

EXHIBIT

AKS/01

Agreed Conditions – 93 Alexandra Road

A registered CCTV camera system, that provides good quality colour images in all lighting conditions and recording continuously in real time, shall be installed and operated at the premises, covering both the interior and the immediate exterior (entrance) of the premise.

Recordings will be retained for a period of at least 28 days and be made available to a person under the direction and control of the Chief Constable or an officer of North East Lincolnshire Council for evidential purposes upon request at all times the premises is operating, in accordance with the relevant data protection legislation (currently GDPR 2018).

CCTV Warning signs will be displayed in public areas of the premises

A monitor should be placed in such a position so as to be viewed by staff working in the sales area of the premises.

The CCTV recording equipment shall be stored securely under the control of the premises licence holder (PLH) and/or another named responsible individual.

The DPS must ensure an appointed member of staff is capable of viewing and downloading CCTV footage in a recordable format at all times the premises are operating.

Records of maintenance of the CCTV system shall be kept by the person responsible and the system shall be maintained in working order and checked weekly. Records of any maintenance/weekly checks shall be endorsed by signature by the DPS or other responsible named individual, and actions taken must be recorded. The record shall be produced on request to a person under the direction and control of the Chief Constable or an officer of the local authority on production of their identification.

Recordings must be correctly time and date marked.

CCTV camera views are not to be obstructed.

The DPS and staff will be vigilant and monitor the area immediately outside the shop to check that youths are not causing annoyance by congregating.

Any incidents of crime and disorder at or immediately outside the premises, witnessed by staff, will be recorded in an incident book kept at the shop. It will record:

- all crimes reported to the venue
- all ejections of customers
- any complaints received
- any incidents of disorder
- any visit by a relevant authority or emergency service

This book will be made available for inspection by the Police and the other responsible authorities.

The shop shall operate an alcohol refusals policy as follows - as well as refusals already covered by the relevant legislation (drunk/proxy sales etc), alcohol will not be sold to;

(1) Any person recognised or identified as a street drinker (regardless of their level of inebriation at the time);

(2) Any person found to be drinking alcohol in the street;

(3) Any person suspected of trying to buy alcohol for another person who is drunk or appears to be drunk;

(4) Any person who is verbally or physically abusive towards staff or customers.

A notice advising customers of the refusals policy shall be on display.

A refusals book will be kept to record any refused alcohol sales, which will record the time and date of the refusal, the name of the member of staff who refused the sale, the reason the sale was refused and any further action taken. The book will be available to be viewed on demand by either an officer of the Local Authority or an officer under the direction and control of the Chief Constable at all times whilst the premises are open.

Deliveries to the shop will be arranged during the hours of 0700 and 2000

A notice(s) will be on display in the shop asking customers to leave the shop quietly

A notice(s) shall be on display asking customers not to drop any litter on the floor.

Staff will monitor the area immediately outside the shop on a regular basis to check for, and to dispose of, any litter.

The Challenge 25 scheme shall be implemented at the premises, and appropriate signage will be on display. The accepted means of proof of age being:

- o Passport
- o Photo Driving Licence
- o A recognised valid photo-id card bearing the PASS hologram
- o any future accredited and accepted proof of age, as defined by Humberside Police

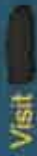
A notice(s) shall be displayed in the premises where they can be seen clearly to advise customers that it is unlawful for persons under 18 to purchase alcohol or for any persons to purchase alcohol on behalf of a person under 18 years of age.

Staff training will be given to all staff working at the premises by the DPS. Such training shall be documented and recorded in a book/folder kept solely for that purpose. It will record the date and names of those trained and the person providing it. All present shall sign the book. The frequency of the training shall be upon commencement of employment, with refresher training once every six months. The training shall cover all aspects of the responsible sale of alcohol (Premises Licence Conditions, Licensing objectives, age verification, how to detect proxy sales, consequences of underage sales, serving to a person who is drunk and street drinkers etc) and conflict management. The book will be available to be viewed on demand by a person under the direction and control of the Chief Constable or an officer of North East Lincolnshire Council.

EXHIBIT

AKS/02

Visit Details



Details Door Supervisors Narrative Tasks Logs

Summary

Premises Reference

19/12/2024 15:00

Date and Time Description

VISIT TO SHOP WITH NPT RE CONCERNS SURROUNDING A 14 YEAR OLD GETTING ALCOHOL. CCTV CHECKED. ADULT FEMALE (WHO WAS SAID TO HAVE BEEN DRUNK BY LOCAL PC, AND A KNOWN STREET DRINKER) BOUGHT 2 CANS OF HOOGH. LEFT AND PASSED ONE TO A 14 YEAR OLD. RELEVANT ADVICE GIVEN TO WORKER. ASKED IF HE HAD A PERSONAL LICENCE. HE DIDN'T. SO ADVISED NO ALCOHOL COULD BE SOLD. AND ALL NEEDED TO BE REMOVED FROM THE SHELF OR FULLY COVERED. DECISION TAKEN TO SHUT. REVISIT THE FOLLOWING DAY. LETTER DELIVERED, PERSONAL LICENCE HOLDER WORKING. 2ND LETTER SENT TO PERSONAL ADDRESS OF PLH/DPS

Print Details Send Letter Documents (0) Convert to Incident Edit Details

Officers

Collar Number

3014

Name

SAXBY, AUSON

Responsible People

There are no people associated with this visit.

EXHIBIT

AKS/03

**STATEMENT OF
Insp 1377 Claire Jacobs**

My name is Claire Jacobs and I am a Neighbourhood Policing Inspector in Humberside police I am based at Cromwell Road police station within Grimsby. I cover the area of The West Marsh in North East Lincolnshire and I am responsible for Operation Mastery and West Marsh Safer streets which is within West Marsh ward area of Grimsby.

I have been a Police Officer since 2004 and the Neighbourhood Policing Inspector for the areas within Grimsby West since October 2023. I am therefore familiar with problems of alcohol related crime and disorder, and aware of the impact of licensed premises used in criminality and the impact within a community.

The information in this statement is either within my personal knowledge and experience or is taken from files maintained by Humberside police.

I write this statement with the awareness of the 4 Key licensing objectives:

- the prevention of crime and disorder
- public safety
- the prevention of public nuisance
- the protection of children from harm

The West Marsh ward area in Grimsby comprises of both residential area and retail and has seen a dedicated policing response since 2024 named Operation Mastery.

This operation has seen positive results:

- Anti social behaviour reduced by 14%
- Alcohol related ASB down by 51%

- All crime reduced by 5% between 2023 and 2025
- Violence leading to injury has reduced by 23%
- 40% increase in sanctions- out of court disposal/ rehabilitation/ charges/ summons.

OP Mastery has been hi-lighted by the National Police Chiefs Council (NPCC) as an early adoption of Safer streets.

The "Safer Streets" mission is a UK government initiative focused on reducing crime and increasing public confidence in the police and criminal justice system. It specifically aims to halve knife crime and violence against women and girls within a decade. The mission also emphasises reducing town centre criminality, shop theft, street crime, and anti-social behaviour

The ultimate objective of the Safer streets was to develop sustainable solutions to reduce the number of incidents of reported crime and anti social behaviour within this locality.

This is a long term approach across-partnership working and development of community resilience in order to ensure lasting change.

Operation Mastery commenced in early 2024 on Grimsby Town centre (this is still ongoing with police, Partners and the community.) In August 2025 funding from the Police and Crime Commissioner has extended this work into the West Marsh ward area for West Marsh Safer streets.

Details of Safer streets and the work ongoing within the West marsh ward area is aligned with the Clear Hold Build ethos:

CLEAR - ruthlessly pursue Organised crime members and those that cause harm to the community through intensive enforcement activity.

HOLD - immediately address the "vacuum" this leaves as part of the Hold phase, by preventing other organised crime groups and offenders from taking over the location including by offering support services and safeguarding referrals utilising a cohort of partners

BUILD - strengthen communities' resilience and resistance to criminality in a way that prevents crime and criminal exploitation which leads to serious and organised crime on the estate.

The conditions set by Licensing is to ensure we continue to build resilience within our community and reduce crime in the locality, I am aware of the contended conditions, namely:

- Spirits with an ABV above 20% will be kept behind the counter or other Police approved secure display. Spirits will only be displayed, offered or sold in bottles no less than 35cl
- The premise will not display, offer, or sell any beers, lagers, ciders or pre-mixed spirit drinks with an ABV in excess of 6.5 %.
- All beer, lager and cider displayed for sale in cans will only be sold in minimum packs of 4 cans, there will be no sales of individual cans of beer, lager or cider.

This is a new license that has been requested. The work and conditions agreed NOW will ensure WE as a community continue to tackle anti social behaviour linked to alcohol and prevent violence linked to such activity.

The association between alcohol and violence is well documented. Alcohol consumption and, in particular, binge-drinking increases the risk of being a victim of violence; usually through decreased physical capacity, compromised decision-making and isolation in unsuitable settings.

It also increases the likelihood of perpetrating violence through reduced inhibition and increased aggression.

Discarded bottles and glasses are frequently used as weapons.

Successful community prevention and actions tend to incorporate a range of interventions integrated through and implemented by multi-agency partnerships. Interventions that are relevant in this situation should address:

- improve the design of licensed premises.

- improve licensed premises management: work closely with licensees to implement codes of practice, staff service standards.
- ensure appropriate staff training, including servers and security staff.
- strict enforcement of licensing laws. Safer outside environments:
- targeted policing guided by health service and police data
- use of CCTV
- improve street lighting and enforcement of antisocial regulations.

The addition of high-strength alcohol being sold at the premise may increase this likelihood and be detrimental to what is seeking to be achieved as part of Safer streets and the prevention and detection of crime.

If there is an opportunity to improve the community, prevent offenders and safeguard those that work at the premise and also the wider community I believe that should be undertaken to promote public safety and the prevention of crime and disorder in the area.

Signed:
Insp 1377 Claire Jacobs

Dated: ...13/08/2025.....

EXHIBIT

AKS/04

**STATEMENT OF
Kieran Taylor
(POLICE SERGEANT 2001)**

Introduction

1. I am Police Sergeant Taylor, and I have a force identification number of 2001. I am the Sergeant for a local policing team that cover the areas of Grimsby's Town Centre, West Marsh & Park Wards.
2. I have been employed by Humberside Police since July 2011, I am therefore familiar with problems of alcohol related crime and disorder, and aware of the impact of licensed premises used in criminality.
3. I make this statement in support of the Humberside Police's Objection for the premises licence at 93 Alexandra Road, Grimsby which was submitted under Section 17 of the Licensing Act 2003. The information in this statement is either within my personal knowledge or is taken from files maintained by Humberside Police.
4. My current role as a Police Sergeant includes leading on Operation Mastery. This Operation includes working to design out crime and Anti-Social Behaviour within the town centre of Grimsby and works alongside the regeneration project covering Riverhead Square, Victoria Street, Old Market Place and St James Square. The regeneration of Grimsby Town Centre is being supported with considerable central government funding running in the tens of millions.
5. Historically, Grimsby Town Centre has experienced many calls for service in relation to crime and anti-social behaviour, including daily

reports of street drinkers causing public disorder, rough sleepers and aggressive begging, all contributing to an unsafe environment within the town centre.

6. Working jointly with North East Lincolnshire Council and to help combat the aforementioned issues, Public Space Protection Orders have been subject to a review to enhance the safety measures within the town centre.
7. There are currently seven Public Space Protection Orders (PSPOs) in place across North East Lincolnshire with one covering the area of Riverhead Square, along Victoria Street, into old Market Place and ending in St James Square. To comply with law there are several signs within this geographical footprint informing people of the prohibitions, this includes, but is not limited to:
 8. Any activity or behaviour causing or likely to cause nuisance, alarm, harassment, or distress to any other person or causing or likely to cause any other person to be intimidated. Any activity or behaviour that threatens the safety of that person or any other person. Using foul or abusive language directed at or towards any person. Playing loud music or creating noise as to cause a nuisance.
 9. Over the last twelve months, we have had significant success in relation to reducing crime and anti-social behaviour in the Town Centre however there is still work to do to make our Town a safer place. One such element that remains persistent is tackling the issue of street drinkers causing public disorder in St James Square.
 10. The Town Centre currently has a core member group that drink daily in St James Square, attracting wider un-desirables that contribute towards causing public nuisance and disorder, and on the occasion violent crime.

11. It has been noted by both me and the Operation Mastery team, including CCTV operatives from North East Lincolnshire council that this group of individuals engage in drinking high strength cans of alcohol, usually purchased in singles. This group have been observed to leave Grimsby Town Centre to purchase their alcohol from different stores that are located on what I would consider the outskirts of the Town Centre, before returning to continue drinking.
12. This activity has been observed to take place at all times of the day and continues for several hours with individuals getting more and more disorderly as the day progresses.
13. I am in receipt of frequent complaints from Grimsby Minster and the newly developed E-Factor building at St James House about this issue.
14. In relation to this specific application, I am aware that the contended conditions include spirits above 20% will be kept behind the counter or other police approved secure display. Spirits will only be displayed offered or sold in bottles no less than 35cl. The premise will not display, offer, or sell any beers, lagers, ciders or pre-mixed spirit drinks in excess of 6.5%. All beer, lager and cider displayed for sale in vans will only be sold in minimum packs of 4 cans, there will be no sales of individual cans of beer, lager or cider.
15. Having applied the requested conditions to our current problem-solving profile, these will directly support the prevention of anti-social behaviour, crime and disorder in our Town Centre. These conditions will restrict the ease of being able to buy single, high strength alcoholic items, that directly contribute the behaviour and problems we are currently experiencing in the centre.
16. Our aims and objectives under Operation Mastery and the ongoing regeneration of the area, directly ties in with the Government's plans for Town Centre's, making them a safe and vibrant place for the

community, and these proposed conditions will support that objective.

I believe the contents of this statement to be true.

Signed: K. Taylor
PS 2001

Dated: 22/08/2025

EXHIBIT

AKS/05

Saxby, Alison 3014

From: Cllr - Kathryn Wheatley (NELC) <Kathryn.Wheatley@nelincs.gov.uk>
Sent: 14 August 2025 19:25
To: Saxby, Alison 3014
Subject: RE: New Licensing Application - Objection

Good evening

Thank you for bringing this to my attention.

I would not be comfortable with a new off licence opening at that premises, I would not consider the location appropriate at all, there are already premises licensed to sell alcohol within a stones throw of this property including two supermarkets that are open for significant length of time each day.

The impact upon the street scene in regards to litter caused by street drinking has been something Cllr Wilson & I have been working really hard to combat, having a further licenced property would undermine this work.

That the applicant is unwilling to agree to the three conditions is worrying as I would have considered them to be wholly reasonable. By refusing to comply with the conditions would indicate that the applicant is not acting in a responsible community minded manner and is actively working against the aims and objectives of the council and the community which is a safe and healthy environment.

The selling of single cans adds to ASB and the potential for underage drinking, we are trying to build a welcoming environment within the town centre with new cinema development on the way to attract families into the town centre, the likelihood of people pre-loading with strong alcohol before arriving in town is likely to have a negative impact upon the family friendly environment that is being aimed for.

I would be very disappointed if this were to be granted with no conditions, and if the applicant is not willing to abide by conditions even if they were imposed I would object strongly to this application.

Kind regards

Cllr Kath Wheatley

West Marsh Labour Councillor

EXHIBIT

AKS/06

**STATEMENT OF
Sarah Lumley, (Public Health Programme
Manager – Substance Use)**

Introduction

1. My name is Sarah Lumley and I am a Public Health Programme Manager in the Public Health Department at North East Lincolnshire Council based at The Municipal Offices, Town Hall Square, Grimsby. I cover the area of North East Lincolnshire.
2. I have been a Public Health Programme Manager since August 2024 and prior to that was Public Health Officer in substance use, I am therefore familiar with problems of alcohol related crime and disorder, and aware of the impact of licensed premises used in criminality.
3. I make this statement in support of the Humberside Police's Objection for the premises licence at Todays, 93 Alexandra Road, Grimsby which was submitted under Section 17 of the Licensing Act 2003. The information in this statement is either within my personal knowledge or is taken from files maintained by North East Lincolnshire Council.
4. North East Lincolnshire has formally committed to becoming a Marmot Place, adopting the principles developed by Professor Sir Michael Marmot and the UCL Institute of Health Equity. Marmot Places are local areas committed to reducing health inequalities by applying the principles outlined in Professor Sir Michael Marmot's work on the social determinants of health. These principles focus on creating fairer opportunities for health and wellbeing through

targeted interventions, community engagement, and system-wide collaboration.

In Marmot Places, public health teams work alongside local authorities, voluntary organisations, and healthcare providers to address the root causes of poor health — including poverty, housing instability, unemployment, and substance use. The aim is to ensure that every resident has the opportunity to live a longer, healthier life, regardless of their socioeconomic background. The Marmot framework is particularly vital in North East Lincolnshire, where there is a stark difference in life expectancy — up to 18 years between the most and least deprived areas.

One area of concern within Marmot Place initiatives is the consumption of high-strength beers and ciders, particularly among individuals experiencing homelessness, addiction, or mental health challenges. These products are often inexpensive, widely available, and associated with increased risk of liver disease, cognitive impairment, and acute intoxication. Their use can exacerbate existing vulnerabilities and contribute to cycles of harm, hospitalisation, and disengagement from support services.

Public health teams within Marmot Places are working to:

- Promote harm reduction strategies, including safer drinking advice and access to specialist services.
- Support alcohol treatment pathways, including detox, managed alcohol programmes, and psychosocial support.
- Engage retailers and licensing authorities to explore local restrictions or voluntary agreements around the sale of high-strength products.
- Provide education and outreach to individuals at risk, ensuring that interventions are trauma-informed and culturally sensitive.

By addressing high-strength alcohol consumption within the broader context of health inequality, Marmot Places aim to create safer environments, reduce preventable harm, and empower individuals to access the support they need.

North East Lincolnshire's commitment to becoming a Marmot Place reflects a strategic focus on reducing health inequalities and improving outcomes for its most vulnerable residents. As part of this approach, the local authority and public health teams are working closely with Police, licensing bodies, and retailers to address the disproportionate harm caused by high-strength alcohol products.

Alcohol misuse is a significant contributor to poor health, premature mortality, and social instability in the borough. In particular, the availability of cheap, high-strength beers, ciders, and spirits has been linked to increased rates of liver disease, hospital admissions, and antisocial behaviour — especially among individuals facing homelessness, addiction, or mental health challenges.

To mitigate these risks, the following licensing conditions have been suggested and are supported by Public Health as part of a targeted harm reduction strategy:

- Spirits with an ABV above 20% will be kept behind the counter or in a Police-approved secure display. These products will only be sold in bottles of no less than 35cl, reducing the appeal and accessibility of small, high-strength units often associated with street drinking and binge consumption.
- The premises will not display, offer, or sell any beers, lagers, ciders, or pre-mixed spirit drinks with an ABV exceeding 6.5%, helping to limit access to products most commonly linked to chronic alcohol dependence and acute intoxication.
- All beer, lager, and cider sold in cans will be available only in packs of four or more. There will be no sales of individual cans, discouraging opportunistic purchases and promoting more responsible retail practices.

Single cans, especially those containing high-strength alcohol, are often sold at very low prices and increase the risk of harmful drinking. This makes them more accessible to individuals who may be vulnerable to alcohol misuse, including:

- Young people

- Individuals with alcohol dependence
- People in lower socioeconomic groups

These groups are disproportionately affected by alcohol-related harm, including liver disease, mental health issues, and increased risk of injury or violence – ([Alcohol: applying All Our Health - GOV.UK](#))

Public health experts, including the Association of Directors of Public Health (ADPH), argue that reducing the affordability and availability of alcohol is one of the most effective ways to reduce harm. Selling single cans undermines this by:

- Allowing alcohol to be purchased cheaply and quickly
- Encouraging impulsive or opportunistic drinking
- Making it easier to drink in public spaces or on the go

([ADPH-Policy-Position-Alcohol-2019.pdf](#))

These measures align with Marmot principles by:

- Reducing exposure to harmful products in communities most affected by alcohol-related harm
- Supporting a safer retail environment and promoting responsible consumption
- Encouraging upstream prevention through policy, partnership, and place-based action

North East Lincolnshire continues to work collaboratively across sectors to ensure that public health, community safety, and social justice are embedded in local decision-making. These licensing conditions are a practical step toward creating a fairer, healthier borough for all.

I believe the contents of this statement to be true.

Signed: Slumley
Miss Sarah Lumley

Dated: 14/08/2025

EXHIBIT

AKS/07

ABOUT US

WELCOME TO GRIMSBY'S HORIZON YOUTH ZONE

Horizon Youth Zone is a brand new youth charity set to provide thousands of young people with the opportunity to discover their passion and their purpose.

Located in the heart of Grimsby, it will be a safe and inspiring place for young people aged 6 – 18, and up to 25 for those with additional needs, to enjoy their leisure time.

Horizon Youth Zone is based upon the successful **OnSide Youth Zones Model**, where members will have access to state-of-the-art facilities for a cost of £5 per year and only 50p per visit.

Inside the Youth Zone young people will have a choice of over 20 fun and **engaging activities** every day including sports, arts, music, drama, dance, coding, employability and enterprise workshops. This will be coupled with support from highly skilled youth workers who truly believe in young people.

Horizon Youth Zone is being delivered in partnership with OnSide Youth Zones and North East Lincolnshire Council and is supported by a number of businesses and philanthropists. Click here to find out more about **our supporters**.



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