



## **PROBLEM PROFILE:**

LOCAL AREA PROFILE – LICENSED PREMISES

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*Trading Standards & Licensing*

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- INTRODUCTION

One of the key pieces of legislation enforced by licensing authorities in England and Wales is the Licensing Act 2003 which regulates the sale and supply of alcohol, the provision of entertainment, and the provision of late-night refreshment.

The authority is divided into two parts;

- Premises Licence – includes on and off licences and details the times and conditions under which alcohol can be sold.
- Personal Licence – allows individuals to sell alcohol or authorise the sale.

The licensing process focuses on four key objectives of the Act, which include;

- Prevention of crime and disorder
- Promotion of public safety
- Prevention of public nuisance
- Protection of children from harm

All applicants must serve notice on Responsible Authorities and evidence that they can satisfy these key objectives. Applications may be subject to representation, and in the event of an objection(s) to the licence that cannot be resolved through negotiation with the applicant a hearing is held to determine the outcome.

The Licensing Act 2003 requires the licensing authority to develop, consult on and publish a statement of licensing policy with respect to its licensing functions every five years in order to set out the approach to regulation and assist operators in terms of compliance. Shropshire Council are currently revising this statement ahead of implementation during 2024, and it is vital that this policy reflects local issues in order to identify and reduce risks to the licensing objectives (outlined above). This requires an understanding of local trends and geographical areas of risk; therefore, the need to develop a local area profile has been identified in order to inform and support the Statement of Licensing Policy.

- AIM OF THE REPORT

The following local area profile aims to summarise existing national research regarding alcohol-related harm, as well as providing a local evidence base regarding issues relevant to the licensing objectives and geographical areas of potential risk. Data from various sources will be utilised in order to provide an understanding of current and emerging issues in order to support the statement of licensing policy, as well as identifying issues that will need to be considered by operators during the application process.

The report will also serve to support the decision-making process regarding future applications in order to minimise the risks associated with licensed premises. Ultimately the

findings will assist the Licensing Authority in terms of meeting the objectives and ensuring the specific needs of local communities are considered and vulnerable groups are protected.

All population rates are based on ONS mid-2020 population estimates for Shropshire, and geographical analysis has been completed at electoral ward level. Please note, COVID-19 restrictions will have had an impact on reporting trends during 2020/2021.

- **BACKGROUND: EXISTING RESEARCH – ALCOHOL RELATED HARM**

Addressing the harm caused by alcohol misuse is Public Health priority, and a key theme of the four licensing objectives. Alcohol misuse is the biggest risk factor for death, ill-health and disability among 15-49 year olds in the UK, and the fifth biggest risk factor across all ages. Alcohol is a causal factor in more than 60 medical conditions, including mouth, throat, stomach, liver and breast cancers, high blood pressure, cirrhosis of the liver, and depression<sup>1</sup>. Alcohol-related harm is largely determined by the volume of alcohol consumed and the frequency of drinking occasions. As such, the risk of harm is directly related to levels and patterns of consumption<sup>2</sup>. In England, over 10 million people consume alcohol at levels above the UK CMOs' low-risk drinking guidelines and increase their risk of alcohol-related ill health<sup>3</sup>.

In addition to the obvious health impacts, the economic impact nationally is estimated to be £21 billion:

- £11 billion - alcohol related crime
- £7 billion – lost productivity through unemployment and sickness
- £3.5 billion – cost to the NHS

Between 2015-18, 8.4% of adults living in Shropshire reported abstaining from drinking alcohol, significantly lower than the West Midlands (20.7%) and England rate (16.2%). This ranks Shropshire second worst in the region behind Herefordshire. This measure indicates the adult population who are at no risk of alcohol-related harm from their current consumption behaviour, therefore Shropshire has a larger population at risk of alcohol related harm compared to other areas in the region<sup>4</sup>.

The table overleaf displays alcohol related hospital admissions data and mortality rates for Shropshire, allowing for national and regional comparisons.

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<sup>1</sup> [Local Alcohol Profiles for England - OHID \(phe.org.uk\)](https://phe.org.uk)

<sup>2</sup> Drug and Alcohol JSNA 2022/23

<sup>3</sup> Alcohol: applying All Our Health, 2022

<sup>4</sup> Shropshire Drug and Alcohol Needs Assessment 2022/23

INDICATOR	PERIOD	ENGLAND	WEST MIDLANDS	SHROPSHIRE
Admissions episodes for alcohol specific conditions	2021/22	626	619	412
Admission episodes for alcohol specific conditions - Under 18's	2018/19 - 2020/21	29.3	24.9	22.2
Admission episodes for alcohol-related unintentional injuries	2021/22	50.8	50.1	41.7
Admission episodes for mental and behavioural disorders due to use of alcohol	2021/22	67.2	66.1	44.3
Admission episodes for intentional self-poisoning by and exposure to alcohol	2021/22	33.7	30.4	35
Admission episodes for alcohol-related cardiovascular disease	2021/22	759	854	739
Admission episodes for alcoholic liver disease	2021/22	154.4	172.1	124.7
Incidence rate of alcohol-related cancer	2017 - 19	38	39.13	36.78
Alcohol related mortality	2021	38.5	41.9	33.3
Casualties in road traffic accidents where a failed breath test (or refusal to provide a sample) occurred	2018 - 20	3.6	3.56	4.18

Figure 1: Local Alcohol Profiles, Public Health Data

In Shropshire during 2021/22, there were 1385 admission episodes for alcohol specific conditions to give a rate per 100,000 population of 412. Of note, there were 539 (per 100,000) admission episodes for alcohol specific conditions involving males as compared to 291 (per 100,000) involving females. Shropshire's all age alcohol-specific admission rate has been rising over time but has remained below the national rate since 2008/09.

Nationally there has been a shift in the way alcohol is consumed which presents a challenge to the Act in terms of promoting behaviour change amongst those groups who cause the most significant alcohol related harms. For example, people are visiting pubs less frequently; more than two-thirds of all alcohol sold is through the off-trade<sup>5</sup>. Such trends suggest more alcohol is consumed within the home which has potential implications in terms of domestic abuse and child protection issues, as opposed to public place stranger violence.

It is important to note that the COVID-19 pandemic is likely to have had an impact on alcohol consumption patterns and alcohol related harm since 2020. Lockdown restrictions resulted in the closure of on-trade licensed premises, which will have influenced off-trade sales and the consumption of alcohol at home. Research also indicates increased alcohol consumption levels (particularly amongst heavy drinkers) during the pandemic in comparison to previous years, which longer term will have repercussions on health services. The pandemic had a significant impact on the hospitality sector; however, locally we are beginning to see an increase in new licence applications. Public Health England stated that addressing alcohol consumption and harm "must be an essential part of the UK government's Covid-19 recovery plan, given that tackling geographic health disparities are part of the government's Build Back Better plans".

<sup>5</sup> The Licensing Act 2003: post-legislative scrutiny, Nov 17

Alcohol related harms are therefore impacted by both consumption patterns and social factors. In order to explore trends at a local level, the remainder of the profile will focus on key demographic and socio-economic datasets in order to provide an evidence base in support of the four key licensing objectives. The data has been mapped against ward boundaries, with the location of licensed premises also displayed in order to identify high risk localities, and correlations with specific criteria.

- LICENSED PREMISES: SHROPSHIRE OVERVIEW

Nationally, a considerable body of evidence exists to suggest that alcohol outlet density is related to alcohol consumption and alcohol-related harm. It is also an indicator of availability and exposure to alcohol<sup>6</sup>.

Shropshire currently licence 1594 premises for the sale of alcohol and late-night refreshments; this includes on and off licensed premises. The night time economy in Shropshire is predominantly centred on the main market towns of Shrewsbury, Oswestry, Whitchurch, Bridgnorth and Ludlow; areas which offer a variety of pubs, bars, restaurants, fast food outlets and nightclubs. A vibrant and diverse night time economy can provide many benefits to the community, however alcohol related issues can also prove problematic if activity is unregulated<sup>7</sup>. It is vital to minimise any negative impact from licensed premises whilst also encouraging economic diversity and prosperity.

The map overleaf displays the location of licensed premises across Shropshire, and indicates cluster sites in the main county towns. As illustrated, the highest number of premises are located in Shrewsbury which is the key centre for entertainment. At a lower geographical level, the tables below identify the number and rate of licensed premises for the top 5 hotspot wards.

WARD	TOTAL
Quarry and Coton Hill	154
Oswestry South	76
Ludlow North	72
Bridgnorth East and Astley Abbotts	69
Whitchurch North	53

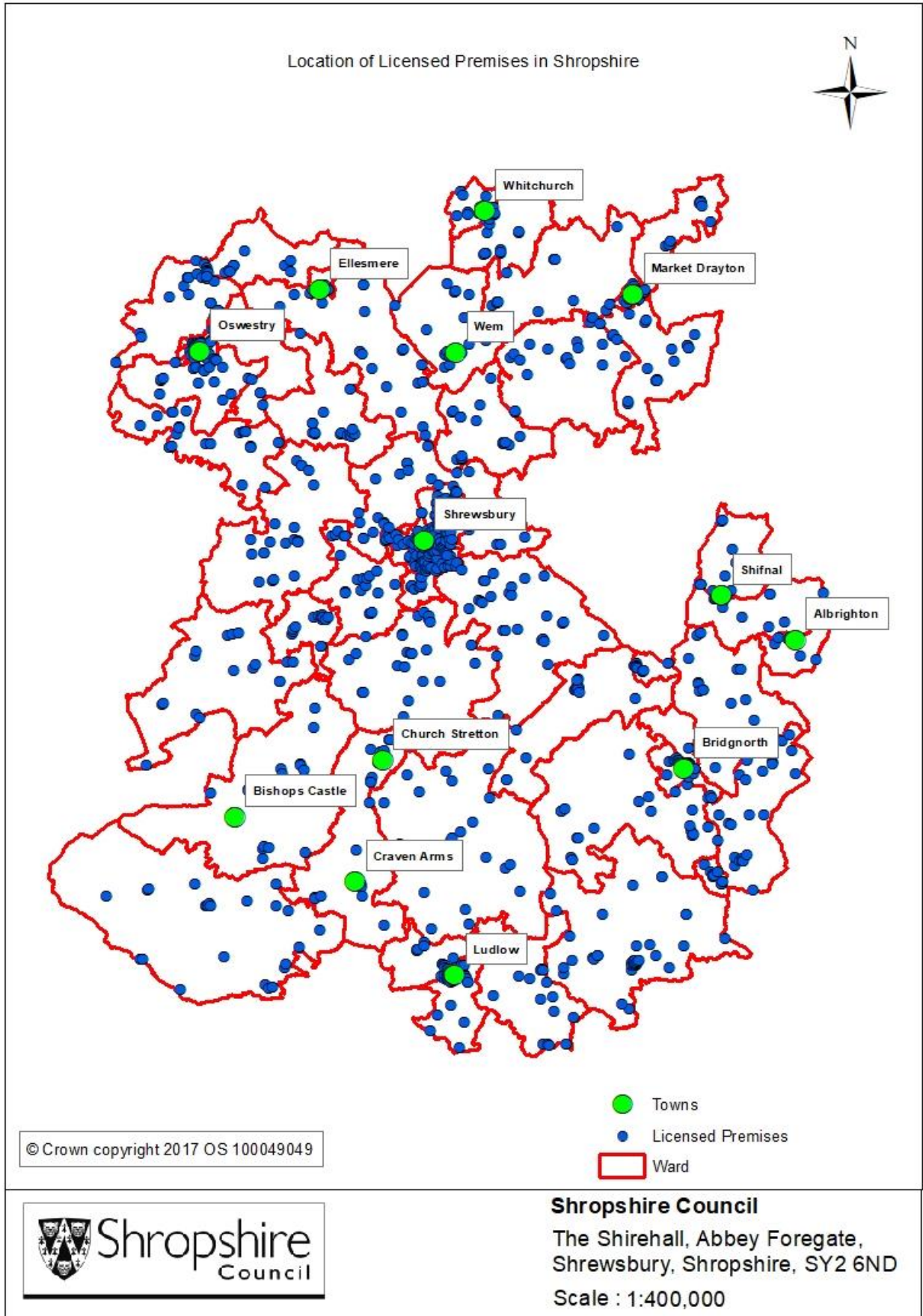
Figure 2: Number of premises per ward

WARD	RATE PER 1000 POPN
Quarry and Coton Hill	31.19
Ludlow North	18.88
Oswestry South	16.86
Bridgnorth East and Astley Abbotts	10.00
Bishop's Castle	9.43

Figure 3: Rate of premises per 1000 population

<sup>6</sup> PHE Local Alcohol Profiles for England, March 17

<sup>7</sup> Strategy to Reduce Alcohol Related Harm 2016-2019



**Key findings:** Both the highest number and rate of licensed premises per 1000 population are recorded in Quarry and Coton Hill ward in Shrewsbury. This ward encompasses Shrewsbury town centre; it is predominantly urban in nature and densely populated. The ward provides a wide range of shops, entertainment venues and other amenities. In 2021 there were 1208 recorded businesses within this particular ward, and the largest job sector is retail.

Licensed premises in Shropshire are routinely monitored to ensure compliance with the four licensing objectives. Intelligence led visits are conducted at new licensed premises or following changes to the designated premises supervisor. Problems or concerns with licensed premises are identified at the earliest opportunity, and in the first instance advice is offered to the licensee in order to improve standards at the premises. If problems persist, a hearing may be held. During 2022/23, 8 hearings were held indicating the success of early intervention.

- PREVENTION OF CRIME AND DISORDER

Objective 1 of the Licensing Act focuses on the prevention of crime and disorder. Alcohol can often be a causal factor leading to crime and disorder, impacting on the safety of those in the wider community and increasing fear of crime levels. In order to identify hotspot areas and any correlation with the location of existing licensed premises, crime data has been analysed for the period 01 April 2020 – 31 March 2023.

#### ALL RECORDED CRIME

The map overleaf displays the location of licensed premises, alongside the rate of crimes per 1000 population by ward in Shropshire. The tables below identify the top 5 hotspot wards regarding both the number and rate of recorded crimes.

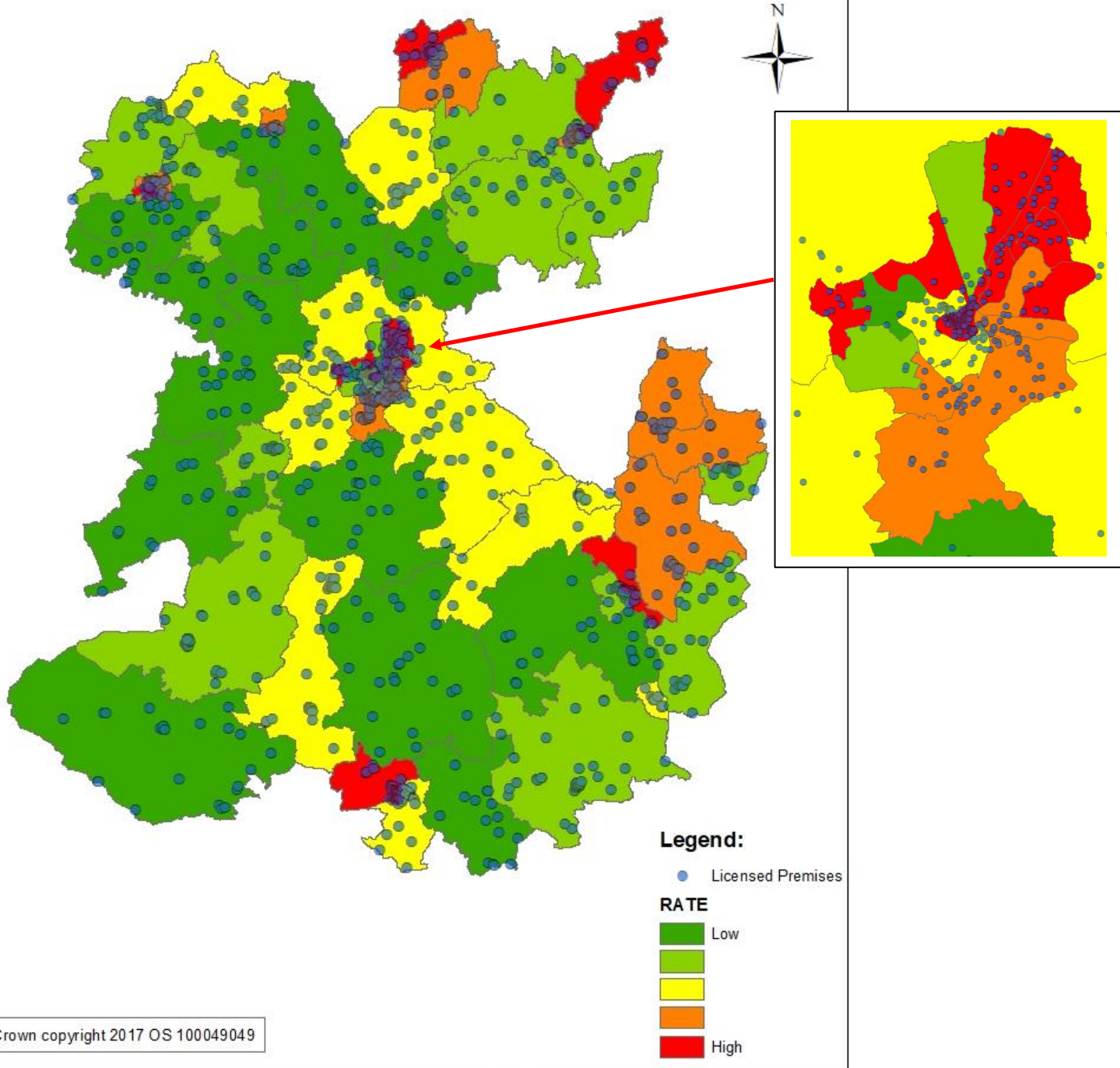
WARD	TOTAL CRIMES
Quarry and Coton Hill	3680
Bayston Hill, Column and Sutton	1943
Oswestry South	1940
Harlescott	1788
Castlefields and Ditherington	1502

Figure 4: Number of crimes per ward

WARD	RATE PER 1000 POPN
Quarry and Coton Hill	745.39
Oswestry South	430.44
Harlescott	360.19
Castlefields and Ditherington	325.81
Monkmoor	299.40

Figure 5: Rate of crimes per 1000 population by ward

Location of Licensed Premises in Shropshire by Rate of Crime per 1000 Population by Ward



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**Key findings:** Quarry and Coton Hill has been identified as the hotspot ward in relation to recorded crime. As outlined previously, this ward encompasses Shrewsbury town centre and therefore includes a wide range of amenities including retail and commercial premises. A higher number of licensed premises are also located in this particular ward, indicating a correlation with the night-time economy. Indices of Multiple Deprivation (IMD) data for 2019 indicate that 64% of residents within this ward live in areas of higher deprivation in relation to crime. Oswestry South, Harlescott, and Castlefields & Ditherington also feature within the top 5 in relation to both volume and rate of recorded crime.

The findings of several studies link violent incidents with alcohol consumption and the night-time economy. In 2019-20 alcohol was linked to 42% of all violent crime, up from 40% the previous year<sup>8</sup>. Alcohol related crime, and particularly violence, can have wider consequences for both personal health and safety as well as the delivery of health services. It would be expected that alcohol related crime would be more prevalent in town centre locations with a higher concentration of licensed premises; however, the consumption of alcohol is also likely to have an impact on domestic abuse trends and violence within the home. Therefore data regarding alcohol related crime, violence, and more specifically domestic abuse is also presented in order to identify higher risk localities.

#### ALCOHOL RELATED CRIME

The map overleaf displays the location of licensed premises, alongside the rate of alcohol related crime per 1000 population by ward. If alcohol is deemed a contributory factor leading to a crime, an alcohol marker is attached to the record, therefore trends may differ from overall crime rates. The tables below identify the top 5 hotspot wards with regard to both the number of rate of alcohol related crimes.

WARD	TOTAL CRIMES
Quarry and Coton Hill	706
Oswestry South	317
Market Drayton West	188
Whitchurch North	168
Bayston Hill, Column and Sutton	159

Figure 6: Number of alcohol related crimes per ward

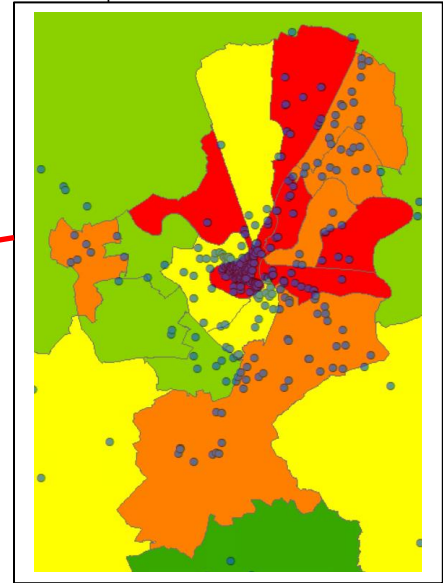
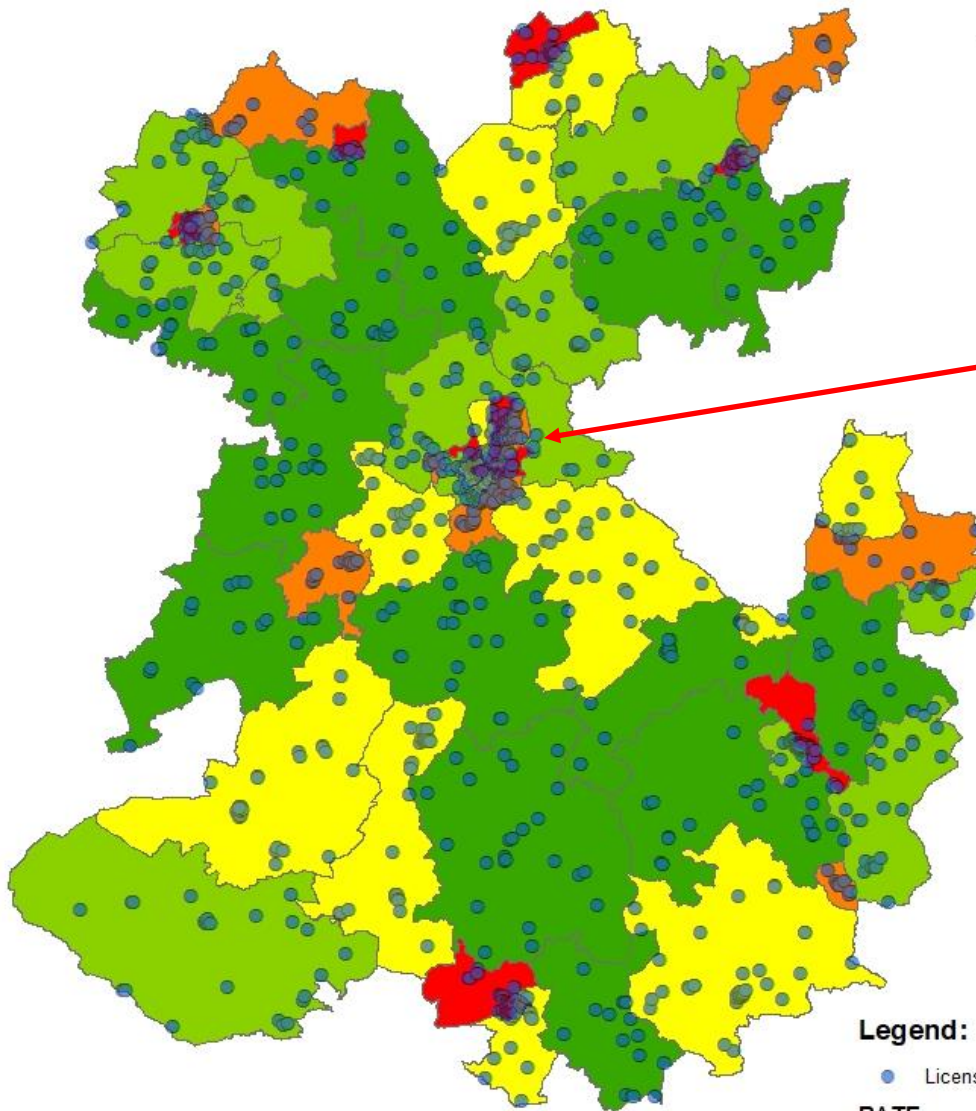
WARD	RATE PER 1000 POPN
Quarry and Coton Hill	143.00
Oswestry South	70.34
Ludlow North	30.16
Castlefields and Ditherington	27.33
Abbey	24.58

Figure 7: Rate of alcohol related crimes per 1000 population

**Key findings:** Again, Quarry and Coton Hill ward features as the most problematic hotspot area in terms of both the number and rate of alcohol related crimes. More than double the number of crimes were committed in this ward in comparison to those recorded in Oswestry South, which is the second hotspot area in terms of volume.

<sup>8</sup> <https://committees.parliament.uk/>

Location of Licensed Premises in Shropshire by  
Rate of Alcohol Related Crime per 1000 Population by Ward



**Legend:**

● Licensed Premises

**RATE**

■ Low

■

■

■

■ High

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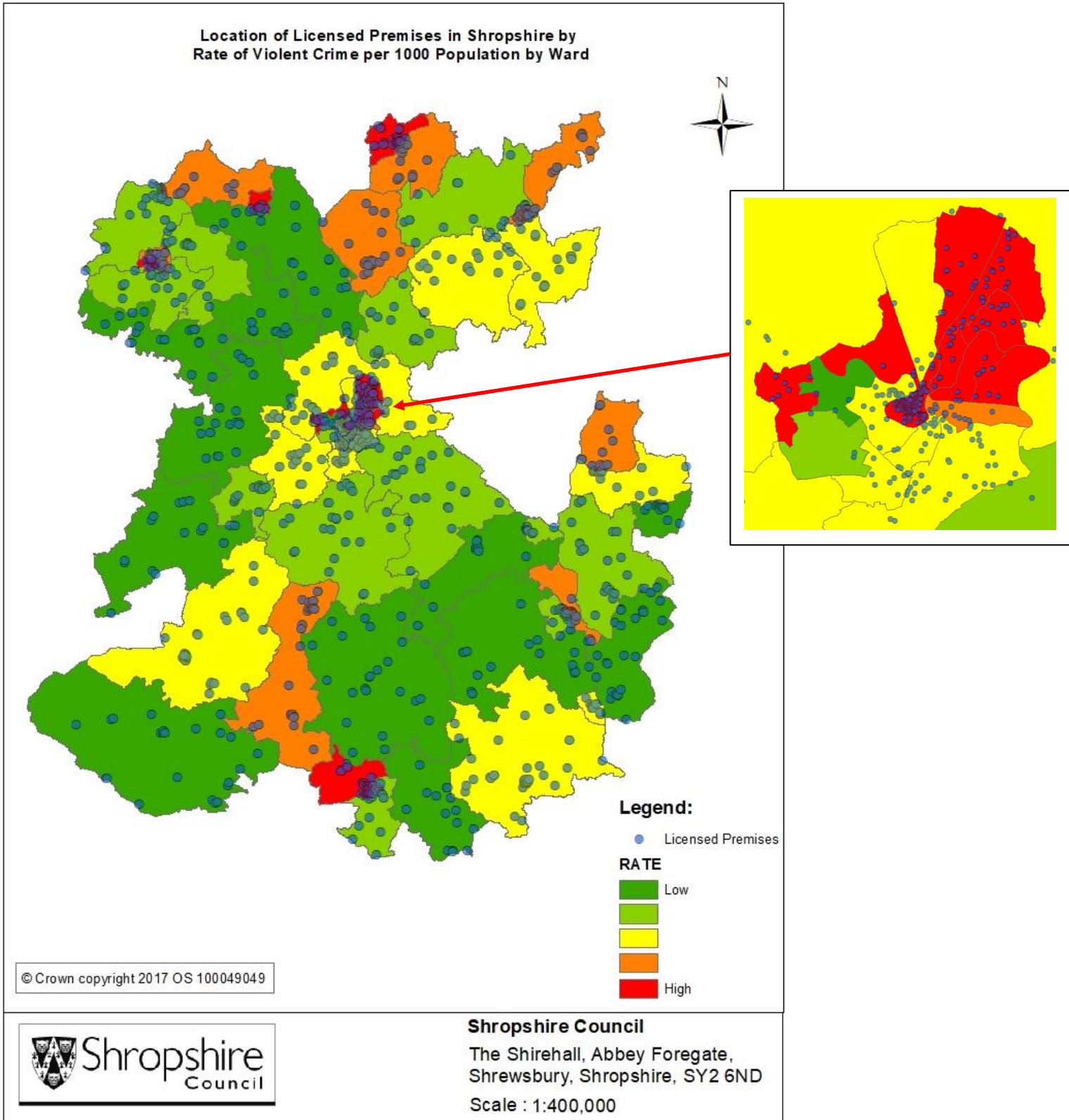
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VIOLENT CRIME

The map below displays the location of licensed premises, alongside the rate of violent crime per 1000 population by ward in Shropshire.



The tables below identify the top 5 hotspot wards regarding both the number and rate of recorded violent crimes.

WARD	TOTAL CRIMES
Quarry and Coton Hill	744
Oswestry South	367
Market Drayton West	259
Monkmoor	258
Whitchurch North	254

Figure 8: Number of violent crimes per ward

WARD	RATE PER 1000 POPN
Quarry and Coton Hill	150.70
Oswestry South	81.43
Monkmoor	56.97
Harlescott	50.16
Castlefields and Ditherington	45.34

Figure 9: Rate of violent crimes per 1000 population

**Key findings:** Quarry and Coton Hill has again been identified as the hotspot ward in relation to violent crime, which correlates with overall crime trends. As illustrated previously, a higher number of licensed premises are also located in this particular ward. Oswestry South and Monkmoor also feature in the top 5 regarding both volume and rate of violent crime.

#### DOMESTIC ABUSE

The map overleaf displays the location of licensed premises, alongside the rate of domestic abuse offences per 1000 population by ward in Shropshire. The tables below identify the top 5 hotspot wards regarding both the number and rate of recorded domestic abuse offences.

WARD	TOTAL OFFENCES
Oswestry East	352
Market Drayton West	346
Bayston Hill, Column and Sutton	326
Castlefields and Ditherington	319
Quarry and Coton Hill	319
Harlescott	306

Figure 10: Number of domestic abuse offences per ward

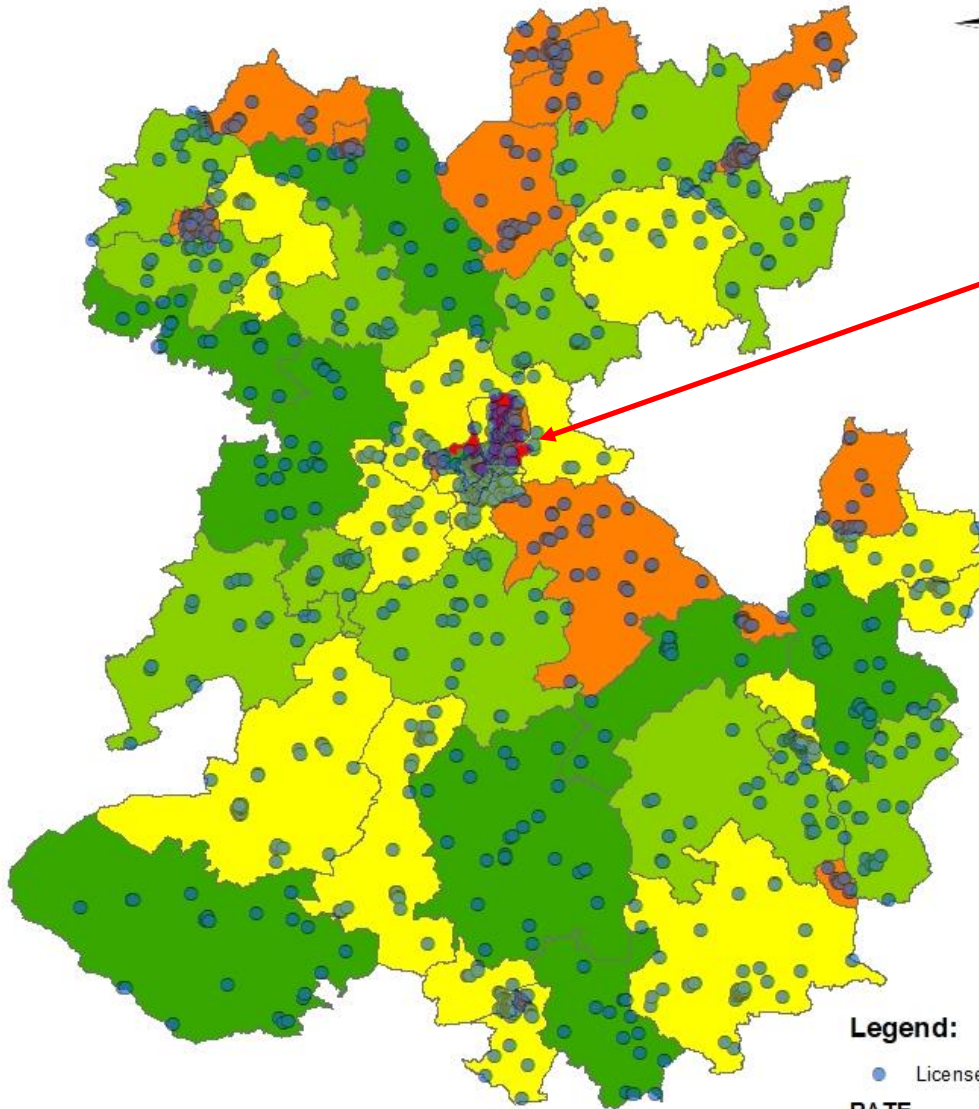
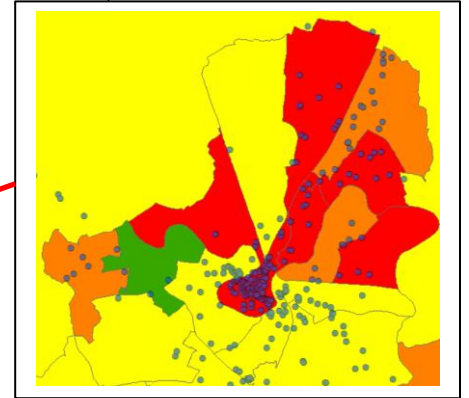
WARD	RATE PER 1000 POPN
Castlefields and Ditherington	69.20
Quarry and Coton Hill	64.61
Harlescott	61.64
Monkmoor	58.95
Sundorne	51.59

Figure 11: Rate of domestic abuse per 1000 population by ward

**Key findings:** As illustrated above, the highest number of domestic abuse offences were recorded in the Oswestry East ward; this area is predominantly urban in nature and densely populated. Higher levels of deprivation are evident in this particular ward, in terms of education, income & employment<sup>9</sup>. With regard to the rate of domestic abuse, Castlefields & Ditherington has been identified as the hotspot ward; this area is predominantly residential but in close proximity to Shrewsbury town centre. This particular ward is the most densely populated in the county, and just under half of all residents live in relatively more deprived areas. Of note, Quarry and Coton Hill ward still features in the top 5 hotspot areas in terms of both volume and rate.

<sup>9</sup> IMD 2019

Location of Licensed Premises in Shropshire by Rate of Domestic Abuse offences per 1000 Population by Ward



**Legend:**

● Licensed Premises

**RATE**

Low

Low

Low

High

High

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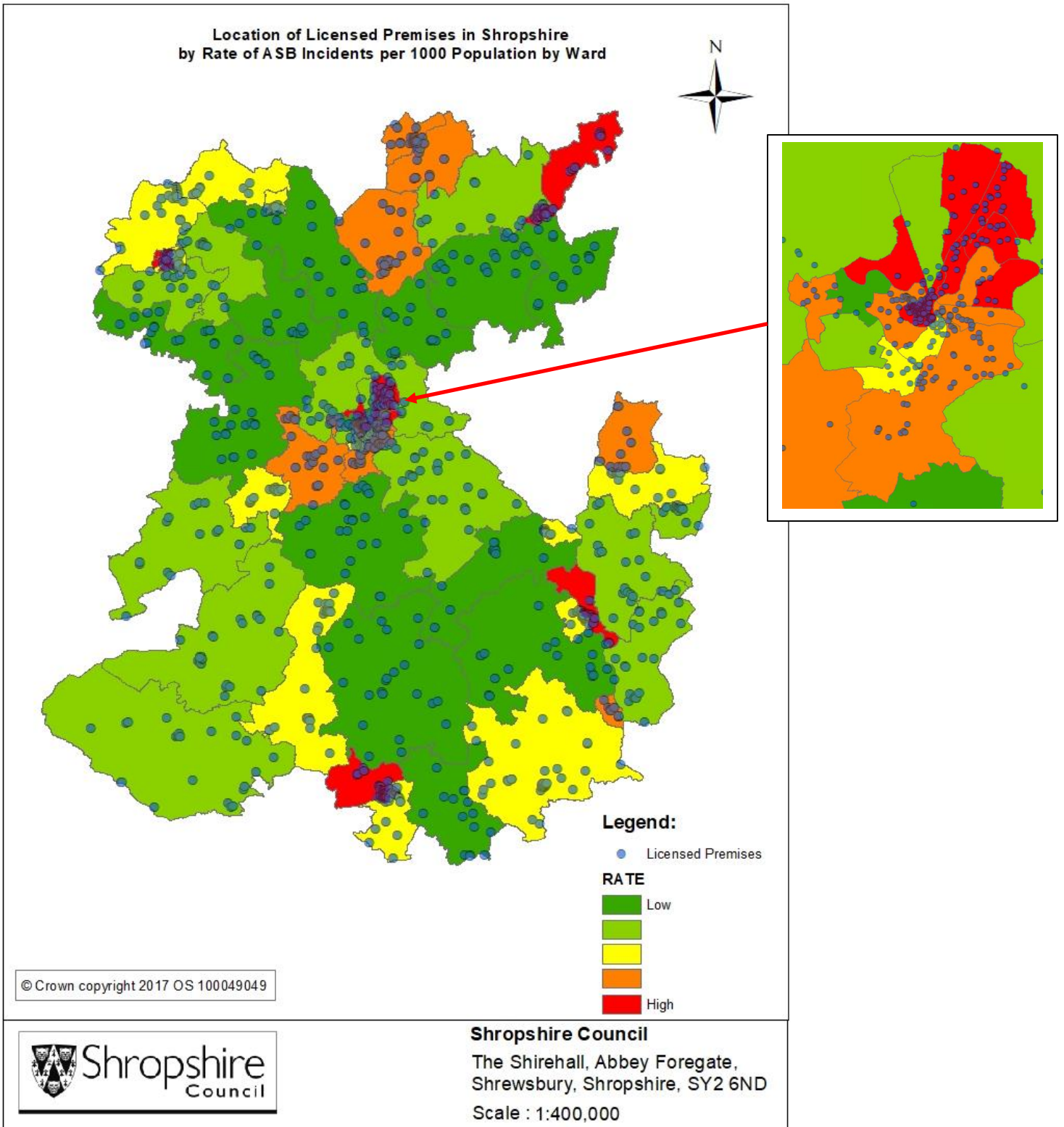
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ANTI-SOCIAL BEHAVIOUR

The map below displays the location of licensed premises, alongside the rate of ASB incidents per 1000 population by ward. Please note, due to system changes data is only available for the period 01 July 2020 – 31 March 2023.



The tables below identify the top 5 hotspot wards in relation to the number and rate of ASB incidents.

WARD	TOTAL INCIDENTS
Quarry and Coton Hill	1972
Oswestry South	843
Bayston Hill, Column and Sutton	811
Market Drayton West	692
Bridgnorth East and Astley Abbots	596

Figure 12: Number of ASB incidents per ward

WARD	RATE PER 1000 POPN
Quarry and Coton Hill	399.43
Oswestry South	187.04
Sundorne	129.67
Castlefields and Ditherington	124.51
Ludlow North	116.18

Figure 13: Rate of ASB incident per 1000 population by ward

**Key findings:** Quarry and Coton Hill has been identified as the hotspot ward in relation to ASB, primarily due to the nature of the town centre location. Of note, more than double the number of ASB incidents were recorded in this ward in comparison to the second most problematic area (Oswestry South). Oswestry South features as a hotspot ward regarding both the volume and rate of incidents; this ward is predominantly urban in nature and 91% of residents live in areas of higher deprivation in respect of living environment<sup>10</sup>.

**Recommendation:** With regard to future licence applications in relation to premises located in the wards identified above, ensure the required measures are in place to minimise the impact on increased crime and disorder levels; for example, door supervision, adequate staffing levels, CCTV, personal safety advice and other appropriate crime prevention tactics. Also consider the use of ASB powers to tackle any ongoing nuisance issues in the vicinity of existing licensed premises. Of note, a Public Spaces Protection Order is currently in place in Shrewsbury town centre (situated within Quarry and Coton Hill ward) and prohibits the consumption of alcohol in a public place in order to tackle alcohol related crime and anti-social behaviour.

<sup>10</sup> IMD 2019

- PROMOTION OF PUBLIC SAFETY

As part of their duties under the 2003 Act, licence holders have a responsibility to ensure the safety of those using their premises. Physical safety includes the prevention of accidents and injuries and other immediate harms that can result from alcohol consumption such as unconsciousness or alcohol poisoning<sup>11</sup>.

Shropshire has a number of schemes and initiatives in place to ensure alcohol is sold responsibly, supporting the use of existing laws, regulations and controls available to all the local partners in order to minimise alcohol related harm. For example, Pubwatch schemes are currently in place across the County, and Shrewsbury has also retained Purple Flag status for the town's night-time economy; this is a national award recognising excellence in the management of town and city centres after hours. As outlined previously, Quarry and Coton Hill ward has been identified as a hotspot area regarding the volume and rate of licensed premises, alongside key risk factors linked to crime and anti-social behaviour. This ward encompasses Shrewsbury town centre, and additional measures are in place in order to promote public safety in this area; for example, patrols are conducted by town rangers, taxi marshalls, Quarry Park security and street pastors in order to reduce risks linked to alcohol related harm and the night-time economy. A Public Spaces Protection Order (PSPO) is also enforced in Shrewsbury town centre in order to prevent anti-social behaviour, with specific conditions aiming to prohibit alcohol related incidents.

In terms of protecting those vulnerable to alcohol related harm, issues are complex as there is no clear definition regarding those at risk and there is currently a lack of evidence regarding social determinants. Social factors can result in health inequalities; however, there has been little research examining the link with alcohol related issues. Alcohol treatment rates can provide an overview in terms of the number of individuals locally who are vulnerable to alcohol related harm. The location of drug and alcohol treatment centres are likely to draw vulnerable people into specific locations and have therefore been considered at a local level in terms of the proximity to areas with a higher concentration of licensed premises.

The table below displays treatment data for Shropshire, allowing for national and regional comparisons.

INDICATOR	PERIOD	ENGLAND	WEST MIDLANDS	SHROPSHIRE
Number in treatment at specialist alcohol misuse services	2020/21	76740	n/a	468
Proportion waiting more than 3 weeks for alcohol treatment	2020/21	2	n/a	10.2
Successful completion of alcohol treatment	2021	36.6	36.7	27.9

Figure 14: Local Alcohol Profiles, Public Health Data

<sup>11</sup> Amended Guidance Issued Under Section 182 of the Licensing Act 2003, October 2012



As illustrated above, treatment completion rates in Shropshire are lower than the national average. During the review period, 1530 individuals aged 18 and over were actively in treatment in Shropshire, where alcohol was cited as either their primary, secondary or tertiary problem drug.

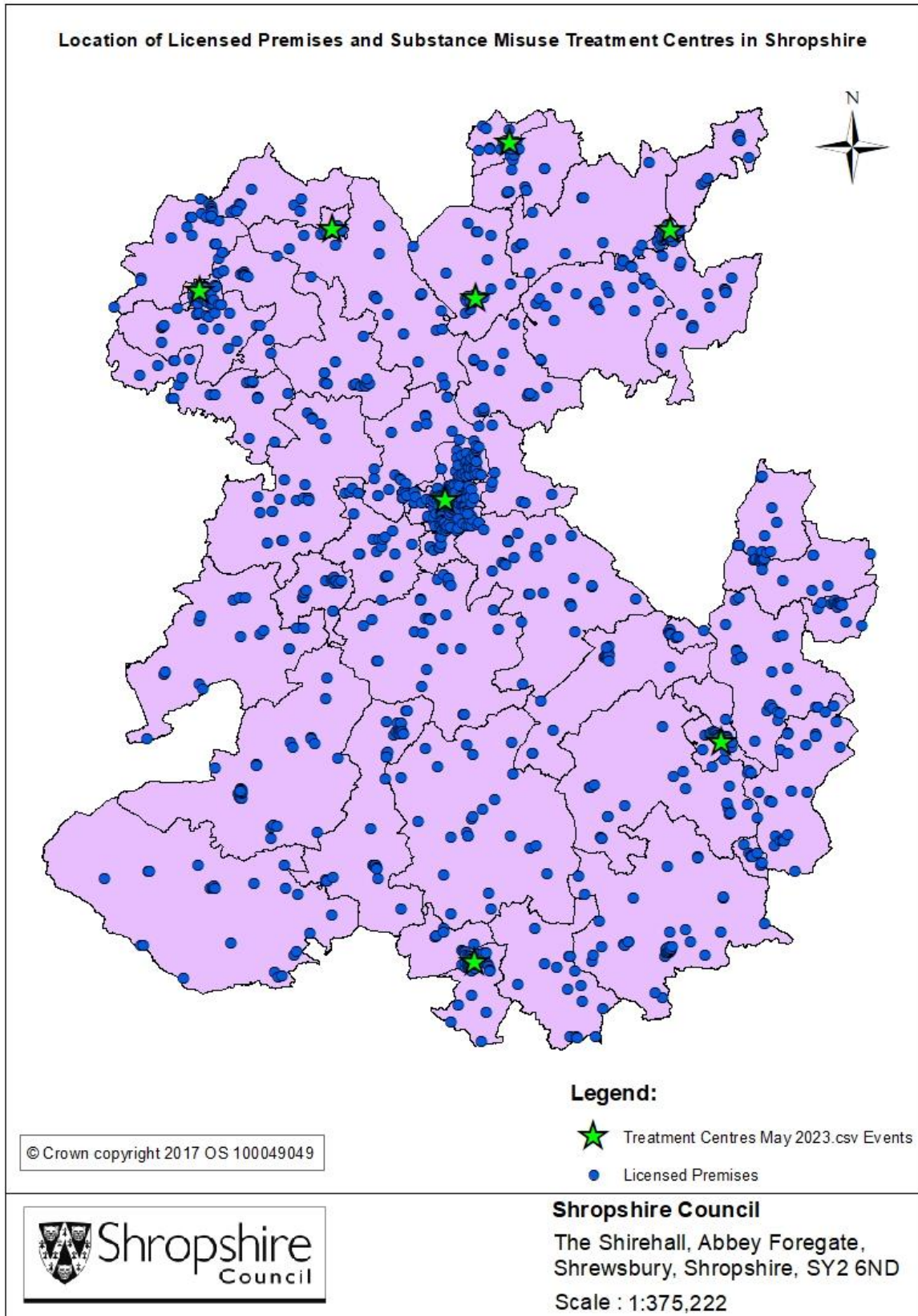
2020/21 recorded an 11% reduction in adults in treatment for alcohol use, in comparison to the year previous. Of the 468 alcohol users in treatment during this period, 51% were male and 49% female<sup>12</sup>. 243 people were new presentations (52%), and 61% had a mental health need, with need higher among females in comparison to males<sup>13</sup>. Half (52%) of Shropshire's alcohol treatment clients during 2020-21 were aged 30-49, with a further 23% aged 50-59, therefore showing a slightly older age structure of alcohol clients compared to drug treatment clients. Clients between the ages of 40-59 were more likely to be female and clients aged 60-69 more likely to be male. Nationally, there is a different profile, with 18-39s more likely to be female and 50-59s more likely to be male.

The map overleaf displays the location of treatment facilities in Shropshire, and their proximity to licensed premises.

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<sup>12</sup> Drug and Alcohol JSNA Summary, 2023

<sup>13</sup> Shropshire Drug and Alcohol Needs Assessment 2022/23



**Key findings:** As would be expected, treatment hubs are located in town centre locations where the concentration of licensed premises is generally greater. This is particularly evident in Quarry and Coton Hill ward, which has already been identified as a hotspot area regarding rates of crime and ASB. In order to effectively identify geographical areas of concern, further data at ward level is required in relation to individuals accessing services and treatment for substance misuse issues.

**Recommendation:** Premises licence holders should have clear policies and procedures in place identifying all public safety risks, alongside measures to prevent and manage those risks. The safety of individuals leaving the premises should also be acknowledged; for example, promoting safe night-time transport options. Consideration should also be given to the location of licensed premises in areas frequented by individuals vulnerable to alcohol related harm; for example, preventing the sale of alcohol to those already intoxicated.

- PREVENTION OF PUBLIC NUISANCE

Public nuisance retains its broad common law meaning within Licensing Act 2003, and the relevant issues predominantly concern noise nuisance, light pollution, odour and litter. The Act enables licensing authorities and responsible authorities, through representations, to consider what constitutes public nuisance and what is appropriate to prevent it in terms of conditions attached to specific premises licences and club premises certificates<sup>14</sup>.

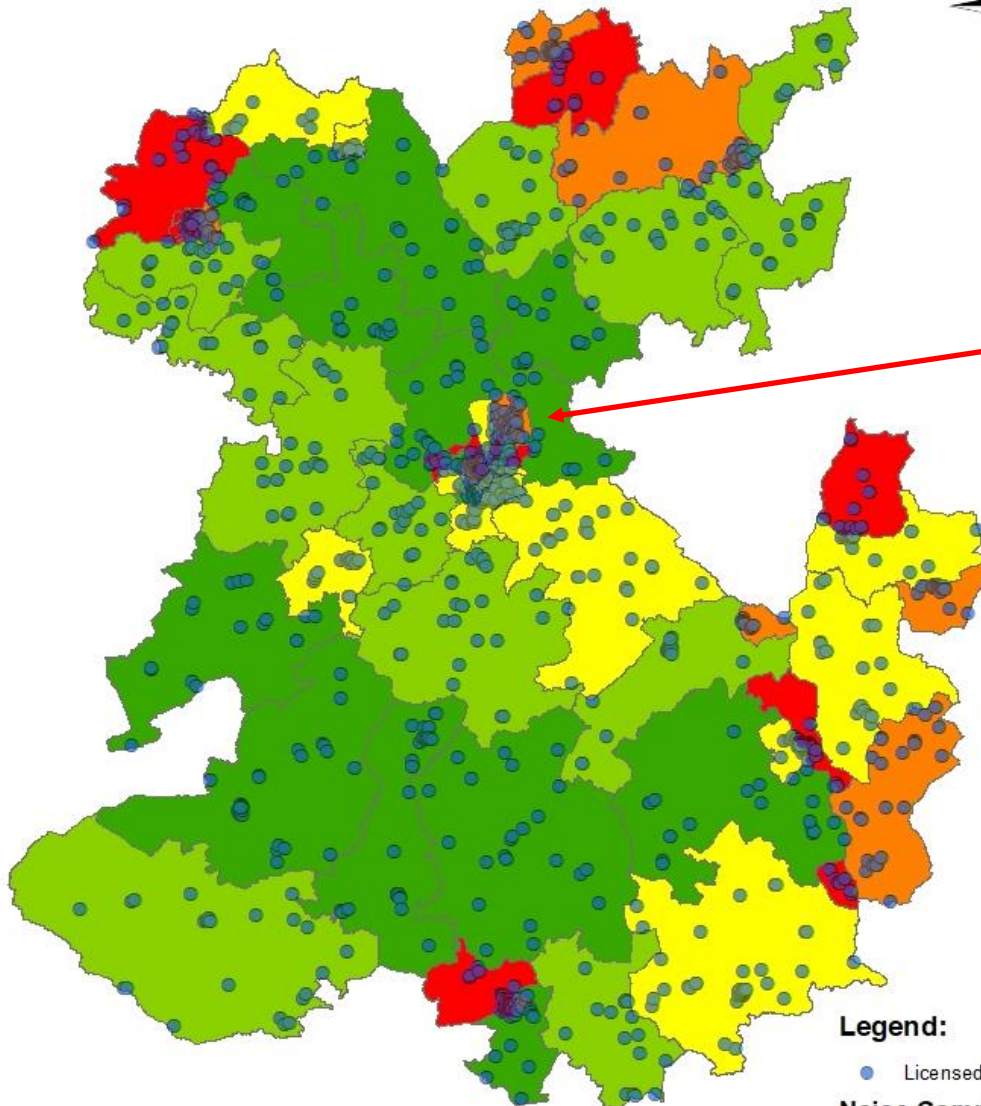
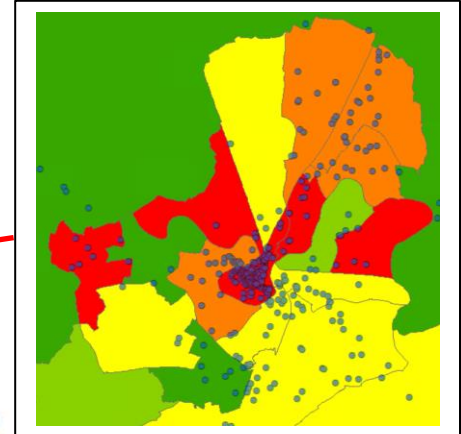
In order to identify hotspot areas and any correlation with the location of existing licensed premises, Environmental Health noise complaints have been analysed for the period 01 April 2020 – 31 March 2023. Noise complaints include both domestic and non-domestic reports recorded by Shropshire Council.

The map overleaf displays the location of licensed premises, alongside the rate of noise complaints per 1000 population by ward in Shropshire. Of note, 2628 complaints in total were recorded, however only 2513 have been geocoded allowing for hotspot analysis.

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<sup>14</sup> Amended Guidance Issued Under Section 182 of the Licensing Act 2003, October 2012

Location of Licensed Premises in Shropshire  
by Rate of Noise Complaints per 1000 Population by Ward



**Legend:**

- Licensed Premises
- Noise Complaints RATE**
- Low
- 
- 
- High

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The tables below identify the top 5 hotspot wards with regard to both the number and rate of noise complaints.

WARD	TOTAL COMPLAINTS
Quarry and Coton Hill	167
Bayston Hill, Column and Sutton	87
Oswestry East	87
Bridgnorth East and Astley Abbotts	77
Market Drayton West	74
Gobowen, Selattyn and Weston Rhyn	66

Figure 15: Number of noise complaints per ward

WARD	RATE PER 1000 POPN
Quarry and Coton Hill	33.83
Oswestry South	14.42
Highley	12.64
Ludlow North	12.33
Bridgnorth East and Astley Abbotts	11.16

Figure 16: Rate of noise complaints per 1000 population

**Key findings:** Quarry and Coton Hill ward has been identified as the primary hotspot area in relation to both the number and rate of noise complaints. As identified previously, this ward also contains the highest number of licensed premises and has recorded the highest rate of crime and anti-social behaviour. Of note, 21% of all noise complaints in Quarry and Coton Hill ward were linked to licensed premises.

**Recommendation:** Consideration should be given to applications for new licensed premises in the identified hotspot areas already recording higher levels of noise complaints. Applicants need to evidence that additional premises will not contribute to existing issues and cause a public nuisance for local residents.

- PROTECTION OF CHILDREN FROM HARM

The fourth objective of the Licensing Act 2003 states that children should be protected from harm, and as such recognises young people as a vulnerable group. If someone is under the age of 18 it is illegal to sell them alcohol, to buy (or attempt to buy) alcohol, for an adult to buy (or attempt to buy) alcohol for them, or to drink alcohol in licensed premises. Premises licence holders must ensure that an age verification policy applies to the premises in relation to the sale or supply of alcohol. In addition, a number of licensed premises in Shropshire also adhere to best practise schemes such as 'Challenge 25' which require individuals who appear to be under the age of 25 to also provide ID.

Intelligence led test purchase exercises are routinely conducted across Shropshire in order to prevent the underage sale of age restricted products. In relation to alcohol, 7 off licensed premises were visited during 2022/23 which resulted in 1 sale, and 1 on licensed premises where the sale of alcohol was refused.

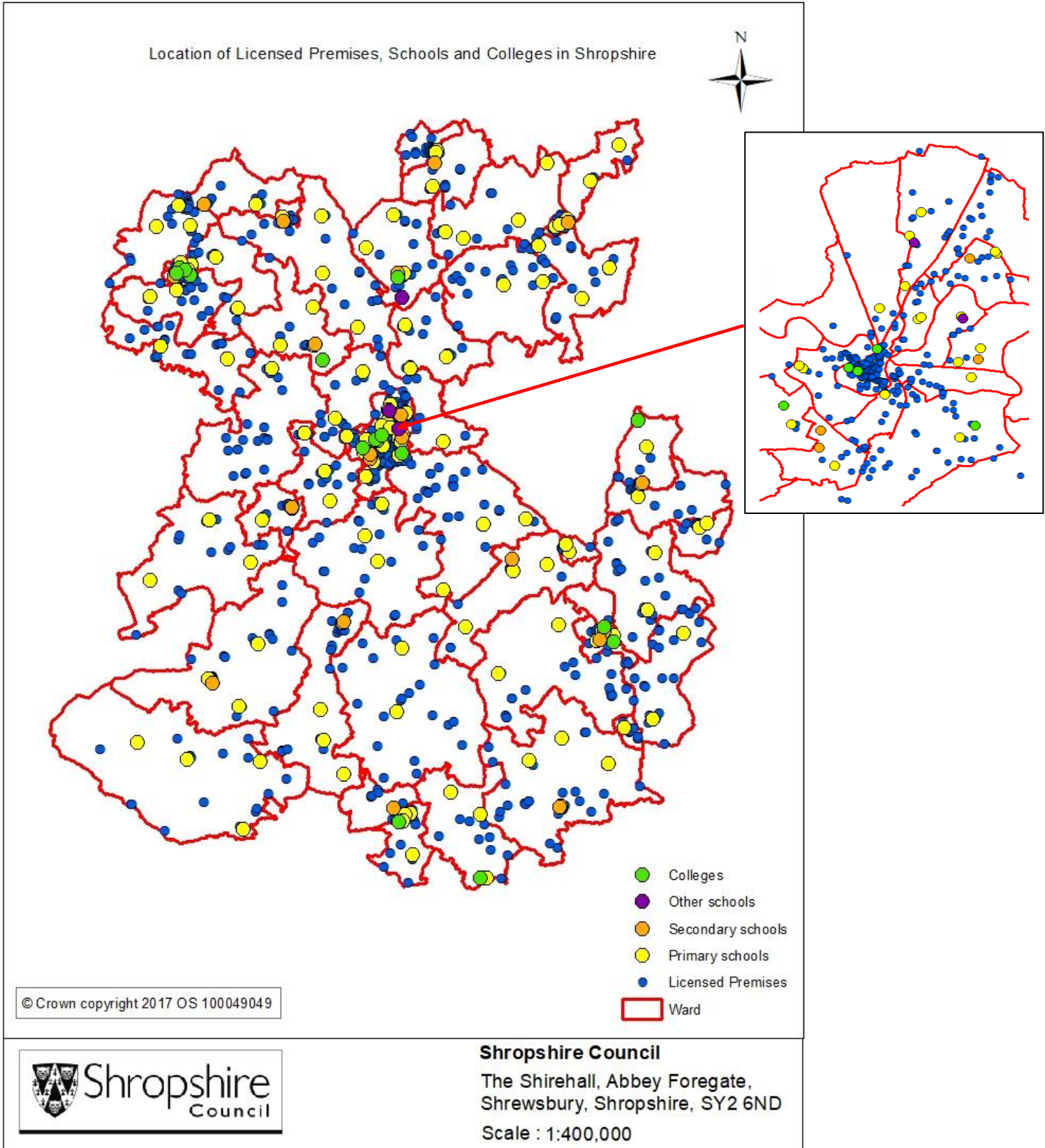
Locally, alcohol was the second most reported substance problem among young people in treatment during 2020/21; 46%, which is higher than the England figure of 42%, meaning

Shropshire had a higher percentage of young people in treatment for alcohol dependence in 2020-21 than nationally<sup>15</sup>.

Further consideration should be given to interventions which will prevent underage alcohol consumption. For example, identifying existing concentrations of licensed premises and the proximity to schools and colleges. The map overleaf displays the location of all Shropshire schools and colleges alongside licensed premises, in order to highlight areas where younger people will be present in greater number during certain points of the day.

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<sup>15</sup> Shropshire Drug and Alcohol Needs Assessment 2022/23



## AGE PROFILE

18% of the population in Shropshire are under 18 years of age, and 13% are of school age (aged 5-16 years). The table below displays the top 10 wards in relation to the rate of school aged children per 1000 population. The number of children by age is also provided.

WARD	5	6	7	8	9	10	11	12	13	14	15	16	RATE PER 1000 POPN
Sundorne	58	70	57	60	75	74	53	62	64	66	60	50	177.24
Porthill	31	60	40	69	49	52	56	45	68	126	134	124	172.56
Underdale	63	58	65	68	74	53	60	73	65	44	61	50	162.93
Ruyton and Baschurch	45	50	36	54	45	63	67	70	77	72	77	65	162.46
Copthorne	37	45	42	50	54	61	62	81	65	55	60	55	152.84
Harlescott	74	55	69	73	73	63	51	65	60	54	55	63	152.10
Meole	53	45	49	62	64	59	60	63	57	73	55	51	151.67
Monkmoor	54	43	69	43	64	88	53	59	51	56	48	54	150.59
Whittington	59	43	62	39	53	55	54	56	50	49	51	55	146.98
Cheswardine	61	53	58	47	65	55	65	64	49	47	40	55	145.73

Figure 17: Top 10 Wards - Rate of school aged children per 1000 population

**Key findings:** Sundorne has the highest rate of school aged children across Shropshire; this area is predominantly urban in nature and densely populated. Of note, this ward also features as a hotspot area in relation to domestic abuse rates. Porthill also has a higher rate of school aged children; this ward is adjacent to the licensed premises cluster site in Quarry and Coton Hill ward and as such should be considered a risk area. As outlined previously, the highest number of licensed premises are located in Quarry and Coton Hill ward; this area also contains two Shrewsbury Sixth Form College campuses, and Coleham Primary School is located just outside the ward border. Bridgnorth East and Astley Abbots ward contains the highest number of schools and colleges, and also features as a hotspot area regarding both the number and rate of licensed premises.

**Recommendation:** With regard to future licence applications in relation to premises located in the wards identified above, ensure the required measures are in place to prevent underage alcohol consumption and to protect young people from alcohol related harm. For example, age restricted sales policies and door supervision, restricting hours of sale, and removing drinks promotions.



- SOCIO-ECONOMIC FACTORS

#### INDICES OF DEPRIVATION 2019

The Indices of Deprivation 2019 provide a set of relative measures of deprivation for small areas across England, based on seven different indicators which include the following:

- Income Deprivation
- Employment Deprivation
- Education, Skills and Training Deprivation
- Health Deprivation and Disability
- Crime
- Barriers to Housing and Services
- Living Environment Deprivation<sup>16</sup>

The IMD score is an important tool for identifying disadvantaged areas and can provide a useful indicator in terms of highlighting potential areas of risk in relation to alcohol-related harm, as greater deprivation is associated with higher rates of alcohol dependency.

In order to establish a picture of overall deprivation at ward level in Shropshire, an average score measure is calculated, and ensures values can be ranked with a rank of 1 (most deprived) assigned to the highest score. 5% of Shropshire's population live in the 20% most deprived areas in England. The table below displays the 10 most deprived areas in Shropshire.

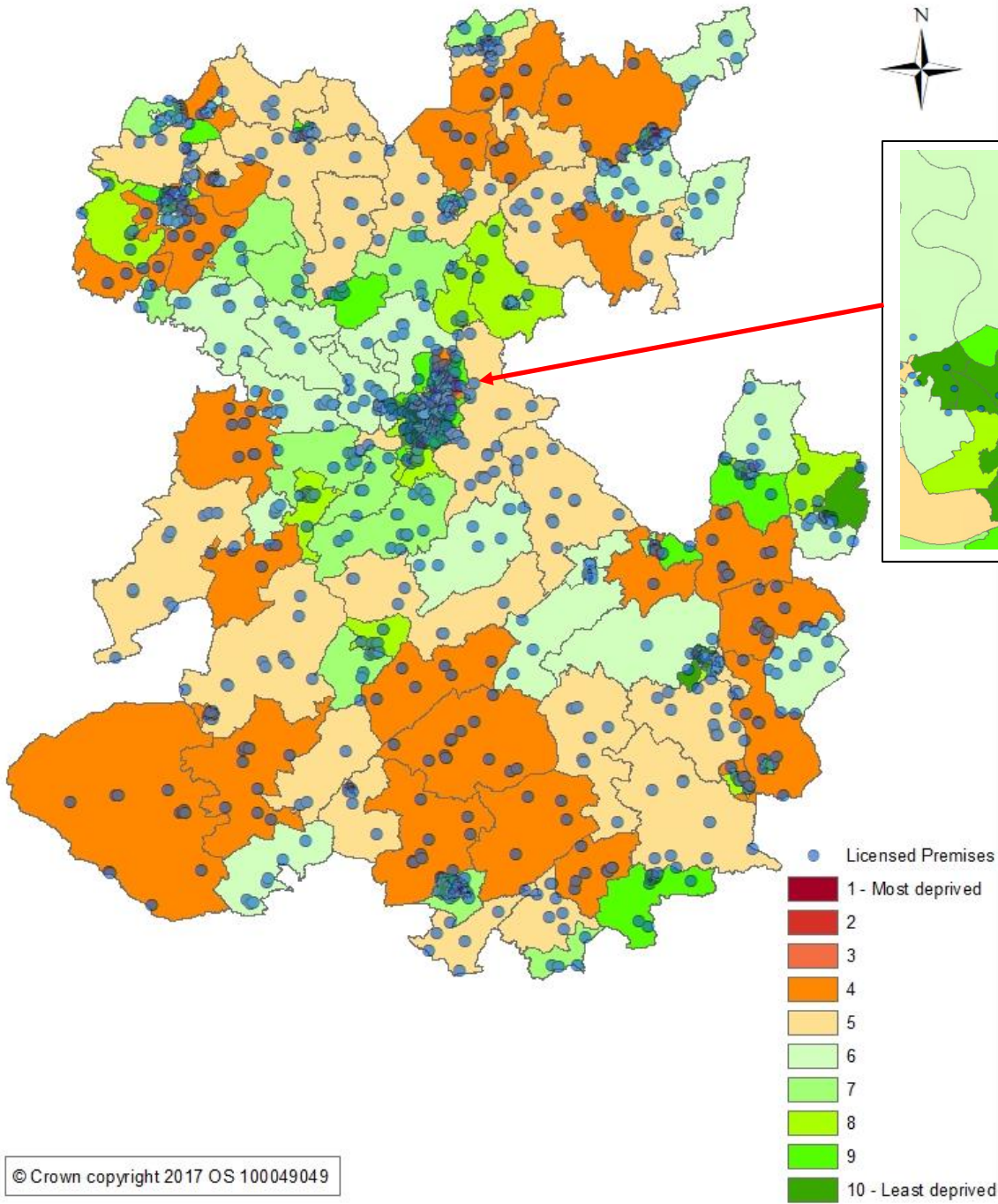
ELECTORAL DIVISION	AVERAGE SCORE RANK
Harlescott	1
Monkmoor	2
Ludlow East	3
Castlefields and Ditherington	4
Sundorne	5
Worfield	6
Market Drayton East	7
Prees	8
Corvedale	9
Bishop's Castle	10

Figure 18: Top 10 Wards – Average Deprivation Score

The map overleaf displays the most to least deprived areas based on overall IMD score, alongside the location of licensed premises.

<sup>16</sup> Shropshire Snapshot Indices of Deprivation 2019; Shropshire Council

Location of Licensed Premises in Shropshire by Overall IMD Deprivation Levels



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Shropshire Council

Shropshire Council

The Shirehall, Abbey Foregate,  
Shrewsbury, Shropshire, SY2 6ND

Scale : 1:400,000

**Key findings:** 4 of the top 10 wards are located in Shrewsbury; as outlined previously Shrewsbury has the greatest concentration of licensed premises. Harlescott has been identified as the most deprived ward, and although this ward does not feature as a hotspot in relation to the number and rate of licensed premises, it has been identified as a risk area regarding crime levels. Over 80% of residents in Harlescott live in areas of higher deprivation. The largest job sector is manufacturing.

## UNEMPLOYMENT

Significant negative health impacts can arise as a result of unemployment, both for the individual and their families. This impact worsens when it involves alcohol misuse<sup>17</sup>. Harmful drinking and the associated increased risk of mental health problems can make it harder for people with alcohol dependence issues to find work again.

The number of economically active unemployed residents (excluding full time students) has been considered in order to indicate unemployment levels among resident populations. This data is based on the 2021 UK Census, and is a measure of whether or not a person was an active participant in the labour market. The table below displays the top 5 hotspot areas regarding the number of unemployed residents.

WARD	UNEMPLOYED
Battlefield	271
Oswestry East	201
Bayston Hill, Column and Sutton	198
Wem	177
Whitchurch North	151

Figure 19: Top 5 wards – number of residents unemployed (2021 Census)

In order to further identify areas of increased income and employment deprivation, the table below displays the top 5 wards based on the number of people claiming Jobseeker's Allowance plus those who claim Universal Credit and are required to seek work and be available for work, during the period 01 April 2022 – 21 March 2023.

WARD	TOTAL
Oswestry East	2,160
Whitchurch North	1,940
Quarry and Coton Hill	1,755
Wem	1,720
Harlescott	1,690

Figure 20: Top 5 wards – number of people claiming JSA and UC (Nomis)

<sup>17</sup> Health Matters: Harmful Drinking and Alcohol Dependence, PHE Jan 2016

**Recommendation:** Research indicates that those living in deprived areas are more likely to experience health inequalities and as such are potentially more vulnerable to alcohol related harm. Consideration should therefore be given to future licence applications for premises located in the areas posing a greater risk as identified above.

- CONCLUSION AND RECOMMENDATIONS

Findings indicate that the highest number of risk areas are located within the Shrewsbury and Atcham district, which would be expected as this is the most densely populated area in Shropshire. At a lower geographical level Quarry and Coton Hill ward poses the greatest risk due to the concentration of licensed premises, higher crime and ASB rates, as well as increased levels of noise nuisance. These findings reinforce links with the night time economy and alcohol related harm.

The risk matrix displayed below details the ward areas across Shropshire posing the greatest risk, alongside the specific indicator. However, all areas outlined within the profile should be considered risk areas and future applications for licensed premises located in these wards should be evaluated in order to effectively manage and minimise the impact of alcohol in line with the four key objectives of the Licensing Act 2003.

WARD	LICENSED PREMISES - NUMBER	LICENSED PREMISES - RATE	CRIME RATE	ALCOHOL RELATED CRIME RATE	VIOLENT CRIME RATE	DOMESTIC ABUSE RATE	ASB RATE	NOISE RATE	RATE OF 5-16 YR OLDS	NO. OF SCHOOLS/ COLLEGES	DEPRIVATION	UNEMPLOYMENT
Quarry and Coton Hill	*	*	*	*	*		*	*				
Sundorne									*			
Harlescott											*	
Castlefields & Ditherington						*						
Oswestry East												*
Battlefield												*
Bridgnorth East and Astley Abbots										*		

Figure 21: Risk Matrix – High Risk Localities

This profile provides a starting point in terms of identifying local risk factors requiring consideration in order to aid compliance with the four key licensing objectives. However, it is important to build on this profile via engagement with other partner organisations in order to enhance the range of local risk factors considered.