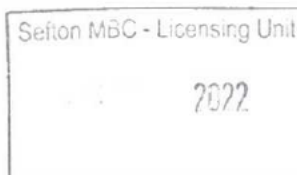


The Licensing Authority Licensing Unit,  
Sefton MBC, Magdalen House,  
30 Trinity Road,  
Bootle,  
L20 3NJ,

29<sup>th</sup> April 2022



Dear Sir or Madam,

**Reference: Application for new premises license 97-99 St. Johns Road, Waterloo, L22 9QD**

**Application made by: Mr. A Jayanathan**

I am writing to object to the above application for new premises license. I believe it contravenes the prevention of public nuisance objective stated within the Licensing Act 2003 and will exacerbate anti-social behaviour late at night. Supporting this application also contradicts Sefton Council's statement of intent, in conjunction with Cheshire and Merseyside councils, to use licensing laws to reduce crime, anti-social behaviour and poor health caused by alcohol.

Specifically, I believe that granting this application and allowing alcohol to be sold on these premises will cause the following:

#### **Anti-social behaviour**

As a resident of [REDACTED], I am concerned that the late-night opening of SLA Food & Wine will attract gangs of youths into the area and encourage congregation at the entrance to the road from St. John's Road. We have already seen an increase in footfall since the opening of a convenience store on the opposite side of St. John's Road, whereby Oakdale Road provides a route between the shop and Victoria Park. As a result, there has been a marked increase in gangs of males hanging around the shop and walking up and down the road, incidents of vandalism to residents' cars and an increase in litter.

#### **Noise/disruption**

I am also concerned by an increase in noise levels during anti-social hours and the impact this may have on residents. Under the current application the shop will only be closed for just 6 hours per day and be licensed to sell alcohol between the hours of 6am - 12 midnight, with the provision of late-night refreshment between the hours of 11pm - 12 midnight. This will see an increase in people using the shop, cars driving and parking within the road and potentially groups congregating [REDACTED] on Oakdale Road.

#### **Conflict with council policy**

Sefton Council's licensing policy statement 2018 <https://www.sefton.gov.uk/media/3596/statement-of-licensing-policy-2018.pdf> states that "The Local Plan for Sefton will allow development in town centre

areas as long as it does not cause significant harm to amenity, would not result in grouping of similar uses which would harm the character of the area or harm residential amenity.”

I also refer you to paragraphs 1.14 – 1.17 within Sefton Council's Statement of intent in which it is stated that:

- 1.14 Councils in Cheshire and Merseyside are planning to use licensing laws to reduce crime, anti-social behaviour and poor health caused by alcohol.*
  - 1.15 The drive aims to promote a 'healthier relationship' with alcohol in communities and improved wellbeing through the powers available in the Act.*
  - 1.16 Evidence shows the easy availability and affordability of cheap, strong alcohol contributes to the harm experienced by those most vulnerable. We aim to support the wellbeing of these local residents and communities by using the powers of the Act to limit access to this type of alcohol.*
  - 1.17 Nine areas in Cheshire and Merseyside are working together to support local communities to identify ways of reducing alcohol-related harm, while at the same time ensuring night time economies remain safe, vibrant and popular.*
- We will: Work with national bodies to identify the latest advice and guidance and agree a consistent approach across Cheshire and Merseyside. • Identify best practice in licensing and look to extend successful local initiatives more widely where there is good evidence for reducing harm to vulnerable residents. • Engage and involve local retailers and communities. • Signpost the availability of evidence and provide guidance on using it in the licensing process.*
- 1.19 This approach will be co-produced by the nine Local Authorities in Cheshire and Merseyside and will ensure local alcohol strategies are taken into account.*

There is already a new convenience store at 52 St. John's Road, less than 10 metres across the road, as well as an off-license, Discount Booze at 24a St. John's Road., Co-op supermarket on Brighton Road and a Tesco Express Crosby Road North as well as Murphy's Newsagent and convenience store at 143a St. Johns Road. There are a further four off licenses in the surrounding Oxford Road and South Road areas. Granting an application for another convenience store to sell alcohol all day directly contravenes this statement and lessens the variety of shops on St. Johns Road. It also increases the access to cheap alcohol for local residents for longer periods of time, something that Sefton Council states they are setting out to reduce. Together with a proliferation of pubs and bars on South Road, it seems counterproductive to have more outlets for the sale of alcohol in St Johns Road, which has always had a different character in the offer it makes to consumers, residents and visitors to the local area. This is counter to Sefton's stated intent to "not result in grouping of similar uses which would harm the character of the area or harm residential amenity.”

I would like you to strongly consider my objections when reviewing this application and the impact on the local community, environment and public health.

I have also contacted Peter Dowd, the Labour MP for Bootle Constituency and my local councillor, Jan Grace to study this application and Sefton Council's approach to town planning in the St. John's Road vicinity.

Yours Faithfully,



[REDACTED]

26<sup>th</sup> April 2022

Licensing Authority  
Sefton MBC  
Magdalen House  
30 Trinity Road  
Bootle  
L20 3NJ

To whom it may concern,

Re: Premise Licence application: M/039952 SLA Food & Wine

I am writing to register my objection to the application for a premise licence by Mr Amarasingam Jeyanathan for SLA Food & Wine, St John's Road, Waterloo, L22 9QD. The basis for this opposition is that based on the following concerns:

The premise is situated on the corner of a quiet residential street, Oakdale Road, with many young families, including ours where we have 3 small children under the age of 7 years. The sale of alcohol and hot food late at night will encourage antisocial behaviour and lead to an increase in noise and disturbances along Oakdale Road.

I do not believe it is in the best interests of the residents of Oakdale Road to have 2 licenced premises within approximately 10 yards of each other. The proposed premise licence for SLA Food & Wine is diagonally opposite the newly opened KRK Krishika Convenience Store at 52 St John's Road which was granted a premise licence on 22/03/2022. There is also another off-licence, Discount Booze situated at 26 St. John's Road. Therefore 3 premises selling alcohol for consumption off the premises within the same quiet residential area is excessive and will lead to an increase in antisocial behaviour.

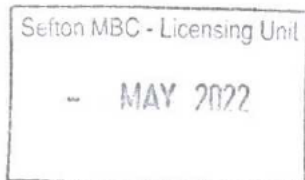
Indeed, since the opening of the KRK Krishika convenience store we have noticed an increase in antisocial behaviour along Oakdale Road with gangs of youths coming down the street and damaging several residents' cars and vehicles. Granting a premise licence for SLA Food & Wine to sell alcohol and hot food late at night will only compound this problem.

In view of the above, I would urge the Licensing Authority to refuse the application for sale of alcohol or at the very least restrict the hours in which alcohol and food may be sold.

Yours faithfully

[REDACTED]

Sefton MBC - Licensing Unit  
- 4 MAY 2022



1<sup>st</sup> May 2022

The Licensing Authority Licensing Unit,  
Sefton MBC, Magdalen House,  
30 Trinity Road,  
Bootle,  
L20 3NJ,

**Reference: Application for new premises license 97-99 St. Johns Road,  
Waterloo, L22 9QD  
Application made by: Mr. A Jayanathan**

Dear sir or madam,

I am a resident of [REDACTED] and have lived here for more than forty years. I am writing to object to the above application for new premises license. I am of the opinion it will have detrimental effect on our road and community. I have a daughter who lives in Neville Road off South Road and know first-hand of the impact that alcohol sales and late night openings have on a community. She dreads the weekends with its noise, anti-social behaviour and violence. She lives the effects first hand of how alcohol sales changes and worsens community life with persistent anti-social behaviour.

In your own policy it is accepted sales of alcohol especially late night sales can contravene public nuisance objective stated within the Licensing Act 2003 and will exacerbate anti-social behaviour late at night. Supporting this application also contradicts Sefton Council's statement of intent, in conjunction with Cheshire and Merseyside councils, to use licensing laws to reduce crime, anti-social behaviour and poor health caused by alcohol.

Allowing this licence to go ahead will most certainly lead to:

**A Anti-social behaviour**

I am concerned that the late-night opening of SLA Food & Wine will attract gangs of youths into the area and encourage congregation at the entrance to Oakdale Road. We have already seen an increase in footfall since the opening of a convenience store on the opposite side of St. John's Road, whereby Oakdale Road provides a route between the shop and Victoria Park. As a result, there has been a marked increase in gangs of males hanging around the shop and walking up and down the road, incidents of vandalism to residents' cars and an increase in litter.

## **B. Noise/disruption**

I am also concerned by an increase in noise levels during anti-social hours. The shop will be closed for just 6 hours per day and be licensed to sell alcohol between the hours of 6am - 12 midnight, with the provision of late-night refreshment between the hours of 11pm – 12 midnight. It does not need a genius to see an increase in people using the shop, cars driving and parking within the road and potentially groups congregating outside or on the opposite residential wall on Oakdale Road will be.

I have gleaned the following policy and forgive me for repeating it but I feel we are in desperate times financially and would hope council financial needs for revenue will not take presidency over residence and community.

### **Conflict with council policy**

Sefton Council's licensing policy

statement 2018 <https://www.sefton.gov.uk/media/3596/statement-of-licensing-policy-2018.pdf> states that "The Local Plan for Sefton will allow development in town centre areas as long as it does not cause significant harm to amenity, would not result in grouping of similar uses which would harm the character of the area or harm residential amenity."

I also refer you to paragraphs 1.14 – 1.17 within Sefton Council's Statement of intent in which it is stated that:

*1.14 Councils in Cheshire and Merseyside are planning to use licensing laws to reduce crime, anti-social behaviour and poor health caused by alcohol.*

*1.15 The drive aims to promote a 'healthier relationship' with alcohol in communities and improved wellbeing through the powers available in the Act.*

*1.16 Evidence shows the easy availability and affordability of cheap, strong alcohol contributes to the harm experienced by those most vulnerable. We aim to support the wellbeing of these local residents and communities by using the powers of the Act to limit access to this type of alcohol.*

*1.17 Nine areas in Cheshire and Merseyside are working together to support local communities to identify ways of reducing alcohol-related harm, while at the same time ensuring night time economies remain safe, vibrant and popular.*

*We will: Work with national bodies to identify the latest advice and guidance and agree a consistent approach across Cheshire and Merseyside. • Identify best practice in licensing and look to extend successful local initiatives more widely where there is good evidence for reducing harm to vulnerable residents. • Engage and involve local retailers and communities. • Signpost*

*the availability of evidence and provide guidance on using it in the licensing process.*

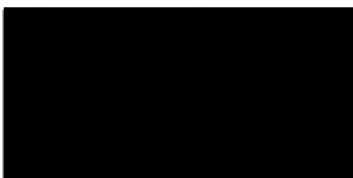
*1.19 This approach will be co-produced by the nine Local Authorities in Cheshire and Merseyside and will ensure local alcohol strategies are taken into account.*

At this point I feel it is necessary to draw to your attention the already existence of the following duplicating of alcohol and convenience stores either in or close proximity to St. Johns Road. There is already a new convenience store at 52 St. John's Road, less than 10 metres across the road, as well as an off-license, Discount Booze at 24a St. John's Road, Co-op supermarket on Brighton Road and a Tesco Express Crosby Road North as well as Murphy's Newsagent and convenience store at 143a St. Johns Road. There are a further four off licenses in the surrounding Oxford Road and South Road. The application for yet another convenience store with the retrograde step of allowing it to sell alcohol till midnight to sell alcohol all day directly contravenes this statement and lessens the variety of shops on St. Johns Road. It also increases the access to cheap alcohol for local residents for longer periods of time, something that Sefton Council states they are setting out to reduce. Together with a proliferation of pubs restaurants and bars on South Road, it seems counterproductive to have more outlets for the sale of alcohol in St Johns Road, which has always had a different character in the offer it makes to consumers, residents and visitors to the local area. This is also counter to Sefton's stated intent to "not result in grouping of similar uses which would harm the character of the area or harm residential amenity."

I along with many of my neighbours in Oakdale Road would like you to strongly consider our concerns and objections when reviewing this application and the impact on the local community, environment and public health.

I have also send the a copy to Peter Dowd, the Labour MP for Bootle Constituency and my local councillor, Jan Grace to study this application and the real concerns and objections that we have to this application.

Yours Faithfully,



①

Section MBC - Licensing

MAY 2022

REF No 3993

6-5-2022

DEAR MR JENNINGS

WE ARE WRITING TO YOU ABOUT  
OUR CONCERN OF THE PROPOSED  
LICENSING FOR SLA FOODS, 97-99  
SAINT JOHN'S ROAD WATERLOO.

WE UNDERSTAND THAT OPENING HOURS -  
ARE 6.00AM TILL 11.59PM. WE  
BELIEVE THIS WILL DISRUPT OUR SLEEP  
AS OUR BEDROOM IS [REDACTED] THE  
SHOP. MY WIFE IS NOT A VERY WELL  
PERSON AND SHE NEED HER SLEEP.

ALSO WE HAVE A HOW HAVEL GARDEN  
WALL [REDACTED] [REDACTED] THE SHOP

WE FEAR THAT PEOPLE WILL GATHER  
THERE DRINKING AND BRING NOISY  
NOISANCE.

CONT

2

AS OUR ROAD IS A MAIN WALK WAY  
TO MANY SCHOOLS, DON'T THINK ITS  
A GOOD IDEA FOR PEOPLE TO BE  
BUYING ACCOCHOC, WHICH CHILDREN  
ARE GOING TO SCHOOL. WE HAVE  
LIVED IN THIS PROPERTY FOR 40 YEARS  
AND NOW AT PENSION AGE.

ALSO THERE IS A EXTENSION BEING -  
BUILT AT THE BACK AND SIDE OF THE  
PROPERTY, IT NEEDS A SITE AND  
NEED TO BE INSPECTED FOR ITS -  
PERMISSION, REGULATIONS, AND SAFETY.

WE HAVE HAD A SHOP [REDACTED]  
FOR MANY YEARS, WITH FEW PROBLEMS  
BECAUSE OPEN HOURS AND CLOSE WAS  
AT REASONABLE HOURS AND NO ALCOHOL.

WE LIKE TO GET ON WITH OUR  
NEIGHBORS AND GIVE PEOPLE A FAIR  
CHANCE, BUT COME ON HOW WOULD  
YOU LIKE NOISE AND DISRUPTION 18  
HOURS A DAY.

YOURS  
[REDACTED]



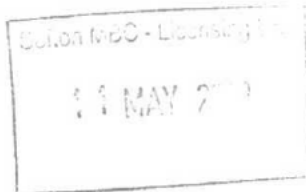
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7.5.2022

The Licensing Authority Licensing Unit,

Sefton MBC,

Magdalen House,

30 Trinity Road,  
Bootle, L20 3NJ,



Dear Sir/ Madam,

REF: Application for new premises licence for 97-99 St.John's Rd; Waterloo L22  
9QD

We are writing to object to the granting of a licence to the above mentioned shop to open and sell alcohol daily from 06.00 to 00.00. Our concerns include:

1. Noise/disruption.

There is every likelihood that the sale of alcohol and refreshments to midnight would result in increased noise from traffic and potentially also from groups of young people congregating to eat and drink alcohol in the residential areas close to the premises. Oakdale Road, like all the Dales roads, is populated with families, many of whom have school age children and for whom further noise and disruption late at night is neither fair nor tolerable. This situation is, of course, equally concerning for the many elderly and vulnerable residents in the neighbourhood.

2. Anti-social behaviour.

The recently opened "Convenience Store" at 92 St John's Rd; has already brought a notable increase in the number of young people loitering in parts of Oakdale Road and dropping a substantial amount of litter from items bought at the shop. There have also been incidents of damage to some residents' vehicles. Such anti-social behaviour is likely to increase in the event of another such business being granted permission for even longer and later opening hours.

3. Contravention of Sefton Council's licensing policy (2018).

This policy states that the Local Plan will **“allow development in town centre areas as long as it does not cause significant harm to amenity, would not result in grouping of similar uses which would harm the character of the area or harm residential amenity.”** The above noted new Convenience Store is situated opposite the proposed new premises at 97-99 St. John’s Rd and this is no more than 25 yards from the Bargain Booze off licence at 24a St. John’s Road. The nearby Co-op and Tesco Express stores also sell alcohol, as do the various bars/restaurants on St John’s Rd, not to mention the numerous such outlets on South Road, a mere five minutes walk away. The shopping facilities on St John’s Road have traditionally been of a different character to those of South Road and, importantly, the quieter nature of the road in the late evenings has meant it is an integral part of a family oriented residential community. We would argue that there has already been sufficient grouping “of similar uses” in our neighbourhood and that the Licensing Authority should not therefore grant this further application. It is disappointing that of late town planning for Waterloo seems to have been more in the direction of levelling down, which can only lead in the longer term to it becoming an even more depressed area, unattractive to businesses and residents alike.

Finally, we would request that in considering this application the Licensing authority also bear in mind its duty to reduce the potential for the harmful impact of the easy availability of alcohol on the health of individuals, particularly vulnerable people, their families and the wider community.

Yours Faithfully,

A large black rectangular redaction box covers the signature and name of the sender. Below the main box, there are two smaller, separate black rectangular redaction boxes, one on the left and one on the right, likely covering contact information.



14<sup>th</sup> May 2022

The Licensing Authority Licensing Unit,  
Sefton MBC, Magdalen House,  
30 Trinity Road,  
Bootle,  
L20 3NJ,

Sefton MBC - Licensing Unit  
17 MAY 2022

Dear Sir or Madam,

**Reference: Application for new premises license 97-99 St. Johns Rd, Waterloo, L22 9QD**

**Application made by: Mr. A Jayanathan**

We are writing to object to the above application for new premises license. We believe it contravenes the prevention of public nuisance objective stated within the Licensing Act 2003 and will exacerbate anti-social behaviour late at night. Our objection is based on the following:-

A new convenience store has recently opened on the opposite side to the proposed new store, which has resulted in groups of youth hanging around, an increase in anti-social behaviour (car wing mirrors damaged) and increased litter. Oakdale Road is a cut through road from St John's Road to Victoria Park; there has been an increase in gangs of youths going down the street with their purchased goods, causing a public nuisance.

The proposed store contradicts Sefton's town planning view which aims not to duplicate shops on St John's Road, there is already an off-licence (Bargain Booze), there is a Tesco Express at the top of the road, a Co-op store at the other end and a newsagents (Murphy's) also in the area.

By opening yet another store which sells alcohol, it encourages people to purchase alcohol at any time of the day, with a detriment to health; Sefton has a high rate of alcohol related diseases and on opening yet another store, Sefton council is not taking any responsibility for its part in discouraging use.

St John's Road needs shops which will improve the image of the area, and we do not believe another convenience store will do this.

We would like you to consider our objections when reviewing this application and the impact on the local community, environment and public health.

We have also contacted Peter Dowd, the Labour MP for Bootle Constituency and our local councillor, Jan Grace to study this application and Sefton Council's approach to town planning in the St. John's Road vicinity.

Yours Faithfully,

[Redacted signature]

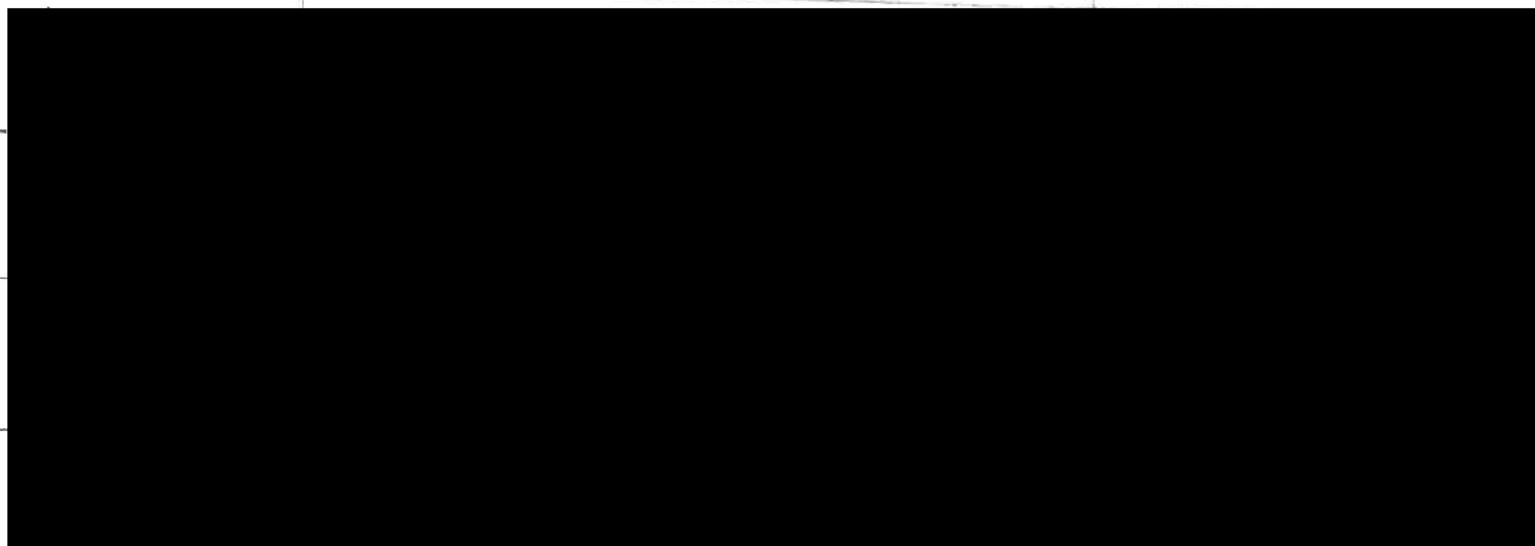
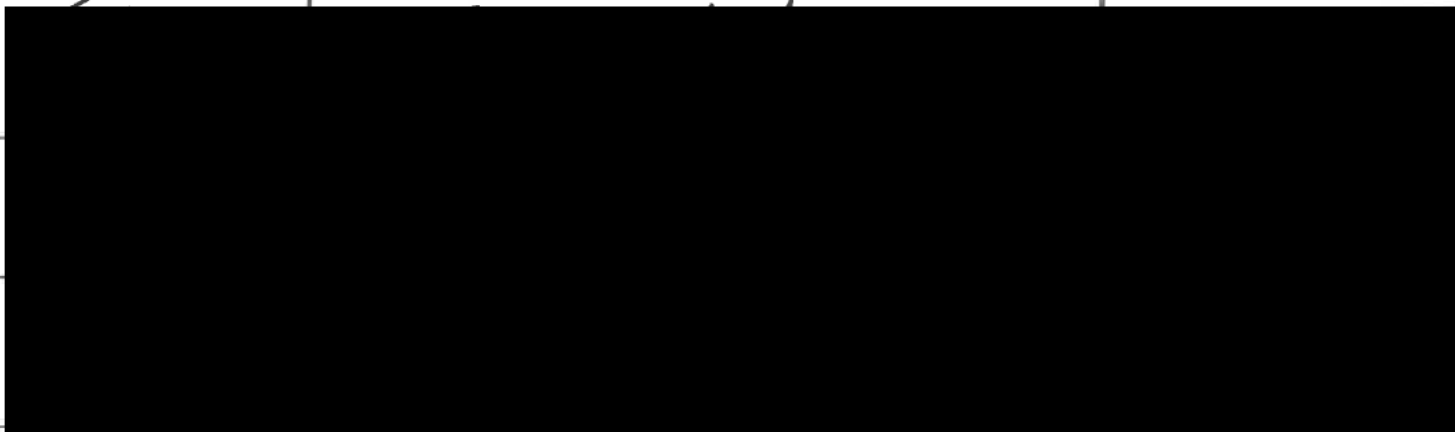
[Redacted signature]

We the undersigned residents of St Johns Road/The Dales object to the granting of an Alcohol Licence to the premises at 97/99 St Johns Road and in particular to a late night licence. We believe such a licence is against the best interests of local residents and can only result in an increase in anti social behaviour and change the demographics of a residential area.

NAME

ADDRESS

SIG

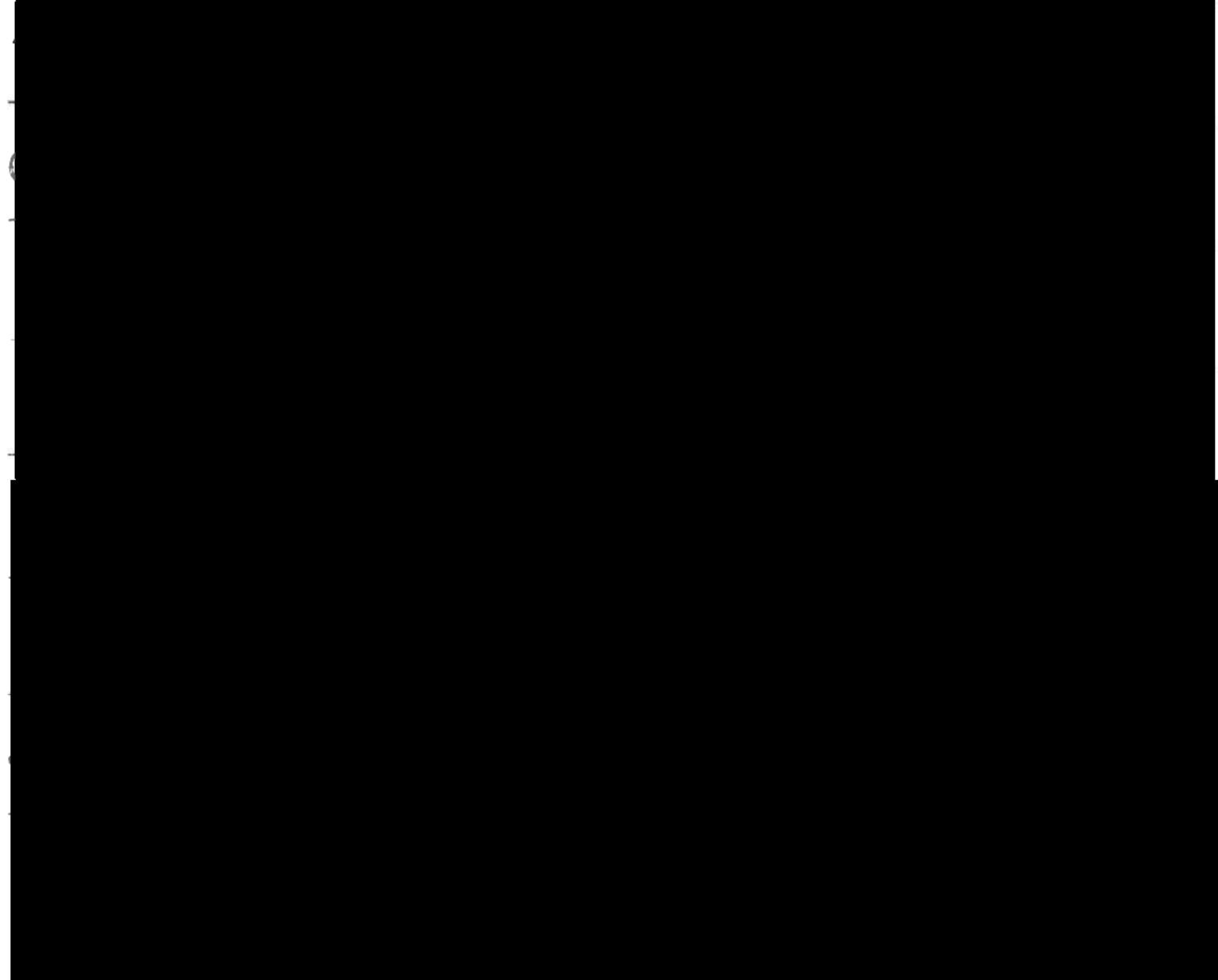


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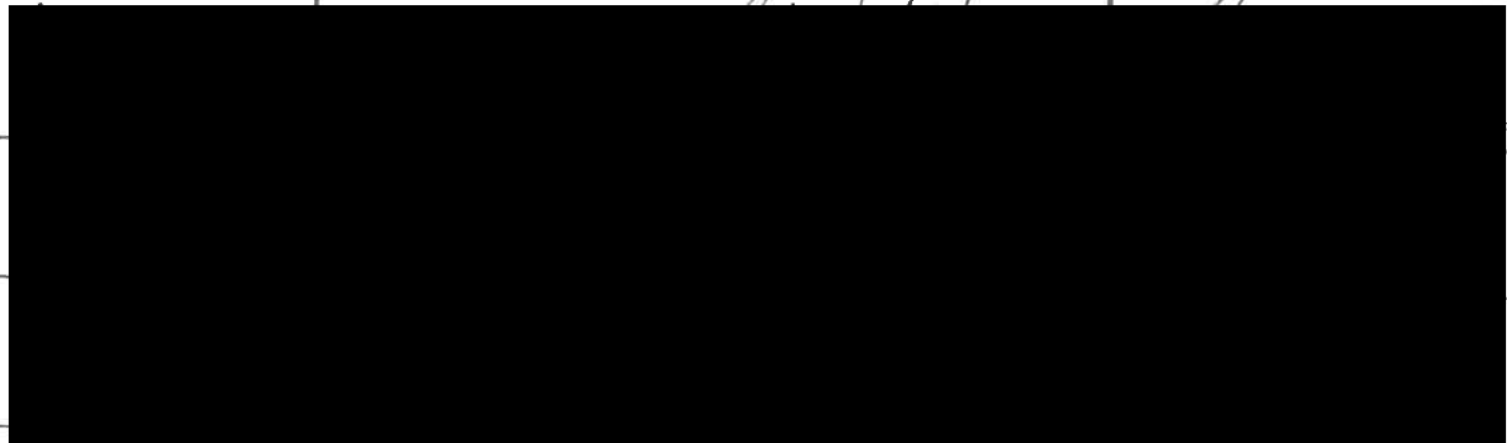


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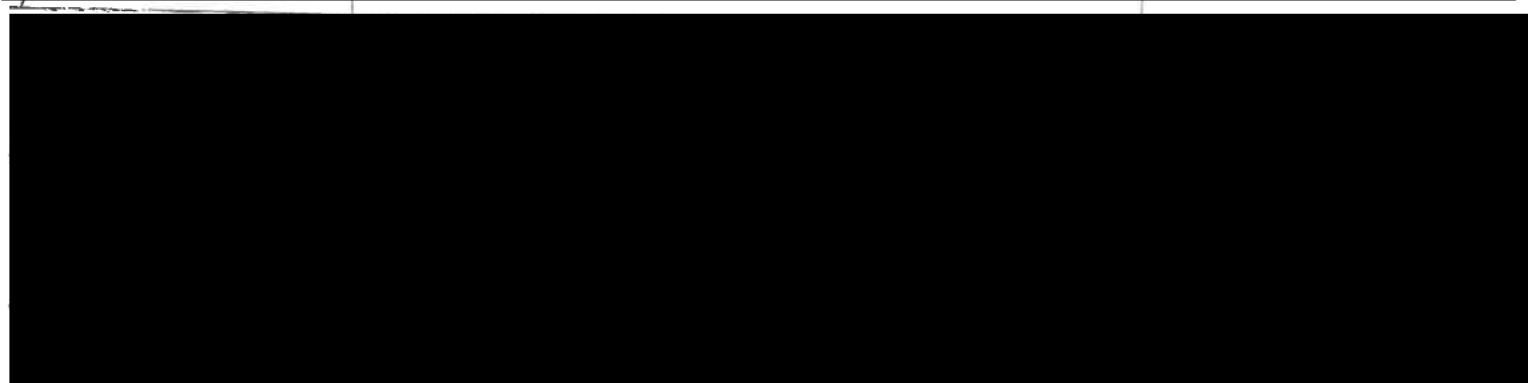
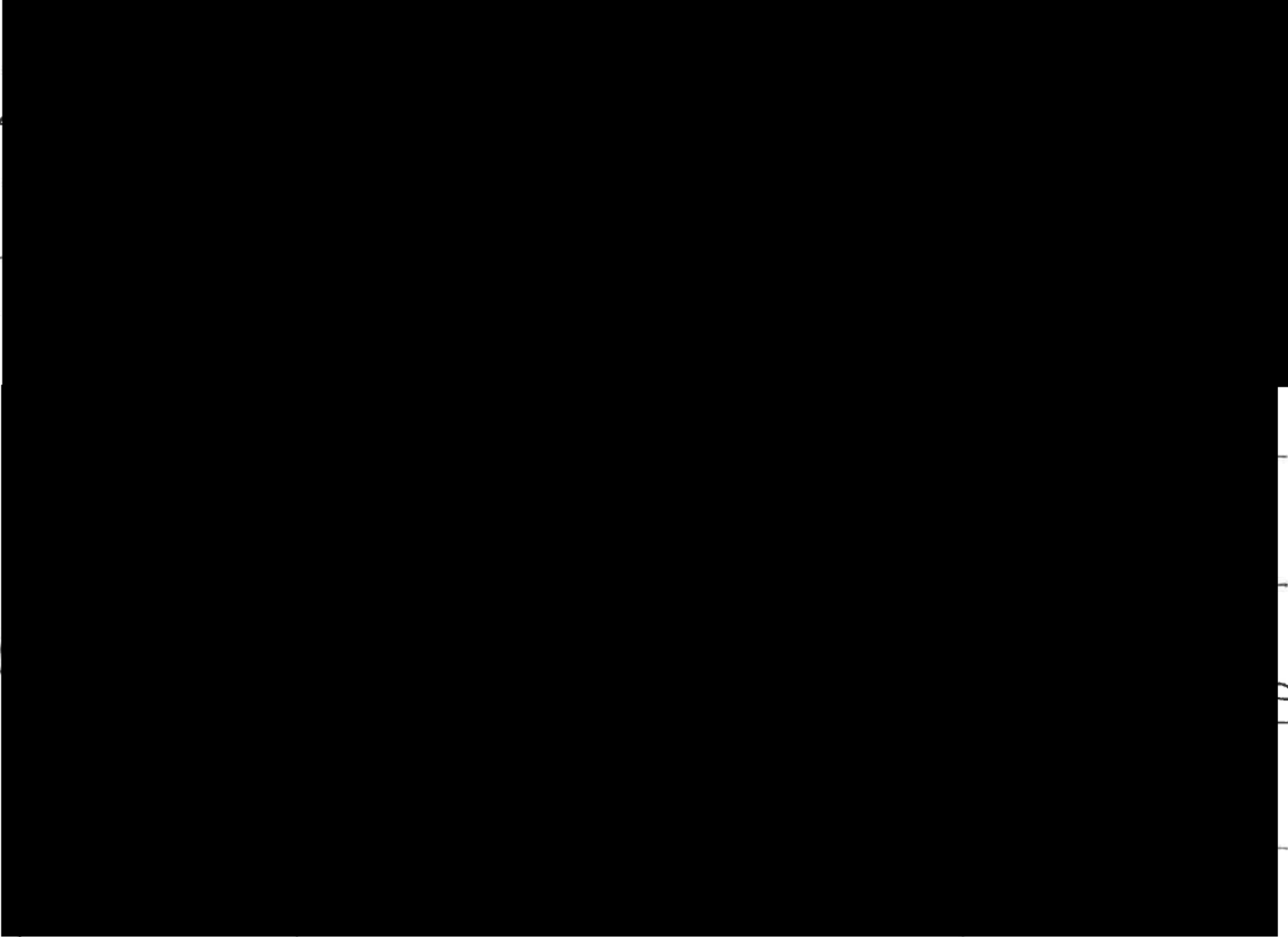
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NAME	ADDRESS	SIG
[REDACTED]		
[REDACTED]		
[REDACTED]		

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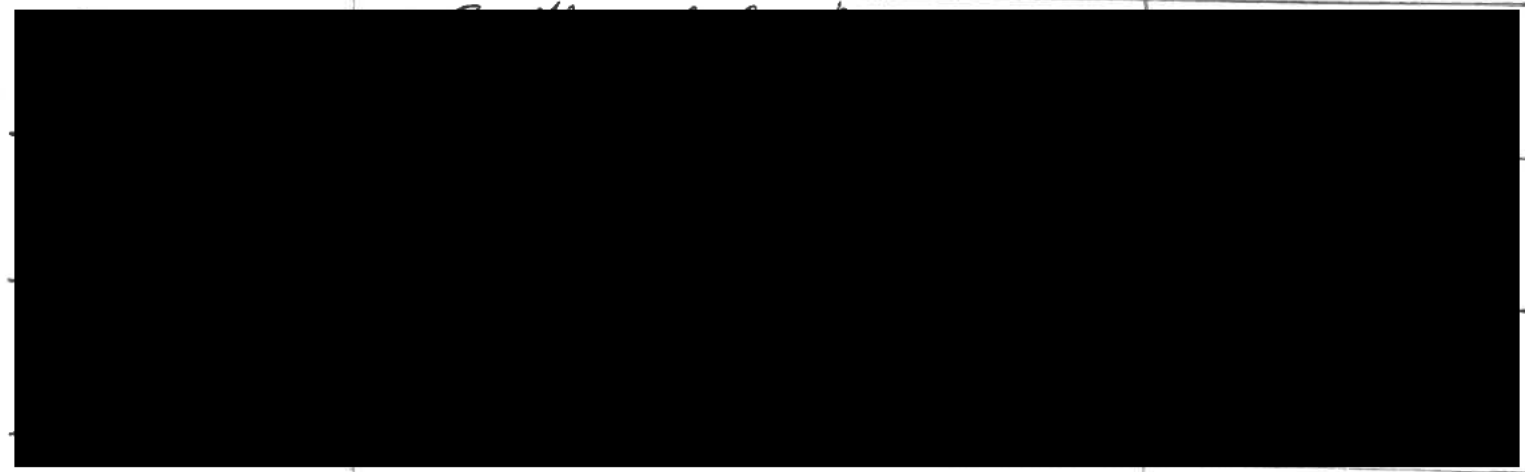
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NAME	ADDRESS	SIG
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NAME	ADDRESS	SIG
		

		
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