

Appendix A

Proposed Matrix Approach

2.7 The Licensing Authority will support:

2.7.1 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. The Community Safety Strategy recognises that too many single uses in a confined area and patrons turning out onto the streets at the same time may create opportunities for violent crime and public disorder and therefore supports: mixed use venues encouraging a wider age balance.

2.7.2 A "matrix" approach to licensing decisions has been adopted and is set out below. It provides a framework of what the licensing authority would like to see within its area and gives an indication of the likelihood of success or otherwise to investor and businesses making applications.

Matrix approach for licensing decisions in a Statement of Licensing Policy

	Cumulative Impact Area	Special Stress Area	Outside the City Centre	Marina
Restaurant	Yes (midnight)	Yes (2am)	Yes (midnight)	Yes
Café bar	Yes (11.30pm)	Yes (midnight)	Yes (midnight)	Yes
Late Night Takeaways	No	Yes (midnight)	Yes (midnight)	Yes
Night Club	No	No	No	Yes
Pub	Yes (11pm)	Yes (11pm)	Yes (midnight)	Yes
Non-alcohol lead (e.g. Theatre)	Yes (favourable)	Yes (favourable)	Yes (favourable)	Yes
Off-licence	No	No	Yes (generally to 11pm but if in	

			densely residential area may be earlier – see note 7 below)	
Members Club (club premises certificate)	Yes (<100) (11pm)	Yes (<100) (11pm)	Yes	Yes

Notes on matrix

Subject to the following notes, the types of premises and hours of operation, as represented in the matrix, will be strictly adhered to

- 1) Each application will be considered on individual merit
- 2) Applications within the CIZ are subject to the special policy on cumulative impact at para xx, and those within the special stress area to the special stress policy considerations at para xx.
- 3) Departure from the matrix policy is expected only in exceptional circumstances
- 4) Exceptional circumstances will not include quality of management or size of venue except where explicitly stated in policy matrix.
- 5) Exceptional circumstances may include: close consultation with Sussex Police and the Licensing Authority, meeting requirements of responsible authorities, an appropriate corporate social responsibility policy, community contribution to off set impact (such as financial contribution to infrastructure), community support, alcohol sale ancillary business activity (demonstrable to responsible authorities and licensing authority, for instance by licence condition allowing authorised officers access to sales accounts), BCRP membership
- 6) The following licensing activities are encouraged and valued by the licensing authority: outdoor regulated entertainment, community based street parties, members clubs, traditional pubs outside the city centre and non-alcohol led licensable activities, particularly within city centre.
- 7) Outside the city centre consideration will be given to the nature of the area and location in relation to any application. In a densely residential area for example the concerns of local residents will be relevant when considering applications for off-licences, pubs or café bars, especially if there is evidence of anti-social behaviour, street drinking or underage drinking. Earlier closing times may be appropriate. Regard will/may be had to the Public Health Framework for assessing alcohol licensing which can be accessed from the following link (see appendix E):

In an area where there are already several existing off-licences and where representations are received about negative cumulative impact on the licensing objectives of a further premises, the application may be refused on these grounds.

- 8) Outdoor events will be supported where arranged through the council's event planning process.

