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Mrs M. O'Donnell  
Licensing Authority  
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3<sup>rd</sup> 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 22<sup>nd</sup> 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 27<sup>th</sup> 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  
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