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Licensing
 Regulatory Services
 Peterborough City Council

Public Health Directorate
 Peterborough City Council
 Sand Martin House
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12 December 2023

Dear Licensing Committee

**Re: Licensing application -
 Temptation Taste of Portugal, 1237 Lincoln Rd, Peterborough, PE1 2AU**

As Director of Public Health, I would like to submit a representation in respect of the above proposed premises **Temptation Taste of Portugal**. The application relates to a new premises located within the Cumulative Impact (CI) area of Peterborough included in the Cumulative Impact Policy (CIP).

The CIP was introduced in recognition of the saturation of premises in the area back in 2013. Just last month (November 2023) the Licensing committee approved a continuation/extension of the policy **following representations being received by myself as Director of Public Health and other responsible authorities locally**. I made a representation, as I remain concerned as this area is characterised by high levels of deprivation, alcohol related hospital admissions, alcohol related anti-social behaviour and related issues of criminality. There are a total of 84 licensed premises already in the Cumulative Impact Zone (CIZ).

My key concerns set out below reflect these factors.

Levels of deprivation in the area and the impact of Outlet Density.

The proposed location for the premises is in North Ward which is among the 20% of the most deprived wards in England. Out of the twenty-two wards in Peterborough, North Ward is the 3rd most deprived and nearby Dogsthorpe Ward is the most deprived ward in Peterborough. See Table 1 overleaf for rankings on the Index of Multiple Deprivation:

Ward Name	IMD score (National)	IMD decile (National)
Barnack	11.7	8
Bretton	40.1	1
Central	39.4	1
Dogsthorpe	42.6	1
East	34.9	2
Eye, Thorney and Newborough	21.7	4
Fletton and Stanground	25.3	3
Fletton and Woodston	19.6	4
Glington and Castor	10.3	8
Gunthorpe	16.9	5
Hampton Vale	17.7	5
Hargate and Hempsted	14.3	6
North	41.0	1
Orton Longueville	42.1	1
Orton Waterville	19.6	4
Park	24.5	3
Paston and Walton	35.9	1
Ravensthorpe	34.1	2
Stanground South	24.5	3
Werrington	16.5	5
West	19.8	4
Wittering	11.2	8

Source: Ward level deprivation calculated by aggregating from LSOA level, provided by the Ministry of Housing, Communities and Local Governments, 2019. [2018 ward boundaries are used].

Table 1: Index of Multiple Deprivation ranking for Peterborough wards.

There is extensive research which examines the relationship between Alcohol Outlet Density (AOD) and alcohol-related harms.¹ The research shows that areas with more deprivation tend to have greater AOD.

Regulating the local availability of alcohol has the potential to address harms. The relationship between AOD and alcohol consumption and harm is complex but a number of systematic reviews have identified that higher levels of AOD are associated with greater alcohol consumption, alcohol related violence, injuries, alcohol-related road traffic crashes, sexually transmitted infections, child abuse, neglect, and suicide. The CIP was set up in recognition of the impact of alcohol misuse in the local area.

In addition, the National Institute for Health and Care Excellence (NICE)² guideline on the prevention of alcohol-use disorders and the supporting evidence base³ concludes that reducing the number of outlets in an area and the days and hours when it can be sold, is an effective way of reducing alcohol-related harm. The guidelines recommend that a CIP should be used where an area is saturated to help protect the health and well-being of the population but also it contributes to the achievement of the key licensing objectives.

Alcohol Related Hospital Admissions

The figures in Table 2 show alcohol specific hospital admissions for the residents of North Ward. In terms of numbers of admissions, North Ward has the second recorded numbers of admissions for

¹ Public Health England, 2018. The Public Health Burden of Alcohol and the Effectiveness and Cost- Effectiveness of Alcohol Control Policies – an evidence review.

² National Institute for Health and Care Excellence, 2010. Public Health Guideline (PH24) – Alcohol-use disorders: Prevention (Update checked in 2019)

³ National Institute for Health and Care Excellence, 2014. Evidence update 54 – a summary of selected new evidence relevant to NICE public health guidance 24.

alcohol specific conditions of all Peterborough wards for 2022/23. Rates in red as shown for North Ward are significantly above the England and the Peterborough average.

Table 2: Alcohol Specific Admission rates

Area	2022/23		
	Rate	Lower CI	Upper CI
Barnack	628	375	982
Bretton	339	230	483
Central	684	532	864
Dogsthorpe	470	334	643
East	681	524	870
Eye, Thorney and Newborough	285	187	415
Fletton and Stanground	486	355	649
Fletton and Woodston	564	409	756
Glington and Castor	384	242	574
Gunthorpe	177	99	293
Hampton Vale	242	141	383
Hargate and Hempsted	825	521	1,220
North	695	530	894
Orton Longueville	371	258	517
Orton Waterville	418	293	578
Park	536	394	713
Paston and Walton	356	247	496
Ravensthorpe	494	364	655
Stanground South	354	230	519
Werrington	468	346	620
West	325	186	525
Wittering	265	113	525
Peterborough Total	456	425	488

Source: fingertips.phe.org.uk

	Statistically significantly lower than England average
	Statistically similar to the England average
	Statistically significantly higher than England average

This level of hospital admissions is a significant concern and indicates the impact alcohol is having on the local population. Already really close by the following outlets sell alcohol in the nearby area serving the local population seeking to purchase alcohol, no more outlets are needed:

- International Food Ltd - 415 Lincoln Road.
- Good Food - 489a Lincoln Road.
- Julia Polish Shop – 573 – 577 Lincoln Road
- A Tasca Restaurant - 583 Lincoln Road.
- Premier - 609 Lincoln Road
- Millfield Off Licence - 653 Lincoln Road
- Little Europe - 715 Lincoln Road

- Krautuvely (Lithuanian Food) - 733 Lincoln Road
- Alexandra Trading - 735 Lincoln Road
- Crown Inn - 749 Lincoln Rd
- Bill's Off Licence - 135-137 Harris Street
- Post Office Sports & Social Club - Bourges Boulevard
- Nectar - 1231 - 1233 Bourges Boulevard
- The Triangle - 1253 Bourges Boulevard,
- Express Booze - 97 St Pauls Road

Alcohol Related Anti-Social Behaviour

In 2020, there were an estimated 525,000 incidents of violent crime in England & Wales where the victim believed the offender(s) to be under the influence of alcohol. This accounted for 42% of all violent incidents.⁴

The figures in table 3 relate to the rate of crimes classed as anti-social behaviour in Peterborough at a ward level between May 2022 and April 2023. During this time-period nearby Central Ward was the ward with the highest rate of anti-social behaviour in Peterborough and is over 2.5x higher than that of next highest ward. North Ward where the premises is situated, has the 5th highest anti-social behaviour rate of all Peterborough's 22 wards.

Table 3: Anti-social behaviour rate – Ward level, Peterborough

Ward Name	Anti-social behaviour Rate (May-22 - Apr-23)
Central	65.2
East	25.1
Bretton	23.7
Ravensthorpe	19.6
North	18.9
Paston and Walton	16.9
Orton Longueville	16.8
Fletton and Stanground	16.4
Dogsthorpe	15.8
Hampton Vale	15.7
Orton Waterville	15.7
Fletton and Woodston	15.2
Werrington	14.3
Eye, Thorney and Newborough	13.1
Stanground South	12.9
Park	11.6
Wittering	11.4
Gunthorpe	11.1
West	9.8
Hargate and Hempsted	9.6
Glington and Castor	9.3
Barnack	6.6

⁴ Drinkaware, 2020, Consequences of Alcohol Consumption in the UK, <https://www.drinkaware.co.uk/research/alcohol-facts-and-data/consequences-of-alcohol-consumption-in-the-uk#crime>

In addition to the data above, a recent public consultation was carried out from 11th July 2023 to 8th August 2023 on proposed public realm improvements in the nearby area of Lincoln Rd, between Sergeant Street and Windmill Street. 183 people were engaged with at public events and 310 surveys were completed. The feedback in relation to general ASB/safety included:

- Concerns around drinking/drug use
- General safety concerns
- Issues raised regarding the perceived prevalence of business alcohol and gambling licenses
- Issues raised regarding ASB and suggestions that a greater police presence is required
- Suggestions that there are too many gambling shops and off-licenses along the road (some commenting these exacerbate ASB issues)
- Suggestions that additional CCTV is required

This illustrates the level of concern there is from local residents.

As Director of Public Health, I would recommend that the Licence is not granted on the basis on the impact of the negative impact on the health and wellbeing and impacting on the 4 licencing objectives below.

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

Yours sincerely



Jyoti Atri
Executive Director: Public Health
Cambridgeshire County Council & Peterborough City Council

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