

Appendix C – Best One Express Representation Redacted

Subject: Re: Application received under the Licensing Act 2003 for a new Premises Licence – Best One Express

I would like to make an objection to this application.

The location is within the city centre cumulative impact area. I am objecting because the application does not address issues of cumulative impact, as it should do under 4.9 of the cumulative impact assessment, which indicates a lack of awareness of the authority's policy regime. It does ask for "an exception" but no reason for an exception is provided except economic need, which as far as I am aware is not a relevant factor, although I naturally have sympathy.

I am also objecting because I consider that the application, even with the conditions recommended by the Police, will leave the business ill-equipped to deliver on the licensing objectives.

I am obliged to highlight that 'cumulative' in the very local sense means next door to Waitrose, which staffs access and egress from its licensed store with a uniformed guard which helped to gain them their licence for alcohol sales. The guard role there is active in regulating access and intervening on egress from the premises. In this context, in the absence of a guard at 4 Fitzroy Street - indeed with only one staff member present and s/he not located between the open shelving for alcohol and street access, the premises will immediately be identified as the go-to place for those looking for unprotected alcohol.

In my opinion this business is unfortunately not proposing the resources necessary to address the local situation in a properly considered attempt to meet any of the licensing objectives.

The location is 50 metres from the Willow Walk hostel for the highest needs homeless people, who typically are suffering from addictions or mental ill health or both. Fitzroy Street is the regular location of beggars and rough sleepers. The confectionary merchandise of the shop itself draws children on the school run to St Mathews and Park Street Primary Schools and Parkside Community College. These are the most sensitive and at times pressurised and volatile conditions into which to introduce a further outlet for alcohol sales with lower than the prevailing standards of security.