

## Appendix 4

### **1. Do you agree that the council should have a Cumulative Impact Area?: Yes**

**1a. Please give reasons for your answer:** I believe that the Eastbourne Town Centre should have a cumulative impact area as the CIP has had a proven record of success to reduce alcohol related crimes in our Town Centre. This in turn has helped build our town centre's reputation as a safe place to visit for anyone looking to visit or have a night out.

### **2. Do you feel that the existing policy should remain the same?: No**

**2a. Please give reasons for your answer:** The current CIP needs to be updated to take into account the changes to our towns economy, and the expectations of the customer. The new Arndale Centre allows us, and the wider business community a unique opportunity to take advantage of a night-time economy in our town and it is crucial that current and future licenced establishments in our town centre are given the space and support to expand their business. As the Town Centre Management, and part of the partnership behind the Eastbourne BID, we would like to ensure a balanced approach which allows businesses to apply for a revised or renewed licence based upon the merits of the application on a case by case basis. At present, the night-time economy in our town requires careful consideration and a more relaxed CIP would give the opportunity for those businesses to grow whilst ensuring our town centre remains safe.

### **3. Do you feel the current area should be?: Smaller**

**3a. Please provide specific details and evidence to support your answer:** I believe there is still a need for a CIP area in our town centre where the large majority of alcohol related crimes are committed in the evenings. This zone is the Bolton Road/Terminus Road area where the large concentration of our town's bars and clubs are situated. The CIP should still be in place in this area to keep a level of control however, I feel licence change applications/applications for new licences in this zone should be looked at in a fairer light than the current CIP offers as this area is the direct hub of the town centre's night life and needs a vibrant offering to attract visitors. I do not believe other areas of the town centre such as Little Chelsea need to be included in the CIP zone as from my understanding there are very few alcohol related issues in these streets and the area would benefit from a more attractive night time offering which a fairer policy could provide.

**Name of consultee:** Luke Johnson

**Organisation represented:** Eastbourne Chamber Of Commerce

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