

**Wisbech Town Centre
Cumulative Impact Assessment
2012**

Appendix A

Background

The Licensing Act 2003 provides a clear focus on the promotion of four statutory objectives which must be addressed when licensing functions are undertaken. They are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance;
- The protection of children from harm;

In areas where there is a significant concentration of licensed premises and there is sufficient evidence of negative impact on the statutory objectives The Licensing Act gives provision for the adoption of a Cumulative Impact Policy. The effect of adopting such a policy is to create a rebuttable presumption that applications for new premises licenses or major variations will be refused if representations are made about the likely impact of the proposals on the licensing objectives. This effectively requires the applicant to demonstrate that the operation of the premises involved will not add to the cumulative impact already being experienced.

Purpose

The purpose of this report is to review whether there are ongoing significant levels of crime and disorder attributed to a high concentration of licensed premises within the Cumulative Impact Area (CIA) and subsequently recommend whether any changes need to be made to the current area boundaries.

Methodology & Data Sources

The location of all licensed premises in Wisbech town centre was provided by PS David Bax, ASB Reduction and Licensing Manager. Licensed premises includes premises licensed for the sale of alcohol (licensed public houses, restaurants, off-licences, café/take-aways, leisure/cinema/sports, clubs, wine bars, schools/colleges and hotels) and premises with a Late Night Refreshment (LNR) license. The licensed premises were mapped enabling the concentration of premises and proximity to crime and disorder hotspots to be ascertained.

The following data sets were extracted from the Force data warehouse using i2 workstation:

- Violent crime¹ offences, criminal damage offences, and anti-social behaviour incidents which occurred between 01/01/2009 and 31/12/2011 in Wisbech town centre Wards².
- Alcohol-related³ violent crime offences, criminal damage offences, and anti social behaviour incidents which occurred between 01/01/2009 and 31/12/2011 in Wisbech town centre Wards.

Crimes and incidents which occurred in 2011 were then mapped using Blue 8 software to show the locations of the highest concentrations of offences and incidents.

¹ Throughout this document violent crime includes public order and affray offences.

² Medworth, Peckover, Clarkson, Hill Wards.

³ Alcohol – related offences and disorder were measured using an i2 query searching notes for keywords of 'alcohol', 'drinking', 'drunk' or 'intoxicated'.

Appendix A

1. Licensed Premises in Wisbech Town Centre - Overview

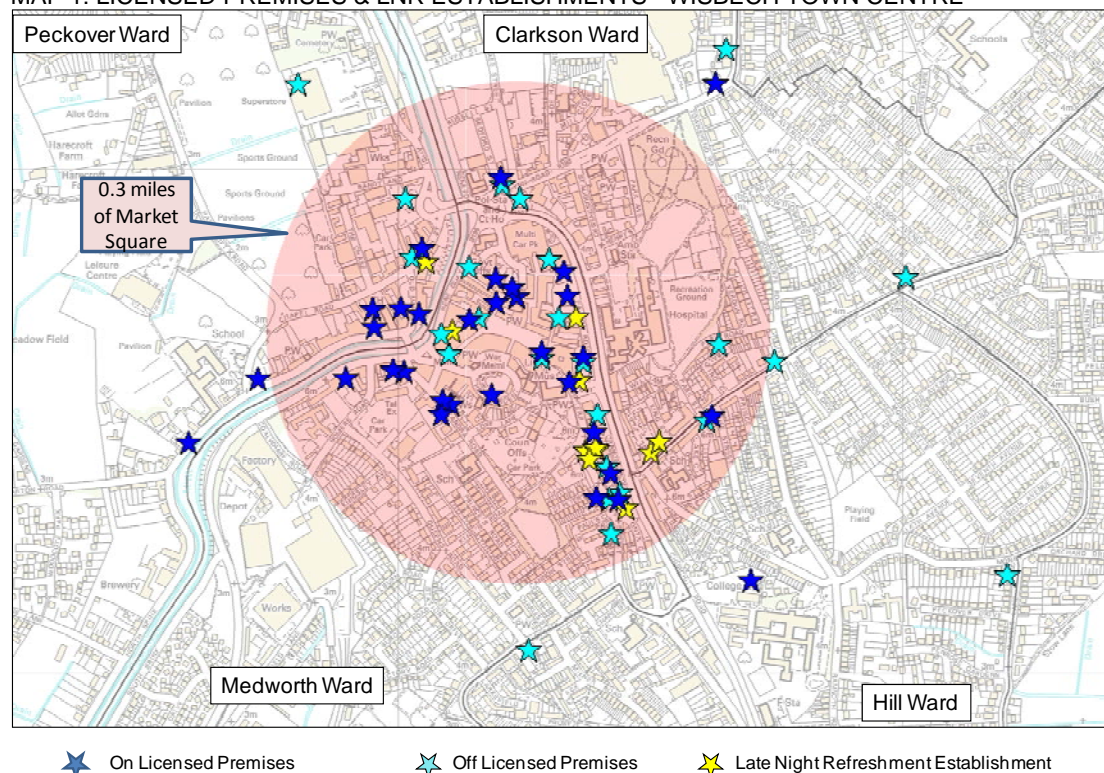
At the time of writing there are 70 licensed premises⁴ within Wisbech town centre Wards. Medworth ward has the highest number, (43 or 61%), and density per hectare, of licensed premises. This is shown on Chart 1 below. A list of the licensed premises and LNR establishments can be found in Appendix A, p10.

CHART 1: Number and density of licensed premises within Wisbech Town by Ward

Beat	On license	Off License	LNR	Total	%	Area (hectares)	Density per hectare
Medworth	21	13	9	43	61.4%	161	0.27
Peckover	7	3	1	11	15.7%	116	0.09
Clarkson	2	6	2	10	14.3%	69	0.14
Hill	3	3	0	6	8.6%	109	0.06
TOTAL	33	25	12	70	100%	455	0.15

It is apparent from Map 1 below, that most of the licensed premises and LNR establishments within Medworth Ward are clustered around the town centre; there are very few in residential areas. Furthermore, the licensed premises in neighbouring Wards are also predominantly in the town centre area - i.e. just over the Medworth Ward boundary. So irrespective of Ward boundaries, **there are 59 licensed premises and LNR within 0.3 miles of the market square⁵**, which equates to 84.3% of all licensed premises reviewed. This is shown by the red shaded circle on the map below.

MAP 1: LICENSED PREMISES & LNR ESTABLISHMENTS– WISBECH TOWN CENTRE



There are two areas in which the licensed premises and LNR establishments are particularly clustered:

⁴ This includes licensed public houses, restaurants, off-licences, café/take-aways, leisure/cinema/sports, clubs, wine bars, and hotels. This does not include betting shops, amusement arcades, conference centres, village/community halls and 'other' licensed premises.

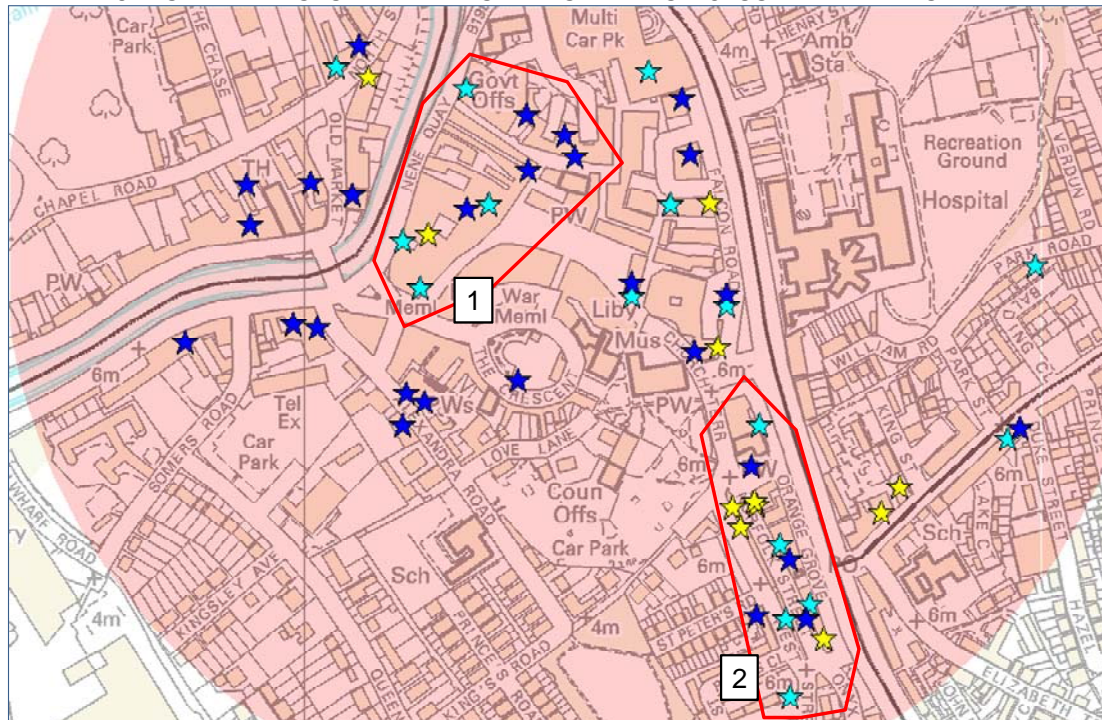
⁵ 12 LNR establishments, 19 off-licence, 28 on-licence

Appendix A

1. Area between Nene Quay and Market Square.
2. Norfolk Street area.

These two areas are shown on Map 2 below.

MAP 2: LICENSED PREMISES AND LNR ESTABLISHMENTS – CLUSTERED AREAS



1. Area between Nene Quay and Market Square.

This area measures a maximum of 250 x 170 meters (0.15x 0.10 miles) and contains 10 licensed premises and LNR establishments:

- **5 On-licences** – Horsefair Tavern, The Rose & Crown PH, New Inn PH, Wisbech & District Conservative Club, Ernies Place.
- **4 Off-licences** – Best Kebab, Savers, Wisbech off-licence, Wisbech International Food & Wine.
- **1 LNR** – Tasty China.

2. Norfolk Street area.

This area measures a maximum of 300 x 100 meters (0.20 x 0.06 miles) and contains 14 licensed premises and LNR establishments:

- **5 LNR** – Tandoori Hut, Hot & Spicy, Toppings, Charcoal Grill & Kebab, Bella Mosty Pizza.
- **5 Off-licences** – Krupa Newsagent, Wisbech Mini Market, Harans Best Price, Boyals Fish & Chip shop, Warszova.
- **4 On-Licences** – Bengal Spice, Five Bells PH, Chameleon bar & Restaurant, The Wheatsheaf PH.

2. Violent crime, criminal damage and anti-social behaviour in Wisbech town centre

Numbers and proportions of offences

Analysis of the volumes of certain crimes types that are often associated with alcohol consumption can be useful in understanding the likely impact of licensed premises in a given area.

Over the past three years total violent crime, criminal damage and anti-social behaviour has actually decreased⁶ in Wisbech town centre Wards. However, as shown by Chart 2 below, *alcohol-related* crimes and incidents – both the actual *volumes* and the *proportions* of these when compared to the total amounts - have increased since 2009.

Whilst some of the increase may be due to better crime recording, the figures do suggest that alcohol-related issues are currently a significant problem in Wisbech town centre.

CHART 2: VIOLENT CRIME, CRIMINAL DAMAGE & ASB - WISBECH TOWN CENTRE WARDS

Offence/incident	2009	2010	2011	% change 2009 to 2011
Violent crime	516	454	504	-2.3%
Alcohol-related violent crime (% of total violent crime)	211 (40.9%)	188 (41.4%)	244 (48.4%)	+15.6% (+7.5%)
Anti-social behaviour	1858	1543	1480	-20.3%
Alcohol-related ASB (% of total ASB)	508 (27.3%)	498 (32.3%)	533 (36.0%)	+4.9% (+8.7%)
Criminal Damage	377	372	314	-16.7%
Alcohol-related criminal damage (% of total Criminal Damage)	46 (12.2%)	58 (15.6%)	69 (22.0%)	+50% (+9.8%)

Hotspot Analysis

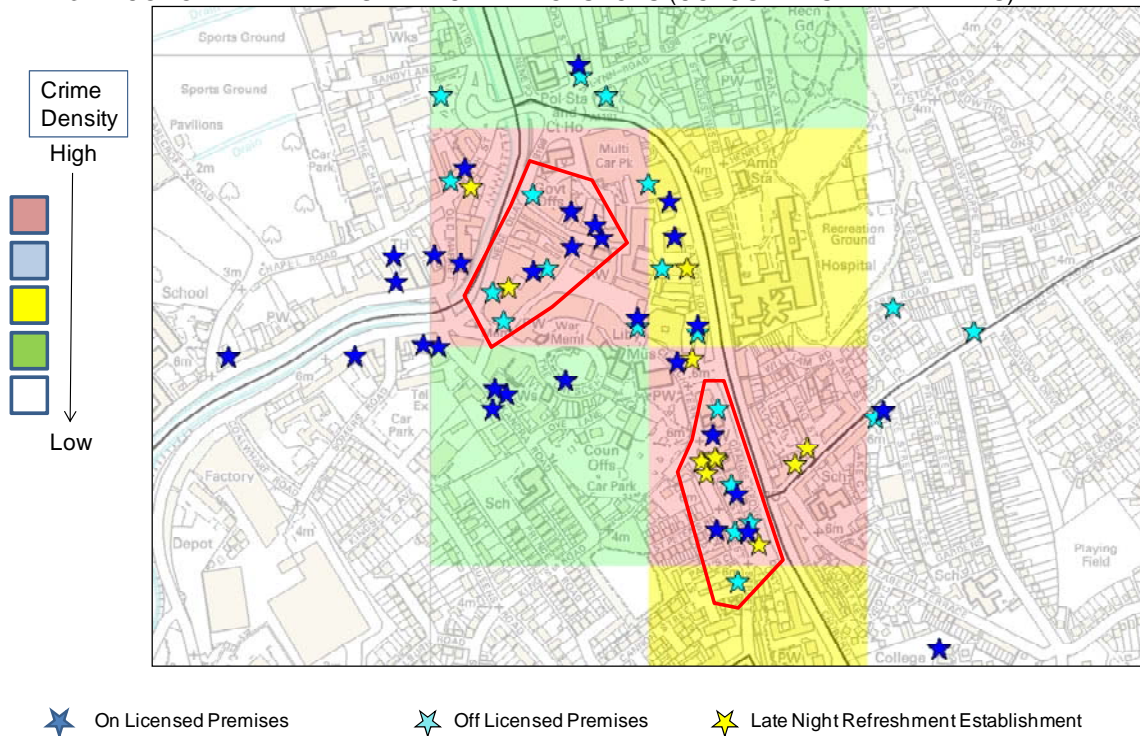
Within the town centre Wards, the hotspot locations of alcohol-related violent crime, criminal damage and ASB are very close to many of the licensed premises.

The following Maps 3-5 indicate the locations of alcohol-related violent crime, alcohol-related criminal damage, and alcohol-related ASB during 2011. These show quite clearly that the worst hotspots areas are in very close proximity to the locations in which the most licensed premises are located.

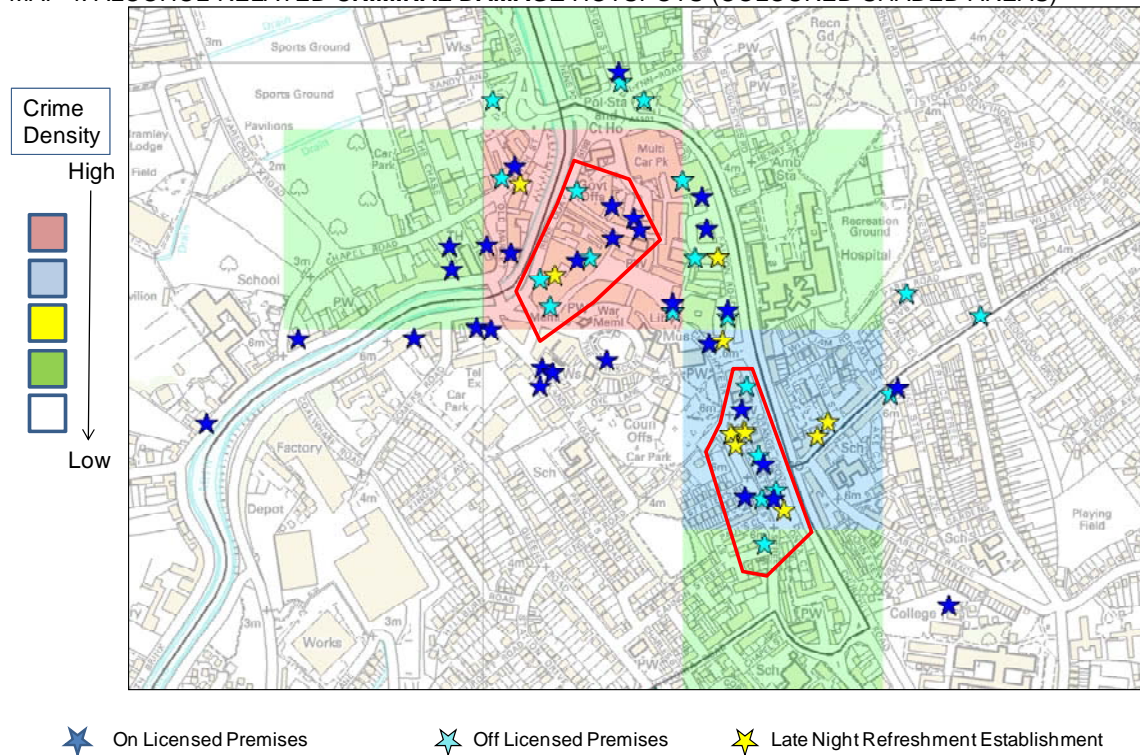
⁶ Offences and incidents are taken from data warehouse based on date occurred

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MAP 3: ALCOHOL-RELATED **VIOLENT CRIME** HOTSPOTS (COLOURED SHADED AREAS)

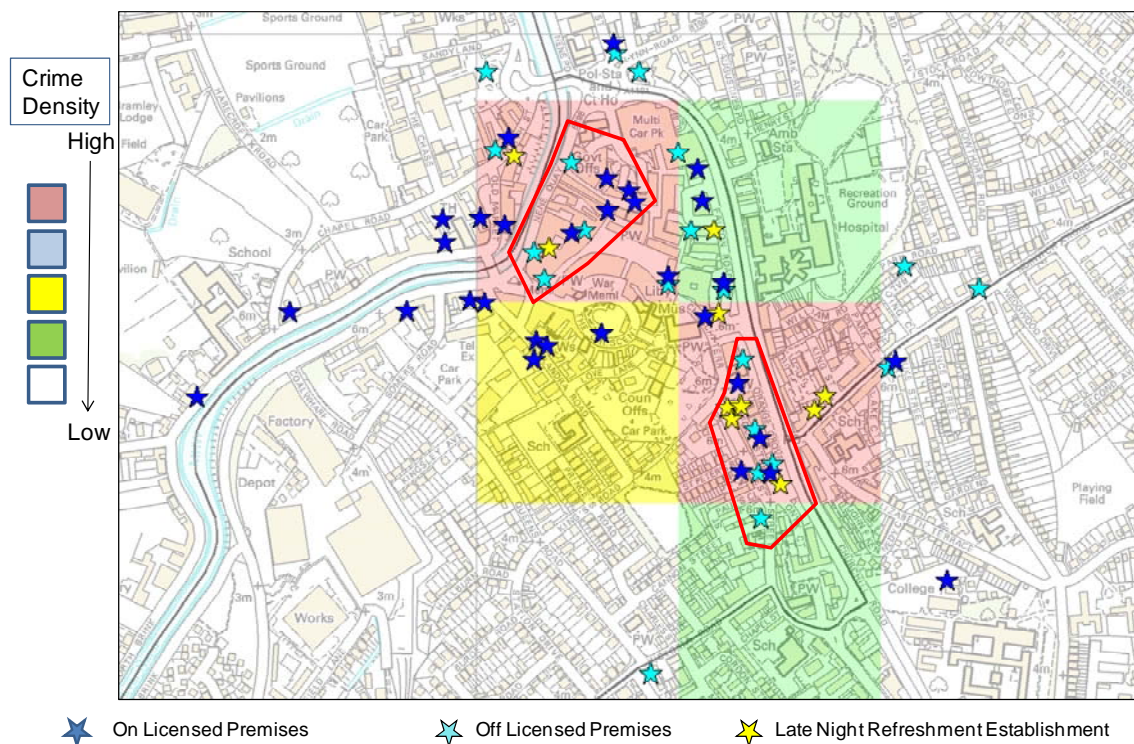


MAP 4: ALCOHOL-RELATED **CRIMINAL DAMAGE** HOTSPOTS (COLOURED SHADED AREAS)



MAP 5: ALCOHOL-RELATED **ASB** HOTSPOTS (COLOURED SHADED AREAS)

Appendix A



Comparison with other areas

Within the Fenland Strategic Assessment⁷ it was reported that 31% of all violent crime in the district is committed within the major 'pub-clusters' (groups of three or more pubs / clubs within 100 metres of each other). The Wisbech town centre 'pub-cluster' was the biggest contributor to this.

In a comparison of the pub clusters across Cambridgeshire the Wisbech town centre cluster was 2nd only to central Cambridge for the number of violent offences committed during the last 12 months and had a higher offence rate compared to many areas that are already defined as cumulative Impact zones (table 4, page 21 of the strategic assessment).

Further evidence provided by analysis of Ambulance call outs also shows that Wisbech town centre is the primary location for victims of violent assault within Fenland.

Peak Time Analysis

Analysis of the timings of alcohol-related violent crime and ASB further suggests a link with the "night time economy".

- **65.2% of alcohol-related violent crimes occurred between 7pm and 4am** the following morning – and six and ten of these occurred on a Friday or Saturday night;
- **53.7% of alcohol-related ASB incidents occurred between 7pm and 4am** the following morning – and over half were on a Friday or Saturday night.

The timing of **alcohol-related criminal damage** offences is more difficult to analyse as often these offences occur where no witness is present. Nevertheless, analysis shows that, where timings have been reported, **73.4%** of such offences occur in the **evening or overnight** (47/64 offences). Offences are slightly more prevalent on a Friday or Saturday night (40.4%), although Wednesdays and Sundays record a high proportion, too.

⁷ http://www.cambridgeshire.gov.uk/NR/rdonlyres/71A95BF2-5E5E-4E5A-9180-0B0BFE9876FB/0/FenlandSA2011v3_1_Part_One.pdf

Appendix A

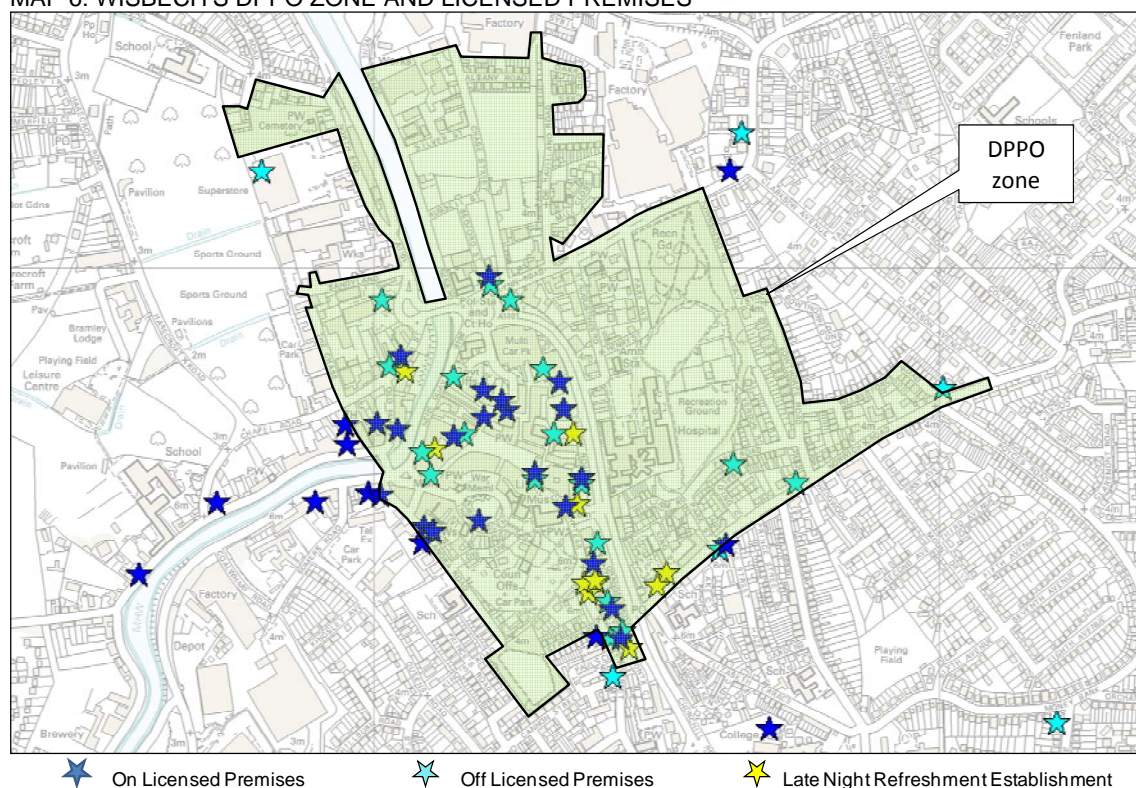
3. Existing DPPO

The Police and partner agencies are acutely aware of the problems alcohol consumption can bring and thus, since 28 November 2008, the majority of Wisbech town centre has been subject to a “Designated Public Place Order” (DPPO), which prohibits the drinking of alcohol in public places in that given zone. Map 6 below indicates that the vast majority of licensed premises are located within this DPPO zone.

In the nine month period **April to December 2011**, Cambridgeshire Police Officers made **676 seizures of alcohol** (i.e. cans, bottles) – an average of 75 per month – in the DPPO zone⁸.

Despite the regular, robust policing of the DPPO zone, alcohol-related problems still exist in the town centre area and thus it has become necessary to consider the cumulative impact of the licensed premises on crime and anti-social behaviour.

MAP 6: WISBECH'S DPPO ZONE AND LICENSED PREMISES



4. Conclusion

Whilst there have been some small reductions in violence in Fenland over the last 12 months, more significant reductions have been achieved in other parts of the County.

The end of year monitoring report for Fenland Community Safety Partnership also identified that Fenland has the 4th worst (out of 15) rate of violent crime compared to similar local authorities.

This suggests that there is a pressing need to take further action in order to reduce violence crime to more acceptable levels.

⁸ DPPO seizure list – ref DAB4

Appendix A

The evidence presented in this report shows **a clear relationship between the cluster of licensed premises in the centre of Wisbech and the location of violent crime** and other alcohol related offences. The evidence also shows that there is a relationship between this cluster and ambulance call outs to attend the victims of assault. More importantly the evidence within the Fenland Strategic Assessment 2011 also shows that **the problem of alcohol related violence is worse for Wisbech compared to other similar clusters within Cambridgeshire.**

Therefore it is recommended that a Cumulative Impact Area is established for the centre of Wisbech as a significant means of achieving the required reductions in violent crime.

4. Recommendation

Consideration should be given to establishing a Cumulative Impact Area in Wisbech town, comprising either:

1. The existing DPPO zone;
or
2. a 0.3 mile radius of the Market Square
or
3. the areas within the town centre with the greatest number of licensed premises – i.e. the area between Nene Quay and Market Square (cluster 1) and the Norfolk Street area (cluster 2) as shown on Map 2 on p4.

Appendix A

Appendix A: Licensed Premises and Late Night Refreshment Establishments in Wisbech Town Centre Wards

Type	Ward	Name	address
LNR	Clarkson Ward	China Garden	41 Norwich Rd, PE13 2AD
LNR	Clarkson Ward	Son Son	31 Norwich RD, PE13 2AD
off	Clarkson Ward	BP Garage	Lynn Rd, Wisbech, PE13 3DJ
off	Clarkson Ward	Costcutter	140-142 Elm Rd, PE13 2SG
off	Clarkson Ward	Mr Christopher Keteringham	Ketteringham Stores, 8B (?) Park Road, Wisbech, PE13 2DT
off	Clarkson Ward	Mr Jitendra Hoth	Priyas, 5 Lynn Road, Wisbech
off	Clarkson Ward	Premier 5 Stars	Premier 5 Stars, 195 - 197 Norwich Rd, Wisbech, PE13 3TB
off	Clarkson Ward	Rima Stores	141 Lynn Rd, PE13 3DH
on	Clarkson Ward	Alishan Restaurant	45 Bedford Street, PE13 3BN
on	Clarkson Ward	The Clarkson Arms	121 Lynn Rd, Wisbech, PE13 3DQ
off	Hill Ward	Dass Stores	51 Victoria Rd, PE13 2QF
off	Hill Ward	Quaker Stores	2 Quaker Lane, PE13 2JQ
off	Hill Ward	Seyon Store	72 Norwich Rd, Wisbech, PE13 2AP
on	Hill Ward	Gourmet Oriental	87 Norfolk St, PE13 2LH
on	Hill Ward	The Royal Standard	Elm Rd, Wisbech, PE13 2TB
on	Hill Ward	The Three Tuns	The Three Tuns, 76 Norwich Road, Wisbech, PE13 2AP
LNR	Medworth Ward	Bella Mosty Pizza	26/27 Norfolk St, PE13 2LF
LNR	Medworth Ward	Charcoal Grill Kebab & Pizza House	3 Norfolk St, PE13 2LD
LNR	Medworth Ward	Cyprus Kitchen	1A Falcon Rd, PE13 1AU
LNR	Medworth Ward	Hot & Spicy	108a Norfolk St, PE13 2LD
LNR	Medworth Ward	Istanbul Kebab	18 Blackfriars Rd, PE13 1AT
LNR	Medworth Ward	Tandoori Hut	112 Norfolk St, PE13 2LD
LNR	Medworth Ward	Tasty China	5 Nene Quay, PE13 1AQ
LNR	Medworth Ward	Toppings	3A Norfolk St, PE13 2LD
LNR	Medworth Ward	Wisbech Pizza and Kebab	4 Falcon Rd, PE13 1AU
off	Medworth Ward	Best Kebab	14-15 Nene Quay, Wisbech, PE13 1AQ
off	Medworth Ward	Boyals Fish & Chip shop	19-24 Norfolk St, Wisbech, PE13 2LF
off	Medworth Ward	Co-op Store, Wisbech	Somerfield Stores Ltd, Horsefield, Churchill Rd, Wisbech, PE13 1AR
off	Medworth Ward	Harans Best Price	Harans Best Price, 11 Norfolk St, Wisbech, PE13 2LD
off	Medworth Ward	Krupa Newsagent	44 West Street, Wisbech, PE13 2LY
off	Medworth Ward	Mr Karsan Modha	Market News, 54 Market Place, Wisbech, PE13 1DP
off	Medworth Ward	Raminta	4-6 Falcon Rd, Wisbech, PE13 1AU
off	Medworth Ward	Savers	27 Market Place, Wisbech, PE13 1DQ
off	Medworth Ward	The Brittannia Cafe	1 Little Church Street, PE13 1BG
off	Medworth Ward	Warszova	Warszova, 96 Norfolk st, Wisbech, PE13 2LF
off	Medworth Ward	Wisbech International Food & Wine	21 High Street, Wisbech, PE13 1DE
off	Medworth Ward	Wisbech Mini Market	Wisbech Mini Market, 17 Church Terrace
off	Medworth Ward	Wisbech Off Licence	Wisbech Off -Licence, European Food & Wine, Nene Quay
on	Medworth Ward	Bengal Spice	22/24 Norfolk St, PE13 2LF
on	Medworth Ward	Chameleon Bar & Restaurant	55 West St, PE13 2LY
on	Medworth Ward	Dukes Head PH	Dukes Head, 8 Church Terrace, Wisbech, PE13 1BL
on	Medworth Ward	Elgoods & Sons Ltd.,	Five Bells P House, Norfolk St, Wisbech, PE13 2LD
on	Medworth Ward	Empire Theatre	1 Blackfriars Rd, PE13 1AT
on	Medworth Ward	Ernies Place	17 Hill St, PE13 1BA
on	Medworth Ward	Horsefair Tavern	Horsefair Tavern, 31 Hill Street, Wisbech, PE13 1DB
on	Medworth Ward	J D Wetherspoon	The Wheatsheaf, 18 Church Terr, Wisbech, PE13 1BL
on	Medworth Ward	Public Inns Partnership	The Muppett Inn, 52 Market Place, Wisbech, PE13 1DY
on	Medworth Ward	Spice Bar & Restaurant	6 Falcon Rd, Wisbech, PE13 1AU
on	Medworth Ward	The Angel Inn	Mr A Balsevics, Alexandra Rd, Wisbech
on	Medworth Ward	The Angles Theatre	The Angles Theatre, Alexandra Rd Wisbech, PE13 1HQ
on	Medworth Ward	The Case PH	The Case, Horsefair, Wisbech, PE13 1AR
on	Medworth Ward	The Ferry Project	10a-14 South Brink, PE13 1JQ
on	Medworth Ward	The Gallery	New Inn, Wisbech, PE13 1DJ
on	Medworth Ward	The Rose & Crown	23-24 Market Place, Wisbech, PE13 1DG
on	Medworth Ward	White Lion Hotel (The)	5 South Brink, PE13 1JD
on	Medworth Ward	Wisbech & District Conservative Club	29 Hill St, PE13 1BD
on	Medworth Ward	Wisbech & District Ex Services Club	Wisbech & District Ex Services Club, Alexandra Rd, Wisbech
on	Medworth Ward	Wisbech Conservative Club	36 Alexandra Rd, PE13 1HQ
on	Medworth Ward	Wisbech Masonic Lodge	The Wesley Hall, The Crescent, PE13 1EH
LNR	Peckover Ward	Ho Ho	7 North Street, PE13 1NP
off	Peckover Ward	Aldi Stores Limi	Aldi Stores, Sandyland, Wisbech, PE13 1NX
off	Peckover Ward	Asda Stores Ltd	23 North End, Wisbech PE13 1PE
off	Peckover Ward	Mr Devshi Karavadra	D & S News, 9 North Street, Wisbech, PE13 1NP
on	Peckover Ward	Moghul Palace	13a North Street, PE13 1NP
on	Peckover Ward	Mr Geoffrey G Jones	Mendis Restaurant 22-23 Old Market, Wisbech, PE13 1NB
on	Peckover Ward	The Hare & Hounds	North Brink, Wisbech, PE13 1JR
on	Peckover Ward	The Kings Head	The Kings Head, 13 Old Market, Wisbech, PE13 1NJ
on	Peckover Ward	The Red Lion	North Brink, Wisbech, PE13 1JR
on	Peckover Ward	The Rose Tavern	53 North Brink, Wisbech, PE13 1JX
on	Peckover Ward	The Venue	Chapel RD, Wisbech, PE13 1RG

Appendix B1

Cumulative Impact Policy Consultation

What is cumulative impact?

Cumulative impact is not mentioned specifically in the Licensing Act 2003, but is covered within the Section 182 Guidance issued in conjunction with the Act, which refers to it as 'the potential impact on the promotion of the licensing objectives of a significant number of licensed premises concentrated in one area'.

This may include potential impact on crime and disorder or public nuisance resulting from a concentration of licensed premises in an area which is likely to undermine the promotion of the licensing objectives.

When can a Cumulative Impact Policy be implemented?

Following consultation and subject to a supporting body of evidence from either an interested party and/or the Responsible Authorities as listed in Section 5(3) of the Licensing Act 2003, a decision can be taken to subject an area to a Cumulative Impact Policy.

Where the council is satisfied that such a policy is appropriate and necessary in order to promote the Licensing Objectives, it must be included in the Licensing Policy Statement.

The Cumulative Impact Policy will indicate that the Council is adopting a policy of refusing applications in a specified area whenever it received relevant representations about the cumulative impact of such on the licensing objectives.

However, the adoption of the policy does not prohibit applications in the designated cumulative impact area, and it is for the applicant to demonstrate that the operation of the premises involved will not add to the cumulative impact already being experienced.

What will happen following the consultation?

The responses will be summarised and included in a report to the Council's Licensing Committee so that they may take regard of the responses before making any decision on a Special policy for inclusion in the Council's Statement of Licensing Policy.

Any such recommended amendments to the Statement of Licensing Policy will then be included in a report to Full Council for approval.

Please return your completed response form to the Licensing Team;

Via Post to: Fenland Hall, County Road, March. PE15 8NQ

Via email to: licensing@fenland.gov.uk

Consultation end date: 08 March 2013

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NOTICE

Cumulative Impact Policy Consultation

Have your say on proposed changes to the Council's Licensing Policy.

Following representations from Cambridgeshire Constabulary, Fenland District Council has been asked to consider the adoption of a Cumulative Impact Policy for Wisbech Town Centre.

This consultation seeks views on the proposed special policy for the area of Wisbech Town Centre and includes;

- Whether there should be a special policy for the area identified.
- The boundary of any areas for which a special policy should have effect.
- The extent of the special policy in the area identified.

Before a final decision is made on implementing any special policy in this area, the Council would like to hear views on the proposal so that they may be taken into account.

Response forms and further information is available;

- on the council website www.fenland.gov.uk
- the Wisbech One Stop Shop on Bridge Street
- at Fenland Hall, County Road, March.
- and from licensing@fenland.gov.uk

Your response must be received on or before the 08 March 2013.

Published on 19/12/12

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Website information

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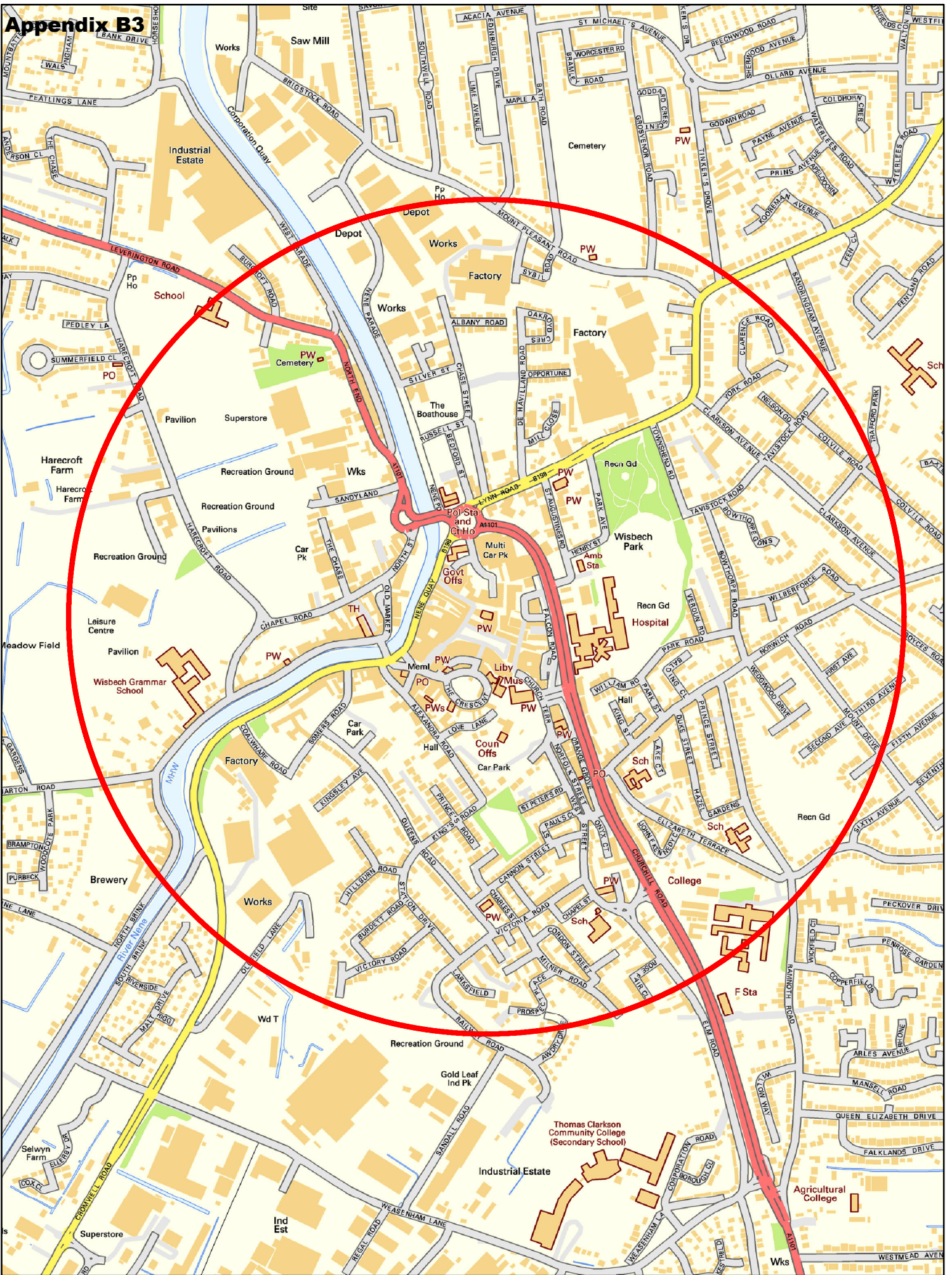
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Via email to: licensing@fenland.gov.uk

Consultation end date: 08 March 2013

Appendix B3



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Wisbech Cumulative Impact Zone

Scale = 1:10,000



Appendix B4

Fenland District Council

Cumulative Impact Policy

1.0 Legislative Framework

1.1 Fenland District Council, as the Licensing Authority, has a duty to comply with its obligations under Section 17 of the Crime and Disorder Act 1998, and to promote the Licensing Objectives contained within the Licensing Act 2003, namely:

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

1.2 Due regard is had to Section 182 Guidance issued under Section 182 of the Licensing Act 2003, as revised in 2012 concerning the cumulative impact of licensed premises within an area, and the resultant impact on the promotion of the licensing objectives.

1.3 The cumulative impact of licensed premises on the promotion of the licensing objectives under the Licensing Act 2003 is a proper matter which the Licensing Authority can take into account.

1.4 This should not, however, be equated with the 'need' for a licensed premises. This relates to the commercial demand for a particular type of premises. The issue of 'need' is a matter for the market to decide, and does not form part of the Cumulative Impact Policy or wider Licensing Policy Statement.

2.0 Definition

2.1 For the purposes of the Fenland District Council Statement of Licensing Policy, cumulative impact is defined as:

'The potential impact on the promotion of the licensing objectives where there are a number of licensed premises concentrated in one area.'

2.2 Where the number, type and density of licensed premises are unusually high, serious problems of noise, nuisance and disorder can occur outside or some distance away from the licensed premises in question. This is described as the cumulative impact of all premises taken together.

2.3 It is recognised that the impact on surrounding areas in relation to the behaviour of patrons from a number of premises located in close proximity to one another is greater than the impact of individual premises.

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2.4 The issue of cumulative impact is also linked to:

- Any material increase in the occupant capacity of the premises;
- Any change in the nature of the operation of the premises. This may include a change to layout, the provision of vertical drinking, * the inclusion of regulated entertainment, the addition of other licensable activities, extension to the times regulated entertainment and alcohol is sold or supplied, both on and off the premises;
- Consideration will also be given to applications for premises seeking to provide late night refreshment between the hours of 11.00pm -5.00am.

3.0 Context

3.1 The Licensing Authority may receive relevant representations from either a 'Responsible Authority' or an 'Interested Party,' that the cumulative impact of new premises licences, material changes and variations to existing permissions is leading to an area becoming saturated with licensed premises.

3.2 The issue of cumulative impact will be taken into account when considering the individual merits of an application. The onus is on the person or organisation making representations to prove any assertion by way of evidence, that the addition of the premises concerned and/or a variation to activities, hours or a change in nature of operation will undermine the promotion of the licensing objectives.

3.3 The Licensing Authority will not operate a quota of any kind which would pre-determine an application, nor will it seek to impose general limitations on trading hours in particular areas unless there are clear, evidence based reasons for doing so.

3.4 Regard will be given to the individual characteristics of the premises concerned within a given area. It is recognised that pubs, nightclubs, restaurants, hotels, theatres, and other clubs all sell alcohol, serve food and provide regulated entertainment, but with contrasting styles and characteristics.

3.5 Proper regard will be made to those differences and the impact they are likely to have on the local community. It is recognised that it may not always be possible to attribute issues to a particular premise, or patrons from a particular premises, but that cumulatively; there can be a negative effect.

4.0 Adoption of Cumulative Impact Policy

4.1 Consideration will be given to the infrastructure in place to facilitate the dispersal of patrons from an area, including the availability of late night bus services, taxis and street cleansing services when establishments offering food, alcohol and regulated entertainment close.

4.2 A major concern for the Council is the level of alcohol related violent crime and alcohol related Anti Social Behaviour. This is particularly apparent in the town centre and its impact on policing the evening and night time economy.

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4.3 The Council have considered:

- Evidence of serious concern, regarding the concentration of licensed premises that is undermining the promotion of the licensing objectives from a Responsible Authority, namely Cambridgeshire Constabulary.
- Evidence from 'Other Persons,' to include local businesses, residents and representatives groups regarding noise, nuisance and disorder where a particular concentration of licensed premises in an area of Fenland is considered to be causing a negative impact on one or more of the licensing objectives.

5.0 What Does The Policy Do?

5.1 The effect of adopting a Cumulative Impact Policy is to create a rebuttable presumption that applications for new premises licence, club premises certificates or material variations to such will normally be refused if relevant representations are received.

5.2 Applicants must address the Cumulative Impact Policy and produce evidence to demonstrate how the application will:

- (a) Not add to cumulate impact, and challenges already being experienced in the area or;
- (b) Undermine the promotion of the licensing objectives.

5.3 The applicant must produce evidence to rebut the presumption to refuse an application within the Cumulative Impact Policy area. This Policy takes effect where a relevant representation is received.

5.4 It must be stressed that the presumption to refuse an application does not relieve Responsible Authorities of 'Other Persons' of the need to provide supporting evidence in conjunction with a relevant representation. This must be submitted before the Licensing Authority may lawfully consider giving effect to the Cumulative Impact Policy.

5.5 Where there is evidence that a particular area of the District is already suffering adverse effects arising from a concentration of licensed premises, and it can be demonstrated that communities are under pressure because of it, this will be taken into account in determining any further applications or material changes to licensed premises within the area identified. This includes:

- The character of the surrounding area;
- The impact of the licence on the surrounding area, both individually, and cumulatively with existing licences;
- The nature and character of the proposed operation;

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- The availability of other support services at key times, for example street cleansing services;
- The impact upon the policing of an area.

6.0 Integration of Strategies

- 6.1 Licensing law is not the primary mechanism for the general control of nuisance and anti-social behaviour by individuals once they are away from licensed premises and beyond the control of the licence holder but is still a key aspect of such control and will be part of a holistic approach to the management of the day and night time economy in the District.
- 6.2 The Licensing Authority recognises that as well as licensing legislation, there are a number of other mechanisms for addressing issues of noise, nuisance and anti social behaviour which occur in the vicinity of licensed premises. These include:
- Planning controls;
 - Ongoing measures to provide a safer and cleaner environment in partnership with residents, local businesses and others;
 - Powers to designate parts of the District which restricts the consumption of alcohol in designated public places;
 - Confiscation of alcohol in designated areas;
 - Police enforcement of the law with regard to disorder and anti-social behaviour;
 - Police powers to close some premises for up to 24 hours in extreme cases of disorder or excessive noise;
 - The power of police, local businesses or residents to seek a review of the premises licence;
 - Enforcement action against those selling or supplying alcohol to people who are underage or already drunk.
- 6.3 The Licensing Authority may address a number of these issues through Community Safety Partnerships in line with the strategic objectives for crime and disorder reduction within the District.
- 6.4 The Licensing Authority and Cambridgeshire Police are aware of the problems associated with the town centre area in respect of alcohol related crime and disorder and have launched a number of initiatives to combat this including intelligence sharing about problem premises, joint licensing visits and targeted activity.
- 6.5 There is an established alcohol treatment referral scheme for those individuals who come into custody and investment in diversionary activities for young people.
- 6.6 The Licensing Authority recognises that the Cumulative Impact Policy is one of a range of mechanisms to regulate activities of both premises and individuals, as part of a holistic approach which seeks to offer treatment to individuals and other interventions as appropriate.

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6.7 Other measures include an established radio system to facilitate communication between licensed premises and exclude problem individuals from venues, CCTV coverage and monitoring of the centre, regular joint operations to monitor licensed premises, active use of dispersal orders.

7.0 Where Does The Cumulative Impact Policy Apply?

7.1 The Licensing Authority has applied a special Cumulative Impact Policy to an area around Wisbech Town Centre. This is identified on the map attached at Appendix A.

7.2 The Licensing Authority believes that, following evidence from Cambridgeshire Constabulary, taking account of relevant feedback from the public consultation and in conjunction with the Crime Safety Partnership, that the cumulative impact of licensed premises in this area undermines the promotion of the licensing objectives.

7.3 Within Wisbech Town Centre, there is strong evidence of an impact on crime and disorder caused by the number of people attending licensed premises. The Police have provided statistical information in respect of the number of crimes within this area. Statistical evidence demonstrates the following:

- Over the past three years total violent crime, criminal damage and anti-social behaviour has actually decreased in Wisbech Town Centre Wards. However, as shown by the chart below, *alcohol-related* crimes and incidents – both the actual volumes and the proportions of these when compared to the total amounts – have increased since 2009.

CHART 2: VIOLENT CRIME, CRIMINAL DAMAGE & ASB - WISBECH TOWN CENTRE WARDS Offence/incident	2009	2010	2011	% change 2009 to 2011
Violent crime	516	454	504	-2.3%
Alcohol-related violent crime (% of total violent crime)	211 (40.9%)	188 (41.4%)	244 (48.4%)	+15.6% (+7.5%)
Anti-social behaviour	1858	1543	1480	-20.3%
Alcohol-related ASB (% of total ASB)	508 (27.3%)	498 (32.3%)	533 (36.0%)	+4.9% (+8.7%)
Criminal Damage	377	372	314	-16.7%
Alcohol-related criminal damage (% of total Criminal Damage)	46 (12.2%)	58 (15.6%)	69 (22.0%)	+50% (+9.8%)

- Within the Fenland Strategic Assessment * It was reported that 31% of all violent crime in the district is committed within the major 'pub clusters' (groups of three or more pubs/clubs within 100 metres of each other). The Wisbech Town Centre 'pub cluster' was the biggest contributor to this.

* http://www.cambridgeshire.gov.uk/NR/rdonlyres/71A95BF2-5E5E-4E5A-9180-0B0BFE9876FB/0/FenlandSA2011v3_1_Part_One.pdf

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- In comparison of the pub clusters across Cambridgeshire the Wisbech Town Centre cluster was 2nd only to central Cambridge for the number of violent offences committed during the last 12 months and had a higher offence rate compared to many areas that are already defined as Cumulative Impact Zones.
- Further evidence provided by analysis of Ambulance call outs also shows that Wisbech Town Centre is the primary location for victims of violent assault within Fenland.
- Analysis of the timings of alcohol-related violent crime and ASB further suggests a link with the night time economy.
 - **65.2%** of alcohol related violent crimes occurred between 7pm and 4am the following morning – and six out of ten of these occurred on a Friday or Saturday night;
 - **53.7%** of alcohol related ASB incidents occurred between 7pm and 4am the following morning – and over half were on a Friday or Saturday night.
- The timing of alcohol related criminal damage offences are more difficult to analyse as often these offences occur where no witness is present. Nevertheless, analysis shows that, where timings have been reported, **73.4%** of such offences occur in the evening or overnight (47/64 offences). Offences are slightly more prevalent on a Friday or Saturday night (40.4%), although Wednesdays and Sundays record a high proportion too.
- Since 28 November 2008, the majority of Wisbech Town Centre has been subject to a 'Designated Public Place Order' (DPPO), which prohibits the drinking of alcohol in public places in that given zone. The vast majority of licensed premises are located within this DPPO zone.
- Despite the regular, robust policing of the DPPO zone, alcohol-related problems still exist in the town centre area and thus it has become necessary to consider the cumulative impact of the licensed premises on crime and anti-social behaviour.

8.0 Conclusion

- 8.1 The conclusion drawn in respect of the evidence is that where relevant representations are submitted, the Cumulative Impact Policy should aim to limit the number of new or material variations to licensed premises. The rebuttable presumption to refuse such remains in place.
- 8.2 The Licensing Authority believes that the presence of a Cumulative Impact Policy in the designated area will support and assist the range of strategies in place to tackle alcohol related crime and disorder.

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- 8.3 Accordingly, the Licensing Authority has resolved to maintain the Cumulative Impact Policy. The Policy will come into effect where relevant representations are received, will seek to prevent a further increase in the number of licensed premises and material changes to licences within that area.
- 8.4 The Licensing Authority wishes to encourage the provision of a range of entertainment in the area and to reduce the dominance of pubs, off licences, and take away premises with off licences. Any further expansion of licensed premises and the evening or night time economy should be consistent with the wider regeneration aspirations of the Council and its partners and should actively promote an inclusive town centre for all that is a safe and pleasant place to be in. This will be balanced against any likely negative impact on the licensing objectives.
- 8.5 The Licensing Authority has resolved that the Cumulative Impact Policy is one such measure to facilitate this, and ensure that the correct balance is sought.

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Cumulative Impact Consultation

It is proposed that the special policy would apply in respect of a distinct area identified as Wisbech Town Centre.

Such a policy is considered necessary to address the cumulative effect of licensed premises in the area.

1.	Do you consider that a special policy should be adopted in respect of the cumulative impact of licensed premises within the identified area?	Yes/no
2.	Please provide the reasons for your answer and include any evidence that supports your position.	
3.	The boundary used is based upon the area identified as Wisbech Town Centre, but has been amended to include all bordering licensed premises. Do you agree with the boundary lines drawn?	Yes/no
4.	If you have answered 'No', please provide details of what boundary (if any) you consider should be used for any special policy for that area, and your reasons why.	
5.	The effect of the proposed special policy is that there will be a presumption that all licensed premises will be affected. *delete as required.	*Not required *Too restrictive *Just right
6.	Please give reasons for your answer.	
7.	A copy of the proposed wording of the special policy for Wisbech Town Centre is provided with this consultation. Do you consider that there should be amendments?	Yes/no

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8.	If you have answered 'Yes' please provide details of your proposed amendments.	
9.	What would be the intended effects of your proposed revision?	
10.	What are your reasons for your changes?	
11.	Do you have any other comments you would like to make?	Yes/no Please specify
12.	Your Name:	
13.	Your address:	
14.	Email Address:	
15.	I am responding as a: <ul style="list-style-type: none">• Local resident• Local business• Local residents' association• Local business association• other	
16.	If responding as an association or 'other, please provide details:	
17.	If responding as a local business: is your premises licensed under the Licensing Act 2003?	Yes/no
18.	What is the nature of your business?	

Your response must be received on or before the 08 March 2013

**Wisbech Town Centre
Cumulative Impact Assessment
2012**

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Background

The Licensing Act 2003 provides a clear focus on the promotion of four statutory objectives which must be addressed when licensing functions are undertaken. They are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance;
- The protection of children from harm;

In areas where there is a significant concentration of licensed premises and there is sufficient evidence of negative impact on the statutory objectives The Licensing Act gives provision for the adoption of a Cumulative Impact Policy. The effect of adopting such a policy is to create a rebuttable presumption that applications for new premises licenses or major variations will be refused if representations are made about the likely impact of the proposals on the licensing objectives. This effectively requires the applicant to demonstrate that the operation of the premises involved will not add to the cumulative impact already being experienced.

Purpose

The purpose of this report is to review whether there are ongoing significant levels of crime and disorder attributed to a high concentration of licensed premises within the Cumulative Impact Area (CIA) and subsequently recommend whether any changes need to be made to the current area boundaries.

Methodology & Data Sources

The location of all licensed premises in Wisbech town centre was provided by PS David Bax, ASB Reduction and Licensing Manager. Licensed premises includes premises licensed for the sale of alcohol (licensed public houses, restaurants, off-licences, café/take-aways, leisure/cinema/sports, clubs, wine bars, schools/colleges and hotels) and premises with a Late Night Refreshment (LNR) license. The licensed premises were mapped enabling the concentration of premises and proximity to crime and disorder hotspots to be ascertained.

The following data sets were extracted from the Force data warehouse using i2 workstation:

- Violent crime¹ offences, criminal damage offences, and anti-social behaviour incidents which occurred between 01/01/2009 and 31/12/2011 in Wisbech town centre Wards².
- Alcohol-related³ violent crime offences, criminal damage offences, and anti social behaviour incidents which occurred between 01/01/2009 and 31/12/2011 in Wisbech town centre Wards.

Crimes and incidents which occurred in 2011 were then mapped using Blue 8 software to show the locations of the highest concentrations of offences and incidents.

¹ Throughout this document violent crime includes public order and affray offences.

² Medworth, Peckover, Clarkson, Hill Wards.

³ Alcohol – related offences and disorder were measured using an i2 query searching notes for keywords of 'alcohol', 'drinking', 'drunk' or 'intoxicated'.

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1. Licensed Premises in Wisbech Town Centre - Overview

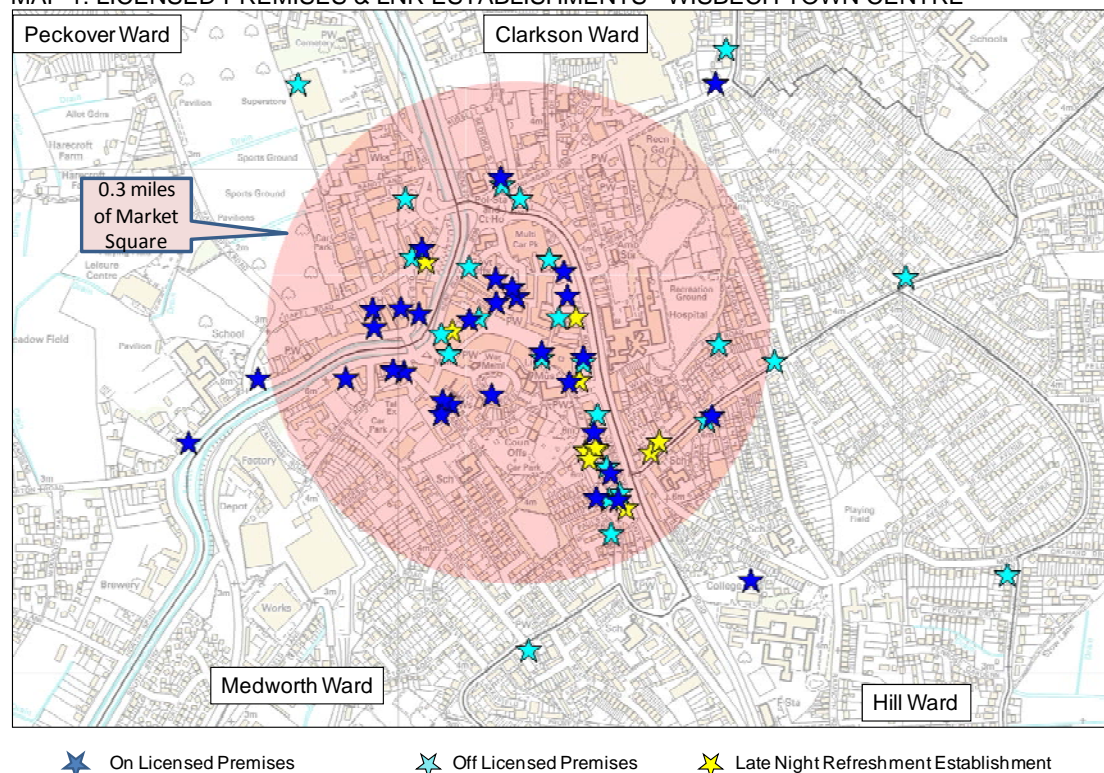
At the time of writing there are 70 licensed premises⁴ within Wisbech town centre Wards. Medworth ward has the highest number, (43 or 61%), and density per hectare, of licensed premises. This is shown on Chart 1 below. A list of the licensed premises and LNR establishments can be found in Appendix A, p10.

CHART 1: Number and density of licensed premises within Wisbech Town by Ward

Beat	On license	Off License	LNR	Total	%	Area (hectares)	Density per hectare
Medworth	21	13	9	43	61.4%	161	0.27
Peckover	7	3	1	11	15.7%	116	0.09
Clarkson	2	6	2	10	14.3%	69	0.14
Hill	3	3	0	6	8.6%	109	0.06
TOTAL	33	25	12	70	100%	455	0.15

It is apparent from Map 1 below, that most of the licensed premises and LNR establishments within Medworth Ward are clustered around the town centre; there are very few in residential areas. Furthermore, the licensed premises in neighbouring Wards are also predominantly in the town centre area - i.e. just over the Medworth Ward boundary. So irrespective of Ward boundaries, **there are 59 licensed premises and LNR within 0.3 miles of the market square⁵**, which equates to 84.3% of all licensed premises reviewed. This is shown by the red shaded circle on the map below.

MAP 1: LICENSED PREMISES & LNR ESTABLISHMENTS– WISBECH TOWN CENTRE



There are two areas in which the licensed premises and LNR establishments are particularly clustered:

⁴ This includes licensed public houses, restaurants, off-licences, café/take-aways, leisure/cinema/sports, clubs, wine bars, and hotels. This does not include betting shops, amusement arcades, conference centres, village/community halls and 'other' licensed premises.

⁵ 12 LNR establishments, 19 off-licence, 28 on-licence

2. Violent crime, criminal damage and anti-social behaviour in Wisbech town centre

Numbers and proportions of offences

Analysis of the volumes of certain crimes types that are often associated with alcohol consumption can be useful in understanding the likely impact of licensed premises in a given area.

Over the past three years total violent crime, criminal damage and anti-social behaviour has actually decreased⁶ in Wisbech town centre Wards. However, as shown by Chart 2 below, *alcohol-related* crimes and incidents – both the actual *volumes* and the *proportions* of these when compared to the total amounts - have increased since 2009.

Whilst some of the increase may be due to better crime recording, the figures do suggest that alcohol-related issues are currently a significant problem in Wisbech town centre.

CHART 2: VIOLENT CRIME, CRIMINAL DAMAGE & ASB - WISBECH TOWN CENTRE WARDS

Offence/incident	2009	2010	2011	% change 2009 to 2011
Violent crime	516	454	504	-2.3%
Alcohol-related violent crime (% of total violent crime)	211 (40.9%)	188 (41.4%)	244 (48.4%)	+15.6% (+7.5%)
Anti-social behaviour	1858	1543	1480	-20.3%
Alcohol-related ASB (% of total ASB)	508 (27.3%)	498 (32.3%)	533 (36.0%)	+4.9% (+8.7%)
Criminal Damage	377	372	314	-16.7%
Alcohol-related criminal damage (% of total Criminal Damage)	46 (12.2%)	58 (15.6%)	69 (22.0%)	+50% (+9.8%)

Hotspot Analysis

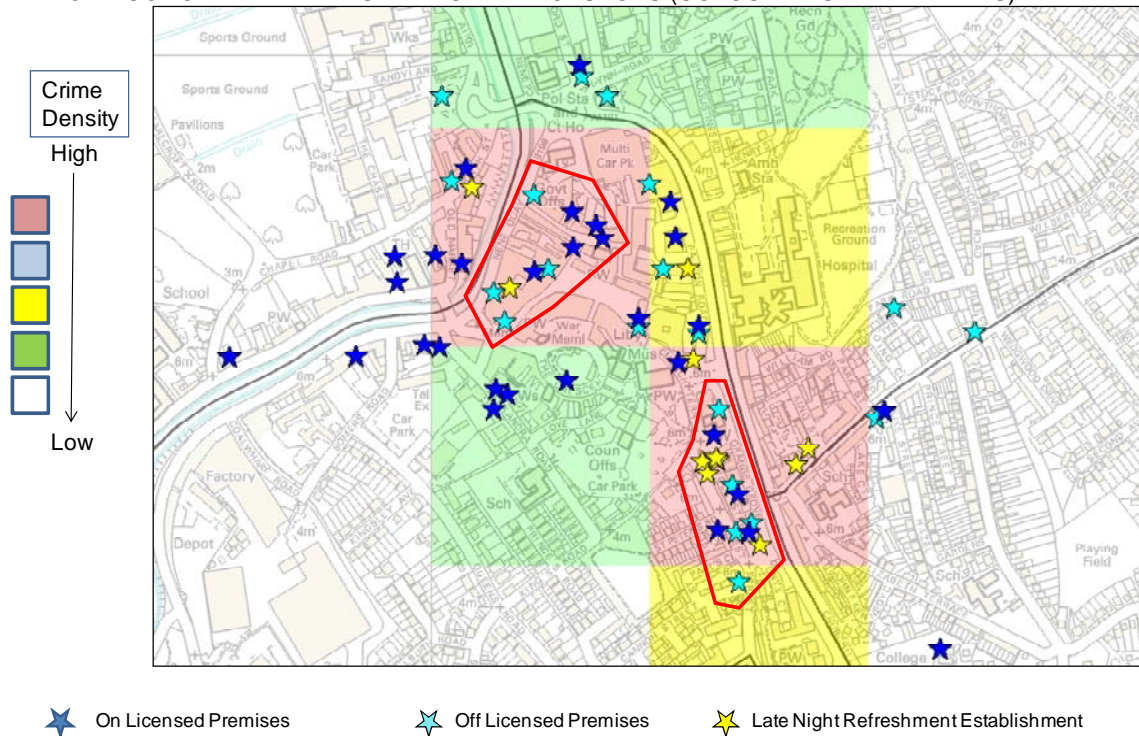
Within the town centre Wards, the hotspot locations of alcohol-related violent crime, criminal damage and ASB are very close to many of the licensed premises.

The following Maps 3-5 indicate the locations of alcohol-related violent crime, alcohol-related criminal damage, and alcohol-related ASB during 2011. These show quite clearly that the worst hotspots areas are in very close proximity to the locations in which the most licensed premises are located.

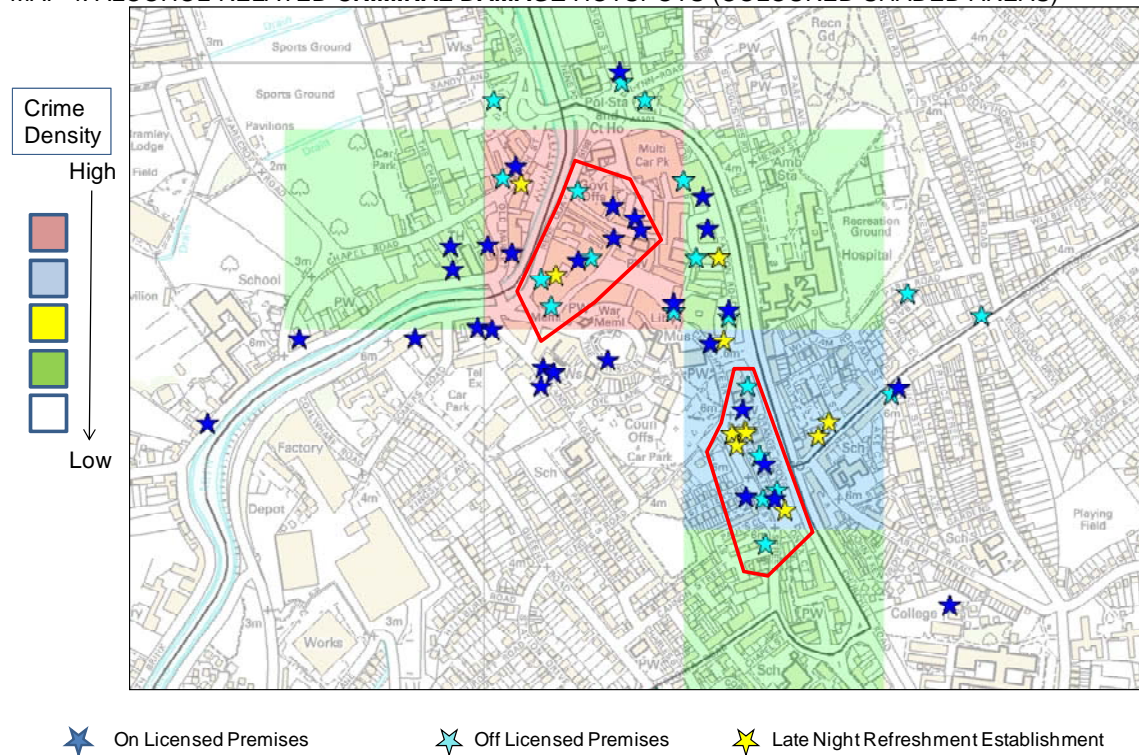
⁶ Offences and incidents are taken from data warehouse based on date occurred

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MAP 3: ALCOHOL-RELATED **VIOLENT CRIME** HOTSPOTS (COLOURED SHADED AREAS)

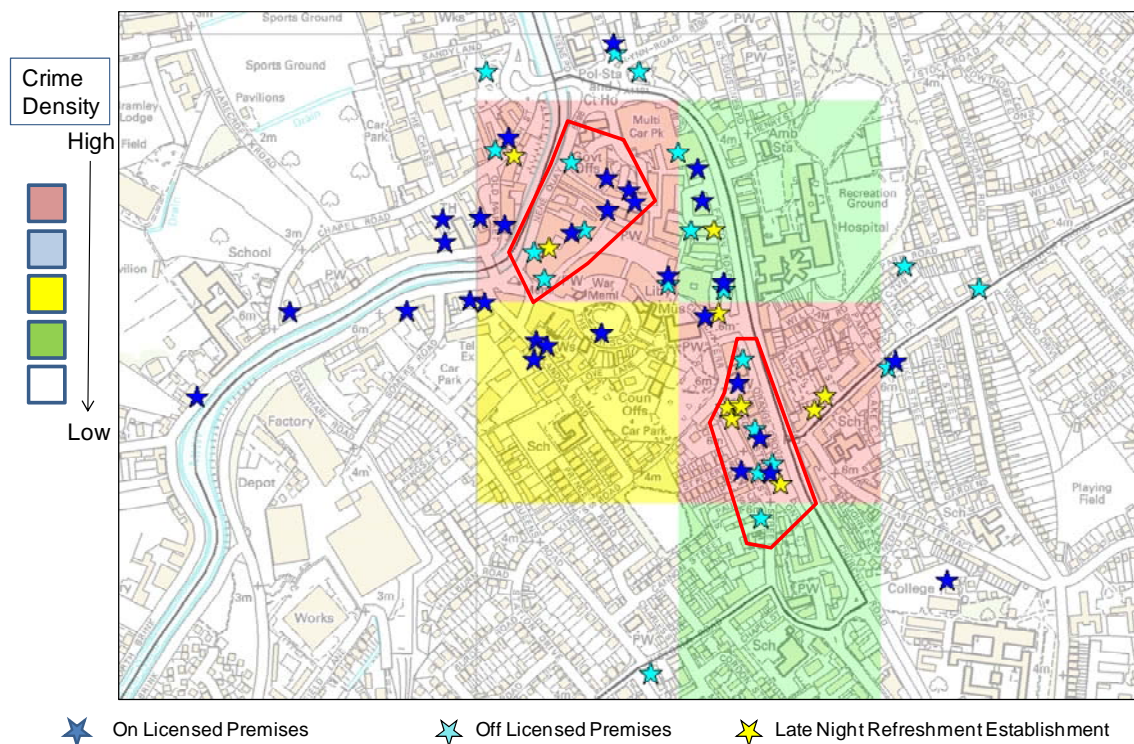


MAP 4: ALCOHOL-RELATED **CRIMINAL DAMAGE** HOTSPOTS (COLOURED SHADED AREAS)



MAP 5: ALCOHOL-RELATED **ASB** HOTSPOTS (COLOURED SHADED AREAS)

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Comparison with other areas

Within the Fenland Strategic Assessment⁷ it was reported that 31% of all violent crime in the district is committed within the major 'pub-clusters' (groups of three or more pubs / clubs within 100 metres of each other). The Wisbech town centre 'pub-cluster' was the biggest contributor to this.

In a comparison of the pub clusters across Cambridgeshire the Wisbech town centre cluster was 2nd only to central Cambridge for the number of violent offences committed during the last 12 months and had a higher offence rate compared to many areas that are already defined as cumulative Impact zones (table 4, page 21 of the strategic assessment).

Further evidence provided by analysis of Ambulance call outs also shows that Wisbech town centre is the primary location for victims of violent assault within Fenland.

Peak Time Analysis

Analysis of the timings of alcohol-related violent crime and ASB further suggests a link with the "night time economy".

- **65.2% of alcohol-related violent crimes occurred between 7pm and 4am** the following morning – and six and ten of these occurred on a Friday or Saturday night;
- **53.7% of alcohol-related ASB incidents occurred between 7pm and 4am** the following morning – and over half were on a Friday or Saturday night.

The timing of **alcohol-related criminal damage** offences is more difficult to analyse as often these offences occur where no witness is present. Nevertheless, analysis shows that, where timings have been reported, **73.4%** of such offences occur in the **evening or overnight** (47/64 offences). Offences are slightly more prevalent on a Friday or Saturday night (40.4%), although Wednesdays and Sundays record a high proportion, too.

⁷ http://www.cambridgeshire.gov.uk/NR/rdonlyres/71A95BF2-5E5E-4E5A-9180-0B0BFE9876FB/0/FenlandSA2011v3_1_Part_One.pdf

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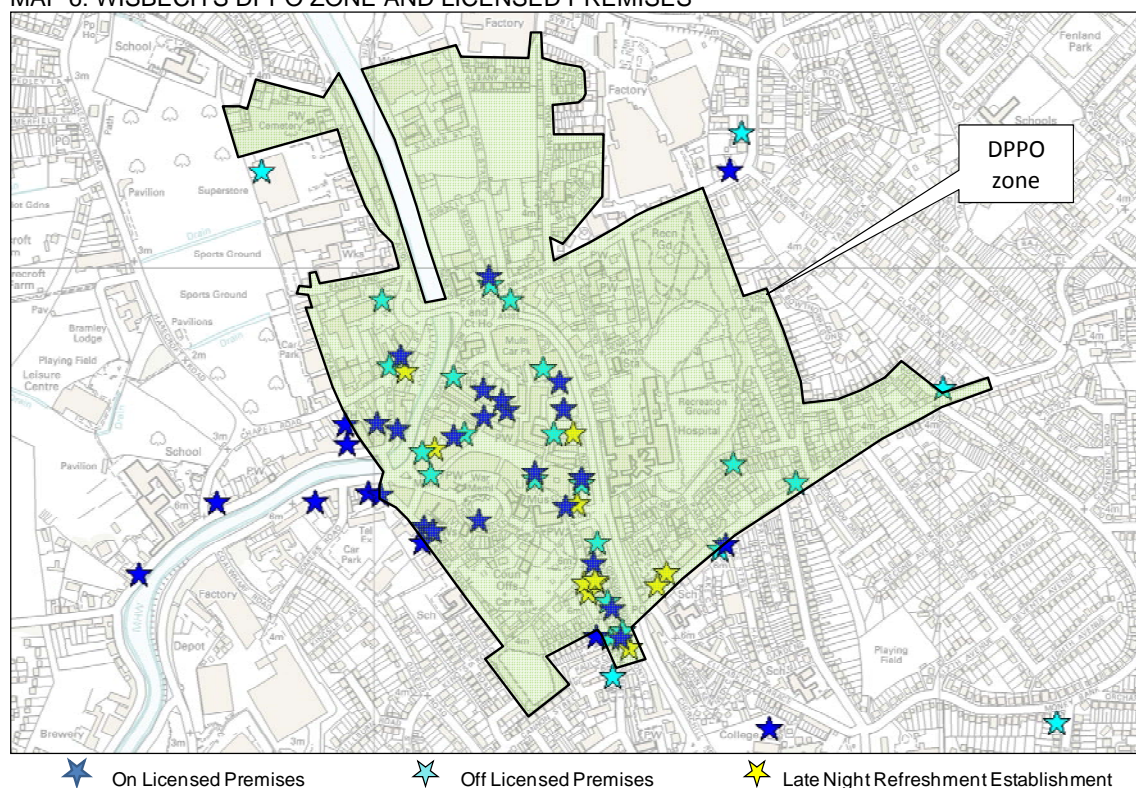
3. Existing DPPO

The Police and partner agencies are acutely aware of the problems alcohol consumption can bring and thus, since 28 November 2008, the majority of Wisbech town centre has been subject to a “Designated Public Place Order” (DPPO), which prohibits the drinking of alcohol in public places in that given zone. Map 6 below indicates that the vast majority of licensed premises are located within this DPPO zone.

In the nine month period **April to December 2011**, Cambridgeshire Police Officers made **676 seizures of alcohol** (i.e. cans, bottles) – an average of 75 per month – in the DPPO zone⁸.

Despite the regular, robust policing of the DPPO zone, alcohol-related problems still exist in the town centre area and thus it has become necessary to consider the cumulative impact of the licensed premises on crime and anti-social behaviour.

MAP 6: WISBECH'S DPPO ZONE AND LICENSED PREMISES



4. Conclusion

Whilst there have been some small reductions in violence in Fenland over the last 12 months, more significant reductions have been achieved in other parts of the County.

The end of year monitoring report for Fenland Community Safety Partnership also identified that Fenland has the 4th worst (out of 15) rate of violent crime compared to similar local authorities.

This suggests that there is a pressing need to take further action in order to reduce violence crime to more acceptable levels.

⁸ DPPO seizure list – ref DAB4

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The evidence presented in this report shows **a clear relationship between the cluster of licensed premises in the centre of Wisbech and the location of violent crime** and other alcohol related offences. The evidence also shows that there is a relationship between this cluster and ambulance call outs to attend the victims of assault. More importantly the evidence within the Fenland Strategic Assessment 2011 also shows that **the problem of alcohol related violence is worse for Wisbech compared to other similar clusters within Cambridgeshire.**

Therefore it is recommended that a Cumulative Impact Area is established for the centre of Wisbech as a significant means of achieving the required reductions in violent crime.

4. Recommendation

Consideration should be given to establishing a Cumulative Impact Area in Wisbech town, comprising either:

1. The existing DPPO zone;
or
2. a 0.3 mile radius of the Market Square
or
3. the areas within the town centre with the greatest number of licensed premises – i.e. the area between Nene Quay and Market Square (cluster 1) and the Norfolk Street area (cluster 2) as shown on Map 2 on p4.

Appendix A: Licensed Premises and Late Night Refreshment Establishments in Wisbech Town Centre Wards

Type	Ward	Name	address
LNR	Clarkson Ward	China Garden	41 Norwich Rd, PE13 2AD
LNR	Clarkson Ward	Son Son	31 Norwich RD, PE13 2AD
off	Clarkson Ward	BP Garage	Lynn Rd, Wisbech, PE13 3DJ
off	Clarkson Ward	Costcutter	140-142 Elm Rd, PE13 2SG
off	Clarkson Ward	Mr Christopher Keteringham	Ketteringham Stores, 8B (?) Park Road, Wisbech, PE13 2DT
off	Clarkson Ward	Mr Jitendra Hoth	Priyas, 5 Lynn Road, Wisbech
off	Clarkson Ward	Premier 5 Stars	Premier 5 Stars, 195 - 197 Norwich Rd, Wisbech, PE13 3TB
off	Clarkson Ward	Rima Stores	141 Lynn Rd, PE13 3DH
on	Clarkson Ward	Alishan Restaurant	45 Bedford Street, PE13 3BN
on	Clarkson Ward	The Clarkson Arms	121 Lynn Rd, Wisbech, PE13 3DQ
off	Hill Ward	Dass Stores	51 Victoria Rd, PE13 2QF
off	Hill Ward	Quaker Stores	2 Quaker Lane, PE13 2JQ
off	Hill Ward	Seyon Store	72 Norwich Rd, Wisbech, PE13 2AP
on	Hill Ward	Gourmet Oriental	87 Norfolk St, PE13 2LH
on	Hill Ward	The Royal Standard	Elm Rd, Wisbech, PE13 2TB
on	Hill Ward	The Three Tuns	The Three Tuns, 76 Norwich Road, Wisbech, PE13 2AP
LNR	Medworth Ward	Bella Mosty Pizza	26/27 Norfolk St, PE13 2LF
LNR	Medworth Ward	Charcoal Grill Kebab & Pizza House	3 Norfolk St, PE13 2LD
LNR	Medworth Ward	Cyprus Kitchen	1A Falcon Rd, PE13 1AU
LNR	Medworth Ward	Hot & Spicy	108a Norfolk St, PE13 2LD
LNR	Medworth Ward	Istanbul Kebab	18 Blackfriars Rd, PE13 1AT
LNR	Medworth Ward	Tandoori Hut	112 Norfolk St, PE13 2LD
LNR	Medworth Ward	Tasty China	5 Nene Quay, PE13 1AQ
LNR	Medworth Ward	Toppings	3A Norfolk St, PE13 2LD
LNR	Medworth Ward	Wisbech Pizza and Kebab	4 Falcon Rd, PE13 1AU
off	Medworth Ward	Best Kebab	14-15 Nene Quay, Wisbech, PE13 1AQ
off	Medworth Ward	Boyals Fish & Chip shop	19-24 Norfolk St, Wisbech, PE13 2LF
off	Medworth Ward	Co-op Store, Wisbech	Somerfield Stores Ltd, Horsefield, Churchill Rd, Wisbech, PE13 1AR
off	Medworth Ward	Harans Best Price	Harans Best Price, 11 Norfolk St, Wisbech, PE13 2LD
off	Medworth Ward	Krupa Newsagent	44 West Street, Wisbech, PE13 2LY
off	Medworth Ward	Mr Karsan Modha	Market News, 54 Market Place, Wisbech, PE13 1DP
off	Medworth Ward	Raminta	4-6 Falcon Rd, Wisbech, PE13 1AU
off	Medworth Ward	Savers	27 Market Place, Wisbech, PE13 1DQ
off	Medworth Ward	The Brittannia Cafe	1 Little Church Street, PE13 1BG
off	Medworth Ward	Warszova	Warszova, 96 Norfolk st, Wisbech, PE13 2LF
off	Medworth Ward	Wisbech International Food & Wine	21 High Street, Wisbech, PE13 1DE
off	Medworth Ward	Wisbech Mini Market	Wisbech Mini Market, 17 Church Terrace
off	Medworth Ward	Wisbech Off Licence	Wisbech Off -Licence, European Food & Wine, Nene Quay
on	Medworth Ward	Bengal Spice	22/24 Norfolk St, PE13 2LF
on	Medworth Ward	Chameleon Bar & Restaurant	55 West St, PE13 2LY
on	Medworth Ward	Dukes Head PH	Dukes Head, 8 Church Terrace, Wisbech, PE13 1BL
on	Medworth Ward	Elgoods & Sons Ltd.,	Five Bells P House, Norfolk St, Wisbech, PE13 2LD
on	Medworth Ward	Empire Theatre	1 Blackfriars Rd, PE13 1AT
on	Medworth Ward	Ernies Place	17 Hill St, PE13 1BA
on	Medworth Ward	Horsefair Tavern	Horsefair Tavern, 31 Hill Street, Wisbech, PE13 1DB
on	Medworth Ward	J D Wetherspoon	The Wheatsheaf, 18 Church Terr, Wisbech, PE13 1BL
on	Medworth Ward	Public Inns Partnership	The Muppett Inn, 52 Market Place, Wisbech, PE13 1DY
on	Medworth Ward	Spice Bar & Restaurant	6 Falcon Rd, Wisbech, PE13 1AU
on	Medworth Ward	The Angel Inn	Mr A Balsevics, Alexandra Rd, Wisbech
on	Medworth Ward	The Angles Theatre	The Angles Theatre, Alexandra Rd Wisbech, PE13 1HQ
on	Medworth Ward	The Case PH	The Case, Horsefair, Wisbech, PE13 1AR
on	Medworth Ward	The Ferry Project	10a-14 South Brink, PE13 1JQ
on	Medworth Ward	The Gallery	New Inn, Wisbech, PE13 1DJ
on	Medworth Ward	The Rose & Crown	23-24 Market Place, Wisbech, PE13 1DG
on	Medworth Ward	White Lion Hotel (The)	5 South Brink, PE13 1JD
on	Medworth Ward	Wisbech & District Conservative Club	29 Hill St, PE13 1BD
on	Medworth Ward	Wisbech & District Ex Services Club	Wisbech & District Ex Services Club, Alexandra Rd, Wisbech
on	Medworth Ward	Wisbech Conservative Club	36 Alexandra Rd, PE13 1HQ
on	Medworth Ward	Wisbech Masonic Lodge	The Wesley Hall, The Crescent, PE13 1EH
LNR	Peckover Ward	Ho Ho	7 North Street, PE13 1NP
off	Peckover Ward	Aldi Stores Limi	Aldi Stores, Sandyland, Wisbech, PE13 1NX
off	Peckover Ward	Asda Stores Ltd	23 North End, Wisbech PE13 1PE
off	Peckover Ward	Mr Devshi Karavadra	D & S News, 9 North Street, Wisbech, PE13 1NP
on	Peckover Ward	Moghul Palace	13a North Street, PE13 1NP
on	Peckover Ward	Mr Geoffrey G Jones	Mendis Restaurant 22-23 Old Market, Wisbech, PE13 1NB
on	Peckover Ward	The Hare & Hounds	North Brink, Wisbech, PE13 1JR
on	Peckover Ward	The Kings Head	The Kings Head, 13 Old Market, Wisbech, PE13 1NJ
on	Peckover Ward	The Red Lion	North Brink, Wisbech, PE13 1JR
on	Peckover Ward	The Rose Tavern	53 North Brink, Wisbech, PE13 1JX
on	Peckover Ward	The Venue	Chapel RD, Wisbech, PE13 1RG

Appendix C

**CUMULATIVE IMPACT CONSULTATION
BREAKDOWN OF RESPONSES RECEIVED WITH ADDRESSES GIVEN**

12&13. Name and address	1. Do you consider that a special policy should be adopted in respect of the cumulative impact of licensed premises within the identified area?	2. Please provide reasons for your answer and include any evidence that supports your position.	3. The boundary used is based upon the area identified as Wisbech Town Centre but has been amended to include all bordering licensed premises. Do you agree with the boundary lines drawn?	4. If you have answered 'no' please provide details of what boundary (if any) you consider should be used for any special policy for that area, and your reasons why.	5. The effect of the proposed special policy is that there will be a presumption that all licensed premises will be affected.	6. Please give reasons for your answer	7. A copy of the proposed wording of the special policy for Wisbech Town Centre is provided with this consultation. Do you consider that there should be amendments?	8. If yes, please provide details of your proposed amendments	9. What would be the effects of your proposed revision?	10. What are your reasons for change?	11. Do you have any other comments you would like to make?	15. I am responding as a:	16. If responding as a local business: is your premises licensed under the Licensing Act 2003?	17. If responding as a local business is your premises licensed under the Licensing Act 2003?	18. What is the nature of your business?
Elmfield Drive, Wisbech	Yes	Already too many pubs in Town without more Off Licences anti social behaviour a big problem in Town. Feel unsafe in Town (men with alcohol)	Yes	X	X	X	X	X	X	X	X	Local resident	X	X	X
Elmfield Drive, Wisbech	Yes	There are more than enough alcohol outlets in Town as a local pensioner I no longer feel safe walking in town with all these people drinking or drunk. Adverse affect on publicans.	Yes	X	X	X	X	X	X	X	X	Local resident	X	X	X
HW	Yes	There's too many in the area already.	Yes	X	Just Right	X	Yes	X	X	X	X	Local resident	X	X	X
Leverington Common, Wisbech.	Yes	There are already too many premises licensed for off sales. This ease of access to cheap alcohol is fuelling the street drinking culture that is ruining the image and reputation of our town and affecting the way local residents use the Town.	Yes	X	Too restrictive	Not need for public houses. Street drinkers purchase their alcohol as cheaply as possible not at pub prices.	No	X	x	X	Intoxicated people are not in control of their actions, thus the anti social behaviour in all its forms experienced in Wisbech. This is having such a detrimental effect on the area residents feel parts are now 'no go' for them.	Local resident	X	X	X

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Wisbech St Mary	Yes	To many places to buy cheap alcohol causing anti social behaviour.	Yes	X	Just Right	It should be across the board.	No	X	Reduction in anti social behaviour increase in general public confidence in Council	X	Effect of CIZ as point 9	Local Resident	X	X	X
Westmead Avenue, Wisbech	Yes	There are too many already	Yes	X	Just Right	X	No	X	X	X	No	Local resident	X	X	X
Pond Close, Wimblington	Yes	Wisbech is a unique area within cambridgeshire with high levels of unemployment, migrant population and social depravation and this warrants.	Yes	X	Just Right	It should be unilateral across all premises within the zone	Yes	X	Control/ Enforcement	X	X	Local Resident (work in Wisbech)	X	No	X
Mrs Tanya Dawson, Mill Road, Enmeth, Wisbech	Yes	Degrading the Town along with everything else.	Yes	X	Just Right	X	No	X	X	X	X	Local Resident	X	X	X
Mrs & Mrs Smedley, Little Dowgate, Wisbech	Yes	We have more than enough outlets selling alcohol in our town centre. The Street drinking has increased I feel quite intimidated by some of the groups of young men hanging about and besides it takes away from local pub business.	Yes	X	X	X	X	X	X	X	I have no objection to people having a drink in a pub as long as it does not infringe on the public in streets but the police seem unable to curb the street drinking sufficiently.	Local Resident	X	X	X
Little Dowgate, Leverington, Wisbech	Yes	Street drinking, littering, and anti social behaviour is on the increase. I counted 68 empty cans along Leverington Road, also vomit.	Yes	X	X	X	X	X	X	X	X	Local Resident	X	X	X

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Thockenholt, Lincs	Yes	I went shopping with my wife on Sat. 15 Dec 2012 between 2pm - 4pm. We don't go to Wisbech Town centre very much because of the anti socila behaviour we've seen in the past. However, we decided to go on this occasion. We were in the market place walking towards the Horse Fair and 2 white British men were in front of us. They were drunk and shouting abuse towards each other and shoppers. There were families with young children doing their Christmas Shopping and some of the language they heard was shocking. One of the drunken men was staggering and they both walked towards the Horse Fair Tavern area. As we approached the Horse Fair there was a number of paramedics and PCSO's assisting an eastern European man who was so drunk he could not stand. He had what looked like a very large bloody gash/cut on his forehead. His blood had spilt out over the street covering an area of about 10'. Someone had started to clean his blood from the street already. The PCSO's were so busy trying to take care of this man that they could not go after the other 2 men.	Yes	X	Just Right	From what I have seen myself and also what I have heard from others brings me to understand that the highest level of action is required.	I'm not sure as it is not user friendly to non legal professionals.	X	X	X	Wisbech is our closest town, but we tend to avoid it and travel to March instead. It would be nice to know we could go shopping in the day time and perhaps go out at night without worrying about ASB issues. I think Wisbech has a lot to offer as a town but it requires understanding and action by the authorities to put a stop to undesirable people who think they can just do as they please.	Local Resident	x	x	x
Octavia View, Wisbech	Yes	A surfeit of licensed premises already in Wisbech, leading to anti social behaviour, causing local people to be afraid of entering the Town. Thereby causing more shops that do not sell alcohol to lack custom. Eventually (as is happening) making them close down. This further causes the Town to enter an ever declining spiral of decline.	Yes	X	Just Right	X	No	X	X	X	No	Local Resident	X	X	X

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Kestral Drive, Wisbech	Yes	Too much ASB and street drinking because alcohol is readily available from many licensed outlets within the town centre; personally dialed 101 to report drunken 5 Eastern Europeans one lunchtime in a group drinking outside St Peters Church Hall sheltering from rain under canopy the stench of alcohol was abhorrent, feeling intimidated by drunks shouting in foreign language when walking by them. Seeing drunks playing football in the churchyard kicking a ball so hard it nearly hit us; seeing a man laying on a bench in the town centre drunk out of his mind then being tended to by ambulance crew and police; seeing a man draped/laying on a bench in the churchyard who had apparently died. Passing drunks within town centre inhaling their stench of alcohol. All this has been happening during the day as we are too frightened to venture out at night unless we are in the safety of our car.	Yes	X	Just Right	Wisbech does not need anymore licensed premises there are far too many for a once small Market Town; it is now becoming ridiculous as yet again another alcohol license has just been granted.	No	X	X	X	The Proliferation of Alcohol Licenses in recent times that have been issued in Wisbech and surrounding areas is out of control and needs to be stemmed dramatically with immediate effect. Every license granted gives the people who want to drink during the day more access to cheap (and a lot of the time illegal) alcohol which is causing ASB; unsociable drinking and crime which in turn makes Wisbech an undesirable place to visit or shop.	Local Resident	X	X	X
Sandyland, Wisbech	Yes	Street drinking and drunkenness, We regularly have individuals drinking outside our premises in Sandyland, in the afternoon.	Yes	x	Just Right	It will be fair to all outlets.	No	X	X	X	No	Local Resident & business owner.	X	X	Electrical power and control engineer.

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MA	Yes	I would give my full support to the councils efforts to restrict the number of Off licences within Wisbech. I work within walking distance of Wisbech Town Centre and regularly walk into town during my lunch break. If you access the town centre via any of the small passageways other than the main routes there are always signs that people have been drinking or in fact are drinking in these tucked away areas. This does not lead to a secure feeling for people and must be affecting the number of people who use the town centre for normal purposes like shopping, visiting banks etc and therefore must lead to less support for the local businesses of which there are already too few. It is time to start turning the tide in Wisbech which has been declining for many years.	X	X	X	X	X	X	X	X	X	X	X	X	X
Osbourne Road, Wisbech	Yes	To get rid of all excesses that street drinking brings,i.e rubbish, abusive behavior, street urination. To return Wisbech to its right full decent residents.	Yes	X	Just Right	All premises that sell alcohol, all sell the same alcohol, therefore all create same problems, so all premises should be affected by new policy (In my view the whole of the town should be covered.)	Yes	All premises in whole of town to be covered. Any premises that break rules, the licence holder and the premises should be banned from selling alcohol, thus preventing family members applying to take over the licence.	To eventually remove all law breakers from selling alcohol, in any form, thus leaving only shops that follow rules to the letter.	To remove sources of an undesirable nature from the town, thus return the town to the decent residents.	Yes - please do and not talk about this as with the market place ever running debate (10 years)	Local resident	X	X	X

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Church Mews Wisbech	Yes	We have 21 places able to sell alcohol already and there has been street drinking issues as published in the fenland citizen this year.	Yes	X	Just Right	As we already have far too many premises selling, if FDC seriously considers more selling, it will make the Polices' job more difficult as one person for example who has been refused alcohol has 20 other places to attempt - at Christmas, Sharon in the co-op refused sale to someone on suspicion of supplying to a minor, if said person could make lots of attempts it kind of defeats the object and breeds anarchy.	Yes	Applicants should have to join the radio scheme (which for example QD is in) that alerts shopkeepers to undesirable customers such as ...thieves or arrested citizens known to the police as street drinkers. They must prove they are fully aware of alcohol selling laws. Applicants should operate the 'challenge 25' policy whether they wish to or not.	Any applicants show they are willing to incorporate programs for example our supermarkets do.	www.fenland.gov.uk/askfenland/images/att4130.pdf	Yes- Street drinking is a serious issue in this area, park drinking is a serious issue, urination in public is a serious issue, alcohol sales to minors has been going on in the area. Namely the comments made in response by Sgt Dave Bax and it has to be said we have far too many places that can sell alcohol anyway.I oppose any more licenses being granted and would be very interested to see how another applicant could be successful as someone who is refused in one place already has 20 more options around here to try and get served! Also I do sometimes have to watch where I step on church mews as I could be treading in urine or on a drinks can but this has been addressed	Local resident	X	X	X
Victoria Road Wisbech	Yes	The extent of littering and urination in public	Yes	X	Just Right	It is responsibility of all vendors who sell alcohol to behave responsibly.	No	X	X	X	Yes	Local Resident	X	X	X
Fenland Road Wisbech	Yes	The police already show proof of incidents regarding alcohol abuse, which consumes manpower that could be put to better use It also puts our town in a bad light, and tends to attract the wrong kind of clientele.	Yes	X	Just Right	If the boundaries were too central the drinkers would just go a little further to buy their drink.	No	X	X	X	X	Local Resident	X	X	X
Meadowgate Lane Wisbech	Yes	At present it appears that most licence applications are permitted with no consideration of the cumulative effect this has on the Town Centre and it environs. The amount of empty beer cans and the ASB in town is growing. There must be a correlation between the growth in litter and ASB and the increasing number of licensed premises.	Yes	X	Just Right	Fairness	No	X	X	X	No	Local Resident	X	X	X
March Road, Wisbech	Yes	X	No		Just Right	Persons are wandering around whole of the Town from Walsoken to Leverington.	No	X	X	X	Some of the off licences already open should not be allowed to renew their alcohol licence.	Local Resident	X	X	X

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JFK Court Wisbech	Yes	Most of the evidence for bringing in a Cumulative Impact Policy in Wisbech can be found in the pages of 'Shape Your Place' in the posts along with photos and video. I placed two videos myself of cans and bottles found on a walk around a small area of Wisbech. Where we counted 315 cans and bottles. Street drinking takes place in close proximity to Care Homes, sheltered housing, schools, and the homes of vulnerable people. The cans and bottles pictured in my video are close to all of the above mentioned, including many pictured on school grounds.	No	In my truth the boundary lines need to cover enough of the town to make the possibility of drinking in residential areas inconvenient.	Just Right	In my truth street drinkers can be given back their responsibility through all of us that are affected by it, and those that supply it.	Yes	X	X	X	Yes	Local Resident	X	X	X
Alexandra Road Wisbech	No	It simply wont work and is just a knee-jerk policy of the type put out whenever people don't consider policy implications, only dramatic headlines. Further, it is an infringement of civil liberties, an abuse of the power of police and councils and a dangerous attack on the time-honored British trust in mostly free markets.	No	X	Not Required	I don't want you to do it. It is a very bad idea.	Yes	The amendment should be 'we aren't going to do it. It was a bad idea and we realise that now.'	To prevent this policy ever happening.	We all want safer streets. I just don't want to sacrifice our liberty and freedom in favour of authoritarian policy.	Yes - adopt a zero tolerance approach to criminal behaviour based on the numerous existing laws we already have.	Local resident & Local Business owner	X	X	Tea Room/Café
Lynn Road, Wisbech	Yes	The need to stop street drinking and public urinating.	No	There is street drinking outside all the off licence shops in Wisbech.	Just Right	It seems ok	Yes	To include all licensed premises.	To include all licensed premises.	Street Drinking and bad behaviour.	No more alcohol licences should be given	Local resident & Local Business owner	X	X	Guest House
Railway Road, Wisbech	Yes	Something needs to be done to combat ASB although I doubt this is the correct idea it is worth a try.	Yes	The zone should include whole roads to make it clearer e.g. where on Railway Road does it end? I also feel that new licenses will apply to be just outside the area.	X	X	Yes	Should be simpler and explain reasons.	More people would understand and maybe increased support.	lower levels of literacy and immigrants with difficulties in reading english.	Yes - other measures need to be taken such as police arrensting more drunk people where appropriate tougher punishments for licencees breaking law and terms of licence.	Local Resident		X	X
Sutton Road, Wisbech	Yes	To reduce the street drinking. To reduce litter/refuse in the town. Both well documented problems.	Yes	X	Just Right	All licensed premises must be held responsible for the behaviour of its patrons in and around their premises.	Yes	The applicant must provide proof they have no convictions, here or abroad.	To minimise the possiblity that a business may be used for criminal activities.	Currently some applicants do not seem to have checkable references.	Yes	Local Resident	X	X	X
Wisbech Police Station.	Yes	As a PCSO I have to deal with drunkenness, public urination, litter, criminal damage. The general fear factor that the public experience.	Yes	X	Just Right	This takes to onus of high density drinking out the town centre and will make it more difficult for groups of drinkers to congregate.	No	X	X	X	N	Police PCSO	X	X	Police Services