

**COMMUNITY AND HOUSING DEPARTMENT**

Simon Williams - Director



Public Health  
London Borough of Merton  
Merton Civic Centre  
London Road  
Morden SM4 5DX

*Direct Line:* 020 8545 4834

*Date:* 9<sup>th</sup> November 2015

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

**Re: Application to Vary the Premises Licence under the Licensing Act 2003 – Morrison’s, 11 Majestic Way, Mitcham, CR4 2JS**

Premises licence number	LN/000001304
Applicant	Wm Morrison Supermarkets plc
Premises address	11 Majestic Way, Mitcham, CR4 2JS
Ward	Figge’s Marsh
Summary of the application	<b>Variation: Hours for the sale of alcohol. Proposed hours for the supply of alcohol:</b> Monday – Sun 0600-0000

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 three of the four licensing objectives:

- 1. The prevention of crime and disorder**
- 2. Public safety**
- 3. Prevention of public nuisance**

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 shows that in the year to June 2015, the following incidents occurred within 500 meters of the postcode for this premises:

- 43 Ambulance-reported assaults
- 4 Gun, knife and weapon injuries
- 116 alcohol-related incidents, 20 of which were in those under the age of 26
- 20 least serious injuries, which are often used as a proxy for alcohol related harm

Additionally, the ward in which this premises is situated (Figge's Marsh) ranks 2<sup>nd</sup> out of all 20 wards in Merton for alcohol illness treated by the London Ambulance Service for all over 18s. It also has high rates of violence, with the highest rates of overall violence and rape for all wards, as well as 3<sup>rd</sup> for theft, personal robbery and criminal damage.

This data suggests an existing 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 variation as requested, particularly the increase in hours where alcohol will be sold, will contribute to the above trends relating alcohol to crime and disorder.

National and international scientific evidence shows the following:

- Overall, more alcohol is consumed when it is easily available.<sup>1</sup>
- An increase in alcohol sales is strongly linked to an increase in drinking-related damage, for instance injuries and assaults.<sup>2</sup>
- Harmful use of alcohol is a major contributor to violence: alcohol use commonly precedes aggressive behaviour, and harmful drinking is associated with being both a perpetrator and a victim of violence<sup>3</sup>
- Reducing the availability of alcohol through regulating sales outlets, hours and prices can substantially decrease violence.<sup>3</sup>

## 2. Public Safety and

## 3. Prevention of public nuisance

Morrison's Mitcham is located at the boundary of the proposed Mitcham cumulative impact zone, an area where it is recognised that there is already a problem with the impact of alcohol on public safety and public nuisance. The data above on assaults and violence above and in Appendix 1 paint a picture of the impact of alcohol consumption in this specific area on both public safety and nuisance.

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<sup>1</sup> Alcohol Concern UK (2012) Response to The Government's Alcohol Strategy (March 2012)

<sup>2</sup> Popova et al 2009, Hours and days of sale and density of alcohol outlets: impacts on alcohol consumption and damage: a systematic review. *Alcohol & Alcoholism* Vo. 44, No. 5, pp. 500-516

<sup>3</sup> WHO 2009 Preventing violence by reducing the availability and harmful use of alcohol

## **Conclusion**

The applicant states a number of steps they will take to promote the licensing objectives; however we believe that these will not be sufficient to prevent an additional impact of the proposed increase in hours for sale of alcohol on the levels of alcohol-related crime and disorder and issues around public safety already seen in the area.

**Therefore we would recommend that the Committee reject the application for increased hours of supply of alcohol.**

Further to this, and based on the information provided, we would also recommend that the following conditions are applied to the licence to further promote the prevention of crime and disorder and to promote public safety:

1. 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.
2. No single cans or bottles of beer, lager cider or spirit mixtures shall be sold at the premises
3. 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,

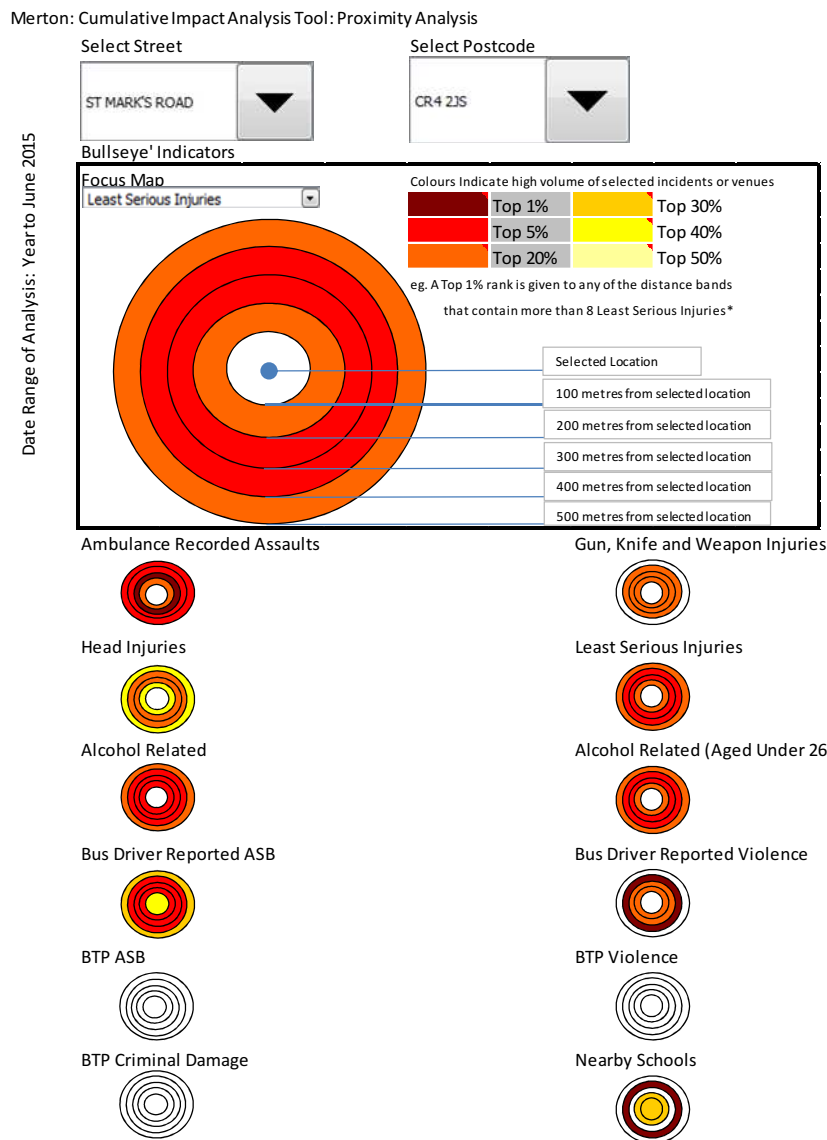
Dr Eleanor Curtis  
Specialty Registrar in Public Health

On behalf of Dr Kay Eilbert, Director of Public Health

# Appendix 1: LBM Public Health preliminary data scan for the following premises:

## Morrison's Mitcham, St Mark's Road, CR4 2JS<sup>§</sup>

### A. SafeStats bullseye dashboard for St Mark's Road, CR4 2JS:



**Headlines related to this postcode:**

- 116 alcohol related incidents within 500m of this postcode in the year to June 2015; 20 in those aged under 26.
- Within 100-400m of the postcode: particularly high volume of alcohol-related incidents (top 5% rank in the borough – see the bullseye charts to the left).
- 20 least serious injuries within 500m of this postcode; 200-400m from postcode highest 5% in the borough

Type of data (incidents)	Total within 500m
Ambulance recorded assaults	39
Gun, Knife and Weapons injuries	4
Head injuries	8
Least serious injuries	18
Alcohol related	111
Alcohol related (aged under 26)	20
Bus driver reported ASB	48
Bus driver reported Violence	3
Nearby schools	5

\* in the year to June 2015

<sup>§</sup> Different road name used as Majestic Way not in data source; St Mark's Road is adjacent and postcode is the same. St Mark's Road is also the address used on Morrison's own website.

## B. SafeStats traffic light dashboard for postcode

**USER INPUT**  
 SELECT POSTCODE FROM LIST    WARD    WARD NAME  
 CLICK HERE>     00BAGC    Figge's Marsh

PREVENTION OF CRIME AND DISORDER	
AMBULANCE DATA	
RANK ALL ASSAULTS 3 out of 20 wards	RANK SEXUAL ASSAULTS 8 out of 20 wards
RANK ALL WEAPON INJURIES 1 out of 20 wards	RANK KNIFE INJURY 1 out of 20 wards
RANK GUN INJURIES 1 out of 20 wards	RANK VIOLENCE AGAINST AMBULANCE CREW 5 out of 20 wards

POLICE DATA: recorded crime and ASB	
RANK ALL VIOLENCE 1 out of 20 wards	RANK RAPE 1 out of 20 wards
RANK THEFT FROM PERSON (OTHER) 3 out of 20 wards	RANK PERSONAL ROBBERY 3 out of 20 wards
RANK CRIMINAL DAMAGE 3 out of 20 wards	RANK POSSESSION OF DRUGS 1 out of 20 wards
MPS ASB RANK 2 out of 20 wards	MPS POSSESSION OF WEAPON 4 out of 20 wards

Other data sources	
NIGHT TIME VIOLENT DISORDER 3 out of 20 wards	DELIBERATE FIRES 11 out of 20 wards
Probation Clients with Alcohol misuse Risk 1 out of 20 wards	Probation Clients Alcohol Risk and High risk of causing harm 3 out of 20 wards

MERTON 'Traffic Light Dashboard' to: June 2015

ALCOHOL ILLNESS TREATED BY LONDON AMBULANCE SERVICE		
ambulance data		
AGED 8 -17 5 out of 20 wards	AGED 18 - 25 3 out of 20 wards	
AGED 26 - 39 2 out of 20 wards	AGED 8 - 39 2 out of 20 wards	AGED 18+ 2 out of 20 wards

DEPRIVATION	
ward summaries	
INCOME DEPRIVATION 2 out of 20 wards	EMPLOYMENT DEPRIVATION 2 out of 20 wards
AVERAGE DEPRIVATION 2 out of 20 wards	RANK BY MOST DEPRIVED SUB WARD AREA 1 out of 20 wards

PUBLIC TRANSPORT ALCOHOL RELATED INCIDENTS	
BTP DRUNKEN BEHAVIOUR 7 out of 20 wards	TFL ALCOHOL RELATED DISTURBANCE 3 out of 20 wards

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

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

**APPENDIX 2: Public Health data on alcohol in Merton & Figge’s Marsh Ward (premises location):**

Nationally, alcohol is the leading risk factor for preventable death in 15-49 year olds. Nine million adults now drink at levels that increase the risk of harm, of whom 1.6 million show signs of alcohol dependence. The number of people dying due to liver disease in England is rising, in contrast to other major causes of disease that have been declining.<sup>5</sup> The harm of alcohol falls not just on individuals and their health, but on society as a whole. Alcohol misuse is associated with a wide range of criminal offences, including drink driving, being drunk and disorderly, criminal damage, assault and domestic violence, all of which can also indirectly impact on health. In younger people, risky drinking behaviour is associated with anti-social behaviour and teenage conceptions.

The estimated prevalence of binge drinking is 13.8% compared with 14.3% in London and 20.0% nationally. However, this masks differences across the borough. Estimated levels of the adult population drinking at ‘increasing risk’ (21%) and ‘higher risk’ (7.2%) are above London average, and again, drinking patterns vary across the borough.

In terms of alcohol harm overall, in 2012 Merton ranked 55 out of 326 local authorities (Local Alcohol Profiles for England, LAPE 2012) but was in the higher percentiles for:

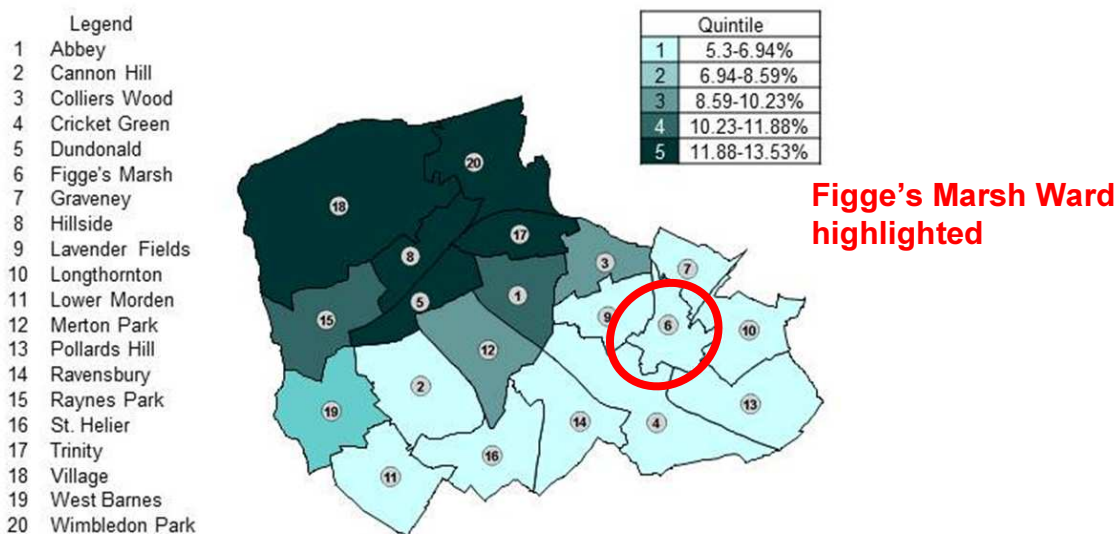
- Male mortality chronic liver disease (104/326)
- Female alcohol-specific hospital admissions (106/326)
- Male alcohol-specific hospital admissions (109/326)
- Male alcohol-attributable hospital admissions (151/326)
- Alcohol-related violent crimes (192/326)
- Alcohol-related sexual offences (208/326).

The amount of harm caused by alcohol also varies across the borough.

**Figure 1: Residents reporting drinking alcohol every day**

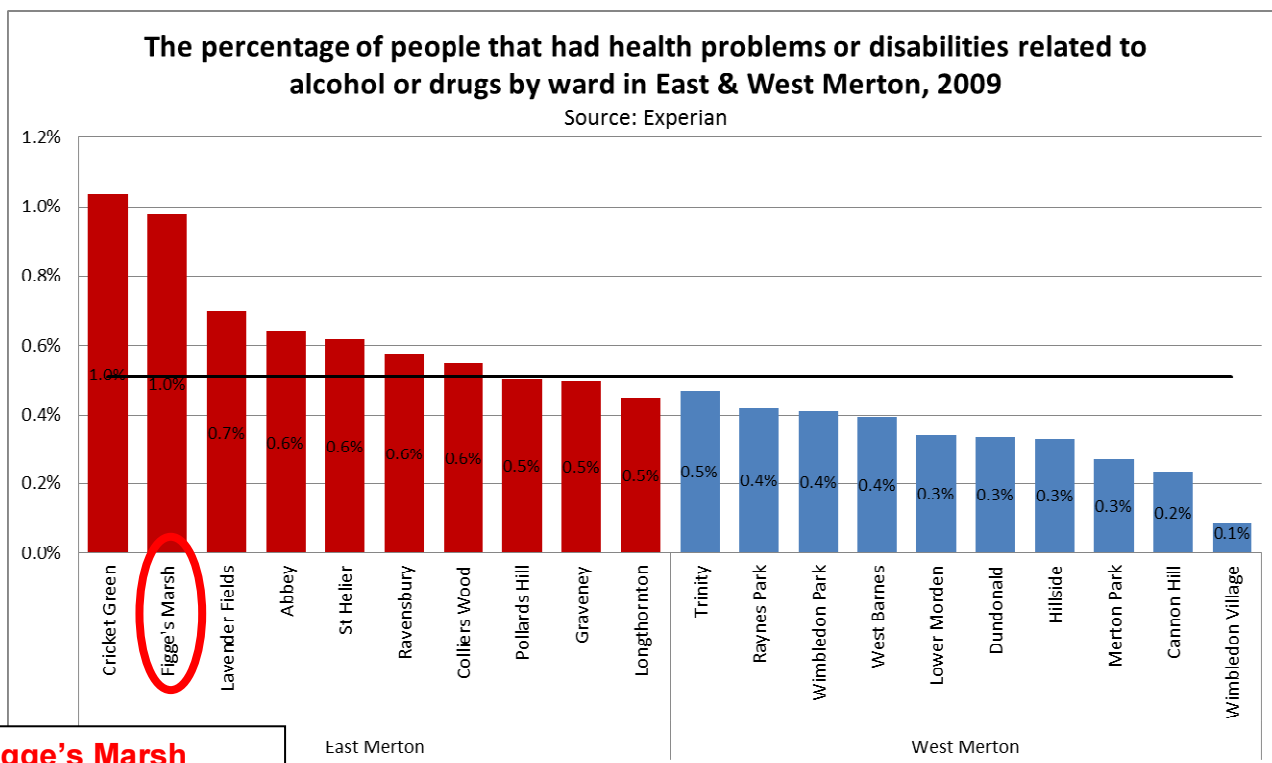
**Expected Prevalence of Alcohol Consumption at Home in Merton by Ward: Once a Day or More.**

Source: Experian Grand Index 2014



<sup>5</sup> PHE (2014) From evidence into action: opportunities to protect and improve the nation's health

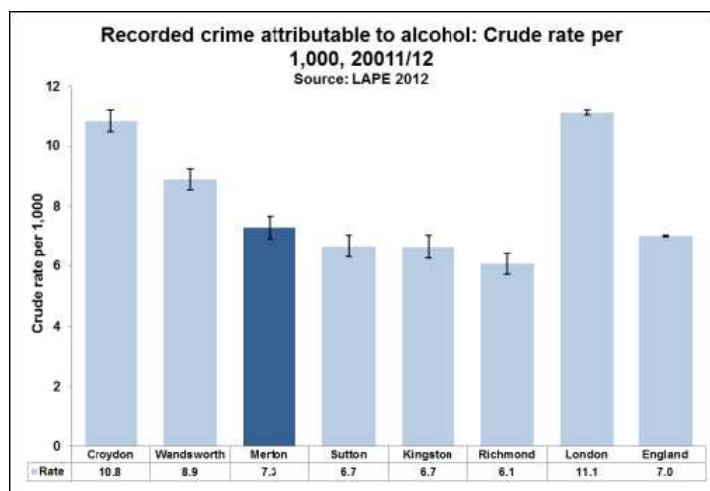
**Figure 2: Residents with health problems or disabilities caused by alcohol or drugs**



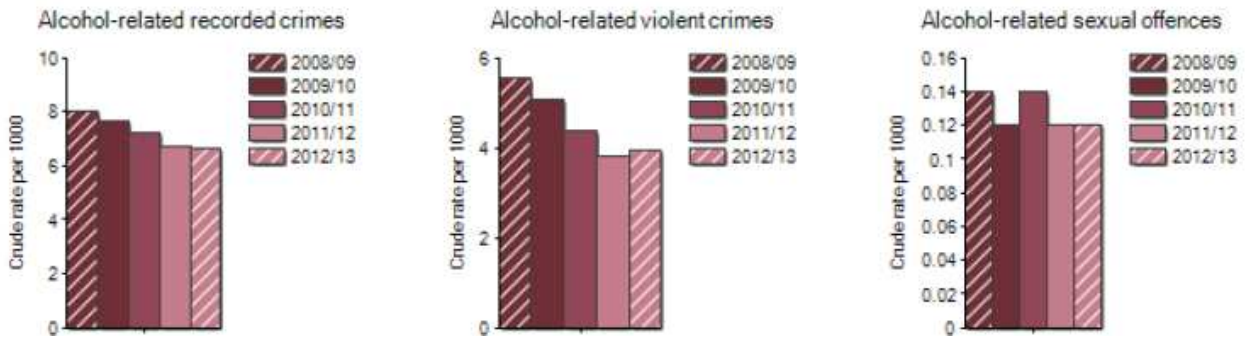
**Figge's Marsh Ward highlighted**

In terms of all alcohol-related crime, Merton with a rate of 7.3 recorded crimes per 1,000 populations was higher than the neighbouring boroughs Sutton (6.7) and Kingston (6.7) and the England average of 7 but lower than the London average of 11.1 (LAPE 2012). See Figure 2. Figure 3 shows that the trend has generally been downward.

**Figure 3: Recorded crime attributable to alcohol, Merton compared with South West London, London overall, England, 2011-12.**

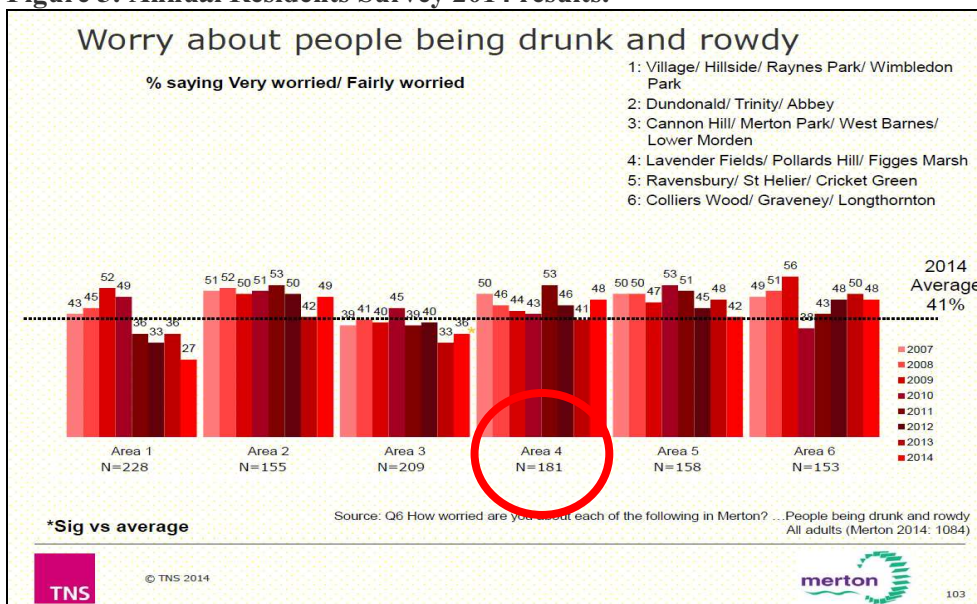


**Figure 4: Alcohol-related crimes in Merton, 2008-09 to 2012-13.**



However, the 2014 Annual Residents Survey highlighted that residents are still concerned about crime, anti-social behaviour and people being drunk and rowdy – see Figure 4:

**Figure 5: Annual Residents Survey 2014 results.**



**Area which includes Figge's Marsh Ward is highlighted: in 2014 an above average number (48%) of local residents are very worried or fairly worried about people being drunk and rowdy, and this is an increase on 2013.**

For more information see the Merton Joint Strategic Needs Assessment (JSNA) chapter on alcohol: <http://www.merton.gov.uk/health-social-care/publichealth/jsna/lifestyle-risk-factors/adults-substance-misuse/alcohol-jsna.htm>