

Ridout, Pip

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**From:** Cambridge Wine Merchants - Salisbury Branch [salisbury@cambridgewines.co.uk]  
**Sent:** 29 May 2014 18:58  
**To:** Ridout, Pip  
**Subject:** Cumulative Impact Area - Salisbury

Cumulative Impact Area - Salisbury

Dear Cllr Ridout,

I am writing to you to voice my concerns over the impact of a Cumulative Impact Zone implementation in Salisbury.

I believe the policy, if adopted, would have a negative impact on the evening economy in Salisbury. The leisure and night time economy is of growing importance in the city, and I believe is the key in moving forward given the inevitable decline of the traditional high street. I believe that imposing an extra layer of administrative burden on potential operators would not send a business friendly message at a time where the city is (and hopefully will continue to) attracting new investment in this respect.

The assertion that any anti-social behaviour in and around the city centre is the necessary result of too many licenced premises seems contrary. I would have thought if anything the more competition in terms of licenced venues the better, as revellers would be more evenly spread across the spectrum of venues. This would allow licensees to keep and even greater eye on potential trouble. Salisbury has also been awarded purple flag status and is nationally recognised as a safe place to go out, and as such I hope you would agree a generally well managed leisure and late night economy.

As an aside I would also like to comment on the consultation and methodology for this proposal. The number of contributors to the consultation is so small (82) in comparison to the size of the population (42,000) that I cannot see how it can be used as representative of the wants and needs of the city. With 67.6% of respondents aged 45-65+, the main conclusion one could draw from the consultation is that people aged 45-65+ are more likely to view public consultations. It seems a poor platform to base licencing policy on given the importance of the licencing function.

Thank you very much for your time.

Best wishes

Dominic Imms

Dominic Imms  
Director  
Cambridge Wine Merchants  
5 Winchester Street, Salisbury  
SP1 1HB

Tel: 01722 324486

Email: [dominic@cambridgewine.com](mailto:dominic@cambridgewine.com)