

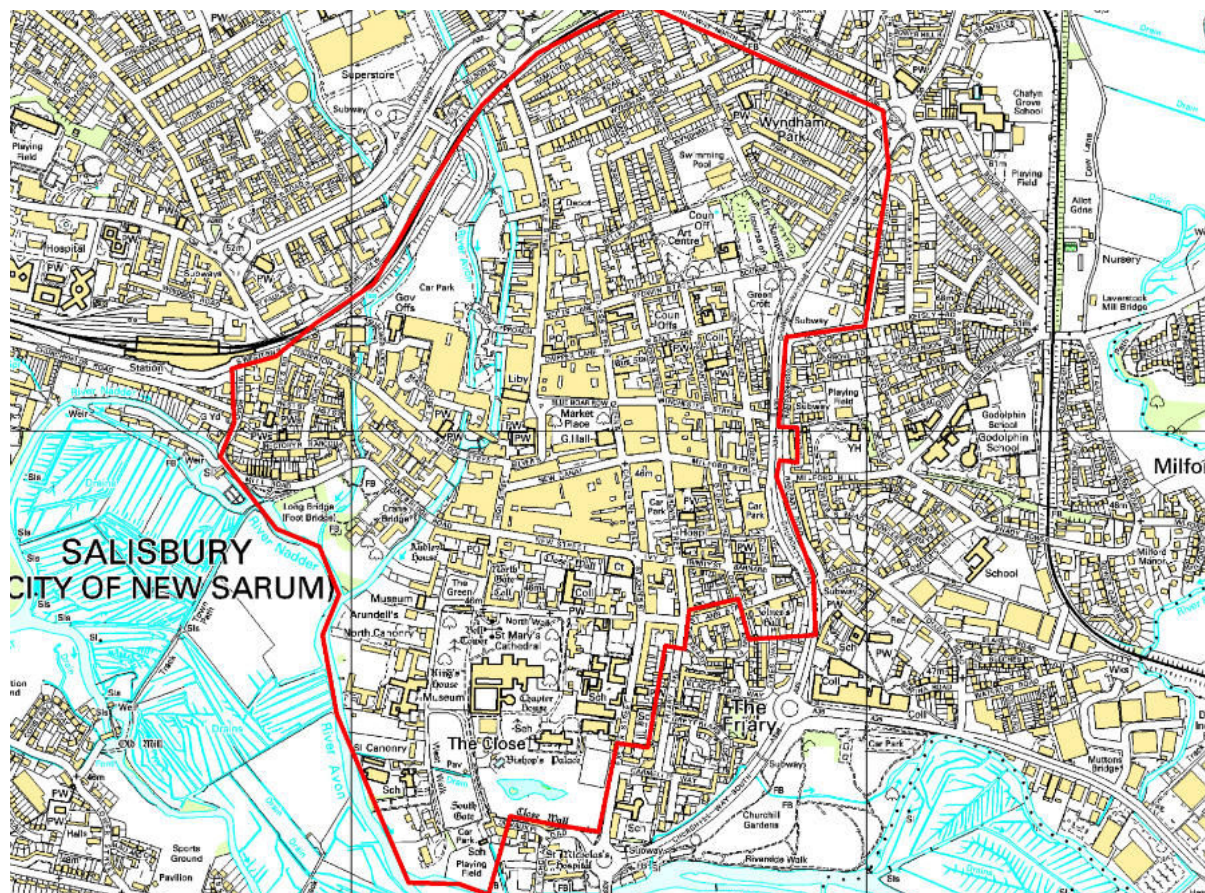
Appendix 1

Salisbury Cumulative Impact Area needs assessment paper

June 2014.

1.0 Introduction

The aim of this paper is to evaluate the need for implementing a Cumulative Impact Area (CIA) in Salisbury City Centre, within the proposed highlighted area, see map 1. Within this defined area there are a significant number of licensed premises that serve alcohol and late night refreshments.



Map 1 Proposed CIA

The adoption of a CIA will enable the Council to further control the number of premises granted licenses and any applications for new or varied licences must demonstrate how their premises will work to reduce issues associated with litter, noise and crime and disorder.

The methodology included within this paper will form the basis of a special CIA policy which could be used in other areas within Wiltshire if required.

2.0 Methodology

The approach for assessing the necessity of the CIA was twofold. The first part was a public survey asking people how they use Salisbury City Centre. This survey was available online and hard copies were made available at public access buildings. A press release was published to raise awareness and a members briefing was produced. Furthermore, a link to the online survey was sent to members, partner agencies and key meeting groups, including; Pubwatch, Neighbourhood Tasking Group, The Friary Interagency Group, Salisbury Community Area Partnership and the Purple Flag Steering Group. This was open for twelve weeks in line with the Wiltshire Compact from 27 January 2014 to 20 April 2014. A copy of the survey can be found attached as appendix A to this document.

The second part of the research was a desktop analysis of Wiltshire Police crime and ASB figures. A breakdown of crime groupings for Trowbridge and Chippenham was compared to Salisbury for the period April 2013 to March 2014.

3.0 Analysis of Results

3.1 Public consultation

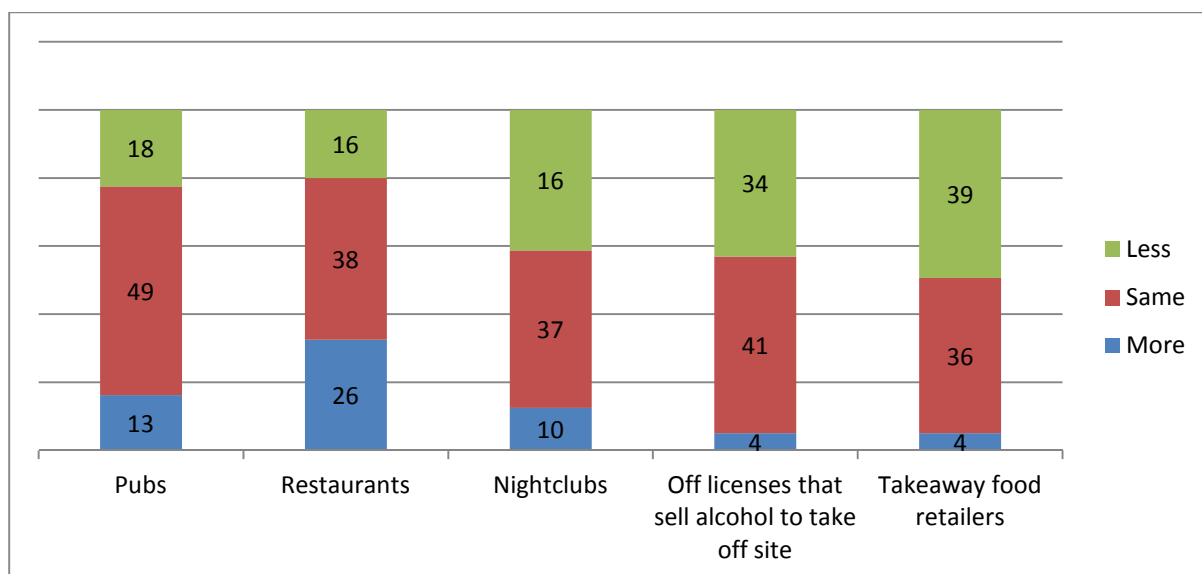
In total 82 responses were received, 66 (80%) were from members of the public, 2 (2%) from licensed trade, 3 (4%) from Councillors, 4 (5%) local businesses, 2 (2%) town and parish councils and 3(4%) from agencies. The respondent's age range was 35-65+ just 9 of the respondents were under 34 years old, 34 were female and 45 were male, the other 3 had not included their gender.

The survey asked what times they used licensed premises, of the 82 respondents:

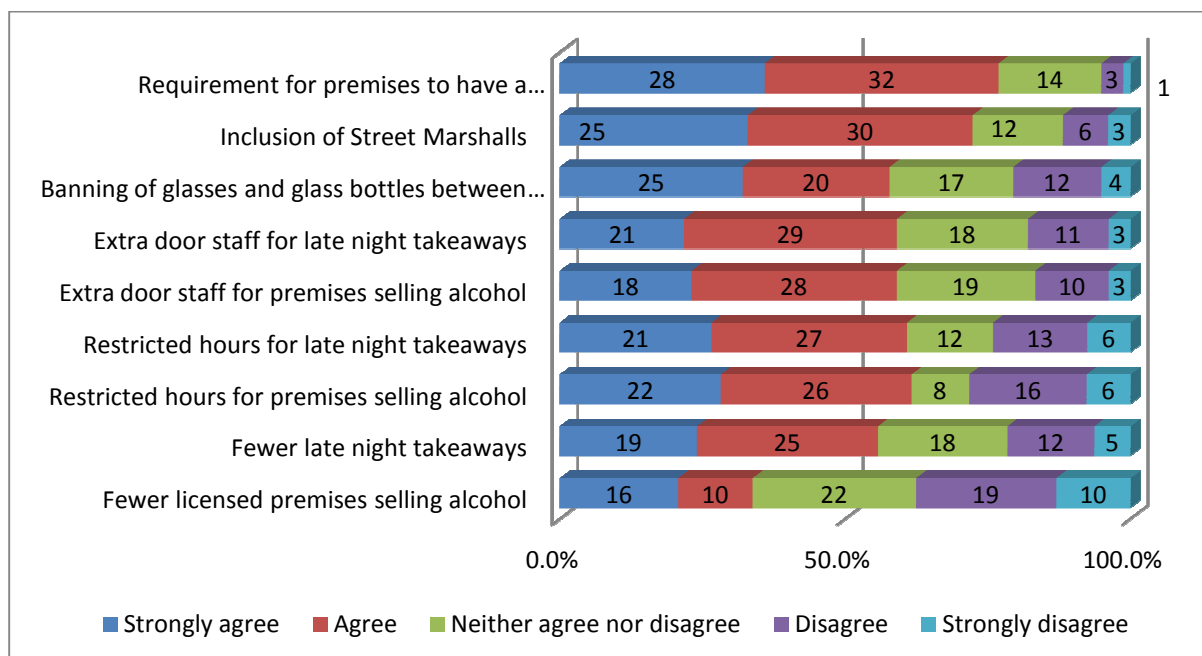
43 visited 0900hrs- 1700hrs
67 visited 1701hrs- 2200hrs
24 visited 2201hrs - 0300hrs

61(74%) respondents agreed that the licensing authority should implement a CIA. 53 (65%) felt the proposed area was suitable, 19 (23%) made comment to amend the area, of these 12 requested a larger area, 5 a smaller area and 2 for area changes. Only 6 (7%) respondents did not want the CIA implemented at all.

The graph below demonstrates the type of venues respondents wanted to see and whether or not they felt there should be more, less or that there were about the right number currently available in the area:



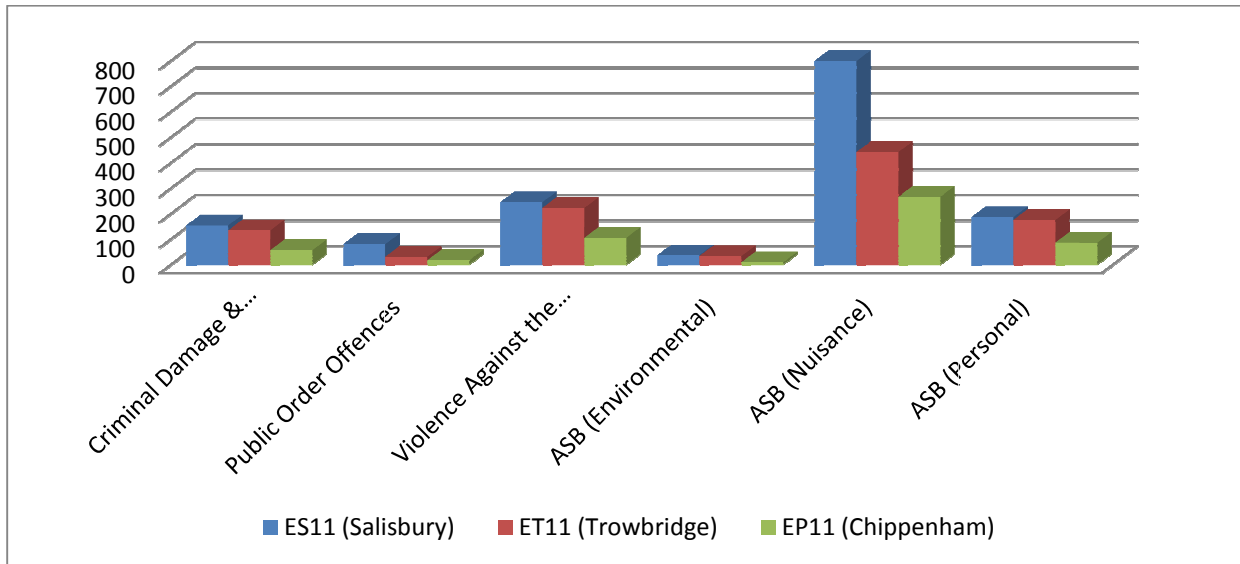
The next question aimed to ascertain which suggested conditions should be used if the CIA was introduced as part of the licensing process for new and varied applications; the following conditions and responses are collated in the chart below:



3.2 Police Data

The proposed CIA area in Salisbury is covered by the Wiltshire Police ES11 beat.

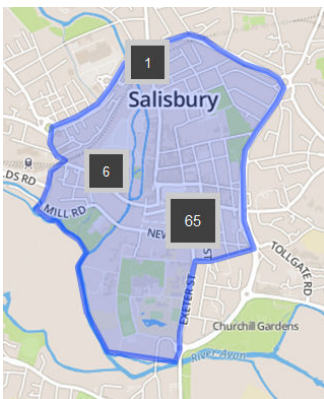
The analysis includes data from April 2013 – March 2014, the graph below demonstrates that Salisbury town has a higher proportion of crime and ASB compared with Trowbridge and Chippenham. A full breakdown is available in the graph below:



4.0 Discussion

Following the initial survey and desktop analysis further research was required to review the proposed CIA within the city centre. This was undertaken using March 2014 data from the police.uk website for both all crime types and further detailed data on anti-social behaviour (ASB) only.

The two maps demonstrate a consistent trend with the highest concentration of all crime and ASB within the city centre. Map 2 illustrates the total number of ASB incidents within the proposed CIA area and map 3 gives a more detailed street by street analysis.

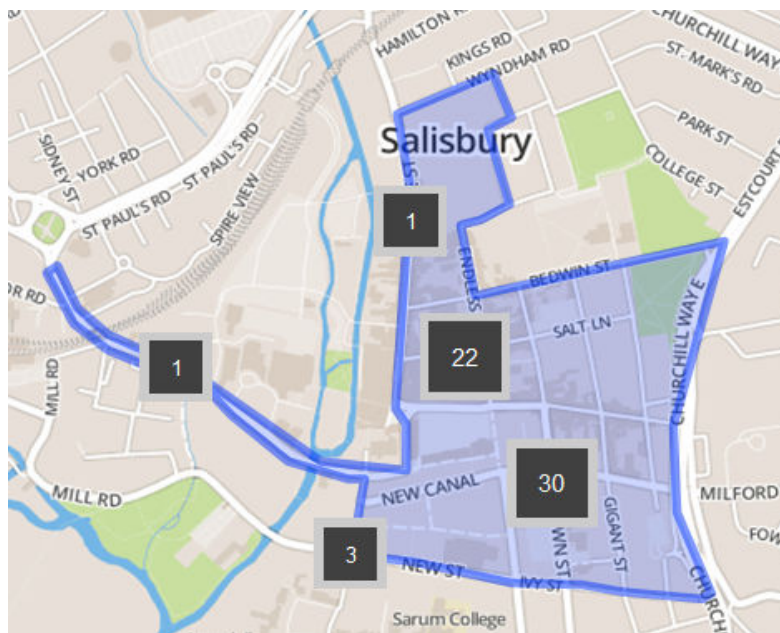


Map 2 All ASB in Salisbury March 2014



Map 3 All Crime in Salisbury City Centre for March 2014

Taking into account possible displacement, the data suggested a more proportionate reduced area should be considered, as outlined in map 4. This smaller proposed area includes only parts of Salisbury that have already been consulted on.



Map 4 Optional CIA area taking into account March 2014 ASB and possible displacement

5.0 Options

The committee are requested to consider the following options:

Option 1: Adopt the CIA for Salisbury city centre as outlined in map 1.

Option 2: Adopt the CIA for Salisbury city centre for a reduced area outlined in map 4.

Option 3: Not to adopt the CIA for Salisbury city centre at this time.

Based on the results of the consultation and the data from the police, we would recommend that committee consider adopting option 2 as this would support the findings that a CIA would be acceptable, but that a reduced area may be more beneficial.