Licensing Authority: Brighton and Hove City Council
Applicant: New World Trading Company (UK) Ltd
Application: Premises Licence
Proposed premises: The Botanist
Address: Ground and 1st Floor Churchill Square Shopping Centre, Brighton

Appendix E - Expert Report

APPENDIX 13 INDEPENDENT EXPERT REPORT OF DR PHILIP HADFIELD, LICENSING CONSULTANT, SEPTEMBER 2022

www.philhadfield.co.uk

New Premises Licence Application

The Botanist

Ground and First-Floor, Churchill Square Shopping Centre, Brighton

Proposed Operations and Licensing Authority Policy Assessment (September, 2022)

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1. The author

- 1.1 I am currently Director of www.philhadfield.co.uk a research and training consultancy working in the alcohol and licensing field. I have previously held posts as a Senior Research Fellow at the University of Leeds, a Research Officer at the University of Durham and a Lecturer in Criminology at the University of York.
- 1.2 My consultancy and research interests focus upon crime prevention, policing and regulatory matters, with special reference to the evening and night-time economy (ENTE). I have managed and worked on research projects on these topics since 1998 and have authored and co-authored a number of the leading books, reports and articles in this field, alongside contributing to the national and international 'conversation' on the ENTE at conferences and networking events. In recent years, I have focused, in particular, upon improving the methodology and conceptual bases for ENTE studies, ensuring they better match client requirements; providing evidence that supports complex problem solving and pragmatic decision-making. Further details of my professional activities and credentials may be found in Appendix 1 to this report.
- 1.3 In licensing consultancy matters, my approach is premised upon an independent assessment of operating standards, public policy and regulatory issues, which take the reduction of harm as their key goal. This involves assessing each set of circumstances as they relate to the statutory Licensing Objectives and associated legislation, Home Office

¹ See Robson, G. and Marlatt, A. (2006) 'Harm Reduction and its Application to Alcohol Policy,' *International Journal of Drug Policy*, 17(4) Special Issue: 255-376.

guidance and best practice. I have particularly lengthy experience in matters of assessing licensed premises whose Premises Licences are under Review and in making assessments of cumulative impact, helping councils weigh the evidence that might underpin such area designations (or alternative interventions). I have worked in such capacities since first implementation of the Licensing Act in 2005 and previously under the Licensing Act 1964 regime, bringing broad insight into the recent development of licensing policy and practice, particularly as it relates to the gathering of empirical evidence.

2. The Botanist case overview and research methods

2.1 I have received instructions from Kuit Steinart Levy LLP ('Kuits'), acting on behalf of New World Trading Company (UK) Limited, the operators of 'The Botanist' brand and concept of licensed premises, in respect of their Application for a new Premises Licence, pertaining to the extensive re-development of a currently empty unit within the Churchill Square Shopping Centre, in central Brighton.

2.2 In August 2022, Kuits provided me with various documents pertaining to the application for a new Premises Licences at the site. These comprised: the Premises Licence Application, the Development Plans for all external and internal areas, a Presentation introducing and detailing operation of The Botanist concept, and a draft of proposed Conditions to be attached to the Premises Licence in pursuit of the statutory Licensing Objectives and in response to local Licensing Policies and context, as suggested by the Applicant.

2.3 I was also provided with Representations from Sussex Police and Brighton and Hove City Council Licensing Team. I understand there were

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no Representations from the other Responsible Authorities, or from Interested Parties, such as local residents and businesses.

- 2.4 These documents enhanced my understanding of the Applicant's proposed ambitions for the site and associated licensing requirements.
- 2.5 In preparing this document, I also read Brighton and Hove City Council's 'Statement of Licensing Policy, 2021'. Read in combination, these documents gave insight into both the specifics of the proposed licensable activities at the site and their 'fit' within the broader policy context of The Botanist application and its proposed modes of operation.
- 2.6 Upon reading this documentation, I agreed to prepare this report setting out my professional assessment of how The Botanist proposals might affect promotion of the Licensing Objectives in this part of central Brighton. I make specific reference to The Brighton and Hove Licensing Policy with respect to 'Licensing Hours' across the city and to my experience of gathering and assessing research data to inform the drafting of Licensing Policies, and particularly Cumulative Impact Policies, in other areas, including London Boroughs such as Westminster, Hackney and Camden. These areas provide useful comparisons to Brighton as they have large vibrant ENTEs and operate long-standing CIA policies in support of the statutory Licensing Objectives. In addition to this previous experience of working within and advising-on CIAs, it was necessary to note that The Botanist have established premises located within CIAs nationally. In preparing this report I made unannounced visits to The Botanists that operate in Newcastle-upon-Tyne and Cardiff.
- 2.7 Sampling of locations: The Applicant chose The Botanist venues in Cardiff and Newcastle as the locations within their national estate that they deemed to most accurately reflect the proposed operations in Brighton. Neither the Applicant, nor staff at Kuits, knew the dates and times I would

visit these premises, or when I would visit Brighton. Furthermore, I did not at any point announce my presence to staff of The Botanist, or to any other persons, in Cardiff, Newcastle, or Brighton.

- 2.8 As a result of the above, I believe it would not have been possible for the Applicants to pre-empt my visits by 'stage managing' a particular impression of their usual operations, or clientele. I believe these are very important considerations for preserving independence, which allow me to now offer local decision-makers more valid and accurate observations of The Botanist, their mode of business and their potential 'fit' within the Brighton ENTE.
- 2.9 Observations were conducted over three consecutive weekends (6 nights): in Cardiff, the period of Thursday 18 August to Friday 19 August; in Brighton, Friday 26 August-Saturday 27 August and in Newcastle-Upon-Tyne, Friday 2 September-Saturday 3 September 2022.
- 2.10 In Cardiff and Newcastle I was particularly interested to examine how Botanist operations were organised and managed so as to prevent any possible noise disturbance or other negative impacts to their immediate neighbours and therefore support the Licensing Objectives.
- 2.11 In Brighton, I conducted a 2-night investigation of the vicinity of the proposed new premises, working across central Brighton in a radius of 10-minutes' walking distance from Churchill Square Shopping Centre. The observations were conducted from 19:00-03.00 hours. These hours were chosen in order to assess the location, size and nature of the local Evening and Night-Time Economy, to consider the location of any existing noise-sensitive uses, to understand the flow of pedestrians and vehicles at night, to observe the use of public transport hubs and to explore other aspects of the Licensing Objectives, such as the presence (or absence) of crime and disorder. I also sought to record any activity by the police, or

other agencies, and from licensed operators in terms of safety and security management.

2.12 In Cardiff and Newcastle my focus was on the operating modes and standards of The Botanist and the way in which the premises managed the transition from early evening trade, through to the night, and late-night period. This involved the premises evolving in terms of their operations, safety and security management and control of the access and departure of customers. In order to make this assessment I visited the two premises at various points from 6pm onwards, I was present within the premises as they prepared for closing time at 1am and then went on to observe the dispersal of remaining customers from the premises from out on the street, up until all customers had left and the premises were locked. I then went on to spend some time assessing the behaviour and dispersal of the customers of other licensed premises in the two city centres in the early-morning period.

3. The Botanist Premises Licence Application

3.1 The Botanist is seeking the following authorisations for licensable activities in Brighton (for both internal and external spaces):

Alcohol and regulated music – 9am until 1am Sunday to Wednesday; 9am until 2am Thursday to Saturday.

Late-night refreshment – 11pm until 1:00am Sunday to Wednesday; 11pm to 2:00am Thursday to Saturday.

Opening Hours – 9am until 1:30am Sunday to Wednesday; 9am until 2:30am Thursday to Saturday. The external terrace area will close to customers from 12 midnight onwards, save for smokers frequenting the designated external smoking area.

3.2 A provision for regulated music (live or recorded) in the external terrace area is not being sought. Any music played in the external terrace area after 11pm will be background only.

- 3.3 Off-sales are also requested (to enable customers to take home an unfinished drinks order, such as a bottle of wine).
- 3.4 The Botanist wishes to provide a bar that patrons can attend for a drink only (without an ancillary condition that food must also be purchased).

4. The Brighton and Hove Statement of Licensing Policy

- 4.1 The premises' location falls under Brighton and Hove City Council ("BHCC") and the context for this case is their Statement of Licensing Policy 2021 ('The Policy'). The proposed site is in a central location in the city, towards the north western edge of an area designated in the Policy as the 'Cumulative Impact Area' (CIA). BHCC have devised a 'Matrix Approach' (see section 3.3 of the Licensing Policy), which provides a framework for the maximum licensable hours that BHCC would like to apply to different types of premises in different parts of Brighton and Hove, including within the CIA. Section 3.32 (paragraphs 3 to 6) confirms that departure from the Matrix policy "...is expected only in exceptional circumstances". The Policy provides some guidance as to what may constitute exceptional circumstances. The licence sought for The Botanist goes beyond the licensable hour limits set by the Matrix for licensable activities within the CIA.
- 4.2 The Policy makes clear (following Home Office Guidance) that application of the CIA restrictions will not be 'absolute':
- "Para 3.1.10: If the licensing authority decides that an application should be refused, it will still need to show that the grant of the application would undermine the promotion of one of the licensing objectives and that conditions would be ineffective in preventing the problems involved".

- 4.3 The Policy provides some detail on the reasons for introducing the CIA / Matrix Policy and therefore the Policy presumption that the grant of applications for the 'wrong' type of licensed premises would indeed undermine promotion of the licensing objectives within the designated zone. The Policy text also gives insight into the types of ENTE activities and audiences that BHCC are hoping to attract in order to improve the current situation:
- "2.1.4 Central Brighton and particularly the West Street area have been identified as a violent crime hotspot. Through effective coordination of relevant strategies and policy areas (e.g. licensing, policing and public safety), the council will seek to improve safety by encouraging a more balanced range of complementary evening and night-time economy uses which appeal to a wide range of age and social groups and managing existing late night uses within identified parts of central Brighton."
- "2.2.2 Over recent years problems associated with street drinking have been experienced across the city but particularly by the Level, Lewes Road, Norfolk Square and New Road."
- "3.1.9 The impact can be expected to be different for premises with different styles and characteristics. For example, while a large nightclub or high-capacity public house might add to problems of cumulative impact, a small restaurant, theatre or live music venue (where alcohol is not the primary activity) may be considered exceptional circumstances."

"3.3.1 The Licensing Authority will support:

Diversity of premises: ensures that there is a mix of the different types of licensed premises and attracts a more diverse range of customers from different age groups, different communities and with different attitudes to alcohol consumption. It gives potential for positively changing the ambience of the city or an area of it. This will have a positive effect in

reducing people's fear of crime and in increasing the number of evening visitors to the city centre."

Para 3.3.1 is particularly notable as it suggests that, regardless of the wider policy position on the density of licensed premises and their potential impacts, BHCC would welcome an 'increase' in the number of evening visitors to the city, were they to represent a more wider audience.

"Para 4.2.3 Dispersal from the city centre during the late evening and early morning remains a policing challenge. Over recent years, there has been a proliferation of off-licences and late-night refreshment venues along the city's arterial routes. This has led to incident 'hot spots' where patrons from the night time economy continue to interact, albeit away from any safety measures afforded by on-licences. As such, Sussex Police support the Council's Special Policy in offering guidance to both applicants and the Licensing Committee in relation to off-licences and late-night refreshment licences."

4.4 The nub of this matter therefore surrounds the question of whether the opening of a Botanist premises at the Churchill Square Shopping Centre would indeed have a negative impact on promotion of the Licensing Objectives in Brighton City Centre. One of the best ways to assess this is to look at what is occurring in and around The Botanist premises that are operating currently in similar locations.

5. Development site and premises visit observations

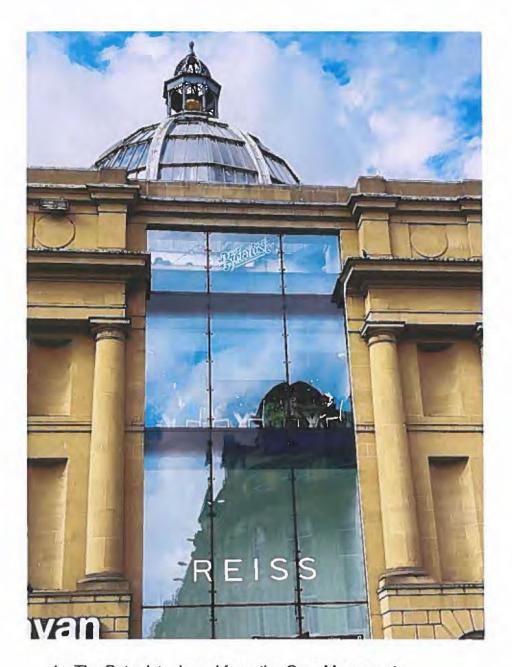
5.1 The Botanist, Newcastle-Upon-Tyne

Dates of Visit:

Friday 2 September 2022, 17C, falling to 14C, dry Saturday 3 September 2022, 17C-falling to 15C occasional thundery showers, some heavy from 9pm.

Location

5.2 Located in Monument Mall, a partly retail development, The Botanist inhabits a prominent glass-domed building in Newcastle City Centre. Probably one of the best dining and leisure locations in the city. The premises are located directly above the Reiss retail outlet, with dining overlooking the Grey Monument and the curving sweep of Grey Street. The Botanist logo can be seen above street level on the window of the Second Floor of the premises (the roof terrace). This sign is the most notable indication of the premises to passers-by (see Pic. 1):



- 1. The Botanist, viewed from the Grey Monument.
- 5.3 Despite the centrality of the location, the small entrance door on Northumberland Court is unusually discreet for licensed premises. This degree of 'understatement' appears to underline the Applicant's stated intention that Botanists operate as destination venues for those who make an effort to seek them out, rather than being part of the general 'churn' of City Centre drinking scenes or competing on price (see Pic 2 below):



2. The main entrance of The Botanist, Newcastle.

5.4 On entry through the doors shown, one walks up six flights of stairs to the second floor of building (the first operating floor of the premises). There is also a lift to ensure accessibility. On arrival at what is the first-floor of the premises, one finds a staffed Entry Desk where customers are greeted and checked-in against their table reservations. There is also a notice here: 'for drinks only proceed to bar'.

Mode of Operation

5.5 I found the dining trade brisk through from lunchtime to evening, with food served until around 9.30pm. The premises has a number of areas on the first

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floor dedicated to pre-booked dining; these are the 'prime' locations at the front overlooking Grey Street. These tables were very popular and during my visits in the 5-9pm period, were occupied by diners at all times. Persons taking 'drinks-only' are not permitted in the dining areas at any time and this 'rule' is vigilantly policed by staff.

- 5.6 The main rectangular bar is intricately decorated and positioned directly below the building's large glass dome, with soft furnished seating around it. There is only very limited opportunity for vertical drinking, in the space around the bar. The minority of customers that are stood are leant against the bar, not standing in open-space glass-in-hand. Open plan kitchens are located to one side of the main bar room, at the opposite side to the customer entry point.
- 5.7 On climbing a metal spiral staircase one finds the Mezzanine-level space with tables and chairs, an intimate area overlooking the main bar. This area is reserved for pre-booking only at all times. Through a door to the right there is a larger open air roof terrace with a bar at one end and soft furnished tables and chairs. This space is directly above the dining areas and again provides views onto Grey Street. On the Saturday evening a Disc Jockey was set up in this area, playing music from a position just to the right of the bar.
- 5.8 The Drinks Menu can be found on the tables all around the venue and this takes the form of a bound-book; the Newcastle menu differs in content and form from the Cardiff venue, which uses a large printed card format. Both venues offer an extensive choice, with several options of 'non-alcoholic' cocktails prominently displayed. Alcoholic cocktails are typically priced as around £8-10, I found this reduced to £5 for the non-alcoholic versions, which was an incentive for sobriety given that the drinks have a similarly appealing taste!
- 5.9 In accordance with the National Mandatory Conditions the menus clearly display the availability of smaller '125ml' and '175ml' single measures of Wines, together with the relevant ABV percentages. This allows customers informed

choice as to their alcohol consumption. The relatively high prices will also act as a general disincentive for consuming in large quantities. The menus contain 'tasting notes' for the various drinks which encourage customers to enjoy choosing and savouring their drinks, as opposed to rapidly consuming them.

5.10 My observations of patron drinks purchases suggest that the most popular choices are cocktails, draft beers and soft drinks. As in Cardiff, staff did not place customers under pressure to purchase more drinks by rapidly collecting empty drinking vessels. Some customers could be seen 'nursing' drinks for extended periods and were allowed to do so without disturbance.

5.11 On both evenings I noted that that the customers were generally equally split in gender mix, with no large single-sex groups. I noted some groups that appeared to be families and work colleagues. The most obvious presence was that of couples relaxing on the sofas. I saw no customers that appeared under the age of 24. Quite a number of patrons appeared to be in their 50s and 60s. Customers were more 'well-dressed' than the general city centre users.

5.12 Operating from the first and second floor, the premises are very selfcontained and this certainly assists in relation to safety and security.

Safety and Security

5.13 Saturday 3 September 2022 was the occasion of the Newcastle United v Crystal Palace Premiership Football fixture at St James's Park Stadium starting at 3pm. This sports event brought thousands of local supporters and away fans into the city centre to attend the stadium, which is located approximately 6-minutes' walk from The Botanist.

5.14 At 4.54pm I noticed that a door supervisor was already in position at the entrance to The Botanist premises. I took this unusually early-start to be in response to the football fixture.

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5.15 In the following images, taken at around 5.10pm, hundreds of football supporters can be seen funnelled into Blackett Street / Eldon Square, many can be seen here passing directly below The Botanist premises following the end of the game. The Botanist was open and trading at this time:



3. Football supporters regularly pass the premises in large numbers.



The premises are located a short distance from the stadium and close to many of the transport options for fans.

5.16 At 7.30pm I returned to The Botanist to take up my table reservation. At this time the Dining Areas were full and the Bar Area and Roof Terrace were busy with customers. No persons were observed wearing 'football colours' and unlike many other licensed premises in Newcastle which feature large screens showing sports matches and music videos, the atmosphere was quiet, with only background music. Tables in the Dining Area received full table service from a waiter / waitress, both for food and drinks purchases.

5.17 At times, entertainment was provided for customers which replaced the prerecorded music. From 8.30pm a Disc Jockey was performing on the roof terrace and from 9pm an acoustic duo performed in the main bar area. There was no noise escape from doors, windows, or the roof terrace and the music was not loud or intrusive, allowing easy conversation from those seated in the surrounding sofas and chairs.

5.18 The presence of the outdoor roof terrace means that patrons who smoke can be contained within the premises and have no impact on their surroundings at street level. This is an unusual feature of The Botanist which decreases its noise footprint within the city centre.

5.19 On the roof terrace, heavy rain showers on the Saturday evening cleared the area of customers at around 9.15pm. Staff covered the soft furnishings with protective sheets and the DJ continued with his set sheltered by a large umbrella. By 11.24pm the rain had cleared and the terrace area began to refill. I was politely advised by a member of staff at 12.19am that it was 'last orders' at the roof terrace bar. The Terrace and Mezzanine areas were then closed to patrons from 12.30am.

5.20 In the First Floor Restaurant areas couples were still being served snacks at 9.31pm and still consuming them at 9.50pm. These dining areas were closed off just after 11pm.

5.21 The live acoustic duo in main bar finished their first set at 9.45pm, took a break and were playing again at 10. Their act concluded at 10.30pm.

5.22 From 12.30am onwards all customers were contained within the main bar area, with only pre-recorded music entertainment, mostly 'Classic Rock', in the background. This was an indication of good management as it signalled to the customers that the premises were preparing to close and also spatially contained remaining customers within one easily supervised space.

5.23 My colleague reported that she saw an 'Ask for Angela' notice in the female toilets. This is a national scheme whereby vulnerable patrons of the ENTE are

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able to use a 'password' to indicate to trained members of premises' staff that they feel threatened or intimidated. They are then offered assistance in safely removing themselves from the situation. This service underlines the broad range of measures taken by The Botanist to fulfil its 'duty of care' to customers in tandem with the activities of other partner organisations across the city.

5.24 In general, it was noticeable in both Newcastle and Cardiff that The Botanist was a popular venue for female customers to attend with friends, colleagues, family groups, or partners. One important aspect of The Botanist is that the atmosphere is relaxed and part of the reason for this is that it does not attract a social scene in which customers attend with the aim of 'picking up' partners.

5.25 By 11.37pm the premises had very noticeably emptied out. Bar staff visited our table in the Main Bar at 12.45am and politely informed us that the bar was now closing. At this time, only 12 customers remained in the premises. The following images were captured at 12.55am in the main bar:





Images 5 and 6 above show The Botanist Main Bar area just before closing time, at 12.55am on Sunday 4 September 2022.

5.26 In general, the Newcastle premises operated as an oasis of relaxation in the city centre, not just in the day-time and evening, but also, unusually in the post-9pm period.

Transport and Street Dispersal:

5.27 The Botanist is located at the hub of transport options in Newcastle City Centre. It is very close to the Monument Metro train station:

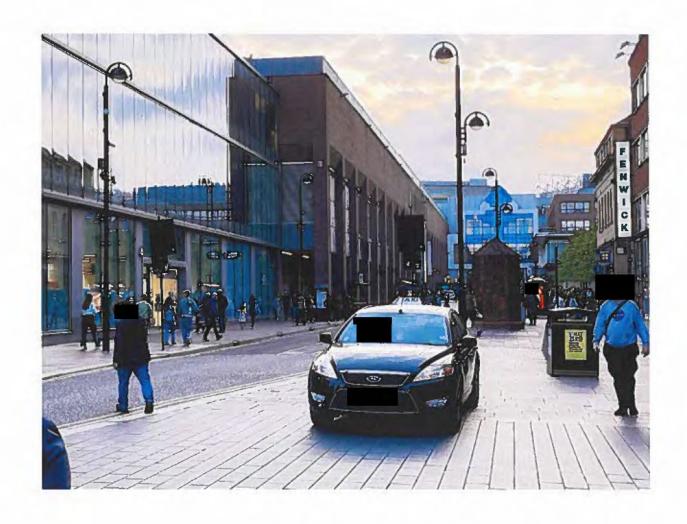


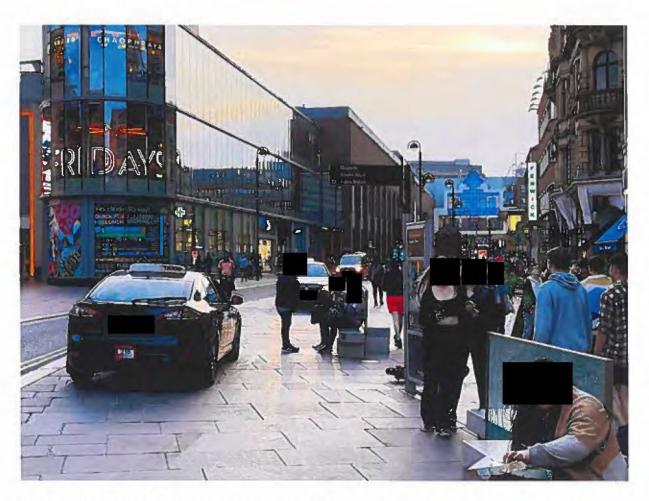
7. The Botanist is adjacent to Monument Metro Station.

Metro offers affordable, frequent and fast public transport options to multiple locations on the Tyneside metro link network. Last trains leave just after midnight.

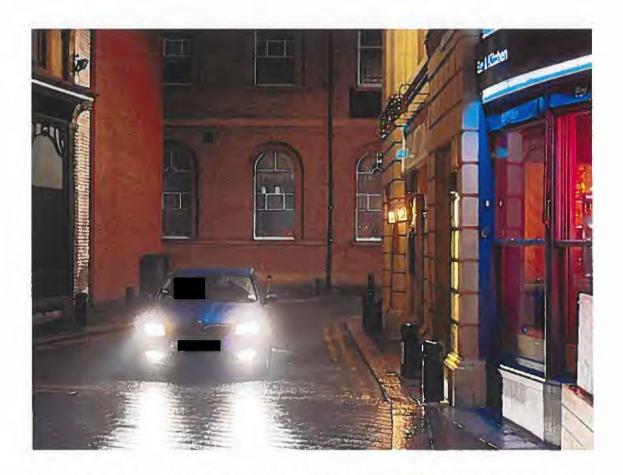
5.28 There are also multiple bus route options a 2-minute walk from the premises at Eldon Square, Blackett Street, operating at up until around 11.20 pm daily. Additionally, there are bus stops close by on Market Street and Pilgrim Street offering transport to other destinations.

5.29 Taxis and Private Hire Vehicles pull directly onto the paved terrace in front of the venue:





Pictures 8 and 9 above show pre-booked PHVs awaiting customers, directedly outside The Botanist and its neighbouring premises, Banyan.



5.30 In Image 10 above, a PHV can be seen waiting to collect customers from directly outside The Botanist entrance. This image was taken at 12.58am on Sat 3 September. The door supervisors are stationed within the premises' lobby and Botanist customers wait within the premises until their taxi arrives.

5.31 There are Licensed Taxi ranks at Clayton Street, Central Station, and at the top of Newgate Street, near The Gate leisure complex, all within 5-minutes walking distance.

Other Licensed Premises

5.32 It was very apparent that The Botanist was not part of any Newcastle City Centre 'drinking circuit'. The immediate vicinity of the venue was only sparsely populated with other licensed premises.

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Banyan bar is located directly below The Botanist at Ground Level with an open frontage and terrace seating at street level. I saw no evidence of migrations between the two premises, which appeared to attract quite distinct audiences (Banyan attracts passing trade).

The 'Charles Grey' is an historic Public House located close to the Grey Monument.

In Eldon Square shopping centre one finds The Alchemist Restaurant/Bar at Ground Floor, together with the casual dining premises Chiquito and TGI Friday that do not operate beyond 11pm.

There are a number of sedate upmarket restaurant / restaurant-bar venues around the High Bridge and the lower Grey Street areas.

5.33 Notable for their absence from the immediate area were the popular (and notorious) Newcastle vertical drinking and Sports Screen bar and club venues, and also the late-night takeaways and off-sales convenience stores. These are clustered some distance (5-10 minutes' walk) away, principally around Newgate Street, The Gate, Bigg Market, Cloth Market, Collingwood Street and Mosley Street.

Overview

5.34 Newcastle has a large ENTE, with a higher proportion of vertical drinking venues than Brighton or Cardiff. This economy has a large physical footprint across the western section of the city centre, close to the Central Station. The Newcastle 'drinking circuit' is a challenging and in parts visibly 'rough' environment. An added element is the central location of St James' Park Football Stadium which brings thousands of supporters into the city centre at weekends during the Premiership football season. This increases the amount of afternoon and evening drinking in the city centre, involving large, often all-male, or maledominated groups.

5.35 At around 1-2am just after closure of The Botanist, the peak of street activity can be found just south of Central Station, in areas such as Mosley Street, these being also within the Newcastle City Council CIA. In comparison with these busy, sometimes chaotic scenes, the Monument area of the CIA had little street activity at all, not just in relation to The Botanist, but also in relation to dispersals from its nearest neighbouring licensed premises on Grey Street and Eldon Square. This lack of competition for transport makes dispersals quick and easy.

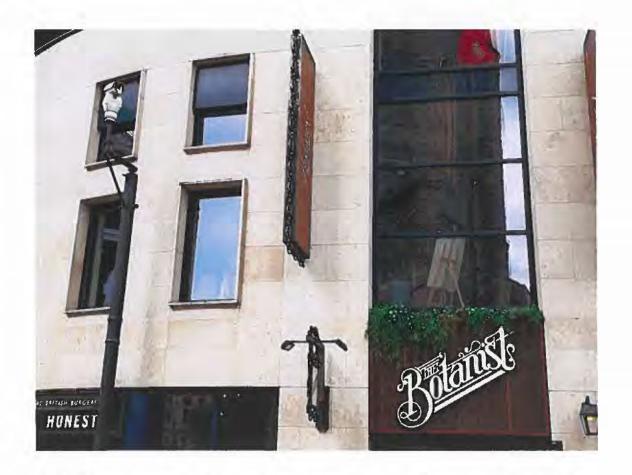
5.36 Due to its operating standards, style of operation and location The Botanist has skilfully carved its own - possibly unique - niche within the Newcastle ENTE. This has not happened by accident it is clearly the result of meticulous preplanning, a deep understanding of the local 'scene' and ongoing strong management.

5.4 The Botanist, Cardiff

Dates of visits:

Thursday 18 August light rain, 20C evening, falling to 18C overnight. Friday 19 August, dry, 18C evening, falling to 14C overnight.

5.4.1 The Botanist in Cardiff is located, planned and operated in a similar manner to the Newcastle venue. The Ground Floor contains only a small Entrance Lobby, one then uses stairs or a lift to access the Restaurant and Main Bar areas on the First Floor. At the Second Floor there is an outdoor roof Terrace to the rear of the premises and other areas for pre-booked guest groups to the front of the premises, overlooking the vibrant Church Street. On this occasion I included a Thursday evening in my visit and found that the Second Floor Terrace was not open (possibly due to the weather conditions) and that on this first visit, there were no door supervisors present.



11. The Botanist in Cardiff. Main Entrance lobby, with the staircase directly above it and First and Second Floor facilities to the left.

5.42 On climbing the stairs one follows a corridor on the First Floor which leads to the Main Bar and Restaurant. As in Newcastle, a check-in desk is located at this internal entry point. A sign saying 'Please wait to be seated' can be found next to the desk. Here staff check-in table reservations and arrange for customers to be taken to their reserved seats.

5.43 At 7.24pm on the Friday evening I ask for a table to dine and am told all reservations for dining are 'full' for the evening, but that I am welcome to stay for drinks. Some other persons arriving at this time decide not to stay: two men in their 30s' turned on their heels and decided to go elsewhere. A group of friends in front of me are taken to their seats. I proceed to purchase a drink at the bar. At

this time, I would estimate that the First Floor contained around 200 customers, of these only two men, stood by the bar, are not seated.

5.44 At 7.48pm I walked into the seated dining area to take a seat but was immediately challenged by a person I took to be the manager. He told me that the dining areas physically separately from the Main Bar were for dining customers only. I found five distinct spaces within the Cardiff venue, four on the First Floor and one on the Second Floor that were separate from the Bar / Terrace areas. I took this demarcation of space to be an indication that the venue receives a high number of bookings for 'private' parties, 'functions', and other groups who wish to dine together. On the Thursday evening a wedding reception dinner party were occupying an internal 'room' just to the left of the Main Bar space; these wedding party guests also appeared to be work colleagues.

5.45 The general impression was of an orderly, managed space with such customer groups divided spatially by fixtures and furniture. Most of the floor space was covered by chairs, tables and soft furnishings with very little accommodation for standing in groups. The spatial demarcations are carefully 'softened' by the botanical theme, which was more strongly apparent than in Newcastle, with various water features and elaborate potted plant displays (see images 12. and 13. below):



12. One of four distinct dining-only areas on the First Floor. The premises' kitchens are immediately to the right of this space.

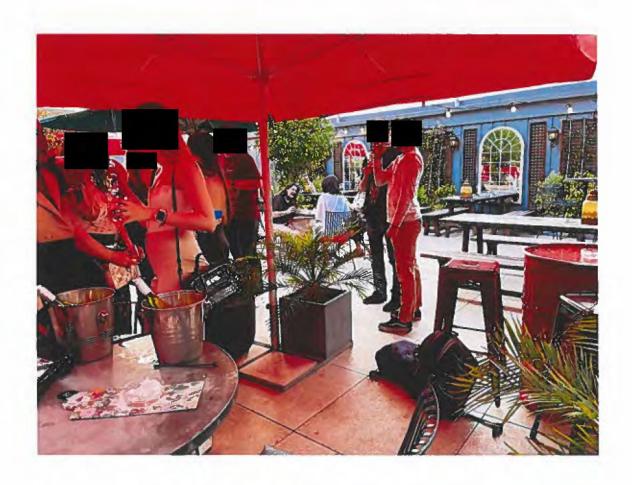


13. A second First Floor dining space, with a third visible at the back of the room.

5.46. Moving to the Second Floor, which was open on my Friday night visit, one finds the Roof Terrace, a Bar area, and one of the aforementioned dining spaces for pre-booked groups (see Images 14, 15 and 16 below):



14. Customers in the Second Floor dining area, overlooking Church Street.



15. Customers on the outdoor Roof Terrace.



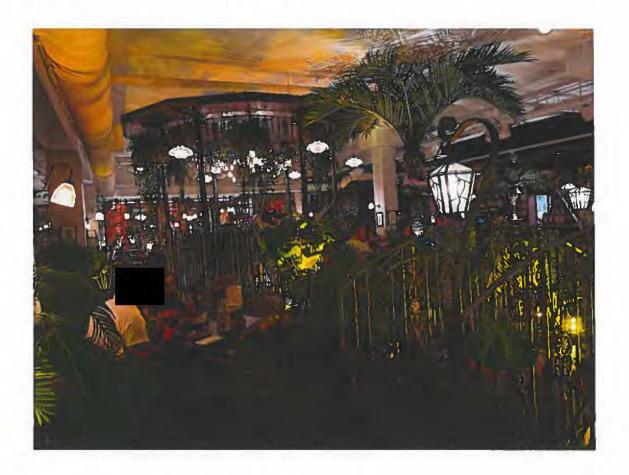
16. At the Second Floor Bar, staff prepare drinks for delivery to customers seated at chairs and tables on the Terrace.

Modes of Operation

5.47 There were some differences in the way the premises operated across the two nights, as well as many similarities. On the Thursday night the Second Floor was closed, there were no door supervisors and no Disc Jockey. Entertainment was provided by a live acoustic duo who took 'requests' for songs to play from the audience. On the Friday evening there were three door supervisors, two located at the Entrance Lobby and one who was mostly positioned on the Second Floor overlooking the Terrace. Musicians were again performing sets on the First Floor and a Disc Jockey was positioned at the far corner of the Roof Terrace.

35

5.48 In the following image one can see the live acoustic duo performing from a central 'band stand' on the First Floor; this was on the Thursday evening of my visit. Here the strong botanical theme can be seen, with the room giving the impression of a sub-tropical 'night garden':



17. Live music in Botanist Cardiff on Thursday nights.

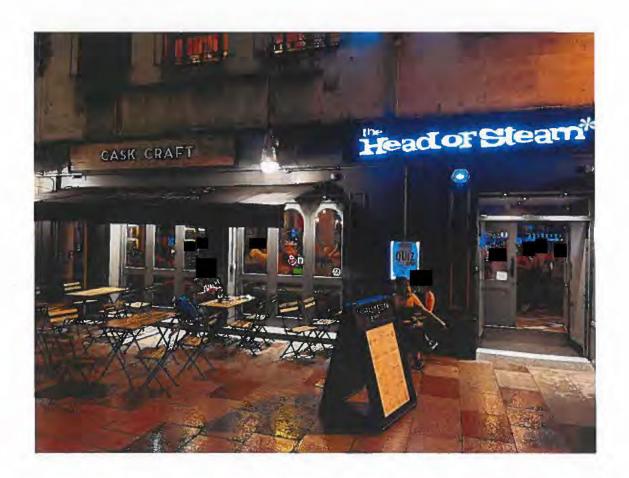
5.49 Due to the style of the music played and the volume at which it was played the music generated by the musicians and DJs was such that it did not dominate the space. Customers could continue to sit comfortably and enjoy conversation, but with the added 'atmosphere' provided by the music in the background. This contrasts sharply with the presentation of live and recorded music in many other

venues, where the music is dominant, accompanied by flashing lights and provided alongside dancefloors and/or extensive vertical drinking space.

5.50 Images 18 and 19 below were taken at 10.24pm, only 10-minutes after Image 17. Here we see the presentation of live music at one of The Botanist's neighbouring premises, The Head of Steam. Note that the live band is using amplified electric instruments and that customers are dancing. Also notable here is the more open-plan interior design that facilitates dancing and 'vertical drinking':



18. Thursday night live music at The Head of Steam, Church Street, Cardiff.



19. In this image customers of The Head of Steam can be seen standing in vertical drinking space in front of the bar.

5.51 This is not to suggest that 'The Head of Steam' is poorly managed. The venue adds to the quirky mix of attractions on Church Street and to Cardiff's ENTE offer more generally. It is also a venue which tends not to attract the youngest, 18-24 year old, customers. What is illustrated here is that The Botanist do things differently and in a way which attracts customers who seek a more relaxed and comfortable atmosphere. In many ways, therefore, The Botanist is not actually in 'competition' with most other city centre venues. It operates within a different niche.

5.52 As in Newcastle, the extensive drinks menu appears to be a major attraction of The Botanist, as it offers more choice than is usually found in licensed

premises, notably in the case of the free-poured cocktails. It was interesting to note that the menu offers six 'alcohol-free' options and also makes a point of highlighting their availability under the heading:

'Not Drinking?

Enjoy all the flavour without the alcohol, choose one of our carefully crafted nonalcoholic cocktails'

5.53 I think this is an enlightened approach which allows customers informed choice to control their alcohol intake, pace their drinking, or avoid alcohol altogether, whilst not feeling excluded from the social occasion. It will certainly assist in broadening the appeal of the offer to wider audiences who may sometimes feel excluded from participation in the Evening and Night-time Economy. This approach chimes with Home Office thinking, as has informed the national Mandatory Licensing Conditions, but, in fact, goes further in not only allowing customers informed choice as to how much alcohol they consume, but also offers viably attractive non-alcoholic alternatives.

5.54 Of further note in this regard was that despite the presence of 'table service', customers were not placed under pressure by staff to purchase more drinks and there was not an overly rapid collection of 'empties'. This, alongside the plentiful supply of comfortable seating, added to the relaxed atmosphere, which is much of a rarity in ENTE settings.

5.55 As a further aspect in creating a sense of relaxation, the provision of security in Cardiff (as in Newcastle) is low-key, for example the CCTV cameras on walls and ceilings are very subtle and have the appearance of smoke alarms. I found the door supervisors polite, customer-focused and dressed in a smart casual attire similar to that of customers, they did not have the stereotypical look of 'bouncers' with black shoes, boots, white shirts and arm bands, for example.

5.56 As in Newcastle, the younger 18-24 year old age group were almost entirely absent amongst customers in Cardiff. There was a roughly even mixture of men and women. Many customers looked as though they had made an effort to dress well for their night out. Typical ages of customers would be 25-45; however, there was also a notable presence of customers in their 50s and possibly slightly older.

'Winding Down'

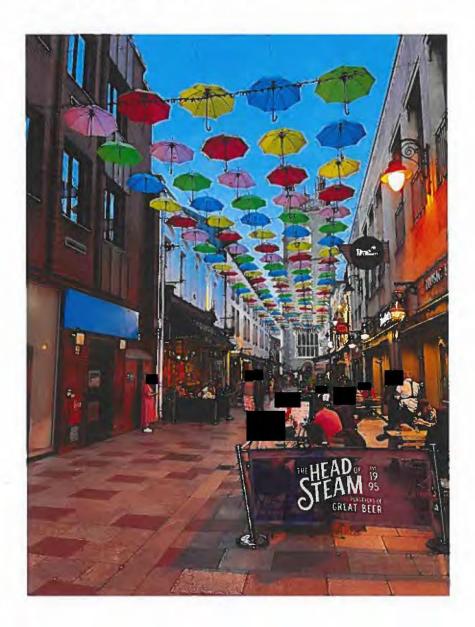
5.57 Also, as in Newcastle, I saw little need for the venue to encourage customers to 'wind down' ahead of the closing time (11pm Thursday, 1am Friday), as the operators of the Botanist had not 'wound customers up' in the first place!

5.58 From around 10pm on both evenings there were few influxes of customers. Customers in groups and couples melted away gradually as the evenings progressed so that as closing time approached few customers were left. Whilst remaining customers were politely informed of 'last orders', there was certainly no rush to the bar and no need for staff or the door supervisors to herd customers out onto the street. The presence of the Entrance Lobby was useful as it created a safe supervised space in which customers could arrange and wait for their taxis to arrive at the nearest pick-up location, which was around the corner on Duke Street.

Location

5.59 The Botanist Cardiff is located on the pedestrianised alley-way of Church Street, see Image 20. The majority of premises on Church Street are restaurants with alfresco dining to their frontages. There is also one Public House and the aforementioned Head of Steam bar. Church Street is a small intimate side street with a strong focus on evening-time dining. The Botanist has the latest (1am) weekend closing time on Church Street, which allows for staggered departures

from the immediate area. Other parts of Cardiff City Centre (and Cardiff City Council's CIA) attract a younger audience and feature alcohol-led premises with much later trading hours.

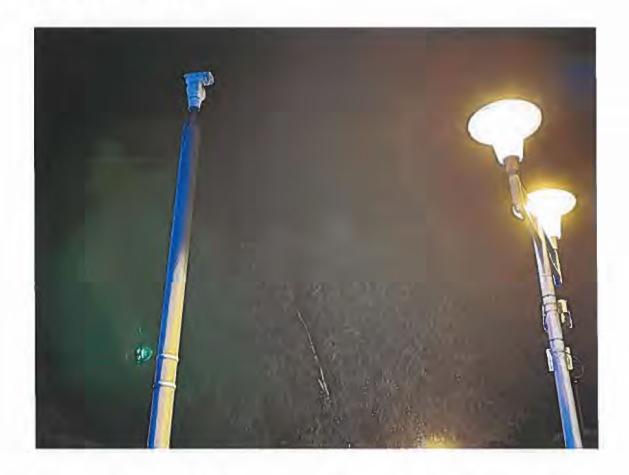


20. Alfresco dining and drinks on Church Street

5.60 As a result of the preponderance of drinking-led venues in parts of the City Centre, particularly around St. Mary's Street, Cardiff City Council and its partners operate a strong security presence. There is full coverage of the CIA by CCTV

41

cameras prominently placed on poles and buildings, including outside The Botanist (see Image 11.) where the camera scans St. John Street and here in Image 21 on St Mary's Street:



21. Cardiff City Centre has extensive CCTV coverage of the City's nightlife areas.

5.61 Door Supervisors across the City Centre, including at The Botanist, are in radio contact with each other, the CCTV control room and with police. This system is used to share information and as an 'early warning', allowing suspect persons or groups to be monitored and denied entry to licensed premises, as they move around the City Centre.

5.62 Within the context of Cardiff's CIA, The Botanist operates within a cluster of smaller, mostly food-led businesses, that attract a more mature 'grown up'

audience. Church Street is not part of the 'clubbing' and 'drinking circuit' found in other locations nearby.

5.63 As in Newcastle, The Botanist has chosen a location in Cardiff where its customers can find easy and direct access to transport (taxi pick-ups and bus stops can be found 2-minutes' walk to the north on Castle Street / North Road) without having to negotiate the queuing and sometimes the disorder associated with the 'main drag' of taxi ranks and fast-food outlets associated with the core nightlife areas. I suspect that this same thinking partly informs their interest in the Churchill Square Shopping Centre location in Brighton.

Overview

5.64 There is a great deal of consistency in the ways The Botanist has been planned in terms of its location, internal design, and modes of operation in Cardiff and in Newcastle. Both venues attracted the same general profile of mature customers. In both cities, The Botanist operates largely as a seated, table service venue with low-key entertainment and very little discernible footprint on its environment.

5.7 Churchill Square Shopping Centre and environs, Brighton

Dates of visits:

Friday 26 August 21C, falling to 15C overnight, dry Saturday 27 August 20C, falling to 15C overnight, dry

Location

5.71 The following images show the location of the proposed Botanist premises in a former Top Shop retail unit:



22. The frontage of the former retail store.

The Botanist would occupy the Ground and First Floor above Zara (on the Lower Ground Floor), as seen here from within the Shopping Centre:



23. Top Shop formerly occupied the floor spaces above Zara.

5.72 There are four licensed premises in the immediate vicinity. These are as shown in the following images:



24. The Prince of Wales, a Public House at 47 Clarence Square, a few metres west of the Churchill Square Shopping Centre.



25. The Cauldron, a 'fantasy-inspired' bar/pub, is located slightly further to the west on Clarence Gardens.



26. Inn on The Square, 11 Cranbourne Street and Crowns Brighton 9-10 Cranbourne Street, are the nearest licensed premises to the east.

5.73 All of the above four premises operate as Public Houses. They focus mostly on the evening trading period and all were observed to be closed by midnight. Casual restaurants Itsu, Prett and Leon can be found near the Clock Tower, but these are not licensed to sell alcohol and close no later than 10pm.

5.74 Retail uses appear to be in decline in this part of Brighton, as evidenced by the former use of the subject premises, other empty units within the Churchill Square Shopping Centre and the Imperial Arcade which lies directly opposite Churchill Square on the north flank of Western Road:



27. Imperial Arcade appears to have only one remaining active business, a currency exchange shop, shown here.



28. The remainder of the retail units are now empty.



- 29. The Arcade is closed to public access each evening from around 5pm.
- 5.75 The nearest residential properties appear to be the terrace houses on Clarence Square and Clarence Gardens, adjacent to The Prince of Wales and The Cauldron.
- 5.76 Set back, behind Churchill Square Shopping Centre one finds the 22-storey residential high-rise block of Chartwell Court on Regency Road / Cannon Place:



30. Chartwell Court is a block of residential flats located behind the Churchill Shopping Centre.



31. Chartwell Court is set back from the rear of the shopping centre and divided from it by a service access road to the Shopping Centre and the Centre car park.

5.77 Western Road is a main thoroughfare within the City, which stretches west linking Brighton to Hove. The Road has retail and office uses at Ground Level. I noted First Floor flats on the south side of Western Road only, above 'TSB' bank and the 'Yummies' convenience store / off-licence:



32. Residential flats on Western Road.

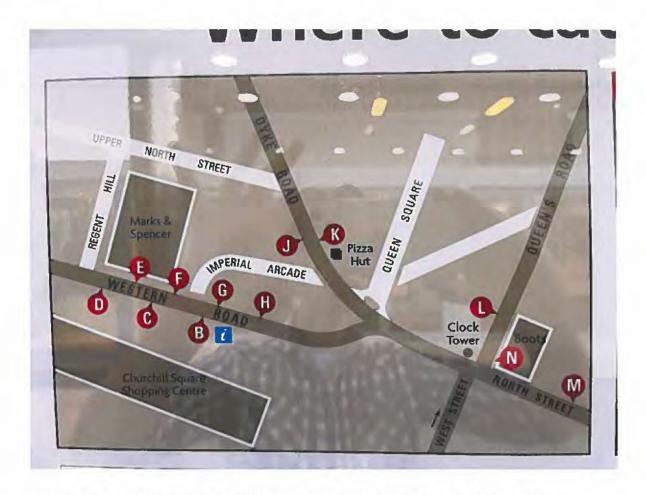
5.78 To the east of Churchill Square on Cranbourne Street there appears to be residential flats above the 'Scribbler' gift shop, next door to the Crowns Public House, above the 'Timpson' shop and above 'The Bookmakes', a community project space on Cranbourne Street.

5.79 All of the above residential locations are likely to experience a degree of ambient noise and some occasional noise events which are consistent with centrally-located City living. Flats for sale in Chartwell Court are advertised as being 'at the centre of things', for example: "...Located within Chartwell Court the property is perfectly positioned to enjoy all the City has to offer".

https://www.onthemarket.com/details/11806101/

Transport

5.80 Churchill Square has seven bus stops, making it, alongside Brighton Rail Station, probably the most connected location in Brighton (see Images 33 and 34 below):



33. Seven bus stops can be found on Western Road, directly in front of the terraced space of Churchill Square.



- 34. In this image one sees the list of destinations from all the bus stops immediately close to Churchill Square.
- 5.81 Appendix 2 shows images of the detailed services and late-night services from each stop.
- 5.82 The Churchill Square stops form part an extensive city centre Bus routes network:



35. Brighton City Centre bus routes network.

5.83 The nearest taxi rank to the proposed premises is just beyond the bus stops at Queen Square:



36. Licensed Taxis queue for business at Queens Square. Churchill Square Shopping Centre is visible in the background.

5.84 There are other taxi ranks in the City Centre, located at concentrations of activity, for example, outside the Prysm nightclub at the bottom of West Street, on East Street and near Brighton Rail Station. Given the proximity and choice of transport options around Churchill Square there would be little need for patrons of The Botanist to walk beyond the immediate vicinity and engage with these busier locations late at night.

Where is the Brighton City Centre ENTE?

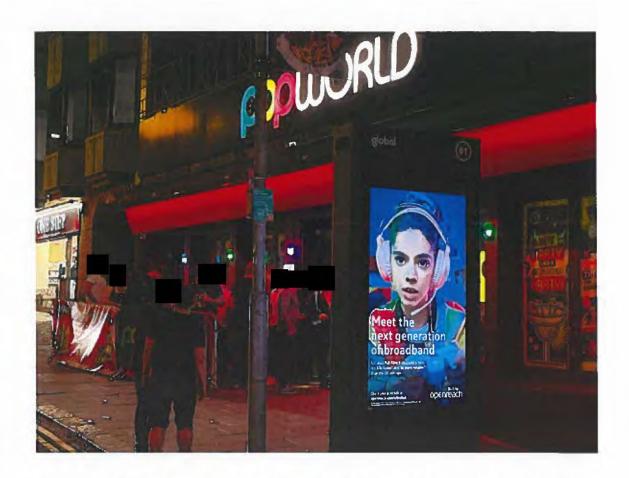
5.85 If not in the vicinity of Churchill Square Shopping Centre, where is the Brighton City Centre ENTE to be found?

5.86 The nearest concentration of licensed premises to the subject property can be found on Duke Street, which has a number of small intimate venues. The nearest high-capacity premises, that also cater for younger 18-24 year old audiences, can be found at the south of West Street. However, the largest concentration of licensed premises is in the central Lanes area, to the south and east of the City Centre. These narrow, largely pedestrianised streets, contain many restaurants, pubs and bars. Brighton has a particularly strong dining offer, with a great deal of choice as to the types of cuisine and dining experience on offer at different price points.

5.87 The south section of West Street is the most notable location for mass volume, vertical drinking venues with late-closing hours, typically nightclubs and bars. There is also a Wetherspoon pub: 'The Brighton Helm' and a large Travelodge hotel. Venues on West Street appear to welcome large groups, including 'stag' and 'hen' party groups in fancy dress. All venues appeared to have door supervisors present from as early 7pm, reflecting the fact that some of the customer base for West Street premises are involved in all-day drinking sessions.

5.88 Key premises on West Street include the Pryzm nightclub (which has metal detection scanning on entry), Steinbeck and Shaw which advertises 'cocktails 2-4-1 until midnight', Walkabout, Revolution and Club Room, Molly Malone 's and Popworld, amongst others. There is late-night fast food available on the street from Kebab House and off-sales alcohol at the 'Pop-In Shop'. Image 37 shows customers in the controlled smoking area outside Popworld:

60



37. Popworld has an 'open frontage', occupying a section of pavement on West Street.

5.89 West Street is also the chosen location for Brighton's night-time 'Safe space' scheme:



38. YMCA Safe Space on West Street.

This scheme is described in the BHCC Licensing Policy as follows:

"3.4.4 Safe Space

YMCA Safe Space, run by the YMCA DownsLink Group, on West Street runs throughout the year on Fridays and Saturdays (23.30-04.00Hrs) from its base in St Pauls Church, West Street. The project provides a safe place for users of the night time economy who are rendered more vulnerable due to alcohol and/or drug use, or through physical injury or emotional distress."

The Licensing Policy also mentions 'Ask for Angela' (Para 3.4.3) which is the same national scheme around 'women's safety', which was observed to be supported by The Botanist in Newcastle.

5.90 Takeaway fast-food premises are also mentioned in the BHCC Licensing Policy, notably with regards to Sussex Police evidence of off-licences and latenight refreshment venues acting as "incident 'hot spots' where patrons from the night time economy continue to interact, albeit away from any safety measures afforded by on-licences" (Para 4.2.3):

5.91 Image 39 below shows the Kebab House on West Street at around 2am:



39. Kebab House, West Street.

5.92 Burger King on North Street operates at night with two SIA door supervisors:



40. Burger King, North Street.

5.93 Negative impacts from street drinking are highlighted in the Licensing Policy (Para 2.2.2) and were apparent during my observations. I saw a convergence of street drinkers on the benches at New Road, who appeared to be a constant presence day and night, with some of the individuals 'sleeping rough' overnight. The persons in question were sometimes aggressive and presented as threatening or disturbing to passers-by. I observed police attending an incident involving the street drinkers at 2.42am in Royal Pavilion Gardens, which lies directly behind New Road.

5.94 I believe it is likely that the street drinkers purchase some of their alcohol from 'All Sorts', a late-night off licence convenience store located just around the corner on North Street.

5.95 Night-time Economy patrons were also seen to purchase alcohol from this shop, particularly, it seemed, to 'post-load' after leaving on-licensed premises. There were queues onto the pavement to enter the shop. At 2.44am I saw a young male with a large number of beer and wine bottles purchased in the shop carry them away in a flimsy plastic bag. The bag split open on the pavement of North Street causing a severe glass hazard and spillage of the alcohol all over the pavement, running into the gutters. Later at around 9am I revisited the spot and noted that the hazard had been removed, presumably by the Council cleansing team.

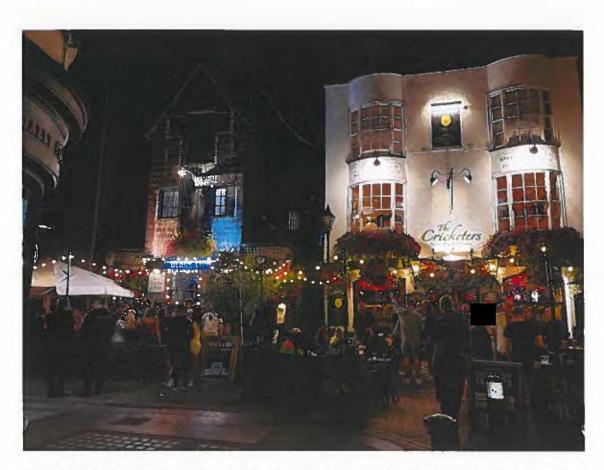
5.96 Elsewhere in Brighton City Centre one sees licensed premises operating in a wide variety of guises, often with a notable element of all fresco dining and drinking, as well as vertical drinking:



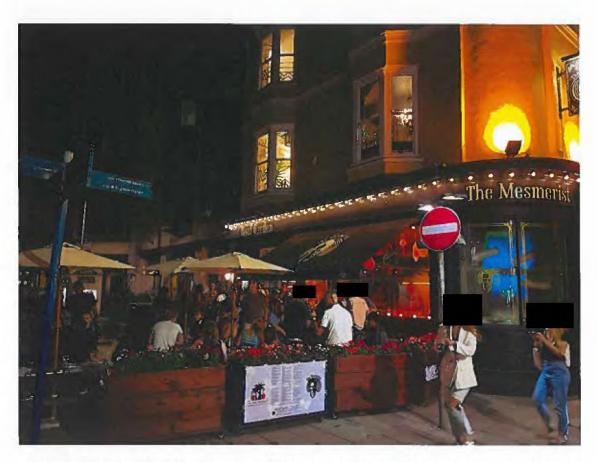
41. 32 Duke Street is the most populous premises on Duke Street.



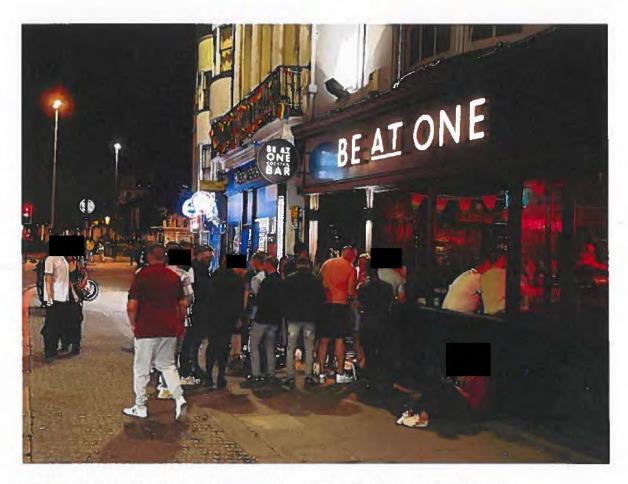
42. The Mash Tun, New Road / Church Street has extensive outdoor vertical drinking to its frontage.



43. The Black Lion and The Cricketers, Black Lion Street are also popular for al fresco drinks.



44. The Mesmerist, Prince Albert Street occupies a large portion of pavement space.



45. Be At One, Castle Square operates with open doors and windows.



46. Be At One was observed to generate prominent noise escape and operate with a relaxed attitude to customer use of its frontage.

5.97 Be at One in Castle Square operates at weekends until 3am. Here customers could be seen in almost entirely vertical drinking space in front of the bar. Customers could be seen crowded in close proximity and 'surging', drinks-in-hand to the highly amplified music. The doors and windows were open and music from the venue was audible on the streets some distance away, as well as sounds from customers spilling out onto the pavement. Door Supervisors were present but made no attempt to regulate the noise environment. The venue appeared to be possibly using its noise presence as a way of attracting attention and passing trade, indeed that is how it first came to my attention. In many ways, Be At One, Brighton presents the antithesis of how The Botanist was seen to operate in Cardiff and in Newcastle.

5.98 Nonetheless, I found that Brighton also had an example of how outdoor licensed activities can be operated with a controlled approach to noise. The Coppa Club Restaurant and Bar, 12-16 Brighton Square operates with year-round outdoor terrace dining, surrounded by residential flats, up until 11.30pm at weekends. I have recently seen similar outdoor dining operations in close proximity to residential apartments by the bank of The Thames at St George Wharf in the London Borough of Wandsworth.

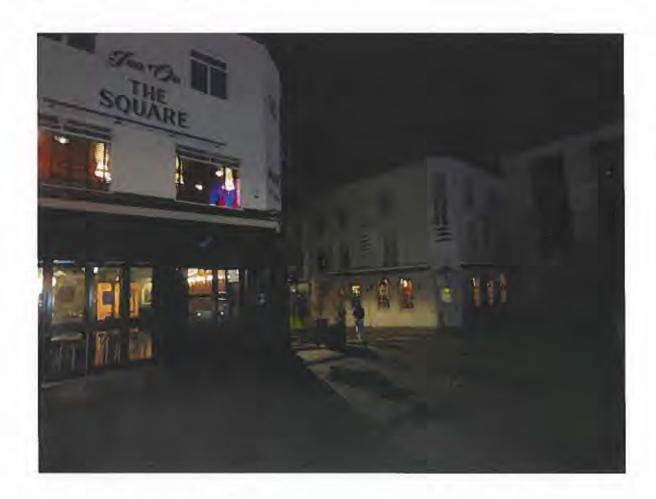


47. The Coppa Club Restaurant serves meals to an outdoor terrace surrounded by residential flats.

6 Brighton Dispersals and Transport

6.00 In the 1.30-2.30am period I look particular note of the dispersal activities and transport choices of ENTE patrons in the vicinity of the Churchill Square Shopping Centre and across Brighton City Centre more broadly.

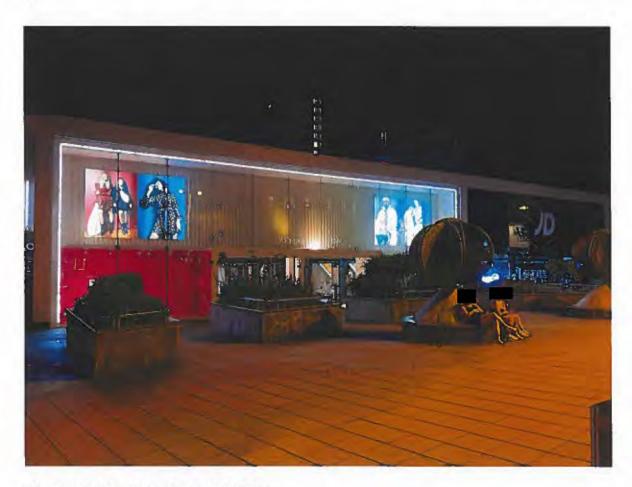
6.1 Churchill Square is located in the north western corner of BHCC's CIA and in this location the numbers of pedestrians and other street activities were seen to have reduced substantially from that found before midnight. All of the licensed premises in the vicinity were closed.



48. Inn On The Square and Crowns, Cranbourne Street, as viewed at 2am.

6.2 In addition to on-licence premises, late night off-sales stores and fast food takeaways are not present in the vicinity of Churchill Square. The nearest off-licence is Yummies on Western Road, which operates as the only late-night business to the west, beyond the bus stops and earlier closing licensed premises.

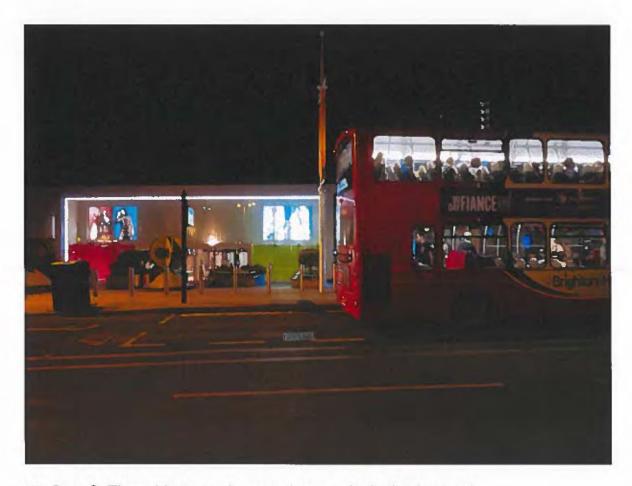
6.3 The image below shows the scene outside the former Top Shop store at 2:05am on Sat 27/Sun 28 August. The people visible in the image are using the street furniture on the Square whilst they wait for their Night Bus at nearby Stop C.



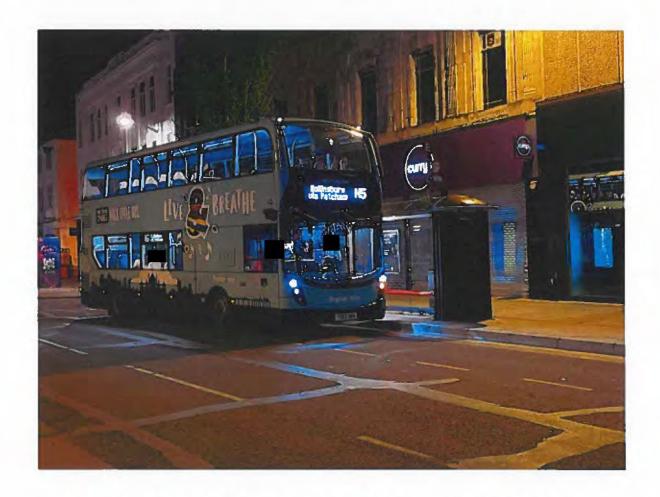
49. The subject premises at 2.05am.



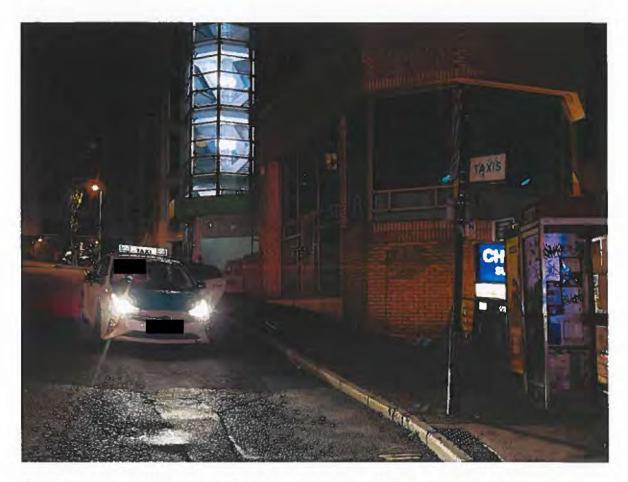
50. The N1 Night Bus stops at C going westward, around 2.20am Sat/Sun.



51. Stop C. The subject premises can be seen in the background.



- 52. The N1 service is shortly followed by the N5, going eastbound at Stop E.
- 6.4 Queen Square is the most obvious choice for accessing a licensed taxi:



53. There is a steady supply of taxis to the Queen Street rank. Some drivers may wish to avoid the busier rank locations, such as West Street (South).

6.5. ENTE patrons attending licensed premises within the 'central zone' of Brighton's nightlife are most likely to use the taxi rank on East Street:



54. The taxi rank on East Street at 2.34am

Overview

6.6 The Churchill Square Shopping Centre is demonstrably physically removed from Brighton's main centres of ENTE activity. There is no concentration of licensed premises in the vicinity of the Top Shop site, let alone any concentration of *late-night* licensed premises. As a result, the location is only currently used in the post-midnight period by persons walking home, seeking to catch a Night Bus service, or to obtain a taxi from a relatively quiet rank. Transport options are plentiful and there is no supply of fast food or off-sales alcohol to encourage persons to linger on the streets. As a result of the City Centre-wide bus network and other taxi ranks there is no mass migration to the location following the closure of licensed premises in other busier areas. The Botanist, were it to open and trade beyond midnight, would be an outlier premises, it would not be entering

a location already experiencing negative cumulative impacts on the Licensing Objectives.

6.7 Working in London Boroughs such as Westminster, Hackney and Camden I have experience of collecting data used to justify CIAs that are tightly-bound, mapping closely to the highest densities of licensed premises. In justifying CIAs it is not, in my experience, usually seen as proportionate to include wider areas in which few licensed premises are found on the basis that these locations have been identified as experiencing higher than average incidents of crime, or health impacts. If licensed premises are not present it is not possible to show the correlation of licensed premises with 'hot spots' of incidents. Broader City Centres as a whole (including locations with few, if any, licensed premises), cannot be regarded as 'hot spots' in this regard, as the concept of a 'hot spot' is intended as a tool to help target interventions and resources to where and when they are most needed. Broader definitions of 'hot spot' dilute the concept to the extent that is loses its value as a method of identifying hierarchies of need and thus directing effective interventions.

6.8 One underlying reason for including larger swathes of a City in a CIA maybe that the police do not want their staff and resources pulled towards new locations and away from existing 'hot spots'. This is understandable, however I do not believe that The Home Office s182 Guidance to the Licensing Act envisages that CIAs be established to include locations where no CI is present, such as "along the city's arterial routes" (BHCC Licensing Policy, Para. 4.2.3); here other measures, such as Licence Conditions and Reviews are commended as the appropriate response. There may be impacts (incidents) spread across a wide area, but to justify a CIA I believe these should be demonstrably cumulative impacts.

Policy Context

7. Botanist operations in Cumulative Impact Areas

7.1 The Botanist appear to select their locations with great care, choosing key central sites that stand somewhat apart from the 'crowd' of existing licensed premises and also standing apart in their mode of operations. At Botanist venues dining and the daytime-into-evening trade is an important part of the business model, unlike many of the other licensed premises that also operate after 11pm.

7.2 Being discreet in their physical presence at street level helps the business position itself as a destination venue and this combined with the comfortable seating encourages longer customer stays, higher spends per head, and less churn (turnover of customers). The pricing point and entry requirements make the offer high end, but not elitist; Botanists are accessible to those who make the effort to seek the premises out and/or prebook tables. This is a very different approach to that of the licensed premises on a 'drinking circuit' that have open frontages, sometimes with open windows and doors, with loud music escape, and often advertise drinks promotions to lure in trade from their neighbouring competitors.

7.3 The CIPs that have been introduced by Licensing Authorities around England and Wales have very typically been introduced to place restraint on the continued growth of such clusters in support of the Licensing Objectives. I have often been commissioned by Licensing Authorities to provide the necessary evidence to support tightly-drawn boundaries around the location of premises' clusters to ensure that the LA's CIA's operate as proportionate policy responses to the current risk of alcohol-related harms in clearly-defined locations.

8. Conclusions

- 8.1 In Brighton I could find no evidence of negative 'cumulative impacts' from licensed premises in the vicinity of the Churchill Square Shopping Centre. I found that any potential for cumulative impacts had been largely negated by the low numbers and relatively early closing of licensed premises in the vicinity, with strong on-street management by licensed operators and exceptionally comprehensive and proximate public transport links, such that very little ENTE-related activity by taxis, private vehicles, or pedestrians toward residential areas was observed. Furthermore, the immediate area is also devoid of late-night takeaways and off-licences which often operate as 'honey pots' for patrons leaving nightclubs and late-night bars, thus delaying dispersals from other areas, such as West Street.
- 8.2 The Home Office s182 Guidance is clear in framing 'area-based' restrictions as interventions of last-resort where attempts to address problems at an individual premises-level have proved ineffective and/or insufficient as a result of the high concentration of licensed premises and intensive use of the public realm by venue patrons. My observations of public behaviours and licensed premises' utilisation suggest that such negative environmental factors are not to be found in the vicinity of Churchill Square Shopping Centre.
- 8.3 In a number of comparable instances, such as in the London Licensing Authorities of Westminster and Hackney, CIPs are accompanied by 'Special Hours / Core Hours Policies' which seek to restrict operating hours, but only within the boundaries of relatively small and tightly-drawn geographical areas where there are identified problems said to justify the policies, as evidenced by Cumulative Impact Assessment exercises.
- 8.4 BHCC have adopted an 'Hours Policy Matrix' within their Statement of Licensing Policy which is not limited to a small geographical area, but rather, is applied to large swathes of the City Centre. Within the Policy the key local

statistics and/or qualitative data evidencing the correlation between densities of licensed premises and various measures of alcohol-related harm are loosely defined as applying to a wide area, but appear to suggest, from some of the mappings (eg. 'Annex 2 CIA Public Health Submission', the four maps showing the location of on- and off-licences, as of December 2019 and the 'Hotspot of Noise Complaints regarding Licensed Premises' mapping) that a tighter CIA boundary around key clusters of licensed premises would be more appropriate and justifiable. The Policy explains the stance as a response to the negative impacts of licensable activity across the City as a whole, within which late-night licensed activity is regarded as generally incompatible and therefore contrary to Policy.

8.5 The Matrix draws distinctions between licensed premises defined as 'Pubs' and 'Restaurants', however this seems out of step with the operations and functions, not only of The Botanist, but also of a large proportion of the licensed premises currently operating in Central Brighton. Many premises are, in fact, offering a mixture of substantial food offerings and also the facilities of a Bar. These are neither traditional 'pubs', nor formal dining-only restaurants. The Policy wording does not reflect these operational realities within the contemporary hospitality industry.

8.6 BHCC's approach to the restriction of licensing hours is therefore unusually 'broad' and I regard it as out-of-step with the spirit, if not the letter, of the Home Office s182 Guidance. The Guidance commends a targeted and nuanced approach and devotes much attention to recommendations and requirements (now developed and refined over 16 years) for area-based restrictions to be both proportionate and justifiable in terms of the statutory Licensing Objectives. It should be noted that the focus on 'hours' (but not fully demonstrated cumulative impacts) does not side-step the issue of geography by focusing on 'time'; a policy which applies City-wide is still, in essence, an area-based restriction.

I refer here to the following exerts from the s182 Guidance:

"14.51 ... licensing authorities must always consider each application and must not impose predetermined licensed opening hours, without giving individual consideration to the merits of each application.

"14.52 ... The statement of licensing policy should emphasise the consideration which will be given to the individual merits of an application."

8.7 It is open to question whether by presenting a 'City-Centre wide' Hours Policy, BHCC are indeed 'emphasising' the consideration of each application's individual merits. As the Guidance is specific in commending other measures, such as Review, in the case of identified 'problem' premises I do not believe that the Home Office envisage the use of 'hours policies' in the absence of very direct evidence of existing cumulative impacts. The Guidance is clear in framing 'area-based' restrictions as interventions of last-resort where attempts to address problems at an individual premises-level are likely to prove ineffective and/or insufficient as a result of the high concentration of premises and the intensive use of the public realm by venue patrons.

8.8 In order to support a City-wide Hours Policy and stay within the spirit of the Guidance I believe that BHCC would need to conduct and publish a more nuanced fine-grained assessment of the evidence underpinning their approach. An assessment of this nature would inevitably rely upon evidence of negative cumulative impacts recorded at times of night beyond the stated 'Matrix hours'. I would be surprised if such evidence were to be found across all locations within the current CIA, including at the specific location relevant to this Premises Licence Application.

8.9 In the absence of evidence of negative *cumulative* impacts upon the Licensing Objectives, the s182 Guidance to the Licensing Act 2003 strongly commends that licensing hours are set on a case-by-case basis. At Para 14:52

the Guidance states: "In determining appropriate strategies around licensed opening hours, licensing authorities cannot seek to restrict the activities of licensed premises where it is not appropriate for the promotion of the licensing objectives to do so."

8.10 I am of the opinion that The Botanist Premises Licence application should not be denied on 'policy grounds'. I can find no empirical evidence to support a 'presumption to deny' in this location. Such an approach would be out-of-step with the general thrust of the s182 Guidance in circumstances where cumulative impacts are absent and other measures are available to secure the Licensing Objectives.

8.11 The Applicant has extensive experience of operating Botanist venues in challenging City Centre locations, demonstrating strong daily management, not only 'on paper', but also as implemented in practice. In outlining their ambitions for a premises in Brighton they have applied this knowledge to their choice of location, their Spatial Plans and the Proposed Conditions on the Premises Licence. These factors instil confidence that their proposals would not give rise to negative impacts on the Licensing Objectives.

8.12 Moreover, I am of the opinion that there would be some positive benefits to the current ENTE offer in Brighton brought by the introduction of a Botanist. The BHCC Licensing Policy states that "...the council will seek to improve safety by encouraging a more balanced range of complementary evening and night-time economy uses which appeal to a wide range of age and social groups..." (Para. 2.1.4) and at Para. 3.3.1: "Diversity of premises... attracts a more diverse range of customers from different age groups, different communities and with different attitudes to alcohol consumption. It gives potential for positively changing the ambience of the city, or an area of it...". Based upon my experience of visiting Botanist premises currently operating in other UK cities, I believe that assistance with broadening the age range, range of social groups and attitudes to alcohol consumption amongst night-time visitors is exactly what The Botanist delivers.

9. Declaration

I understand that my duty as an expert witness is to the Hearing and this report and its appendices and have been prepared in compliance with that duty. All matters relevant to the issues on which my expert evidence is given have been included in this report. I believe that the facts I have stated in this report are honest and true and that the opinions I have expressed are correct to the best of my judgement. The fee for this report is not conditional upon the outcome of the case in any way whatsoever.



P.M. Hadfield

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Visiting Senior Research Associate, Centre for Criminal Justice Studies School of Law,

University of Leeds

30 September 2022

Appendix 1: Professional biography of the author (September 2022)

Dr. Phil Hadfield is a Social Scientist and Director of www.philhadfield.co.uk an Independent Research Consultancy based in Leeds. Phil's work addresses research / data needs, problem-solving and cost v benefit analysis for clients in urban cultural planning, place management, community safety, public health and regulatory matters, with special reference to Evening and Night-time Economies (ENTEs).

Phil has a background in academia and Research Council / NGO-funded projects. He holds (or has held) Advisory Board / Steering Group roles at the University of Leeds, London School of Hygiene & Tropical Medicine, the Institute of Alcohol Studies and the City of Bordeaux. He is on the International Editorial Board of the journal Contemporary Drug Problems.

Phil has advised many Licensing Authorities, notably the City of Westminster, Camden, Hackney, Liverpool, and the City of London on their licensing policies, together with contributions to the City of Sydney, 'Open Sydney' research Programme and three EC-funded Pan-European Research Programmes.

He is the author or co-author of some of the leading (highest citation) books and research articles on the ENTE. Through his work as an Expert Witness, Phil has considerable practical experience of evidence-gathering and decision-making processes within a UK licensing framework.

Key recent projects:

The London Night-Time Data Observatory

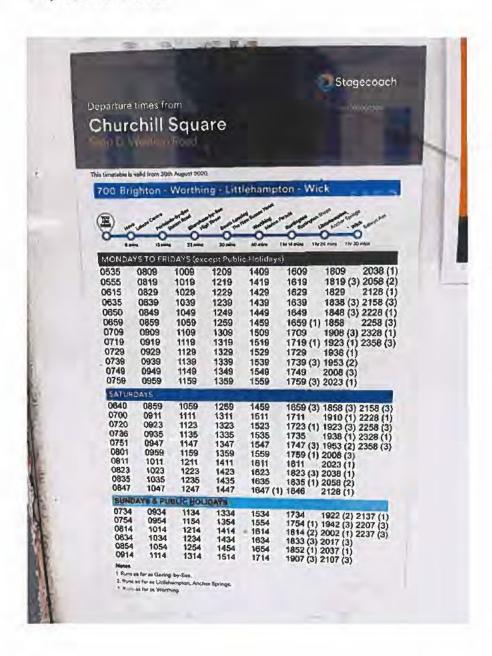
In 2020, Phil worked in collaboration with Arcola Research LLP and the Greater London Authority (GLA) to develop a data-monitoring tool, producing outputs that

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can inform the future of nightlife policy across the Capital. COVID-19 Resilience is one of the six Dashboard Indicators of the Observatory that will be used to monitor the 'health' of London's ENTE. The first iteration of the London Night-Time Observatory has been launched here: https://data.london.gov.uk/night-time-observatory/

Appendix 2: Bus options timetables from near Churchill Square Shopping Centre

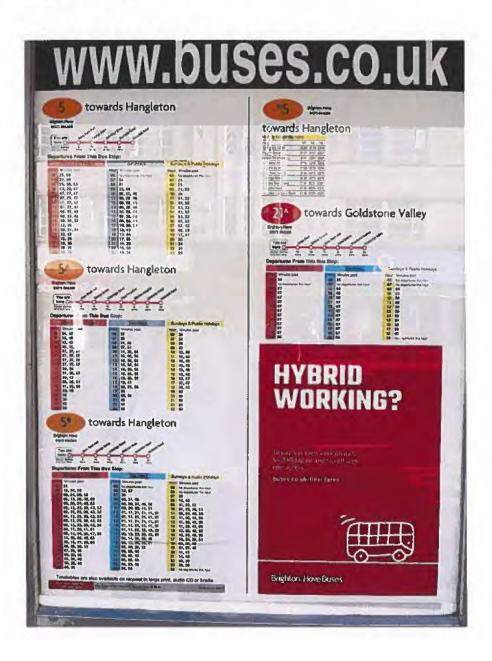
Stop D, west bound:



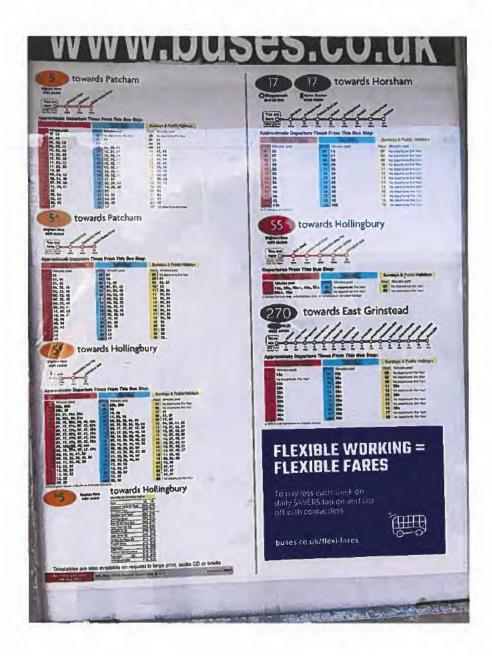
Stop C west bound:



Stop B west bound:



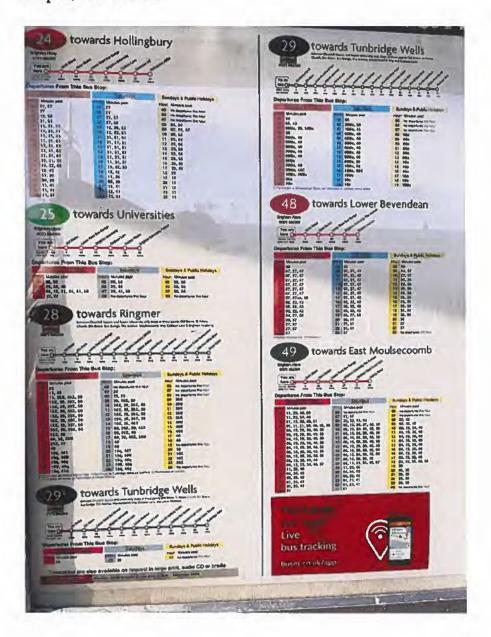
Stop E east bound:



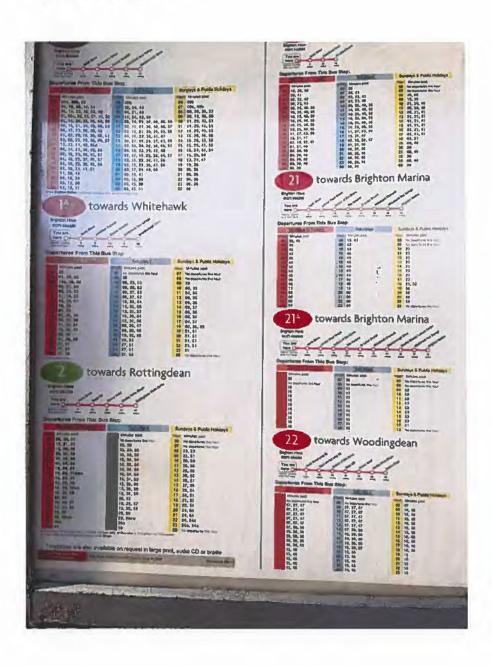
Stop F, east bound:



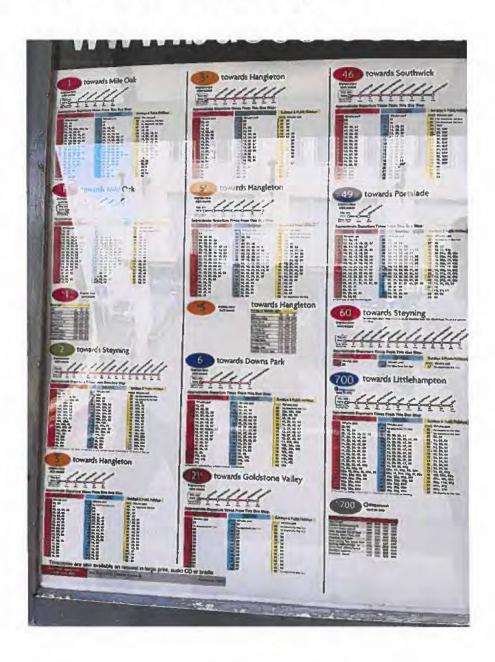
Stop G, east bound:



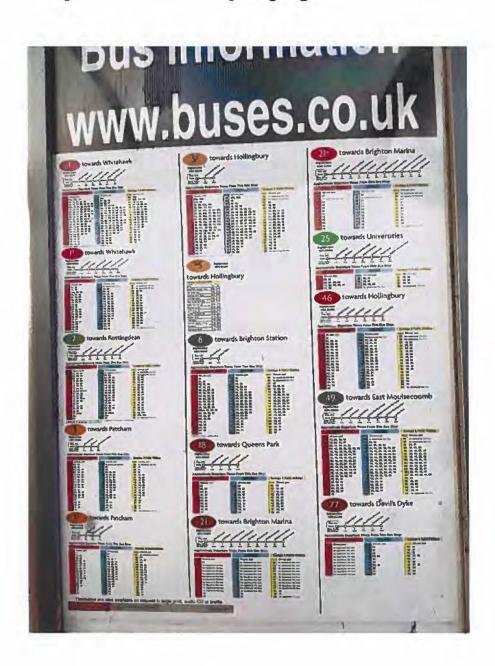
Stop H, east bound:



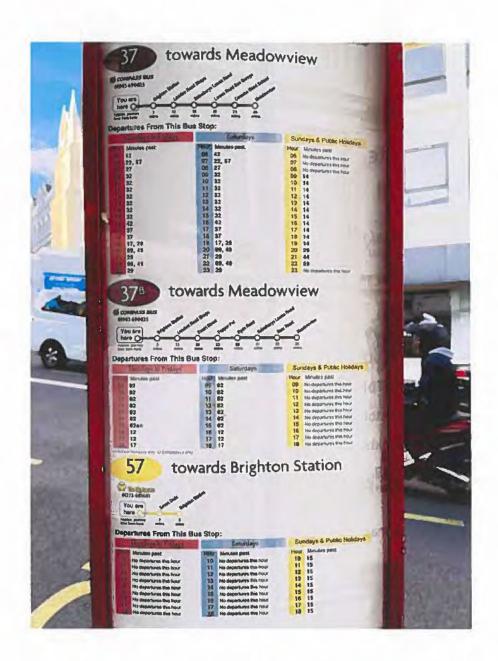
Bus options from Clarence Square going west:



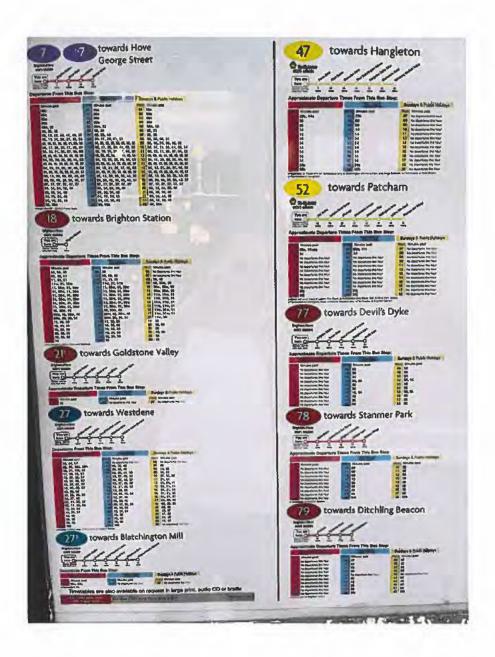
Bus options from Clarence Square going East:



Imperial Arcade going north:



Clock Tower going north:



Specifically Late-Night Services from Churchill Square:

B westbound



C westbound



E eastbound

