

Ref: 'Europoli Supermarket' – 282 Lincoln Road / License Application



Monday 24th December 2018

Licensing Officers
Peterborough City Council
Sand Martin House
Bittern Way
Fletton Quays
Peterborough
PE2 8TY

Re: New Premises License Application – 282 Lincoln Road, Peterborough, PE1 2ND

On 27th November September 2018 Cambridgeshire Constabulary Licensing Department (Peterborough District) received e-mail notification from Peterborough City Council Licensing Authority of an application for a new Premises License at 282 Lincoln Road, Peterborough, PE1 2ND. The application has been submitted by Consultant Aysen Kilic of NARTS Food & Leisure Ltd on behalf of Mr. Sengar Majeed of ■Pine View Leicester, LE3 3FX. The DPS is proposed as Mr. Majeed who holds an alcohol personal license reference LEIPRS2784 issued by Leicester City Council Licensing Authority.

I understand that the applicant wishes to open a 600 square metre Supermarket and seeks an 'OFF License' to sell alcohol daily between 08:00hrs and 21:00hrs, and be open daily from 08:00hrs to 23:00hrs.

This proposed licensed premises is located centrally within the Cumulative Impact Area (Special Policy) drawn up and adopted on 17th April 2013, revised and re-adopted in 2015 and recently in 2018. This application was made during the previous CIA policy (2015-18), and as such references quoted by the applicant and myself are from that Policy.

It has been positively identified that there is a significant saturation of licensed premises within the CAN-DO area, and there is sufficient evidence of a negative impact on the statutory objectives. Peterborough City Council's 'Statement of Licensing Policy', 'Special Policy on Cumulative Effect' - Paragraph 11.6 states:

"This special policy creates a rebuttable presumption that applications within the Op Can Do area for new premises or club premises certificates or variations that are likely to add to the existing cumulative impact will normally be refused, if relevant representations are received about the cumulative impact on the licensing objectives, unless the applicant can demonstrate why the operation of the premises involved will not add to the cumulative impact already being experienced."

Para 11.7 states:

"Applications will need to address the CIA in their operating schedules in order to rebut such a presumption".

The applicant states they have carefully considered the premises location, Local Authority Licensing Policy and the Cumulative Impact Area (CIA). They rightfully identify that the Special Policy should never be 'Absolute' and that each application should be considered on its own merits.

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Mr. Kilic refers to 11.11 of the Local Authority Licensing Policy within their supplementary information recognising the '*concentration of licensed premises*'. I believe they are suggesting there are only **2** licensed premises within this '*concentration of licensed premises*'. I can confidentially state that the applicant has not done his research properly in that this premises, if accepted, would add to the Cumulative Impact already imposed by the **11** other off-licensed premises within close proximity (**See Annex A for illustration**).

Para 11.16 of the Licensing Policy addresses the wider strategy for addressing alcohol harm away from the licensed premises. I believe this is not a policy for the licensee to claim they will not add to the cumulative impact, rather the Local Authority and partners recognise that the saturation of alcohol premises is having a recognised problem on the area and as such will implement further measures to address those issues. It is not the responsibility of the licensee to address these issues but to ensure these measures are not impacted upon through lack of due diligence.

I feel the application with suggested conditions and the supplementary information is what I would expect for a routine Supermarket 'Off-License' premises, and does little to address how the addition of this premises would not impact upon the Cumulative Impact.

The proposed designated premises supervisor (DPS) already manages 3 other licensed premises. The Operational Management Plan states that Mr Majeed will directly manage this premises. I am concerned how Mr Majeed will separate his time effectively between 4 premises. A licensed premises within the CIA needs a particular guiding hand and a dedicated full time DPS.

The application details that the sale of alcohol will take place daily between 08:00hrs and 21:00hrs and the premises will remain open until 23:00hrs. It has not been described how the alcohol on display will be sectioned off and prohibited from sale after 21:00hrs until close.

I have conducted a brief crime and incident survey of the sectors associated with the Operation Can-Do geographical area which is attached at **Annex B**. I urge the licensing subcommittee to understand that the Constabulary has gone through a thorough Operational restructure and implemented new recording software for Crimes and Incidents. The number of alcohol related incidents and crime may be higher than recorded. Measures are in place to implement and promote more accurate recording and consistency where it comes to 'tagging' incidents with alcohol involvement. Furthermore I am aware of anecdotal information that the local community is suffering with alcohol harm issues such as violence, domestic violence, rowdy nuisance and criminal damage but have not reported it directly to the Constabulary.

Cambridgeshire Constabulary do not support this application and ask the Licensing Sub-Committee to reject this application.

Kind regards

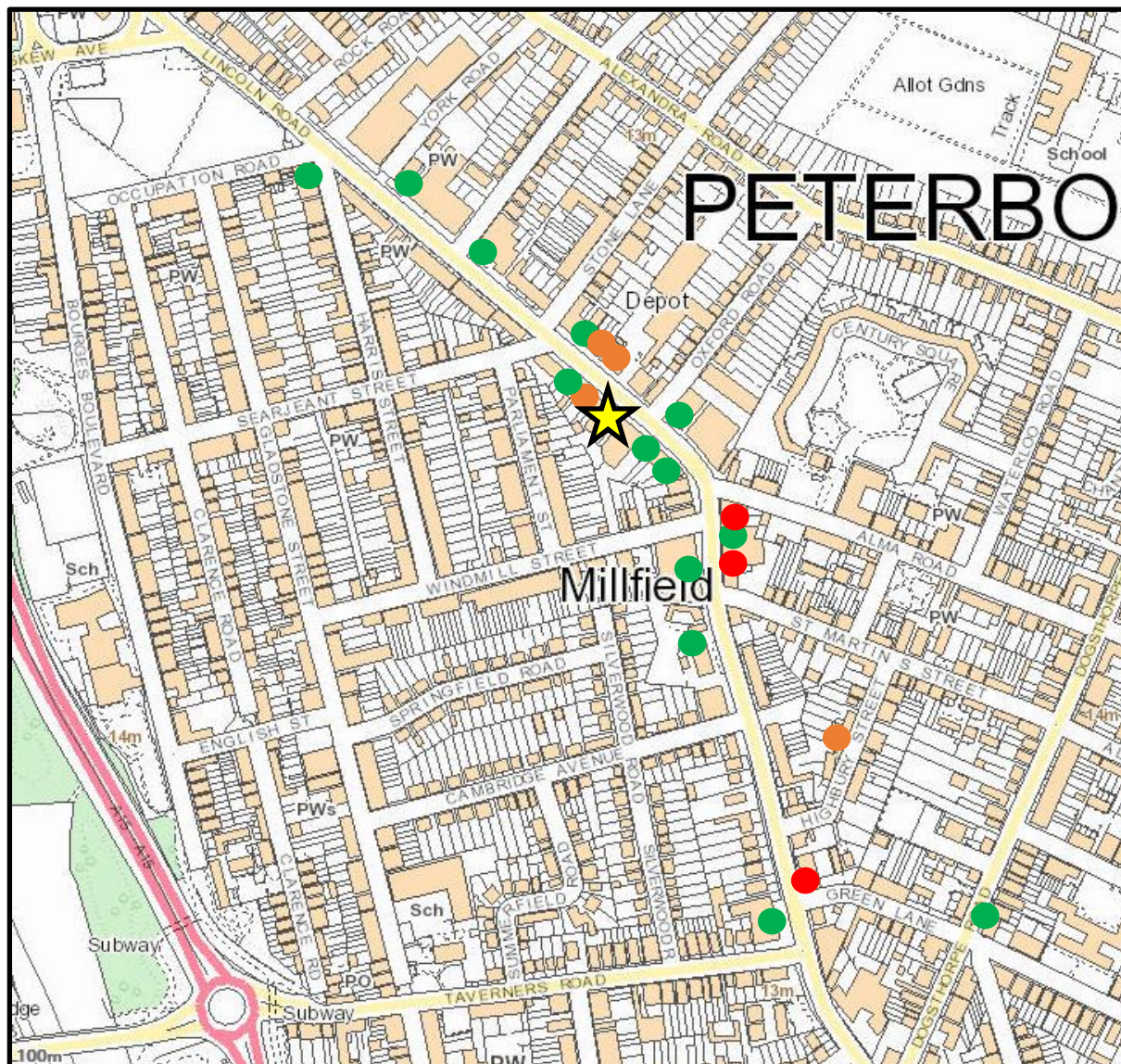


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Annex A – Illustration of Licensed premises within the immediate area of application.



- - On License - Restaurants
- - Off License – Mini / Super Markets
- - On/Off License – Café's / Public House
- ★ - Proposed Supermarket – Off License

Off License Premises	Address	Alcohol	Opening Times
Bargain Booze 048804	187 Lincoln Road	08:00 – 23:00	06:00 – 02:00
Central Food 076234	176 Lincoln Road	06:00 – 00:00	06:00 – 00:00
International Shop 076652	32 Dogsthorpe Road	08:00 – 21:00	08:00 – 21:00
Murco Petrol Station 076205	218 Lincoln Road	08:00 – 02:00	08:00 – 02:00
Iceland 075423	232 Lincoln Road	08:00 – 23:00	Not Stated

Euro Mini Market 071048	300 Lincoln Road	07:00 – 02:00	07:00 – 02:00
Flowers & Gifts 077788	268 Lincoln Road	09:00 – 02:00	09:00 – 02:00
Hypermarket 070052	327 Lincoln Road	08:00 – 22:00	08:00 – 22:00
News & Booze 077435	415 Lincoln Road	10:00 – 23:00	08:00 – 02:00
Good Food 077338	489a Lincoln Road	10:00 – 18:00	10:00 – 22:00
Best Deli 068010	381 Lincoln Road	08:00 – 23:00	08:00 – 23:00
Express Booze 066651	314 Lincoln Road	08:00 – 02:00	08:00 – 02:00
Bills Off License 073972	135 Harris Street	08:00 – 23:00	Not Stated

Annex B - Incident / Crime Data for Operation CAN – DO geographical area.

01.01.18 – 22.05.18

Ward	Crimes	Alcohol Tagged
P34A – Central North	482	57
P31C – North Ward	280	13
P31 B – Park Ward	395	26

01.01.18 – 24.12.18

Ward	Incidents	Alcohol Tagged
P34A – Central North	3781	257
P31C – North Ward	1622	85
P31 B – Park Ward	2805	158

Ward relevant to application is 'North Ward'

Central North Ward also captures the North part of the city center and the figures quoted reflect crimes and incidents record part of the night time economy.

Crime data is only captured up to 22 May 2018 where new software was installed for recording crime data. I have therefore been unable to extract data to current date.

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