

Our Ref: PC446 Licensing/Burleigh Phone & Vape Shop.

Licensing Officer
Cambridge City Council
4, Regent Street
Cambridge
CB2 1BY



10/09/2025

Dear Sir,

SUBJECT: Representation - Burleigh Phone & Vape Shop, 34 Burleigh St. Cambridge,
CB1 1DG.

Please find attached Police representation relating to the Premises Licence application for the retail off-sale of alcohol. This representation has regard to licensing objectives for Prevention of Crime and Disorder, Public nuisance, and the Protection of children from harm under Licensing Act 2003.

Yours Sincerely,



PC 446 Clare Metcalfe
(ProQual Level 4 Certificate for Police Alcohol Licensing Officers)
Operational Planning and Licensing Officer,
Partnerships and Operational Support Department,
Cambridgeshire Constabulary,
Hinchingbrooke Park,
Huntingdon,
PE29 6NP.

**THE LICENSING ACT 2003
REPRESENTATION FORM FOR "RESPONSIBLE AUTHORITY"**

Please delete as applicable: **POLICE**

Your name	PC446 Clare Metcalfe
Job Title	Cambridgeshire Constabulary Licensing Officer
Postal Address (inc post code)	Partnerships and Operational Support Department, Cambridgeshire Constabulary, Hinchingsbrooke Park, Huntingdon, PE29 6NP.
Contact telephone number:	n/a
Mobile Number:	
Email address:	

Name of Premises you are making a representation about:	Burleigh Phone & Vape Shop,
Address of the premises you are making a representation about:	34 Burleigh St. Cambridge, CB1 1DG.

This section is about your representation/s. They must relate to one or more of the Licensing Objectives. Please detail the evidence supporting your representation, (under the relevant headings) and the reason for your representation/s. <i>It is important that you detail all matters that you wish to be considered. (Use additional sheets if necessary). Regulations provide that in considering representations the authority may take into account documentary or other information produced by the party either before the hearing or, with the consent of all parties, at the hearing.</i>	
Which licensing objective(s) does your representation relate to?	Please see below
The prevention of crime and disorder See below	Public safety N/A
The prevention of public nuisance See below	Protection Of Children from Harm See below

Details of application

The application is for a new premises licence to permit the retail sale of alcohol at an established shop – Burleigh Phone & Vape Shop. 34 Burleigh Street, Cambridge.

The Supply of Hours applied for are:

	Start	End
Monday - Friday	08:00	20:00
Saturday – Sunday	09:00	18:00



Frontage of Burleigh St. Phone and Vape Shop. 34 Burleigh Street, Cambridge.



- Location of Burleigh Street Phone and Vape shop.

As detailed in the above map the premises is situated within the City Centre Cumulative Impact Area (CIA).

Cambridge City Council's Cumulative Impact Assessment [Statement of Licensing Policy: Cumulative Impact Assessment - Cambridge City Council](#)

Section 4.5 of Cambridge City Council's Cumulative Impact Assessment, states:

"the Licensing Authority considers that the number of licensed premises and club premises certificates within the areas specified in 4.1 is such that it is likely that granting further licenses or variations to licenses would be inconsistent with the authority's duty to promote the licensing objectives".

Police object to this application under the following Licensing objectives:

- The prevention of crime and disorder
- The prevention of public nuisance
- Protection of children from harm

Section 4.10 Cambridge City Council's Cumulative Impact Assessment, states:

"The onus is on the applicant to demonstrate to the responsible authorities the suitability of how their proposal will not add to the cumulative impact. To assist this process the Council recommends speaking to the relevant responsible authorities ahead of submitting any application".

It is the opinion of Cambridgeshire Constabulary that the applicant has not sufficiently demonstrated on the operating schedule how they would not add to the cumulative impact.

Overview of area

The premises is located along Burleigh Street which is a busy pedestrianised thoroughfare for people travelling from Petersfield ward into the city centre. The immediate area is made up of wide range of retail units, including betting outlets, cafes, a night-time music venue, and a private members club (with a number of these premises having an on and/or off premises licence). The main entrance of Anglian Ruskin University (ARU) is 0.1 mile from the premises, and St Matthew's Primary School on Norfolk Street is only 130 metres from it. Also within close proximity are student halls of residents. Just passed ARU is Jimmy's Cambridge, a service that offers all year-round night shelter and a wide range of support for people who have been sleeping rough in the city, many of whom have significant vulnerabilities due to personal struggles with mental health issues, substance and/or alcohol addictions.

As with other off licensed premises within the city centre, they will often be a magnet to members of the street life community, who are often dependant on drugs and/or alcohol, bringing with it the problems associated with street drinking such as antisocial behaviour; retail theft, drunkenness all which make it unpleasant for other members of the public and business users.

Pre-application advice

Pleasingly the applicant has referred to the fact the premises is located within the City Centre CIA and volunteered several conditions, as pre-application advice had been sought on two occasions in March and July/August this year. Appendix, Section 1 - Email correspondence between applicant and Police Licensing.

A summary of police responses is that on both occasions the existence of CIA was highlighted, the applicant was signposted to City Council's statement of licencing policy, and it was recommended they comprehensively researched examples of conditions and restrictions on hours that other recently granted off-licences with the CIA have had to include in their applications. They were also signposted to the Cambridge City Council Licensing public register where the Premises Licence for Tesco, East Road could be found, as this was the most recently granted off-licence, closest to the premises.

Application Concerns

The 08:00 supply of alcohol hours start time may expose young children on their way to the local school to people who are seeking an earlier morning alcohol fix, as could also be the case when children leave school.

Despite seeking pre-application advice there is no reference in the application to volunteering a condition that would restrict the type of alcohol being sold, namely – *“Beer, lager or cider products with an AVB content of 5.5% or above shall not be sold at the premises except for premium or craft products or such other products specifically agreed for sale by the police”*. Inclusion of such a condition would have helped dissuade those customers seeking high strength, cheap alcohol from frequenting the premises. Its omission is concerning and may indicate a financial need to sell alcohol of this type; despite the possible negative impact it would have on the area.

It is noted that currently the premises offers an online ordering service for home deliveries, but there is no mention within the application whether they intend to extend this offering to the delivery of alcohol.

I am cautious as to the viability of the volunteered condition, namely: *“the presence of SIA-licensed security personnel during all hours when licensable activities are taking place”*. I question how this would be financially sustainable for a small independent retailer to employ a Security Industry Authority (SIA) trained security officer for 12 hours a day Monday-Friday and for 9 hours a day at the weekends!

The plan drawing submitted with the application is rather basic. It does not annotate the intended location of alcohol displays to allow for an assessment to be carried out as to whether the applicant has sufficiently thought about theft mitigation measures. Measures such as product placement (away from the entrance door), whether alcohol is displayed in line of sight of the cashier, whether spirits are to be displayed behind counter, and whether an audible alarm would be fitted to the entrance door (but none of these measures have been mentioned in the operating schedule).

The plan drawing shows the front entrance door locate to the left-hand side, currently it is positioned centrally to the front, does the applicant intend to change the door location or is the submitted drawing incorrect?

Conclusion

Due to the potential effect that this premises may have on the local community, in an area already deemed sensitive to alcohol related crime and anti-social behaviour, coupled with the concerns identified above, it is only right and proper this application should be considered by a Sub-Licensing Committee, and Cambridgeshire Police respectfully request this application be refused.