

**LICENSING SUB-COMMITTEE: 22<sup>nd</sup> March 2019**

**Report of the Head of Regulatory Services**

**Application for Premises Licence - Grant**

**Application No: 032832**

**Name of Premises: Story, 2 Grosvenor House, Greyfriars Road, Cardiff**

**Ward: Cathays**

**1. Application**

1.1 An application for a Premises Licence - Grant, has been received from Craven Leisure Limited in respect of Story, 2 Grosvenor House, Greyfriars Road, Cardiff, CF10 3AD.

1.2 The applicant has applied for the following:

(1) In respect of the following licensable activities:

- (i) The sale by retail for consumption on and off the premises.
- (ii) The provision of regulated entertainment in the form of films, indoor sports, live music, recorded music, performance of dance and entertainment of a similar description (all indoors only).
- (iii) The provision of late night refreshment (indoors).

(2) The following permitted opening hours:

Monday to Sunday: 10:00 to 04:30

New Years Eve: until start of permitted hours on 1<sup>st</sup> January

(3) To provide licensable activities during the following hours:

- (i) The sale by retail for consumption on and off the premises:  
Monday to Sunday: 10:00 to 04:00  
New Years Eve: until start of permitted hours on 1<sup>st</sup> January
- (ii) The provision of regulated entertainment in the form of films, indoor sports, live music, recorded music, performance of dance and entertainment of a similar description (all indoors only):  
Monday to Sunday: 10:00 to 04:00  
New Years Eve: until start of permitted hours on 1<sup>st</sup> January
- (iii) The provision of late night refreshment (indoors):  
Monday to Sunday: 23:00 to 04:00  
New Years Eve: 23:00 to 05:00

**2. Promotion of Licensing Objectives.**

The additional conditions proposed by the applicant to meet the licensing objectives are attached to the report.

**3. Relevant Representations**

- 3.1 A representation has been received from South Wales Police, a copy of which is attached.
- 3.2 A representation has been received from Licensing Enforcement, a copy of which is attached.
- 3.3 A representation has been received from Cardiff and Vale Public Health Team, a copy of which is attached.

**4. Legal Considerations.**

- 4.1 In respect of the application the decision must be taken following consideration of the representations received with a view to promoting the licensing objectives which are:

Prevention of crime and disorder  
Public Safety  
Prevention of Public Nuisance  
Protection of Children from Harm

- 4.2 In each case the Sub-Committee may make the following determination

- a) To grant the application.
- b) To modify the conditions of the licence, by altering, omitting or adding to them, where relevant.
- c) Reject the whole or part of the application.

- 4.3 All decisions taken by the Sub-Committee must (a) be within the legal powers of the Council and its Committees; (b) comply with any procedural requirement imposed by law; (c) be undertaken in accordance with the procedural requirements imposed by the Council eg. standing orders and financial regulations; (d) be fully and properly informed; (e) be properly motivated; (f) be taken having regard to the Council's fiduciary duty to its taxpayers; and (g) be reasonable and proper in all the circumstances.

**5. Issues for Discussion.**

- 5.1 The application should be determined and the appropriateness of any conditions on the licence needs to be discussed.

1. A CCTV system shall be installed to an agreed standard as approved by South Wales Police and it shall be maintained and operated at all times when the premises are open to the public. The system will cover all areas of the premises where the public have access (excluding toilets) including all entrances and exits. It will cover the external front of the premises with coverage extending to half way across the highway. Any outside area used for licensable activity will also be covered. The images will be kept for a minimum period of 31 days. The images will be produced to a police employee or other responsible authority representative, in a readily playable format, immediately upon request when the premises are open to the public and at all other times as soon as reasonably practicable, subject to data protection legislation. There will be sufficient trained staff to facilitate the above. Signs will be prominently displayed, advising customers that CCTV is in operation at the premises.
2. The licence Holder shall submit, to the Police licensing and the Licensing Authority, a separate operating schedule for each event where an external promoter, DJ or artiste is involved at the premises. It shall be submitted in writing at least 28 days prior to the event. South Wales Police will notify the premise licence holder in writing of any condition(s) that should apply to the operation of the event within ten days of receiving written notification of the event. If less than 28 days' notice is given in writing, any condition(s) applied by the Police shall not be challenged by the applicant / Licence holder.
3. A minimum of 5 Body worn cameras shall be utilised by door supervisors at the premises when open to the public for licensable activities. The device(s) used shall be capable of recording video images and sound. Images from the body worn cameras shall be stored for a minimum of 31 days and shall be produced to a police employee, or other responsible authority representative, in a readily playable format, immediately upon request when the premise is open to the public and at all other times as soon as reasonably practicable, subject to data protection legislation. There will be sufficient trained staff to facilitate the above.

4. Door supervisors will be employed when the premise is open to the public. Two door supervisors shall be employed for the first 100 patrons; after this, door supervisors shall be provided at the ratio of 1:100 for each additional 100 patrons or part thereof. Door supervisors shall supervise the roof terrace whenever it is open to the public at the same ratio as above - two for the first 100 and 1 additional door supervisor for each additional 100 patrons or part thereof. Door supervisors shall each be equipped with a two-way radio, to facilitate communication between themselves/management. Door staff must be Security Industries Agency (SIA) registered as required by the Licensing Act 2003.
5. Staff will be employed to assist the door staff with the primary responsibility of identifying potentially intoxicated individuals and to help them accordingly (ratio 10 door staff :1 (Welfare) Staff.).
6. Searching and wandling (with a metal detecting wand or similar) will take place on the front door as risk assessed by the DPS and door team (notices to advise of this to be on display). A search policy shall be in place and will include procedures for the confiscation of prohibited articles such as drugs and weapons. A metal detecting device will be used to assist in searching. Searches will be conducted at the discretion of Door Supervisors.
7. On each Friday, Saturday, Sunday before a Bank Holiday and Student Night, two of the SIA registered door supervisors shall be provided outside of the premise for an additional period of 30 minutes after closing, to assist in the safe and orderly dispersal of patrons from the premise. Body cameras and high visibility vests, tabards or jackets shall be worn by door supervisors when employed in this function.
8. Female security will be employed from midnight to ensure all female customers are arriving / leaving safely.
9. A register of Door Supervisors shall be kept at the premises. The register shall show the full name, address, company and SIA registration number of each Door Supervisor with signed acknowledgement of start and end duty times from each Door Supervisor. The register shall

be kept by the DPS for a minimum of 18 months and will be made available to a police employee or representative of a responsible authority on request.

10. Queues of patrons waiting to enter the premises shall be supervised by SIA registered Door Supervisors and STORY staff in such a way that they do not cause any inconvenience to neighbouring premises or members of public. High visibility vests, tabards or jackets shall be worn by Door Supervisors and STORY promotional staff when employed in this function.
11. The premise shall operate the Drug Safe scheme. The Drug Safe procedure will involve a dedicated log of illegal substances placed in the safe by staff. It will record details of where the substance was discovered (or from whom it was recovered) date and time as well as details of the person seizing the substance(s). If the person making the entry in the log is different to the person seizing the substance(s) their details shall also be included in the log entry. A sharps box shall be kept and used for the safe disposal of needles etc. at the premises
12. The DPS will ensure that an adequate system for measuring the number of patrons in the premise is used by Door Supervisors - such as counting clickers. Numbers of patrons on the premises will be recorded each half-hour. This record will be kept for a minimum of 18 months by the DPS and will be made available to a police employee or representative of a responsible authority upon request.
13. The DPS or a Personal Licence Holder will be on the premise at all times licensable activity takes place.
14. At all times when open to the public, the premises shall operate a radio system which is monitored by the Local Authority and South Wales Police.
15. An incident book, or record, will be kept and maintained at the premises. Each entry made shall carry the day, date and time that each report was made and pages shall carry consequential numbering. It will record the following;

- A. All crimes reported to the venue
- B. All ejections of patrons, with details of the individual(s) if known.
- C. All complaints received (whether of a criminal or licensing nature).
- D. All incidents of disorder.
- E. The seizure of drugs and offensive weapons.
- F. All visits by a responsible authority or emergency service.

The DPS shall retain the incident book for a minimum of 18 months. The incident book will be made available to the police or other responsible authority representative on request. Each reported incident will be dated and signed by the person making the report and that person's name will be clearly legible alongside the signature.

- 16. Purchase of alcoholic beverages will be possible only from static bars and table service. There will be NO mobile alcohol sales persons of any sort.
- 17. The DPS will ensure that no advertisement relating to events at the premise will contain wording or references which cause offence, contain profane or inappropriate language (whether obvious or suggested) or image(s) of a nature which falls into any of the above categories.
- 18. Pre-booked alcoholic beverages:
  - 1. One 75cl bottle of spirits (being alcohol with an ABV content of 15.5% or more) or the equivalent, is permitted to be pre-booked and pre-paid electronically per multiple of four customers.
  - 2. One 75cl bottle of wine, sparkling wine or champagne is permitted to be pre-booked and pre-paid electronically per multiple of two customers.

Should the party size permit the ordering of more than one bottle, or the equivalent, of either spirits or wine, the bottle(s) may be delivered to the booth at the ratio set out

above.

19. **Table bottle sales:** The sale of bottles of spirits at the table can only be made for VIP guests with booth bookings or designated seating; All pre-booked guests will be required to present a named guest list in which all those appearing to be under 21 years of age must present ID which must be validated at the door.
20. **All bottles of spirits supplied to patrons will be fitted with a measured pourer of a type approved by South Wales Police.**
21. **A trained First Aider will be on the premise and available whenever the premise is open to the public. A dedicated area shall be provided for the purpose of providing care to patrons who are in need of assistance through injury or intoxication, or awaiting collection. In cases where patrons refuse all offer of assistance, all steps taken by staff at the premise shall be recorded, to evidence what efforts were made to ensure the safety of the individual concerned.**
22. **Glass collectors shall be employed on all floors open to the public on Fridays, Saturdays, Sundays before a Bank Holiday and Student Nights and shall be responsible for identifying patrons who appear to be intoxicated and to provide assistance as required. They will be easily recognisable.**
23. **An age challenge scheme for use when alcohol sales are involved (such as Challenge 25) shall be in use at all times licensable activities are undertaken. Any person who appears to be under the specified age will be required to prove they are over 18 unless otherwise approved by South Wales Police. The only acceptable forms of identification in these circumstances are photographic identification documents, such as; Passport, PASS hologram or Driving Licence. Where a customer's age is in doubt and no identification is available, no admission to the premise shall be allowed. Signs will be prominently displayed throughout the premises advising customers of this policy.**

24. Staff involved in the sale and supply of alcohol shall receive refresher training in relation to licensing legislation, Age Challenging and drugs policies every two years. All staff involved in the sale and supply of alcohol shall be fully conversant with the conditions contained in the Premises Licence Conditions. No member of staff will be permitted to sell age-restricted products until such time as they have completed training. Records of such training shall be kept by the DPS for a minimum of 3 years and made available to the police or other responsible authority representative on request.
25. The DPS shall be an active participant in the Licensing Forum and will attend meetings in person or send a suitable proxy to each Forum meeting whenever possible. The DPS will provide up to date contact information for him or herself to the Licensees Forum.
26. Toilet checks will be conducted twice each hour, at irregular intervals, to deter patrons from illegal activity. A register of toilet checks will be kept by the DPS for a minimum of 31 days and made available to the police or other responsible authority representative on request.
27. There shall be no admission or re-admission to the premises later than 02:00 hours on any date except for smokers who will be authorised to re-access the premises until the closing time.
28. No structure or temporary barrier will be placed externally to the premises without the relevant Council authority/licence to do so, unless associated with queue management.
29. There shall be no bar on the roof terrace. Only drinks purchased inside the premise may be consumed on the roof terrace. Drinks shall only be consumed by patrons using the roof terrace from open, non-glass vessels. No person shall be permitted access to the roof terrace after 03:00 hrs on any day. There shall be no activity on the roof terrace after 23:00 hrs other than smoking, consumption of food and drinks purchased inside the premises and



recorded music for background purposes.

30. Sails, or such other appropriate covers will screen the roof terrace in accordance with the relevant Cardiff City Council Department advice.
31. No noise, capable of causing public a nuisance to neighbouring residential properties, shall be permitted on the roof terrace. No musical equipment is permitted, or allowed to be positioned, on the roof terrace after 23:00 hrs or before 08:00 hrs daily. The roof terrace shall be screened by walls, no less than 7'6" high on all sides. All furniture and fittings on the roof terrace shall be secured to the floor at all times.
32. All furniture and fittings on the roof terrace will be secured to the floor at all times when the roof terrace is being used by patrons.
33. Non-glass vessels shall be used from 23:00 hrs each day when the premises are open to the public beyond 03:00 hrs. There will be sufficient glass collectors engaged on the premises to ensure glass is promptly removed from all public areas on such days.
34. On days declared as Major Event Days in Cardiff, all drinks shall be dispensed in non-glass vessels which have been approved by the police licensing team.
35. The maximum number of patrons permitted into the premise at any one time shall not exceed the figure permitted by the Fire Authority.
36. The maximum number of patrons permitted on the roof terrace at any one time shall not exceed the figure permitted by the Fire Authority.
37. There shall be no entertainment of a sexual nature.
38. There shall there be no displays of Hypnotism (as defined in Sect 6 of the Hypnotism Act 1952) unless the performer has obtained the appropriate consent from the Cardiff City

**Council.**

- 39. No children will be allowed on the premises after 22:00 hours.**
- 40. For no more than six occasions per year the premises will be permitted to operate until 6:00am subject to a 21 days notice which will be served on the Police.**
- 41. Locations of fire safety and other safety equipment subject to change in accordance with the requirements of the responsible authorities or following a risk assessment.**
- 42. Any detail shown on the plan that is not required by the licensing plans regulations is indicative only and subject to change at any time.**



Licensing Department,  
Cardiff Bay police station,  
James Street,  
Cardiff,  
CF10 5EW

CARDIFF COUNTY COURT 25 February 2019

2714

LICENSING SECTION

Mr M Phipps  
TLT Solicitors,  
1 Redcliff Street,  
Bristol,  
BS1 6TP

APPLICATION FOR THE GRANT OF A PREMISES LICENCE – STORY – 2 GROSVENOR HOUSE,  
GREYFIAR'S ROAD, CARDIFF, CF10 3AD

Dear Mr Phipps,

I have caused enquiries to be made into this application and make the following representation that I wish to be considered when deciding on the licensable activity and conditions for this licence.

We therefore ask that the Licensing Committee hear the representation made by the police when determining the grant of this application.

Should the applicants agree to comply with the representation made to meet the Licensing Objectives before a hearing is held then please accept that the police will automatically withdraw their request for a hearing with the Licensing Committee.

**Please note, SWP is still in dialogue with the applicant and it is hoped that an agreement can be reached regarding the below.**

POLICE REPRESENTATION

South Wales Police (SWP) are content with the wording of the conditions offered by the applicant numbered as follows;

2, 6, 8, 10, 11, 12, 13, 14, 16, 17, 18, 19, 22, 23, 24, 25, 26, 28, 29, 30, 35, 36, 37, 38, 39, 41 and 42.

SWP request that the following offered conditions be deleted;

4, 33, and 40.

SWP wish the following conditions to be added to the premises licence;

1. (To replace offered condition 4) Door supervisors will be employed when the premise is open to the public.  
Mae Heddlu De Cymru yn croesawu derbyn gohebiaeth yn Gymraeg a Saesneg. South Wales Police welcomes receiving correspondence in Welsh and English.  
Byddwn yn ateb gohebiaeth a dderbynnir yn Gymraeg yn Gymraeg ac ni fydd Any correspondence received in Welsh will be answered in Welsh and corresponding  
gohebu yn Gymraeg yn arwain at oedi. in Welsh will not lead to a delay in responding.

public. There shall be a minimum of 8 SIA registered Door Supervisors on duty from opening. Once the number of attendees exceeds 400, additional Door Supervisors shall be provided at the ratio of 1:50 or part thereof.

2. (To replace offered condition 33) All drinks to be supplied or dispensed in non-glass vessels. An exception to this condition will be the designated VIP area(s). In these VIP area(s) toughened glass vessels and Glass bottles will be permitted, although they must not leave this VIP area(s). SIA staff will control the entrance(s) / exit(s) to the VIP area(s) to ensure that glass vessels or glass bottles do not leave the VIP area(s). This exception will not apply on Major event days.
3. (To replace offered condition 40) For no more than six occasions per year, and no more frequently than one every two months, the premises will be permitted to operate until 6:00am, subject to 28 days' notice which will be served on the police.  
On such dates the following, in addition to the premise licence conditions, shall apply;
  1. Attendees at events of this nature shall only be allowed entry upon production of a ticket which was paid for no less than 24hrs before the event. Tickets shall, therefore, carry details of the date of purchase.
  2. The ratio of Door Supervisors to patrons will be 1:50, with a minimum of 15 SIA registered Door Supervisors on duty from opening until 30 minutes after the last patron leaves the premise.
  3. Drug sniffer dogs shall be utilised at the premises until last time of entry (02:00hrs).
  4. South Wales Police will have absolute power of veto regarding such occasions.
4. (New condition) The premises will employ one dedicated booth host/hostess to supervise no more than **two** booths or **one** VIP area. It will be the responsibility of these members of staff to monitor the levels of intoxication of all patrons within the booths/VIP areas.

SWP wish to alter the wording of the following offered conditions as below;

1. A CCTV system shall be installed to an agreed standard as approved by South Wales Police and it shall be maintained and operated at all times when the premises are open to the public. The system will cover all areas of the premises where the public have access (excluding toilets) including all entrances and exits. It will cover the external front of the premises with coverage extending to half way across the highway. Any outside area used for licensable activity will also be covered. The images will be kept for a minimum period of 31 days. The images will be produced to a police employee, in a readily playable format, immediately upon request when the premises are open to the public and at all other times as soon as reasonably practicable, subject to data protection legislation. There will be sufficient trained staff to facilitate the above. Signs will be prominently displayed, advising customers that CCTV is in operation at the premises.
3. A minimum of 5 Body worn cameras shall be utilised by door supervisors at the premises. The device(s) used shall be capable of recording video images and sound. Images from the body worn cameras shall be stored for a minimum of 31 days and shall be produced to a police employee, in a readily playable format, immediately upon request when the premise is open to the public and at all other times as

soon as reasonably practicable, subject to data protection legislation. There will be sufficient trained staff to facilitate the above.

4. Door supervisors will be employed when the premise is open to the public. There shall be a minimum of 8 SIA registered Door Supervisors on duty from opening. Once the number of attendees exceeds 400, additional Door Supervisors shall be provided at the ratio of 1:50 or part thereof.
5. Dedicated staff will be employed to assist the door staff with the primary responsibility of identifying potentially intoxicated individuals and to help them accordingly; there shall be one such staff member on each floor of the premise where licensable activities take place.
7. SIA registered door supervisors shall be provided outside of the premise for an additional period of 30 minutes after closing, to assist in the safe and orderly dispersal of patrons from the premise. Body cameras and high visibility vests, tabards or jackets shall be worn by door supervisors when employed in this function.
9. A register of Door Supervisors shall be kept at the premises. The register shall show the full name, address, company and SIA registration number of each Door Supervisor with signed acknowledgement of start and end duty times from each Door Supervisor. The register shall be kept by the DPS for a minimum of 18 months and will be made available to a police employee on request.
15. An incident book, or record, will be kept and maintained at the premises. Each entry made shall carry the day, date and time that each report was made and pages shall carry sequential numbering. It will record the following;
  - A. All crimes reported to the venue
  - B. All ejections of patrons, with details of the individual(s) if known.
  - C. All complaints received (whether of a criminal or licensing nature).
  - D. All incidents of disorder.
  - E. The seizure of drugs and offensive weapons.
  - F. All visits by a responsible authority or emergency service.

The DPS shall retain the incident book for a minimum of 18 months. The incident book will be made available to the police or other responsible authority representative on request. Each reported incident will be dated and signed by the person making the report and that person's name will be clearly legible alongside the signature.
20. All bottles of spirits supplied to patrons will be fitted with a measured one shot pourer.
21. A trained First Aider, dedicated specifically to that purpose, will be on the premise and available whenever the premise is open to the public at the ratio of 2:1000 (First Aider: Patron). A dedicated area shall be provided for the purpose of providing care to patrons who are in need of assistance through injury or intoxication, or awaiting collection. In cases where patrons refuse all offer of assistance, all steps taken by staff at the premise shall be recorded, to evidence what efforts were made to ensure the safety of the individual concerned.
27. There shall be no admission or re-admission to the premises later than 02:00 hrs on any date.

31. No noise, capable of causing a nuisance to neighbouring residential properties, shall be permitted on the roof terrace. No musical equipment is permitted, or allowed to be positioned, on the roof terrace after 23:00 hrs or before 08:00 hrs daily. The roof terrace shall be screened by walls, no less than 7'6" high on all sides.
32. All furniture and fittings on the roof terrace will be secured to the floor at all times when the roof terrace is open to the public.
34. On days declared as Major Event Days in Cardiff all drinks shall be supplied in non-glass containers and vessels.

If the applicant does not agree with the afore-mentioned representations, the police objections will be based on the following;

The prevention of crime and disorder  
The prevention of public nuisance

Additional evidence to support the notice of objection will be presented at any subsequent Licensing Committee hearing. This evidence will be expanded on verbally, written, statistical or CCTV evidence.

If you require any further information please contact PC946 John Crowther at Cardiff Bay police station, Licensing Department on 101(South Wales) ext. [REDACTED]

Yours sincerely,



Chief Inspector

## **Barker, Kirstie**

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**From:** Morgan, Rhys  
**Sent:** 25 February 2019 10:18  
**To:** Barker, Kirstie  
**Subject:** RE: Licensing Act 2003: Application for the grant of a Premises Licence - Story, 2 Grosvenor House, Greyfriars Road, Cardiff

In regard to the above application to grant premises license, I wish to advise that the Licensing Authority of Cardiff Council will be objecting to the application.

A Cumulative impact Policy has been adopted for the City Centre area of Cardiff. The Licensing Authority has adopted the policy due to high levels of alcohol related crime and disorder, in the interests of public safety and the avoidance of nuisance.

The policy creates a presumption that new applications for Premises Licences will be refused unless the applicant can demonstrate the business will have no negative effect on any of the licensing objectives.

The premises detailed above falls within the boundary of the Cumulative Impact Zone and therefore an objection is submitted in respect to the following Licensing Objectives.

The prevention of crime and disorder.  
The prevention of public nuisance.

Consequently the Licensing Sub-Committee will need consider this application in line with Cardiff Councils Cumulative Impact Policy.

You will need to demonstrate to the Licensing Sub-Committee that there will be no negative cumulative impact on one or more of the licensing objectives if the Premises Licence were to be granted.

Kind regards

### **Rhys Morgan**

#### **Licensing Section / Adran Drwyddedu**

Shared Regulatory Services / Gwasanaethau Rheoliadol a Rennir  
Bridgend, Cardiff and the Vale of Glamorgan  
Pen-y-bont ar Ogwr, Caerdydd ar Bro Morgannwg  
Telephone | Ffôn 02920 871123



Shared Regulatory Services  
Gwasanaethau Rheoliadol a Rennir

#### **Language Preference**

Mae'r Cyngor yn croesawu gohebiaeth yn Gymraeg a Saesneg a byddwn yn sicrhau ein bod yn cyfathrebu â chi yn yr iaith o'ch dewis, boed yn Saesneg, yn Gymraeg neu'n ddwyieithog cyhyd â'n bod yn ymwybodol o'ch dewis. Cysylltwch â 029 20871651/ [trwyddedu@caerdydd.gov.uk](mailto:trwyddedu@caerdydd.gov.uk) i nodi dewis iaith. Os na fyddwn yn derbyn eich dewis iaith, byddwn yn parhau i gyfathrebu â chi yn unol â'r weithdrefn bresennol. Ni fydd gohebu yn Gymraeg yn creu unrhyw oedi.

The Council welcomes correspondence in English or Welsh and we will ensure that we communicate with you in the language of your choice, whether that's English, Welsh or in Bilingual format as long as we know which you prefer. Please contact 029 20871651/ [licensing@cardiff.gov.uk](mailto:licensing@cardiff.gov.uk) to register your language choice. If we do not receive your language choice, we will continue to correspond with you in accordance with current procedure. Corresponding in Welsh will not lead to any delay.



NHS  
WYLES  
GIG  
CYMRU

Bwrdd Iechyd Prifysgol  
Caerdydd a'r Fro  
Cardiff and Vale  
University Health Board



GIG  
YMAE  
NHS  
WYLES

Iechyd Cyhoeddus  
Cymru  
Public Health  
Wales

Cardiff and Vale Public Health Team  
1<sup>st</sup> Floor, Global Link  
Dunleavy Drive  
Cardiff, CF11 0SN

Miss Claire Hartrey  
Team Manager  
Shared Regulatory Services  
Bridgend, Cardiff and the Vale of Glamorgan  
City Hall  
Cardiff  
CF10 3ND

19<sup>th</sup> February 2019

Dear Miss Hartrey

In accordance with the Health Board's role as a responsible authority I can confirm we have received the following application for a premises license for: Story, 2 Grosvenor House, Greyfriars Road, Cardiff.

We understand that this premise will amalgamate two current premises to become one larger venue. The proposed premise is situated within the agreed Cumulative Impact Policy area of Cardiff City Centre.

The proposed larger venue will increase the capacity (ground floor changing from restaurant and bar to vertical drinking establishment) and the entire venue will have a finish time of 04:00. The proposed opening hours and increased capacity will likely contribute to higher levels of alcohol consumption.

Research has also shown that a higher density of on-trade outlets is associated with higher hospital admissions for conditions wholly attributable to alcohol<sup>1</sup>. This application for an amalgamation will increase the availability of alcohol within this area of Cardiff, and we anticipate it will contribute to a maintenance or likely increase in the number of incidents occurring within the Cumulative Impact Policy area, resulting in a further increase in activity/data reported at the Emergency Department and Alcohol Treatment Centre as a result. In 2017, 22 attendances were recorded at the Alcohol Treatment Centre or Emergency Department, where attendees reported their last drink was at the at one of these previously licensed venues (Last Drink data). All except one attendances took place after midnight.

The Health Board does not object to the granting of the license, however we would like to see conditions on the license to ensure the safety of patrons at all times. Under the Public Safety license objective, we therefore request the following conditions to be applied to the license to minimise the possible harm to patrons:

- All staff, including bar staff to be responsible for identifying and monitoring sales to intoxicated patrons (current application only states security, welfare and glass collectors)
- Only one bottle delivered to the customers at a time via the pre-booked alcoholic beverages facility
- Dedicated staff employed to supervise no more than 2 booths or one VIP area at a time, with a responsibility to monitor the intoxication of all patrons in the booths





NHS  
GIG

Bwrdd Iechyd Prifysgol  
Caerdydd a'r Fro  
Cardiff and Vale  
University Health Board



GIG  
NHS

Iechyd Cyhoeddus  
Cymru  
Public Health  
Wales

In the event of a licence being granted, Cardiff and Vale Health Board will continue to monitor the activity and data collected relating to this premises and if the anticipated concerns arise, we may request a review of the license.

If there are any queries regarding this response, please contact me on the details provided below.

Yours sincerely

Fiona Kinghorn

Executive Director of Public Health

Tel: [REDACTED]

<sup>1</sup>Alcohol Change (2018) Alcohol outlet density and alcohol-related hospital admissions in England: a geographical analysis. Available at: <https://alcoholchange.org.uk/publication/alcohol-outlet-density-and-alcohol-related-hospital-admissions-in-england-a-geographical-analysis-1> [Accessed 14th February 2019]



NHS  
GIG

Bwrdd Iechyd Prifysgol  
Caerdydd a'r Fro  
Cardiff and Vale  
University Health Board



GIG  
NHS

Iechyd Cyhoeddus  
Cymru  
Public Health  
Wales

# Addressing Alcohol Misuse in Wales



GIG  
NHS

Iechyd Cyhoeddus  
Cymru  
Public Health  
Wales

**Alcohol remains a major threat to public health in Wales**



**Alcohol remains a major cause of death and ill health with high costs to the individual, the health system, the society and economy in Wales**



## Health impact

**Alcohol is associated with**



more than **200** types of **chronic disease, accidents and injuries**



**1,500** deaths per year  
= **1** in **20** of all deaths



**Alcohol hurts the poorest the most**



## Cost to overall economy

Heavy drinking increases the **risk of unemployment and absences** from work



**800,000** working days per year lost due to absences



**1 million** working days lost due to **job loss or reduced employment opportunities**



## Societal impact for Wales

**Alcohol is associated with**



more than **6000** cases of domestic violence each year



more than **£1 billion** cost of harm to society each year



## Cost to NHS Wales

**£70 - £73 million** in 2008/09

**£35 - £37 million** emergency department attendances in 2008/09

1. Accurate as per latest data collection 2015 (Welsh Health Survey 2016) using 1995 alcohol guidelines (proposed new guidelines in 2016). Measured as men drinking more than 4 units and women drinking more than 3 units on at least one day in the past week.



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### In Cardiff and Vale...

- Cardiff and Vale has higher levels of alcohol misuse than Wales in general.
- 46% of adults report drinking alcohol above the recommended alcohol limits on at least one day in the previous week<sup>1</sup>.
- Men drink above the guidelines more often than women, with the 45-54 year olds drinking over the guidelines most<sup>2</sup>.
- 28% of adults in Cardiff and the Vale report that they binge drink<sup>1</sup>.
- Binge drinking in Cardiff and Vale is on or above the national average, and is likely to be centred on hotspots such as Cardiff City Centre.
- Alcohol related hospital admissions in Cardiff and Vale, for males and females, are slightly lower than the Wales average<sup>3</sup>, but this trend is rising.
- Alcohol related violent crime is lower in the Vale of Glamorgan than across all-Wales average but, this may be due to under reporting of these crimes.
- Crime in Cardiff is above the national average and while the residencies of the offenders are unknown (many may be from other areas) the impact on Cardiff's services is considerable.

<sup>1</sup> Welsh Government (2012) *Welsh Health Survey: Local authority and Local Health Board results, 2010 and 2011*. Available at: <http://wales.gov.uk/topics/statistics/theme/health/health-survey/results/?lang=en> [Accessed 23rd April 2013]

<sup>2</sup> Welsh Government (2012) *Welsh Health Survey 2011*. Available at: <http://wales.gov.uk/topics/statistics/headlines/health2012/120919/?lang=en> [Accessed 23rd April 2013]

<sup>3</sup> Gartner et al (2009) *A profile of alcohol and health in Wales*. Cardiff: Wales Centre for Health. Available at: [http://www2.nphs.wales.nhs.uk:8080/PubHObservatoryProjDocs.nsf/85c50756737f79ac80256f2700534ea3/0400558233b1c95c802576ea00407a33/\\$FILE/Alcohol%20and%20health%20in%20Wales\\_WebFinal\\_E.pdf](http://www2.nphs.wales.nhs.uk:8080/PubHObservatoryProjDocs.nsf/85c50756737f79ac80256f2700534ea3/0400558233b1c95c802576ea00407a33/$FILE/Alcohol%20and%20health%20in%20Wales_WebFinal_E.pdf) [Accessed 23rd April 2013]



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### Why does licensing matter?

- Opening hours and density of alcohol sales outlets influence alcohol consumption, drinking patterns and damage due to alcohol<sup>4</sup>.
- It has been concluded that restricting the availability of alcohol is an effective way of reducing alcohol related harm.
- The number of alcohol outlets is strongly related to alcohol related hospital admissions<sup>5</sup>.
- There is a significant link between the density of 'pubs and clubs' and numbers of assaults<sup>6</sup> and also to crime rates in general<sup>7</sup>
- Reducing alcohol availability and access is key to preventing alcohol related problems in the community<sup>8</sup>.
- Extensions to opening hours are most often used by problem drinkers to increase their access to alcohol<sup>9</sup>.
- Increasing the density of alcohol outlets increases competition, usually leading to lower prices and increased alcohol consumption<sup>10</sup>.
- Marginalised drinkers are most affected by changes in alcohol availability<sup>14</sup>.
- A higher density of on-trade outlets is associated with higher hospital admissions for conditions wholly attributable to alcohol<sup>15</sup>.

<sup>4</sup> Popova S et al (2009) Hours and days of sale and density of alcohol outlets: impacts on alcohol consumption and damage: a systematic review. *Alcohol & Alcoholism*. 44, pp. 500 – 16.

<sup>5</sup> Tatlow et al (2000) The relationship between the geographic density of alcohol outlets and alcohol-related hospital admissions in San Diego County. *Journal of Community Health*, 25 (1), pp. 79–88.

<sup>6</sup> Gouvis Roman et al (2008) Alcohol Outlets as Attractors of Violence and Disorder: A Closer look at the Neighbourhood Environment. Available at: [http://www.urban.org/UploadedPDF/411663\\_alcohol\\_outlets.pdf](http://www.urban.org/UploadedPDF/411663_alcohol_outlets.pdf) [Accessed 23rd April 2013].

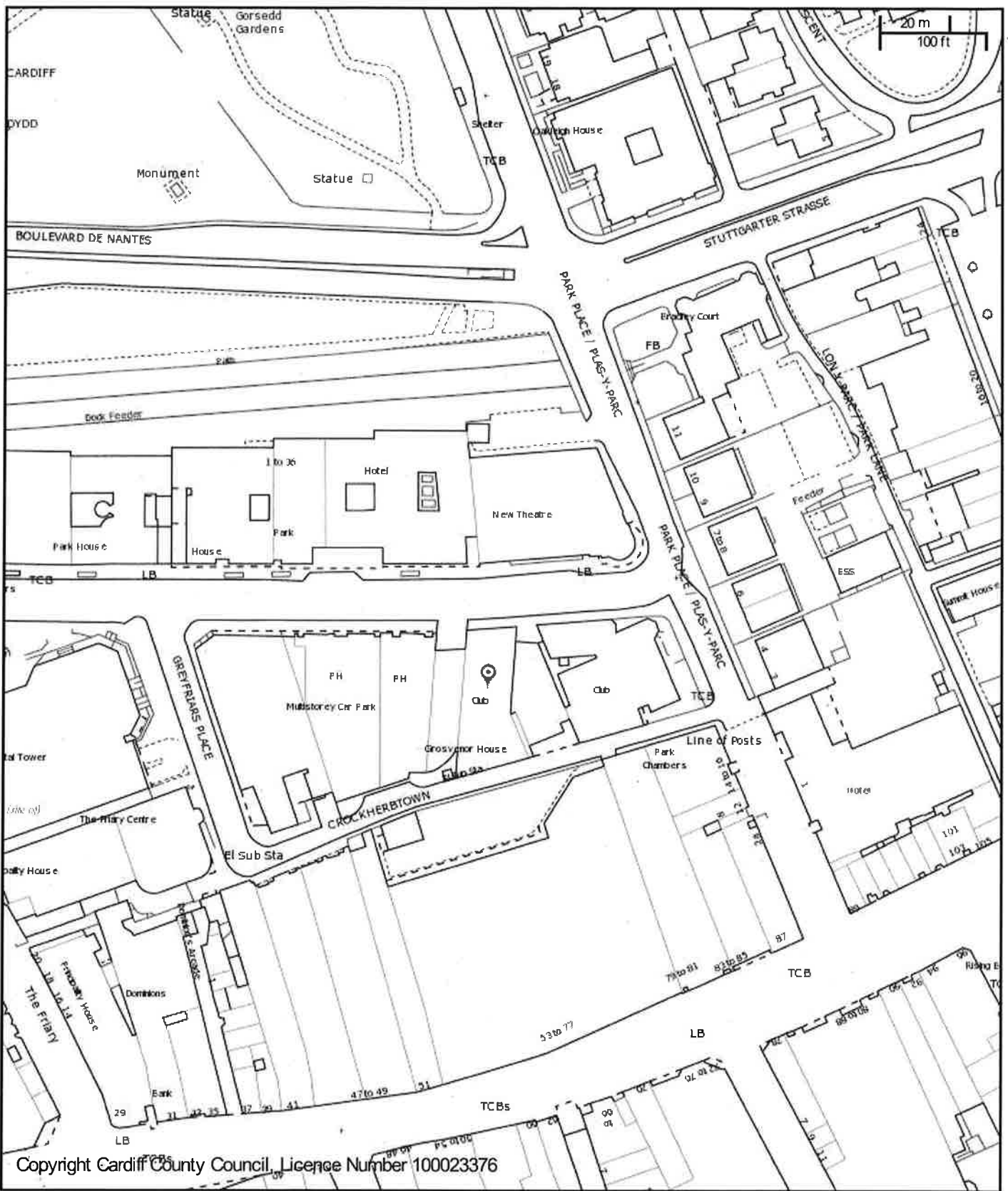
<sup>7</sup> Gruenewald et al (2006) Regulating Availability: How access to alcohol affects drinking and problems in youth and adults. *The Journal of the National Institute on Alcohol Abuse and Alcoholism*. 24 (2), pp. 258-267. Available at: <http://pubs.niaaa.nih.gov/publications/arh342/248-256.htm> [Accessed 5th June 2013]

<sup>8</sup> Gorman and Horel (2005) Drug 'hot-spots', alcohol availability and violence. *Drug and Alcohol Review*. 24, pp. 507 – 513. Available at: <http://onlinelibrary.wiley.com/doi/10.1080/09595230500292946/abstract> [Accessed 5th June 2013]

<sup>9</sup> McLaughlin et al (1992) and Smith (1986)

<sup>10</sup> Livingston et al (2007) Changing the density of alcohol outlets to reduce alcohol-related problems. *Drug and Alcohol Review*, 26 (5) pp. 557-566.

<sup>15</sup> Alcohol Change (2018) Alcohol outlet density and alcohol-related hospital admissions in England: a geographical analysis. Available at: <https://alcoholchange.org.uk/publication/alcohol-outlet-density-and-alcohol-related-hospital-admissions-in-england-a-geographical-analysis-1> [Accessed 14th February 2019]



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