

The Licensing Team  
Peterborough City Council  
Bayard Place  
Peterborough

6<sup>th</sup> March 2019

Dear Sir/Madam

**Reference:** 078636  
**Premises Name:** Little Europe Store  
**Premises Address:** 2 St Martins Street, Millfield, Peterborough PE1 3BD

I write on behalf of The Millfield & New England Regeneration Partnership (MANERP) which represents residents and businesses in the Millfield and New England and Lincoln Road areas of Peterborough. The reason for writing is to request that the application for a Premises License be refused.

The MANERP and Lincoln Road areas of Peterborough have 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, Residents Associations and other partner agencies to jointly combat the serious issues being faced in this area fuelled in particular by drug and alcohol abuse..

It must also be noted that the area was made a Cumulative Impact Zone whereby the applicant has to ***prove that there is a need*** for selling alcohol “off sales”. The premises in this application is in close proximity to several other businesses retailing “off-sales” alcohol. For example the following 13 retail premises are in close proximity to the applicants premises and can be verified by the Licensing Team:

- Euro Mini Market 300 Lincoln Road, **Millfield.**
- Flowers and Gifts 268 Lincoln Road, **Millfield.**
- Bills Off-licence and Newsagents, Lincoln Road /Occupation Road, **Millfield.**
- Drinks Plus 489a Lincoln Road, **Millfield.**
- Lara 415 Lincoln Road, **Millfield.**
- Food Plus Supermarket on Lincoln Road, **Millfield.**
- Peterborough Food and Wine, Lincoln Road, **Millfield.**
- Iceland Supermarket, Lincoln Road, **Millfield.**
- Londis Garage – Lincoln Road, **Millfield.**
- International Food Centre 314/316 Lincoln Road, **Millfield.**
- Europoli Supermarket, 282 Lincoln Road, **Millfield.**
- Peterborough Food, Lincoln Road, **Millfield.**
- Central Food, Lincoln Road, **Millfield.**

The applicant cannot therefore honestly state 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 to be competitive. The Millfield and New England and Can-Do areas have 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.

The alcohol related litter of cans etc. that are recklessly discarded in the area is not only an eyesore but attracts vermin as well as anti-social behaviour that residents and their children should not be exposed to. There is a big issue with street drinking in and off Lincoln road which is always littered with discarded cans and bottles.

The floor plan of the premises shows two shelves of alcohol which take up around 25% to 30% of the retail shelving. This would suggest to us that the primary purpose of the business is the sale of alcohol.

We would suggest that the Licensing Objectives in the application seem to be “cut and pasted” and the applicant needs to be closely questioned to ensure that they fully understand and can explain what has been written in the application. We cannot understand the final sentence under the Protection of Children from Harm which states “**Nothing belong existing Health & Safety requirements**”. We would also ask that the applicant explains who will train the staff and to also explain the sentence “**Well trained staff about requirement for persons’ identification, age establishment etc.**” as it makes very little sense to us.

The reference to: © **Queen’s Printer and Controller of HMSO 2009** as far as we are aware refers to the application for a Temporary Event Notice. Why has this been included in an application for “off sales only” and The Protection of Children from Harm?

With this and the Cumulative Impact Policy in mind, we also make this representation under all of the Licensing Objectives set out in the Licensing Act 2003, namely;

- a) The prevention of crime and disorder
- b) Public safety
- c) The prevention of public nuisance
- d) Protection of children from harm

The MANERP’s 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. The impact on the area is huge and is a cause of concern for all the statutory agencies and bodies.

We therefore ask that this application be refused by the Licensing Committee for the reasons stated above.

Yours Sincerely

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

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