



Burton Upon Trent

CUMULATIVE IMPACT ASSESSMENT

REPORT

TOWN CENTRE

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

Official

INTRODUCTION

Burton town centre has developed over many years from a night time entertainment location and more recently there has been a growth in the number of licensed premises in the area.

The town center is the focal hub of both the day and night time economies within the borough. This is due to the large shopping complexes, numerous restaurants, retail parks, leisure centre, entertainment facilities such as cinema along with bars. On the outskirts of the town centre is also the Pirelli stadium belonging to Burton Albion which has a capacity of just under 7000. There is also a small student community with Burton and South Derbyshire College being in the town centre.

The area of Burton Town centre has not grown but has seen over many years the increase in a wider and more multi-cultural population. This has brought with it a change in lifestyles.

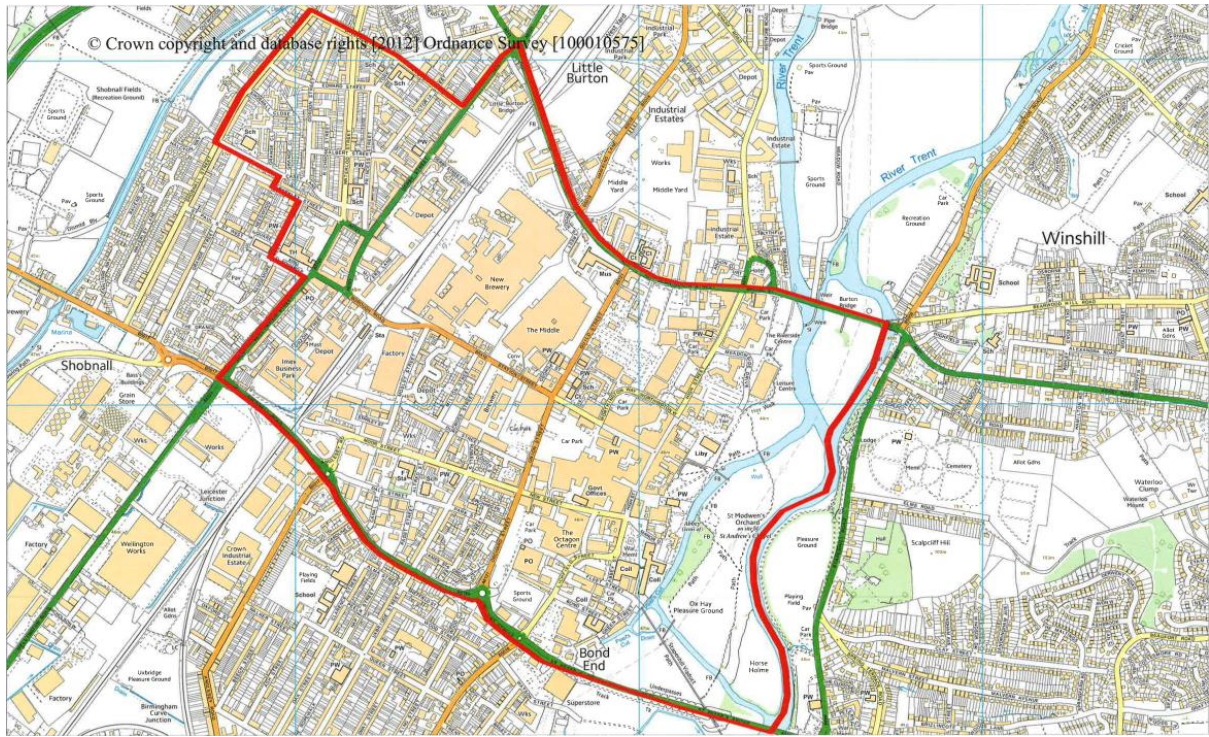
Statistics provided are correct as Month to date [MTD] April 2021 to April 2024 [unless stated].

For the most part crime and disorder attributed to the night time economy takes place between the borders of Evershed Way/St Peters Bridge, Stapenhill Road, Bridge Street/Horninglow Street and Derby Street.

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.

Since the implementation of the last Cumulative Impact Assessment (CIA), 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.



Overview

Burton town has a mixture of business premises, some of which are licensed to sell food and or liquor and residential premises mainly in the form of terraced buildings, 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.

There are two hotels which offer overnight accommodation in the town centre, the Three Queens Hotel and Ibis Hotel. However just on the outskirts of the town centre as defined in the introduction, are more large chain hotels such as the Premier Inn and Holiday Inn.

Licensed Premises

There are currently 136 licensed premises on Staffordshire Police's Innkeeper system within Burton Upon Trent, 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 sold. 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. 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,

being Lifestyle Bar, Association and Zinc. 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 The High Street, Station Street and Guild Street due to the late hours fast food businesses and transport links located nearby. Moving forward 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 resurgence of transmittable diseases. While it is unlikely we will see any future outbreaks leading to lockdown periods such considerations will reflect guidance provided by government.

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

The Lord Burton Wetherspoons, High Street

Devonshire Arms, Station Street

The Break Room Sports Bar, Station Street

The Dial, Station Street

Zinc, High Street

The Crossing, High Street

The Roebuck Inn, Station Street

Prince of Brewers, High Street

Lifestyle, Guild Street

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 Burton Upon Trent'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 Station Street/ High Street. Daytime provisions operate within agreed bus routes, and taxi ranks.

Policing

Night time economy begins with a small number of PCSOs walking in the town offering high visibility patrol. They are also complimented by Special Constables.

From 10pm local policing teams will also offer a combination of visible and plain clothed patrols around the town centre from 20:00-0300.

Officers operate a *meet and greet* theme to ensure patrons and premises staff are reassured by an early policing presence when visiting, with this presence continuing into the night.

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.

Temporary highway closures are enacted which are generally with the support of businesses to moderate vehicle / pedestrian access during peak evening and daytime hours. 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 Burton Borough Council.

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

The provision of a monitoring terminal for East Staffordshire policing team within Burton Police Station is used daily for both live and evidential reviewing for investigative purposes.

The CCTV coverage is complemented by an arboricultural plan to make best use

of the technology whilst keeping established green areas, plants and trees healthy and intact.

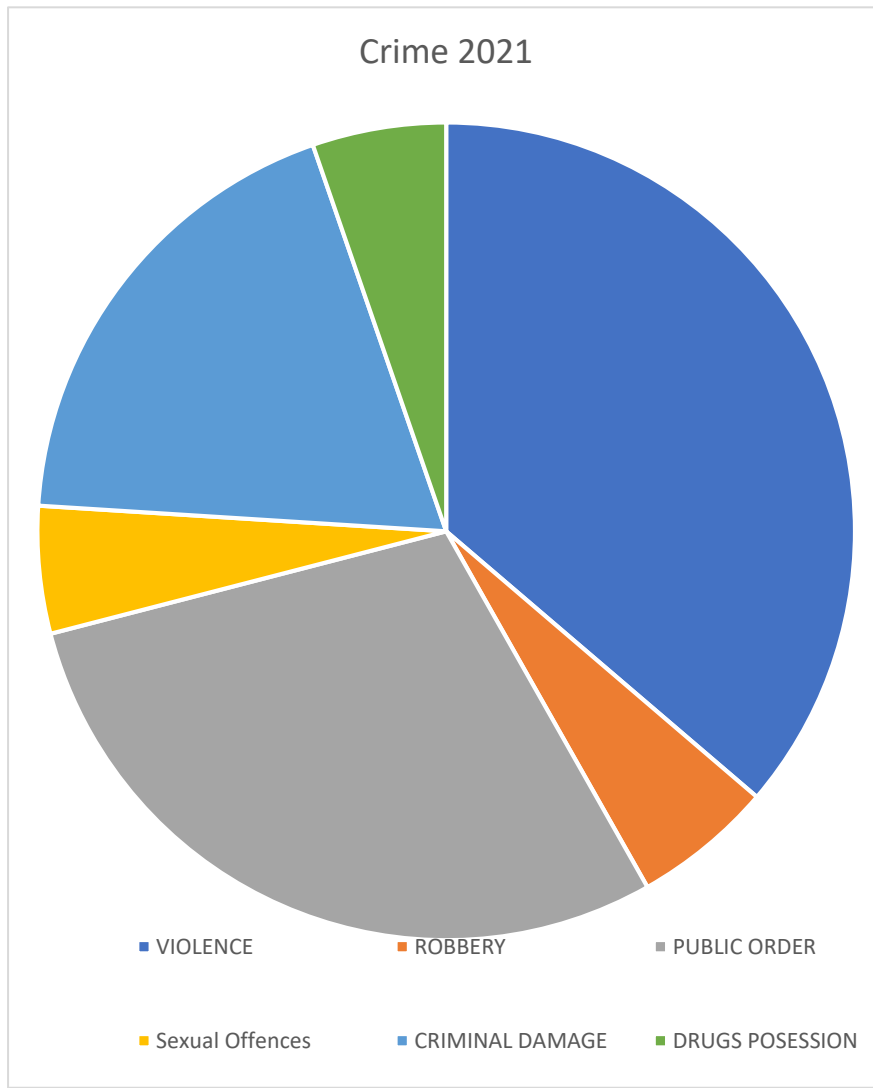
Crime (East Staffordshire)

The following comparative reports of crime are summarised.

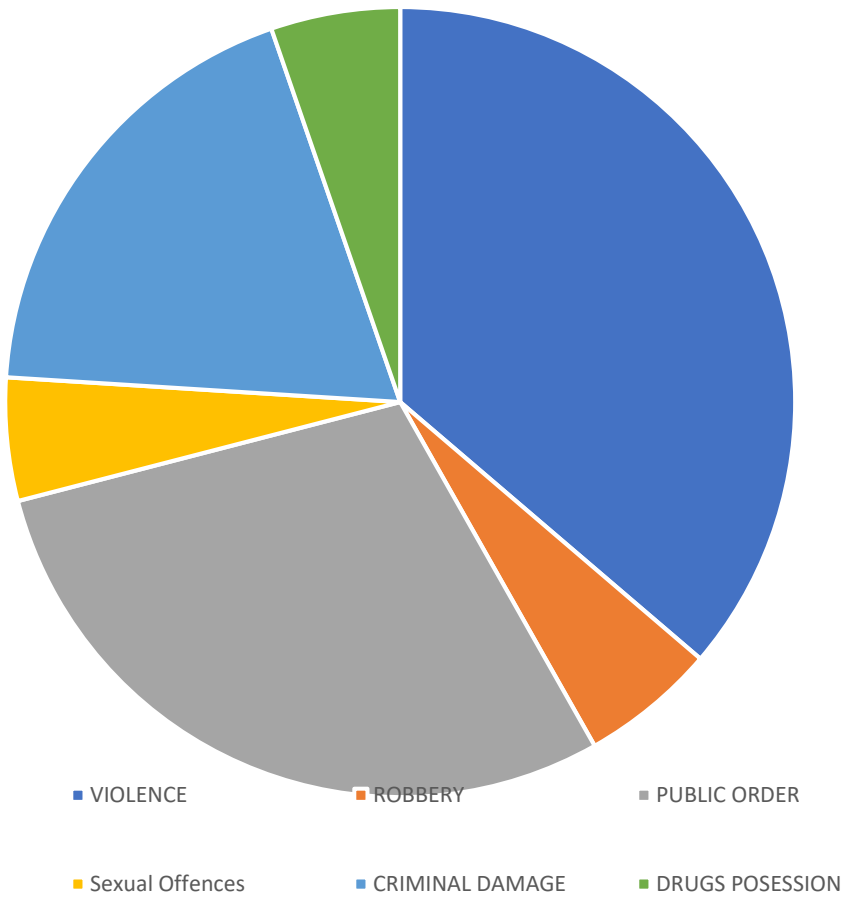
Information is taken from the PowerBI police recording system 01/04/2021 – 01/04/2024. This information covers the area of East Staffordshire.

CRIME	2021-2022	2022-2023	2023-2024	+ / - (Compared to previous 12 months)	+ / - % (As a percentage)
VIOLENCE (includes less serious violent crime with injury, more serious violent crime with injury and other violence against the person)	190	312	281	-31	-11%
ROBBERY	19	42	43	+1	+2%
PUBLIC ORDER	158	190	226	+36	19%
Sexual Offences	36	44	39	-5	-9%
CRIMINAL DAMAGE	127	167	145	-22	-13%
DRUGS POSSESSION	67	55	41	-14	-25%

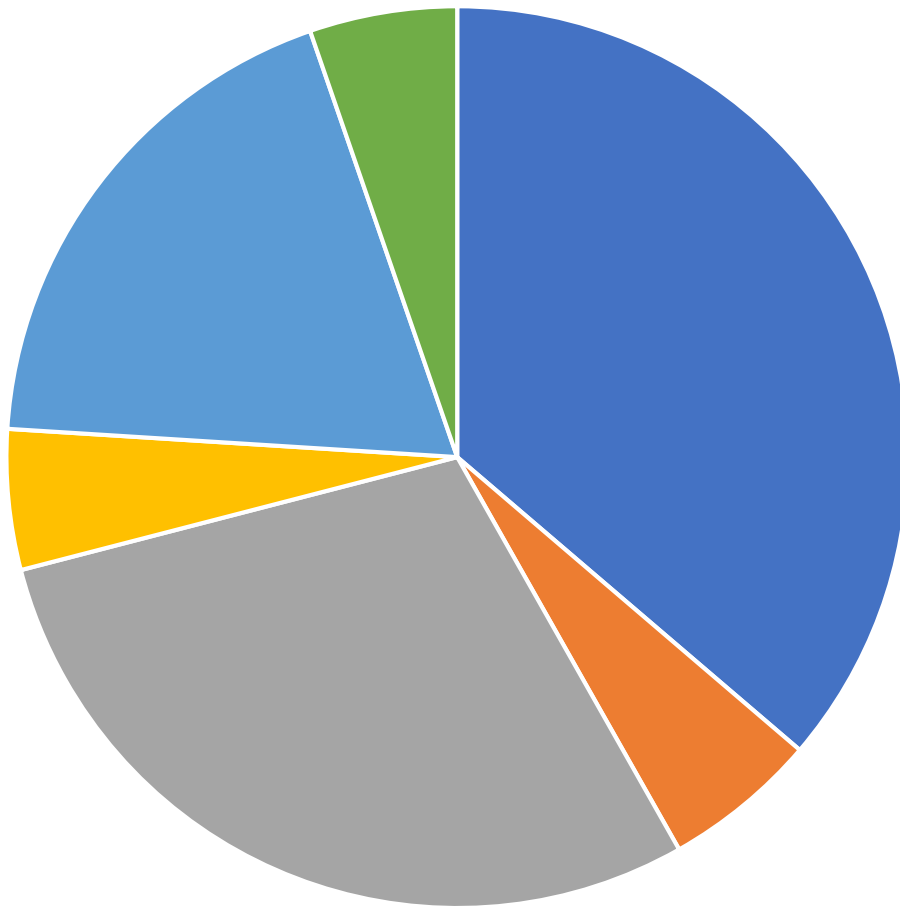
Comparative chart for each year



Crime 2022



Crime 2023



■ VIOLENCE

■ ROBBERY

■ PUBLIC ORDER

■ Sexual Offences

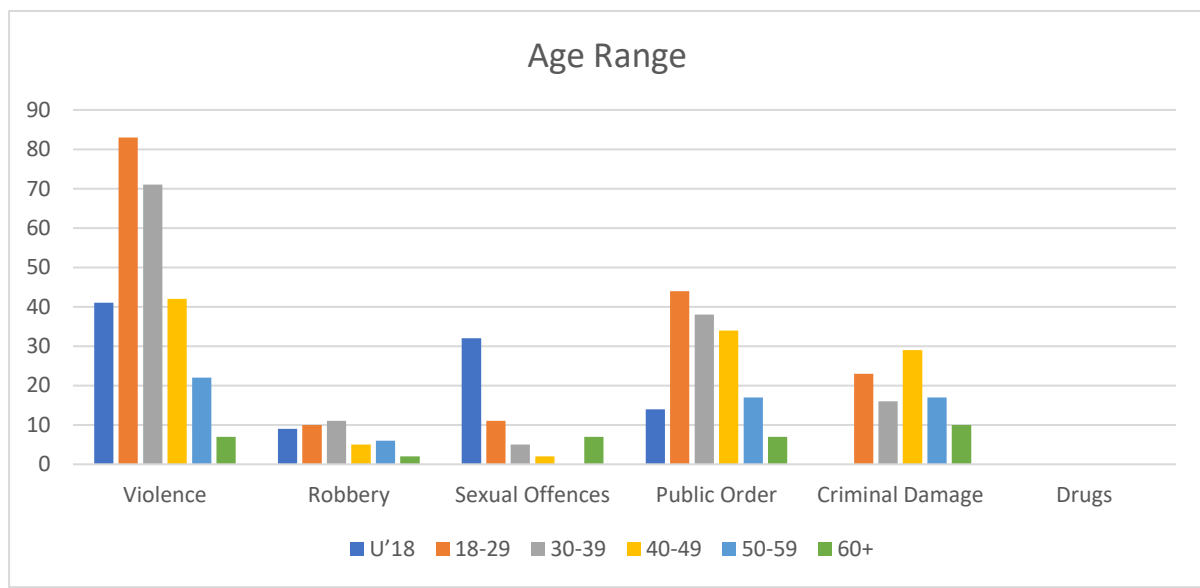
■ CRIMINAL DAMAGE

■ DRUGS POSESSION

Victims by age range 1/4/2023 – 1/4/2024

Reference to licensing aims of public safety and protection of children

Offence	U'18	18-29	30-39	40-49	50-59	60+
Violence	41	83	71	42	22	7
Robbery	9	10	11	5	6	2
Sexual Offences	32	11	5	2	0	7
Public Order	14	44	38	34	17	7
Criminal Damage	0	23	16	29	17	10
Drugs	0	0	0	0	0	0



Crime East Staffordshire

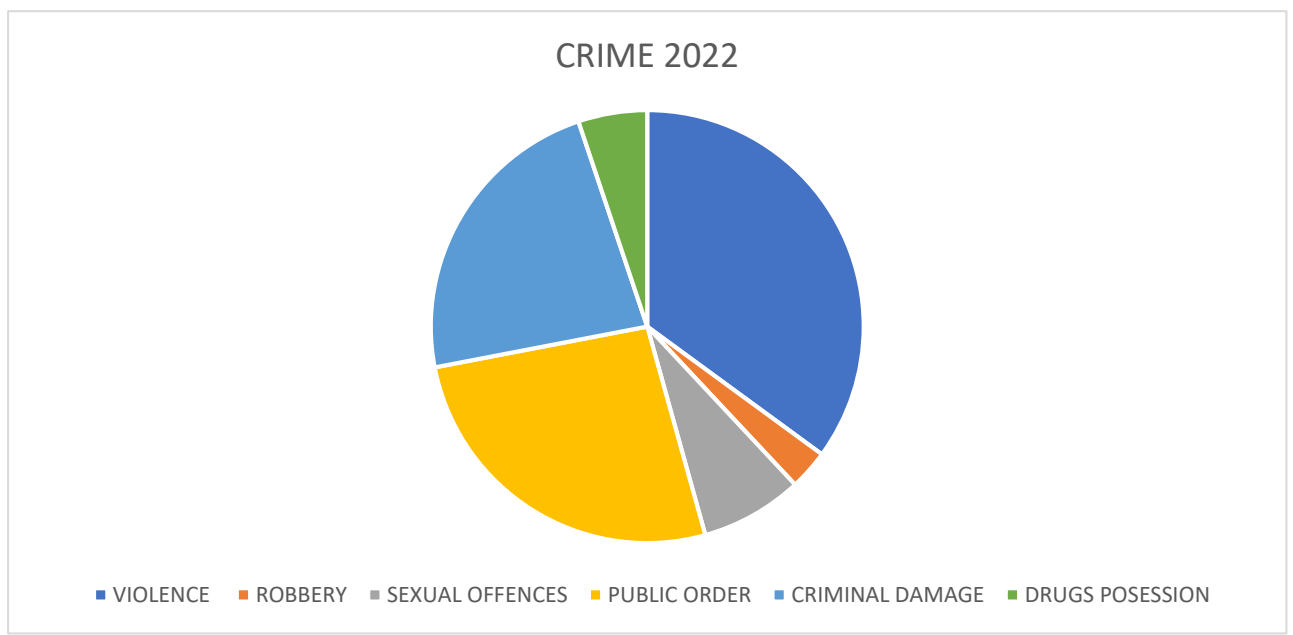
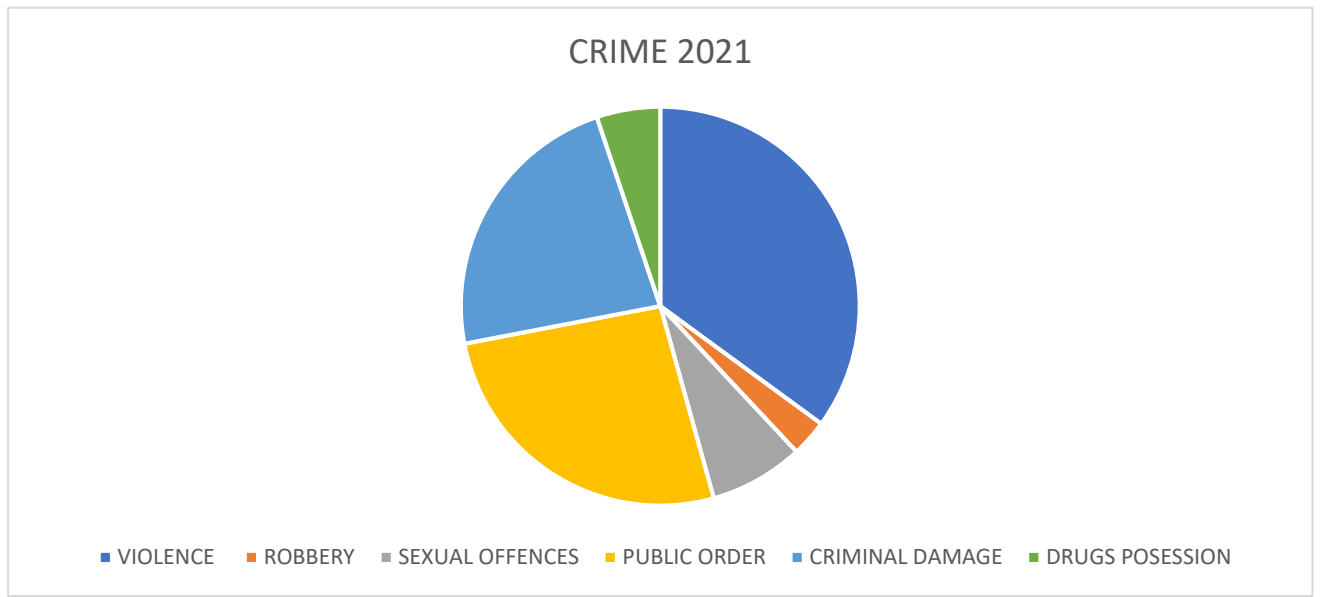
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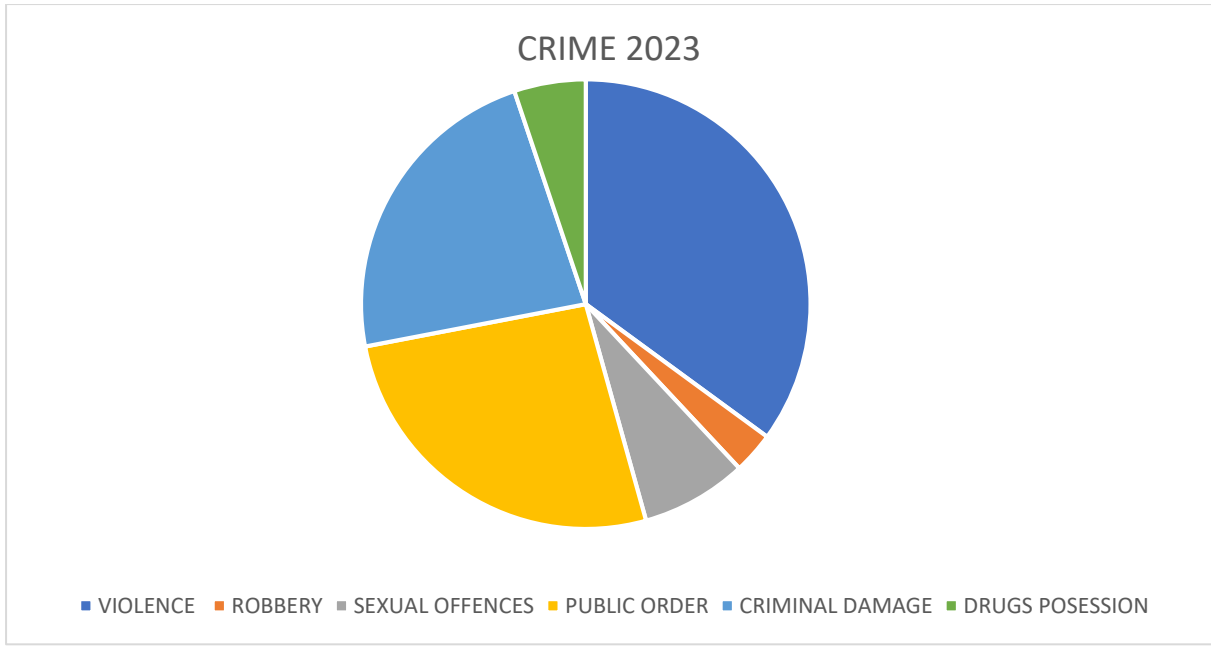
Information is taken from The Brain police recording system 01/04/2021 – 01/04/2024. This information covers the area of East Staffordshire Policing Area

CRIME	2021-2022	2022-2023	2023-2024	+ / - (Compared to previous 12 months)	+ / - % (As a percentage)

VIOLENCE (includes less serious violent crime with injury, more serious violent crime with injury and other violence against the person)	874	1134	1082	-52	-5%
ROBBERY	57	101	92	-9	-9%
SEXUAL OFFENCES	204	227	236	+12	+4%
PUBLIC ORDER	533	728	812	+84	+12%
CRIMINAL DAMAGE	639	704	706	+2	0%
DRUGS POSSESSION	225	176	159	-17	-10%

Comparative chart for each year

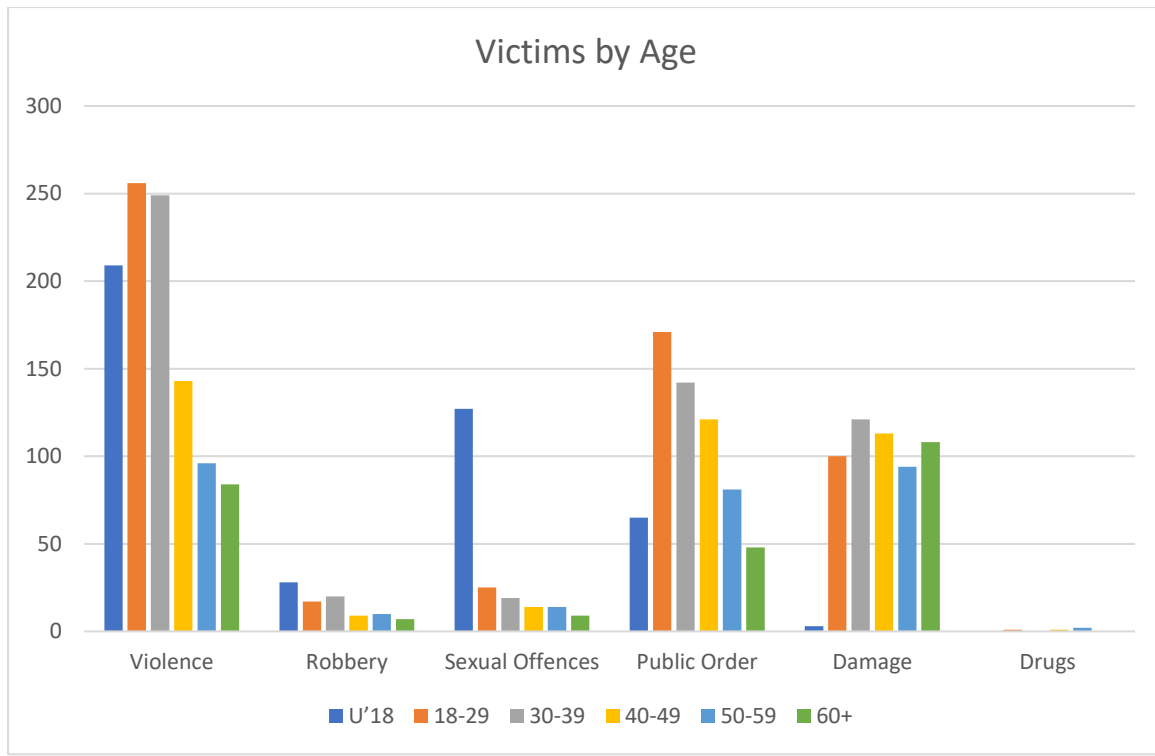




Victims by age range 1/4/2023 – 1/4/2024

Reference licensing aims of public safety and protection of children

Offence	U'18	18-29	30-39	40-49	50-59	60+
Violence	209	256	249	143	96	84
Robbery	28	17	20	9	10	7
Sexual Offences	127	25	19	14	14	9
Public Order	65	171	142	121	81	48
Damage	3	100	121	113	94	108
Drugs	0	1	0	1	2	0



Anti-Social Behavior (Burton Town)

Information is taken from The Brain police recording system 01/04/2021 – 01/04/2024. This information covers the area of Burton Town EP1.

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.

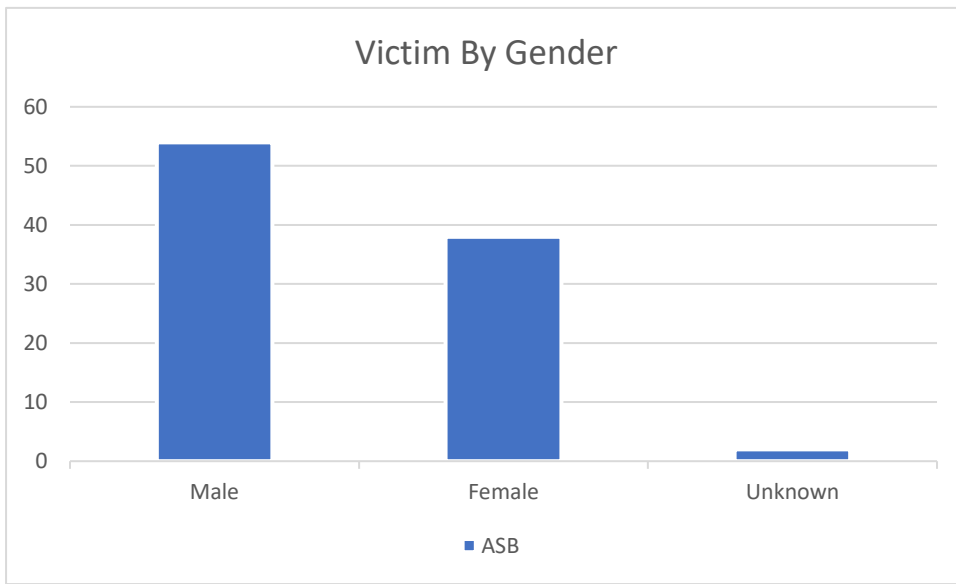
Examples such as – excessive noise, fly-tipping, burning of waste.

ASB	2021-2022	2022-2023	2023-2024	+ / - (Compared to)	+ / - % (As a percentage)

				previous 12 months)	
ASB (includes community nuisance, personal nuisance and environmental)	557	462	327	-70	-19%

Victims by gender 1/4/2023 – 1/4/2024

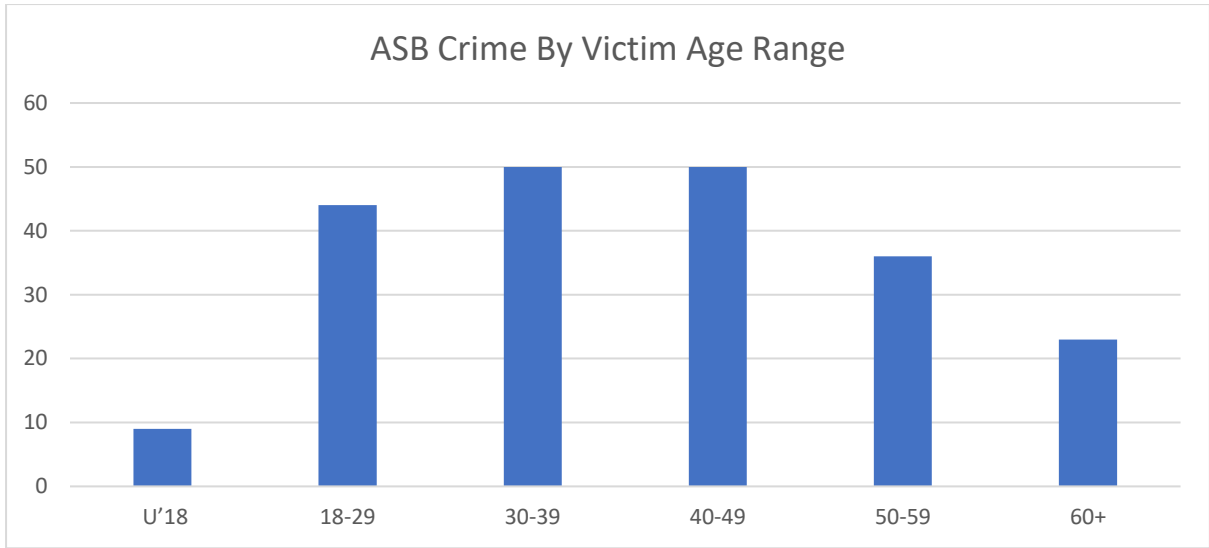
Offence	Total Victims	Male	Female	Unknown
ASB	84	54 (57%)	38 (40%)	2 (2%)



Victims by age range 1/4/2023 – 1/4/2024

Reference licensing aims of public safety and protection of children

Offence	U'18	18-29	30-39	40-49	50-59	60+
ASB	9	44	50	50	36	23



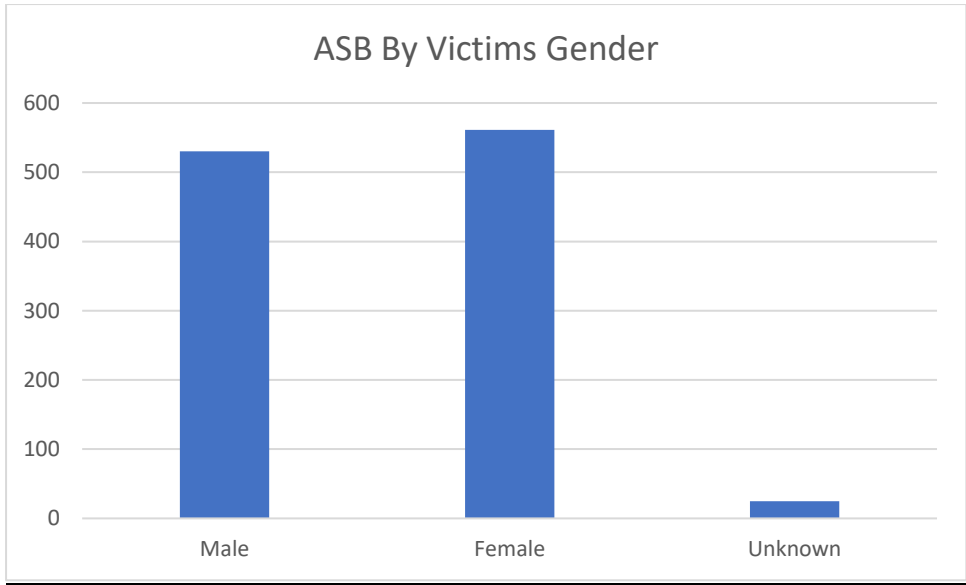
ASB (East Staffordshire)

The following information provides a comparative of ASB across the whole of East Staffordshire when viewed against the Burton Town Centre.

ASB	2021-2022	2022-2023	2023-2024	+ / - (Compared to previous 12 months)	+ / - % (As a percentage)
ASB (includes community nuisance, personal nuisance and environmental)	2272	1760	1374	-386	-21%

Victims by gender 1/4/2023 – 1/4/2024

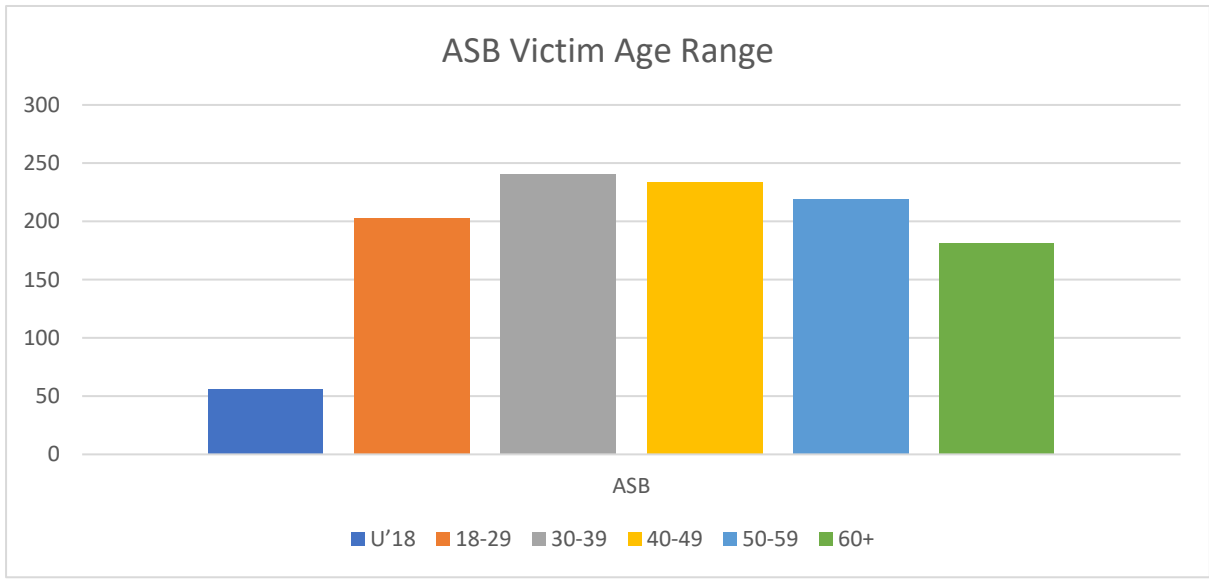
Offence	Total Victims	Male	Female	Unknown
ASB	1116	530 (47%)	561 (49%)	25 (2%)



Victims by age range 1/4/2023 – 1/4/2024

Reference licensing aims of public safety and protection of children

Offence	U'18	18-29	30-39	40-49	50-59	60+
ASB	56	203	241	234	219	181



CRIME HEAT MAPS

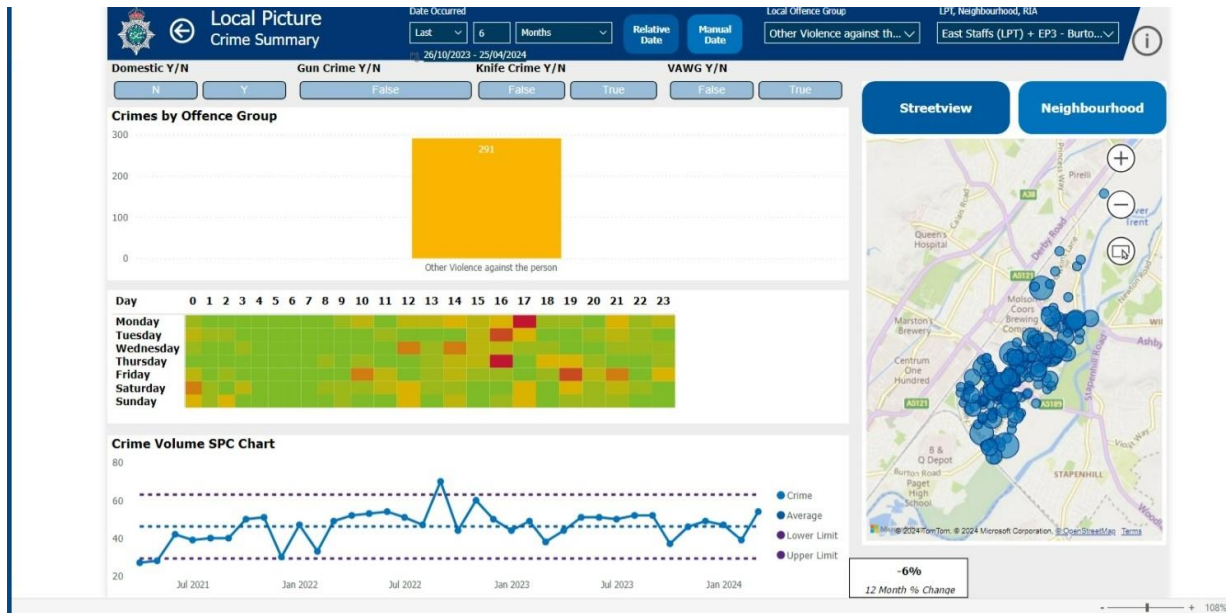
This information is taken from Staffordshire Police recording system PowerBI. This system breaks down the umbrella offences which have multiple sub-categories for example, under the above violence data there are the three sub-categories of other violence against the person, more serious violence and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

below charts provide maps of where the offences were committed, a heat map of the times and days of offences and a three year graph showing the volume.

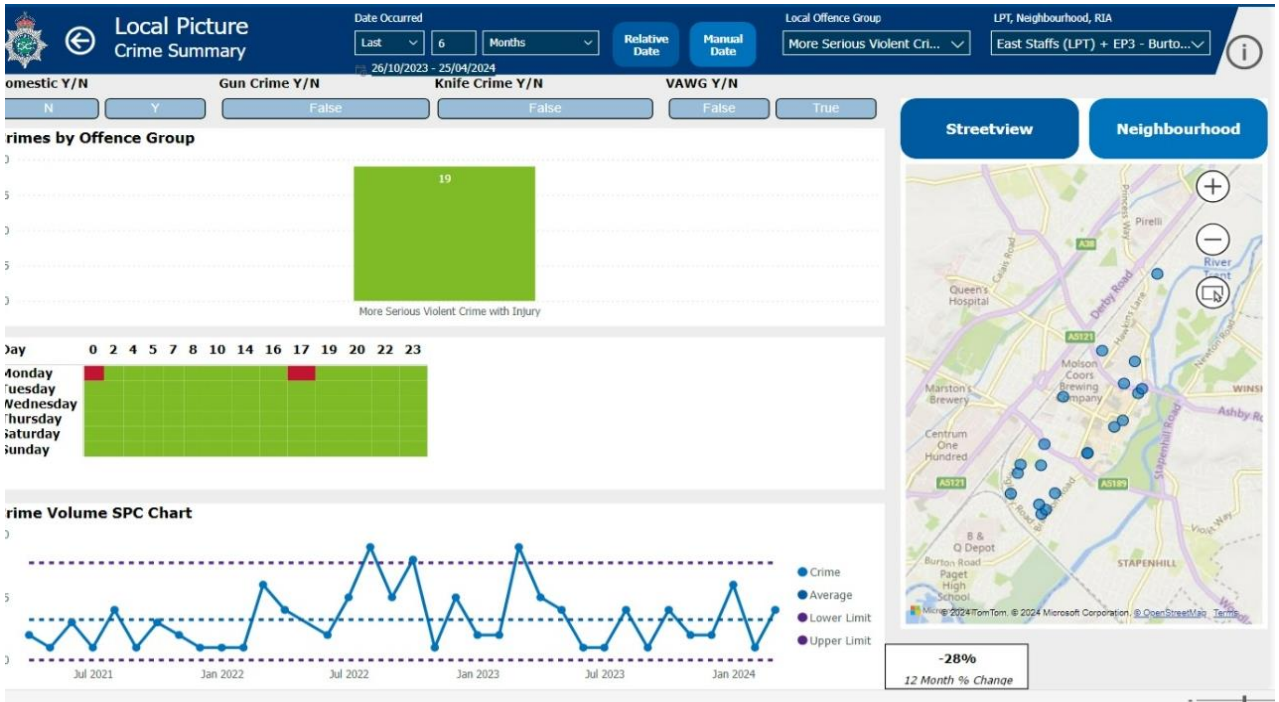
Information has been provided for both the area of the CIA (EP3) and the whole of the Borough to give a comparative.

EP3 Burton Town Centre

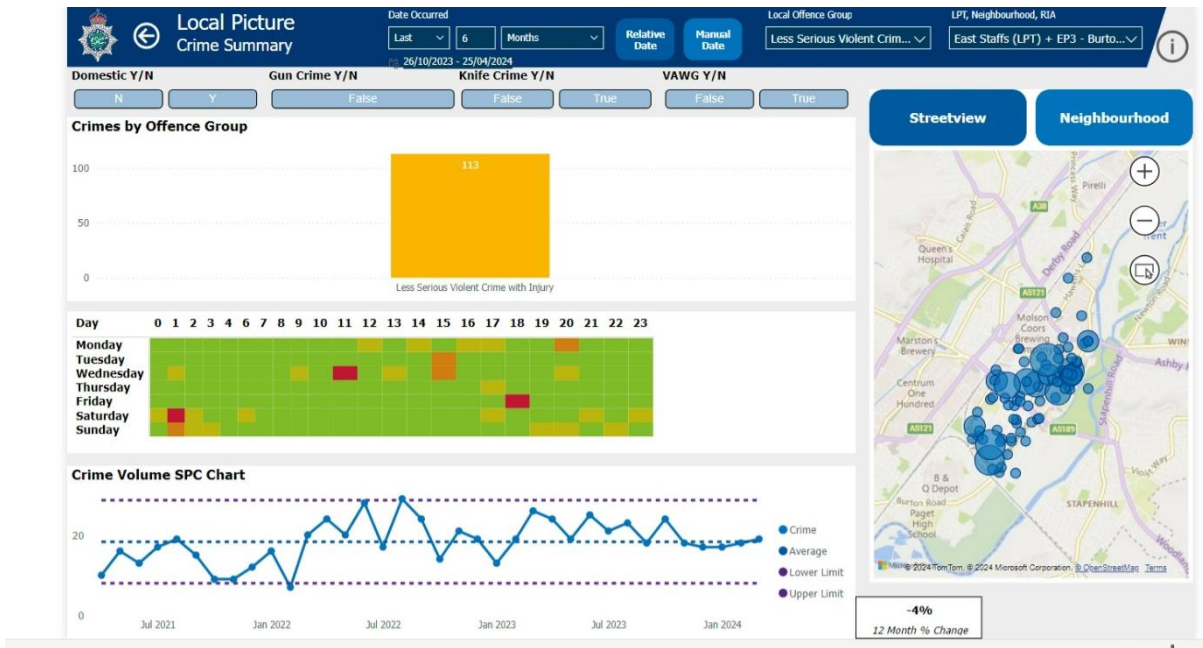
Other violence Against the Person



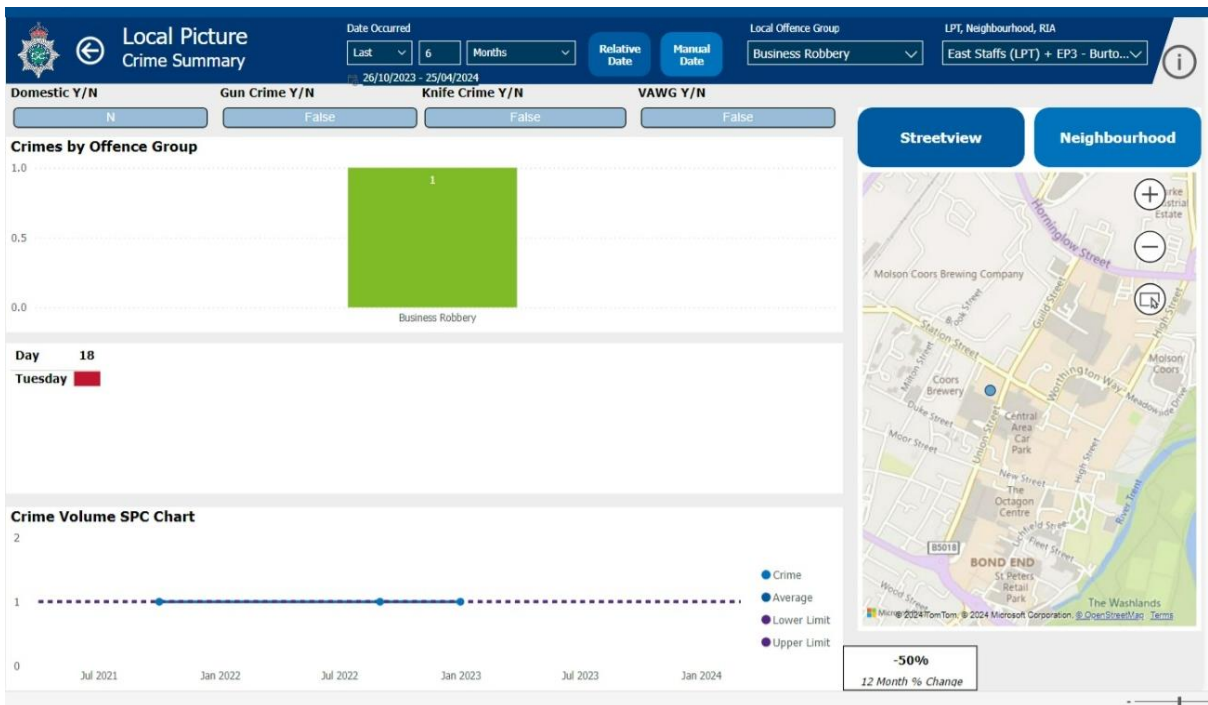
More Serious Violence



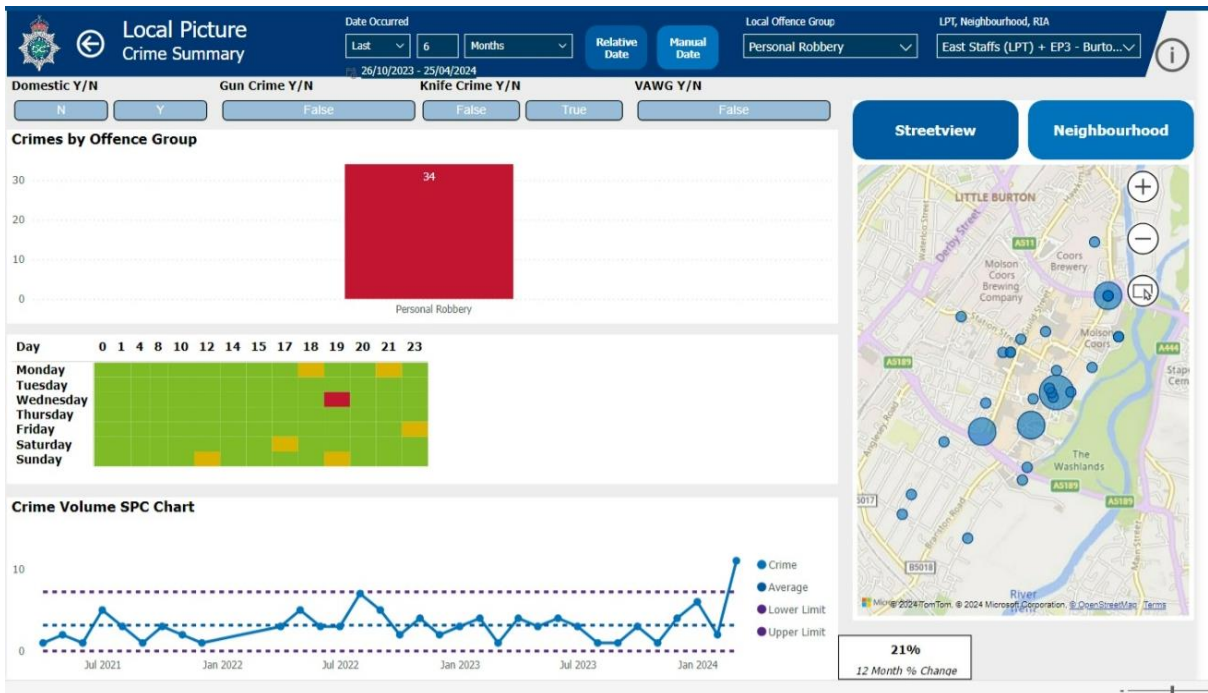
Less Serious Violence



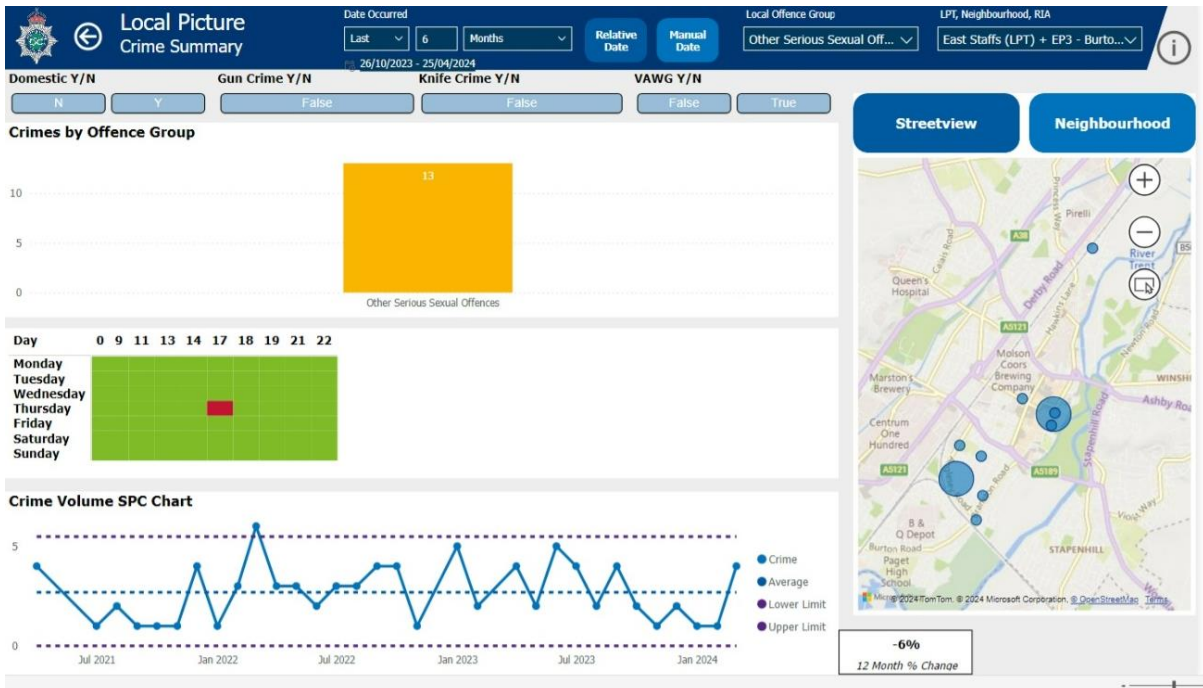
Business Robbery



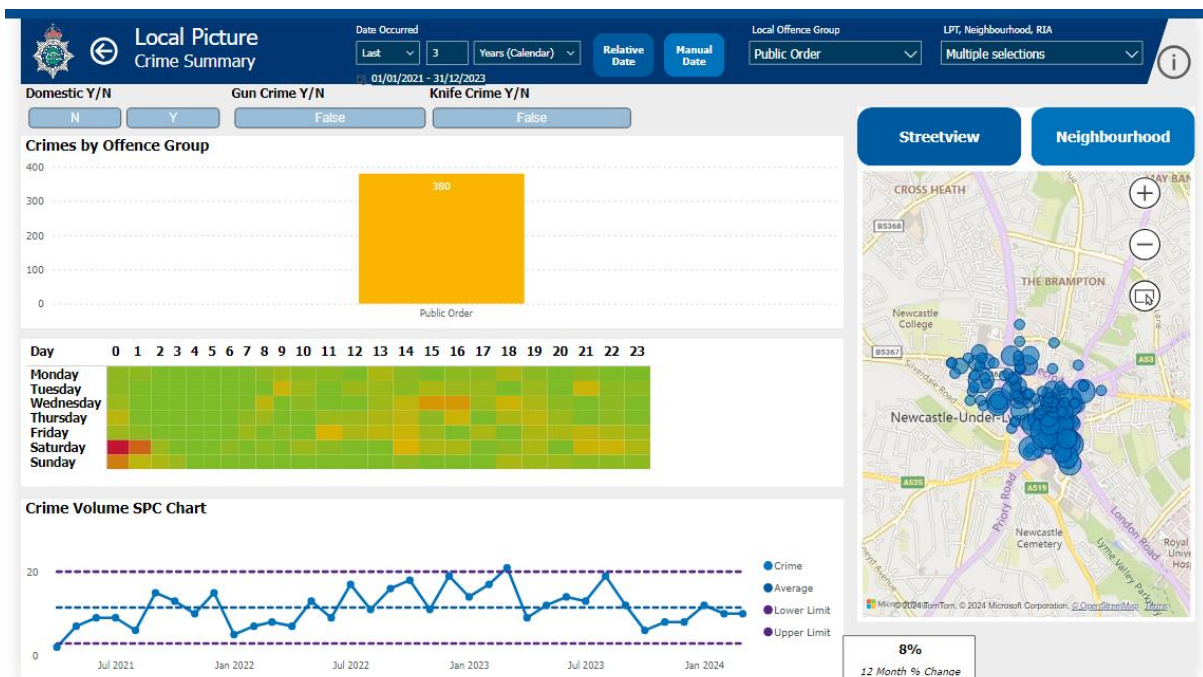
Personal Robbery



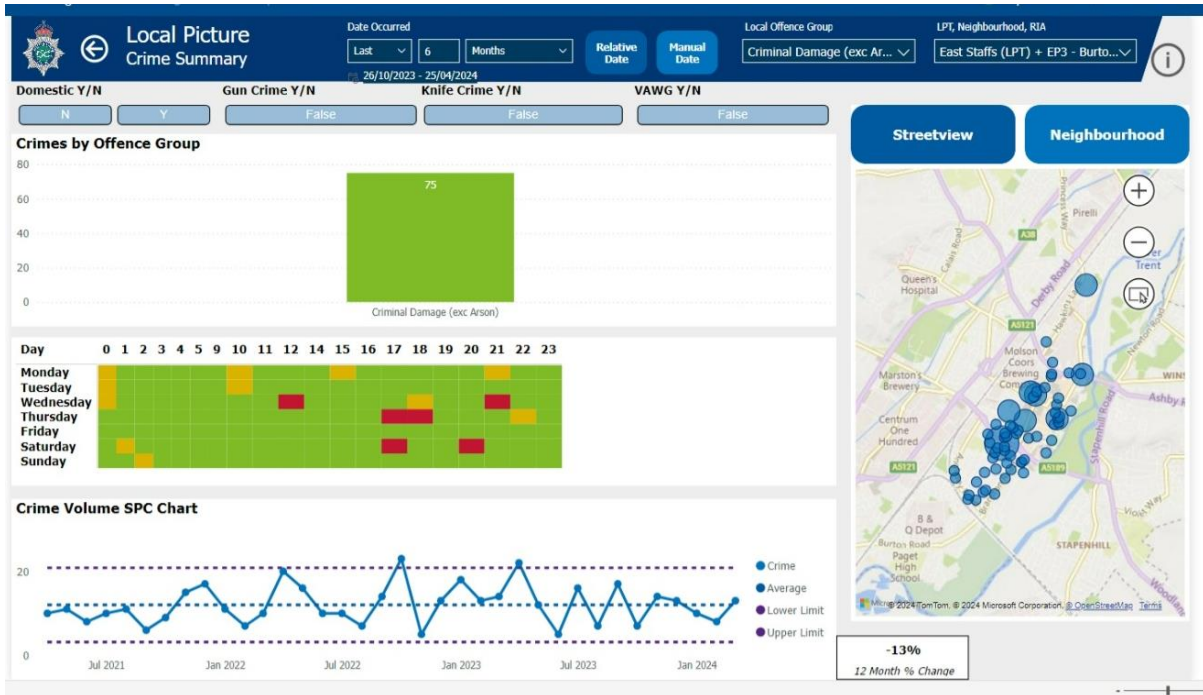
Other Serious Sexual Offences



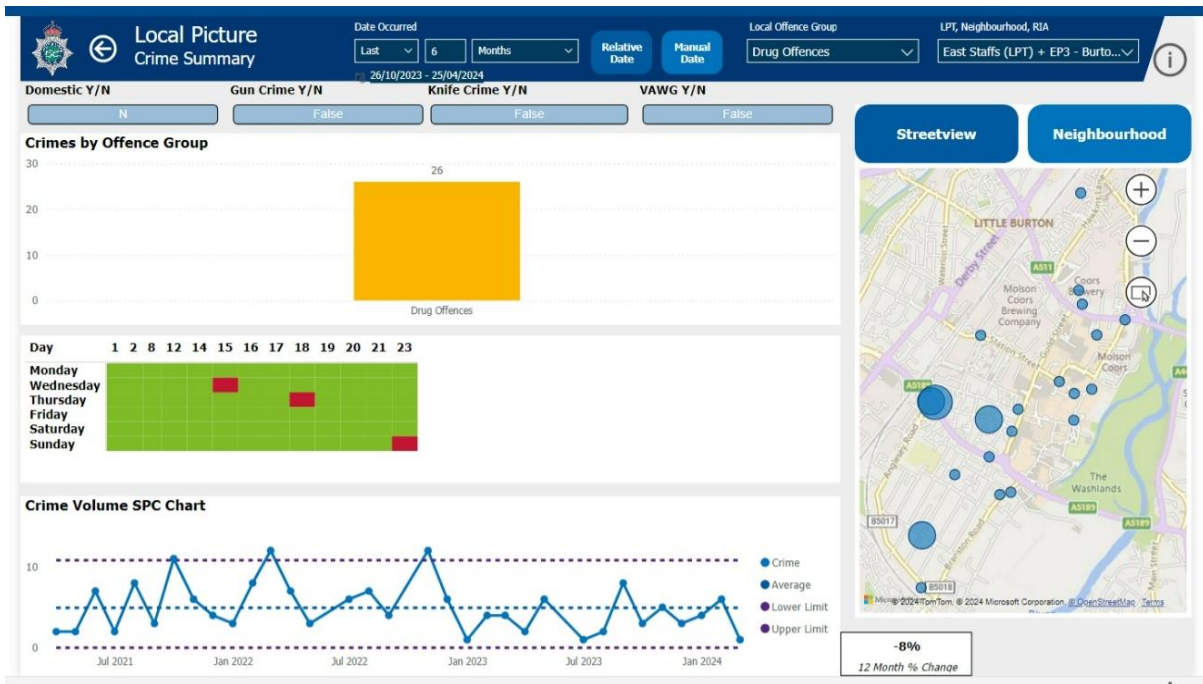
Public Order



Criminal Damage

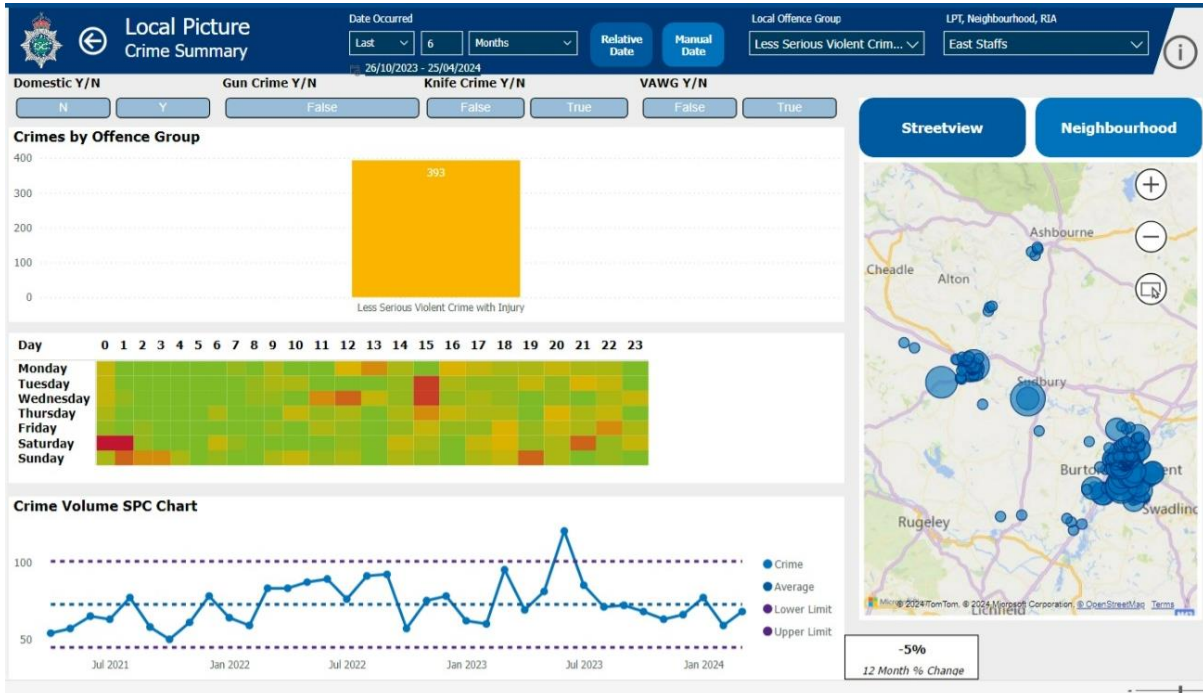


Drug Offences

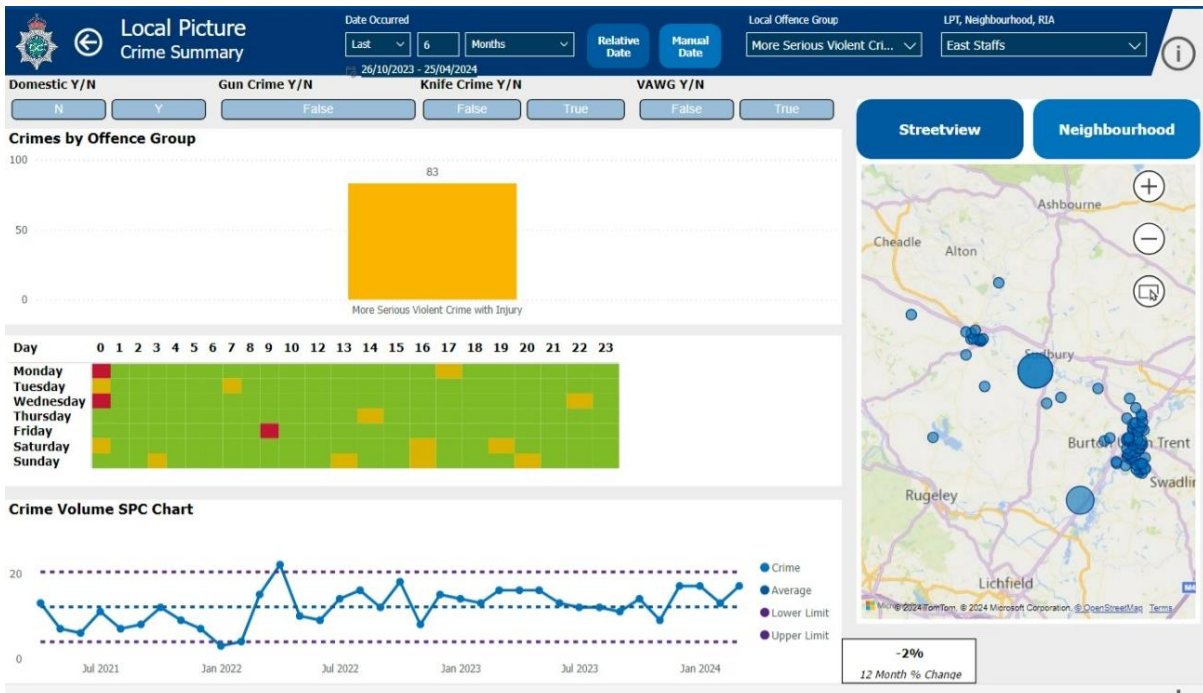


East Staffordshire Borough

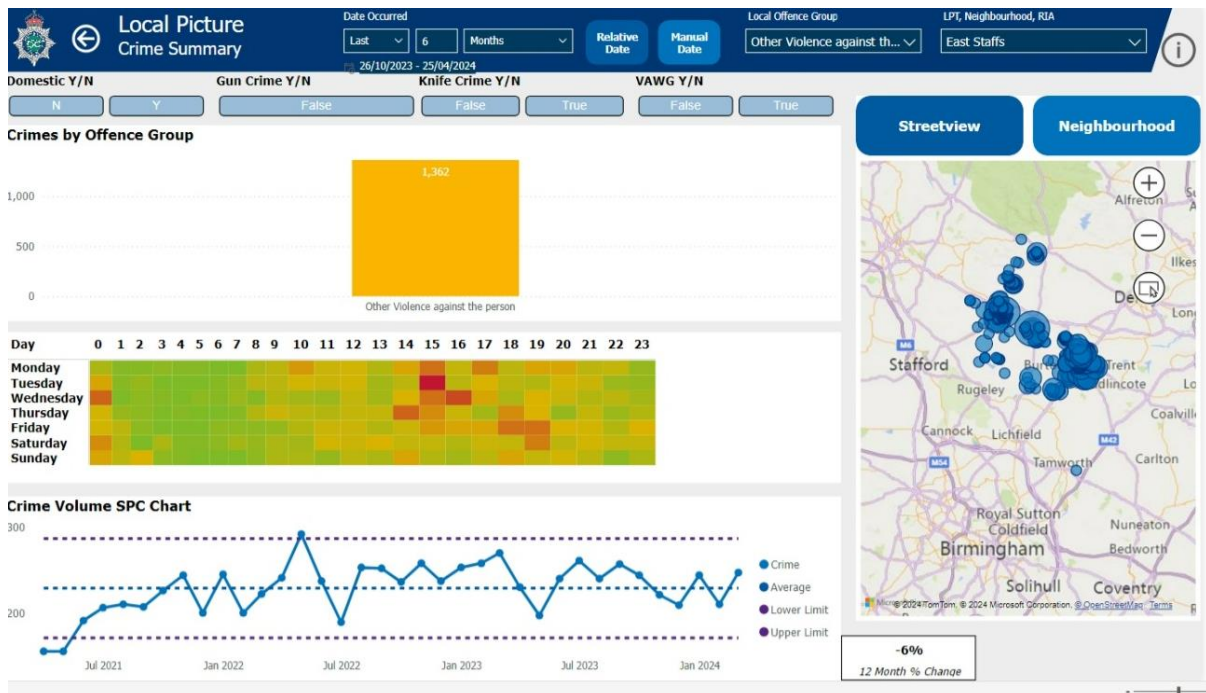
Less Serious Violence



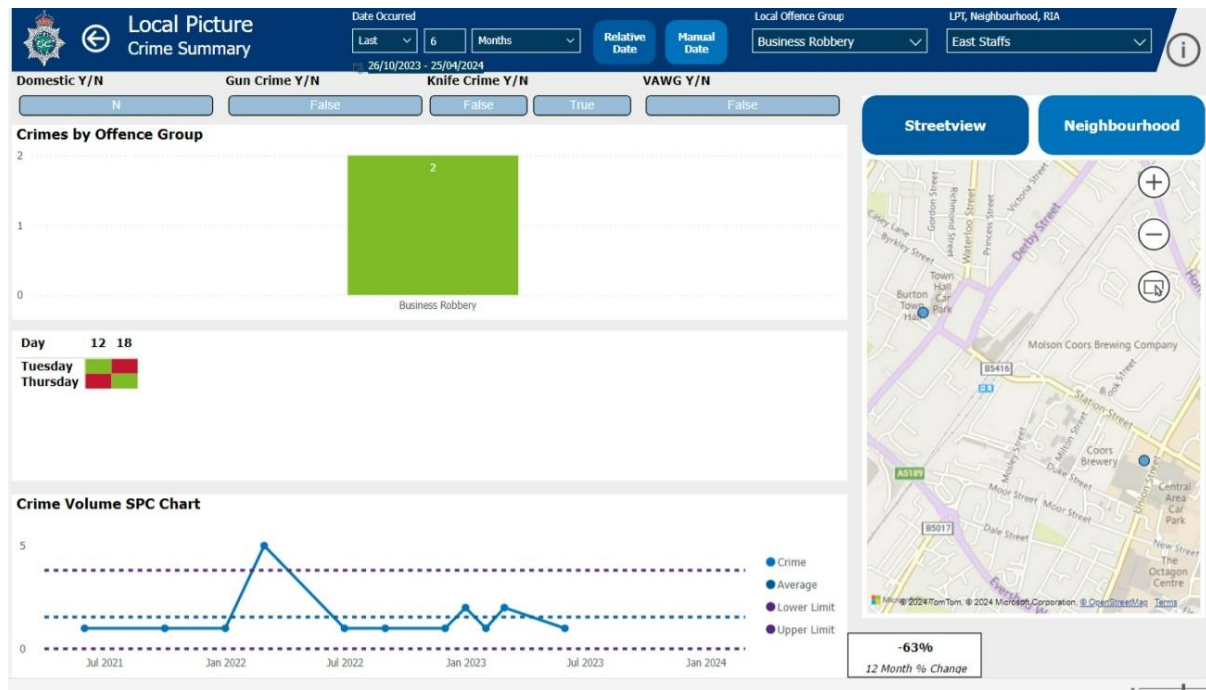
More Serious Violence



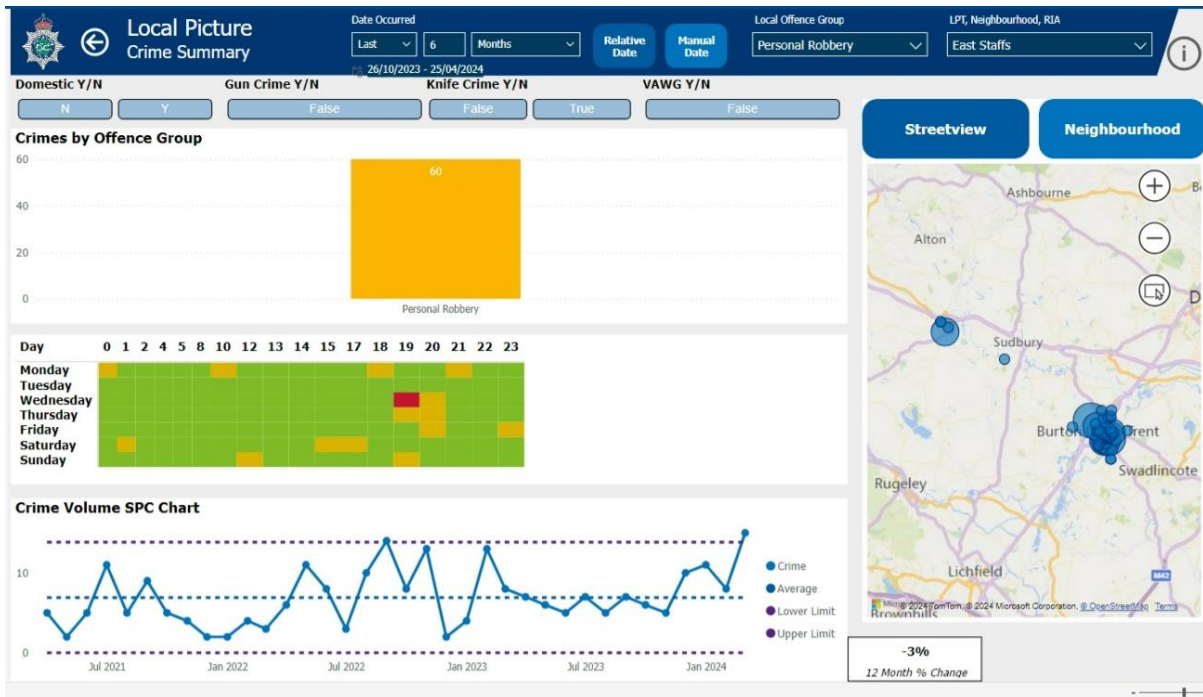
Other Violence Against the Person



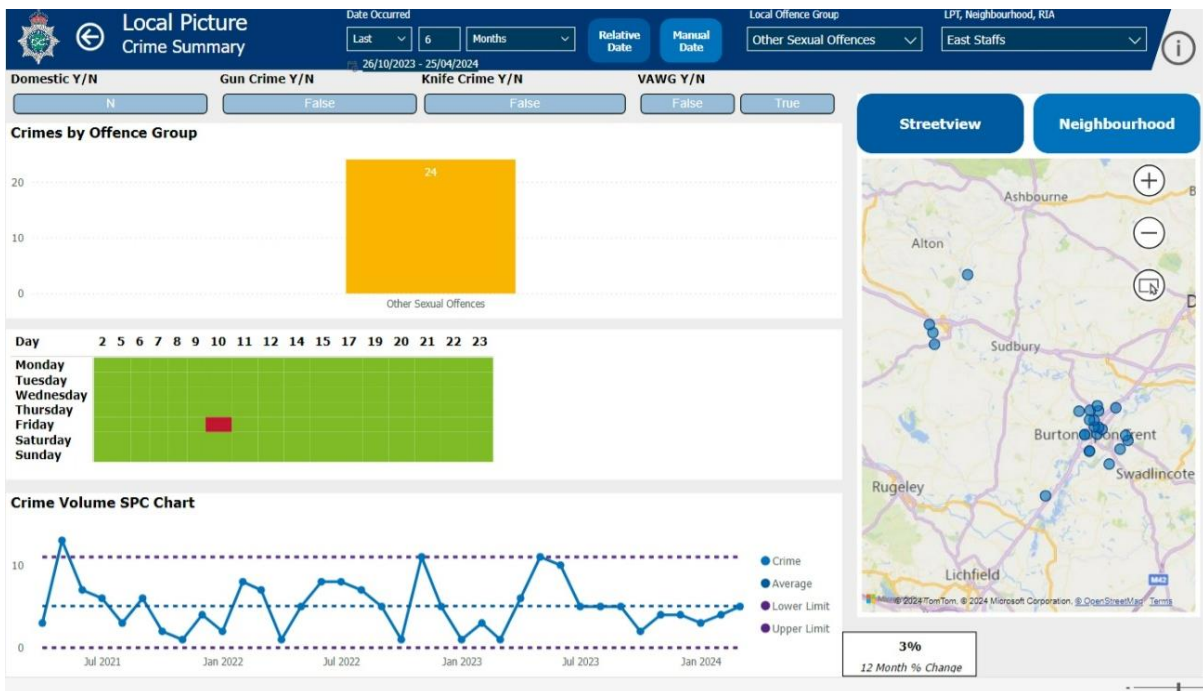
Business Robbery



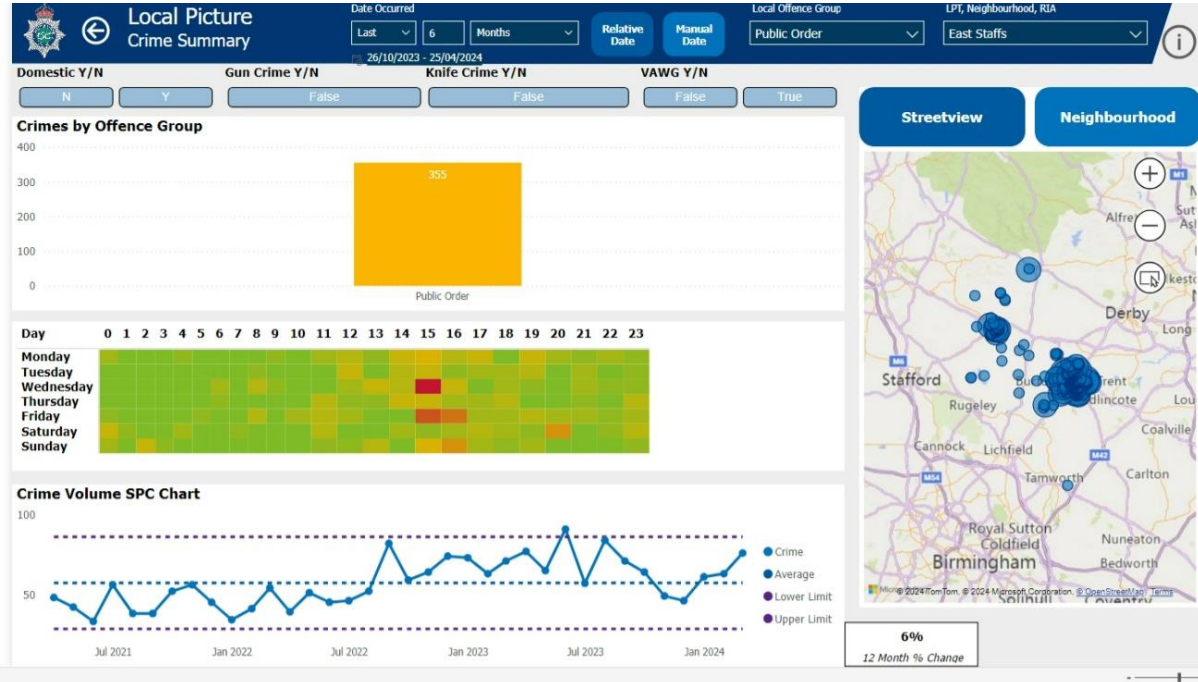
Personal Robbery



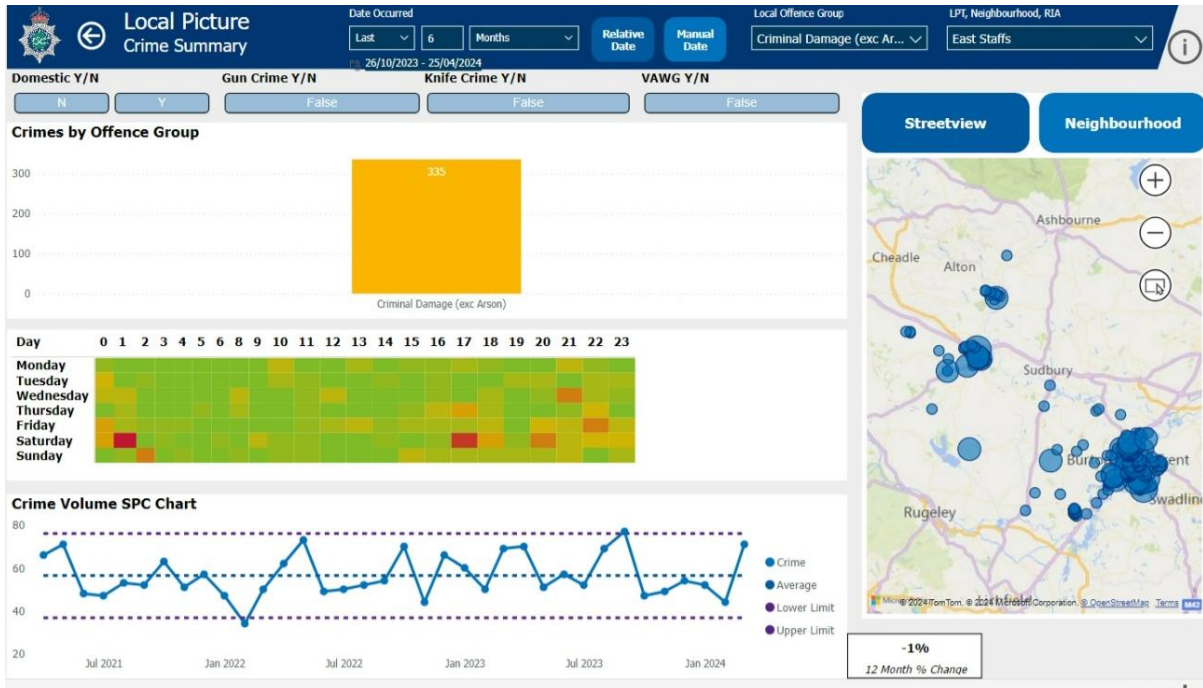
Other Sexual Offences



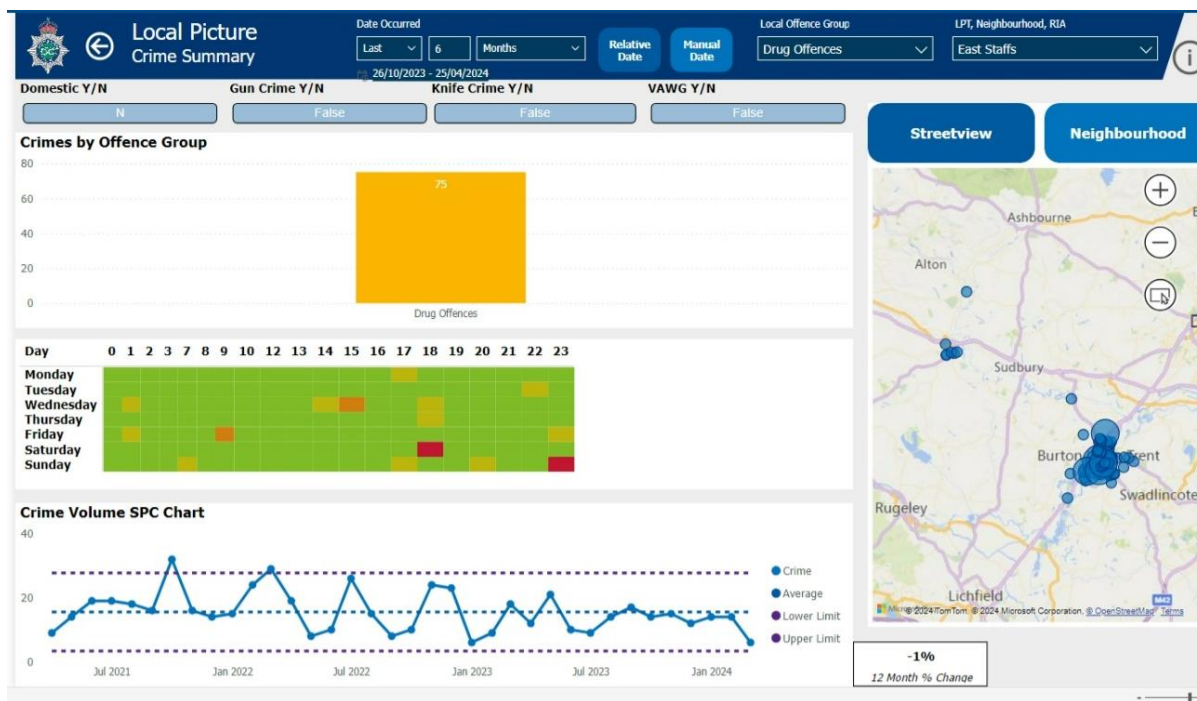
Public Order



Criminal Damage



Drug Offences



Conclusion and recommendations

The continuance of publishing a Cumulative Impact Assessment to limit the number and type of licenses within the Burton Town area is 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, with the exception of robbery, 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. Public order offences in particular are significantly higher than 2021-2022, despite being a slight decrease from 2022-2023. 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 and problem solving but the volume is still high in most categories.

When looking at the data regarding age and gender split it shows there is a fairly even split amongst victims and that the higher number of victims span across the age ranges of 18 to 50. This might well be attributable to equal attraction of Burton's nighttime economy to both genders and to a younger to middle age groups. It also highlights the potential age range of victims who are most likely visiting the leisure facilities and attending college.

In contrast to the relatively equal gender split of victims on the Town 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.

Burton has seen an increase in flats and new build estates in the recent two years, with large commercial buildings being converted to multi occupancy living accommodation within the footprint of the town center. The face of the town centre continues to change, and a new norm brings with it, new challenges.

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 warmly welcomed by the local policing team and will be afforded equal levels of support and intervention where needed to tackle crime and disorder.

The Neighborhood Policing Team continue to be key partners in reviewing license applications providing a practical and informed insight to recommendations based on operational policing experience. Additionally, an agreed partnership approach will be considered under the umbrella theme of "banned from one, banned from all" to discourage repeat issues and robustly address crime and disorder.

Sgt 30830 Davies

Official

