Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 11:01
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

Kari Knight
14 Charles Street
CB1 3LZ
Drink abuse is a problem in Romsey Town and our family is often kept awake by fights in the street, unruly behaviour and loud drunken talk in the early hours of the morning. Do we have to give more opportunities for people to buy alcohol?

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 11:03
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

Neil Cunningham
24 Mawson Road Cambridge
CB1 2EA
I am very concerned about granting an extended alcohol licence to a major supermarket store in the middle of our community. We already have a problem with street and late-night drinking and its effects. Allowing Sainsburys to sell alcohol so late will encourage increased use by late-night revellers with a significant detrimental effect on the neighbourhood in terms of noise, litter and vandalism. At the moment the Mace store shuts at 9-9:30 - any extension beyond this point would be harmful to the residential streets in the area - especially Mawson and Tenison and the linked streets.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 11:28
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

Amanda Pyatt
60 Sturton Street
CB1 2 qa
Drug taking and drunkeness are rife in The Mill Road area and dominates public spaces. I object to the application by Sainsbury's for a licence to sell alcohol as it will fuel the anti-social behaviour of the drunken groups that currently frequent the area and make life unpleasant for residents and others in the Mill Road area. These people can be frightening and some of their dogs vicious as they often frequent the cemetery and I have seen them using plastic cards to enter and squat in the ex Chinese take away on the corner of Tennison Road. Giving easy access to fuel their addiction would make life more unpleasant for us all and this licence should not be granted.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 12:40
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

[redacted]

I have no doubt the CIZ policy has reduced problems in Mill Road. Every chance should be taken to strengthen the policy and oppose or severely restrict certain alcohol licences. I live (and sleep) directly on Mill Road and walk the Road daily. Personally, I am most affected by (a) street drinkers and (b) noisy groups in the Road, especially late at night \ early in the morning. Clearly supermarket alcohol sales, especially of discounted multi-packs, are more likely than specialist off-licences to fuel excessive drinking. Late night sales are especially problematic, and can involve less-trained, part-time staff. The Mace store is near several street drinking "hot-spots", such as the Gwydir St bus-shelter and the wall of St Barnabas church. A promise to avoid selling single items of strong beer \ cider, shows some naivety : the solitary street-drinker is not the problem and multi-packs, large flagons and screw-top wine bottles are much more likely to sustain group drinking.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 13:25
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

[redacted]

[*****PLEASE DO NOT PUBLISH MY FULL NAME, ADDRESS OR EMAIL ADDRESS - "Perowne Street resudent is OK"*****] I am very alarmed to learn that Sainsbury's have applied for an alcohol licence for 78-80 Mill Road. As a resident of Perowne Street, I feel this would be disastrous for the neighbourhood - cheap booze on sale for 16 hours a day, 7 days a week would have a very negative impact on the area, and my street in particular, as it would increase the number of people drinking on the street and consequent anti-social behaviour and litter, including broken glass.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 14:03
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

[redacted]

PLEASE REMOVE PERSONAL DETAILS FROM MY COMMENT I'm writing to oppose granting an alcohol licence for 78 Mill Road. There are huge problems on Mill Road with alcohol consumption, street drinking and public intoxication. It's a Cumulative Impact Zone, and I would strongly urge that another shop selling alcohol, potentially with longer licensing hours and more cheap alcohol available than the previous premises, is going to add to public disorder and safety and reduce the sense of safety in the area. As a woman who frequently has to walk alone at night up and down Mill Road I would personally feel less safe.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 14:37
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

R Stevens
18 Great Eastern Street Cambridge
CB1 3AD
I object to the granting of an alcohol licence to Sainsbury's at 78-80 Mill Road as the availability of cheap alcohol 16 hours a day, 7 days a week will almost certainly result in more anti-social behaviour in the locality. This will affect all who live locally and use Mill Road when going into and out of the city centre.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 14:40
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

Mona AlQazzaz
15B Covent garden Cambridge
CB1 2HS
I object to have more cheap alcohol on Mill road. It is very difficult to walk alone on Mill road on Friday and Saturday nights on Mill road without being harassed by drunken individuals or exposed to their unpleasant The presence of Sainsburys on Mill road will not only detract from the road's culture, but will also cause a threat to all the local businesses on the road. Bringing more cheap alcohol-sellers to Mill road will contribute to increased crime and extra inconvenience to the residents.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 14:51
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

Andrew Wernick
19 Mackenzie Rd
CB1 2AN
I strongly object to the granting of an alcohol license to the Sainsbury Express outlet planned to open in Mill Road. I do so on the grounds that more cheap alcohol availability will exacerbate the existing public order and nuisance problem already associated with drunkenness in the area, esp on Mill Rd itself in the evenings and also in the Mill Rd Cemetery, with its multiple public uses including for young children.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 15:12
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

Richard Burgess
11 Guest Road
CB1 2AL
The Mill Road area has, over the years, suffered from a lot of public nuisance from drinkers and does not need another outlet for the sale of alcohol. Instead there should be a reduction.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 15:44
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

Katia Mace
28 mill road Cambridge
Cb1 2ad
As someone living in the vicinity of the proposed premises, I believe it will ruin the character of mill road and make it a less safe place to live.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 16:48
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

Jake Grimmett
82 Cavendish Road Cambridge
CB13AF
I would like to object to Sainsburies new store on Mill Road. Mill Road is a unique cultural area, it has a strong tradition of family run businesses, providing a rich & diverse mix of ethnic shops. A chain supermarket would encourage a monoculture, weaken the sales of these shops, and end up depressing the culture of the whole area. There are also worries regarding alcohol; this area already has too much cheap drink available, and a supermarket would only increase this, making the road more unsafe.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 17:18
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

John Preston
6 Golding Road Cambridge
CB1 3RP
I object most strongly to this application. It is totally contrary to the Council's licensing policy for premises within a CIZ, and it will aggravate the existing disproportionate level (as noted by the Police, Chief Supt Needle) of alcohol related disorder and crime on Mill Road. Mill Road needs enhancement, not demonstrably damaging aggravation of existing problems.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 17:35
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

Julian Allwood
6 Willis Road Cambridge
CB1 2AQ
I'm very concerned about Sainsbury's development of the Mace Store on Mill Road. The primary concern is about the entry of a mass-market chain into what is otherwise a uniquely local and independent road of stores. The other concern is that adding a new outlet for alcohol sales may exacerbate existing problems related to unsociable behaviour in the area.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 17:47
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

Kati Preston
6 Golding Road Cambridge
CB1 3RP
I wish to object to the application of an alcohol licence by Sainsbury's in respect of 78-80 Mill Rd, Cambridge. Mill Rd is currently subject to existing alcohol problems, it is already a CIZ; this arising from a combination of police recommendation and overwhelming local public representation. Many of the existing problems arising from an alcohol culture within this area are specifically linked to off-licence sales by convenience stores. The applicant has regard for their own staff within their store, but demonstrates no regard for the effect of their alcohol sales on a community suffering from existing pressure from alcohol related crime and related community disorder, as evidenced by their proposal to sell self-service spirit mixes. Within the Mill Rd area there are continual community calls for enhancement of the area. The community does not need to have something imposed, which it is demonstrably and wholly against, and which will demonstrably aggravate existing problems.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 17:52
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

[redacted]

I object to Sainsbury's application for an alcohol licence to sell alcohol from 7am to 11pm because I believe it will lead to an increase in anti-social behaviour, noise, crime and disorder and nuisance for local residents, reducing our quality of life. This store falls within the cumulative impact zone and I hope the City Council will take on board views of local objection to this application. (I would like my personal details to be removed prior to publication). Thank you.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 18:03
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

Ulla Kakriainen
82 Cavendish Road
CB1 3AF
I would like to object to the Sainsbury's new store on Mill Road. Mill Road has a strong identity; it is multicultural, vibrant and tolerant, but not without it's problems. Mill Road community already suffers from the effects of alcohol misuse and these effects will escalate, if the alcohol license is granted to Sainsbury's. Price control has a strong influence on people's drinking patterns, and a chain supermarket would be able to offer alcohol at a cheap price. A chain supermarket would also have a negative impact on the the several industrious family businesses that make the area as unique as it is.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 18:14
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

Matthew Tennant
4 oswald terrace sturton street
cb12qq
Mill road already suffers from antisocial behaviour as a result of excess drinking and has been a congregating place for those suffering with with alcohol and drug related problems, granting this licence will only make these problems, which impact particularly on the young, vulnerable, and elderly, worse.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 18:47
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

Anne McConville
15 Fairsford Place Cambridge
CB1 2QS
I object to the extension to the license for Sainsbury's, Mill Rd, to sell alcohol. Mill Rd is already a cumulative impact zone due to the availability of cheap alcohol and the prevalence of anti-social behaviour. There is no need for extended licensing from 7am. Alcohol is a major cause of anti-social behaviour and is factor in 1:3 cases of domestic violence, harming children and families. The fear of crime affects quality of life and causes social isolation and anxiety and depression; as does the perception of crime fuel by environmental factors - litter, bottles and cans. Dependent drinkers cost the NHS about £250 per year each. Access to cheap alcohol from supermarkets is a major factor in underage drinking and 'pre-loading' threatening the health and safety of children and young people. Support individual and population health - reject this application and support the introduction of minimum unit price.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 20:58
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

Adam parrott
15e Campbell Street, Cambridge
cb1 3ne
Selling alcohol until 2300hrs will lead to an increase in anti social behaviour and have a negative impact on the area.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 21:08
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

HJ Maroney
19 mackenzie rd
CB1 2AN
i object to the a liquor licence for sainsbury's because it will lead to both drunken disturbances of public nuisances and perhaps to greater levels of crime.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 21:14
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

[redacted]

Please remove my details other than name from publication Mill Road is already well supplied with drinking outlets, and subject to a certain amount of alcohol related noise and disorder. Further outlets of this type can only be to the detriment of the area.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 21:43
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

Antoine Kemmere
18 Sedgwick Street
CB1 3AJ
I strenuously object to the alcohol licence application of Sainbusry's store at Mill Road 78 - 80. Firstly it is wrong for a Sainbury's chain store to be allowed to be opened on Mill Road. Mill road has a unique character with many independent stores that fully provide everything and more than a chain could. Alcohol misuse is widespread already along Mill road. I regularly, with my children, have to walk past people drinking from early in the morning on Mill road when taking to and collecting from school. There is regular aggressive behaviour, aggressive begging, as well as vomitting, and defecating in the street. The availability of cheap alcohol from a major chain like Sainbury's who also use alcohol as a loss leader, will make the alcohol abuse worse which will increase crime, and make the neighbourhood more unsafe for all residents and for me and my children. I urge for the alcohol application to be DENIED in the strongest possible terms.

Luke Catchpole

From: licensing@cambridge.gov.uk
Sent: 13 February 2015 21:54
To: licensing; luke.cathpole@cambridge.gov.uk
Subject: WK/201412889 :

Address: Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS

[redacted]

OBJECT. Every opportunity should be taken to reduce the number of alcohol licenses on Mill Road, given the well-known problems in the area relating to the crime and disorder, public safety, and public nuisance. The present application is clear case where any new owner of the premises should not receive a new license, given the Cumulative Impact Zone. Only this week a new police initiative has been launched. A new license would undermine it: http://bit.ly/1CLLukL Allowing Sainsbury's to trade will open up every possibility of them advertising like Tesco: http://bit.ly/19fRNk4 As with any other operator aiming to force their way into Mill Road, please do not allow Sainsbury's to have an alcohol license. Even the most responsible retailer possible would still be a problem, because it is possible to buy large amounts of alcohol early in the day and then be drunk by the end of it. PLEASE REMOVE MY PERSONAL

Luke Catchpole

From: [redacted]
Sent: 13 February 2015 16:13
To: licensing
Subject: re new proposed Sainsbury's in Mill Road

I would like to object strongly to an alcohol licence being given to the proposed Sainsbury's in Mill Road. We have enough wine and beer shops there and they need the business - also, we don't want to encourage drinkers to be able to buy cheap super market alcohol all hours.

I would like also to protest strongly to our having to put up with a super market chain like Sainsbury's in Mill road. Mill Road is nationally famous for its dozens of small shops, restaurants and businesses and having a large chain super market in our road is just the pits. I cannot understand why the Planning Committee on the Council would allow such a thing to happen - they are ruining Cambridge and seem to have no idea what real communities are about.

Very dissatisfied, Jenny Leggatt - resident on Gwydir Street for the last 16 yeas.

Luke Catchpole

From: [redacted]
Sent: 12 February 2015 17:17
To: licensing
Subject: Alcohol licence

Dear Sir/Madam,

I am an undergraduate student at the University of Cambridge and also work at the Little Waitrose in the Grafton Quarter.

As such I experience living in this city as both an academic and a permanent, employed resident.

In the former capacity I feel the benefit of Cambridge being a dry city. It makes the learning environment both safer and quieter, and arguably cheaper.

In the latter capacity, given that my store has an alcohol licence, I know from experience that by selling alcohol we invite certain problems -such as shoplifting and antisocial behaviour out side the store (particularly at times like New Years Eve). Due to Waitrose being considered expensive in regards to alcohol pricing, we do not get many students or young residents shopping for alcohol. Sainsbury's is quite different however. It would be hard to imagine that rates of drunken anti social behaviour would not increase if Sainsbury's started selling cheap alcohol. It would also jeopardise the learning environment if students were more readily able to buy from retailers instead of drinking in the safer, more restricted college environment.

It is the role of the retailers and council members (and indeed us residents) to ensure that the environment of this city is maintained as a peaceable and safe one - not only for the students learning here but also for those of us who live here. By this principle we have a responsibility to maintain Cambridge's status as a dry city and as such prevent the problems associated with the ready availability of cheap alcohol. It follows, therefore, that Sainsbury's application for an alcohol licence should be declined.

I hope that full responsibility is taken by all concerned and that the right outcome is achieved.

Best Wishes
Miranda Stocks

I would be most disturbed by the prospect of

Sent from my iPhone

Luke Catchpole

From: [redacted]
Sent: 12 February 2015 22:19
To: licensing
Subject: Sainsbury's alchohol license application

Dear Sir / Madam,

As Romsey's county councillor I feel that the decision about Sainsbury's proposed alcohol license on Mill Road pertains very directly to the residents of my ward, several of whom have asked me to respond to this consultation.

Mill Road runs through both Romsey and Petersfield, and the issue of irresponsible alcohol consumption impacts on both sides of the railway bridge (although Petersfield more so than Romsey).

As the proposed Sainsbury's store falls within a cumulative alcohol impact zone I believe that this application should be rejected.

In my opinion further alcohol licenses should only be granted to pubs and shops that offer something distinctive and which is less likely to contribute to antisocial behaviour.

Shops and supermarkets tend to sell lower priced (per unit) alcohol, often in larger quantities, which is the type of alcohol consumption that we should not be encouraging in an impact zone.

I urge you to reject the application.

Yours sincerely,

Cllr Kilian Bourke

--
[redacted]

Luke Catchpole

From: [redacted]
Sent: 13 February 2015 16:20
To: licensing
Subject: Mill Road Society comments on Premises Licence Application by Sainsbury's, 78-80 Mill Road, Cambridge, Cambridgeshire, CB1 2AS
Attachments: Objection.pdf; Appendix A.docx; Appendix B.docx

Dear Licensing Officer,

Please find attached the comments of the Mill Road Society (which is also my personal comment) on the application by Sainsbury's for a premises licence at 78-80 Mill Road. I am sending this via email, as advised by your colleague this morning, because the document (as a detailed response by a community organsiation) is to large to submit online.

Yours faithfully,

Dr Ruth Deyermond

Dr Ruth Deyermond
29 Tenison Road
Cambridge CB1 3LS

The Licensing Officer,
Licensing Department (Alcohol Licences),
Environmental Services
Cambridge City Council
PO Box 700
Cambridge
CB1 OJH

12 February 2015

Dear Licensing Officer,

Both as an individual local resident and on behalf of the Mill Road Society, I wish to register my objection to the application for an alcohol licence by Sainsbury's, in respect of 78-80 Mill Road, Cambridge.

Summary

We (the Mill Road Society) think that all the licensing objectives would be undermined by the granting of an alcohol licence for this proposed store. It would conflict with the designation of Mill Road as a cumulative impact zone (CIZ) – a policy that has been entirely ignored in this application.

We do not think that the applicant can effectively meet any of the four licensing objectives in relation to a store at this site. This is because of

1. The existing problems in the Mill Road area, which have led to the creation of a CIZ and to the proposal for Public Space Protection Orders in areas very close to 78-80 Mill Road;
2. Evidence from the operating schedule that the applicant shows no awareness of, let alone intends to make any attempt to address, the area's existing problems relating to the licensing objectives. The applicant, in other words, will not be able to promote the licensing objectives if they have not familiarised themselves with the barriers to doing so;
3. Our understanding that the applicant relies on high-volume alcohol sales to make a profit in its Local format stores, which would clearly be an unacceptable basis on which to apply for a licence in a CIZ.

Objections

THE CUMULATIVE IMPACT ZONE

As you know, Cambridge City Council extended its cumulative impact policy to cover Mill Road in 2008. This was done on the recommendation of the police and reflected the views of a hundred local residents who wrote to the council during the consultation period (compared with only one who wrote to oppose it). The designation of Mill Road as a CIZ thus reflected both the professional judgement of the police and overwhelming public opinion.

In asking the council to consider extending the cumulative impact policy to Mill Road, Chief Superintendent Rob Needle stated that:

> *Mill Road suffers a [...] disproportionate level of alcohol related disorder and crime linked to the density of licensed premises in the area [...] Mill Road has previously been identified as suffering the highest rate of violence against the person, hate crime, and anti-social behaviour in Cambridge City*
> (Cambridge City Council Statement of Licensing Policy, Appendix 3)

Local residents who commented on the CIZ proposals identified a range of reasons why the policy should be extended to Mill Road, including problems of violence and anti-social behaviour (ASB). As many of them noted, these are not problems that are confined to weekend evenings (although evidence suggests that this is when problems requiring police intervention are at their most acute on Mill Road), but they are also strongly linked to the continuing presence of street drinkers in the area, who present ASB issues throughout the week and across the day, and to the effects of early-evening pre-loading by students who occupy the large number of HMOs in the immediate vicinity of the proposed store.

This area of Mill Road has been the subject of concerted attempts by the council and police to address long-standing problems related to the sale of alcohol in the area. As a number of residents noted during the CIZ consultation, and as the council's statement of licensing policy notes, this is a problem specifically linked to off-licence sales by convenience stores. We think that all the considerations that led to the creation of the CIZ still apply and, in particular, apply to the granting of off-licences.

As a result of the specific, alcohol-related problems associated with the area – which we, like other local residents, observe on a daily basis – we are of the strong opinion that the problems associated with the granting of an off-licence could not be effectively addressed by reducing the hours of alcohol sale. We think that, for this reason, even if there were no other problems with this application the granting of this licence on Mill Road would, in itself, undermine all four licensing objectives. However, there are, additionally some very serious additional problems with this application.

THE OPERATING SCHEDULE

The operating schedule makes no attempt to address the particular issues connected to this area, in particular the presence of a Cumulative Impact Policy.

The council's document *Cambridge City Council Statement of Licensing Policy* states that the cumulative impact policy:

> *Creates a rebuttable presumption that applications within the [CIZ] areas [....] for new premises licences or club premises certificates or variations that*

are likely to add to the existing cumulative impact will normally be refused, if relevant representations are received about the cumulative impact on the licensing objectives, unless the applicant can demonstrate why the operation of the premises involved will not add to the cumulative impact already being experienced. Applicants will need to address the special policy issues in their operating schedules in order to rebut such a presumption.

The operating schedule supplied by the applicant shows no awareness of the existence of the Mill Road CIZ. This is particularly surprising since the applicant has been engaged in attempts to acquire a site within the Mill Road CIZ since 2011 and should therefore be very familiar with the area and its alcohol-related problems. It is all the more surprising given the applicant's stated aim to be a 'good neighbour' in Mill Road, and their claim to have 'extensive experience in bringing stores of this kind to areas like this' and in 'building positive relationships with the communities we operate in'. We cannot understand why a national retailer with a stated commitment to both best practice on alcohol sales and to positive community engagement has not attempted to address the issue of the CIZ in its operating schedule, as the council requires applicants to do.

Instead, section M of the operating schedule is identical to those in other applications for alcohol licences for Sainsbury's Local stores made over recent years. The operating schedule appears to be a template one that is used in any Sainsbury's Local application, irrespective of the particular character and problems of the local area. **We do not think that a template response to the licensing objectives is sufficient in an application for a licence to sell alcohol in a CIZ with significant problems of street drinking and other types of drink-related violent crime and ASB.**

The failure of the application to meet the requirements for the award of an alcohol off-licence in a CIZ is evident when the specific conditions offered by the applicant are offered. As already noted, the worst alcohol-related problems in the area concern the first three licensing objectives. The applicant's offered conditions address none of them adequately.

1. **The prevention of crime and disorder**

The applicant offers ten proposed conditions which it claims will promote this licensing objective. While many of them may reduce the effects of crime on the store itself, by deterring shoplifters, none of them are likely to have any meaningful impact on the problems of crime and disorder outside the proposed store; in fact, some of them are likely to make the current problems in the Mill Road CIZ worse.

Six of the ten offered conditions relate only to the maintenance of CCTV in the store, which – although presumably helpful to the applicant in reducing shoplifting – has no effect on violence, disturbance or any other ASB outside the store itself. One other offered condition relates to proposed membership of Cambridge Business Against Crime which, while laudable, does not relate to the way in which alcohol would be marketed and sold in the store. This means that only three conditions relate to sale of alcohol itself. All of these are template conditions, routinely offered by Sainsbury's in their applications for licences for their Local stores around the country, rather than considered responses to the problems of the local area. Not surprisingly, therefore,

none of them will meaningfully address any of the problems that affect this area of Petersfield ward.

Conditions 7 and 8: The applicant proposes that no non-premium beer or cider with an ABV of 5.5% or above would be sold and that single bottles of beer, lager, or cider for sale would be between 500ml and 1500ml in size. This would not prevent the sale of, for example, multipacks of Stella Artois ("nicknamed "Wife Beater" in the United Kingdom, due to a perceived connection with aggression and binge drinking"), or Sainsbury's own brand dry cider (5.3% ABV). These types of alcohol are routinely on promotion in Sainsbury's stores, including in Local format stores (see, for example, the images at Appendix A). This means that cheap and, by most people's standards, strong lager and cider could, and we assume would, still be sold at this store.

Condition 9: The applicant states that there would be no self-service of spirits except for spirit mixtures. Proposing self-service of spirit mixtures in a CIZ is wholly irresponsible, not least because many of those spirit mixtures sold by Sainsbury's have a higher ABV than the strong beer and cider on which they offer conditions. For example, spirit mixtures currently sold by Sainsbury's include 250ml cans of 'Smirnoff and Cranberry Juice' and 'Archers Woo Woo' with an ABV of 6.4%, 'Greenall's Gin and Pink Grapefruit' (6.5% ABV), and 275ml of Jack Daniels and Cola (6% ABV) which is packaged to look like a small bottle of Jack Daniels (see attached images at Appendix b). As the images show, these types of alcohol are often the subject of special offers by Sainsbury's; we do not think that a proposal for self-service, strong, discounted alcohol can possibly be seen as an appropriate in a CIZ.

It should also be noted, of course, that the applicant offers no condition limiting the sale of spirits (as opposed to their position in the store) and we assume that they intend to make cheap spirits available for sale as they do in other Local format stores – including their 'Sainsbury's Basics' vodka, which I saw on sale in a Local format store two days ago. This is a particular problem in an area that suffers from ASB and other forms of crime connected to pre-loading by students in the area's many HMOs.

In summary, most of the proposed conditions do nothing at all to address the prevention of crime and disorder objective outside the store itself. The three conditions that are concerned with the type of alcohol sold and the way it would be sold in the store will not prevent the types of alcohol-related crime and disorder that characterise this area and that are the reason for the CIZ.

Although we are concerned about the proposed hours of alcohol sale in respect of this objective, it should be noted that reduced hours would remain deeply problematic. As local residents and the police have noted before, alcohol-related ASB in the Mill Road area is not restricted to any particular time of day. I have personally reported several incidents of alcohol-related ASB occurring during the day and within less than 100m of the proposed store.

2. Public safety

The application states that 'the applicant will at all times maintain adequate levels of staff and security'. This is apparently the only way in which the applicant proposes to promote the licensing objective relating to public safety. In addition to its obvious vagueness, which gives local residents no reassurance at all, staffing levels in the

proposed store can necessarily only attempt to address public safety inside the store itself. In our experience, most alcohol-related threats to public safety in the Mill Road area do not occur inside stores but outside them. We think that this is likely to be a particular issue given the existence of an ATM machine at the site and the proximity of the site to areas where street drinking regularly occurs, some of which are being considered for Public Space Protection Orders.

3. The prevention of public nuisance

As already said and as is very well known, the area around the proposed store suffers from serious, long-standing problems in this regard. The applicant claims to be able to promote this objective satisfactorily by putting up a sign asking customers to leave quietly late at night. As anyone with even the most minimal knowledge of the area would know, this could not remotely begin to meet the requirements relating to the objective.

The final licensing objective, relating to the protection of children from harm, is addressed in the application via the applicant's standard conditions for Local format stores. It does not, however, address the issue of proxy sales which are a particular problem in this area of Petersfield ward because of the number of mixed-age language school and summer school residencies in the immediate area (there are at least two within approximately 100m of this site).

THE PROPOSED STORE'S RELIANCE ON ALCOHOL SALES

The disregard for the Mill Road CIZ and the failure of the proposed conditions to promote the licensing objectives are of particular concern because of the extent to which the applicant is dependent on alcohol sales in stores of this format. As is widely known, convenience format stores operated by businesses such as the applicant's rely on a high volume of alcohol sales to generate a profit. We think that this is why a lawyer acting for the applicant told a licensing hearing last year that:

> *If you took alcohol out of the store, the incremental impact is very significant. I'm virtually sure that Sainsbury's Local wouldn't open this store if it didn't get the alcohol licence.*

In this context, we note that it is our understanding that the applicant has not yet finalised its lease of 78-80 Mill Road; we further understand that they are waiting for the outcome of this licence application before deciding whether or not to proceed with the lease.

We think that it would be completely inappropriate to grant an alcohol licence to a store that depends so heavily on alcohol sales to make a profit that it will now only open stores of this format if it can sell alcohol in them. We think that this is a particularly dangerous feature of the application when considered in conjunction with the range of cheap, strong alcohol that the applicant routinely sells in its Local stores.

CONCLUSION

In conclusion, both the nature of the area itself and the specific character of this application mean that granting an alcohol licence in this case would strongly conflict with the licensing objectives. We strongly oppose the application.

[redacted]

Dr Ruth Deyermond [redacted]

Lager and Cider on Promotion in a Sainsbury's Local, 11.02.15

Examples of pre-mixed spirits sold by Sainsbury's on 13.02.15

Sainsbury's

Groceries | Favourites | Great Offers | Ideas & Recipes

Fruit & veg | Meat & fish | Dairy, eggs & chilled | Bakery | Frozen | Food cupboard | Drinks | Health & beauty | Baby

Drinks > Spirits & liqueurs > Pre-mixed spirits

Greenall's Gin & Pink Grapefruit 250ml

Buy any 3 for £5.00

Write the first review

£2.00/unit
£8.00/ltr

1 Add

Save money

Item code: 7228745

Tweet Like 0

Information | Reviews

Description

The great British cocktail

Gin, Indian tonic water & pink grapefruit drink with sugar & sweetener

Original London Dry Gin

Alc. 6.5% Vol.
1.6 UK Units

Drink Responsibly
www.drinkaware.co.uk

Sainsbury's

Groceries | Favourites | Great Offers | Ideas & Recipes

Fruit & veg | Meat & fish | Dairy, eggs & chilled | Bakery | Frozen | Food cupboard | Drinks | Health & beauty | Baby

Drinks > Spirits & liqueurs > Pre-mixed spirits

Smirnoff & Cranberry Juice 250ml

Buy any 3 for £5.00

Write the first review

£2.00/unit
£8.00/ltr

1 Add

Save money

Item code: 6806182

Tweet Like 0

Information | Reviews

Description

Double measure

Smirnoff No 21 Vodka perfectly mixed with ocean spray cranberry (22%) juice drink.

Sainsbury's

Groceries | Favourites | Great Offers | Ideas & Recipes

Fruit & veg | Meat & fish | Dairy, eggs & chilled | Bakery | Frozen | Food cupboard | Drinks | Health & beauty | Baby | Household | Pet | Home &

Drinks > Spirits & liqueurs > Pre-mixed spirits

Archers Woo Woo 250ml

Buy any 3 for £5.00

Write the first review

£2.00/unit
£8.00/ltr

1 Add

Save money

Item code: 7683295

Tweet | Like | 0

Information | Reviews

Description

Archers Woo Woo is Archers Peach Schnapps spirit drink perfectly mixed with cranberry juice drink.

Manufacturer

Diageo,
Lakeside,
Park Royal,
London,
NW10 7HQ.

Preparation

Serve chilled in a tall glass over ice for a deliciously invigorating taste

Serving suggestion: Serve chilled in a tall glass over ice for a deliciously invigorating taste. Ready to drink

Country of Origin

Country of origin: Italy

Packed in: Italy

Packaging

Can

Alcohol

Alcohol by volume: 6.4%

Alcoholic content: 1.6 units

Sainsbury's

Groceries | Favourites | Great Offers | Ideas & Recipes

Fruit & veg | Meat & fish | Dairy, eggs & chilled | Bakery | Frozen | Food cupboard | Drinks | Health & beauty | Baby | Housel

Drinks > Spirits & liqueurs > Pre-mixed spirits

Jack Daniel's & Cola 275ml

Write the first review

£3.00/unit
£10.91/ltr

1 Add

Item code: 7706917

Tweet | Like | 0

Information | Reviews

Description

Manufacturer

Brown Forman Beverages Europe Ltd,
45 Mortimer Street,
London,
W1W 8HJ.

Packaging

Bottle

Alcohol

Alcohol by volume: 6%

Alcoholic content: 1.65 units