

57 HIGH STREET, CHRISTCHURCH, BH23 1BB

## NEW PREMISES LICENCE APPLICATION

## REPRESENTATIONS

	NAME AND ADDRESS	REPRESENTATION
1		<p data-bbox="699 495 1040 528"><u>All Licensing Objectives</u></p> <p data-bbox="699 566 887 600">Dear Ms King,</p> <p data-bbox="699 638 1358 768">I write to formally object to the application for a premises licence permitting the sale of alcohol at <b>Nisa Local, 57 High Street, Christchurch, BH23 1BB - Reference Number 234006.</b></p> <p data-bbox="699 806 1382 1211">No matter what storage measures, training, CCTV systems and Dorset Police conditions are in place, there will still be excessive drinking. Increased access and availability lead to higher consumption, which in turn increases alcohol-related problems. Studies suggest that, in addition to health benefits, reducing the density of alcohol outlets in high-saturation areas can lead to significant reductions in violent crime. My representation is made on the basis that granting this licence would undermine several of the licensing objectives set out in the Licensing Act 2003.</p> <p data-bbox="699 1249 1286 1317"><b>Prevention of Crime, Disorder, and Public Nuisance</b></p> <p data-bbox="699 1355 1382 1621">The sale of cheaper alcohol for consumption off the premises raises particular concerns. There is a real risk that alcohol purchased from this store would be consumed in nearby parks, streets, and other public spaces, especially later in the evening. This pattern is well-established in areas with high outlet density and often leads to anti-social behaviour, noise nuisance, littering, and intimidation of residents.</p> <p data-bbox="699 1659 1386 1827">Evening/late evening access to off-sales alcohol can also contribute to pre-loading, where individuals purchase alcohol cheaply before or after visiting pubs and bars, increasing levels of intoxication and the likelihood of disorder in the town centre.</p> <p data-bbox="699 1865 1374 1933"><b>Public Health and Alcohol-Related Harm (Public Safety)</b></p> <p data-bbox="699 1971 1289 2031">This small town centre already has a high concentration of licensed premises, including</p>

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	<p>numerous pubs, bars, and restaurants. In addition, there are two supermarkets, several corner shops, and two specialist wine retailers (Majestic Wines and Bonfide Wine) operating nearby.</p> <p>Running parallel, there is also an application for a liquor licence for another convenience store metres away, <b>at 24 Church Street, Christchurch, BH23 1BW.</b></p> <p>The cumulative impact of this level of alcohol availability is significant. Public health guidance recognises a clear link between the density of alcohol outlets and higher rates of alcohol consumption, dependency, and related health harms. Granting another licence would further contribute to an environment where alcohol is cheap, readily available, and difficult to avoid, exacerbating existing issues with alcoholism and alcohol-related harm within the community.</p> <p><b>Protection of Children from Harm</b></p> <p>The proposed premises are located in close proximity to schools and areas regularly used by children and young people. Introducing an additional outlet selling alcohol in this location would increase children's exposure to alcohol and normalise its availability in their immediate environment. Public guidance recognises that easy access to alcohol in areas frequented by children increases the risk of underage access, proxy purchasing, and long-term harm.</p> <p>Given the nature of a convenience store—frequent visits, extended opening hours, and high footfall—there is an increased risk of alcohol being purchased on behalf of minors, despite any conditions the applicant may propose.</p> <p><b>Impact on Public Services</b></p> <p>Services that are already under pressure have to absorb the effects of both alcohol in general and a drinking culture. Alcohol related behaviour impacts the Police Service and can lead to Safeguarding</p>
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		<p>risks requiring Social Services and/or Police input. Alcohol related illness and harm to self or others has to be handled by NHS services. Alcohol related behaviour can also lead to staff in the NHS, Police and all other emergency services being abused and injured.</p> <p><b>Over-Provision of Alcohol Outlets</b></p> <p>Under the Licensing Act 2003, the "Cumulative Impact Policy" (CIP) can be utilised when over-provision is a consideration.</p> <p>The area is already well served by licensed premises of all types, including on-sales and off-sales. The presence of multiple pubs, bars, restaurants, supermarkets, corner shops, and specialist wine retailers demonstrates that there is no unmet need for additional alcohol provision.</p> <p>High saturation of alcohol sales, often referred to as high alcohol outlet density, is strongly associated with a range of negative health, safety, and social outcomes. Research indicates that areas with a high concentration of on-premise (bars, restaurants) or off-premise (liquor stores, supermarkets) outlets experience higher rates of alcohol-related harm.</p> <p>Granting this application would contribute to over-provision, placing further strain on local services and undermining the licensing objectives. Public guidance supports refusal where the cumulative availability of alcohol is likely to increase harm, even if individual premises may appear well-managed in isolation.</p> <p>This store is not even providing any service for the community; 24 Church Street does contain a Post Office.</p> <p><b>Conclusion</b></p> <p>For the reasons set out above, I respectfully request that the Licensing Committee refuse this application. The proposed licence would increase alcohol availability in an area already experiencing over-</p>
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		<p>provision, heighten risks to children, exacerbate public health concerns, and increase the likelihood of crime, disorder, and public nuisance.</p> <p>[REDACTED]</p>
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