to cheap alcohol. This, in turn, is leading to high levels of alcohol related crime and anti-social behaviour and has a negative impact on health and family life. Alcohol is also a contributory factor to environmental crime such as littering and graffiti. The cumulative effect results in a real feeling from many residents that the area is no longer safe.”

Background

The above challenges faced by residents across this relatively compact area generated the launch of the **Operation CAN Do Programme** in September 2011, jointly led by Peterborough City Council and Cambs Police.

The programme was designed to be highly ambitious and to take a holistic view of all activities and resources invested by partners across the area. This would provide a framework to ensure services are co-ordinated effectively, and appropriately delivered, to meet the needs of the community.

This multi agency approach launched with partners (primarily Peterborough City Council, Police and Public Health) committing to transform the area over a generation. The programme has a phased 10 year vision to tackle the many challenges faced in the area and bring about transformational change to improve the quality of life, outlook and aspirations of local people.

Phase 1: Years 1-2 High vis zero tolerance enforcement and regulation activities

Phase 2: Years 3-6 Mainstreaming service provision to tackle root causes of challenges in the area to enable sustainable solutions

Phase 3: Years 7-10 Physical Regeneration of public realm, community facilities and public open spaces

To date activity has been focused on enforcement and regulation, bringing the communities and statutory authorities together to tackle 'here and now' issues such as the following priorities identified by the community, which has proved highly successful.

- Heightened community tension
- Crime and Anti Social Behaviour
- Poor quality housing stock & high levels of HMOs
- **Alcohol & Licensing issues**
- Parking
- Growth level of dissatisfaction from communities

Partners and communities lobbied for the introduction of a Cumulative Impact policy which was adopted by full council on 17/4/13. The Cumulative Impact policy was introduced in recognition of the saturation of licensed premises (in particular off-sales) in this area, the consequence of which was having a negative impact on all of the licensing objectives:

- The prevention of crime and disorder
- Public safety
- The prevention of public nuisance
- Protection of children from harm

To compliment the monitoring opportunities the policy provided, partners also undertake outreach projects to engage with the general public including people drinking on the streets of the area. Key learning points identified by partners following this activity include:

- drinking in public places is a social norm for many young Eastern Europeans
- mistrust of statutory services among some recent arrivals

- the levels of street alcohol use in Millfield appears to have decreased most likely as a consequence of the PSPO (formerly DPPO)
- displacement of street drinkers from the Op CAN do area to other areas
- Cumulative Impact Policy (CIP) significantly strengthens the ability to limit the number of licensed premises in the neighbourhood.
- national licensing legislation puts enabling economic activity above interests of local communities

Current Position

A SWOT analysis undertaken with local people in phase 2 of the programme highlights that people who live and work in the area wish to turn the weaknesses in the area into strengths by harnessing the power and diversity of the local community. They wish to see new businesses spring into life alongside more established local companies providing new, secure and worthwhile employment. The resultant renewed vibrancy is considered an essential grounding for reducing community tensions and lowering the levels of crime.

It is encouraging to see that locally there is an ever growing network of community groups and social activists who, whilst sometimes cynical, nervous or frustrated by promises in the past that have failed to deliver, continue to be up for the challenge on working together to bring about positive change for the area.

We need to restore and nurture the community's confidence and trust as the area does continue to present a number of complex, multi-layered challenges - the saturation of alcohol off sales remaining one of them. However, there remains the massive potential for these challenges to be converted into innovative, new approaches to delivering a focused, bottom-up portfolio of solutions. The imminent introduction of the Peterborough Integration Strategy, of which the CAN Do Programme is integral, that the Peterborough Together Partnership is developing will bring many new opportunities to achieve this.

Securing £7.5m of capital investment for the area 2017-2020 has enabled the phase 3 objectives for the CAN Do programme to be fulfilled. The community are urging partners to deliver something radically different and impactful for the area. The community wants to celebrate the area's uniqueness and turn the challenges of a diverse community into a significant opportunity to transform it into a destination point where people want to live, work and visit.

Concluding statement

Despite the introduction of the CIP in 2013, alcohol remains very accessible in the CAN Do area. It is accepted that the CIP is limited in its ability to fully tackle the issues presented in the area and it is for this reason that all partners need to remain vigilant to ensure that high standards are maintained by licensees already present in the area.

The current crime statistics show a reduction in alcohol related crime but we are aware via public feedback, community groups and from what is visible on the street, that it is an under-reported issue that continues to affect the quality of life for people living in the area.

But this only emphasises further that we need to embrace every means and tool available to us if we are to have any control or impact in our efforts to bring about the improvements needed and not weaken our ability to do so. It is important that partners not renege on their commitment to see the programme through to its conclusion as it is only with continued shared resources, will and initiatives that a successful outcome can be achieved.

The community-based drive and will to bring about positive change in the area is what made the CAN Do programme become a reality. The foundations are in place to fulfil the original ambition and enable the residents of the CAN-do area to attain a greater quality of life through improved health and well-being, increased economic opportunity and an enhanced physical environment.

For this reason and to retain the trust in the community we urge the the Cumulative Impact policy is continued.