



Licensing Act 2003 Committee

Date:	Wednesday, 18 June 2014
Time:	5.30 pm
Venue:	Committee Room 1 - Wallasey Town Hall

Contact Officer: Anne Beauchamp
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AGENDA

1. MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST

Members of the Committee are asked to declare any disclosable pecuniary and non pecuniary interests, in connection with any application on the agenda and state the nature of the interest.

2. MINUTES (Pages 1 - 4)

To approve the accuracy of the minutes of the meeting held on 19 March 2014.

3. APPOINTMENT OF VICE CHAIR

The Committee is invited to appoint a Vice-Chair for the ensuing municipal year.

4. APPOINTMENT OF LICENSING ACT 2003 SUB-COMMITTEE

The Committee is requested to appoint the Licensing Act Sub-Committee for the ensuing year.

In 2013/14, each Licensing Act 2003 Sub-Committee was comprised of three members and one reserve member drawn from the pool of fifteen Committee members. The Chair was appointed on the day of each meeting.

5. SPECIAL CUMULATIVE IMPACT POLICY (Pages 5 - 22)

6. ANY OTHER URGENT BUSINESS ACCEPTED BY THE CHAIR

To consider any other business that the Chair accepts as being urgent.

LICENSING ACT 2003 COMMITTEE

Wednesday, 19 March 2014

<u>Present:</u>	Councillor	WJ Davies (Chair)	
	Councillors	S Niblock	E Boulton
		G Davies	G Ellis
		D Roberts	A Hodson
		J Salter	M Hornby
		H Smith	I Lewis
		M Sullivan	P Williams

9 MEMBERS' CODE OF CONDUCT - DECLARATIONS OF INTEREST

Members of the Committee were asked to declare any disclosable pecuniary and non pecuniary interests in connection with any application on the agenda and state the nature of the interest.

Councillor Niblock declared a non pecuniary interest in respect of item 4, Draft Statement of Licensing Policy by virtue of being a Member of the Merseyside Fire and Rescue Authority, Chair of New Ferry Village Hall and an organiser of the Farmers Market.

Councillor Roberts declared a non pecuniary interest in respect of item 4, Draft Statement of Licensing Policy by virtue of being a Member of the Merseyside Fire and Rescue Authority.

10 MINUTES

Resolved – That the accuracy of the minutes of the meeting held on 22 January 2014 be approved.

11 VERBAL PRESENTATION BY STREET PASTORS

Mr M Latham, Co-ordinator for Wirral Street Pastors attended the meeting and provided Members with a verbal presentation.

Mr Latham outlined the role of Street Pastors in Wirral. He advised that they worked in conjunction with Merseyside Police, the NHS and the Local Authority and that the organisation had been set up a number of years ago. He provided Members with details regarding their organisation.

In response to questions from Members, Mr Latham clarified that the Street Pastors were a Christian organisation. He advised that they wore a uniform in order that they were identifiable and that members were volunteers who paid to undertake this voluntary work and were highly trained. He gave examples of the work and duties they undertook.

Councillor Williams commended the work of the Street Pastors and congratulated them on the work they had carried out so far.

Members of the Committee reiterated these comments and the Chair thanked Mr Latham for his presentation.

12 **DRAFT STATEMENT OF LICENSING POLICY**

Councillor Niblock declared a non pecuniary interest in this matter (minute 9 refers).

Councillor Roberts declared a non pecuniary interest in this matter (minute 9 refers).

The Strategic Director of Regeneration and Environment submitted a report seeking Members' approval of the Draft Statement of Licensing Policy in order that it may be presented to Council for approval.

The Licensing Manager reported that the Council's Statement of Licensing Policy had been subject to two reviews since its first publication in January 2005 and the most recent policy had been published in December 2010.

Members were advised that it is a requirement of the Licensing Act 2003 that the Licensing Policy be reviewed at least every five years and that it was appropriate that the current policy be reviewed and updated due to changes to the Licensing Act 2003. The Draft Statement of Licensing Policy was attached to the report which incorporated the changes to the Licensing Act 2003.

Members were informed that one response had been received from a Licensing Consultant which was supportive of the Policy.

Councillor Niblock outlined a number of amendments he wished to be incorporated into the Draft Statement of Licensing Policy prior to it being approved as a draft to be considered by Council.

Resolved – That, subject to the amendments proposed by Councillor Niblock, the Draft Statement of Licensing Policy be approved as a Draft to be considered by Council for approval as the Statement of Licensing Policy under the Licensing Act 2003.

13 **CUMULATIVE IMPACT POLICY**

The Licensing Manager reported that at its meeting held on 27 January 2014, the Regeneration and Environment Policy and Performance Committee had considered a report relating to when it may be appropriate for the Council to adopt a Cumulative Impact Policy in respect of licensed premises under the Licensing Act 2003.

Members were advised that the Committee had noted the report and agreed that the comments of Members be referred to the Licensing Act 2003 Committee for consideration.

Resolved – That the comments of Members of the Regeneration and Environment Policy and Performance Committee be noted.

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WIRRAL COUNCIL

LICENSING ACT 2003 COMMITTEE

18 JUNE 2014

SUBJECT:	SPECIAL CUMULATIVE IMPACT POLICY
WARD AFFECTED:	BIRKENHEAD AND TRANMERE
REPORT OF:	STRATEGIC DIRECTOR OF REGENERATION & ENVIRONMENT
KEY DECISION?	NO

1.0 EXECUTIVE SUMMARY

1.1 The purpose of this report is to advise Members of the outcome of the public consultation undertaken in response to a request received to amend the Council's Statement of Licensing Policy to include a Special Cumulative Impact Policy for an area of Birkenhead outlined in the map shown in Appendix 1. The report also provides Members with an update from Merseyside Police in respect of this proposal.

2.0 BACKGROUND AND KEY ISSUES

- 2.1 The Council's Statement of Licensing Policy was first published in January 2005. The policy has since been subject to two reviews and the most recently revised policy is being presented to Council for approval on 9 June 2014.
- 2.2 Guidance issued under Section 182 of The Licensing Act 2003 sets out the general principles that should underpin a Licensing Policy and includes guidance relating to the inclusion of Special Cumulative Impact Policies within a Statement of Licensing Policy.
- 2.3 The effect of adopting a Special Cumulative Impact Policy is to create a presumption that applications for new Premises Licences or Club Premises Certificates or variations that are likely to add to the cumulative impact of existing premises, will normally be refused following relevant representations. This is unless the applicant can demonstrate in their operating schedule that granting the application will not give rise to a negative cumulative impact on one or more of the licensing objectives.
- 2.4 The absence of a special policy does not prevent any Responsible Authority or other persons making representations on a new application for the grant of a Premises Licence or a variation of a licence on the grounds that the premises will have a negative cumulative impact on one or more of the Licensing Objectives.
- 2.5 In consideration of whether to adopt a special policy relating to cumulative impact, Guidance issued under Section 182 of the Licensing Act 2003 sets out the following matters to be considered by the Licensing Authority:

- Identify concern about crime and disorder or public nuisance.

- Consider whether there is good evidence that crime and disorder or nuisance are happening and are caused by the customers of licensed premises, or that the risk of cumulative impact is imminent.
 - Identify the boundaries of the area where the problems are occurring.
 - Consult with those specified in section 5(3) of the Licensing Act 2003, and subject to the outcome of the consultation include and publish details of the special policy in the Statement of Licensing Policy.
- 2.6 On 22 January 2014, Members of this Committee agreed that Officers should consult on a request from Merseyside Police to introduce a Special Cumulative Impact Policy within the area of Birkenhead as shown in Appendix 1. Merseyside Police provided a letter at that time containing a summary of their evidence. This letter is attached at Appendix 2.
- 2.7 This consultation has been circulated to the appropriate bodies in accordance with Section 5(3) of the Licensing Act 2003 and has been publicised on the Council's website. A list of consultees is attached at Appendix 3. The consultation closed on 7 March 2014.
- 2.8 In response to the consultation no comments or evidence has been provided from residents or businesses to support the introduction of a Special Policy. One written response has been received from Brian Kenny, who was a Ward Councillor at the time of the consultation. A copy of Mr Kenny's response is available at Appendix 4.
- 2.9 During the consultation period Merseyside Police undertook a review of their evidence and have since given consideration to new initiatives within the Birkenhead area to address anti social behaviour. Merseyside Police have also had regard to the Council's revised Statement of Licensing Policy. Taking these factors into consideration Merseyside Police have advised that they are no longer seeking the introduction of a Special Cumulative Impact Policy within the Birkenhead area. A letter from Merseyside Police providing further details is attached at Appendix 5.
- 2.10 Members are advised that on the basis of the response to the consultation received and the evidence provided by Merseyside Police, there is not sufficient evidence to support the introduction of a Special Cumulative Impact Policy for an area of Birkenhead at this time.
- 2.11 The Ward Councillors for Birkenhead and Tranmere were advised of the outcome of the consultation as well as the current view of Merseyside Police in respect of this matter at a meeting on 18 March 2014.

3.0 RELEVANT RISKS

- 3.1 There are none arising directly from this report.

4.0 OTHER OPTIONS CONSIDERED

- 4.1 There is no provision for other options to be considered.

5.0 CONSULTATION

5.1 Consultation is a statutory requirement.

6.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

6.1 There are no specific implications arising from this report.

7.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

7.1 Costs arising from the consultation process have been met from existing budgets.

8.0 LEGAL IMPLICATIONS

8.1 A decision of this Committee can be subject to legal challenge .

9.0 EQUALITIES IMPLICATIONS

9.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?

Yes An EIA is attached to the report

10.0 CARBON REDUCTION IMPLICATIONS

10.1 There are no specific implications arising from this report.

11.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

11.1 There are no Planning implications arising from this report.

12.0 RECOMMENDATION

12.1 Members are requested to note the outcome of the public consultation undertaken in response to a request received to amend the Council's Statement of Licensing Policy to include a Special Cumulative Impact Policy for an area of Birkenhead.

13.0 REASONS FOR RECOMMENDATION

13.1 Merseyside Police are no longer seeking the introduction of a Special Cumulative Impact Policy.

REPORT AUTHOR:

Margaret O'Donnell

Licensing Manager

telephone: 0151 691 8606

email: margaretodonnell@wirral.gov.uk

APPENDICES

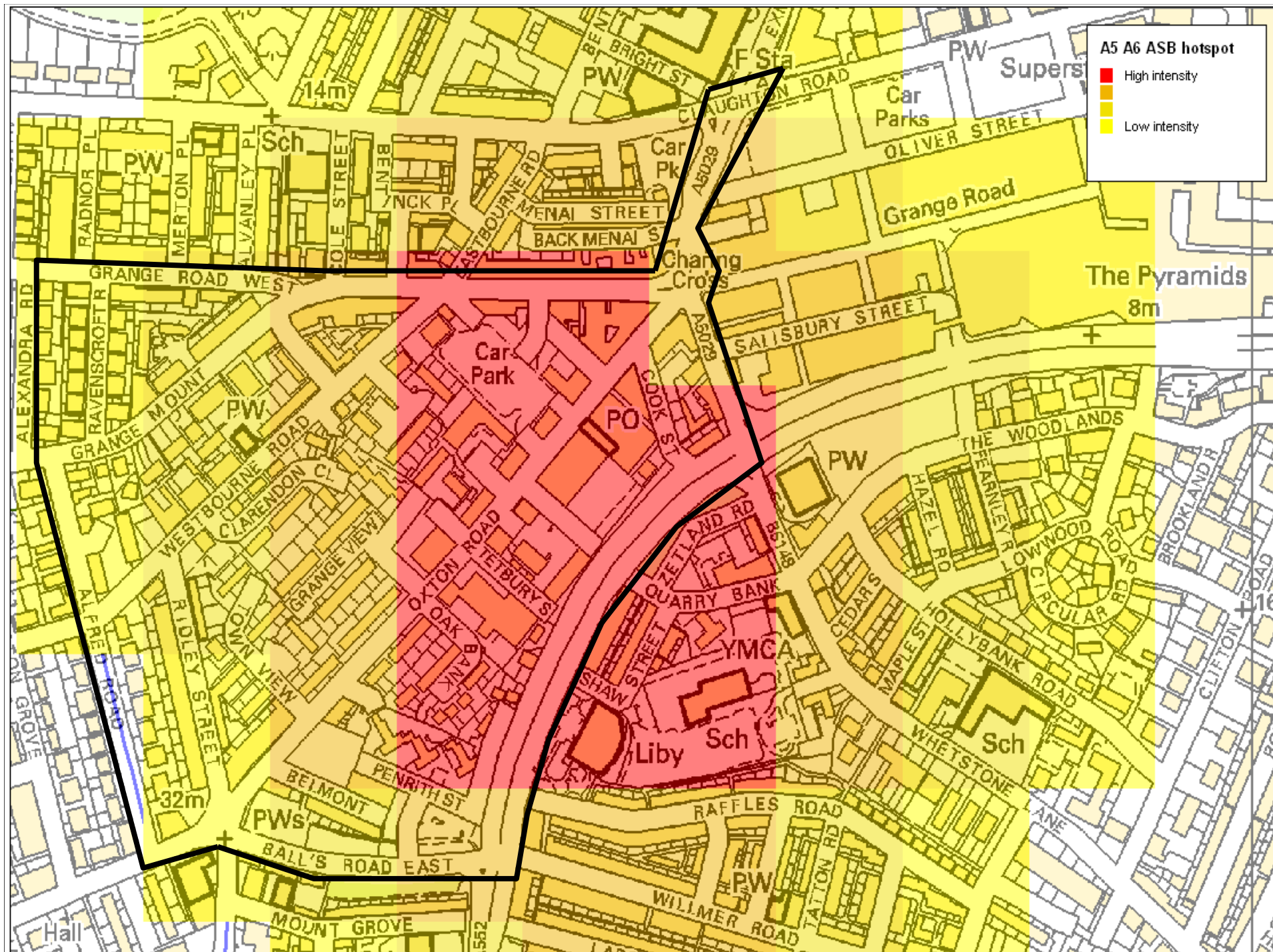
1. Map indicating Special Cumulative Impact Policy area
2. Letter from Merseyside Police
3. List of consultees
4. Response from Mr Kenny
5. Letter from Merseyside Police

REFERENCE MATERIAL

- None

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Licensing Act 2003 Committee	22 January 2014



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Dear Margaret,

The purpose of this letter is to provide you with sufficient information for you to be able to prepare a report for the Licensing Committee so that they may consider whether public consultation should take place regarding the introduction of a Special Cumulative Impact Policy (SCIP) for the Charing Cross area of Birkenhead town centre.

In May of this year Councillor Brian Kenny and Councillor Jean Stapleton requested a meeting to discuss their concerns regarding alcohol related anti-social behaviour and the availability of alcohol in the Charing Cross area. At the meeting the introduction of a SCIP for the Charing Cross area was discussed. It was agreed that research would be undertaken to assess whether there was good evidence that crime and disorder or nuisance was occurring, and if so, whether the problems were being caused by customers of Licensed Premises or that the risk of cumulative impact was imminent.

The results of that research were as follows,

- Analysis undertaken by the Wirral Community Safety Partnership identified that the Charing Cross area had the highest number of incidents of alcohol related anti-social behaviour anywhere in Wirral during the period 1st April 2012 to 31st March 2013 and that 34% of all complaints of Street Drinking in Wirral were received in relation to the Charing Cross area of Birkenhead.
- In July 2013 a report completed by a Senior Manager from the Council's Supported Housing and Homelessness team identified that Street Drinkers "have volitional reasons for drinking in the street, centred on social aspects and the expense of drinking in traditional establishments/public houses".
- Within the area where the incidents of alcohol related anti-social behaviour were the highest there are thirty one Licensed Premises, seven of which are licensed for the sale of alcohol for consumption off the premises, which are the source of the supply of alcohol for the Street Drinkers.
- The Government's Alcohol Strategy, published in 2012, states that "there is evidence of a link between the number of venues selling alcohol in one area and levels of harm, whether this is crime, damage to health, or harm to young people", and as evidence of this cites a study by Popova, S., Giesbrecht, N., Bekmuradov, D. and Patra, J. (2009), Hours and days of sale and density of alcohol outputs: Impacts on alcohol consumption and damage: A systematic review.

The conclusion drawn from this research was that the cumulative impact of the concentration of Licensed Premises in this area is contributing to the Licensing Objectives being undermined.

In August 2013 Merseyside Police wrote to the Licensing Authority for Wirral and requested that an approach to Cumulative Impact be included in its Statement of Licensing Policy. I understand that the Licensing Committee is due to meet to consider whether the public should be consulted on this matter. I would like to provide the following evidence to support the application,

- Between 1st November 2012 and 31st October 2013, 434 crimes were recorded in the Charing Cross area.
- 226 (52%) of the crimes took place in premises licensed for the sale of alcohol for consumption off the premises.
- 342 (78%) of the crimes were Theft offences.
- In 174 (40%) of the crimes, alcohol was a factor.
- In 9% of all incidents (572/6298) recorded in the area, alcohol was a factor.
- In 2010/11, there were 4.6 alcohol related crimes per 1000 people in Wirral.
- 1 in 9 of all crimes In Wirral are alcohol-related.
- In Wirral alcohol causes 121 deaths per year, of which 63 are alcohol-specific.
- The economic cost to Wirral of alcohol problems in terms of health, social cost, criminal justice, and lost productivity is estimated at £127million per year, of which £25million are healthcare costs.
- Charing Cross is in an area where the Rate of Alcohol Related Hospital Admissions is the highest in Wirral (NI 39 2010/11).

As a result of the available evidence it can be shown that there is good evidence that crime and disorder or nuisance is occurring, and that customers of Licensed Premises are causing the problems, and that the risk of cumulative impact of the concentration of Licensed Premises is imminent.

This application is supported by Community Impact Statements provided by Councillors, police officers, business owners and residents and who work and live in the area.

Merseyside Police has identified the boundaries of the area where the problems are occurring and respectfully request that the Licensing Committee agree to commence consultation with those specified in section 5(3) of the 2003 Licensing Act regarding the introduction of a Special Cumulative Impact Policy (SCIP) for the Charing Cross area of Birkenhead town centre, specifically in relation to premises that are licensed for the sale of alcohol for consumption off the premises.

This report is submitted for your consideration.

Simon Barrigan
Licensing Sergeant
Wirral BCU

Aaron and Partners	5-7 Grosvenor Court	Foregate Street	Chester	CH1 1HG	
Admiral Taverns (Nevada) Limited	Suite H3	Steam Mill Business Centre	Steam Mill Street	Chester	CH3 5AN
Admiral Taverns Limited	Milton Gate	60 Chiswell Street	London	EC1Y 4AG	
Alcoholics Anonymous	PO Box 1	10 Toft Green	York	YO1 7NJ	
Aldi Stores Ltd	Holly Lane	Atherstone	Warwickshire	CV9 2SQ	
Alfred Jones Ltd	Stanley House	Honiton Way	Penketh	Warrington	WA5 2EY
Andpaul Ltd	32 Avondale Road	Hoylelake	Wirral	CH47 3AS	
Asda Stores Limited	Asda House	Southbank	Great Wilson Street	Leeds	LS11 5AD
Assistant General Secretary	Equity	Guild House	Upper St Martins Lane	London	WC2H 9EG
Association of Licensed Multiple Retailers	9B Walpole Court	Ealing Studios	London	W5 5ED	
Binghams	26-28 Liscard Crescent	Wallasey	Wirral	CH44 1AE	
Birkenhead and Tranmere Ward Councillors					
Bond Dickinson	Ballard House	W Hoe Road	Plymouth	Devon	PL1 3AE
British Institute of Inkeeping	Wessex House	80 Park Street	Canberley	Surrey	GU15 3PT
British Retail Consortium	Second Floor	21 Dartmouth Street	London	SW1H 9BP	
Business in Sports & Leisure	17a Chartfield Avenue	Putney	London	SW15 6DX	
Carlton Little Theatre Trust	The Little Theatre	9B Grange Road West	Birkenhead	Wirral	CH41 4BY
Cash House Taverns Limited	11 Acacia Grove	West Kirby	Wirral	CH48 4DD	
Chief Fire Officer	Mersey Fire Office and Rescue Service	Service HQ	Bridle Road	Bootle	L30 4YD
Chief Superintendent John Martin	Wirral Area Commander	Manor Road Police Station	Manor Road	Wallasey	CH44 1DA
Cinema Exhibitors Association	22 Golden Square	London	W1R 3PA		
Co-operative Group Food Limited	New Century House	Manchester	M60 4ES		
CPL Training Limited	Egerton House	2 Tower Road	Birkenhead	Wirral	CH41 1FN
DWF	5 St Pauls Square	Old Hall Street	Liverpool	L3 9AE	
EAD Solicitors	Prospect House	Columbus Quay	Liverpool	L3 4DB	
Enterprise Inns Plc	3 Monkspath Hall Road	Solihull	West Midlands	B90 4SJ	
Federation of Licensed Victuallers Associations	The Raylor Centre	James Street	York	YO10 3DW	
Flint Bishop Solicitors	St Michaels Court	St Michaels Lane	Derby	DE1 3HQ	
Ford and Warren Solicitors	Westgate Point	Westgate	Leeds	LS1 2AX	
Foyzur Rahman & Sanar Uddin	Bollywood Lounge	33-37 Grange Road West	Birkenhead	Wirral	CH41 4BY
Fraser Brown Solicitors	84 Friar Lane	Nottingham	NG1 6ED		
Freeth Cartwright	Third Floor	St James' Building	61-95 Oxford Street	Manchester	M1 6FQ
Gosschalks Solicitors	Queens Gardens	Dock Street	Hull	HU1 3DZ	
Greene King Brewing & Retailing Ltd	Abbot House	PO BOX 337	Bury St Edmunds	Suffolk	IP33 1QW
Grs Pub Investments Limited	31 Haverscroft Industrial Estate	New Road	Attleborough	Norfolk	NR17 1YE
Guild of Master Victuallers	19 Warren Drive	Hornchurch	Essex	RM12 4QZ	

Halsalls Solicitors	17 Brandon Street	Birkenhead	Wirral	CH41 5HN	
Hardeep Singh	Bhandal's News and Booze	18 Grange Mount	Birkenhead	Wirral	CH43 4XW
Haworth and Gallagher Solicitors	39 Hamilton Square	Birkenhead	Wirral	CH41 5BP	
Iceland Foods Ltd	Second Avenue	Deeside Industrial Park	Deeside	Clwyd	CH5 2NW
Inn Confidence	Suite 30	Westminster Chambers	7 Hunter Street	Chester	CH1 2HR
Jazz Services Limited	First Floor	132 Southwark Street	London	SE1 0SW	
JD Wetherspoon Plc	Wetherspoon House	Reeds Crescent	Watford	WD24 4QL	
John Gaunt and Partners	Omega Court	374 Cemetery Road	Sheffield	S11 8FT	
Legal Manager (Licensing)	The Rank Group Plc	Statesman House	Stafferton Way	Maidenhead	SL6 1AY
Licensing Administration Manager	Somerfield Stores Limited	Somerfield House	Whitchurch Lane	Bristol	BS14 0TJ
Licensing Legal	Barclay House	35 Whitworth Street West	Manchester	M1 5NG	
Licensing Manager	Bargain Booze Limited	Unit 1, West Road	Crewe	Cheshire	CW1 6BP
Licensing Matters	Time Technology Park	Blackburn Road	Burnley	BB12 7TW	
Lidl Uk Gmbh	19 Worple Road	Wimbledon	London	SW19 4JS	
Lockett and Co,	Lockett House	13 Church Street	Kidderminster	DY10 2AH	
Marston's Plc	Marston's House	Wolverhampton	WV1 4JT		
Marston McColl Limited	Martin McColl House	Ashwells Road	Brentwood	Essex	CM15 9ST
Matrix	Station Approach	Pasture Road	Moreton	Wirral	CH46 8SD
McDonalds Restaurants Limited	11/59 High Road	East Finchley	London	N2 8AW	
Messrs Berwin Leighton Paisner	Solicitors	DX 92 London			
Messrs Poppleston Allen	Solicitors	DX10100 Nottingham			
Mitchells & Butlers Leisure Retail	27 Fleet Street	Birmingham	West Midlands	B3 1JP	
Mr David Rodrigues & Ms Tracy Martin	Alex and Shirley's	68 Oxton Road	Birkenhead	Wirral	CH41 2TW
Mr Emre Demir	Mr Yummie	11 Oxton Road	Birkenhead	Wirral	CH41 2QQ
Mr Faramarz Tahmasebi	Chegone Takeaway	41 Grange Road West	Birkenhead	Wirral	CH41 4BZ.
Mr Gulam Ali	Himalaya Restaurant	45 Oxton Road	Birkenhead	Wirral	CH41 2QQ
Mr Hoa Hoang	Lemon and Chilli	49 Oxton Road	Birkenhead	Wirral	CH41 2QQ
Mr John Stephen Cotgrave	Windsor Castle	Oxton Road	Birkenhead	Wirral	CH41 2TW
Mr Kevin Burrows	Recession Bar	2-4 Oxton Road	Birkenhead	Wirral	CH41 2QJ
Mr Khalil- Ahmad Husseyini	Pizza Perfect	36 Oxton Road	Birkenhead	Wirral	CH41 2QJ
Mr Kok Hwa Sim	Summer Palace Restaurant	51-53 Oxton Road	Birkenhead	Wirral	CH41 2QQ
Mr Marcin Szostak	Wawel	14 Oxton Road	Birkenhead	Wirral	
Mr Milosz Kwiecien	K & M General Store	7-9 Oxton Road	Birkenhead	Wirral	CH41 2QQ
Mr P Douglas	Douglas Licensing (NW)	3 Malika Place	Ashton in Makerfield	Wigan	WN4 0JP
Mr Shaun Kelly	Wine Lodge & Tap Room	Charing Cross	Birkenhead	Wirral	CH41 6EJ

Mr Syed Sheykul Islam	Amir Balti House	26 Grange Road West	Birkenhead	Wirral	CH41 4DA
Mr Tsun Ying Chen & Mrs Ay Lin Chen	Sun Ying	22-24 Grange Road West	Birkenhead	Wirral	CH41 4DA
Mrs Joyce Casey	Charing Cross Hotel	Grange Road West	Birkenhead	Wirral	CH41 4DA
Mrs Kamaleswari Rajenthiram	Best Price	82 - 84 Grange Road West	Birkenhead	Wirral	CH41 4DB
Mrs Khadijeh Behbod	Papa Pizza	3 Oxton Road	Birkenhead	Wirral	CH41 2QQ
Mrs Lau Yau Ng	New Sunrise Restaurant	24 Oxton Road	Birkenhead	Wirral	CH41 2QJ
Mrs Sandra Jean Karakan	Lee Marvin	2 Charing Cross	Birkenhead	Wirral	CH41 6EJ
Ms Linda Ormrod	Moodz	1 Charing Cross	Birkenhead	Wirral	CH41 6EJ
Ms Mei Nor Cheng	Chaplins Restaurant	22 Grange Mount	Birkenhead	Wirral	CH43 4XW
Ms S Gibbs	Inn Court, Licensing Consultants	65 Mapplewell Crescent	Great Sankey	Warrington	WA5 1UU
Murco Petroleum Limited	4 Beaconsfield Road	St Albans	Herts	AL1 3RH	
Musicians Union	33 Palfrey Place	London	SW8 1PE		
Napthens	Greenbank Court	Challenge Way	Greenbank Business	Blackburn	BB1 5QB
One Stop Stores Limited	Apex Road	Brownhills	Walsall	West Midlands	WS8 7TS
Pareto Retail Limited	Bargain Booze	56 Grange Road West	Birkenhead	Wirral	CH41 4DA
Poppleston Allen	37 Stoney Street	The Lace Market	Nottingham	NG1 1LS	
Punch Taverns	Jubilee House	Second Ave	Burton Upon Trent	Staffordshire	DE14 2WF
Punch Taverns Plc	Jubilee House	Second Avenue	Burton Upon Trent	Staffordshire	DE14 2WF
Responsible Authorities under Licensing Act					
Retail Director	Thwaites Inns	PO Box 50	Star Brewery	Blackburn	BB1 5BU
Ronsec Watford Limited	13-14 Esplanade	St Helier	Jersey	JE1 1BD	
Sainsbury's Supermarkets Limited	33 Holborn	London	EC1N 2HT		
Scottish Courage	2-4 Broadway Park	South Gyle Broadway	Edinburgh	EH12 9JZ	
Shaheen Balti Ltd	38 Tudorville Road	Bebington	Wirral	CH63 2HU	
Shell Uk Oil Products Limited	Shell Centre	London	SE1 7NA		
Shoosmiths Solicitors	3 Hardman Street	Spinningfields	Manchester	M3 3HF	
Sinnathamby Elangaiventhan	119 St Leonards Road	Northampton	NN4 8DN		
Spirit Pub Company (Services) Ltd	Sunrise House	Ninth Avenue	Burton upon Trent	Staffs	DE14 3JZ
Tesco Stores Limited	Tesco House	Delamare Road	Cheshunt	Waltham Cros	Herts EN8 9SL
The Chief Officer	Mersey Regional Ambulance Service	Trust Headquarters	Elm House, Belmont	Liverpool	L6 4EG
Theatrical Management Assn	32 Rose Street	London	WC2E 9ET		
TLT Solicitors	1 Redcliff Street	Bristol	BS1 6TP		
Trustees of the Diocese of Shrewsbury	2 Park Road South	Prenton	Wirral	CH43 4UX	
Ward Hadaway	The Observatory	Chapel Walks	Manchester	M2 1HL	
Whitbread Group Plc	Whitbread Court	Houghton Hall Business Pa	Porz Avenue	Dunstable	LU5 5XE
Winckworth Sherwood Solicitors	Minerva House	5 Montague Close	London	SE1 9BB	

Wirral Chamber of Commerce
Wm Morrison Supermarkets Plc
Working Mens Club & Institute Union
Wirral Councillors
The Director of Public Health
WBC Neighbourhood Engagement Officers

Egerton House
Hilmore House
253/254 Upper Street

2 Tower Road
Gain Lane
London

Birkenhead
Bradford
N1 1RY

Wirral
BD3 7DL

CH41 1FN

From: Kenny, Brian M. (Councillor)
Sent: 11 February 2014 16:50
To: Leyland, Richard K.
Cc: Davies, Phil L. (Councillor); Stapleton, Jean V. (Councillor); '<giuseppe.roberto@talktalk.net>'; 'Cath Bore'; 'mdaniel262@gmail.com'
Subject: RE: Licensing Act 2003 - Special Cumulative Impact Policy

Dear Richard

Thanks very much for your email from earlier this afternoon.

Birkenhead town centre is suffering because too many licences have been granted to licensees who act irresponsibly by selling alcohol to street drinkers, whose anti-social behaviour causes huge problems for residents and shoppers.

As a member of the Stronger Communities Initiative Assembly, based in Birkenhead, I see the magnificent efforts of many good, decent local people living in this area being totally undermined by the effects of street drinking.

I want to encourage regeneration in the Town Centre and I want to deter any further irresponsible sale of alcohol to street drinkers and, as a consequence, I totally support the introduction of a Cumulative Impact Policy.

I am extremely concerned about the problems caused by street drinkers in the centre of Birkenhead, and the dramatic increase in the number of premises wishing to obtain a license to sell alcohol.

There is no doubt, in my opinion, that the growth in the number of such outlets in such a small geographical area has been a major factor in the number of anti-social behaviour, and drink-related incidents, committed by people who are able to obtain easy access to cheap alcohol.

These people regularly make life an absolute misery for many constituents who live in this area. In particular, I have received many complaints from parents with young children, who dread having to walk past such individuals, who show no respect at all for decent local residents.

As Councillors, we are frequently contacted by local residents and businesses who suffer, on a daily basis, the impact of drunken people congregating to socialise and drink together on the street. Their subsequent behaviour is intolerable. Bad language and fighting occurs and local residents have to suffer the blight of their abandoned empty beer cans and other forms of litter which obviously has to be cleared by the Council, at some cost. Businesses have told us they are suffering an increase in shoplifting, and some want to leave when their leases end.

As a local Councillor for Birkenhead & Tranmere Ward, I totally support the introduction of a Cumulative Impact Policy for the Oxtan Road/Grange Road West area of Birkenhead.

There are many positive initiatives already taking place in, or planned for Birkenhead, including the proposed Wirral Youth Zone and Regeneration of the Town Centre. The newly-formed

Birkenhead Constituency Committee, chaired by Frank Field MP, should also bring about some real progress for Birkenhead.

Problems caused by the negative impact of alcohol on such initiatives in Birkenhead should not be allowed to take place. I have the privilege of working closely, along with my fellow-Ward Councillors, with many committed, enthusiastic and dedicated residents, who love Birkenhead too much to allow that to happen.

Please ensure that my above comments are taken into account, in considering the Cumulative Impact Policy.

Many Thanks.

Cllr. Brian Kenny

*Labour Councillor for Birkenhead & Tranmere
Wirral Labour Group Secretary
Wirral Cabinet Member for Environment & Sustainability*

Tel: 0151 638 5488

Mobile: 07850 091517

briankenny@wirral.gov.uk

<http://birkenheadandtranmerewlp.org.uk>

The contents of this email are the personal view of the author and should in no way be considered the official view of Wirral Council

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Sgt Simon Barrigan
Wirral Licensing Unit
Merseyside Police
Wallasey Police Station
Manor Road
Wallasey
CH44 1DA

Mrs M. O'Donnell
Licensing Authority
Wirral Borough Council
Wallasey Town Hall
Brighton Street
Wallasey
Wirral
CH44 8ED

3rd June 2014

Dear Margaret,

In August 2013 Merseyside Police wrote to the Licensing Authority requesting that consideration be given to including an approach to Cumulative Impact within its Statement of Licensing Policy for the Charing Cross area of Birkenhead.

The Licensing Act 2003 Committee considered the matter on Wednesday 22nd January 2014, when evidence was presented to the Committee in support of the request.

The purpose of this letter is to inform the Licensing Authority that Merseyside Police is no longer seeking for an approach to Cumulative Impact to be included within its Statement of Licensing Policy for the Charing Cross area of Birkenhead at this time.

The Charing Cross area remains a high risk location in relation to alcohol related crime and disorder. So much so that it has been necessary to extend the Stronger Communities Initiative to cover this area through the introduction of the Seven Beats Initiative, which commenced on 27th May 2014 with the introduction of a dedicated policing team to target the ongoing issues being suffered by residents and businesses in the area.

The Seven Beats Initiative has been introduced because 13% of all calls for service, 15% of all anti-social behaviour, 16% of all crime, 33% of all shoplifting and 18% of all violence experienced in Wirral occur within the seven beats in the centre of Birkenhead. It is intended that by adopting a targeted approach, with additional resources, then a positive impact will be had on these statistics resulting in an overall improvement to quality of life issues experienced in the area.

The size of the area covered by the seven beats is different from the area that was proposed to be covered by the Special Cumulative Impact Policy and in hindsight it would have been a more appropriate area for the introduction of an approach to Cumulative Impact than the area originally proposed. However, as it is not possible to amend an area after consultation has commenced, Merseyside Police consider that the most appropriate course of action at this stage would be to not proceed with the introduction of an approach

to Cumulative Impact for this area at this time, with a view to potentially seeking for an approach to Cumulative Impact to be included within the Licensing Authority's Statement of Licensing Policy for the 'seven beats' area at some point in the future.

Merseyside Police realises that it needs to have the appropriate tools available to be able to adequately uphold the Licensing Objectives when considering future applications and whilst a Special Cumulative Impact Policy for an area would be beneficial, Merseyside Police is confident that it will be able to make good use of the existing Home Office guidance on Cumulative Impact, in conjunction with the Licensing Authority's newly revised Statement of Licensing policy, to assess the merits of applications it receives in the future.

It is for these reasons that Merseyside Police wishes to express its thanks to the Licensing Authority for considering the request to introduce an approach to Cumulative Impact within its Statement of Licensing Policy for the Charing Cross area of Birkenhead, and for consulting on the matter, but respectfully requests that this matter is no longer considered.

Simon Barrigan
Licensing Sergeant
Wirral BCU