

20th September 2013

Your Ref: CVE/26508/1671/RPB

This matter is being dealt with by Liz Robinson, telephone: 0191 211 6390

Dear Sir

I wish to OBJECT to the granting of this premises licence as I believe it will be contrary to the promotion of the licensing objectives in particular to prevent crime and disorder and to prevent public nuisance.

The proposed location of the premises sits within a designated Cumulative Impact Special Policy Area due to issues related to crime and disorder and the high number of off-licences already operating in the area. I do not believe that the applicant has demonstrated that there will be no negative cumulative impact from the operation of a further shop selling alcohol in this area. I attach a map of the area indicating the location of the proposed Sainsbury's store which shows that there are already 14 shops selling alcohol within a 0.6 walking distance from the proposed premise. In the recent review of the Licensing Policy, Responsible Authorities looked at off licence outlet density/population and found that this area was in the top 5 for the whole city hence the decision was made to introduce a cumulative impact policy to this area.

International evidence shows that the 'best buys' for evidence-based alcohol policy is making alcohol more expensive and less available. When alcohol is easier to get, then more alcohol is consumed and more harm results; when alcohol is more difficult to get, less is consumed and less harm results. When looking at this research, a strong association has been found between increasing density of off-premise outlet stores, and higher rates of injury among both underage youth and young adults. The research suggests that this may be related to the way that being in a neighbourhood with high concentrations of these types of outlets reinforces drinking, and in particular, heavy and high-risk drinking. This research concluded that the neighbourhood's alcohol environment plays a role in regulating the risks that young people and young adults will be exposed to as they mature.

The proposed premise is located on the boundary of North Heaton and South Heaton wards which are both areas popular with students. There are approximately 50,000 students living in Newcastle and approximately 10% live in this area. In a recent assessment of the lifestyle and behaviour of student's in Newcastle, 5355 students attending Newcastle and Northumbria University completed an online survey. This assessment confirmed anecdotal evidence that there are higher levels of alcohol consumption in the student population than seen in the whole Newcastle population (which already experiences higher consumption levels than the rest of England). The survey also showed that 87% of 18 to 19 year olds and 84% of 20 to 21 year olds reported drinking to get drunk. As well as the obvious impact on studies and relationships, some of the reported consequences of excessive consumption were being injured and being assaulted. It is also a recurrent complaint heard from residents in this area that rowdy and drunken behaviour causes a nuisance in this area.

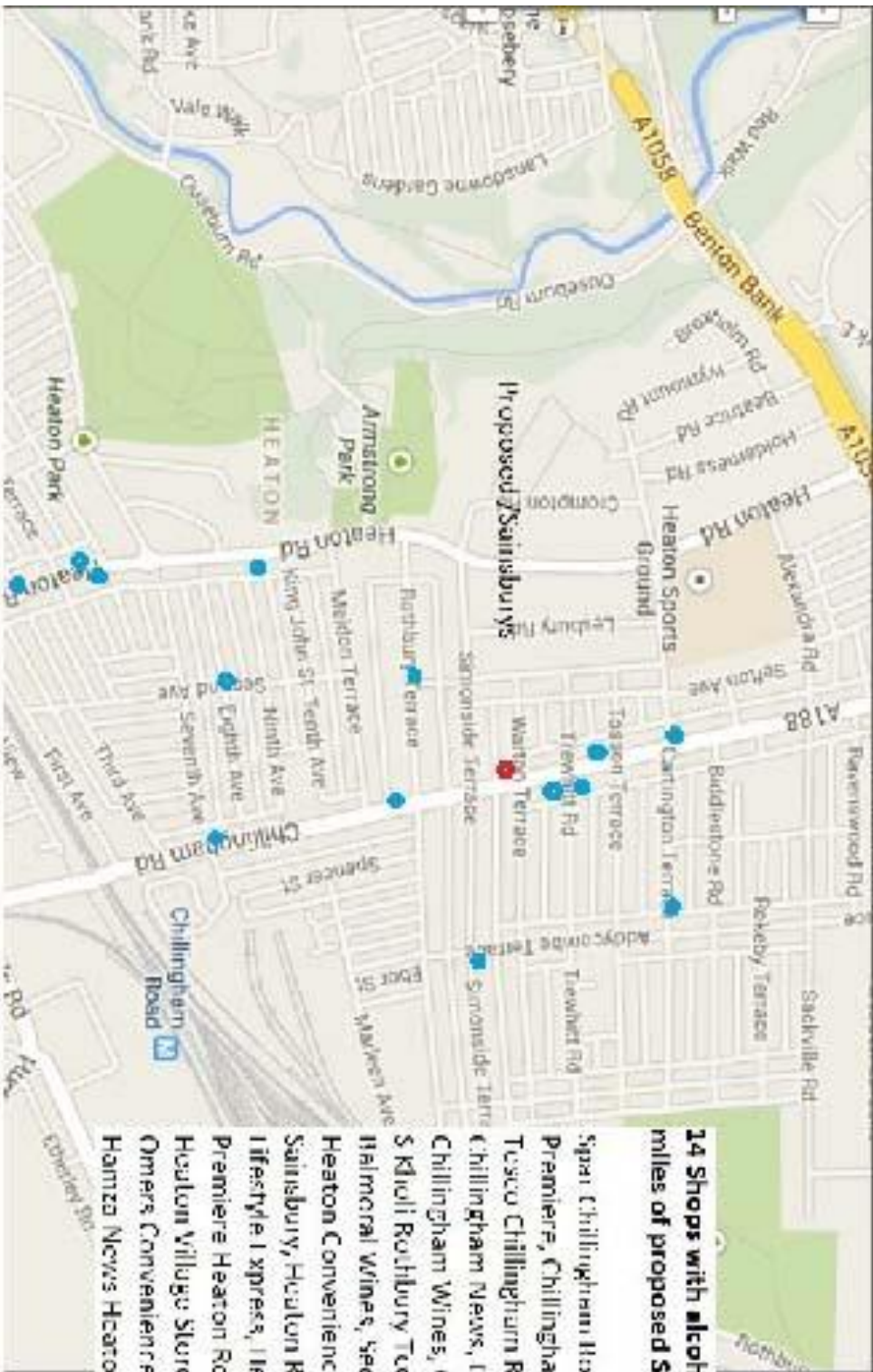
We also know that there is an increase in home drinking in the UK and this is true of Newcastle where the majority of alcohol is now consumed in the home or at a friend's house and purchased in the off-trade. The recent phenomena of 'pre-loading' are also a common practice in our City where cheaper shop bought alcohol is consumed in the home before a night out. Approximately two in every five North

East drinkers consume alcohol at home or at a friend's house before going out to a bar or a club and residents in Newcastle are more likely to pre-load than our North East counterparts. In Newcastle, 44% of those aged 18-24 admit to regularly or always pre-loading on a night out. This changing behaviour leads to increased rowdiness and complaints from residents in neighbourhood areas as people head off into town, but also increases disorder in our city centre as people arrive already intoxicated, which is regularly witnessed by the Police and people working in the on-trade.

For the reasons outlined above I would request that the Licensing Authority do not grant a premises licence in this location.

Dr Dawn Scott Acting Director of Public Health

A handwritten signature in cursive script, reading "Dawn Scott".



14 Shops with alcohol licence within 0.5 miles of proposed Sainsbury's

- Spar, Chillingham Road
- Premiere, Chillingham Road
- Tesco, Chillingham Road
- Chillingham News, Chillingham Road
- Chillingham Wines, Chillingham Road
- S Kiwi, Rothbury Tce
- Malmoral Wines, Second Ave
- Heaton Convenience Store, Addycombe Tce
- Sainsbury, Heaton Road
- lifestyle Express, Heaton Road
- Premiere Heaton Road
- Heaton Village Store, Heaton Road
- Omers Convenience Store, Addycombe Tce
- Hanza News Heaton Road