

Appendix C - Cumulative Impact Area – Luton Road and Chatham Central

This Cumulative Impact Area will cover the area shown in the below map. There is also a list of roads at the end of this appendix.



The Luton Road and Chatham Central Cumulative Impact Area will apply to the following applications for the sale of alcohol for consumption off the premises.

- a. New premises licence applications
- b. Material variations for existing premises licences
- c. Provisional statements for premises licences

If an application, that meets the above criteria, is submitted within this Cumulative Impact Area, and there are relevant representations, it will be incumbent on the applicant to demonstrate the premises will not adversely affect the licensing objectives.

Evidence summary

Evidence, provided to the Authority, shows this area has unacceptably high rates of:

- a. Criminal offences, Luton Road being the second highest density of repeat venues in the borough.
- b. Anti-social behaviour.
- c. Domestic Abuse.
- d. Deprivation.
- e. Alcohol related hospital admissions, Chatham Central and Brompton Ward is ranked 1 and Luton Ward is ranked at 3 in Medway.
- f. Alcohol related littering, public urination and defecation, street drinking and co-located drug litter.

A majority of respondents to a community questionnaire felt licensed premises in this area contribute towards alcohol related issues, and that customers from licensed premises contribute to problems of public nuisance and issues with children. Off licensed premises were identified by all respondents as contributing to alcohol related problems.

Luton Road and Chatham Central overview

This is a densely populated area of Medway with many houses of multiple occupation, poor quality housing stock and many social and health issues.

The Chatham Public Space Protection Order implemented by Medway Council to try and prevent anti-social behaviour covers a small part of the Luton Road and Chatham Central Cumulative Impact Area.

There are off licensed premises in the Cumulative Impact area, and surrounding area, most of which are small convenience stores, corner shops and newsagents. The general availability of alcohol, including the products known as 'super strength' beer and cider i.e. cheap beer and cider products over 5.5% ABV, is a real concern. The number of premises makes cheap alcohol, particularly high-strength products, readily available.

Chatham and Luton residents have evidenced alcohol related crime, disorder and nuisance associated with daytime alcohol misuse. Evidence shows that the number of off licensed premises has led, in part, to issues of street drinking and associated crime, disorder and nuisance as well as other, more hidden alcohol related harms, such as domestic abuse and health harms. Where its discretion is engaged the Authority regards the prevention of public nuisance and crime and disorder affecting residents as a material consideration in any application.

Notwithstanding the existence of the Cumulative Impact Area, the Authority is supportive of applications which will positively benefit this area. The key aim in Luton and Chatham Central is to encourage and expand the local retail and community offer, with the intention of providing venues which are attractive to all age groups and a diversity of licensed premises primarily for use in the daytime economy:

- a. Cafés, with an emphasis on good quality, family friendly venues.
- b. Community and arts venues.
- c. Venues which complement and enhance Medway's heritage.
- d. Premises where the sale of alcohol is ancillary to the main business.

List of roads included in this Cumulative Impact Area

Addresses on both sides of all roads shown in the above map are included in the Cumulative Impact Area unless otherwise stated.

While every effort has been made to include all roads within the above area, there may be omissions, errors or additions due to ongoing development, and the following list is only intended as a guide. It is the applicant's responsibility to confirm the location of their premises.

Albany Road
Albert Road
Alfred Close
Bank Street
Beaconsfield Road from footpath to Holcombe Road to Curzon Road
Bryant Street
Castle Road
Chalk Pit Hill
Charter Street between Warner Street and Southill Road
Christopher Close
Claremont Way
Clarence Road
Cromwell Terrace
Curzon Road
Diana Road
East Street
Edward Street
Ernest Road
Glencoe Road
Gordon Road
Hannah Close
Hare Street
Hartington Street
Henry Street
Herbert Road
Herman Terrace
Holcombe Road between Jenkin's Dale to Southill Road
Hope Street
Jenkin's Dale
Leopold Road
Lester Road
Listmas Road
Luton High Street
Luton Road
Magpie Hall Road between the A2 and Shipwrights Avenue
Maida Road
Mark Street
Mary Court
Mills Terrace
Mount Road
Natal Road
Newnham Street
Oliver Close
Otway Street
Otway Terrace
Palmerston Road from Albert Road to Glencoe Road
Portland Street
Prospect Row
Russell Court
Ruth Street

Salisbury Road
Sawyers Close
Shipwrights Avenue
Short Street
Silver Hill
Skinner Street
Southill Road
Stevens Close
Sturla Road
Sydney Road
Victoria Road
Waghorn Street
Warner Street