



## Elections and Regulatory Services


Civic Hall  
Leeds LS1 1UR

### Private & Confidential

Maxi Foods Ltd  
22 Harehills Road  
Leeds  
LS8 5PB

Contact: Susan Duckworth



By email: 

20<sup>th</sup> February 2023

### **Maxi Foods, 22 Harehills Road, Harehills, Leeds, LS8 5PB Application for a premises licence under the Licensing Act 2003 Licensing Authority Letter of Representation**

Thank you for submitting your application for a premises licence for the above premises.

The area in which the subject premises is located is a cumulative impact area. Specifically, your application falls within the cumulative impact area of Harehills as described in the Statement of Licensing Policy at paragraphs 7.29 to 7.31 which states:

- 7.29 The council has assessed crime statistics for the area known as Harehills and has determined that there is an area that is suffering from the cumulative impact of off-licensed premises and consequently this is leading to problems which are undermining the licensing objectives. Specifically the area around Harehills Road and Harehills Lane is particularly suffering from the cumulative impact of too many off licences. Maps showing the exact geographical area included in this area can be found in the cumulative impact assessment.
- 7.30 In this area the nature of the problems is alcohol related violent crime and nuisance being suffered by people living in this mainly residential area. More information on the evidence can be found in the cumulative impact assessment.
- 7.31 It would be inconsistent with the council's duty to promote the licensing objectives to grant new and variation application for any premises licence which seeks off sales and late night refreshment to operate during the peak hours described in the cumulative impact assessment for Harehills.

I refer you to the council's Cumulative Impact Assessment for Harehills (pages 41 – 50 of the Cumulative Impact Assessment 2023-25) for further information. This provides both crime data, and the data on 16 data sets for all three MSOAs affected. It should be noted that this premises sits within Harehills North MSOA, but is right on the end of Harehills South, which is considered high risk overall. Please see page 42 to 44 of the Cumulative Impact Assessment.



I refer you to 7.38 to 7.46 of the Policy which describes how applications for premises situated within a designated cumulative impact area for new premises licences or variations that are likely to add to the existing cumulative impact will normally be refused and it is for the applicant to demonstrate that their application would not add to the cumulative impact.

I also refer you to 7.45 of the Statement of Licensing Policy which describes examples of factors the licensing authority will not consider as meeting the standard of rebuttal include:

- That the premises will be well managed and run as all licensed premises should meet this standard.
- That the premises will be constructed to a high standard.
- That the applicant operates similar premises elsewhere, such as in another licensing authority area, without complaint.

## Your Application

I note that your application is for a food market, with sale by retail of alcohol every day from 8am to 11pm for consumption off the premises. In your operating schedule you have offered CCTV, supervisors register, conditions relating to the display of alcohol, no single can sales, no sale of bottle of cider in 1, 2 or 3 litre bottles, incident report register, refusals register and staff training. You have offered Challenge 25 age verification.

## Alcohol Licensing Data Matrix

In 2021 the Council updated the Alcohol Licensing Data Matrix. The data used in the Matrix has been updated and is now based on a larger area known as MSOA. A [MSOA](#) is a geographic area designed to improve the reporting of small area statistics in England and Wales. MSOAs are built from groups of contiguous LSOAs. The minimum population is 5000 and the mean is 7200. The Organisation Data Service publish files created on their behalf by the Office for National Statistics, which link postcodes to the Middle Layer Super Output Area. This enables the Matrix user to input a postcode, for this to be linked to a MSOA and the data for that MSOA to be ranked against all other areas in Leeds.

By entering the postcode for the premises the matrix displays the ranking of this MSOA against certain data sets. This allows responsible authorities and the licensing authority to establish the problems being experienced in the MSOA. The Matrix also provides an overall ranking against all 107 MSOA areas in Leeds.

The matrix has rated the MSOA concerned (Harehills North) as **medium**. It is ranked 30th highest out of 107 MSOAs for potential alcohol related harm.

Indicator	Category	Rank
Population aged 16 and under	Very high	2
NEET (not in education or training)	Very high	2
Looked after children	Very high	6
Stroke emergency hospital admissions ( age std. rate)	Very high	8
Not achieving English & Maths strong pass	High	10
Deprivation Score	High	15
Off Licence premises count	High	21
Antisocial behaviour - alcohol related, count	High	14
Drunk and disorderly, count	High	13
Licensing risk score	High	22
Alcohol related harm hospital stays (narrow, age std. rate)	Medium	36
Violent crime where alcohol flagged, count	Medium	35
Alcohol treatment, all episode counts	Medium	53
Ambulance callouts related to alcohol, count	Medium	43

Alcoholic liver disease mortality rate	Low	90
Alcohol specific emergency admission count	Low	62
AUDIT tests scoring 16 or more (higher risk)	Low	67
On Licence premises count	Low	87

This area ranks very high for population aged 16 and under, looked after children, children not in education, employment or training, and high for children not achieving a strong pass in English and Maths. This shows that this area has an unusually high number of vulnerable children.

This area ranks very high for stroke emergency hospital admission which can be related to the misuse of alcohol. More concerning is that the other data sources that are ranked high include off licence premises count, alcohol related antisocial behaviour, drunk and disorder and licensing risk score. This shows that people are already affected by alcohol related crime and disorder. The licensing risk score is concerning because this is the score given to premises when being inspected by licensing enforcement officers, and shows that not only are there a lot of shops selling alcohol, but the high licensing risk score shows that these premises are inspected more regularly than in other areas. This would be due to complaints and licence breaches.

These data points towards an area with both adults and children suffering from alcohol related harm, whether that be directly or indirectly. All this is confirmed by the anecdotal evidence provided by residents for the 2018 Cumulative Impact Assessment.

As already stated, this premises sits right on the boundary between the two MSOA of Harehills North and Harehills South. Harehills South is ranked as High risk and is ranked 18<sup>th</sup> out of 107 MSOAs in the city. The data sets are as follows:

Indicator	Category	Rank
Population aged 16 and under	Very high	1
Stroke emergency hospital admissions (age std. rate)	Very high	1
Deprivation Score	Very high	2
Off Licence premises count	Very high	2
Not achieving English & Maths strong pass	Very high	3
Licensing risk score	Very high	6
NEET (not in education or training)	Very high	7
Drunk and disorderly, count	Very high	8
Alcohol related harm hospital stays (narrow, age std. rate)	Very high	9
Violent crime where alcohol flagged, count	Very high	9
Looked after children	High	10
Antisocial behaviour - alcohol related, count	High	12
Ambulance callouts related to alcohol, count	High	23
Alcoholic liver disease mortality rate	Medium	42
AUDIT tests scoring 16 or more (higher risk)	Medium	47
Alcohol specific emergency admission count	Low	57
Alcohol treatment, all episode counts	Low	58
On Licence premises count	Low	68

As you can see this MSOA ranks very high in 10 of the data sets, and is ranked highest in the city for Population under 16 and stroke emergency hospital admissions. It is 2<sup>nd</sup> highest for off licence density.

This clearly shows this whole area not only is home to some of the most vulnerable children in the city, but is also the place where the density of off licensed premises is very high. In the Harehills and Burmantofts area, there are more than 29 premises which hold licences to sell alcohol for consumption of the premises.

The council holds a 6 weekly multiagency group where various agencies, including ward members, Entertainment Licensing, West Yorkshire Police (Neighbourhood Policing and Police Licensing), Touchstone, which provide outreach treatment services, Environmental Health and others to discuss the ongoing issues in the area. Those most reported are the issues related to street drinking, where large groups of people stand in the street to drink and socialise. These groups often display antisocial behaviour. We know from the outreach work, that people come from all over the city to Harehills to stand and drink in the street. The reason for this is the proliferation of small shops selling alcohol.

## **Conclusion**

Bearing in mind the severity of the problems being experienced in the area, with this area suffering from issues with people drinking on the street and causing disorder and anti-social behaviour issues, the Licensing Authority is of the opinion that your application does not contain sufficient information about how granting your licence would not add to the impact already being experienced in the area. In fact as the problems in this area are so severe, it is hard to envisage how any business selling alcohol for consumption off the premises can mitigate these concerns.

Therefore the licensing authority submits a formal representation to your application on the grounds of the prevention of crime and disorder, public safety and public nuisance and will recommend to the licensing sub-committee that this application is refused.

Should you have any questions, please contact us.

Yours faithfully



Susan Duckworth  
Principal Licensing Officer  
Entertainment Licensing