



Director of Public Health
Public Health Directorate
Medway Council,
Gun Wharf,
Dock Road,
Chatham, Kent. ME4 4TR
22nd April 2026

LICENSING ACT 2003 – APPLICATION FOR THE GRANT OF A PREMISES LICENCE

<u>Name and address of premises</u>
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19, New Road, Chatham

The Director of Public Health is making representations concerning an application for the grant of the above premises licence. The representations are made against the following licensing objectives:

- The prevention of crime and disorder
- The prevention of public nuisance

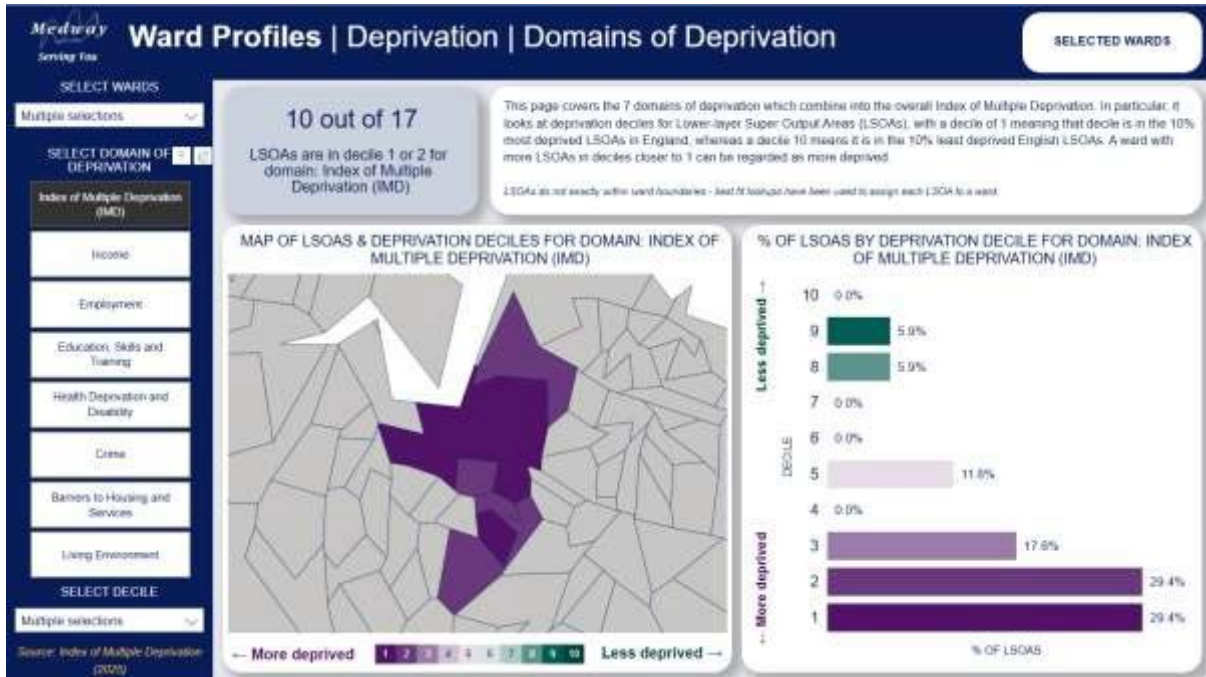
General comments

This premises is located within the Chatham cumulative impact assessment (CIA) area which covers Chatham High Street and surrounding area. The evidence shows there are unacceptable levels of alcohol related crime, disorder and public nuisance associated with a density of licensed premises, particularly off-licensed premises in Chatham High Street. The CIA was reviewed and renewed in early 2024 and the data supporting it was agreed by the Licensing Committee.

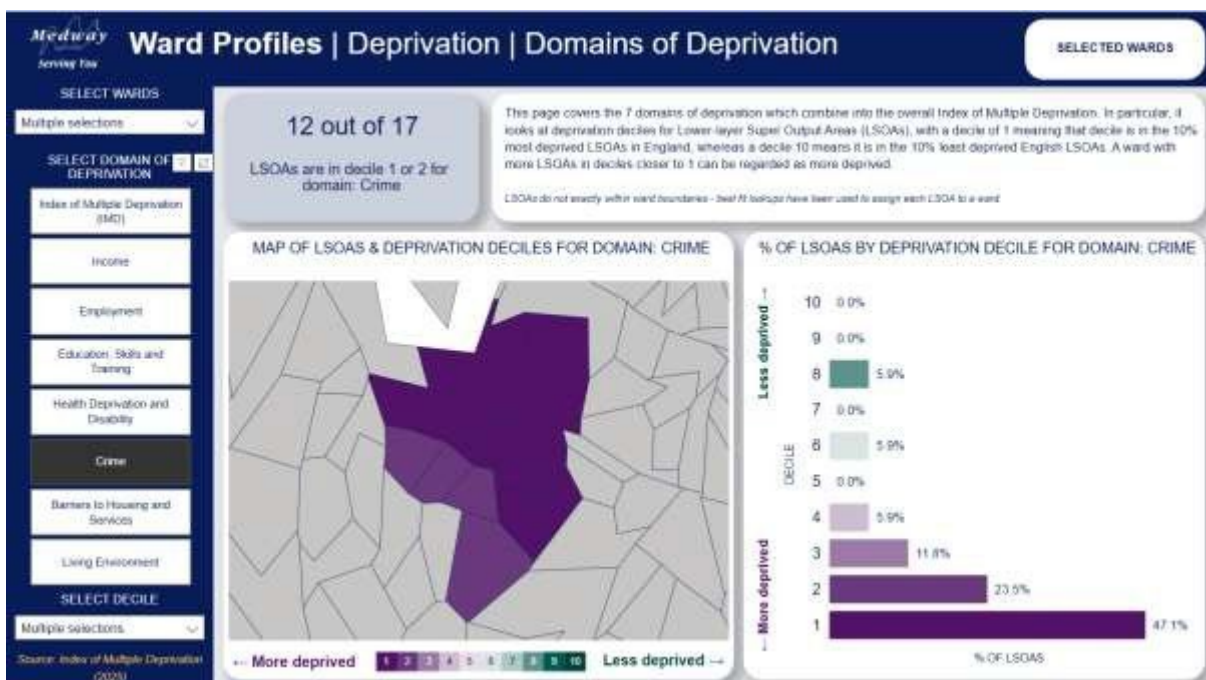
The prevention of crime and disorder

To support the CIP the police provided evidence of alcohol related crime in this area, such as assaults, anti-social behaviour, criminal damage and public order. This area is identified as a hot spot in Medway for these types of crime.

The Chatham CIA area includes, and borders on, some of the most deprived areas in Medway. The Indices of Multiple Deprivation is a tool used to measure deprivation. There are seven domains of disadvantage including health and crime.



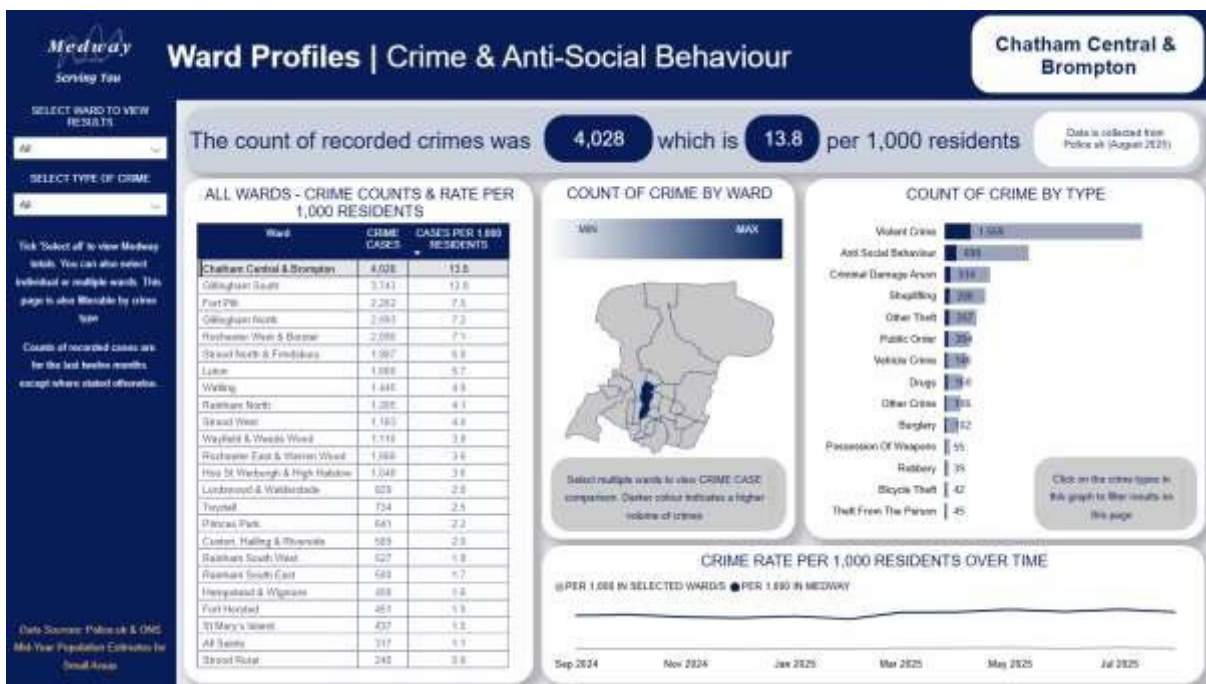
Both Chatham Central and Brompton ward and Fort Pitt ward have high levels of crime deprivation, as shown in the following graphics.

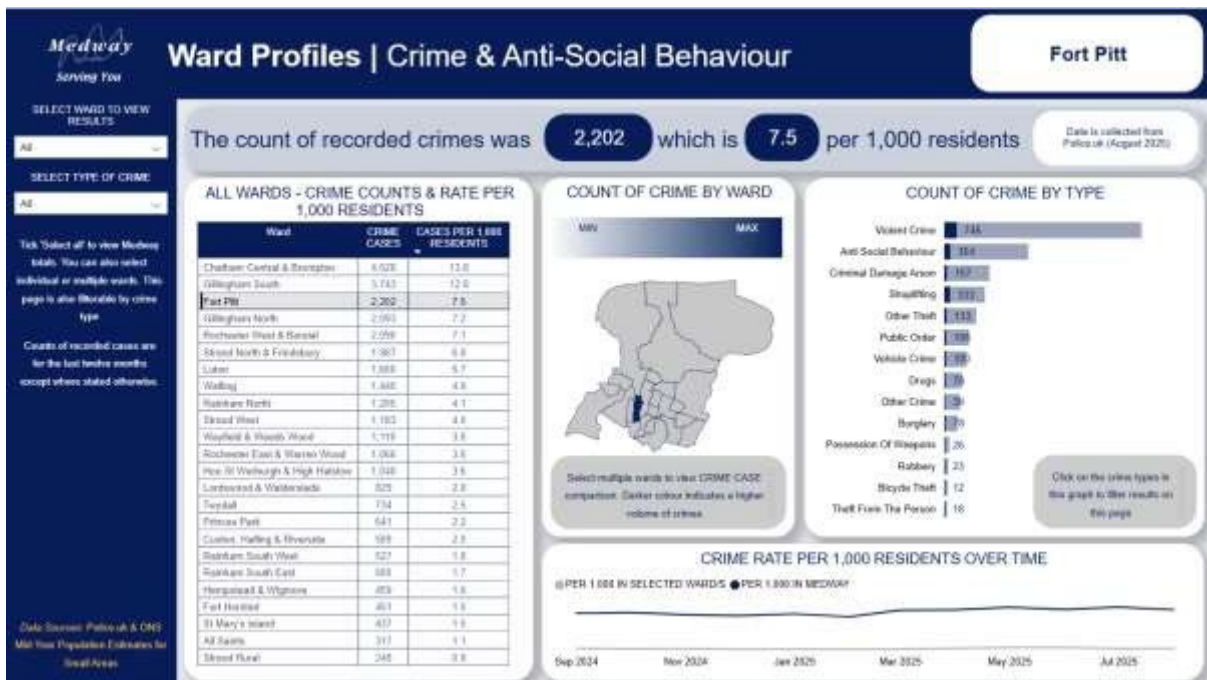


Chatham Central and Brompton ward is the most deprived area for crime, and Fort Pitt ward the 3rd most deprived in Medway.

There is [evidence](#) to support an association between socioeconomic deprivation and higher levels of alcohol-related crime, disorder and public nuisance. Evidence shows that more deprived areas have a greater density of off-licensed premises and also experience disproportionately high rates of alcohol-related violence, anti-social behaviour, and alcohol-related nuisance, despite similar or lower average levels of alcohol consumption compared with less deprived areas. This reflects the increased vulnerability of deprived communities to alcohol-related impacts, particularly where there is a high density of licensed premises and ready access to alcohol for consumption in public spaces.

Ward profiles, compiled by Medway Council Business Intelligence team, shows that within overall crime, the 'violent crime' category has the greatest number of reported cases, followed by 'anti-social behaviour' in both the Chatham Central and Brompton and Fort Pitt ward areas. Both types of crime are associated with alcohol consumption.



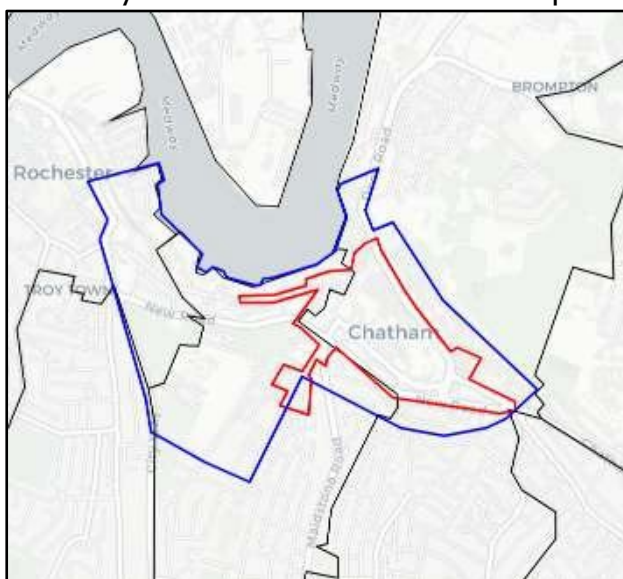


Further data supporting the concerns around the prevalence of reported violent and sexual crime and anti-social behaviour covering the 12 months March 2025 to February 2026 in and around the CIA area has been included in Annex 1.

The prevention of public nuisance

Chatham is a hot spot for alcohol related nuisance in the form of anti-social behaviour, street drinking, alcohol related litter, including broken glass, and public urination and defecation.

There is a Public Space Protection Order (PSPO) in place for Chatham town centre due, in part, to alcohol related anti-social behaviour. The blue outline shows the boundary of the PSPO in the below map.



Much of the [evidence](#) provided by the public used to support the PSPO refers to street drinking, anti-social behaviour, crime and alcohol use in this area and how it makes people feel unsafe.

A member of public health staff has walked in the Chatham CIP area and there is current and ongoing evidence of alcohol related street drinking and associated litter throughout the area surrounding the proposed premises. This litter consists of bottles and cans of beer and cider, both 'super strength' and regular strength, bottles of spirits and wine, and plastic and cardboard wrappings and bottle tops. Areas where the litter was found in particular concentrations were:

- The High St – particularly in the area of the Gala Bingo/Go Outdoors buildings
- The flowerbeds in Rhodes St at its junction with The Brook
- The back of the NCP car park
- Between New Road and the High St – Clover and James Streets
- The Mount/Jenkins Dale area
- Railway St in the railway station area, including the alleyway towards Maidstone Road
- Ordnance St area
- St Johns car park
- River Walk

Evidence to support the above is attached in Annex 2, which show photographs of litter that has been found in areas close to the premises. There is also evidence of public urination and defecation in the resident's car park in Fort Pitt Street, in the area around the parade of shops in Ordnance St and The Mount car park area.

Over the last 12 months Chatham High St has experienced ongoing issues with alcohol and drug related anti-social behaviour to the extent that uniformed security guards are currently employed to patrol the area along with additional police patrols.

The issues highlighted in the evidence to support the policy are still current and ongoing.

Summary

Chatham High St and the surrounding area has unacceptable levels of alcohol related crime and public nuisance associated with a high density of off licensed premises.

Policy 10 from the Statement of Licensing Policy is the most relevant to this application. Policy 10 sets out the expectation of the Licensing Authority when determining applications for off licensed premises. This states that when an application is in a CIP area the Authority will refer to the Cumulative Impact Policy, which outlines the expectations for applications made for off licenced premises in these areas.

The Cumulative Impact Policy states the Authority expects an application in a CIA area to contain a full explanation as to how the premises will not adversely affect the

four licensing objectives. There is no mention of the CIA or the concerns that have been highlighted in this area.

It application has stated that no beer, lager or cider in excess of 6% ABV will be available for sale. However, as is clear from my evidence, much of the alcohol related litter is made up of products which are below this level, such as Budweiser, Stella Artois, Strongbow and 1664, and could therefore be sold from the shop. Many of the other offered conditions, such as staff training, good working CCTV and a Challenge 25 policy should be regarded as minimum requirements in any well run premises. With 32 offered conditions this is a 'scatter gun' approach with no explanation as to how they will ensure the sale of alcohol from the shop will not add to the issues in this area.

It is reasonable to believe the sale of alcohol from this premises will contribute towards the alcohol related crime, disorder, and public nuisance in this area, which are current and ongoing. The Licensing Committee is therefore asked to refuse the application.

Professor David Whiting

Director of Public Health

Date 22nd April 2026

For all communication, please contact **Barbara Murray**, Public Health Project Officer at the address at the head of this representation or by the following:

E mail:

1 ANNEX 1 – ALCOHOL RELATED CRIME AND ANTI-SOCIAL BEHAVIOUR

Certain types of crime are more associated with alcohol consumption than others. Among crimes that are regarded as being '[alcohol related](#)' are:

- Violence including wounding and assault with or without injury
- Verbal and physical abuse
- Sexual offences including abuse and assault
- Harassment
- Domestic abuse
- Public disturbance and nuisance including street drinking, noise, littering, public urination and defecation and intimidation
- Harms to children including assault, witnessing violence and all types of abuse
- Driving offences including drink driving

Research from [The Office for National Statistics](#) states that victims perceived an offender to be under the influence of alcohol in 53% of violent incidents; a proportion which has remained consistent during the last 10 years.

Research has also shown that access to off licensed premises, such as convenience shops and supermarkets, had a greater association with violent crime than premises which only allow for on-site consumption of alcohol ([Trangenstein et al \(2018\)](#)). This is particularly the case for incidents of domestic abuse where incidents often happen in the home. Alcohol consumption, and domestic abuse, increased during the COVID 19 lockdowns, where alcohol could only be purchased from off licensed premises ([Institute of Alcohol Studies, 2021](#)).

The following information concerning crime and anti-social behaviour in and near to the Cumulative Impact Policy (CIP) area has been obtained from [Police.UK](#), a publicly available website which maps crime data submitted by police services across the UK. Details on how this data is obtained and mapped can be found [here](#).

The latitude and longitude locations of the crimes indicated on the maps published on this site represent the approximate location as all reports are anonymised. However, the figures do give an indication of the types of crimes committed in each of the two wards featured, with an idea of the general location shown on the following maps.

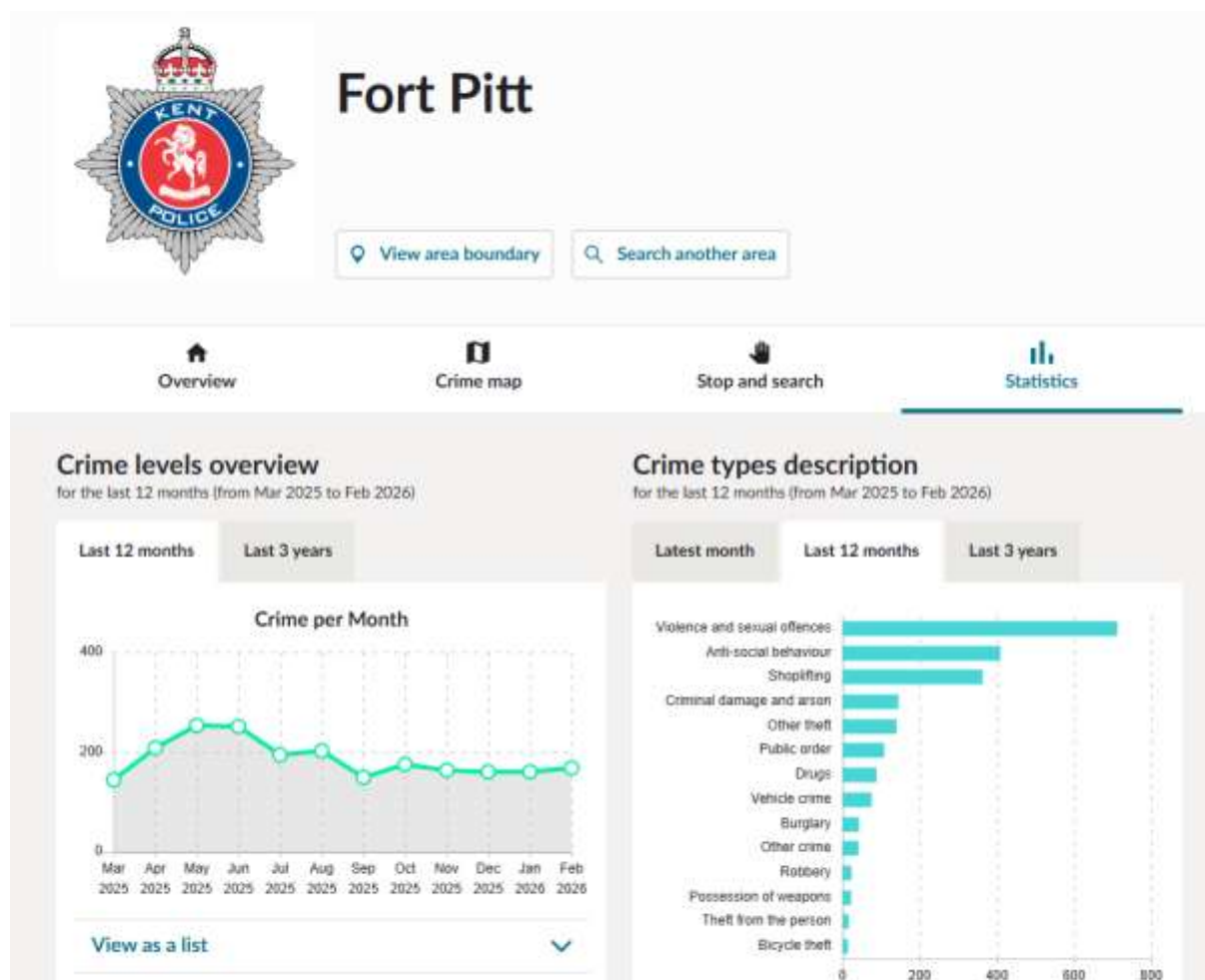
Figures for the six months – February 2025 to July 2025 – have been included to show that alcohol related crime, such as crimes of violence, sexual offences and anti-social behaviour in the two wards which cover the CIP area are still an ongoing concern.

1.1 FORT PITT WARD

1.1.1 Reported crimes

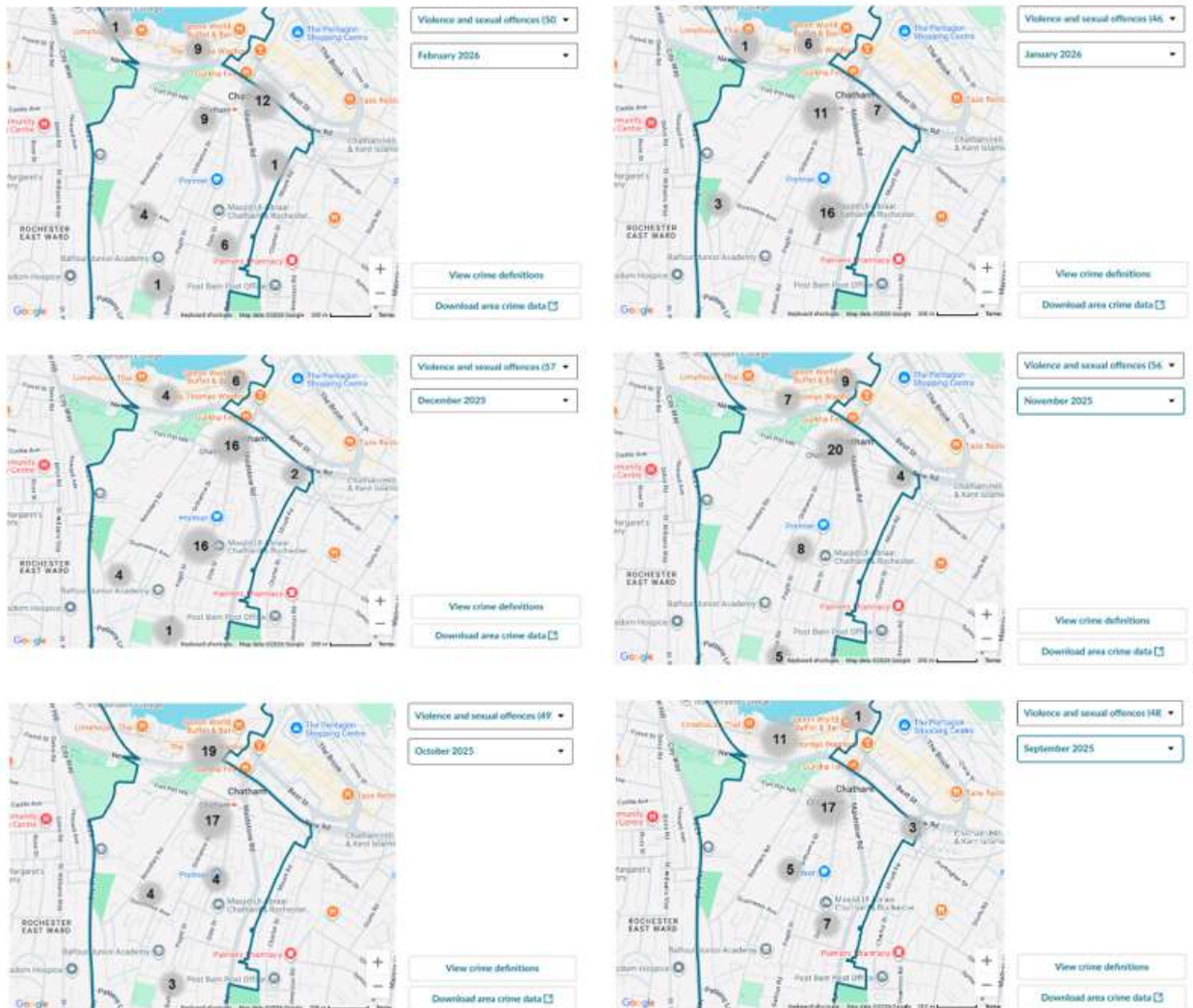
In Fort Pitt ward between March 2025 to February 2026 there were 725 reports of violence and sexual offences, and 378 reports of anti-social behaviour.

It can be seen from the following screen shot that these two types of reported crimes are the most common categories of reported crime in this ward, and both are associated with alcohol consumption. Other types of crimes also associated with alcohol consumption shown in the below list are criminal damage and public order offences.



1.1.2 Violence and sexual offences

The following six maps show the approximate locations and number of reported violence and sexual offences within and close to the Chatham CIP area in Fort Pitt ward between September 2025 and February 2026.

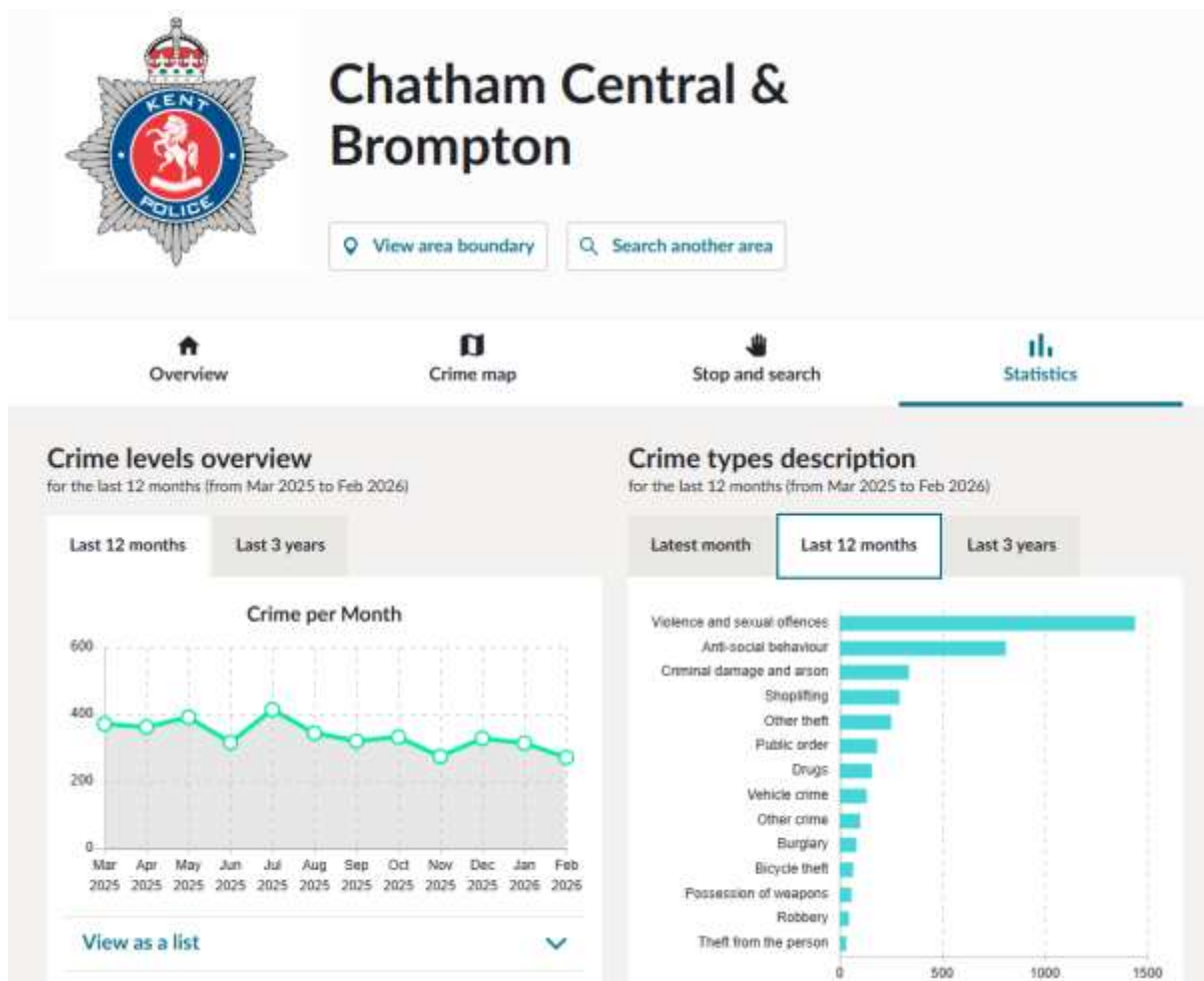


1.2 CHATHAM CENTRAL AND BROMPTON WARD

1.2.1 Reported crimes

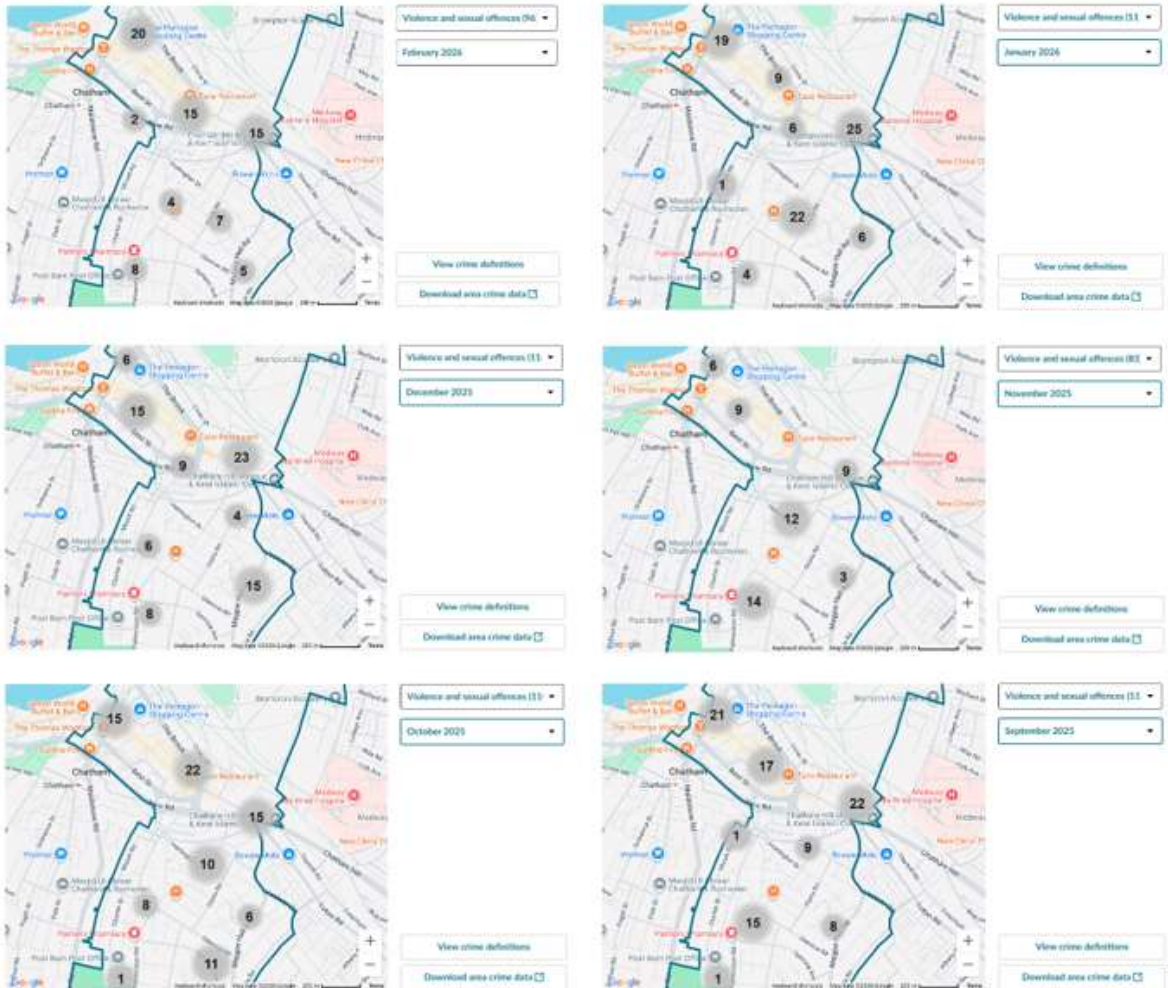
In Chatham Central and Brompton ward between March 2025 to February 2026 there were 1484 reports of violence and sexual offences, and 755 reports of anti-social behaviour.

It can be seen from the following screen shot that these two types of reported crimes are the most common categories of reported crime in this ward, and both are associated with alcohol consumption. Other types of crimes also associated with alcohol consumption shown in the below list are criminal damage and public order offences.



1.2.2 Violence and sexual offences

The following six maps show the approximate locations and number of reported violence and sexual offences within and close to the Chatham CIP area in Chatham Central and Brompton ward between September 2025 and February 2026.



1.2.3 Anti-Social behaviour.

The following six maps show the approximate locations and number of reported anti-social behaviour incidents within and close to the Chatham CIP area in Chatham Central and Brompton ward between September 2025 and February 2026.



1 ANNEX 2 – ALCOHOL RELATED LITTER

All photographs were taken on the 22nd April 2026

1.1 ST JOHNS CAR PARK AREA



1.2 THE MOUNT





1.3 RHODES ST JUNCTION WITH THE BROOK FLOWER BEDS





1.4 NEW ROAD, AT THE ENTRANCE TO THE PROBATION OFFICE

