



STAFFORD BOROUGH LPT

Town Centre

CUMULATIVE IMPACT ASSESSMENT REPORT

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- The information and data used within this report have been taken from Staffordshire Police recording systems.

Official

INTRODUCTION

Stafford Borough is the focal hub of both the day and night time economies within the Borough. The Borough of Stafford includes Stone Town Centre. There are a number of parishes including Coton and Forebridge and Eccleshall, including the student / business community of Staffordshire University Beacon Group, County Hospital and St, Georges Hospital, contained within the footprint of Stafford Borough.

Stafford Town Centre is the busier area - both from a retail/footfall perspective, and also crime/disorder associated with day and night economy.

Statistics provided are correct as Month to date [MTD] June 2021 to June 2024 [unless stated].

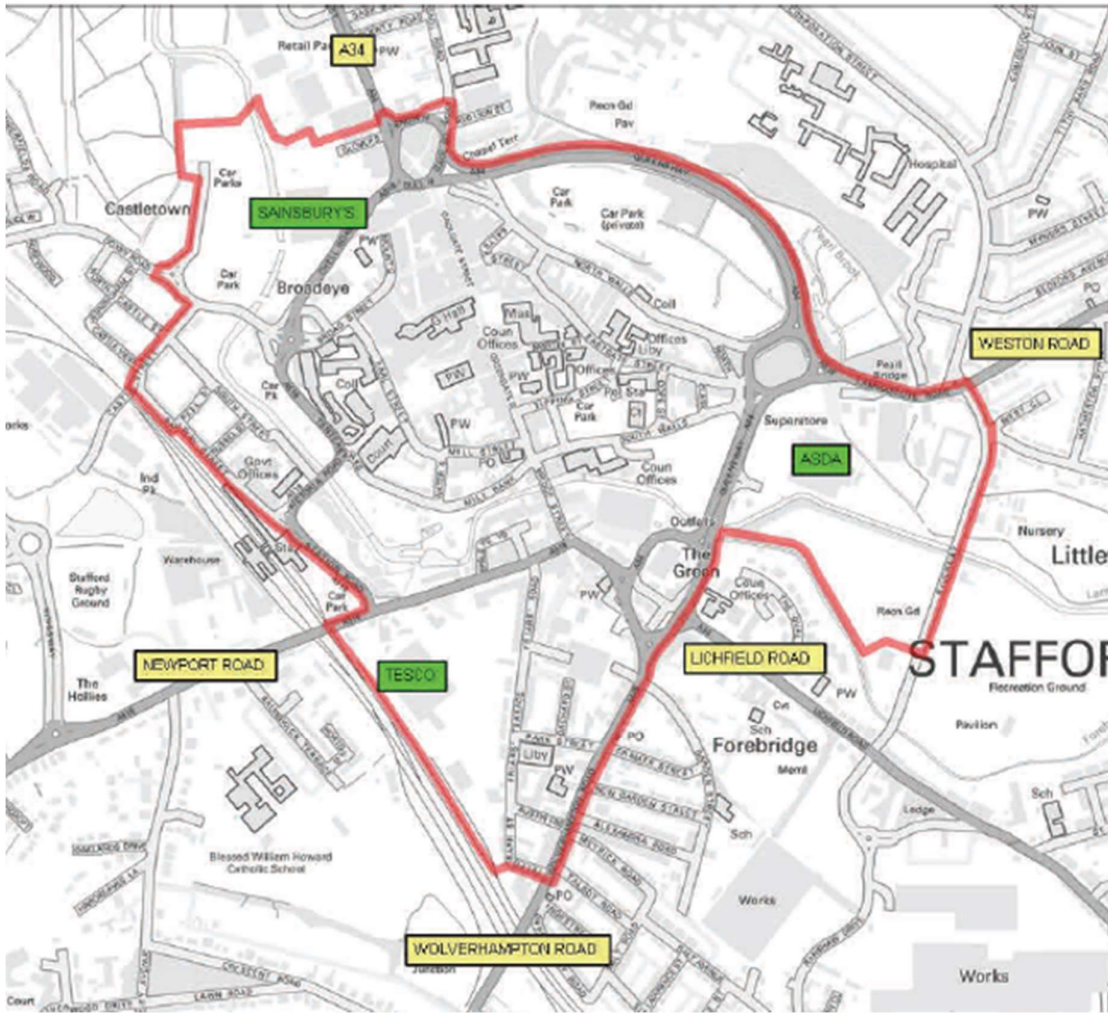
For the most part crime and disorder attributed to the night time economy takes place as bordered within an area known as the PSPO exclusion zone consisting of Gaol Island, Gaolgate Street, Greengate Street, Bridge Street, Newport Road and Victoria Park.

For the purposes of this report 'licensed premises' relates to premises licensed to carry out any licensable activity, including the sale of alcohol for consumption on or off the premises and the provision of late-night refreshment. This includes late night food outlets which are not licensed to sell alcohol.

In 2022, Staffordshire Police changed its policing model and reverted back to having officers based 24/7 at the 10 local policing stations. This has supported a renewed focus on local matters and a more intensive problem solving approach in line with our partner agencies and shared objectives.

The area defined as the town center is illustrated on the map below.

STAFFORD EXCLUSION ZONE



Overview

Stafford town has a mixture of retail premises, some of which are licensed to sell food and or liquor and residential premises mainly in the form of multi-story flats, self-contained apartments and residential properties above or connected to business premises.

Supporting the town centre functions are a host of local authority partner agencies, charities and other marshals. Within Stafford town there are three independent retail parks, which consist of The Hough, The Madford and The Friary retail parks.

Recent years have seen business changes with small companies relocating, choosing to invest into the local economy of Stafford town centre, and some businesses either cease trading or relocate elsewhere.

There are three main hotels which offer overnight accommodation in the area - both within walking distance of the town centre and The Swan Hotel and The Vine are directly in the middle of the town centre.

Staffordshire University Beacon Group which also is a short drive from the town center and hosts around 2,000 students in term time. The Beacon Group also host private hire for businesses and local events, such as conferencing and public local authority community meetings.

Within the Borough of Stafford is the army MOD site, Beacon Barracks Division, in addition to private housing development for MOD staff, workers and officers of the MOD families, including the Gurkha regiment. The MOD provide in excess of 1000 homes to officers and families of the MOD and RAF.

Licensed Premises

There are currently 135 licensed premises on Staffordshire Police's Innkeeper system within the areas referred to as Stafford Town 1 and Stafford town 2, and classed as having either a Premises Licence or Club Premises Certificate. This includes all pubs, clubs, micropubs, off-licences and other retail premises where alcohol is purchased. The majority of these are within the area of the CIA but this figure also includes those in the outlying areas that have an impact on the Town Centre and Policing within the Borough of Stafford. This number includes a varied mix of businesses involved within both the daytime and night time economy. The vast majority of venues close between 2300-0200hrs with 3 regular premises making use of an extended 0300hrs license on a Friday and Saturday evening. The total number of licensed premises and those with late opening hours can vary as new premises open, current premises close or there is a change of ownership though the figure has consistently sat around the same number.

It is observed through discussion with premise managers that licensed premises will employ discretion and close earlier than their normal licensing hours where it is financially advantageous for them to do so.

Friday and Saturday nights traditionally see the most patrons attending the town with average numbers beginning to increase steadily from 8pm and peaking around 2230-2300hrs.

Venues that close between 0200-0300hrs will see exiting patrons often gathered in number on both Bridge Street and Newport Road, Stafford due to the late hours fast food businesses, directly adjacent to the premises and immediate Taxi ranks. Progressing into 2024 and beyond, the prospect of large crowds gathering will be an extra factor to consider both from a public order point of view, but also from any new independent licensed premises or continued development of new housing estates within the Borough.

Popular bars which attract greater number of patrons during evening hours are commonly:

CASA, Bridge Street, Stafford

Couture, Newport Road

The Picture House (Wetherspoons), Bridge Street

The Grapes, Bridge Street

Hogarth's, Gaolgate Street

The Post House - Tenterbanks

Representations have been made via the support of Staffordshire Police Licensing in recent years to a number of premise owners, and Designated Premise Supervisors (DPS) relating to poor license observations, drunkenness of patrons, drug possession/supply, violence and related criminality.

Any new or updated applications would be subject to very close scrutiny and liaison with Staffordshire Police Licensing and Local Authority Licensing teams.

As part of Stafford Borough's Town Centre Policing Plan officers consistently engage with the local Pubwatch group where we are able to share certain information, obtain intelligence, provide relevant support and make any necessary representations to those involved in the scheme.

Public / Private Transport

With the support of the local authority, both private hire and hackney carriage services are pooled at agreed locations on Waterfront Way and Bridge Street and Stafford has a number of centralized bus pick up locations throughout the Town centre, although the main concentrated bus stations in the Town centre with a higher footfall are located at North Walls and Stafford Train Station. The bus services operate during the day and evenings and provide direct transport links, in and out of Stafford, to and from Stone, Stoke-On-Trent and Telford. Daytime provisions operate within agreed bus routes, and taxi ranks.

Policing

Night time economy is policed by a small team of officers, complemented by a number of Special Constables based at Stafford Police Station, Eastgate Street and will offer a combination of high visibility and plain clothes foot patrol of the town center area from 1800-0300hrs. High visibility patrols on the Town Centre are increased on both Friday and Saturday night time and for specific events that certain license premises hold, for example leavers ball or junior nights where the club Couture, open their doors for teenagers aged under 18 years old.

Officers operate a *meet and greet* theme to ensure patrons and premises staff are reassured by an early policing presence when visiting premises, obtaining number of patrons and then this presence continuing into the night and monitoring the number of patrons attending locations, throughout the evening/early hours.

Police make frequent use of relevant legislation to prevent, detect and deter crime with the focus of promoting a safer environment for businesses and visitors of the town centre. This is referred to as SAFERNIGHTS OPERATION, in addition to Section 34 Dispersal Orders are put in place for Stafford Town Centre

Within the Town centre as defined by the exclusion zone or PSPO parameters, where a higher footfall centres through the town centre is a pedestrianized area, with Bridge Street allowing one-way access for traffic and bus routes only. The Night time economy, mostly Friday and Saturday nights, Taxi Marshalls assist in patrons leaving the town centre and coordinate a constant flow of available taxis to transport patrons' home, to reduce large numbers of people congregating in one area in a shorter timescale. This allows safer passage of pedestrians throughout the busier areas and offers a more controlled and efficient traffic flow.

Structured licensing checks feature as a regular method of monitoring and supporting licensed premises to ensure a safe environment for staff and patrons.

CCTV

The majority of local businesses offer their own private and independent CCTV systems in addition to a system of CCTV cameras owned by Stafford Borough Council that is managed locally by the Council.

41 x cameras provide both police and the local authority safe, secure and compliant coverage of public areas.

The contact between, license premises, businesses and CCTV operatives, within the town centre is monitored through The Store net radio scheme. Businesses and licensed premises can sign up to the scheme and this facilitates direct communication between CCTV control and Police.

Crime (STAFFORD Town)

The following comparative reports of crime are summarised.

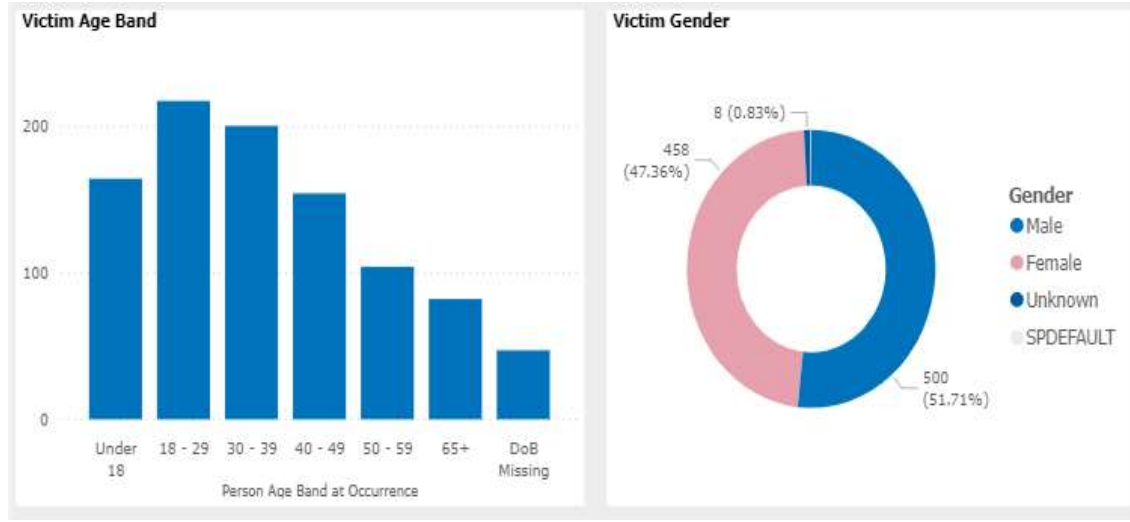
Information is taken from Staffordshire Police recording system: PowerBI 01/01/2023 - 01/08/2024. This information covers the area of Stafford Town WM01.

CRIME HEAT MAPS

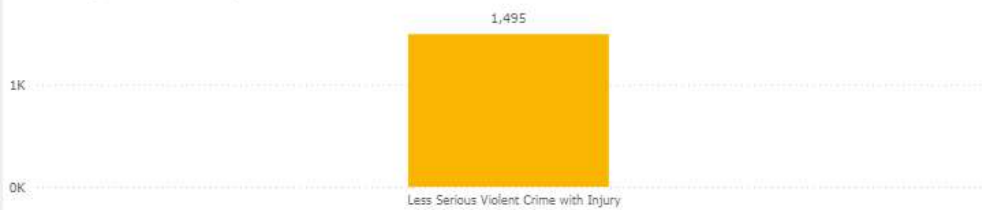
This information is taken from Staffordshire Police recording system PowerBI. This system breaks down the umbrella offences which have multiple sub-categories for example, under the above violence data there are the three sub-categories of other violence against the person, more serious violence and less serious violence. The below chats provide maps of where the offences were committed, a heat map of the

times and days of offences and a graph showing the volume.

The below charts reflect violence, less violent offences with injuries and most serious violence with injury and includes data reflective of victims age and gender at the time of the relevant offences;

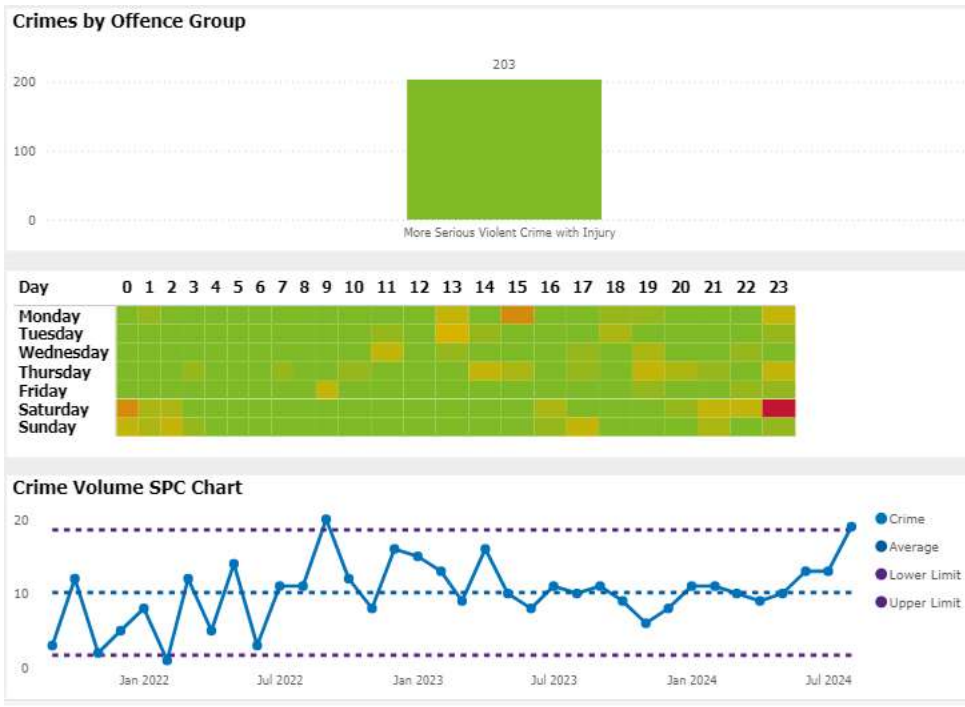
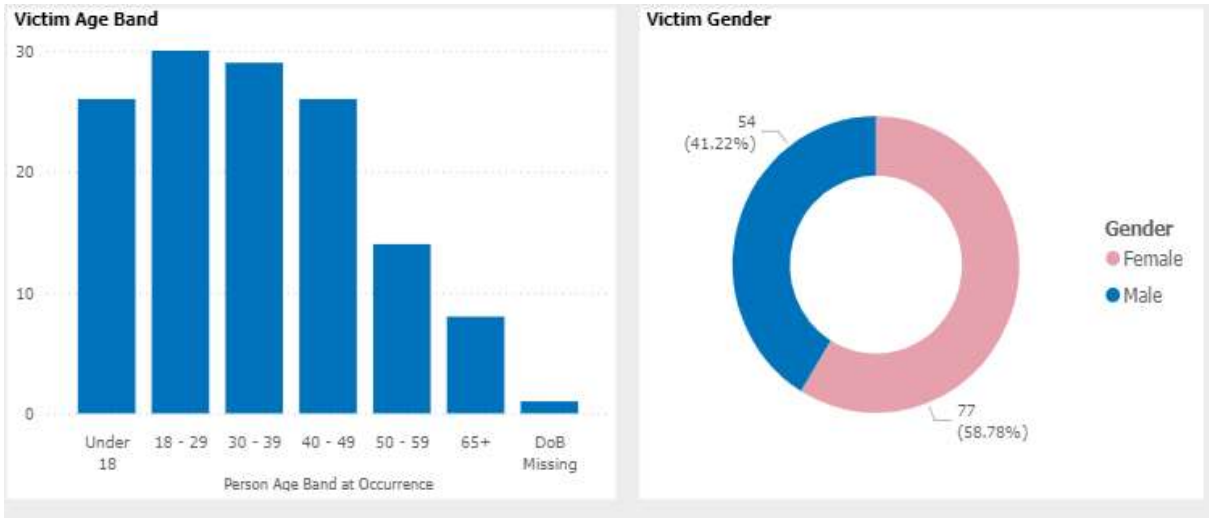


Crimes by Offence Group

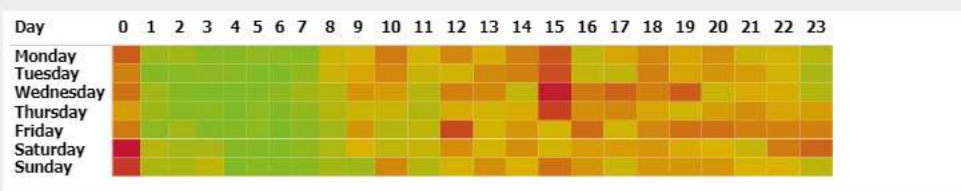


Crime Volume SPC Chart



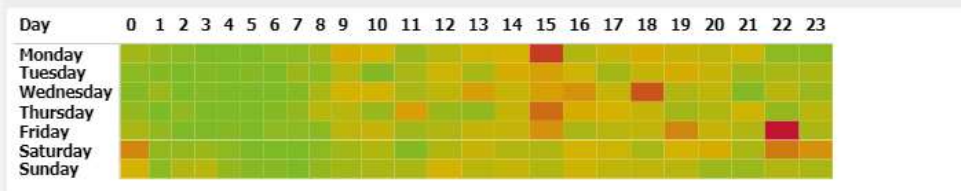


Crimes by Offence Group

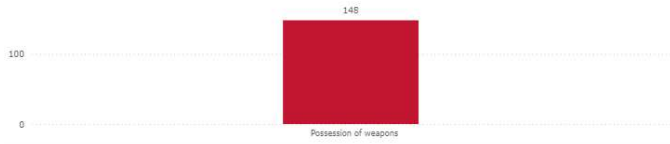


The below charts reflect offences for Robbery, Sexual offences and Public order:

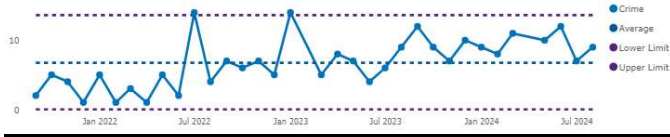
Crimes by Offence Group



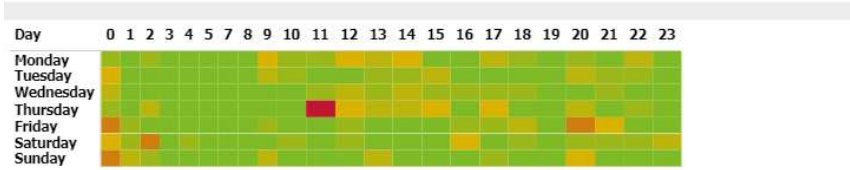
Crimes by Offence Group



Crime Volume SPC Chart

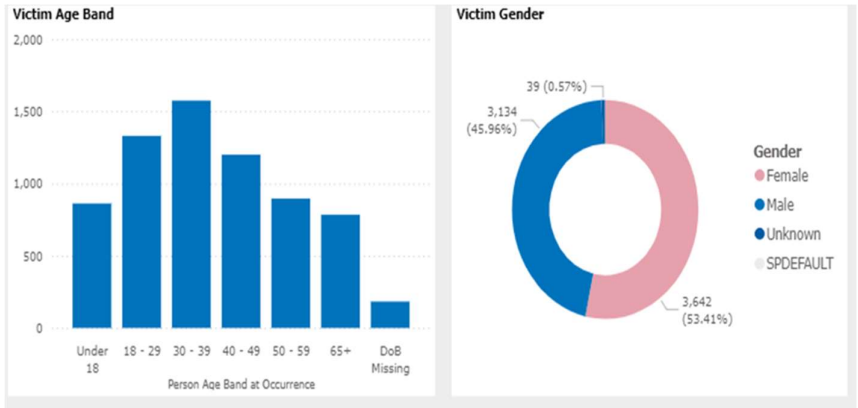


Crimes by Offence Group



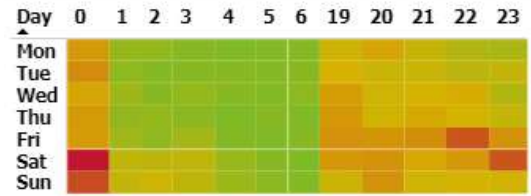
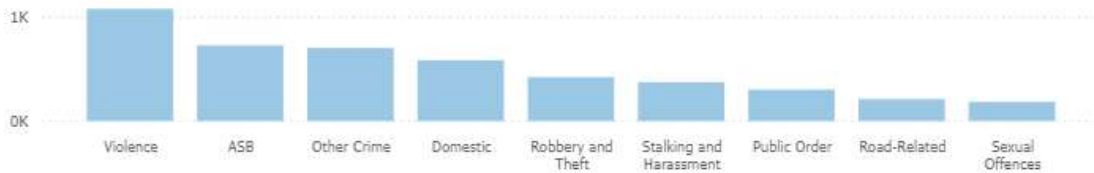
Crime Volume SPC Chart



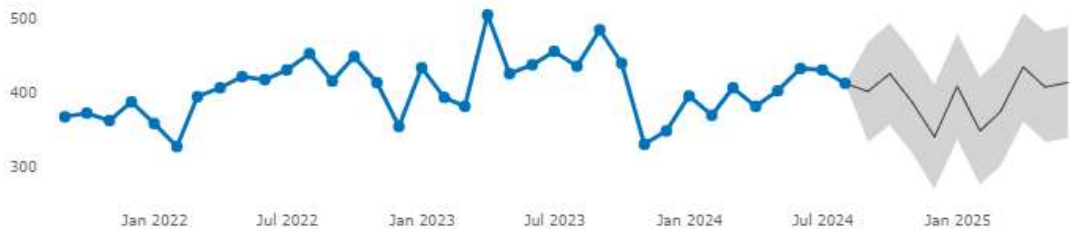


The following data displayed below, indicates recorded offences for the Night time economy of Stafford Town Centre from January 2022 - July 2024

Occurrence by Type



Occurrence Volume Chart



Anti-Social Behavior (Stafford Town)

Information is taken from Staffordshire Police Power BI recording system recorded July 2022 - July 2024. This information covers the area of Stafford Town WM01.

Anti-social behavior is classified into three collective groups:

Community

Likelihood of a general and nonspecific effect on an area whether towards businesses, visitors, or residents. Likely to be more than one person/group effected.

Examples of which are begging, street drinking, littering, etc

Personal

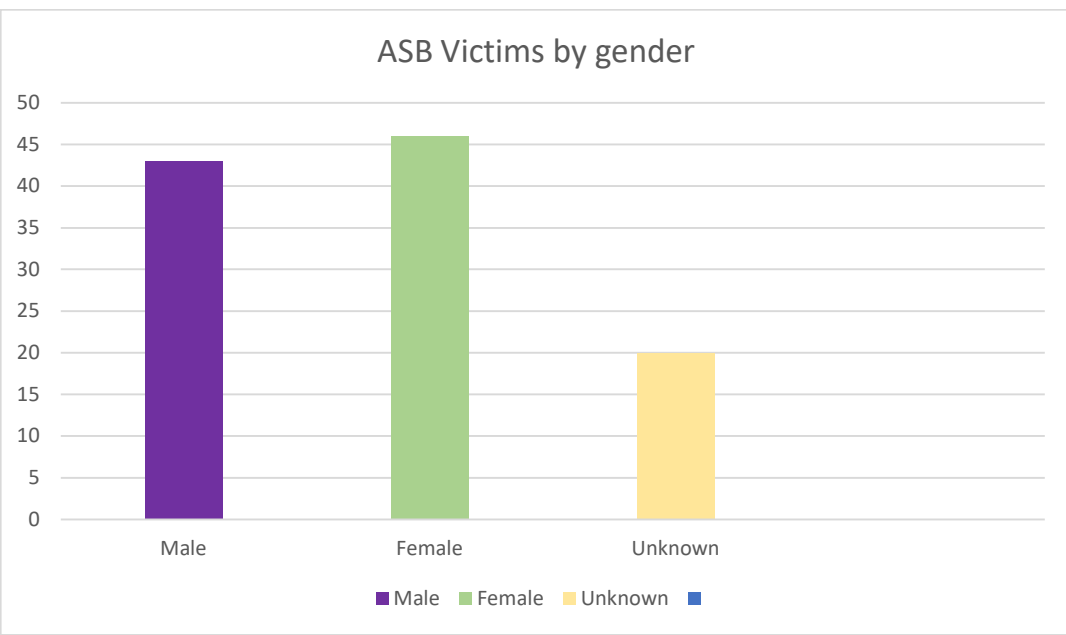
Direct, Indirect or intended effect on an individual or business

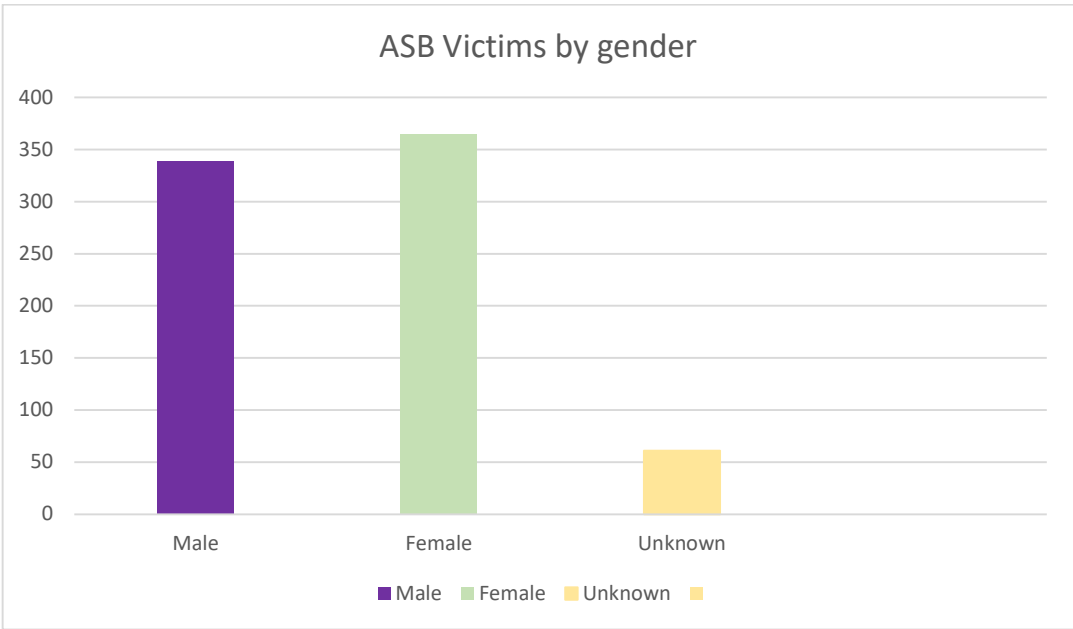
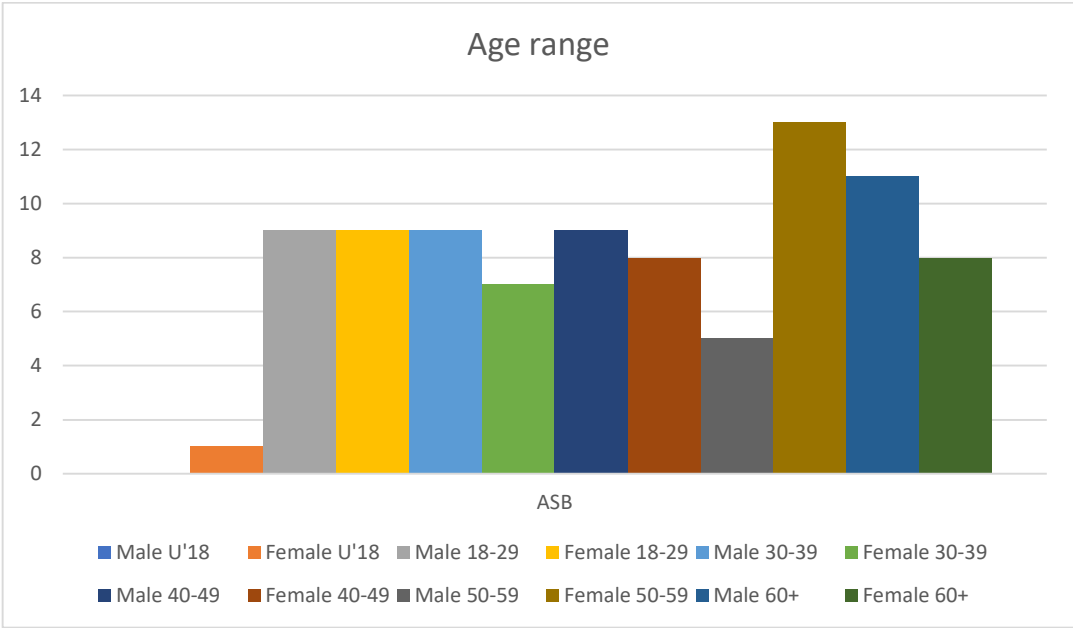
Examples of which - Foul/abusive language, drunken behavior, behavior causing harassment, alarm or distress.

Environmental

Likelihood of impact on environmental issues.

Examples such as - excessive noise, fly-tipping, burning of waste.





Conclusion and recommendations

The publishing of a Cumulative Impact Assessment to limit the number and type of licenses within the Stafford Borough Town area is considered key in supporting the licensing objectives and helping keep the area a safe place to live, work or visit.

From the above data there is a consistent theme of crime and anti-social behavior impacting on both daytime and nighttime economies and the achievement of the Licensing Objectives;

The prevention of crime and disorder;

The prevention of public nuisance;

Public safety; and

The protection of children from harm.

When considering the data for the Town Centre alone, and thus the area of the CIA, we can see that while all crime categories have shown a reduction, they are still significant in volume and in excess of the figures recorded in 2021-2022. Violence and public order stand out from the other categories as having the greatest impact within the Town centre for Stafford. The same is true when we look at the comparative data of crime and ASB recording across the entire Borough for the same period. There are reductions from the previous 12 months (2022-2023) and this can likely be attributed to the change in the policing model, with greater local focus, partnership working, problem solving and formal interventions with specific licensed premises, but the volume is still high in most categories.

Centre the stand out figure for the Borough as a whole is in relation to violence and sexual offences which clearly shows far more females are victims than males. This may be attributable to the type of offences, such as domestic abuse, which predominantly tend to occur within the home and residential areas.

When considering the data provided by the crime heat maps, particularly in the crime categories with the greatest volume, we can see that there is clearly a correlation between the nighttime economy and the peak times for offences.

Without a CIA we are likely to see a similar expansion in licensed premises as we have with Vape Shops and that is highly likely to have a detrimental impact on the safety of the Town Centre leading to an increase in crime and anti-social behavior.

When looking at the statistics around ASB it is apparent that the new local policing model and renewed focus on problem solving is having a positive impact in the reduction of such incidents as this is replicated across both the Town Centre alone and the Borough as a whole. The CIA can only complement these reductions and assist with our work in targeting such problems.

As the local police force we will continue to robustly police the Town Centre in conjunction with our partners and local communities

New businesses are welcomed and encouraged by the local policing team and the local community within the Borough and will be afforded equal levels of support and intervention where needed to tackle crime and disorder.

The Neighbourhood Policing Team continue to be key partners providing a practical and informed insight sharing recommendations based on operational policing experience. Additionally, in conjunction with Partners Against Business Crime in Staffordshire (PABCIS) the theme of "banned from one, banned from all" is in place to discourage repeat offending by individuals which supports reducing crime and disorder.

PCSO 8866 Brough

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