



Northamptonshire County Council

Public Health Licensing
Northamptonshire County Council
One Angel Square
Northampton
NN1 1ED

28th June 2017

Dear Sir / Madam,

Ref – licence application in relation to Little Europe International Supermarket, 10 Wellington Place, Barrack Road, Northampton, NN1 3RQ.

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

The objection relates to the following licensing objectives:

- The prevention of public nuisance
- The protection of children from harm

Our approach

Northamptonshire County Council screens alcohol 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
- Crimes reported to the police with either the NICL Qualifier for Alcohol checked or has the substance used by the offender being listed as alcohol or drink.
- 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
One Angel Square
Angel Street
Northampton
NN1 1ED

t. 01604 368565

w. www.northamptonshire.gov.uk

e. phlicensing@northamptonshire.gov.uk



Northamptonshire
County Council

Alcohol harm – LSOA Northampton 021C (E01027153)

The premises to which this licence application relates is contained within the LSOA referred to as Northampton 021C.

Based on our overall rankings of alcohol harm, this LSOA is ranked **2 of 133 LSOAs in Northampton Borough** and **4 of 422 LSOAs in the county** (where 1 indicates the highest levels of alcohol harm).

The individual indicator of most concern to Public Health is **the number of clients living in the LSOA receiving treatment for problematic alcohol use** within Public Health commissioned specialist substance misuse treatment and recovery services (rate per 1,000 people). Northampton 021C is the **highest ranked LSOA in Northampton Borough** and also **the highest ranked LSOA in the county**. At the time of writing, there are 67 people in treatment with problematic alcohol use living in the LSOA Little Europe International Supermarket is situated in. The average number of people in treatment with problematic alcohol use per LSOA in Northampton is 4.4. Northampton 021C consequently has almost 17 times as many people in treatment with problematic alcohol use than is average for the borough. At the time of Public Health's previous objection to the application for an alcohol licence for Little Europe International Supermarket (18/04/2017), there were 55 people in treatment with problematic alcohol use living within Northampton 021C. The average number of people in treatment with problematic alcohol use per LSOA at that time was 4.8. Therefore although the average has decreased slightly, the number within Northampton 021C has risen considerably.

Another indicator of concern is the number of patients living in Northampton 021C (rate per 1,000 people) seen by the Substance Misuse Liaison Nurse during an admission to Northampton General Hospital or Kettering General Hospital, where alcohol misuse is identified. Northampton 021C is the highest ranked LSOA in Northampton Borough and the 2nd highest ranked LSOA in the county.

This clearly indicates that dependent drinking is an issue in the area surrounding and incorporating the premises. This is reinforced by the current consultation being run by Northampton Borough Council on the proposed Public Spaces Protection Order for Marble Arch, which is in the immediate vicinity of the premises. This consultation states:

"Northampton Borough Council is proposing gating the highway known as Marble Arch (runs from Barrack Road to Ash Street...) to help tackle street drinking, fly tipping and anti-social behaviour"¹

Dependent drinkers place added pressure on already limited public resources (police, ambulances, hospital beds, emergency departments etc.) and homelessness is often associated with substance misuse. 1 in 4 people who entered a Public Health commissioned substance misuse service during 2016 with problematic alcohol use self reported having a housing problem (including homelessness). It is therefore of concern that the premises is in very close proximity to the Hope Centre, a homelessness organisation, and Oasis House which offers accommodation and support to homeless people in Northampton. Public Health commissioned substance misuse services receive referrals from the Hope Centre and the services report that they engage with clients that reside in Oasis House.

¹ <http://www.northampton.gov.uk/info/200258/community-safety/2312/public-spaces-protection-order---marble-arch>

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)²

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.

Alcohol consumption and availability data is available through the Local Alcohol Profiles for England. This shows that **Northampton has a statistically significantly higher number of licensed premises per square kilometre** than the England average. Northampton also has a **statistically significantly higher volume of alcohol sold through the off trade** than the England average.³

The Protection of Children from Harm

Little Europe is within 500m of 4 schools, including the Complementary Education Academy which provides alternative education for young people who are permanently excluded from school, dual registered and for school age mothers. Little Europe is also in close proximity to proposed care leavers provision. Public Health feel it would not be appropriate to expose these vulnerable groups to the broader harms associated with additional alcohol availability and advertising.

Recommendation

In light of the above, it is Public Health's opinion that there are no conditions or steps that can be taken that will sufficiently mitigate the cumulative risks of introducing another licensed premises to this area. Public Health recommend that the licence not be granted.

Yours faithfully



Lucy Douglas-Green
Acting Director of Public Health and Wellbeing
Northamptonshire County Council

² *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?

³ <http://fingertips.phe.org.uk/profile/local-alcohol-profiles/data#page/0/gid/1938133118/pat/6/par/E1200004/ati/101/are/E07000154/iid/92763/age/168/sex/4>



Northamptonshire County Council
Appendix 1 - LSOA Northampton 021C (E01027153)

Overall county LSOA ranking: 4/422
Overall borough LSOA ranking: 2/133
(where 1 is the worst).

Northampton 021C	Rate per 1000 People in the LSOA	County Rank (Out of 422)	Borough Rank (Out of 133)
Alcohol Liaison Nurse (Single Admission)	4.22	2	1
Alcohol Liaison Nurse (Multiple Admissions)	3.8	12	2
Assault Presentations to A+E	5.07	7	4
Violent Crimes	35.9	8	3
Children's Initial Assessments	2.96	106	40
Clients	42.23	1	1
Current Licences (On or Both)	4.22	42	11
Current Licences (Off or Both)	5.49	27	8

Rates per 1000 people have been calculated based on the ONS LSOA population estimates 2015.

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.
(April 2016-March 2017)

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.
(April 2016-March 2017)

Assault 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).
(April 2016-March 2017)

Alcohol Related Crimes

The number of crimes recorded by Northamptonshire Police where the occurrence has either the NICL Qualifier for Alcohol checked or has the substance used by the offender being listed as alcohol or drink.
(April 2016-March 2017)

Children's Single Assessments

The number of 'Single Assessments' Northamptonshire Social Services have completed on children where the adult alcohol misuse flag is ticked for an adult in the household.
(April 2016-March 2017)

Clients

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.
(April 2016-March 2017)

Current Licences (On or Both)

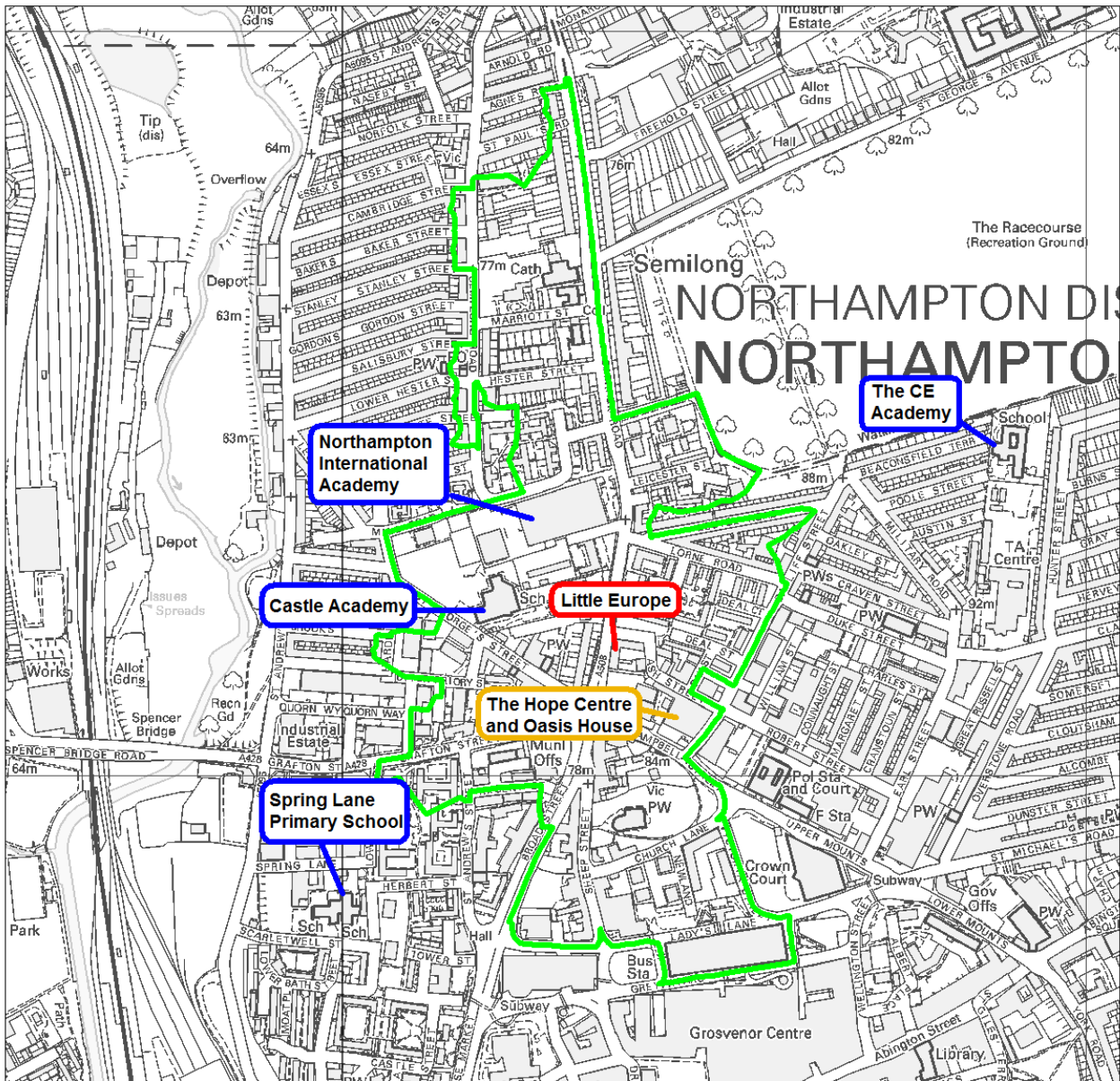
The number of premises licensed to sell alcohol on, or both on and off, the premises.
(April 2017)

Current Licences (Off or Both)

The number of premises licensed to sell alcohol off, or both on and off, the premises.
(April 2017)

*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 below map shows the location of Little Europe International Supermarket, the LSOA boundary (in green), the location of near by schools and The Hope Centre/ Oasis House.



© 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 2017.