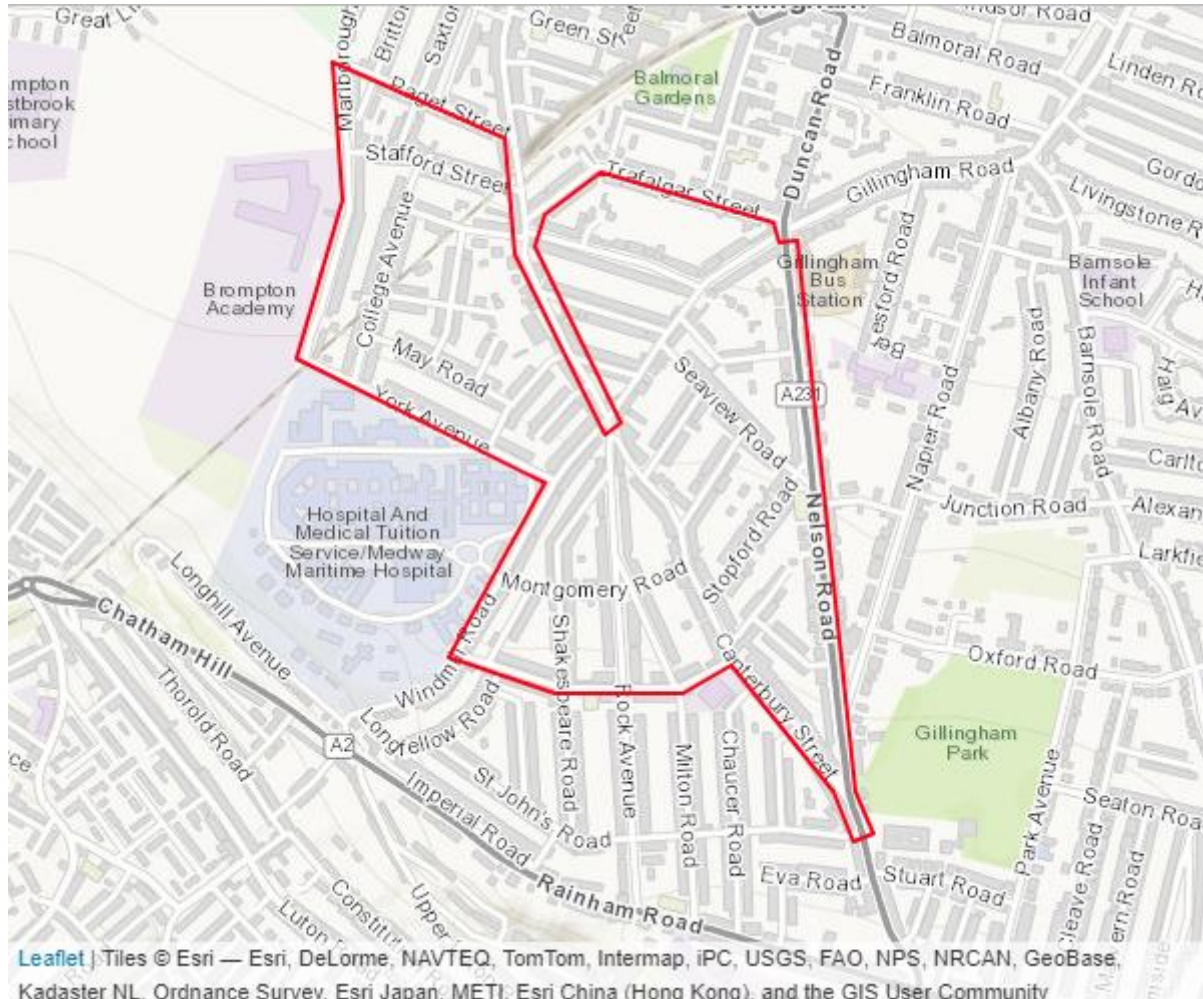


Appendix G

Stress Area - Gillingham South

This Stress Area will cover the area shown in the below maps. There is also a list of roads at the end of the appendix.



The Gillingham South Stress 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 Stress Area, the applicant is expected to have carried out a risk assessment for their business and considered the addition of recommended measures to prevent a negative effect on the licensing objectives. If they choose not to carry out the assessment or include the recommended measures, they should provide reasons why.

Evidence summary

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

- a. Criminal offences, particularly in the town centre and by the train station.
- b. Antisocial behaviour.
- c. Domestic Abuse.
- d. Alcohol related hospital admissions.
- e. Deprivation.
- f. Alcohol related littering.

Gillingham South overview

This area is directly below the Cumulative Impact Area for Gillingham and therefore pedestrians have no distance to walk to get into it and vice versa. Alcohol can easily be purchased in one area and consumed in the other. The close proximity of these areas makes the issue of dispersal and displacement from one area to the other a concern for the Authority.

This is predominately a residential area with a few off licences and the boundary running around the perimeter of the hospital. Where its discretion is engaged the Authority regards the prevention of public nuisance, crime and disorder to residents as a material consideration in any application.

Communities value a range of retail and community facilities. The Authority wants to ensure local services reflect the community's needs, and to support a strategy which sees a strong and healthy retail offer.

Notwithstanding the existence of the stress area, members are supportive of applications which will positively benefit the area in Gillingham South.

Recommended measures

Risk Assessment

The Authority recommends that applicants complete a risk assessment of their business to understand what steps are required to complete the operating schedule in a manner which enables the Council, responsible authorities and other persons to assess how they will seek to promote the licensing objectives in this area. Risk assessments will vary according to the nature of the business, and it is for applicants to decide what is appropriate in each case. The Authority believe that the completion of a risk assessment and implementation of appropriate steps will reduce the likelihood of representations.

The Authority recognises that it cannot insist on a risk assessment. However, an applicant who decides not to complete or provide a risk assessment may face representations and the expense of a hearing as a result. If a risk assessment is not completed, then applicants will need to demonstrate how these matters have been addressed through the operating schedule provided.

While it is a matter for each applicant, the Authority strongly recommends that all issues identified in this, and the surrounding area are addressed when completing their risk assessment.

Suggested conditions

The Authority, having accepted the evidence of alcohol related problems in this area, encourages applicants for the sale of alcohol off the premises to consider the following measures:

- a. Hours of operation for off licensed premises 09:00 to 23:00.
- b. Installation of CCTV to a standard acceptable to Kent Police.
- c. Challenge 25 policy.
- d. Documented refusals system.
- e. Documented staff training, and retraining, including underage sales, proxy sales and drunkenness.
- f. Minimum staffing levels.
- g. Restrictions on high-strength beers, lagers and ciders.
- h. A clear glazing policy to allow for a clear and unobstructed view to the front of the premises.
- i. No sale of single cans or bottles of beer, lager or cider.
- j. Defined display areas.
- k. Monitoring of litter in immediate area.

List of roads included in the Gillingham South Stress area.

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

While every effort has been made to include all roads within the above Stress 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.

- Adelaide Road
- Albert Road
- Belmont Road
- Britton Street south of Paget Street
- Byron Road
- Canterbury Street from Nelson Road to Rock Avenue
- College Avenue
- Copenhagen Road
- Frederick Road
- Gillingham Road from Nelson Road to Canterbury Street
- Jeyes Road
- Longfellow Road
- Marlborough Road from York Avenue to Paget Street
- May Road
- Milton Road from Rock Avenue to Byron Road
- Montgomery Road
- Nelson Road from Gillingham Road to St John's Road
- Nile Road
- Pretoria Road
- Queen's Road
- Regent Road
- Rock Avenue from Canterbury Street to Byron Road
- Saxton Street from Stafford Street to Paget Street

- Seaview Road
- Shakespeare Road from Rock Avenue to Byron Road
- Stopford Road
- Vicarage Road
- Waterloo Road
- Wellington Road
- Windmill Road from Canterbury Street to Byron Road
- York Avenue