



Northamptonshire County Council

Director of Public Health
Northamptonshire County Council

Dear Sir / Madam,

Ref –Application for a Review of a Premises Licence, Aqua, 64-70 Gold Street, Kettering NN16 8JB.

As a Responsible Authority under the 2003 Licensing Act, the Director of Public Health makes the following representations in relation to the above review of a premises licence application.

These representations relate to the following licensing objectives:

- Prevention of crime and disorder
- The protection of children from harm

The Director of Public Health also supports the representation made by Northamptonshire Police.

Our approach

Northamptonshire County Council has begun screening licensing applications against a series of indicators relating to alcohol harm.

In order to identify geographical areas in the county which experience significant alcohol harm, the Public Health team has identified a number of indicators of alcohol harm and incorporated them into a tool which enables us to compare small geographical areas (Lower Layer Super Output Areas – LSOAs) with other geographical areas with a similar sized population across the county and rank them accordingly. The County is made up of 422 such LSOAs while Kettering Borough is made up of 57 LSOAs.

The indicators used include data in relation to:

- Alcohol liaison nurse service data
- Presentations to Accident & Emergency (A&E) departments with a recorded link to alcohol
- Violent crimes reported to the police involving alcohol or with an identified link to a licensed premises
- Children's social care data with alcohol misuse identified in relation to an adult in the household
- Alcohol / substance misuse treatment client data, where alcohol misuse is identified
- Extent of existing licensed premises in the location of the area

(More information about the data used is included in the attached appendix)

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County Council

Alcohol harm – LSOA Kettering 007B (E01027110)

The premises to which this review of a premises licence application relates is contained within the LSOA referred to as Kettering 007B (E01027110).

Based on our rankings of alcohol harm, this LSOA is ranked **number 1 of 57 LSOAs in Kettering Borough** and **number 3 of 422 LSOAs in the county** (where 1 indicates the highest levels of alcohol harm).

Specifically:

The number of presentations to Accident & Emergency departments (rate per 1000 people) following an assault involving alcohol or where the patient has cited a licensed premises as the location is the **highest of any LSOA in Kettering Borough** and **3rd highest of any LSOA in the county**.

The number of Violent Crimes recorded by the police (rate per 1000 people) involving alcohol or where the patient has cited a licensed premises as the location is the **highest of any LSOA in Kettering Borough** and **3rd highest of any LSOA in the county**.

The number of existing premises with alcohol licences (per 1,000 people) in the LSOA is the **highest of any LSOA in Kettering Borough for on and off licences** and **2nd highest of any LSOA in the county for off licences** and **3rd highest of any LSOA in the county for on licences**. When considering the number of licensed premises within a wider 1km radius of the postcode of the premise, there are **104** premises licensed to sell alcohol.

Further details on these figures are contained in appendix 1.

Alcohol availability and alcohol harm:

There is extensive research which highlights a direct link between the availability of alcohol and alcohol related harm in the surrounding environment, including alcohol related disease and violence (Richardson 2014, NICE 2010, NICE 2014)*

The available research suggests that the density and prevalence of alcohol retail outlets influences alcohol related harm in a variety of ways, including:

- Creating greater physical availability of alcohol in a local area
- Increasing the visibility of alcohol advertising in a local area
- Shaping and reinforcing local attitudes and norms around drinking behaviour and drunkenness.

Considering the incidents cited by Northamptonshire Police and the above data, it is the representation of the Director of Public Health that;

- **The Premises Licence be revoked**
-The Premises Licence holder does not appear to be supporting the licensing objectives, the conditions in place on the licence or handling problematic situations appropriately.

Should the licensing authority decide against revoking the premises licence, the Director of Public Health would request that:

- **The Premises has all licensable activities reduced to 02:30am**
 - The majority of incidents cited by Northamptonshire Police in the review application occurred after 03:00am
 - Following an analysis of the closing times of other licensed premises in Kettering town centre, this appears to be an appropriate time for the premises to cease licensable activities as there is only one other premises closing at this time (Further information included in the attached appendix). This will help prevent large volumes of people being on the street at the same time.

*NICE 2010, Alcohol use disorders: prevention www.nice.org.uk/guidance/ph24
NICE 2014, Alcohol-use disorders: preventing harmful drinking. Evidence Update March 2014
Richardson 2014, Alcohol-related illness and death in Scottish neighbourhoods: is there a relationship with the number of alcohol outlets?



Professor Akeem Ali
Director of Public Health