

**From:** Amy Baker  
**Sent:** 18 August 2020 15:30  
**To:** Licensing  
**Subject:** RE: New Prem- PRE1425- Sugar And Spice, 44 Newhampton Road West, Wolverhampton, WV6 0RY  
**Attachments:** Public Health Representation Sugar and Spice.pdf

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Dear Kully,

Please find attached representation on behalf of public health

Kind regards

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City of Wolverhampton Council

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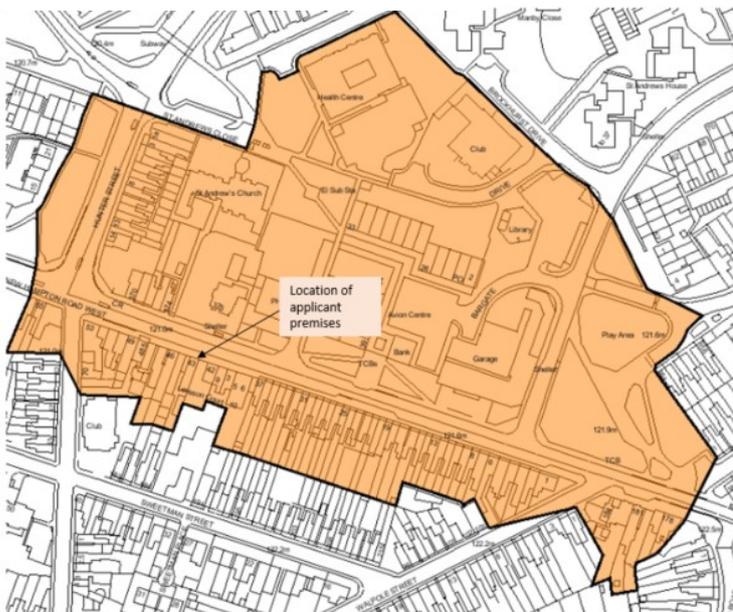
**Public Health representation to the licence application, submitted to the City of Wolverhampton Council, by Sugar and Spice, 43 Newhampton Road West, Wolverhampton, WV6 0RY**

- 1.0 Public Health is one of the Responsible Authorities as stipulated in the Licensing Act 2003. Section 182 guidance at paragraph 9.22 states 'health bodies are encouraged to make representations in respect of any of the four licensing objectives'.
- 1.1 Public Health object against the licence application made by Sugar and Spice, 43 Newhampton Road West, WV6 0RY on the basis it falls within a Cumulative Impact Zone and undermines the licensing objectives. In the opinion of Public Health, the applicant has not provided evidence which rebuts the presumption of refusal.

**2.0 Cumulative Impact Zone**

- 2.1 The premises in question falls under a Cumulative Impact Zone (CIZ). Figure 1 provides an outline of the said CIZ and the location of the proposed premises.

Fig 1: Avion CIZ



- 2.2 Wolverhampton's Statement of Licensing Policy April 2020 Page 33-34 refers to the purpose of CIZ's

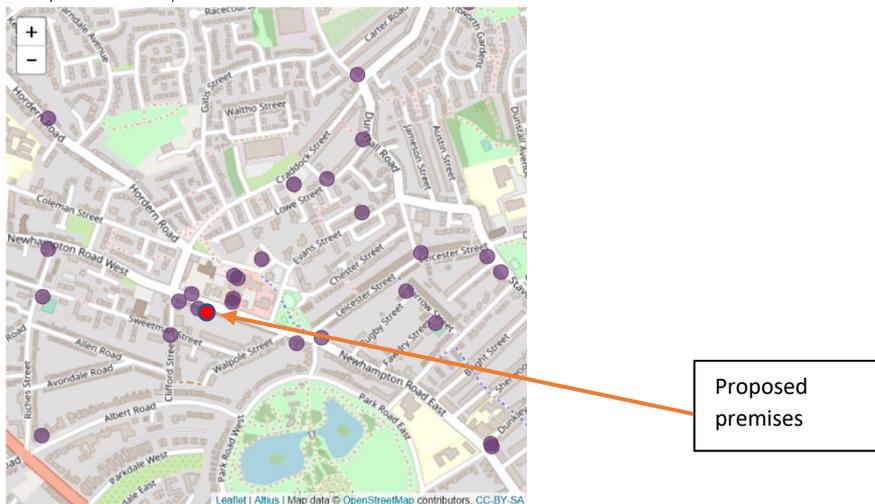
*The City of Wolverhampton Council have, over the fifteen years of alcohol and entertainment licensing, developed a sound understanding of our district and recognised where problems are arising and the concentration of premises which have exacerbated existing areas of concern.*

*To this end, we have worked with our partners to establish how we might address these concerns. Initially implementing Cumulative Impact Zones which enabled us to address areas of concern and help prevent furtherance of problems within a specified area.*

- 2.3 The Avion CIZ was agreed by the Statutory Licencing Committee in 2009. This policy has been periodically revised, with the latest review taking place in April 2018. The Statutory Licensing Committee agreed the CIZ policy remains an important part of reducing alcohol related harm and issues identified in the CIZ during inception are still of concern and relevant.
- 2.4 Alcohol related hospital admissions in the Park ward, where the application is situated, continue to be a concern to public health. Hospital admissions are worse than the City average with a value of 462 per 100,000. (2018/2019 Public Health Annual Report Wolverhampton).
- 2.5 Public Health, in conjunction with Licensing, has launched an interactive tool<sup>1</sup> which plots various data onto a spatial map. When considering an application that falls within a CIZ it is useful to view the density of outlets currently in operation within the CIZ boundary. Figure 2 provides a view of current outlets within close proximity of the license application

Fig 2: Concentration of licensed premises

Darker points indicate multiple locations.



### 3.0 Application

- 3.1 The applicant has not, in the opinion of public health, identified enhanced measures or referenced the CIZ within the operating schedule. This raises significant concerns.
- 3.2 Considering the application falls within the CIZ, and the applicant does not in the view of Public Health rebut the presumption of refusal, it is the view that granting another licence within the area will exacerbate the concerning issues already identified.

Amy Baker  
 Health Improvement Officer  
 Public Health  
 18.08.2020

<sup>1</sup> <https://www.wolverhampton.gov.uk/licences/gambling-and-gaming/gambling-premises-licence>