

Cumulative Impact Area - Chatham High Street

This Cumulative Impact Area will cover the area shown in the below in a map. There is also a list of roads at the end of the appendix.



The Chatham High Street Cumulative Impact Area will apply to the following applications for the sale of alcohol for consumption off the premises.

- a. New premises licence applications
- b. Material variations for existing premises licences
- c. Provisional statements for premises licences

If an application, that meets the above criteria, is submitted within this Cumulative Impact Area, and there are relevant representations, there is a presumption of refusal by the Authority, unless the applicant can demonstrate the premises will not adversely affect the licensing objectives.

Evidence summary

Evidence, provided to the Authority, shows this area has unacceptably high rates of:

- a. Criminal offences, the highest density occurring in the High Street, Pentagon Shopping Centre, Best Street, New Road, The Brook and surrounding areas.
- b. Anti-social behaviour, the highest density occurring in the High Street, Pentagon Shopping Centre, Best Street, New Road, The Brook.
- c. Domestic Abuse.

- d. Begging, with the highest density in the Medway area occurring in the Chatham High Street, Pentagon Shopping Centre, Best Street, New Road, The Brook and surrounding areas.
- e. Deprivation.
- f. Alcohol related hospital admissions.
- g. Alcohol related littering, street drinking, urination and defecation and co-located drug use in areas of public drinking.

The majority of respondents to community questionnaires, carried out in 2022 and 2023, and a focus group, consisting of 4 members of public who reside in the Luton Road/Chatham High Street area, felt licensed premises in this area contribute towards alcohol related issues. Most believed that off licences contributed most to alcohol related issues, followed by pubs and bars. A majority believed that the number of licensed premises contributed to the alcohol related issues in Chatham.

Chatham High Street overview

Chatham's High Street and the surrounding area has a mix of cafés, restaurants, pubs and a few late-night venues, as well as many fast-food type outlets. The traditional, small community pub has seen a decline, mainly leaving larger town centre premises, which benefit from a licence allowing later operation hours. Kent Police and Chatham residents have evidenced alcohol related crime, disorder and nuisance associated with both daytime alcohol misuse and the night-time economy.

The Chatham Public Space Protection Order implemented by Medway Council to try and prevent anti-social behaviour covers almost all of the Chatham Cumulative Impact Area.

There are off licensed premises in the Cumulative Impact Area, and surrounding area, most of which are small convenience stores, corner shops and newsagents. Many of these sell products which are known as 'super strength' beer and cider i.e. cheap beer and cider products over 5.5% ABV, making cheap, high-strength alcohol readily available. Evidence has been provided showing the number of off licensed premises has led, in part, to issues of street drinking and associated crime, disorder and nuisance as well as other, more hidden alcohol related harms, such as domestic abuse and health harms. Where its discretion is engaged the Authority regards the prevention of public nuisance and crime and disorder to residents as material considerations in any application.

Chatham is the location of extensive heritage assets, such as the Historic Dockyard and Fort Amherst. The Authority want to support and encourage businesses which complement and support these assets, encouraging tourists and increasing dwell time, growing local spend and improving the economic health of Chatham town centre.

Notwithstanding the existence of the Cumulative Impact Area, members are supportive of applications which will positively benefit the town centre in line with the aspirations outlined above. The kind of application which would be encouraged is for family friendly venues, such as restaurants, community venues and other leisure businesses where the sale of alcohol is ancillary to the main activity.

The key aim in Chatham town centre is to encourage and expand the leisure, tourism and business visitor offer, with the intention of providing premises attractive to all age groups, and a diversity of licensed premises in both the day and night-time economy including:

- a. Restaurants and cafés, with an emphasis on good quality family friendly venues.
- b. Premises where the sale of alcohol is ancillary to the main business, such as:

- a. Exhibition and art venues.
 - b. Theatres and cinemas.
 - c. Hotels.
- c. Venues which complement and enhance Medway's heritage.

This is a less restrictive approach than is suggested in the Statutory Guidance, which suggests that Licensing Authorities can adopt a policy of refusing all new licences where special areas on cumulative impact apply, subject to their discretion being engaged.

List of roads included in this Cumulative Impact Area

Addresses on both sides of all roads shown in the above map are included in the Cumulative Impact Area unless otherwise stated.

While every effort has been made to include all roads within the above area, there may be omissions, errors or additions due to ongoing development, and the following list is only intended as a guide. It is the applicant's responsibility to confirm the location of their premises.

A2 New Road from its junction with Chatham Hill to its junction with Manor Road
A230 Maidstone Road to the Bus Station junction
A231 The Brook
A231 Dock Road to its junction with Globe Lane (bus station)
Batchelor Street
Best Street
Clover Street
Cross Street
Gibraltar Hill
Globe Lane
High Street between the junction with Chatham Hill and the second junction with Gundulph Road (travelling from Chatham town centre)
James Street
Manor Road
Medway Street
Meeting House Lane
Military Lane
New Street
Ordnance St from its junction with New St to Ordnance Terrace
Ordnance Terrace from its junction with Ordnance Street to Railway Street
Railway Street
Rhode Street
Richard Street
Rochester Road to its junction with New Street
Rome Terrace
Slicketts Hill
Solomons Road
The Paddock
Union Street
Upbury Way
Waterfront Way
Whittaker Street