

Appendix A – Cumulative Impact & Saturation - Analysis of data

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Background

A cumulative impact assessment analysis report produced by the Safer Sutton Partnership was presented at the Licensing Committee on Monday 25th September 2017. The purpose of the analysis report was to review the current 8 areas that have a licensing saturation policy in the London Borough of Sutton. These areas being Sutton Central, St Helier, The Wrythe, Nonsuch, Worcester Park, Stonecot, Wallington North/Wallington South and Beddington South.

Upon review and analysis of Police and Ambulance data which was mapped using the council Cartology software the consequent recommendation is that based upon analysis of the data, the information demonstrates that there is only the need for 3 of the 8 cumulative impact areas to remain. The 3 locations being, Wallington South and Wallington North, St Helier and Sutton Central (with an attached extension into Sutton South). Therefore asserting that the 5 wards that can be removed are, Stonecot, Worcester Park, Nonsuch, Beddington South and The Wrythe. The data outlines that with both the closure of licensed premises and reductions in the number of calls and alcohol related issues in these wards, these zones are no longer required.

Summary of Issues

Upon consideration of the evidence provided in the analysis report together with additional information it was identified that the review of the Special Policy on Cumulative Impact should aim to reduce the number of off licenses selling alcohol in the borough, to encourage an increase in restaurants, and to focus on reducing anti-social behaviour in the area.

In line with this there were committee member concerns about Cheam North from Tesco Express in North Cheam to beyond Victoria House, and the area surrounding Sutton Green as far as Oakhill Road. Following this a subsequent request was made to the Safer Sutton Partnership to consider further evidence around these areas.

Findings

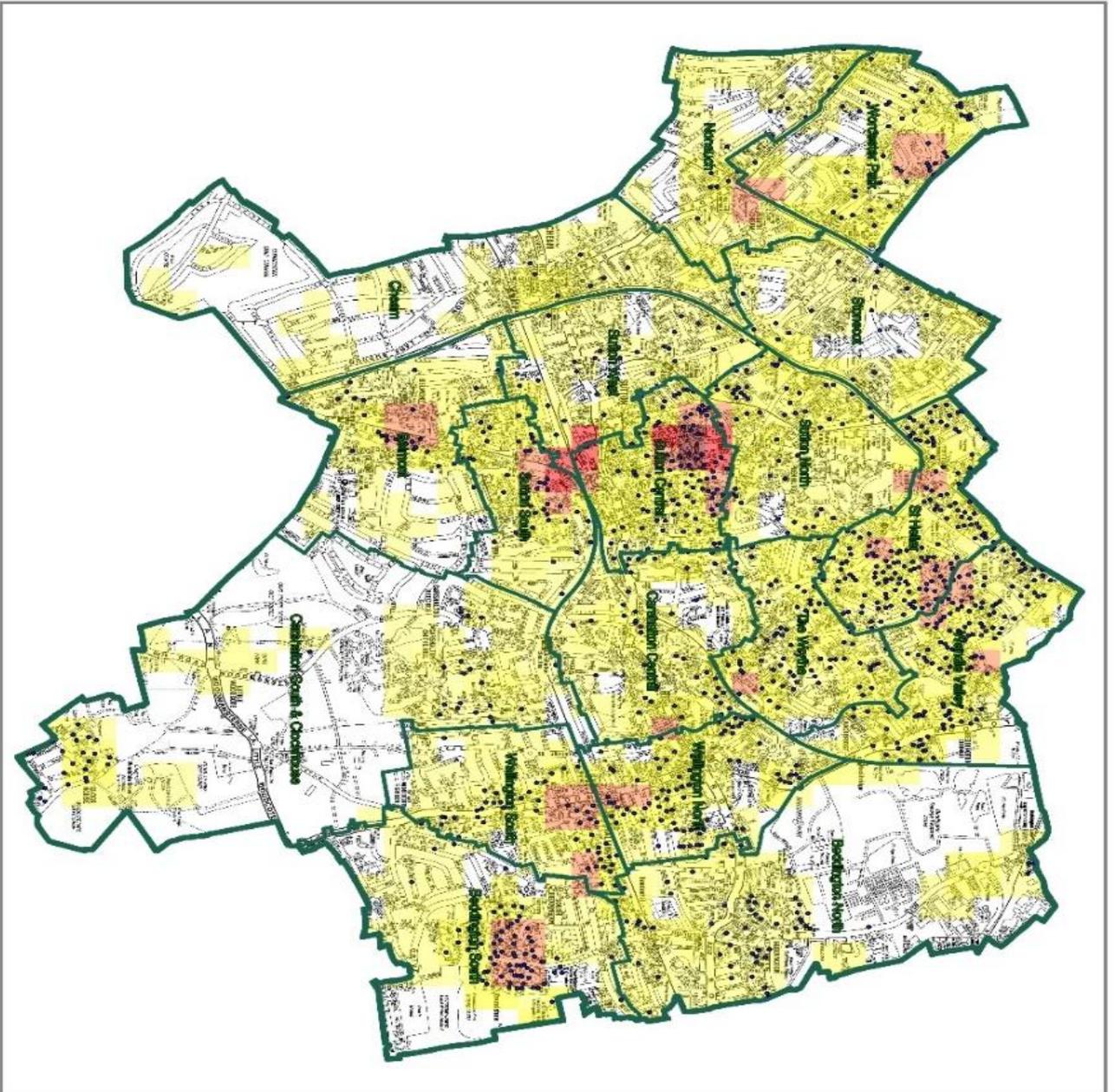
Upon review of Metropolitan police calls in the borough that constitute rowdy or inconsiderate behaviour within the North Cheam area each specific location was examined. The locations being Tesco Express North Cheam, Victoria House, Sutton Green and Oakhill Road.

The police call data in terms of those specific locations upon review of the last rolling 12 months (October 2016 - November 2017) there have only been a handful of rowdy and inconsiderate behaviour police calls and it is not possible to make any direct assertions that a zone would be justified or that there are heightened issues in that area in relation to alcohol related anti-social behaviour and licensed premises in those areas.

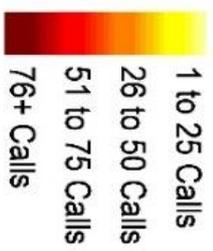
The calls in the North Cheam area correlate mainly with the Sainsburies and Mcdonalds as anticipated in relation to Youth Nuisance Anti-Social Behaviour from 10-13 year old children. There is no evidence to suggest that these issues are related to the misuse of alcohol.

The map below outlines Anti-social behaviour calls to police during October 2016 and November 2017

Police Anti-Social Behaviour Calls with Social Housing Stock 2017



Police Anti-Social Behaviour Calls



- Social Housing Stock
- Ward Boundary

Source: DARIS 01/11/2016 - 31/10/2017

This coverage map is based on a horizontal and vertical grid size of 200m, the grid calculation is by point density.

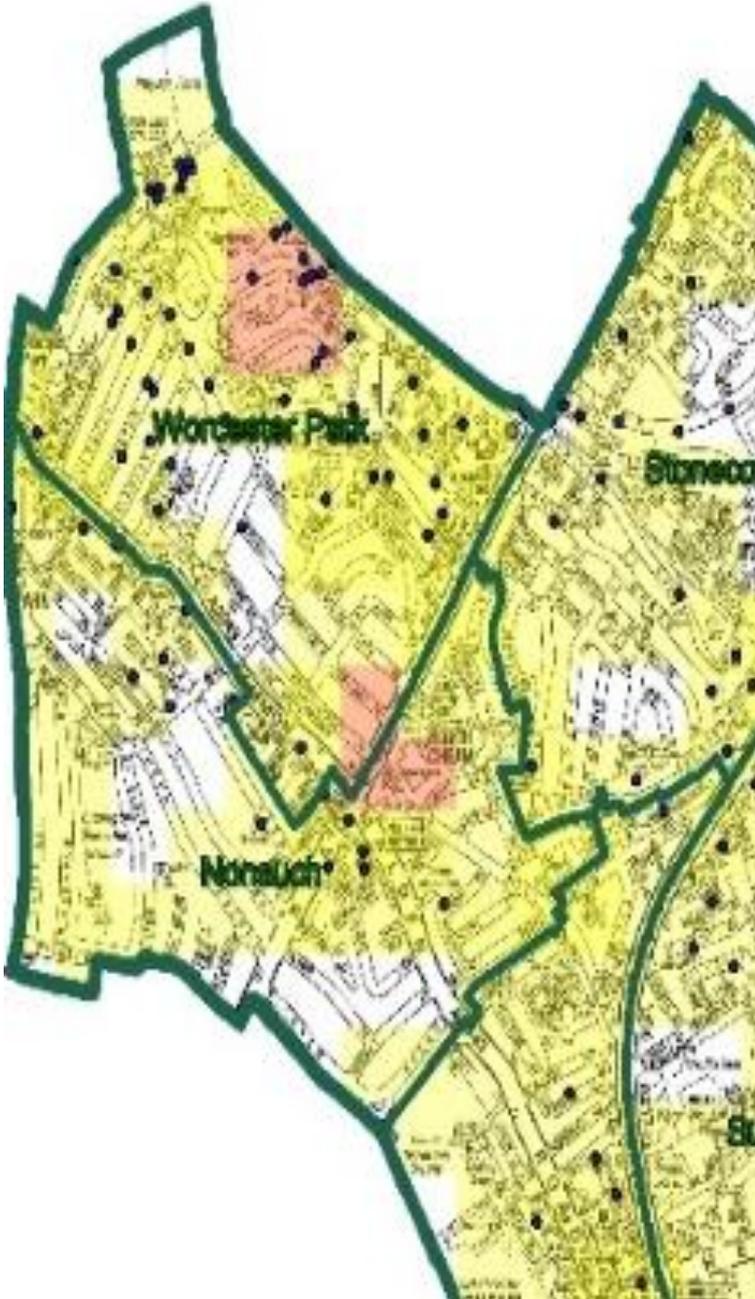


This map was created by Phillip Giraud on 04/12/2017

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 London Borough of Sutton 0100019262 (2017).

In relation to the North Cheam area, as evidenced in the graph it is notable that Mcdonalds and Sainsbury's are the key areas for Anti-Social Behaviour. The content of calls were of a nuisance nature related principally to youths and ASB / Public Disorder. There has been a number of successful initiatives and conditions put in place with Mcdonald's North Cheam and Sainsbury's North Cheam to reduce the number of ASB calls. The Met Police and Community Safety Partnership are aware that groups of youths congregate in the North Cheam area following the after school period.

Following the initiatives launched and carried out by the Safer Neighbourhood Teams there has been a decrease in ASB calls to the area. Continued work is taking place between the Safer Sutton Partnership and the Metropolitan Police to tackle Anti-Social Behaviour in the North Cheam area.



End Report

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