

Supplement to the agenda for

Licensing sub-committee

Friday 16 October 2020

10.30 am

Online meeting only

	Pages
4. APPLICATION FOR A VARIATION OF A PREMISES LICENCE IN RESPECT OF MCDONALDS RESTAURANT, BELMONT ROAD, HEREFORD. HR2 7HB - LICENSING ACT 2003	3 - 10

Supplemental information from public representation

A couple who have lived in Golden Post for over 30 years told me that due to the noise and disruption from McDonalds at night, they have had to move to the bedroom on the other side of the house to ensure a decent night's sleep.

Kind regards, Kevin

Councillor Kevin Tillett
Hinton and Hunderton ward

Subject: **McDonalds Restaurant, Belmont Road, Hereford.**

West Mercia Police are aware that the above named premises have made an application to vary their premises licence with regards to the provision of late night refreshment.

The following information is provided to assist the licensing regulatory sub-committee and as additional information to support the Police OBJECTION to this application.

Background.

I am aware that this premises has been licensed to provide late night refreshment since 2011.

McDonalds Restaurant is located on a main artillery route in and out of Hereford. It is located south of the city in the general direction of Abergavenny.

Its location is next to residential housing estates – on all sides. Immediately to its left (when facing) is a large hotel.

A short distance away in Goodrich Grove there is a local policing team office. This is NOT a police station and is a work base for a number of Police Officers and PCSO's who do not work 24 hours with their main core hours from 0800hrs to midnight (and 0200hrs on Friday and Saturdays). The level of staffing means that there are many occasions when the building is not occupied.

Police information history

For a number of years there has been a level of anti-social behaviour at or near the premises that has impacted on the quality of life of those who live nearby and to those who use the premises as customers plus those who work at the premises.

The majority of these issues have occurred during hours which are not covered by the existing premises licence and therefore have not been referred to this committee as issues that undermine the licensing objectives. However due to this variation application it is the view of West Mercia Police that what has been reported to the Police since 2013 is relevant to how the premises has managed issues that are within their responsibility to prevent.

(Police records prior to 2013 have been deleted due to data compliance requirements and are not available for the purpose of this submission)

2013 – 10 incidents
2014 – 40 incidents
2015 – 20 incidents
2016 – 25 incidents
2017 – 26 incidents
2018 – 26 incidents
2019 – 14 incidents
2020 (to 17/09/20) – 07 incidents

*The above information is provided as additional detail attached to this report.

The spectrum of incidents or issues concern a wide range of 'bad behaviour' – this includes youth anti-social behaviour such as assault, stone throwing, swearing and being abusive, refusing to leave the premises, being aggressive and causing minor damage to property.

Issues additionally include excessive noise from cars and customers, vehicle related anti-social behaviour – commonly known as 'boy racers' – such as car racing and revving of car engines.

There are concerns over child sexual exploitation and whilst this is not the fault of the premises the fact that young people do meet and congregate at the location has resulted in predatory conduct targeting young people.

There has been a number of incidents reported of adult drunkenness at the premises, potentially drink driving issues by those using the restaurant or drive through facility, adult domestic related assaults and arguments and road safety issues by vehicles queuing to enter the premises.

All this does impact on the effective management of the premises and importantly on the safety and wellbeing of the public.

Over the years there is a history of the local policing team having contact with the managers of the premises with the intention of highlighting concerns and assisting them to tackle the problems that area clearly within their remit to address. This has involved face to face meetings, regular patrol for the location and where necessary a proportionate investigation where a crime has been reported.

What has been identified is that there is on occasions no consistency in the way the managers at the premises address incidents. It is understood at whilst there are senior managers, there are shift leaders/supervisors who appear to have no clear direction on how to deal with matters or if they do they are not applying with what is directed.

Additionally this is compounded by the lack of ability or experience of some staff members to tackle bad behaviour promptly at the time it is occurring through a clear exclusion (banning) procedure. There are occasions where a person is banned by one supervisor only to allowed a short time later back in by another.

Summary

The level of anti-social behaviour is high for a premises of this nature

The vast majority of incidents are youth related

There is a high level of vehicle related anti-social behaviour

There are recorded incidents where staff have called on the Police to deal with incidents

The majority of incidents have occurred late afternoon/early evening

There are a number of incidents that have occurred after 2300hrs and when the premises is closed to customers

West Mercia Police Info

I and the members of the local Safer Neighbourhood Team met with the Franchisee, area manager and branch manager for the restaurant on 30.09.2020

We discussed numerous topics to include littering, ASB and general noise.

The business will be producing an ASB management to identify/manage issues or concerns arising that may impact on the safety and the general quality of life of the local community.

The Franchisee has proposed opening until 2am in the first instance with a view in the following months may ask for a variation to extend the opening hours should the premises manage all matters of concern to the community to a satisfactory level

In principal I on behalf of West Mercia Police would not object to the restaurant hours being extended to 02:00hours daily subject to the relevant conditions being agreed/implemented.

Regards

MATES/Licensing Officer
Harm Hub Hereford Police Station



Sarah McLean
OWNER/OPERATOR
VAT Reg. No. 785 6755 66

Dear resident,

You will no doubt be aware that an application has been made on my behalf to extend the trading hours of the Hereford McDonald's to 24/7.

I have been the franchisee at this restaurant for just over a year and as you may have noticed, have made a great many improvements to the way the restaurant looks and trades.

As your neighbour, I take my local and social responsibilities very seriously and I am keen to make myself available to speak to you should you wish to discuss the application with me.

Covid-19 social distancing regulations mean I can't hold a residents' meeting in the normal manner, but I can make myself available over several evenings should you wish to make an appointment to speak to me.

[REDACTED] the Business Manager at Hereford will be able to allocate appointments at 20 minute intervals from 6pm to 8pm on 6th and 8th October. If these dates are not convenient for you, please discuss with [REDACTED] and we will see what other arrangements we can make to accommodate you.

Should you require an appointment, please contact him directly at the restaurant on the phone number highlighted below or e-mail him at [REDACTED]

Yours faithfully, [REDACTED]

Sarah McLean

McLean Restaurants Ltd.
t/a McDonald's

<input type="checkbox"/> HEAD OFFICE 18-20 Queens Road Nuneaton Warwickshire CV11 5JW Tel 02476 344 252 Fax 02476 642 318	<input type="checkbox"/> St David's Way Bermuda Park Nuneaton Warwickshire CV10 7SD Tel 02476 370 726	<input type="checkbox"/> M42/A444 Junction 11 Appleby Magna Leicestershire DE12 7AP Tel 01530 273 197	<input type="checkbox"/> 2 Wigston Road Coventry Warwickshire CV2 2BZ Tel 02476 612 492	<input type="checkbox"/> Belmont Street Swadincote Derbyshire DE11 8JU Tel 01283 551 409	<input type="checkbox"/> Lountside Ashby De La Zouch Leicestershire LE65 1JP Tel 01530 417 360	<input type="checkbox"/> Charity Crescent Evesham Worcestershire WR11 2UT Tel 01386 424683	<input type="checkbox"/> Adcock Road Coalville Leicestershire LE67 3NU Tel 01530 830282	<input type="checkbox"/> Watling Street Wilnecote Tamworth B77 5AB Tel 01827 260645	<input type="checkbox"/> Three Counties Retail Park Townsend Way Atkyn Worcestershire, WR14 1PY Tel 01684 572777	<input type="checkbox"/> Eastern Avenue Derby Road, Stretton Burton-on-Trent Staffordshire DE13 0BB Tel 01283 530 930
<input type="checkbox"/> 50-52 Greengate Street Stafford Staffordshire ST16 2JE Tel 01785 244 244	<input type="checkbox"/> Eccleshall Road Stafford Staffordshire ST16 2BA Tel 01785 364 407	<input type="checkbox"/> 11/12 Station Street Burton on Trent Staffordshire DE14 1AN	<input type="checkbox"/> Centrum East Retail Park Wellington Road Burton on Trent Staffordshire DE14 2WG	<input type="checkbox"/> Parks Hill King's Norton Birmingham West Midlands B30 3PN	<input type="checkbox"/> Ventura Retail Park Bitterscote Drive Tamworth B78 3HD	<input checked="" type="checkbox"/> Belmont Road Hereford HR2 7HB Tel 01432 272728	<input type="checkbox"/> Asda Newtown Road Nuneaton CV11 4FI	<input type="checkbox"/> Bypass Road Uttoxeter ST14 5AA Tel 01889 662641	<input type="checkbox"/> Kingsmead North Walls Stafford	

