

Additional info to support Public Health Representation for Roma Pizza

This report contains local level information showing the alcohol related harm in the locality of Roma Pizza in Felling at Winlaton, NE21 6AW. In Figure 1 the black circle represents the location of the premises. The green dots are other licenced premises, the blue dots are the locations of local educational establishments and the red dots are care homes. As this application includes a delivery service and the reach of this has not been specified in the application it is impossible to measure the impact of alcohol related harm onto a specific area. Although the premises is within Winlaton and High Spen ward, the impacts from the sale of alcohol in this format may also have an impact on neighbouring wards. The operating schedule provided by the Applicant is rather vague, and I am not satisfied the proposed conditions will promote the licensing objectives.

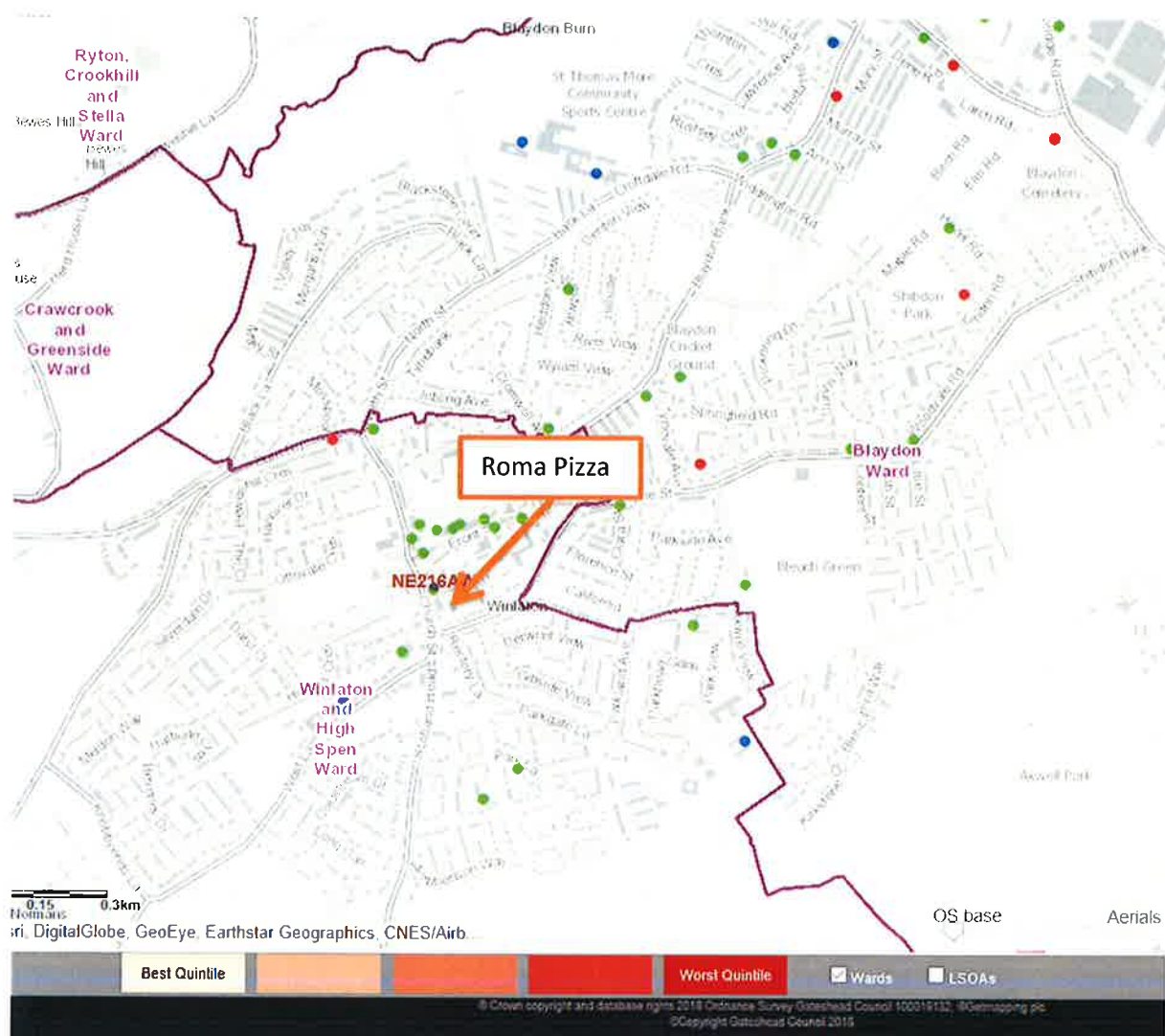


Figure 1.Location of premises and local schools (above)

Deprivation Levels

Rising consumption has been attributed to the increased affordability, availability and promotion of alcohol, along with a greater social acceptance of regular drinking and a tolerance of drunkenness. Increased availability of alcohol has come about through the progressive relaxation of the licensing

regime. The contributory role that alcohol plays in a wide range of adverse social consequences is also increasingly recognised with links to crime, social disorder, fire fatalities, violence, domestic violence, child neglect and work-related problems. Poorer populations and communities experience a disproportionately greater level of alcohol-attributable harm which must be taken into account in the promotion of the licensing objectives. Figure 2 shows the level of deprivation experienced by this local area. The evidence shows that deprived populations and communities experience a disproportionately greater level of alcohol-attributable harm (AFS and SHAAP, 2011)

Figure 3 - 8 show the level of alcohol related harm in this area. The evidence suggests that if alcohol is less easy to obtain, alcohol consumption and harm will decrease. The addition of alcohol available via delivery increases the ease at which alcohol can be obtained therefore the evidence would suggest that this will increase the harms as the time and effort required to access it is reduced. (AFS and SHAAP, 2011)

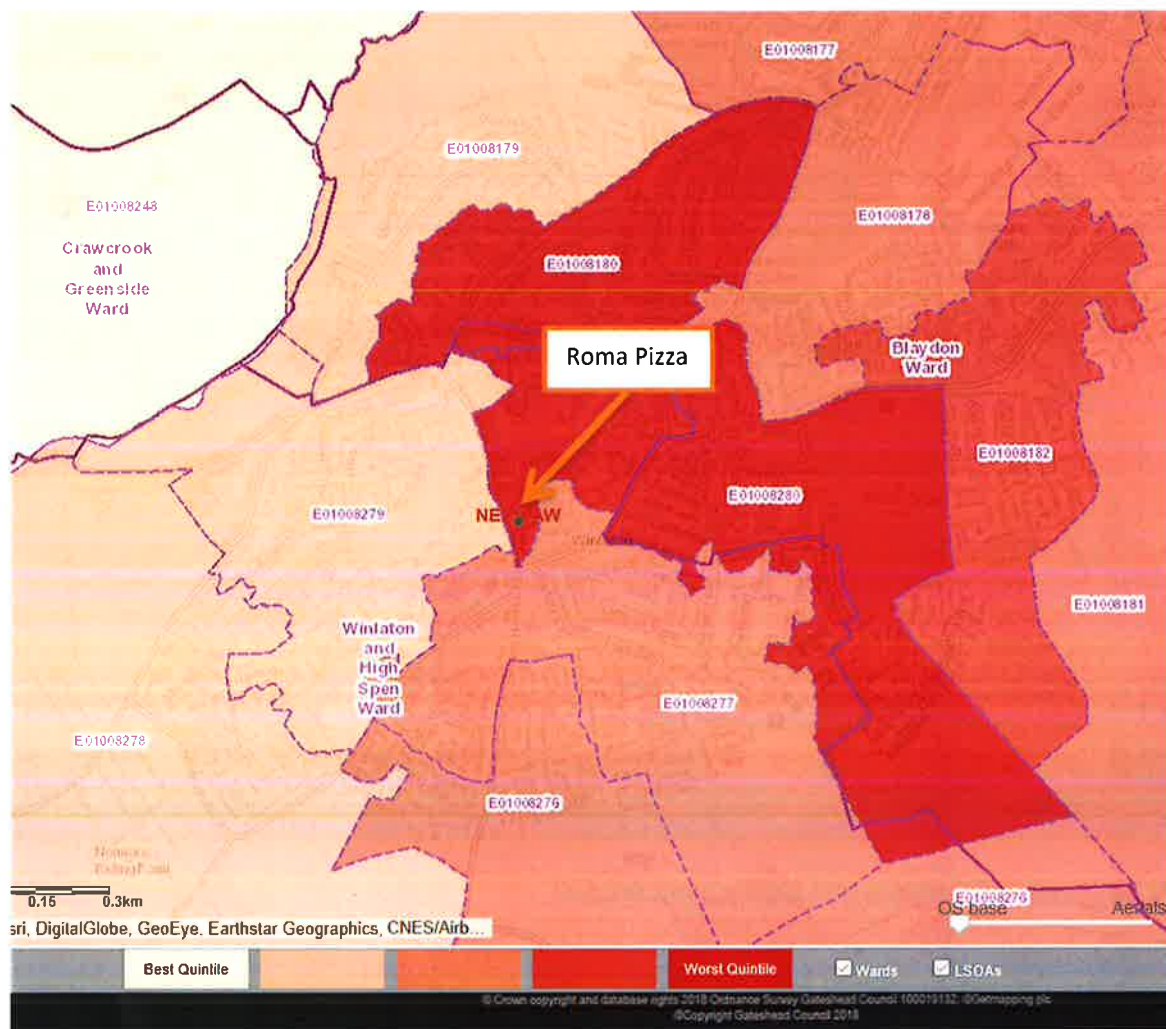


Figure 2. Index of Multiple Deprivation at LSOA level (above)

Alcohol Related Harms

Hospital Admissions

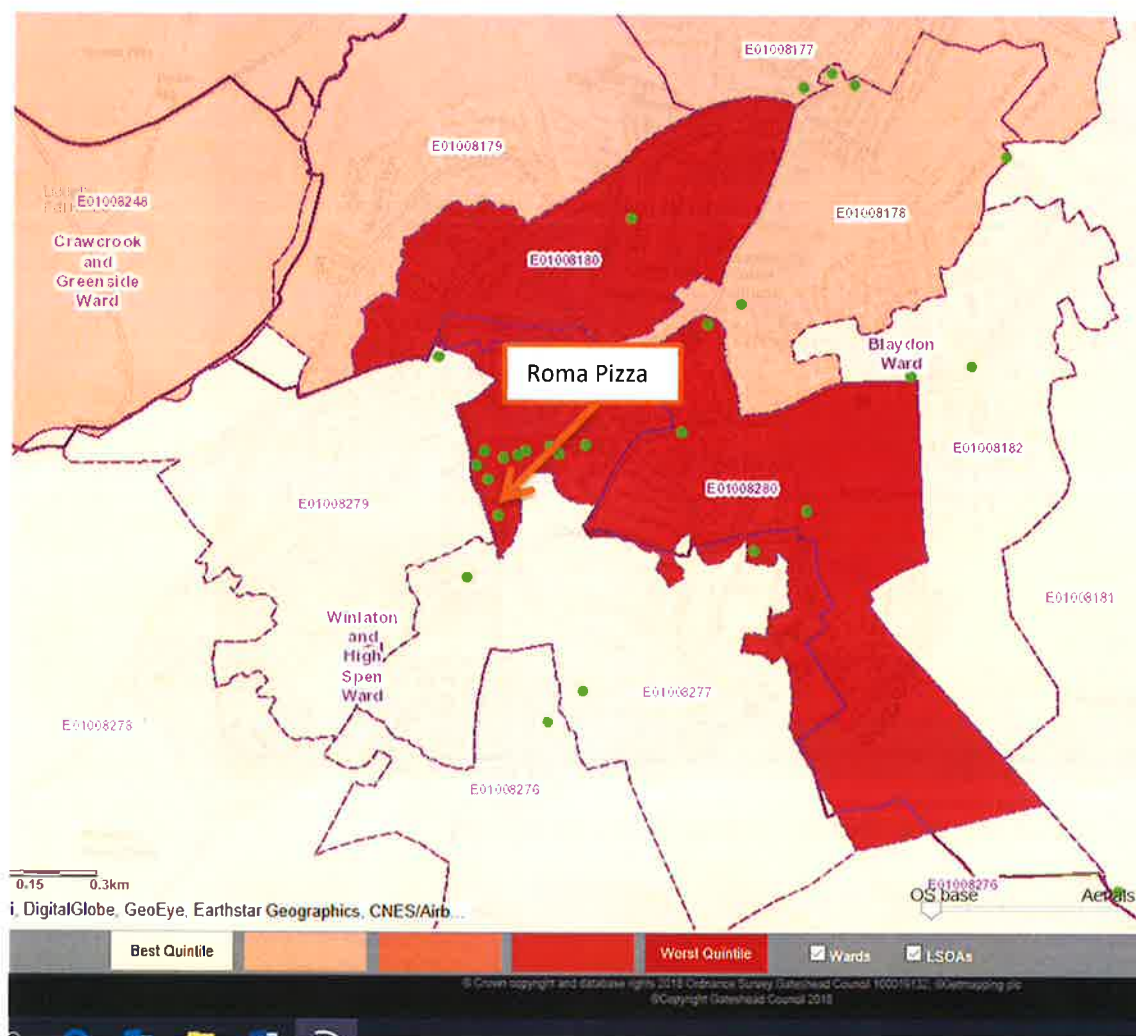


Figure 3. Alcohol Related Hospital Admissions at LSOA level (above)

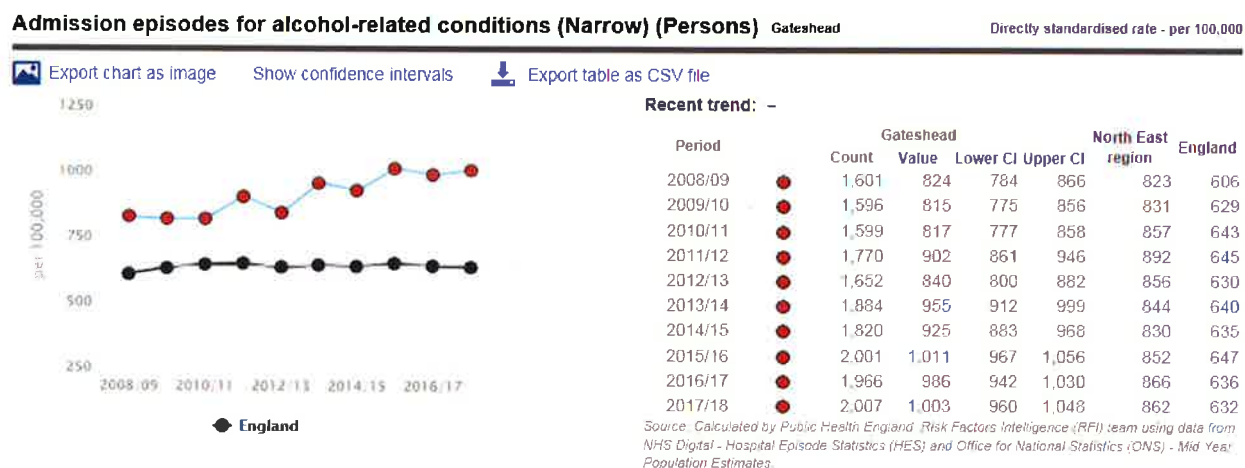


Figure 4. Alcohol-related hospital admissions in Gateshead (narrow)

Alcohol Related Crime

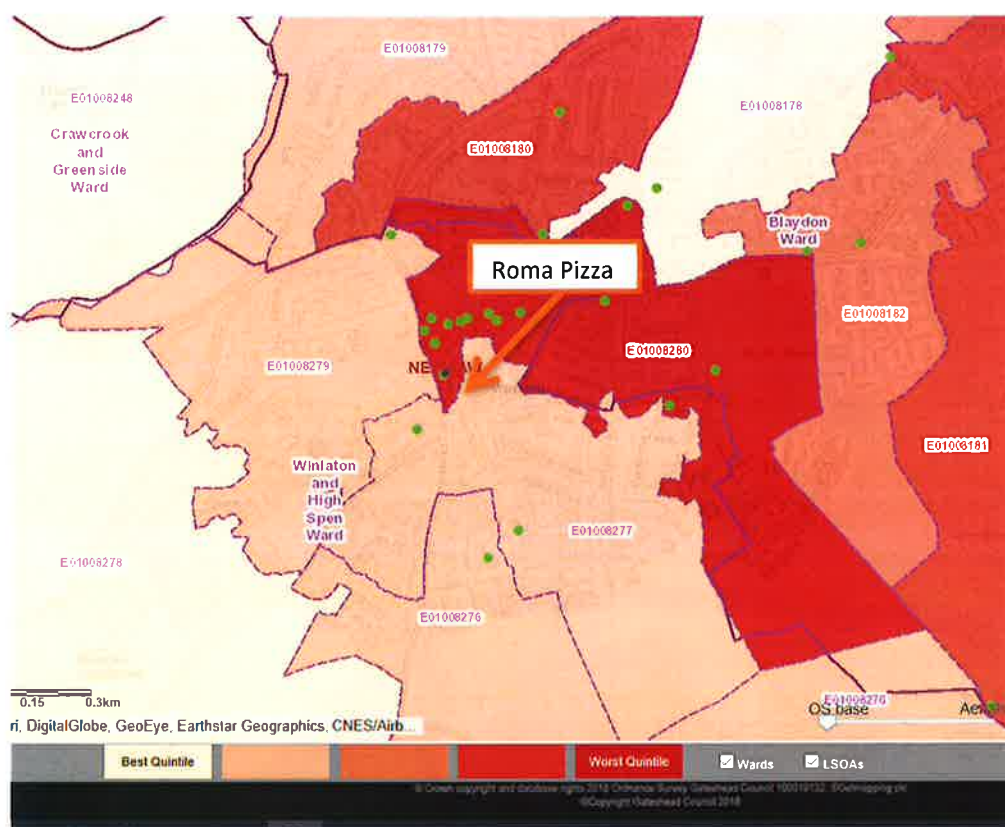


Figure 5. Alcohol related crime (all crime) at LSOA level (above)

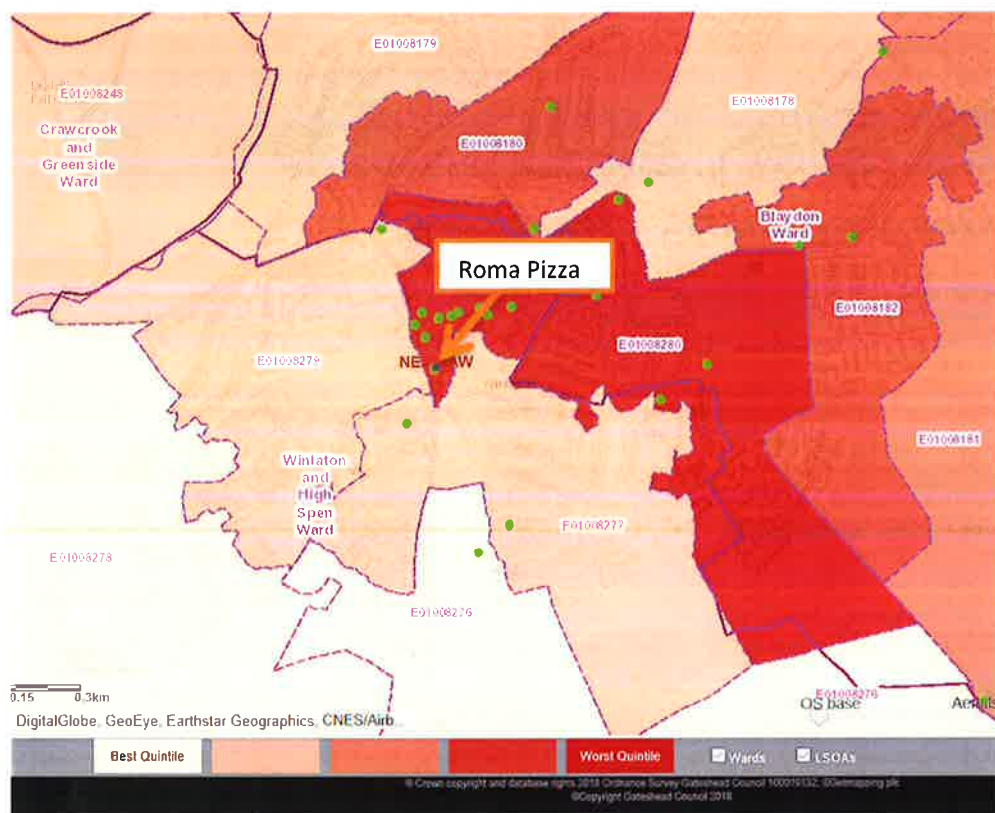


Figure 6. Alcohol related violent crime against a person at LSOA (above)

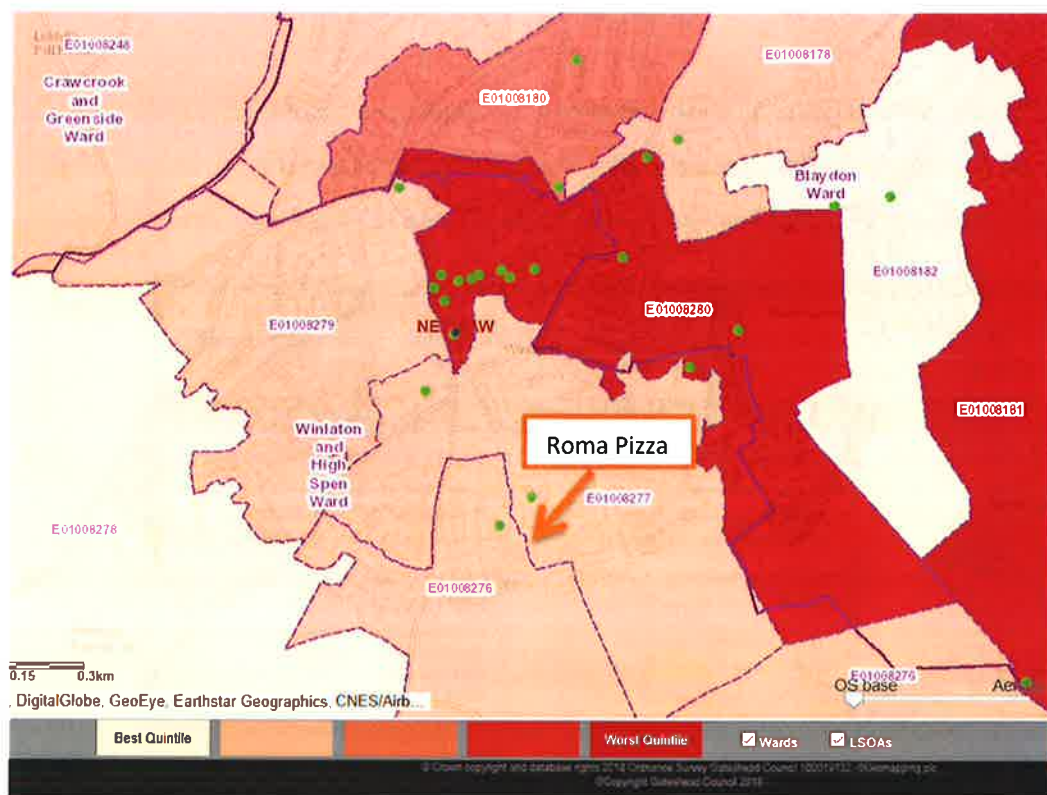


Figure 7. Alcohol related ASB at LSOA (above)

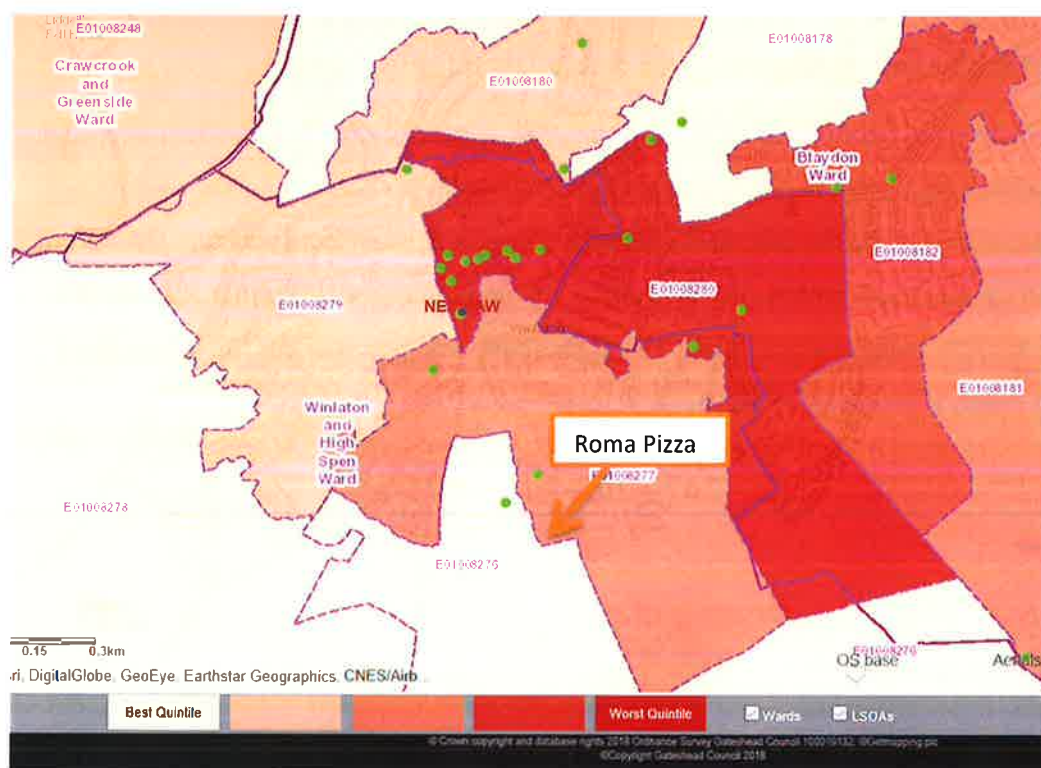


Figure 8. Alcohol related ambulance call outs at LSOA (above)

Cost of Harm

According to estimates from Balance, alcohol related harm in Gateshead costs around £401 per head (taking into account costs to the NHS, crime and licensing, social services and the workplace). The cost per head across the North East is £386 and across England it is £363 per head. (figure 9)

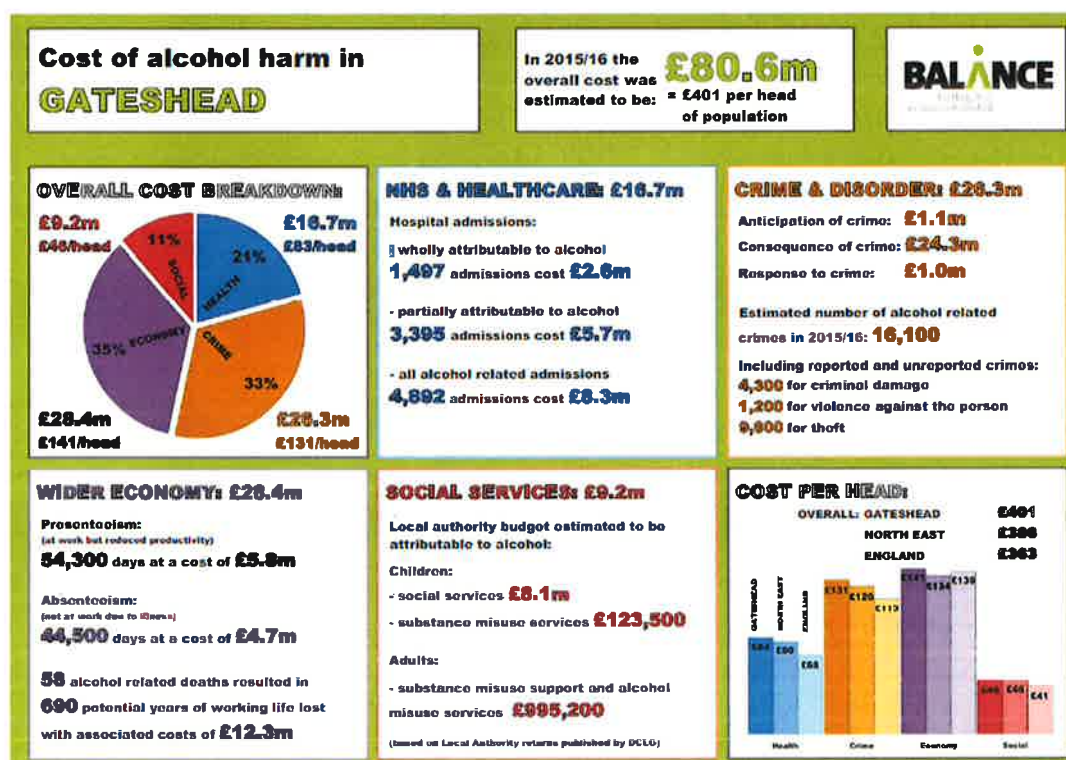


Figure 9. Cost of alcohol harm in Gateshead. (Balance. 2015/16)

Given the current levels of alcohol related harm in this area, it is imperative that the operating style within the application supports the promotion of the licensing objectives. The application does not give sufficient detail to give me the confidence that this is the case. I have concerns that the risks of harm to children have not been adequately met within the operating model and that although the applicant refers to CCTV being in place at the main base, there is no provision for this where the alcohol changes hands at the point of delivery.