



Northamptonshire County Council

Public Health Licensing
Northamptonshire County Council

Dear Sir / Madam,

Ref – licence application in relation to Riga, Kettering Road, Northampton, NN1 4AW.

As a Responsible Authority under the 2003 Licensing Act, Northamptonshire County Council's Public Health Team makes the following representations in relation to the above licence application.

These representations relate to the following licensing objectives:

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

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 Northampton borough is made up of 133 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)

Public Health Licensing
Northamptonshire County Council
Room 221
County Hall
Northampton
NN1 1DF
t. 01604 368565
w. www.northamptonshire.gov.uk
e. phlicensing@northamptonshire.gov.uk



Northamptonshire
County Council

Alcohol harm – LSOA Northampton 023D (E01027228)

The premises to which this licence application relates is contained within the LSOA referred to as Northampton 023D.

Based on our rankings of alcohol harm, this LSOA is ranked **number 7 of 133 LSOAs in Northampton Borough** and **number 9 of 422 LSOAs in the county** (where 1 indicates the highest levels of alcohol harm).

Specifically:

The number of Violent Crimes recorded by the police (rate per 1000 people) involving alcohol is the **6th highest of any LSOA in Northampton Borough** and **12th highest of any LSOA in the county**.

The number of clients (rate per 1,000 people) receiving treatment within public health commissioned treatment services and with alcohol as their primary problem substance is the **13th highest of any LSOA in Northampton Borough** and **21st highest of any LSOA in the county**.

The number of existing premises licensed to sell alcohol off the premises (rate per 1,000 people) in the LSOA is the **7th highest of any LSOA in Northampton Borough** and the **13th highest of any LSOA in the county**.

In addition, **the LSOA the premises is located in is bordered by 3 other LSOAs that are ranked in the top 10% for alcohol related harm** in Northampton.

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.

The ready availability of alcohol and its high profile marketing can contribute to a 'drinking culture' which in turn can lead to higher alcohol consumption levels and higher levels of alcohol related harm. In light of this and the above data, Northamptonshire County Council's Public Health Team on behalf of The Director of Public Health would like to see the following conditions added to the licence:

1. No Beer, Lager or Cider over 6.5% ABV to be sold.

2. The licensee will be required to display at all times, and in close proximity to all alcohol displays within the premises, the Alcohol Guidelines produced by the UK Chief Medical Officers, and any subsequent guidelines that replace them. The nature of the display material should be approved by the Director of Public Health / Public Health team.
3. There will be no window display posters or similar advertising containing any reference to alcohol on the premises shop frontage or the highway abutting the premises.

*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?

Yours faithfully

Dr Peter Barker
Assistant Director of Public Health
Northamptonshire County Council

Appendix 1 - LSOA Northampton 023D (E01027228)

Overall county LSOA ranking: 9/422
 Overall borough LSOA ranking: 7/133
 (where 1 is the worst).

Northampton 023D	Rate per 1000 People in the LSOA	County Rank (Out of 422)	District Rank (Out of 133)
Alcohol Liaison Nurse (Single Admission)	3.34	8	2
Alcohol Liaison Nurse (Multiple Admissions)	1.43	8	3
Presentations to A+E	0.48	74	43
Violent Crimes	18.63	12	6
Children's Initial Assessments	0.96	195	73
Clients (Alcohol Any)	17	35	25
Clients (Alcohol Primary)	7.64	21	13
Clients (Alcohol Any with Children)	0.48	252	100
Clients (Alcohol Primary with Children)	0.48	236	94
Current Licences (On or Both)	3.82	51	15
Current Licences (Off or Both)	7.17	13	7

Rates per 1000 people have been calculated based on the LSOA population estimates 2013.

When considering the number of licensed premises within a **500m radius** of the postcode of the proposed premise, the numbers are very high:

- **80** premises licensed to sell alcohol, of which **60** are licensed for off sales.

Indicator Definitions

Alcohol Liaison Nurse (Single Admission)

The number of patients seen by the Substance Misuse Liaison Nurse* during an admission to Northampton General Hospital or Kettering General Hospital where alcohol misuse is identified. Patients with a single admission during the time period.
(July 2015-June 2016)

Alcohol Liaison Nurse (Multiple Admissions)

The number of patients seen by the Substance Misuse Liaison Nurse* during an admission to Northampton General Hospital or Kettering General Hospital where alcohol misuse is identified. Patients with multiple admissions during the time period.
(July 2015-June 2016)

Presentations to A+E

The number of people that have presented to Accident and Emergency at Northampton General Hospital, Kettering General Hospital or the Corby Urgent Care Centre following an assault involving alcohol, or where the patient has cited a licensed premises as the location (either inside or outside).
(July 2015-June 2016)

Violent Crimes

The number of crimes classified and recorded by the Police as 'Violence Against the Person' involving alcohol.
(July 2015- June 2016)

Children's Initial Assessments

The number of Initial Assessments Northamptonshire Social Services have completed on children where the adult alcohol misuse flag is ticked for an adult in the household.
(January- December 2015)

Clients (Alcohol Any)

The number of people who are in treatment at CGL (substance misuse treatment provider) or a member of Bridge (Recovery Support) for Alcohol abuse, where alcohol is listed as one of the person's three problem substances.
(July 2015-June 2016)

Clients (Alcohol Primary)

The number of people who are in treatment at CGL (substance misuse treatment provider) or a member of Bridge (Recovery Support) for Alcohol abuse, where alcohol is listed as the person's primary problem substance.
(July 2015-June 2016)

Clients (Alcohol Any with Children)

The number of people living with children who are in treatment at CRI (substance misuse treatment provider) or a member of Bridge (Recovery Support) for Alcohol abuse, where alcohol is listed as one of the person's three problem substances.
(July 2015-June 2016)

Clients (Alcohol Primary with Children)

The number of people living with children who are in treatment at CRI (substance misuse treatment

provider) or a member of Bridge (Recovery Support) for Alcohol abuse, where alcohol is listed as the person's primary problem substance.
(July 2015-June 2016)

Current Licences (On or Both)

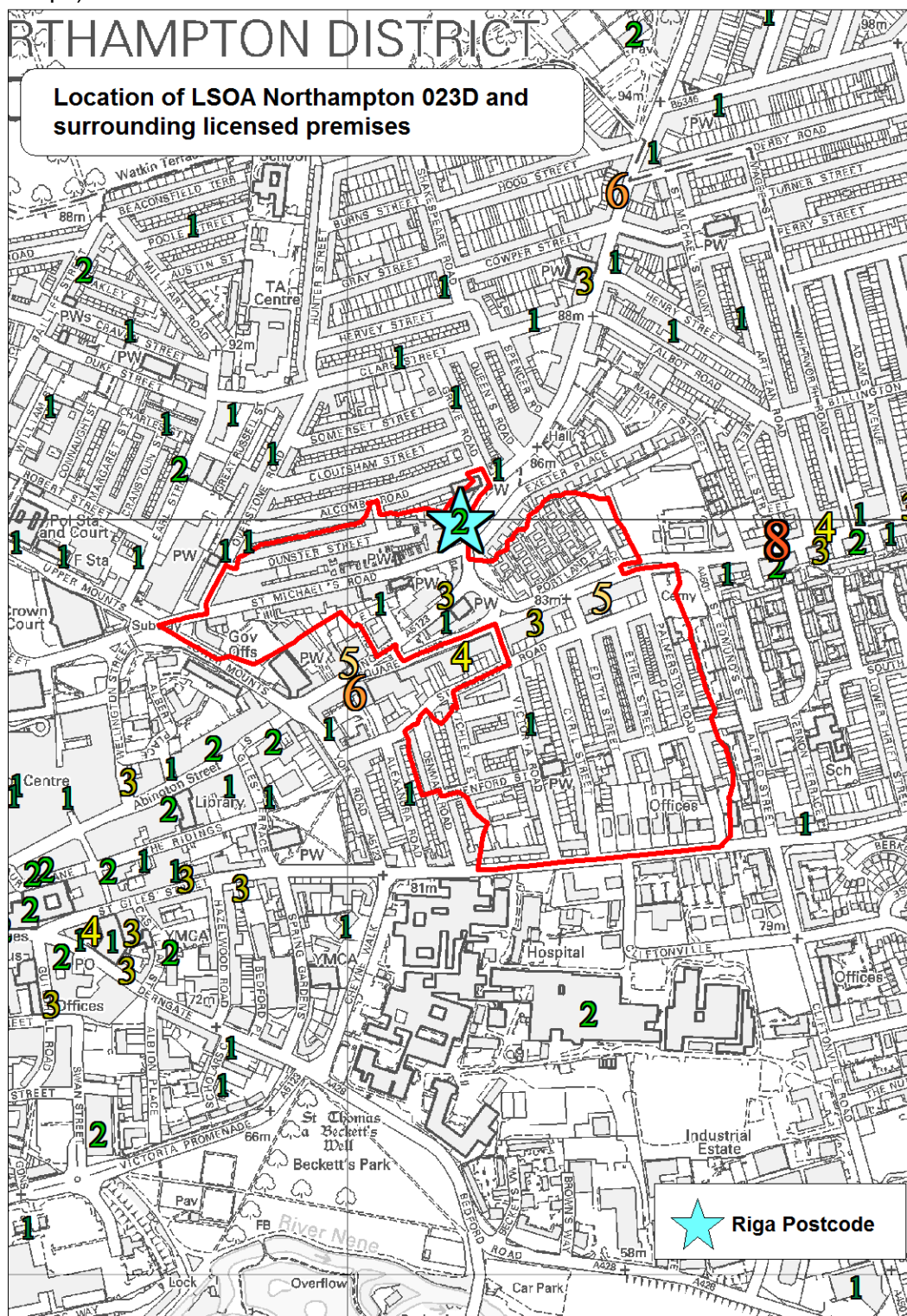
The number of premises licensed to sell alcohol on, or both on and off, the premises.
(Northampton Borough Council July 2016, Central Licensing Unit May 2016, South Northants District Council May 2016)

Current Licences (Off or Both)

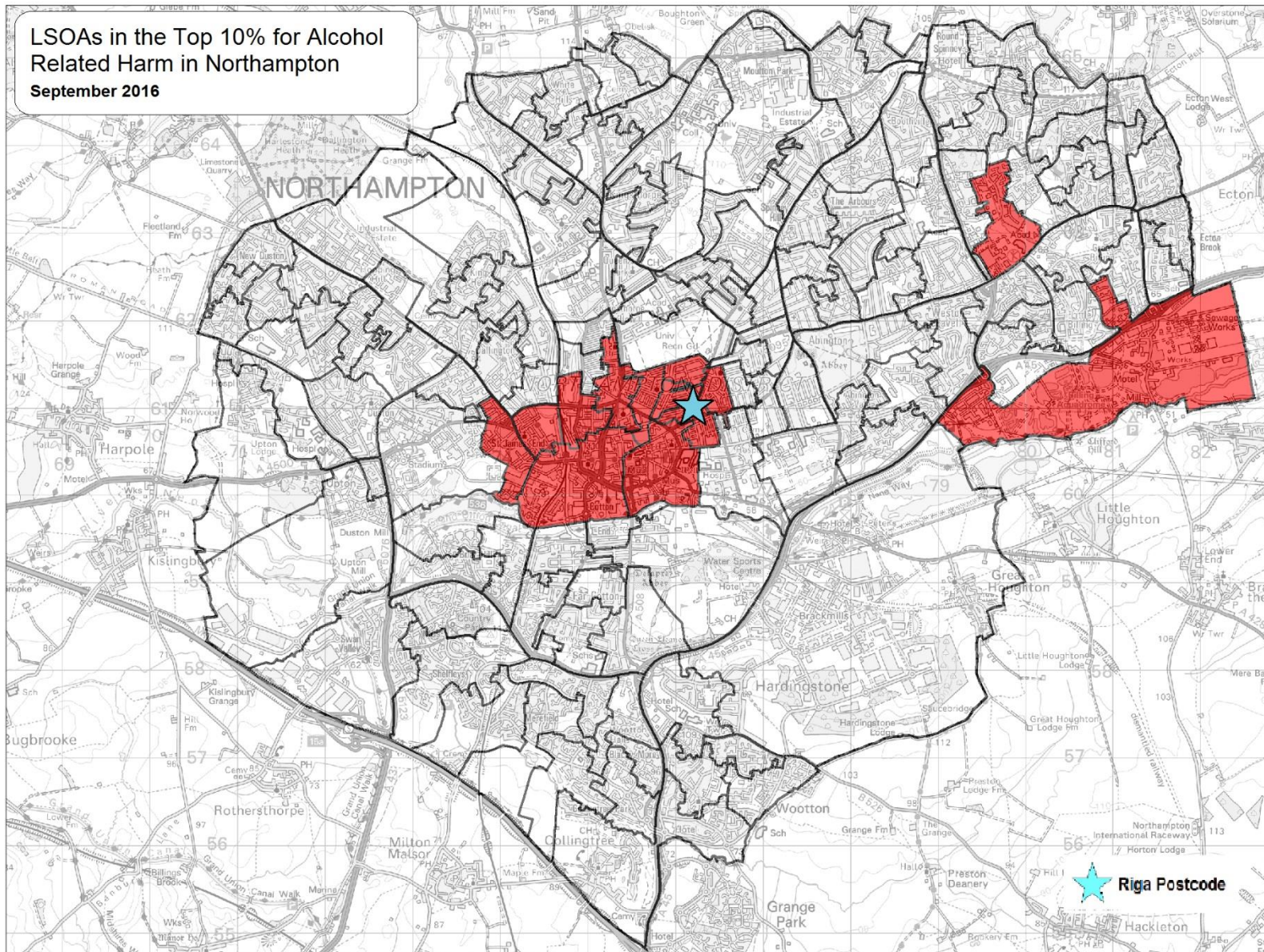
The number of premises licensed to sell alcohol off, or both on and off, the premises.
(Northampton Borough Council July 2016, Central Licensing Unit May 2016, South Northants District Council May 2016)

*Substance Misuse Liaison Nurses support patients, families and hospital staff when alcohol or drug misuse is identified during a hospital visit. Patients are referred to this service as inpatients from within the hospital wards, from accident and emergency or hospital clinics as outpatients. They may deliver information, advice on appropriate treatment or make referrals to substance misuse treatment services.

The number of existing premises licensed to sell alcohol in and around LSOA Northampton 023D have been mapped below. The number of premises in the postcode is shown. The mapping software uses the centre of the postcode as the mapped point (similar to looking up a postcode on Google Maps).



© Crown copyright. This product is produced in part from PAF® and Multiple Residence Data, the copyright for which is owned by Royal Mail Group Limited and/or Royal Mail Group plc. All rights reserved. Northamptonshire County Council: Licence No. 100019331. Published 2016.



© Crown copyright. This product is produced in part from PAF® and Multiple Residence Data, the copyright for which is owned by Royal Mail Group Limited and/or Royal Mail Group plc. All rights reserved. Northamptonshire County Council: Licence No. 100019331. Published 2016.