

COMMUNITY AND HOUSING DEPARTMENT

Simon Williams - Director



Public Health
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Merton Civic Centre
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Morden SM4 5DX

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Date: 20 February 2015

To: Licensing Department
London Borough of Merton
Merton Civic Centre
London Road
Morden SM4 5DX

Re: Application for a Premises Licence under the Licensing Act 2003 – Brasoveanca Butcher Shop, 19 Abbotsbury Road, Morden, Surrey, SM4 5LJ

Application Reference	WK/201410559
Applicant	Balcanic Taste Ltd
Premises address	19 Abbotsbury Road, Morden, Surrey, SM4 5LJ
Ward	Ravensbury
Summary of the application	Supply of Alcohol Monday – Sun 1000-2100 Christmas Eve & Good Friday – 1000-2300

As a responsible authority under 2012 amendment to the Licensing Act 2003, the Director of Public Health for Merton wishes to make representation to the application on one of the four licensing objectives:

1. The prevention of crime and disorder

Tackling alcohol misuse is central to achieving the outcomes in Merton's Health and Wellbeing Strategy: giving every child a healthy start in life, supporting people to improve their health, improving wellbeing, resilience and connectedness, and reducing the gap in life expectancy between the east and west of the borough. We want to create an environment and a culture in the borough that prevents problem drinking from starting and provides early help for people who are struggling. One of the ways we will be doing this is ensuring health and wellbeing considerations are presented for consideration in licensing decisions, in order to tackle alcohol-related crime and anti-social behaviour, ensure public safety and prevent harm to children.

The Merton Joint Strategic Needs Assessment (JSNA) chapter on alcohol sets out a summary of the available evidence on alcohol-related behaviours and consequences, as background to the importance of tackling alcohol effectively in the borough: <http://www.merton.gov.uk/health-social-care/publichealth/jsna/lifestyle-risk-factors/adults-substance-misuse/alcohol-jsna.htm>

1. The prevention of crime and disorder

Local data from the London Ambulance Service, available for a postcode adjacent to these premises, suggests that in the year to September 2014, the following incidents occurred within 500 meters of the postcode:

- 68 alcohol related incidents, 15 of which were under the age of 26
- 12 assaults
- 10 least serious injuries, which are often used as a proxy for alcohol related violence

Further data (shown in detail in Appendix A), shows that there was a particularly high incidence of transport-related violence and criminal damage within 200 metres of this postcode (top 1% rank in the borough for both measures), in addition to a high volume of bus driver reported anti-social behaviour incidents within 200 metres of this postcode, again in the top 1% in the borough.

This data suggests a significant impact of alcohol consumption in the local area. While the above data does not relate to these specific premises, it is likely that the granting of this application will contribute to the above trends relating alcohol to crime and disorder.

Conclusion

The applicant states a number of steps they will take to promote the licensing objectives, however we believe that these steps alone will not be sufficient to prevent an additional impact on the levels of alcohol-related crime and disorder already seen in the area. We note that the applicant intends to request ID for people who look under age. We would suggest that a 'Challenge 25' scheme is operated as good practice. Further to this and based on the information provided, we would like to see the following conditions applied to the licence to promote the prevention of crime and disorder:

1. There shall be no promotional sales of alcohol at the premises where alcohol is sold at a price lower than that at which the same or similar alcoholic drinks are sold, or usually sold, on the premises.
2. No super-strength beer, lagers or ciders, or spirit mixtures of 5.5% ABV (alcohol by volume) or above shall be sold at the premises.
3. No single cans or bottles of beer, lager cider or spirit mixtures shall be sold at the premises
4. No more than 15% of the sales area shall be used at any one time for the sale, exposure for sale, or display of alcohol

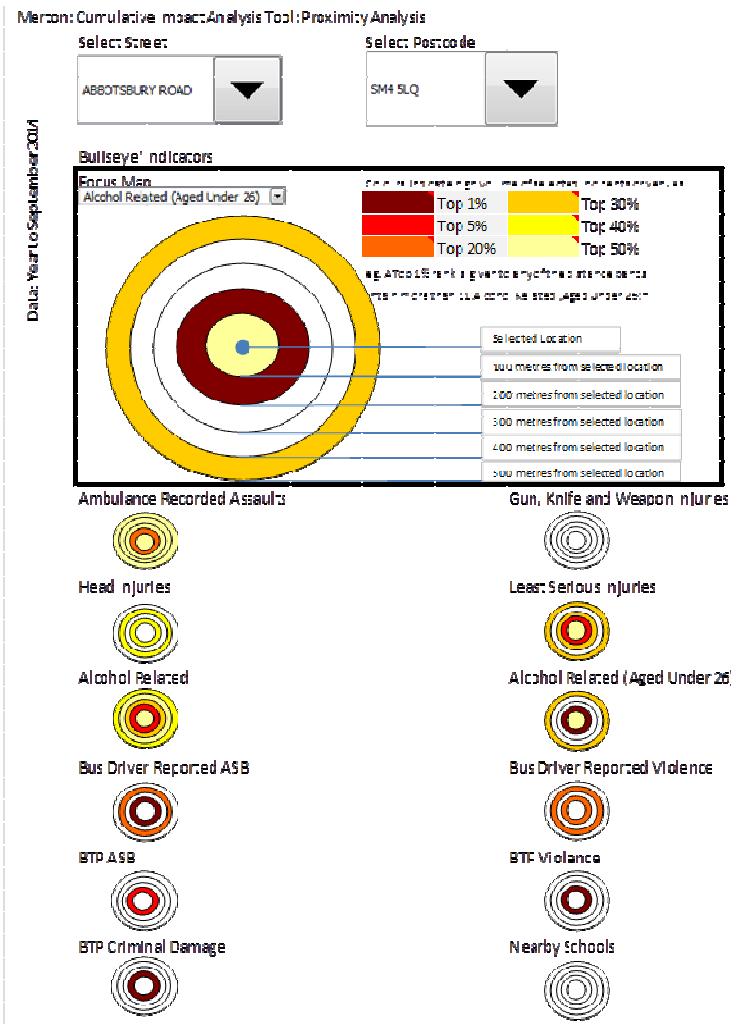
Yours sincerely,

Sarah Lane
Specialty Registrar in Public Health

On behalf of Dr Kay Eilbert, Director of Public Health

**LBM Public Health preliminary data scan for the following premises:
 Brasoveanca Butcher Shop, 19 Abbotsbury Road, Morden, SM4 5LJ**

A. SafeStats bullseye dashboard for Abbotsbury Road, SM4 5LQ:¹



Headlines related to underage sale of alcohol at this postcode:

- 68 alcohol related incidents within 500m of this postcode in the year to Sept 2014; 15 of which in those aged under 26
- Within 200m of the postcode: particularly high volume of alcohol-related incidents in those under 26 years old (top 1% rank in the borough – see the bullseye charts to the left).
- Particularly high incidence of bus driver reported anti-social behaviour within 200m of this specific geographic area (top 1% rank in the borough - this page). The ward as a whole is ranked 5th out of 20 wards for public transport alcohol related disturbance (see over).
- Ravensbury Ward is ranked 3rd out of 20 wards for all violence.

Type of data (incidents)	Total within 500m
Ambulance recorded assaults	12
Least serious injuries	10
Alcohol related	68
Alcohol related (aged under 26)	15
Bus driver reported ASB	31
BTP Violence	12

¹ The specific postcode SM4 5LJ is not currently available in the scanning tools, therefore the nearby postcode of SM4 5LQ has been used.

B. SafeStats traffic light dashboard for postcode SM4 5LJ:

USER INPUT		
SELECT POSTCODE FROM LIST	WARD	WARD NAME
CLICK HERE> SM4 5LJ	00BAGL	Ravensbury

PREVENTION OF CRIME AND DISORDER	
AMBULANCE DATA	
RANK ALL ASSAULTS 5 out of 20 wards	RANK SEXUAL ASSAULTS 7 out of 20 wards
RANK ALL WEAPON INJURIES 4 out of 20 wards	RANK KNIFE INJURY 7 out of 20 wards
RANK GUN INJURIES 1 out of 20 wards	RANK VIOLENCE AGAINST AMBULANCE CREW 4 out of 20 wards

POLICE DATA: recorded crime and ASB	
RANK ALL VIOLENCE 3 out of 20 wards	RANK RAPE 9 out of 20 wards
RANK THEFT FROM PERSON (OTHER) 12 out of 20 wards	RANK PERSONAL ROBBERY 4 out of 20 wards
RANK CRIMINAL DAMAGE 3 out of 20 wards	RANK POSSESSION OF DRUGS 7 out of 20 wards
MPS ASB RANK 9 out of 20 wards	MPS POSSESSION OF WEAPON 3 out of 20 wards

Other data sources	
NIGHT TIME VIOLENT DISORDER 4 out of 20 wards	DELIBERATE FIRES 14 out of 20 wards
Probation Clients with Alcohol misuse Risk 5 out of 20 wards	Probation Clients Alcohol Risk and High risk of causing harm 18 out of 20 wards

MERTON 'Traffic Light Dashboard' to: September 2014

ALCOHOL ILLNESS TREATED BY LONDON AMBULANCE SERVICE		
ambulance data		
AGED 8 - 17 17 out of 20 wards	AGED 18 - 25 9 out of 20 wards	
AGED 26 - 39 13 out of 20 wards	AGED 8 - 39 13 out of 20 wards	AGED 18+ 17 out of 20 wards

DEPRIVATION	
ward summaries	
INCOME DEPRIVATION 3 out of 20 wards	EMPLOYMENT DEPRIVATION 3 out of 20 wards
AVERAGE DEPRIVATION 3 out of 20 wards	RANK BY MOST DEPRIVED SUB WARD AREA 3 out of 20 wards

<http://data.london.gov.uk/datastore/package/indices-deprivation-2010>

PUBLIC TRANSPORT ALCOHOL RELATED INCIDENTS	
BTP DRUNKEN BEHAVIOUR 12 out of 20 wards	TFL ALCOHOL RELATED DISTURBANCE 5 out of 20 wards

WELL BEING	
2	RANK Life Expectancy
3	RANK Incapacity claimant rate -index
5	RANK Crime rate - Index
5	RANK Average Capped GCSE and Equivalent Point Score Per Pupil
1	RANK Unauthorised Absence in All Schools (%)
3	RANK Dependent children in out-of-work families
9	RANK Public Transport Accessibility
17	RANK Homes with access to open space & nature, and % greenspace
4	RANK Subjective well-being average score

<http://data.london.gov.uk/datastore/package/london-ward-well-being-scores>