

London Borough of Hounslow

Statement of Licensing Policy - 2025-30

Cumulative Impact Research Report

Approved 8th July 2025

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1 EXECUTIVE SUMMARY

1.1 Background

1. This Hounslow Cumulative Impact Assessment (CIA) research report was undertaken alongside the revision of Hounslow's Statement of Licensing Policy 2025-2030.
2. Cumulative impact is a proper matter that a licensing authority (Hounslow Council) can consider under the Licensing Act 2003 and its accompanying Guidance (Section 182, revised 2018).
3. A Cumulative Impact Assessment area can be summarised as:
A defined area where a concentration of licensed premises, however small in number or well managed individually, causes problems or 'cumulative impact' beyond their immediate premises. In doing so, their impact must compromise one or more of the four licensing objectives, which are: the prevention of crime and disorder, public safety, the prevention of nuisance and the protection of children from harm.
4. Under the Policing and Crime Act 2017 the duty to undertake evidence gathering for a cumulative impact assessment was made a legal requirement should a licensing authority seek to publish a new or re-publish an existing cumulative impact assessment. The CIA must be reviewed *at least* every three years to see if evidence shows it remains relevant.
5. If published, a CIA (or CIAs) essentially act as an evidence base that the cumulative presence of licenced premises is compromising one or more of the licensing objectives. This means that applicants for a premises licence or club premises licence must demonstrate how their application is exceptional and will *not* harm any of the four licensing objectives under the Licensing Act 2003.
6. In publishing a CIA, a licensing authority is setting down a strong statement of intent about its approach to considering applications for the grant or variation of premises licences or club premises certificates in the area described.
7. Having published a CIA, the licensing authority must have regard to the assessment when determining or revising its Statement of Licensing Policy.
8. This CIA research is the fourth time that the exercise has been undertaken for Hounslow. It focused on the three existing published CIA Areas: **Hounslow Town Centre**; **Heston** and **Cranford**. It also examined any evidence for cumulative impact in the remainder of the borough, with a particular focus on any issues that might exist in in **Feltham** and **Chiswick**.

9. The aim of this CIA, which uses data drawn mostly from 2022 to 2023, is to provide an evidence base so that the Licensing Committee, following legally required public consultation, can decide:
- Whether to retain its three existing CIA Areas in Hounslow town centre, Heston and Cranford,
 - Whether to rescind one or more of the three existing CIA Areas,
 - If retaining one or more of the CIA Areas, whether to change the boundaries or the *type* of licences that it applies to.
10. The Licensing Committee may also decide to publish one or more new CIA areas.

1.2 Methodology

11. The methodology for this CIA research was broadly the same as previous studies, using a combination of Metropolitan Police Service (MPS) statistics for crime and disorder and public nuisance; London Ambulance Service (LAS) / West Middlesex University Hospital (WMUH) alcohol-related call outs / attendances records, fieldwork observations of the three existing CIA areas and a review of the council's own licence database to understand how and where licences are in the borough.

1.3 Findings

1.3.1 Licensed premises

12. There were 936 licensed premises in Hounslow at the time of this research. This is a change of 64 more venues (+7%) from the last CIA research in 2022, when there were 872 licences.
13. The main change in specific types of premises has been an increase in restaurants (+24) and off-licences (+7). The borough has lost two pubs in this time.

1.3.2 Hounslow Town Centre CIA Area

14. In terms of crime and disorder and ASB (i.e., public nuisance) that may be linked to the customers of licensed premises, violence, sexual crime, public order, drug offences, theft and robbery are always the highest of any location in the borough in Hounslow Town Centre CIA Area.

15. In the Hounslow Town Centre CIA area there were 39 active street drinking hotspots in 2015. In 2020 there were 46 hotspots, and this increased to 53 in 2022. This has risen to 56 in 2024
16. In 2024 most of the street drinking sites in Hounslow Town Centre CIA Area remain in the same places as they were in 2022. A small number have disappeared due to the regeneration of Hounslow town centre, work by the police or cleansing teams.
17. In 2022, whilst there were a similar number of hotspots to 2024, street drinking from rough sleepers and those with street-based lifestyles was less visible in Hounslow Town Centre CIA Area. However, in 2024 the public realm is now much more severely affected by street drinkers, with serious hotspots in the heart of Hounslow Town Centre , such as Trinity Church / war memorial, Bell Square, with Montague Road Car Park.
18. These hotspots are often used by extremely intoxicated and sometimes volatile individuals, which at times feel like 'encampments, with makeshift furniture for seating and, on occasion, mattresses and other bedding.
19. In the Hounslow Town Centre CIA Area (as is the case in Heston CIA Area and Cranford CIA Area), there is a very strong correlation between the co-location of off-licences and street drinking hotspots. Most hotspots are within 100m of an off-licence, with many as close as 50m.
20. There is also strong correlation between off-licence locations, street drinking and public transport locations, such as bus stops and tube stations.
21. Those pedestrian routes into and out of the residential areas that back onto the town centre of Hounslow and village centres of Cranford and Heston, are also key nodes of street drinking and detritus.
22. The Syon area at the eastern end of the Hounslow Town Centre CIA Area has little crime and ASB or street drinking hotspots. It is now quite different from the rest of the area and appears an anomaly.
23. In terms of alcohol-related London Ambulance Service call outs to the borough, Hounslow Town Centre CIA Area had the highest and consistent levels of call outs over 2022 and 2023.
24. Most of the all alcohol-related emergency department attendances at West Middlesex University Hospital in 2023/24, were men between 40 to 64 years of age. This is the core age group of those street drinkers observed in Hounslow Town Centre CIA Area, as well as, to a lesser extent, the Heston and Cranford CIA Areas.

25. There is little negative impact on the licensing objectives of crime and disorder, public safety or public nuisance from pubs, bars and nightclubs within the Hounslow Town Centre CIA Area. Likewise, there are only two pubs in the whole of Heston and Cranford.
26. The night-time economy in Hounslow Town Centre CIA is now mostly restricted to a few very late / 24hr off-licences in the town and late-night fast food (Late Night Refreshment) premises.

1.3.3 Heston CIA Area

27. In Heston CIA Area, active street drinking hotspots continued to increase from 36 in 2020 to 39 in 2022, and 44 in 2024. Significant problems persist here. The current Heston CIA Area boundary fits the distribution of these hotspots well.
28. In terms of crime and ASB statistics, in all categories Heston is much lower than Hounslow Town Centre CIA Area, albeit higher than Cranford. It is very much the low level ASB and street drinking detritus that affects residents' quality of life.
29. Despite the shifting in the pattern of hotspots and the attempts of the cleansing services, the fieldwork are some locations with thousands of bottles and cans discarded, as well as human waste.
30. The most problematic locations are in central Heston and the neighbourhood centre where Vicarage Farm Road joins Cranford Lane.

1.3.4 Cranford CIA Area

31. In 2022 there were 18 confirmed street drinking hotspots in Cranford. This has fallen to 13 in 2024. However, this appears to be more due to cleansing operations than the displacement of street drinkers. Some of the remaining sites are very bad indeed and arguably the worst street drinking site for detritus in the whole of Hounslow is situated in the Cranford CIA Area.
32. The impact of street drinking on Cranford remains less intense than in Hounslow Town Centre and Heston, but it is still clearly a significant problem for such a small area and the two sites near the entrances to Cranford Primary School are a significant concern.

1.3.5 Feltham 'area of interest'

33. Feltham does have relatively high levels of crime and ASB compared to most of the borough (albeit not as high as Hounslow Town Centre). However, after undertaking observational research here (which showed that there was very little street drinking activity

and no night-time economy clustering to speak of), it was apparent that there must be other reasons for Feltham's challenges with crime, disorder and ASB.

34. Discussion with the police clarified that there were other reasons for the challenges in Feltham and that they did not consider the very limited licensed economy here to present any cumulative issues.

1.3.6 Chiswick 'area of interest'

35. Like Feltham, the crime and ASB mapping had suggested that Chiswick (the third most crime-affected centre in the borough) may have an issue linked to licensed premises, particularly given the large number of evening and night-time economy premises here. However, whilst there are issues around *theft* and *robbery*, the other crimes associated with nearly every other night-time economy, e.g. *violence*, *sexual crime*, *drug offences*, as well as alcohol-related ambulance call outs, are low or very low.
36. The field observations suggest that, while there is the occasional issue with street drinking, overall, there is limited impact on the public realm from customers of licensed premises. This was confirmed by the police, who said that, generally, they did not have the kind of significant problems in Chiswick that they do in Hounslow Town Centre. It is likely that this is because Chiswick is mostly an *evening* economy with a food-led offer, rather than a late night alcohol-led offer. This is, something that the observational fieldwork confirmed.

1.3.7 Brentford 'area of interest'

37. Brentford is the other significant town centre in the borough, however the crime and ASB analysis showed that it was not a hotspot for crime overall, nor for the most serious crimes of *violence against the person*. This was also true of *criminal damage*, which is moderate, Brentford has less *theft* and *robbery* than many of the borough's suburban centres, and *drug offences* are also negligible.
38. The only two incident types where Brentford has slightly raised levels (but still lower than the borough's other town centres of Hounslow, Feltham and, to some extent, Chiswick), were *public order* and *ASB*. For this reason, combined with a lack of concern expressed through anecdotal feedback, e.g. from residents, elected members or the police, it was not considered to be worthy of further fieldwork investigations.

1.4 Policy considerations

39. After the statutory public consultation on this research, should the Licensing Committee decide to retain the Hounslow Town Centre CIA Area, it would be worth examining whether the eastern end of the area (London Road from Isleworth Train station to Roman Road), is still justified. Problems here were relatively modest in 2015 and 2020, such as a sprinkling of littering and occasional street drinking. However, in 2024 these hotspots have disappeared.
40. If the Licensing Committee is minded to retain one or more of the three existing CIA Areas (or introduce any new ones), it would be prudent to consider if these CIA Areas should apply to *all* licence types or only *specific* types. This is permissible under the Licensing Act 2003, and indeed there are many authorities who have been selective in their application, to not deter investment in the kinds of licensed premises they would like to attract, whilst resisting those types that are causing cumulative problems. At present, the evidence points to the borough having issues with off-licences, and to a lesser extent, late night refreshment (littering) premises.

2 CONTEXT

2.1 What is cumulative impact?

41. 'Cumulative impact', as defined by the S182 Guidance issued under the Licensing Act 2003 (revised 2023) is best summarised as follows:

*“An area where a concentration of licensed venues, however small in number or well managed individually, causes problems or ‘cumulative impact’ beyond their immediate premises. In doing so, their impact must compromise one or more of the four licensing objectives, which are: the **prevention of crime and disorder**, **public safety**, the **prevention of nuisance** and the **protection of children from harm**.”*

42. Examples of cumulative impact are varied but can include burdens on public transport, the police and cleansing teams or increases in crime or nuisance that impacts upon other public space users, deters non-users or affects residents or businesses.
43. The exact wording from the *Section 182 Guidance* (revised 2023) is shown below.

- 14.20 The concept of “Cumulative impact” has been described within this guidance and used by licensing authorities within their statements of licensing policy since the commencement of the 2003 Act. ‘Cumulative impact assessments’ were introduced in the 2003 Act by the Policing and Crime Act 2017, with effect from 6 April 2018. Cumulative impact is the potential impact on the promotion of the licensing objectives of a number of licensed premises concentrated in one area.
- 14.21 In some areas where the number, type or density of licensed premises, such as those selling alcohol or providing late night refreshment, is high or exceptional, serious problems of nuisance and disorder may arise outside or some distance from those premises. Such problems generally occur as a result of large numbers of drinkers being concentrated in an area, for example when leaving premises at peak times or when queuing at fast food outlets or for public transport.
- 14.22 Queuing in itself may lead to conflict, disorder and anti-social behaviour. Moreover, large concentrations of people may also attract criminal activities such as drug dealing, pick pocketing and street robbery. Local services such as public transport, public lavatory provision and street cleaning may not be able to meet the demand posed by such concentrations of drinkers leading to issues such as street fouling, littering, traffic and public nuisance caused by concentrations of people who cannot be effectively dispersed quickly.
- 14.23 Variable licensing hours may facilitate a more gradual dispersal of customers from premises. However, in some cases, the impact on surrounding areas of the behaviour of the customers of all premises taken together will be greater than the impact of customers of individual premises. These conditions are more likely to arise in town and city centres, but may also arise in other urban centres and the suburbs, for example on smaller high streets with high concentrations of licensed premises.

44. If the Council (which is also the licensing authority) is satisfied that there is cumulative impact, i.e., problems that cannot be dealt with at the individual premises level, it may introduce a cumulative impact policy (CIP) which is an area (or Cumulative Impact Policy zone) with boundaries. In this area it then becomes the applicant's responsibility to prove how their application for a new or varied licence *won't* impact on the licensing objectives. This is a reversal of the usual principle where a 'responsible authority', such as the council, police, fire authority etc., must prove that a new or varied licence *will* cause problems. It is sometimes known as the 'rebuttal presumption'.
45. Since 2018 it has been a requirement under the law for councils to review any cumulative impact areas at least every three years and to prepare a Cumulative Impact Assessment (CIA), i.e., evidence base, to support any retained or expanded CIA area(s). This document fulfils that purpose.

2.2 What is a cumulative impact assessment?

46. Below is the wording from the *Section 182 Guidance* (revised 2023) regarding a cumulative impact assessment.
 - 14.24 A cumulative impact assessment (CIA) may be published by a licensing authority to help it to limit the number or types of licence applications granted in areas where there is evidence to show that the number or density of licensed premises in the area is having a cumulative impact and leading to problems which are undermining the licensing objectives. CIAs relate to applications for new premises licences and club premises certificates and applications to vary existing premises licences and club premises certificates in a specified area.
 - 14.25 Section 5A of the 2003 Act sets out what a licensing authority needs to do in order to publish a CIA and review it, including the requirement to consult with the persons listed in section 5(3) of the 2003 Act. The 2003 Act does not stipulate how the CIA should be used once published, because the requirements for determining applications for new licences or variations are the same in areas with a CIA as they are elsewhere, as set out in sections 18, 35, 72 and 85 of the Act. However, any CIA published by a licensing authority must be summarised in its statement of licensing policy. Under section 5(6D) a licensing authority must also have regard to any CIA it has published when determining or revising its statement of licensing policy.
 - 14.26 The CIA must include a statement saying that the licensing authority considers that the number of premises licences and/or club premises certificates in one or more parts of the area described is such that it is likely that granting further licences would be inconsistent with the authority's duty to promote the licensing objectives. As part of the publication a licensing authority must set out the evidential basis for its opinion.

Continued overleaf...

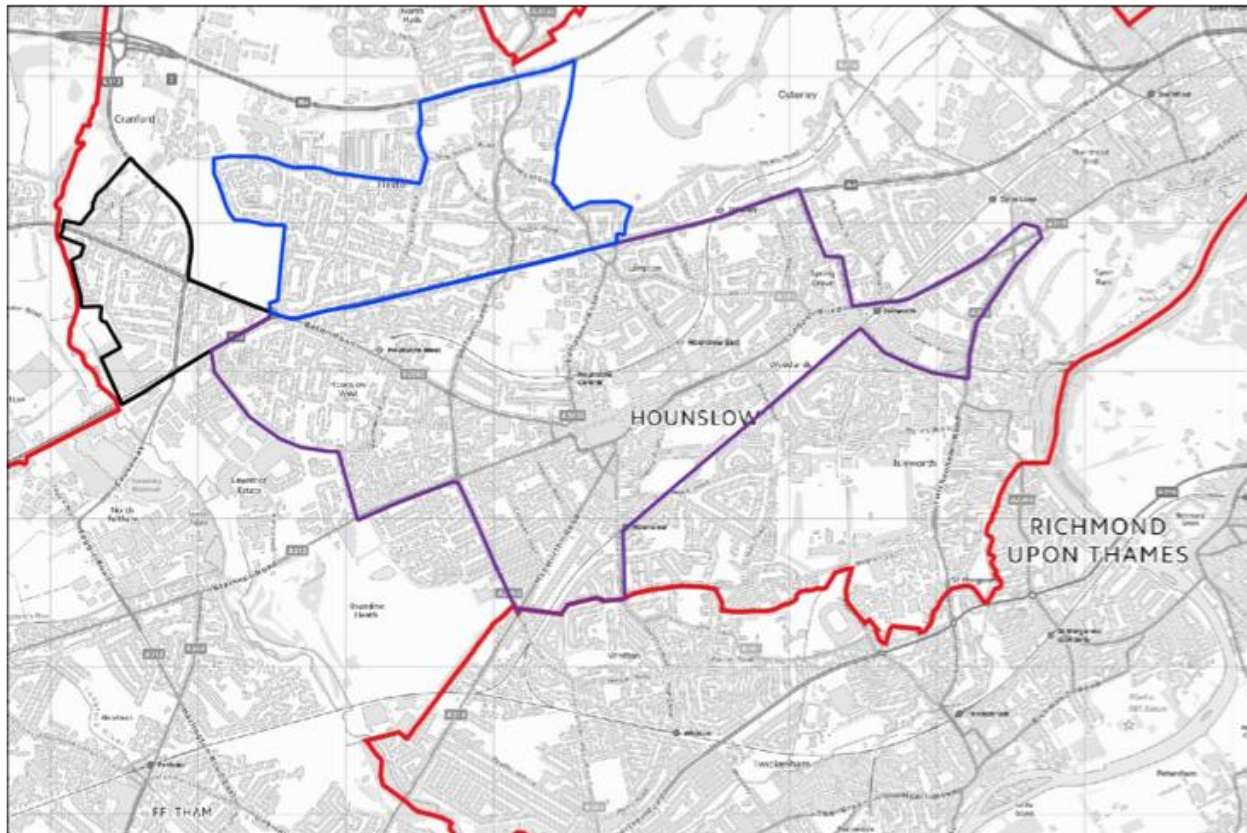
Continued...

- 14.27 CIAs may relate to premises licensed to carry on any licensable activity, including the sale of alcohol for consumption on or off the premises, and the provision of late night refreshment. This includes late night refreshment providers which are not licensed to sell alcohol. A CIA may relate to all premises licences and club premises certificates in the area described in the assessment or parts thereof, or only to premises of a particular kind described in the assessment. For example, it may be appropriate for the licensing authority to only include off-licences or nightclubs within the scope of its assessment. The licensing authority must make clear, when publishing its CIA, which premises types it applies to. CIAs do not apply to TENs; however it is open to the police and environmental health authority (as relevant persons) to refer to evidence published within a CIA when objecting to a TEN.
- 14.28 While the evidence underpinning the publication of a CIA should generally be suitable as the basis for a decision to refuse an application or impose conditions, it does not change the fundamental way that decisions are made under the 2003 Act. Each decision in an area subject to a CIA therefore still needs to be made on a case-by-case basis and with a view to what is appropriate for the promotion of the licensing objectives. Importantly, the publication of a CIA would not remove a licensing authority's discretion to grant applications for new licences or applications to vary existing licences, where the authority considers this to be appropriate in the light of the individual circumstances of the case.
47. This study was undertaken by the specialists in licensing research, MAKE Associates working with the in-house team at Hounslow Council. MAKE developed this type of cumulative impact research, and it has been used to support licensing policy evidence for councils nationally.
48. MAKE remain impartial in the pursuance of the research. It is for elected members to decide whether to introduce, rescind or modify a cumulative impact assessment or not. This should be based on the evidence contained herein, as well as any additional local evidence, advice from officers, legal counsel, as well as those of residents and stakeholders after consultation.

2.3 Existing CIA areas & areas of interest

49. The map below shows the published Hounslow Town Centre (purple - central), Heston (blue – to the north of Hounslow Town Centre) and Cranford (Black and to the west of Heston) Cumulative Impact Assessment areas. These were adopted in 2023 by the Council after the last *CIA Research Report* was undertaken in 2022 and are currently in force under the *Hounslow Statement of Licensing Policy 2020-2025*.

Fig 1. Hounslow Town Centre CIA, Heston CIA and Cranford CIA areas



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3 OBJECTIVES

50. The objectives of this study were to:

- i. Provide Cumulative Impact Assessment (CIA) research, where possible using the methods suggested in the Section 182 guidance accompanying the Licensing Act 2003.
- ii. Examine the three existing CIA Areas in Hounslow Town Centre, Heston and Cranford and examine any evidence as to whether cumulative impact still exists here.
- iii. Examine the borough more widely for any evidence of what could be emerging cumulative impact, e.g. in areas with densities of licensed premises, such as Feltham and Chiswick.

4 METHODOLOGY

4.1 Background

51. The detailed methodological approach for each type of data used in this CIA Research Report is shown at the start of each section. However, some points for consideration are set out below highlighting the differences between this report and its predecessors.

4.2 Available data sources

4.2.1 MPS data

52. For the first time in Hounslow, it has been possible to use granular Metropolitan Police Service (MPS) crime to create ASB 'hotspot mapping' and 'time matrices'. Previously, only tables showing crime totals at ward level and lower super output area (LSOA – the smallest area of ONS geography) level were available.
53. This new approach offers a much more precise analysis of the issues that could be linked to the cumulative presence of licensed premises and their customers, and it is by far the best source of robust and timestamped data available for CIA research.
54. However, it is important to note that crime and disorder and ASB statistics shown are only those that are 'reported' to, and then 'recorded' by, the MPS. They do not cover the large amount of unreported and 'low level' crime and, particularly, ASB that may blight residents' lives. This is particularly true of street drinking and its associated problems, which are a significant focus of the observational fieldwork research in Heston and Cranford.

4.2.2 Alcohol-related hospital attendances and ambulance call outs

55. The researchers were only able to access the data for alcohol-related hospital emergency department (ED) attendances for 2021 and 2022. This was due to a resource issue at the hospital. And even then, they can only be provided at ward level This is to preserve patient anonymity. However, more up-to-date data was available from the London Ambulance Service (LAS). Whilst this is not as granular as the police data it is available at Lower Super Output Area, which is more precise than ward level.

4.2.3 Observational fieldwork

56. In addition to the observational fieldwork revisiting (and capturing images) of known street drinking sites in Hounslow Town Centre, Heston and Cranford CIA Areas, this year the fieldwork encompassed visits to Feltham and Chiswick. These areas had been suggested in previous years by some councillors as worth examining. In some of the new hotspot mapping they were also the two places where crime and ASB problems appeared to be raised, and which suggested there may be a link to the clustering of licensed premises in these town centres.
57. Below is a link to the images taken by the researchers of the existing and new street drinking hotspots in the three current CIA Areas - the full list of these - with corresponding reference numbers - can be found in the *Street Drinking Hotspot* chapter later in the report.

<https://www.dropbox.com/scl/fo/4ay60g858w78nfnfhvs0b/AH0EfpYyc7K6w09HJnGyvs?rlkey=nz4xbyenvlbvjpog3u74yajc&dl=0>

4.2.4 Licensed premises statistics

58. The licensed premises database held by the council allowed the researchers to examine individual licensed premises records to see how the location, type and number of premises in the borough has changed. It also allowed the GIS analyst to overlay off-licence location with the street drinking hotspots to see if any relationship existed between the two.

4.3 Unavailable data sources

4.3.1 Resident survey

59. The resident survey used in some of the previous CIA reports is now out of date. Therefore, it has not been possible to understand in this CIA research whether residents feel positively or negatively about the role and impact of licensed premises and the sale of

alcohol on their communities. To some extent, this can be captured through the public consultation process that will follow this report.

4.3.2 Noise data

60. Noise complaint data from the public to the council is often a useful source of measuring the impact of the night-time economy on residents. However, the way that the council currently captures noise data does not allow the separation of it into meaningful categories that may be linked to the cumulative impact of licensed premises and their customers. It has therefore been left out of this report.

4.3.3 CCTV data

61. CCTV data is a useful way understand the *types* of incidents that make up the statistical analyses of crime and ASB reporting. Unfortunately, it was not possible this year to gain this data from the CCTV control centre due to resource issues.
62. While CCTV data and the call log descriptions do offer an extra layer of insight into the 'story behind the numbers', they also present some significant methodological issues. The first being that camera coverage across the borough is inconsistent and doesn't cover the majority of all three current CIA Areas. For example, Heston and Cranford have very limited camera coverage.
63. Finally, despite Hounslow Town Centre CIA Area having the most concentrated camera coverage in the borough, it still does not cover large sections of the residential areas of the CIA Area away from the town centre.

4.4 Format of the report

64. The findings are therefore set out under four headings that reflect the data sourced for this CIA research:
1. Crime and ASB data
 2. Hospital alcohol attendances and ambulance data
 3. Observational fieldwork
 4. Licensed premises statistics.

5 FINDINGS: CRIME AND ASB

5.1 Background

65. In 2022 no GIS analyst was in position to produce 'hotspot' mapping for the previous CIA report. However, in 2024 the researchers had support from Hounslow Council's business analysts. The team worked together on producing the following:
- i. GIS (geographical information systems) hotspot mapping for crime and ASB (antisocial behaviour) and London Ambulance Service (LAS) alcohol-related callouts. All statistics underpinning these are from MOPAC's SafeStats and directly from the MPS data team to produce the required data sets across the two 12-month periods of 2022 and 2023.
 - ii. The production of hotspot mapping for all the street drinking sites observed by the field researchers. These were then placed onto the council's Aurora public mapping system.

5.2 Methodology

66. The crime and ASB data shown is 'recorded' crimes. This differs to 'reported' (which, for varied reasons, may not always be recorded). It also is not data about any resulting prosecution or conviction. Recorded data is used because it is the most representative of what is happening in terms of 'real world' incidents.
67. However, it should also be noted that most crime and ASB is significantly *under-reported* and thus *under-recorded*. So, while the most serious crimes, e.g., murder, attempted murder, GBH, tend to have a high reporting and recording rate, most crimes, particularly ASB, have very high levels of under-reporting.
68. Yet, despite this, it remains reasonable say that recorded crime and ASB data is the best measure of any possible cumulative impact because it is the most consistently recorded data that exists for the purposes of conducting cumulative impact research.
69. All crime and ASB types are anonymised and nearly all of these come with an *easting* (X) and *northing* (Y) location. This allows the mapping of the recorded offences at a very small scale. However, *sexual offences*, due to the sensitivity of the data, are only provided at ward level. As a result, these maps are very broad, and it is therefore not possible to offer the granular detail seen in the other crime and ASB categories.
70. For the purposes of this CIA report, the crime and ASB incidents have been reviewed across a 24-hour time frame, over seven days a week and from the years 2022 and 2023.

71. Because of the challenges in Hounslow around street drinking, the particular focus of this CIA report is to review issues around street drinking and the relation of that with licensed premises (particularly off-licences), though the researchers also looked for patterns of crime and ASB around clusters of evening and night-time economies, such as Chiswick.
72. The researchers undertook an approach that started with a total figure for *overall* crime in the borough for 2022 and 2023 and then reduced this to those incident types that are most likely to pertain to the operation of licensed premises or the behaviour of their customers within their vicinity. In Hounslow's case, there is a particular focus on street drinking hotspot locations and their relation to the density of *off-licences* within the three existing CIA Areas of Hounslow town centre, Heston and Cranford.
73. Crime and ASB types were excluded that are not reflective of issues relating to licensed premises and / or street drinking and the evening/night-time economy. For example, types of *theft* (such as 'blackmail') or 'vehicle offences' have been removed. Likewise, 'arson' or certain *violence against the person* (VAP) offences (such as *sending letters with intention to cause distress or anxiety*) have been also removed.
74. Only the licensed economy-relevant crime categories and sub-categories have been used for this report. These are:
 - Criminal damage
 - Drug offences
 - Public order offences
 - Robbery
 - Sexual offences
 - Theft
 - Violence against the person
 - ASB
75. Therefore, the figure for crime within this CIA report is not the total figure of all crimes with the London Borough of Hounslow or its three CIA areas of Hounslow Town Centre, Heston or Cranford.
76. The CIA research was undertaken over summer 2024, so the two most recent full calendar years of data were chosen so that they were directly comparable: 2022 / 2023.
77. The data is broken down as follows:
 - All recorded crime (for context)
 - Violence against the person ((VAP)
 - Sexual offences

- Public order
- Criminal damage
- Theft
- Robbery
- Drug offences
- Anti-social behaviour.

78. In terms of the boundaries shown on the maps over the following sections. The key is as follows:

- Existing Hounslow CIA Area (green). Introduced 2015.
- Heston CIA Area (blue). Introduced 2020.
- Cranford CIA Area (pink). Introduced 2022.
- Main town centres (Local Plan) boundaries (black). These are, from east to west (left to right), Feltham, Hounslow, Brentford and Chiswick.

5.3 All crime

79. *All crime* is a useful baseline showing how the crimes that were chosen because of their strong linkage to licensed premises and their customers are dispersed across the borough.
80. The figures below are maps showing spatial location and intensity of *all crime* in 2022 and 2023.

Fig 2. Spatial location and intensity of ALL CRIME, 2022

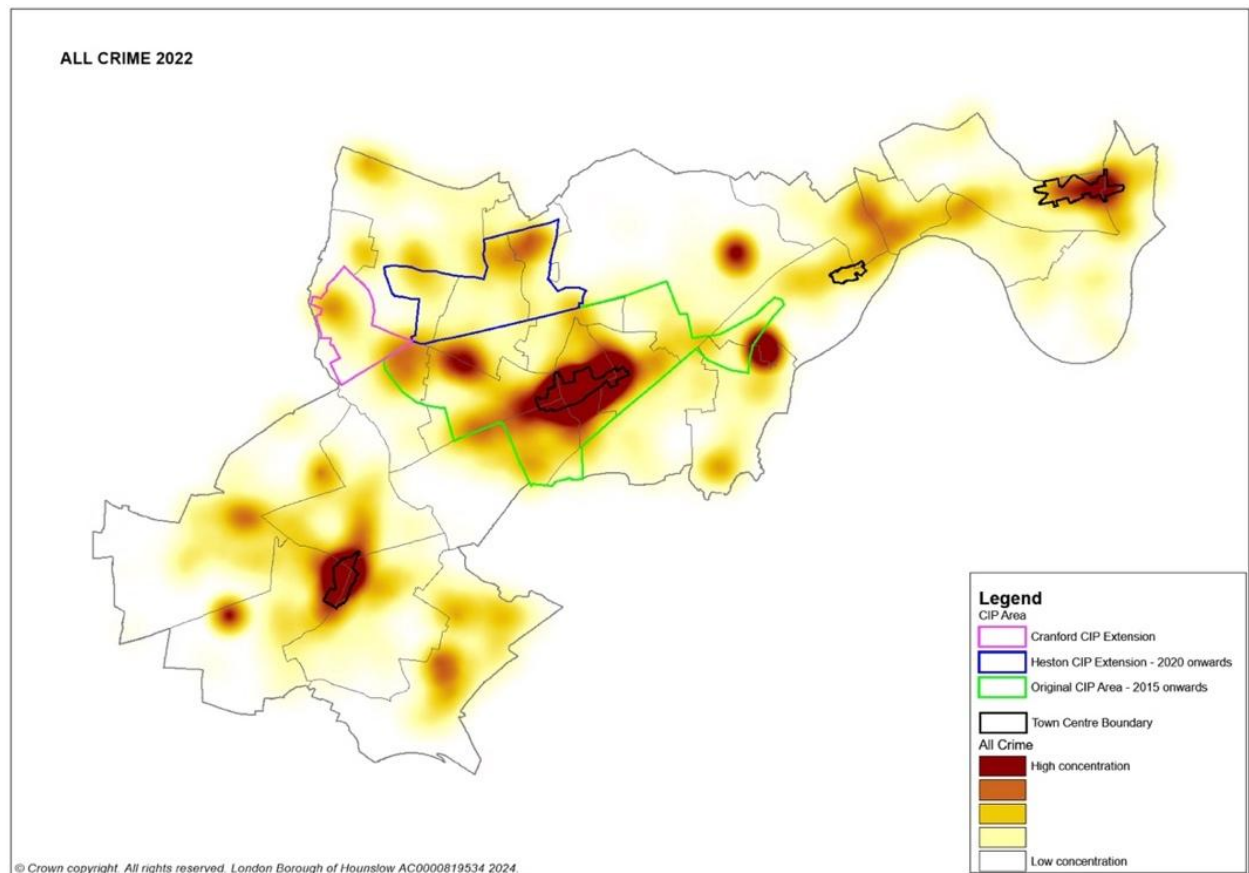
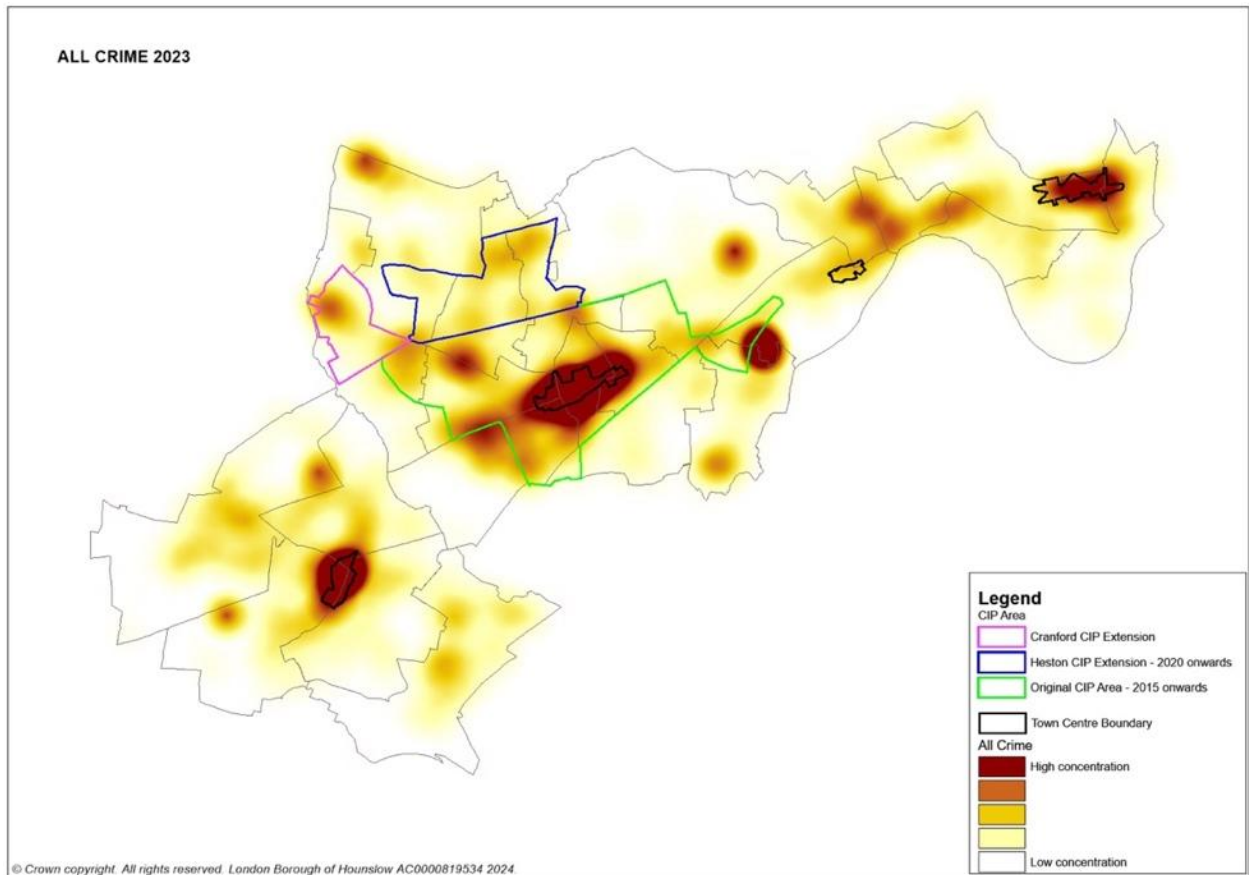


Fig 3. Spatial location and intensity of ALL CRIME, 2023



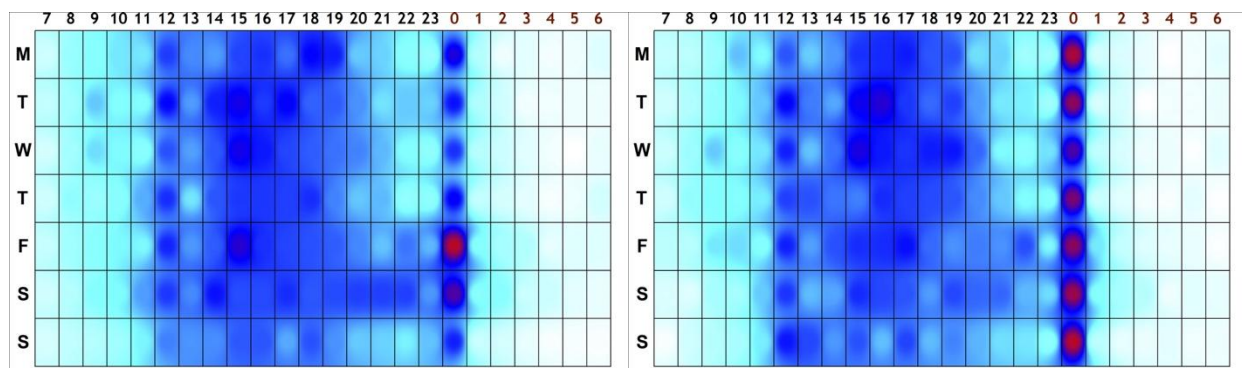
81. For *all crime* types, **Hounslow Town Centre** is the area with the highest number of recorded incidents and largest geographical area of high crime concentration.
82. This density of *all crime* is primarily within the **Hounslow** Town Centre (Local Plan) boundary, but to some extent it also spreads outside of this in all directions. Within the wider current Hounslow Town Centre CIA Area there are also other small clusters of cumulative impact relevant crime around Hounslow West / Bath Road and Staines Road.
83. This area also contains the highest number of street drinking sites (see *Street Drinking* section) and a high density of off-licences.
84. However, there are large parts of the existing **Hounslow** Town Centre CIA Area that are not currently subject to high levels of *all crime*: for example, the eastern end around Spring Grove and Syon.
85. **Feltham**, in the south-west of the borough (and which is not currently a CIA Area), also has a high level of *all crime* density. The Hounslow Police Licencing Team also confirmed that while Feltham has higher levels of crime than many areas of Hounslow, their view is

that it is not directly related to licensed premises or their customers but to other types of criminal activity.

86. There is also a small hotspot further west where Feltham Prison and Young Offender Institution is located.
87. **Chiswick** Town Centre, to the east of the borough - and which is not currently a CIA Area, also has relatively higher levels of *all crime*. This is also a complicated picture and is further unpacked in the specific crime types later in this. In summary, *theft* is key here and the Hounslow Police Licensing Team also confirmed that Chiswick's evening and night-time economy is not a significant concern for them.
88. **Brentford** Town Centre is generally very low in *all crime*, despite its proximity to the football stadium.
89. Of the two other existing CIA Areas of **Heston** and **Cranford**, Heston has more crime than Cranford, but neither have significant levels of *all crime* relative to the most problematic areas, such as nearby Hounslow Town Centre.
90. However, as the observation fieldwork shows, it is not crime that is the predominant challenge in these two CIA areas, but the high number, scale and intensity of persistent street drinking sites, with their resultant detritus, human waste and antisocial behaviour (see *Street Drinking* section).
91. Although the **Heston** CIA Area has lower levels of density for *all crime* on the mapping, when broken down by *type* of crime (see later in this section), there is a clear spatial correlation to the high number of persistent street drinking sites and clustering of off-licences in the area.
92. Whilst **Cranford** CIA Area has low total levels of *all crime*, there is an area of moderately raised density that directly correlates to its street drinking sites and the cluster of off-licences along the Bath Road.
93. Traditionally in hotspot mapping we see high levels of crime density around hospitals and police stations. This is the case in Hounslow. There is a near perfectly circular hotspot on the south-eastern boundary of the current Hounslow Town Centre CIA - in the Syon area. This is West Middlesex University Hospital. This cannot be considered cumulative impact, even if there is crime taking place here, because these are incidents from across the borough (and neighbouring boroughs) and there is no cluster of licensed premises here.
94. Based on existing research into violence in hospitals, the likely incidents will comprise of assaults on hospital staff, paramedics and other patients and police arriving and arresting individuals at the hospital for crimes committed elsewhere.

95. The maps also a smaller circular hotspot in the vicinity of Boston Manor Park. This may be linked to the festivals hosted here but may also be more general crime occurring in the park throughout the rest of the year.
96. There were no significant changes in spatiality or intensity of *all crime* any within the town centres and / or existing CIA Areas between 2022 and 2023.
97. The figure below illustrates the same *all crime* incidents as shown in the maps above, but in a 'time matrix'. This is useful to know which hours of the day and days of the week have the most incidents.

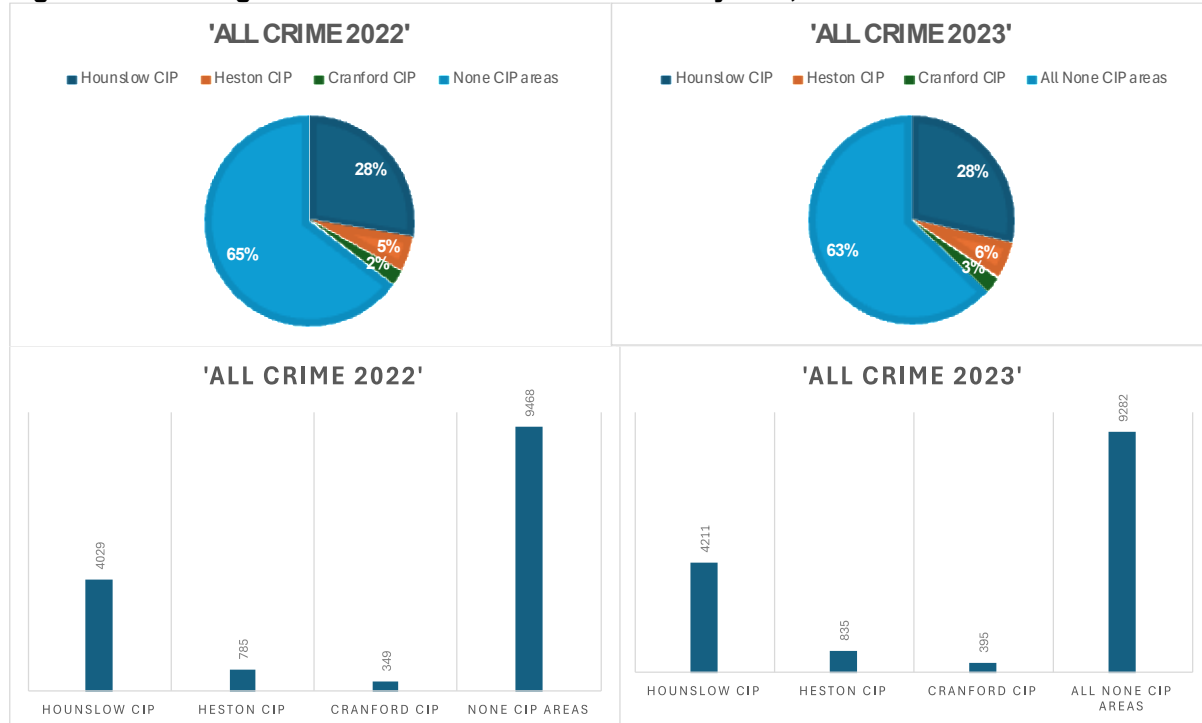
Fig 4. ALL CRIME by day of week and time of day/night, 2022 & 2023



98. It is important to note before analysing the patterns in these charts that the highest density of crime is in the 00:00-01:00hrs period. However, this should be treated with caution as it is understood that this may be a MPS recording issue. This is whereby incidents that are reported at any time of day, but the victim does not know the time of the incident, are entered into the system are recorded within this first hour of the day as a matter of course. This is unfortunate as it is subsequently impossible to unpick what is taking place during this specific hour in the borough and what is being added to the system at this time simply because there is no specific time associated with the crime.
99. Once accounting for this anomaly, the pattern for *all crime* that may be linked to licensed premises and their customer is similar between 2022 and 2023. That is, the highest number of incidents are between 14:00hrs and 19:00hrs. This only changes slightly on Friday and Saturday evenings where it intensifies between 19:00hrs and 22/23:00hrs.
100. In the researchers' experience, this is *very* unusual cumulative impact related crime picture. Any borough with a significant evening and night-time economy would expect intense peaks of *all crime* (and its constituent crimes) between 22:00hrs and 03:00hrs (and possibly even later), particularly on Fridays and Saturdays (and the early hours of Sunday mornings).

101. The explanation for this is that the borough has only one significant evening and night-time economy area, Chiswick. And, as noted by the police, it is not a significant problem for more serious crimes (albeit it is a significant location for *theft* – see below).
102. The charts below show the percentage and total numbers of *all crime* by CIA Area (and non-CIA areas).

Fig 5. Percentage and total numbers of ALL CRIME by area, 2022 and 2023



103. In 2022 there were 14,631 recorded *all crime* 'licensed premises-relevant' incidents in Hounslow. In 2023 there were 15,269 incidents. This was a slight increase of 638 incidents.
104. Most of those *all crime* incidents that took place within the three existing CIA Areas were recorded in the Hounslow Town Centre CIA Area. In both 2022 and 2023 Hounslow Town Centre CIA Area accounts for 28% of *all crime* in the borough.
105. Heston CIA Area remains broadly level across both years, but at a much lower percentage of *all crime* in the borough - between 5% and 6%.
106. Cranford CIA Area also remains broadly level across both years, with just 2% to 3% of *all crime* in the borough.

5.4 Violence against the person

107. The figures below are maps showing spatial location and intensity of *violence against the person* (VAP) in 2022 and 2023.

Fig 6. Spatial location and intensity of VIOLENCE AGAINST THE PERSON, 2022

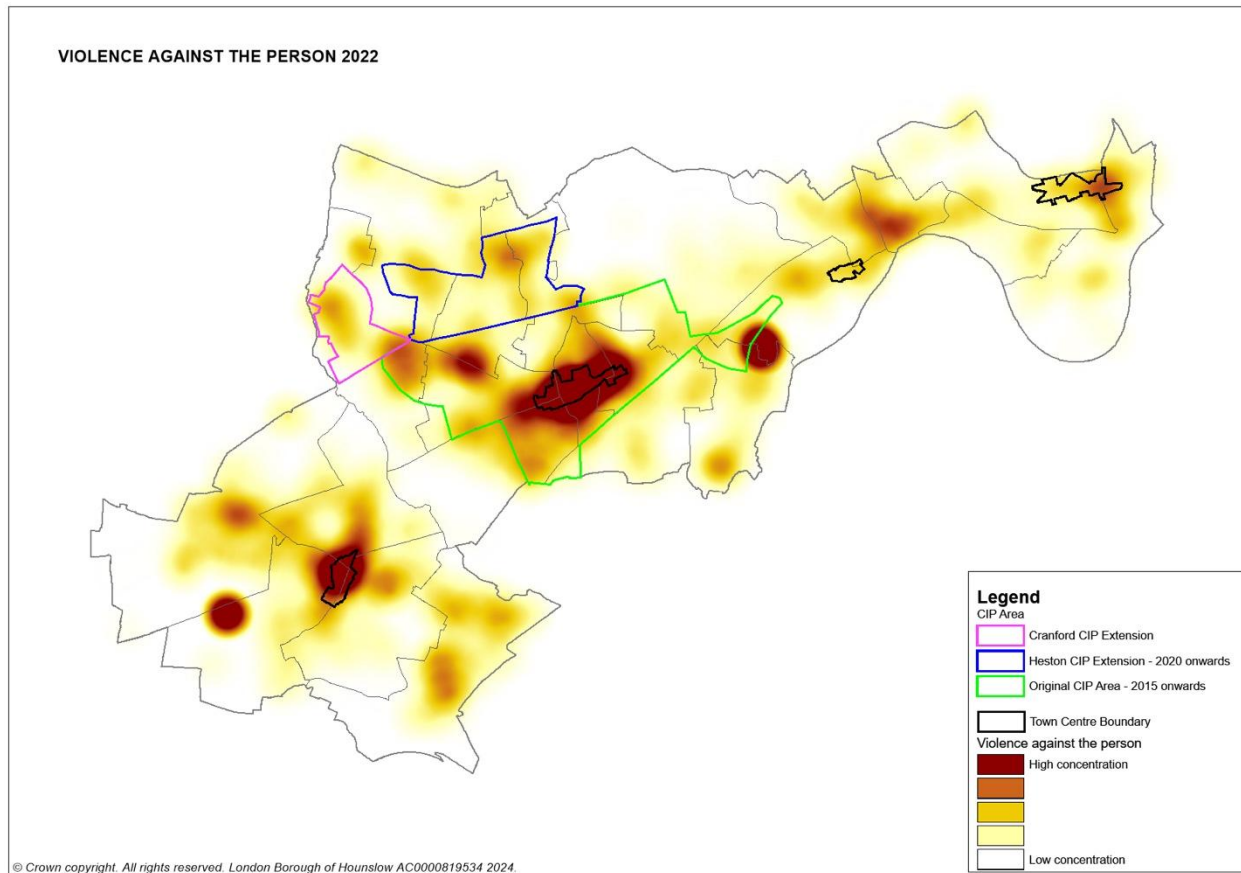
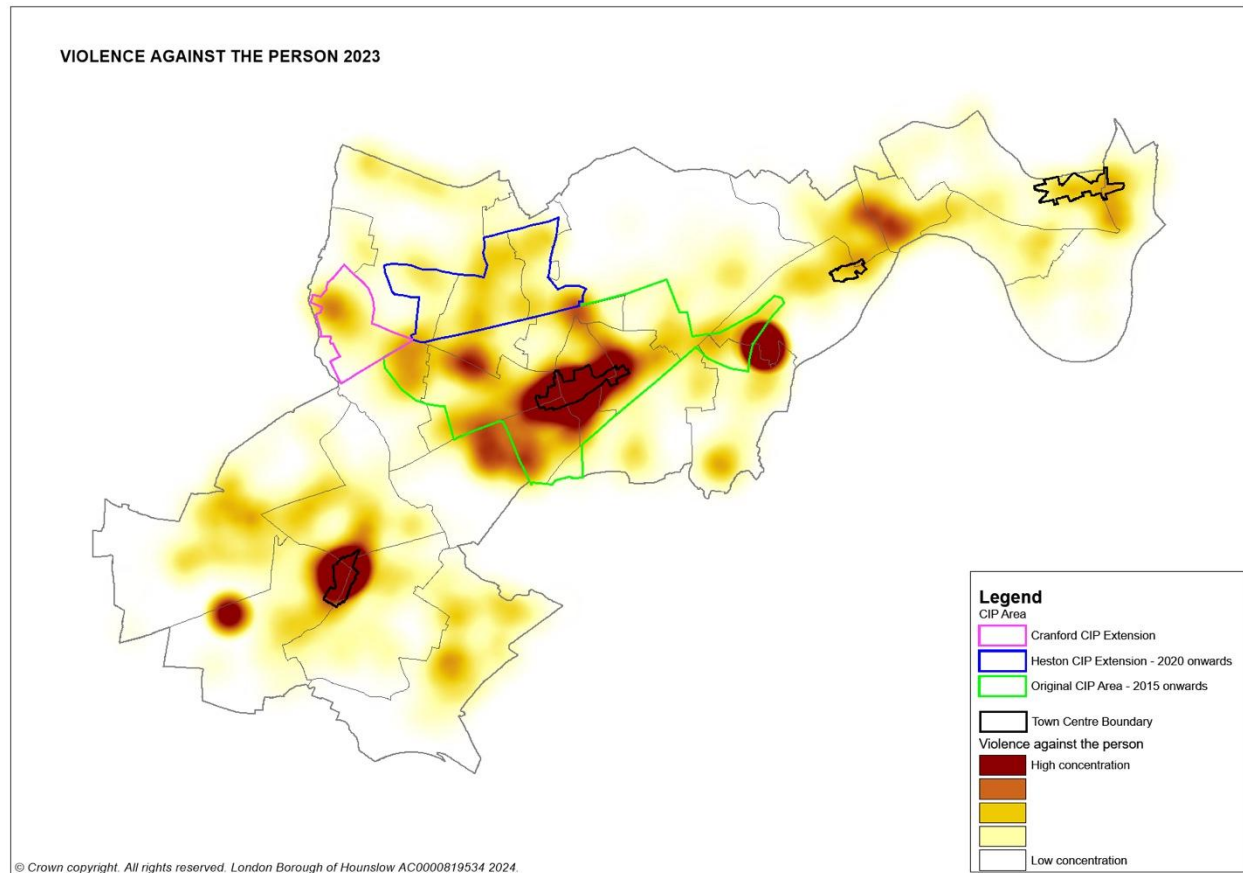
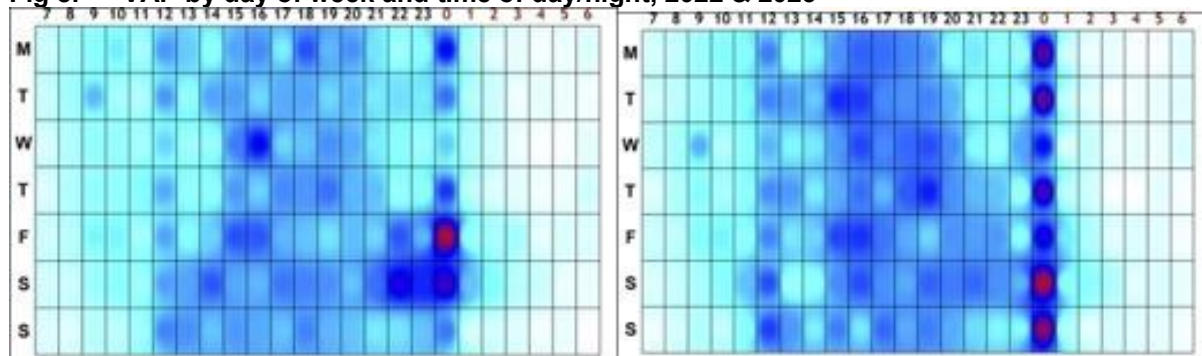


Fig 7. Spatial location and intensity of VIOLENCE AGAINST THE PERSON, 2023



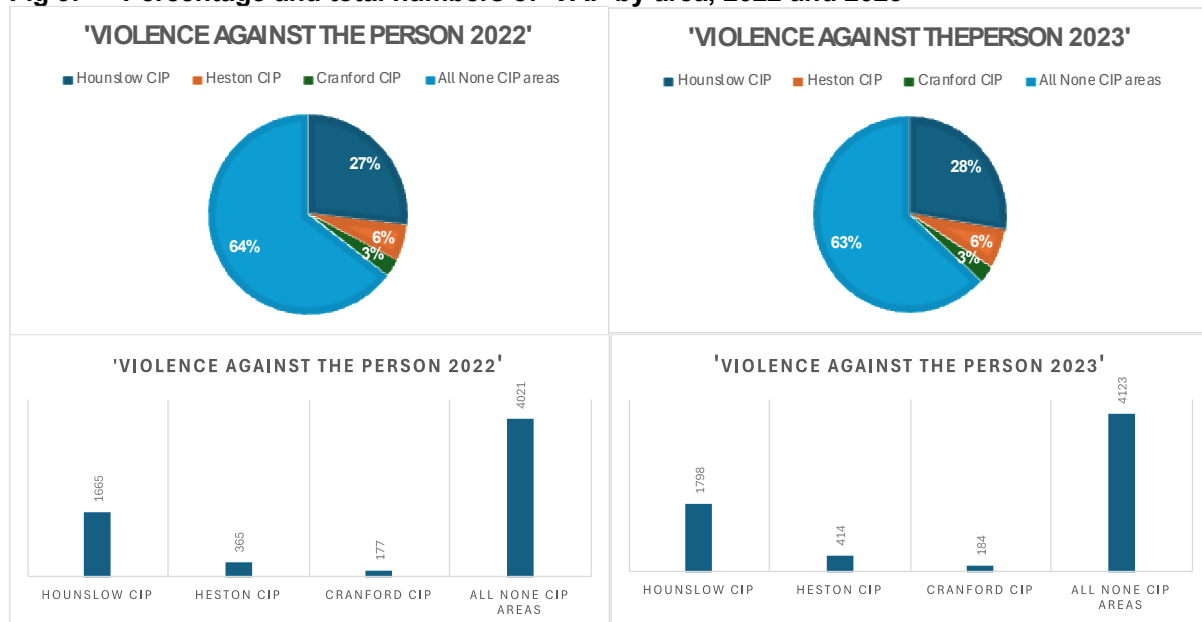
108. **Hounslow Town Centre CIA Area**, in both 2022 and 2023, remains consistent in having the highest recorded amount of *violence against the person* incidents.
109. Both **Heston CIA Area** and **Cranford CIA Area** remain static and present a very low level of these *violence against the person* incidents within their respective CIA Areas.
110. There is limited *violence against the person* taking place in **Chiswick** or **Brentford**.
111. Whilst not as high as Hounslow Town Centre, **Feltham** has significant issues with *violence against the person* offences.
112. The figure below illustrates the same *violence against the person* data as shown in the maps above, but in a 'time matrix'. This is a useful way of showing which hours of the day and which days of the week have the most incidents.

Fig 8. VAP by day of week and time of day/night, 2022 & 2023



113. VAP by both day of the week and hour shows the same pattern as presented in *all crime*. Thus, if we exclude the 00:00hrs and 01:00hrs timeframe for recording anomaly reasons, both years show a similar pattern of VAP, with most incidents taking place from 12:00hrs to 00:00hrs, and with peaks between 15:00hrs to 20:00hrs.
114. This is consistent with street drinking rather than a night-time economy, with only Saturday night in 2022 (i.e. between 22:00hrs and 00:00hrs) having what is likely to be VAP linked to the presence of a night-time economy.
115. The charts below show the percentage and total numbers of *violence against the person* by CIA Area (and non-CIA areas).

Fig 9. Percentage and total numbers of VAP by area, 2022 and 2023



116. *Violence against the person* incidents have risen across the borough, from 6,228 in 2022 to 6,519 in 2023. The majority of these are related to a significant rise in *Violence Without Injury*. Some of these crimes may be related to the presence of street drinking and street drinkers, but we cannot be certain.

117. The rise of *violence against the person* incidents across the borough is consistently reflected in the increases across the three CIA Areas.
118. The percentage of *violence against the person* offences in **Heston CIA Area** and **Cranford CIA Area** remains statistically small when compared to **Hounslow Town Centre CIA Area**.

5.5 Sexual offences

119. Due to the sensitive nature of the offences, the location coordinates for sexual offences are not provided by the MPS. Because of this, comparisons can only be made by ward. However, the ward sizes are often larger or cross outside of the existing CIA boundaries.
120. Therefore, it is not possible to review the incidents in a granular nature as with the other categorise of crime. It is only possible to review total figures of *sexual offences* across the borough and by ward.

Fig 10. SEXUAL OFFENCES by ward, 2022

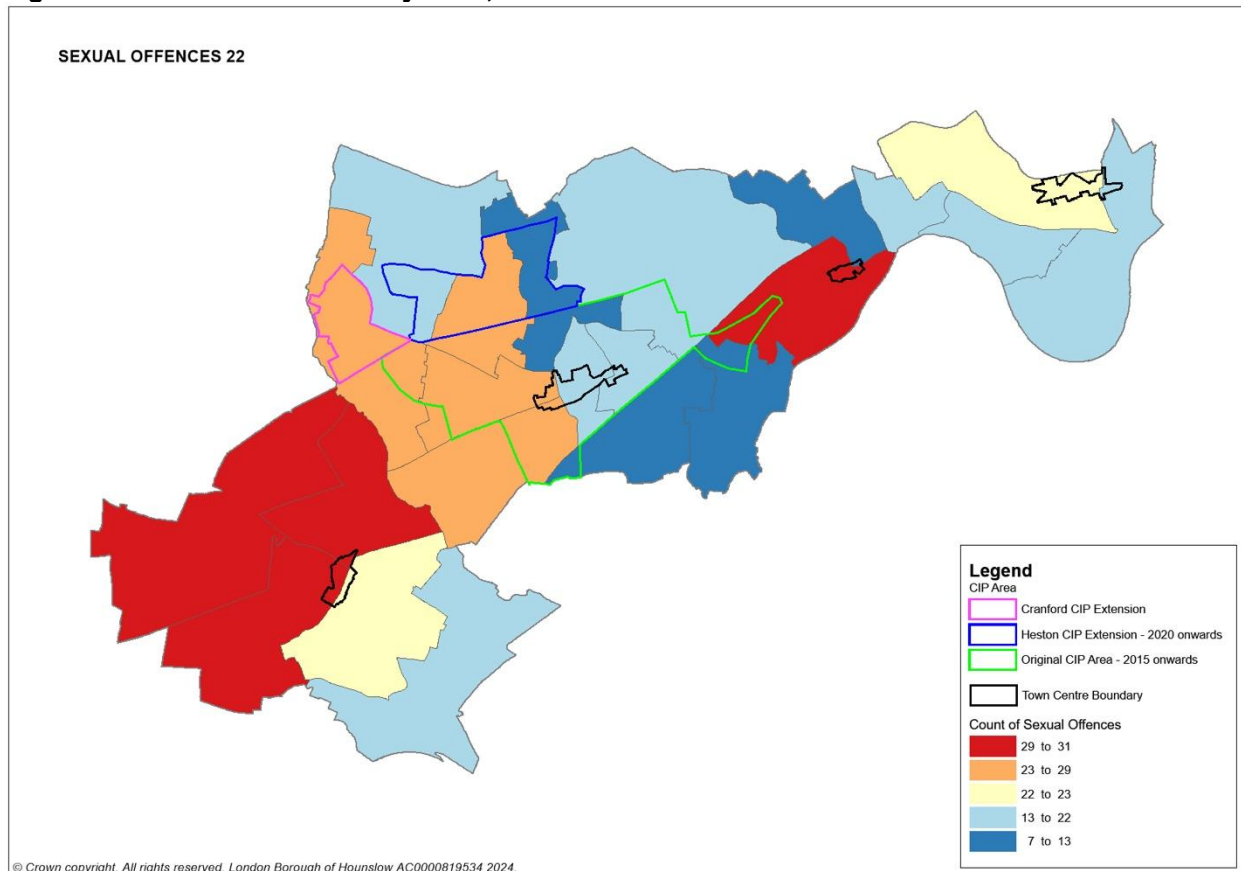
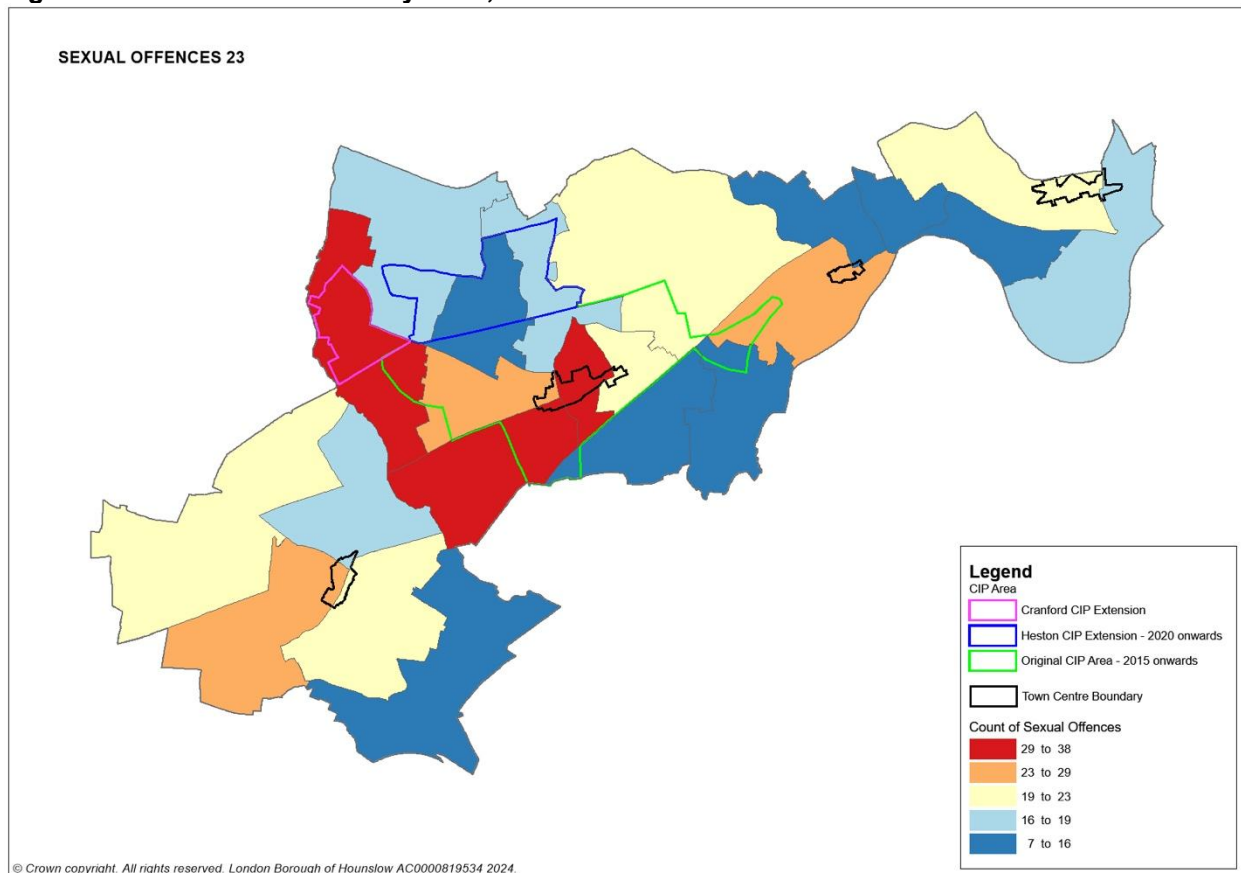


Fig 11. SEXUAL OFFENCES by ward, 2023



121. *Sexual offences* have *decreased* across the borough, from 423 in 2022 to 416 in 2023.
122. *Sexual offence* incidents therefore remain consistent year on year, with a decrease in the number of incidents of *rape* and a slight rise in other *sexual offences*.
123. The difference between the 2022 and 2023 map, does show a shift in incident towards both **Cranford** and **Hounslow Town Centre CIA Areas**. But without the more granular detail, it is not possible to place the incidents within either of the CIA Areas, nor to understand if it is relatable to licensed premises and their customers.

5.6 Public order offences

124. *Public order* offences include creating noise, drunk and disorderly, violent disorder, affray, fear or provocation of violence, threatening behaviour, harassment or the causing of alarm or distress, assaults on emergency workers, inciting racial or religious hatred and racially or religiously aggravated assault. All of these have a strong association with the night-time economy, alcohol consumption and street drinking.
125. The figures below are maps showing the spatial location and intensity of *public order* offences in 2022 and 2023.

Fig 12. Spatial location and intensity of PUBLIC ORDER incidents, 2022 and 2023

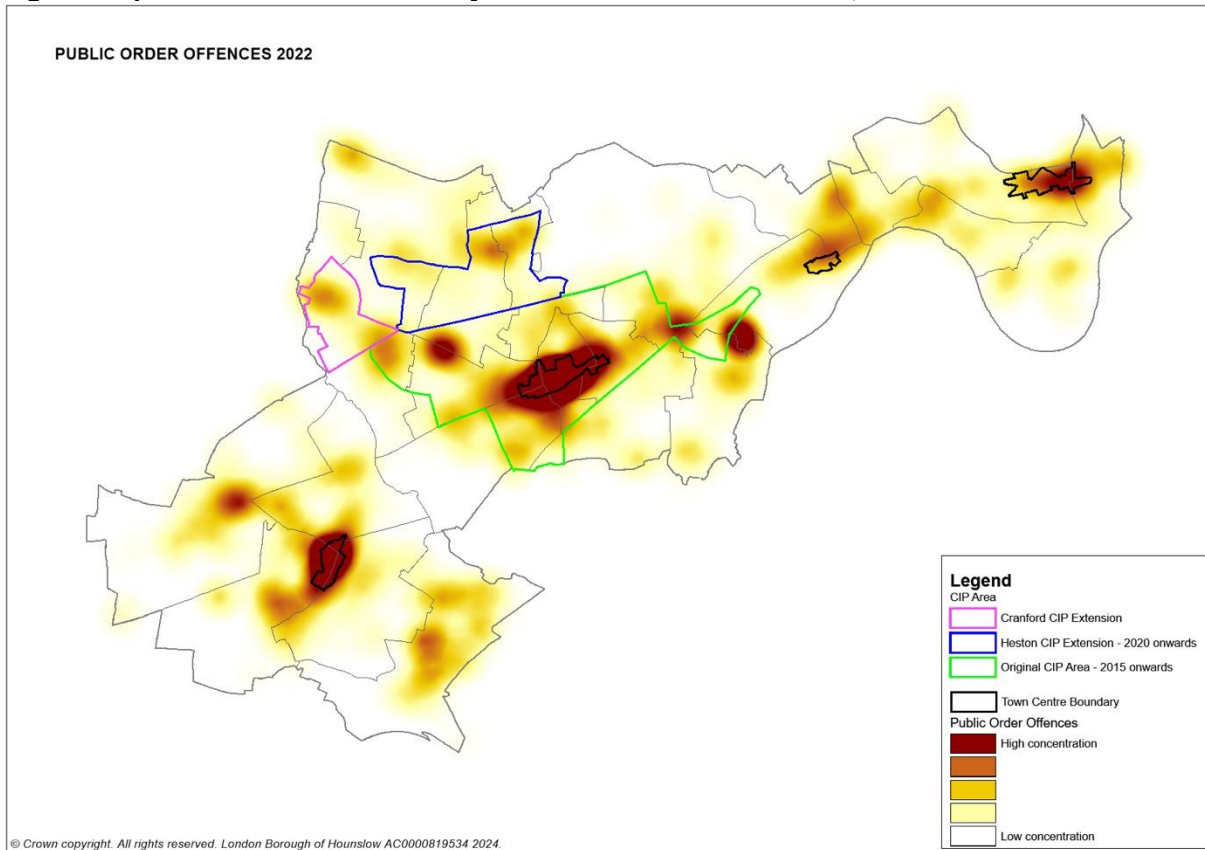
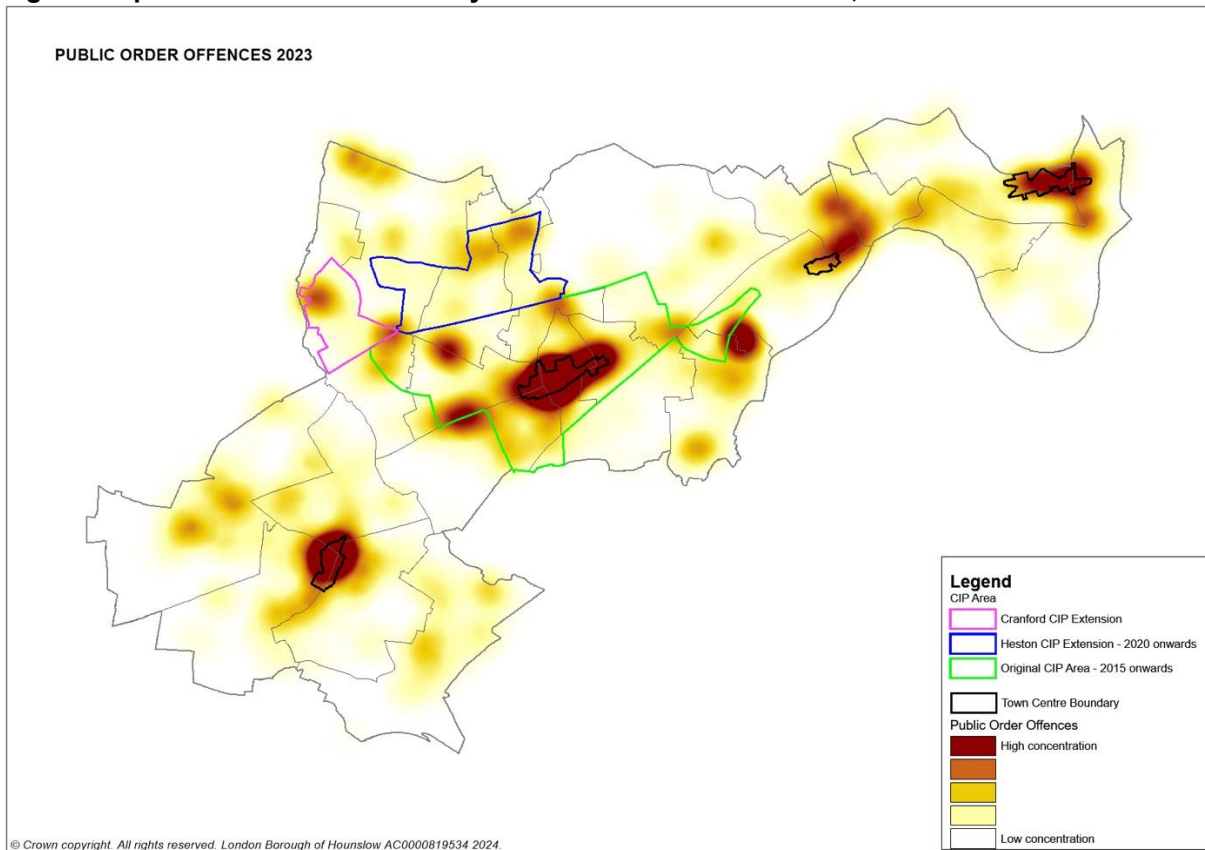
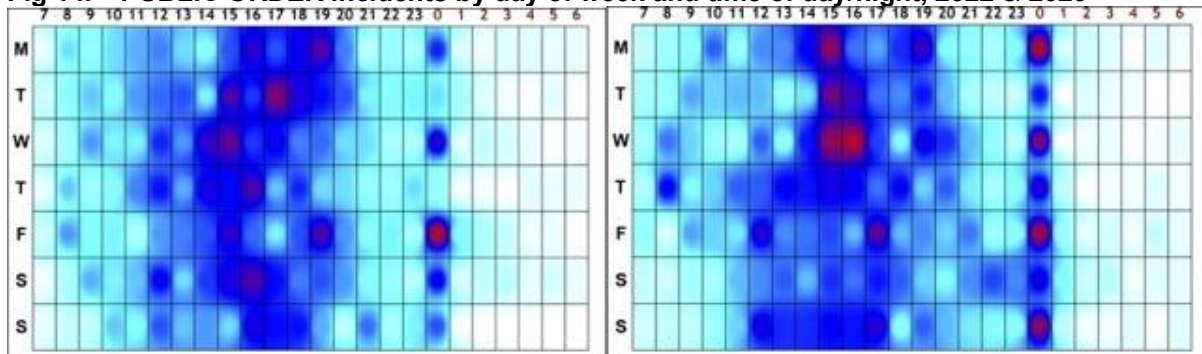


Fig 13. Spatial location and intensity of PUBLIC ORDER incidents, 2022 and 2023



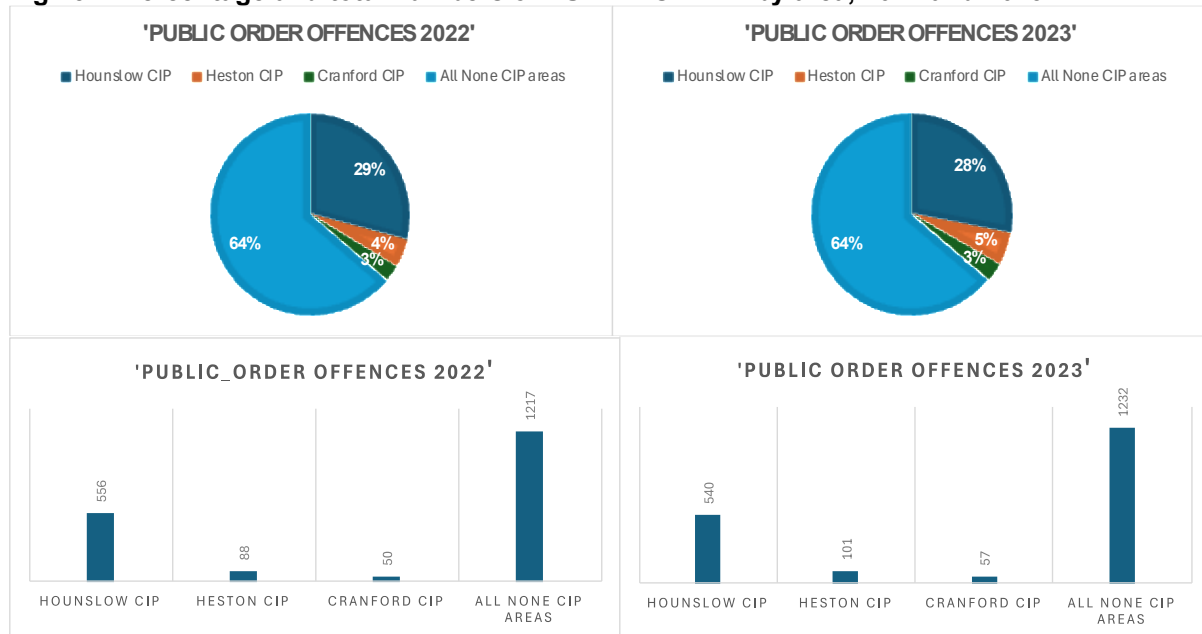
126. Both the 2022 and 2023 mapping shows a consistent spread of *public order* offences across the borough, with **Hounslow Town Centre CIA Area** showing the highest concentration of incidents in both years.
127. **Heston CIA Area** has a consistent number of *public order* incidents spread across the CIA Area.
128. **Cranford CIA Area** shows in both 2022 and 2023 a consistent *public order* hotspot. This is seen across all the data sets, and the highest density area within this corresponds closely with one of the most consistent street drinking hotspots in Cranford - Dudset Lane, as well as the cluster of off-licences on Bath Road.
129. There are some public order issues in both **Brentford** and **Chiswick**, but not at the level of Hounslow Town Centre. Whilst not as high as the latter, **Feltham** has significant issues with public order offences
130. The figure below illustrates the same *public order* incidents as shown in the maps above, but in a 'time matrix'. This is useful to know which hours of the day and days of the week have the most incidents.

Fig 14. PUBLIC ORDER incidents by day of week and time of day/night, 2022 & 2023



131. Both the 'day of the week' and hourly matrices for 2022 and 2023 show a similar pattern of *public order* incidents, with most taking place between 12:00hrs to 00:00hrs but peaking around 14:00hrs to 20:00hrs.
132. The charts below show the percentage and total numbers of *public order* offences by each CIA Area (and non-CIA Areas).

Fig 15. Percentage and total numbers of PUBLIC ORDER by area, 2022 and 2023



133. In terms of *public order* offences, between the CIA Areas and the rest of the borough with no CIA Areas, there is no statistically significant increases or decrease year-on-year (2022 vs 2023).

5.7 Criminal damage

134. *Criminal damage* includes a wide range of activities, including damage to vehicles, buildings and personal property. However, in terms of cumulative impact, it is the *criminal damage* done by some users of the NTE or by street drinkers to fences, street furniture, cars and windows when intoxicated that may be associated with cumulative impact.

135. The figures below show the spatial location and intensity of *criminal damage* in 2022/23.

Fig 16. Spatial location and intensity of CRIMINAL DAMAGE incidents, 2022

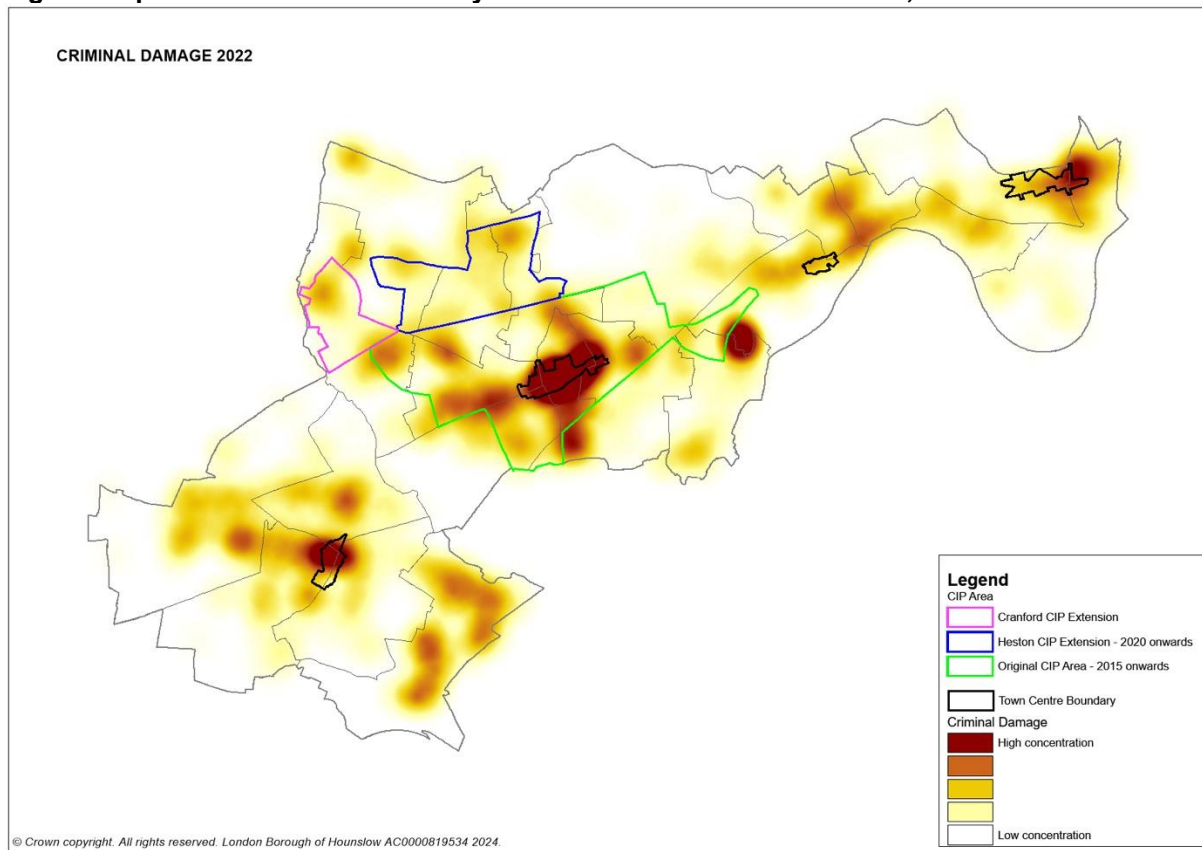
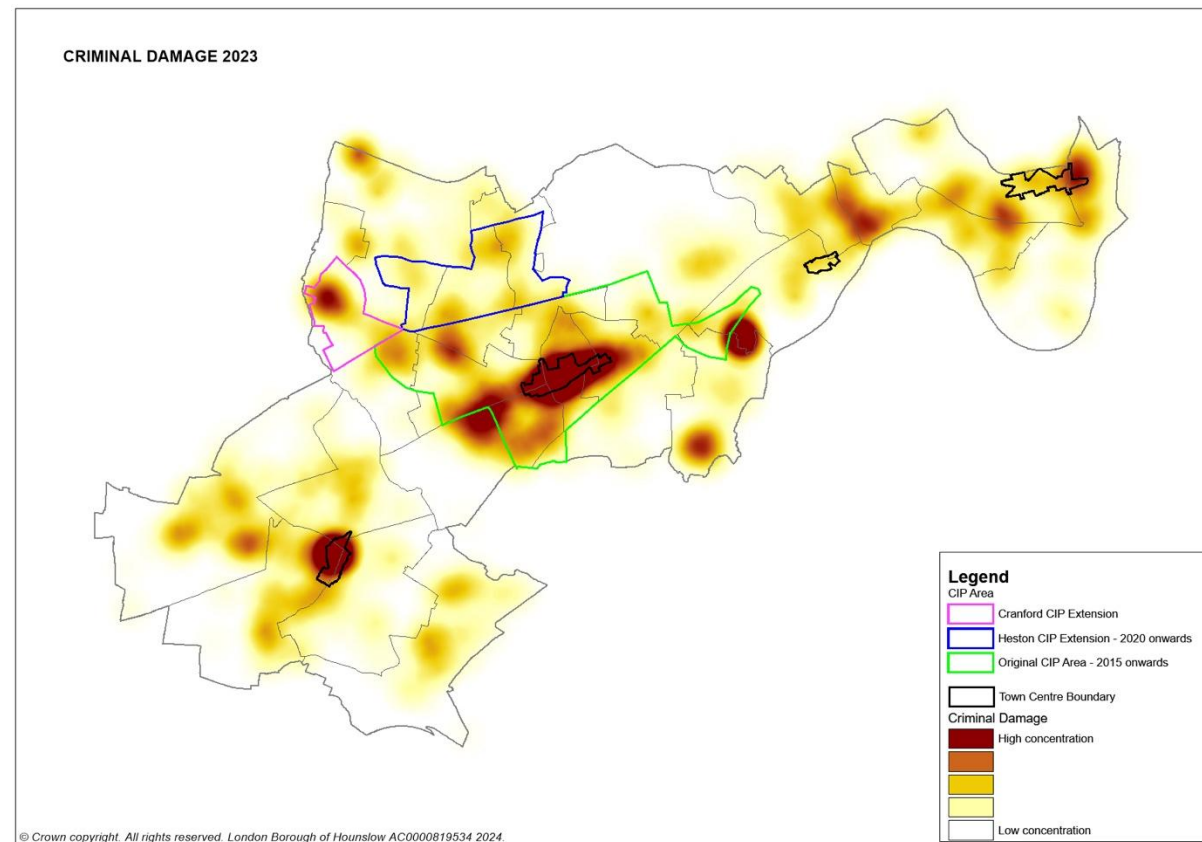
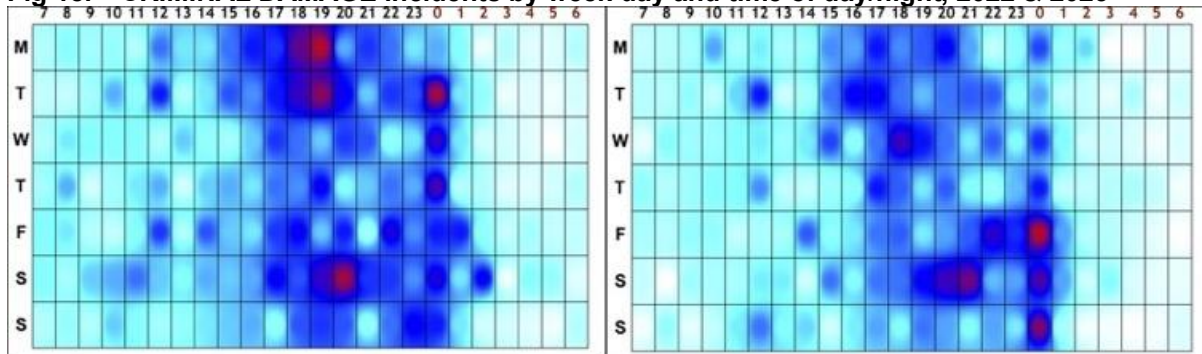


Fig 17. Spatial location and intensity of CRIMINAL DAMAGE incidents, 2023



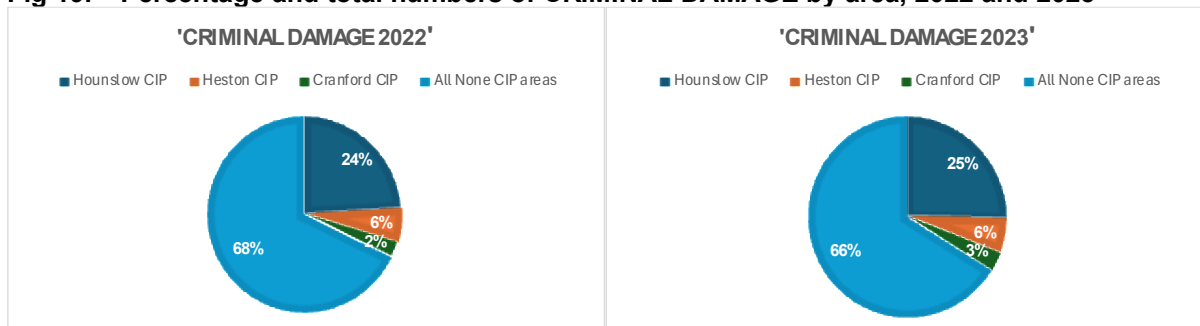
136. Overall, the levels of *criminal damage* taking place are *much* lower than those of violence and sexual offences, ASB or public order. **Hounslow Town Centre CIA** has the highest levels and spatial concentration of *criminal damage*, with **Heston CIA Area** and **Cranford CIA Area** both remaining consistent over time.
137. The incidents of *criminal damage* taking place within **Cranford CIA Area**, as in the public order offences, are clustered around an active street drinking location.
138. There is very limited *criminal damage* taking place in both **Brentford** and **Chiswick**, but not as much as in Hounslow Town Centre. Whilst not as intense as Hounslow Town Centre, **Feltham** has significant issues with *criminal damage* offences
139. The figure below illustrates the same *criminal damage* incidents as shown in the maps above but in a 'time matrix'. This is useful to know which hours of the day and days of the week have the most incidents.

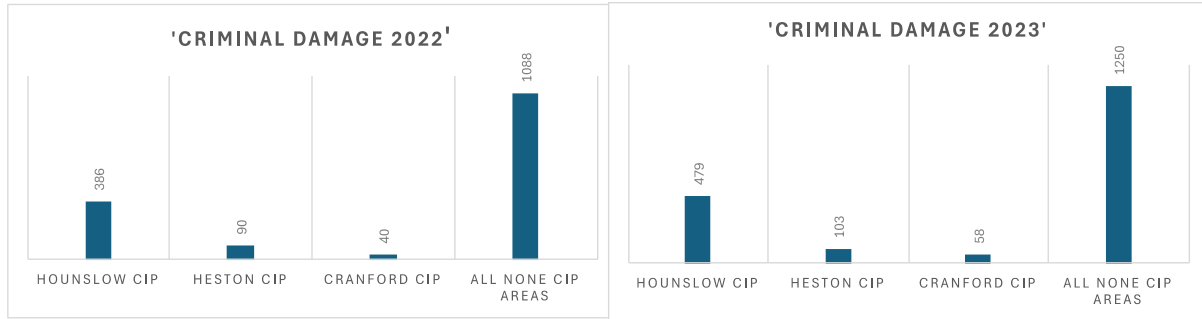
Fig 18. CRIMINAL DAMAGE incidents by week day and time of day/night, 2022 & 2023



140. The timings of *criminal damage* offences appear to follow the same pattern as *public order* offences.
141. The charts below show the percentage and total numbers of *criminal damage* offences by each CIA Area (and non-CIA Areas).

Fig 19. Percentage and total numbers of CRIMINAL DAMAGE by area, 2022 and 2023





142. The percentage distribution between the CIA Areas and the rest of the borough remains statistically insignificant.

143. However, the number of incidents has risen across all three CIA areas and the borough between 2022 and 2023.

5.8 Theft

144. The maps below show the spatial location and intensity of *theft* in 2022 and 2023.

Fig 20. Spatial location and intensity of THEFT incidents, 2022

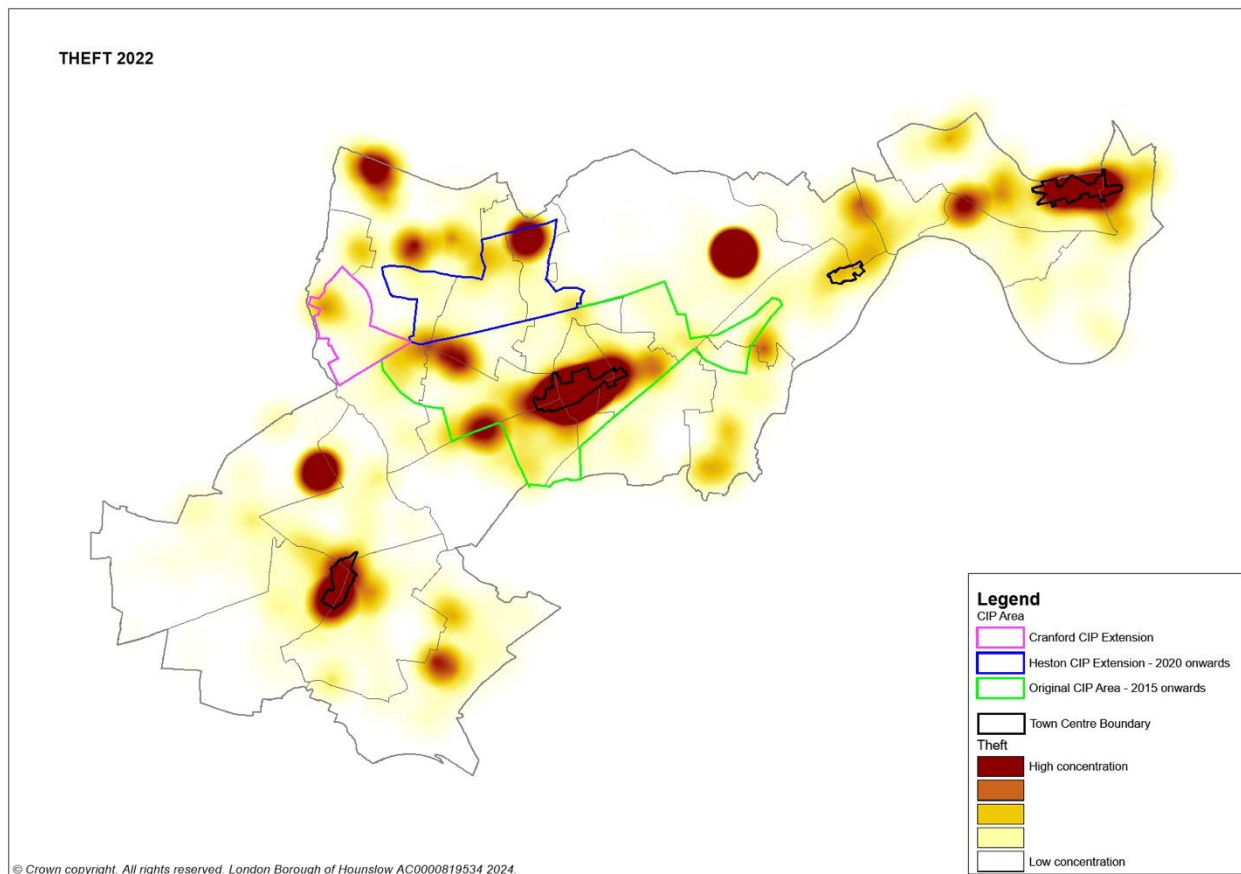
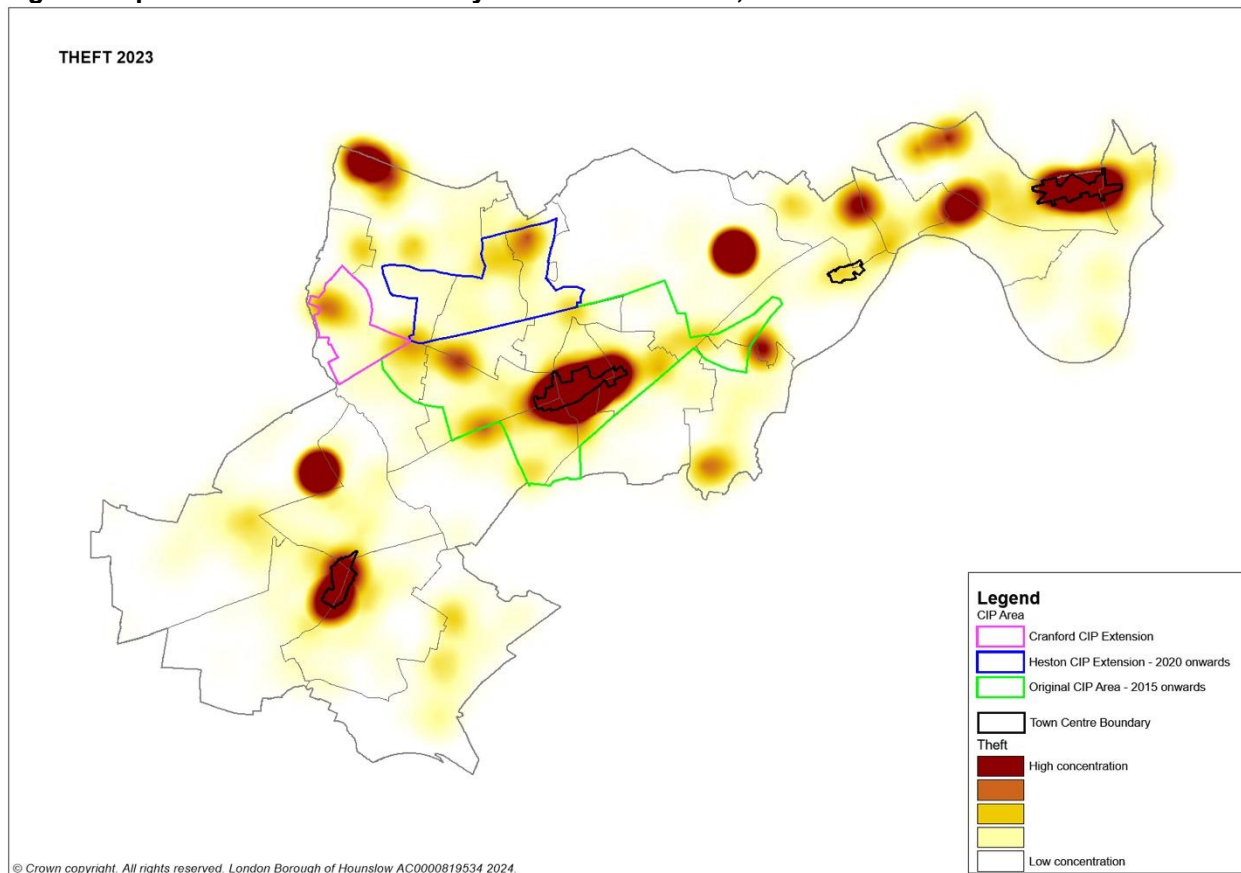
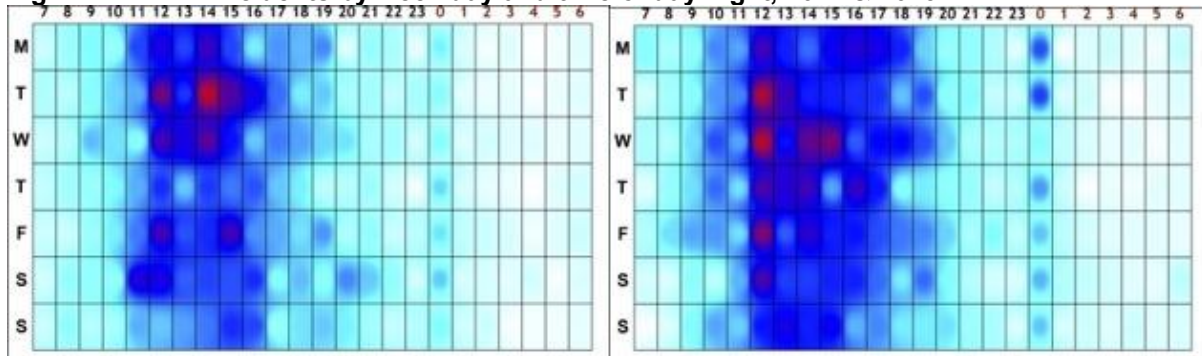


Fig 21. Spatial location and intensity of THEFT incidents, 2023



145. *Theft* as a category of crime is spatially consistent across both 2022 and 2023.
146. It remains an issue across all three CIA areas, with **Hounslow Town Centre CIA Area** seeing an increase in *theft* – particularly in the very centre of Hounslow town centre, with its density of shops, restaurants and street drinking hotspots.
147. There is very little theft taking place in either **Heston CIA Area** or **Cranford CIA Area**.
148. There is very limited *theft* taking place in **Brentford**. However, in **Chiswick**, there are similar numbers of offences to those in Hounslow town Centre. Whilst not as intense as Hounslow Town Centre or Chiswick, **Feltham** has significant issues with *theft* offences.
149. The figure below illustrates the same *theft* incidents as shown in the maps above but in a ‘time matrix’. This is useful to know which hours of the day and days of the week have the most incidents.

Fig 22. THEFT incidents by week day and time of day/night, 2022 & 2023

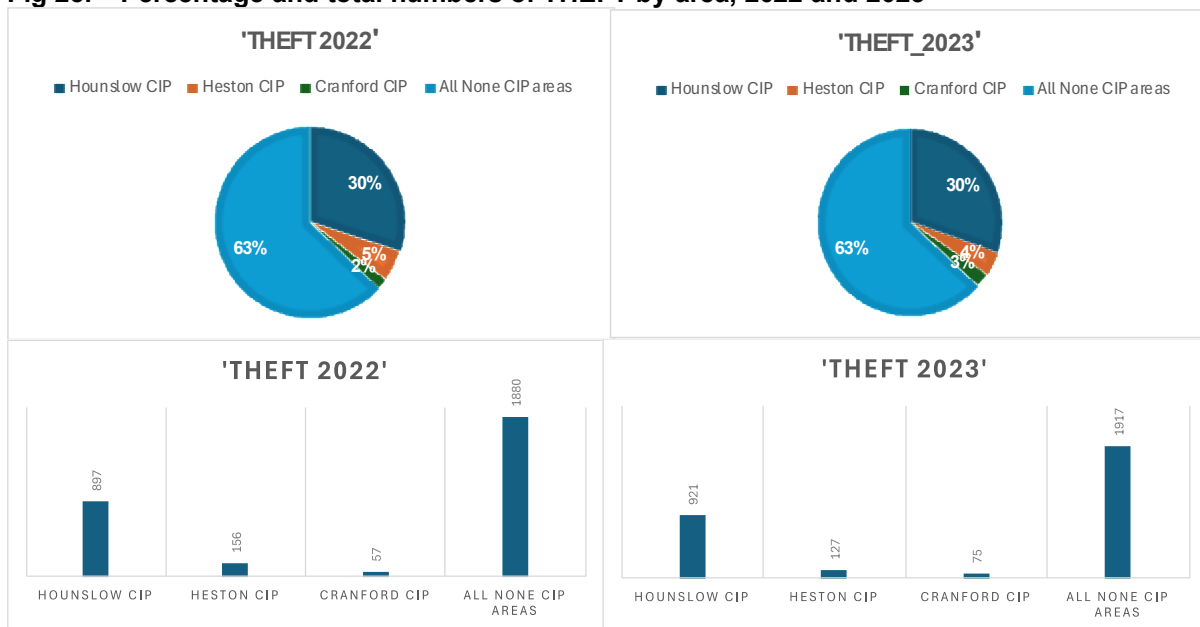


150. *Theft* appears to be most prevalent during the day. Both in 2022 and 2023 hour and day matrices show that the highest levels of incidents are during the week (Tuesday, and Wednesday in particular) and during lunchtime.

151. *Theft* appears to be low from 17:00hrs onwards. This is the opposite of what is seen in the West End of London or other night-time economy hotspots such as Shoreditch or Camden.

152. The charts below show the percentage and total numbers of *theft* offences by each CIA Area (and the remaining non-CIA Areas).

Fig 23. Percentage and total numbers of THEFT by area, 2022 and 2023



153. By percentages the three CIA Areas remain broadly static.

154. While the increase is not statistically significant, there is a slight rise of *theft* within the Hounslow TC CIA Area, with a slight decrease inside the Heston CIA from 2022 to 2023.

5.9 Robbery

155. The figures below are maps showing spatial location and intensity of *robbery* in 2022 and 2023.

Fig 24. Spatial location and intensity of ROBBERY incidents, 2022

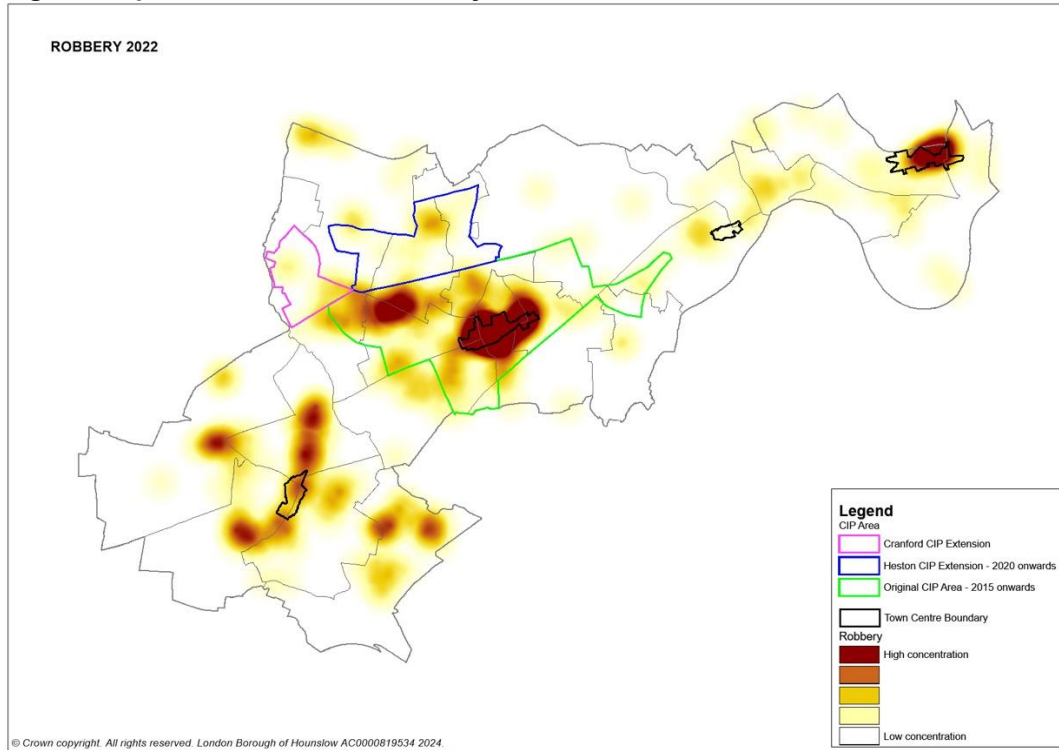
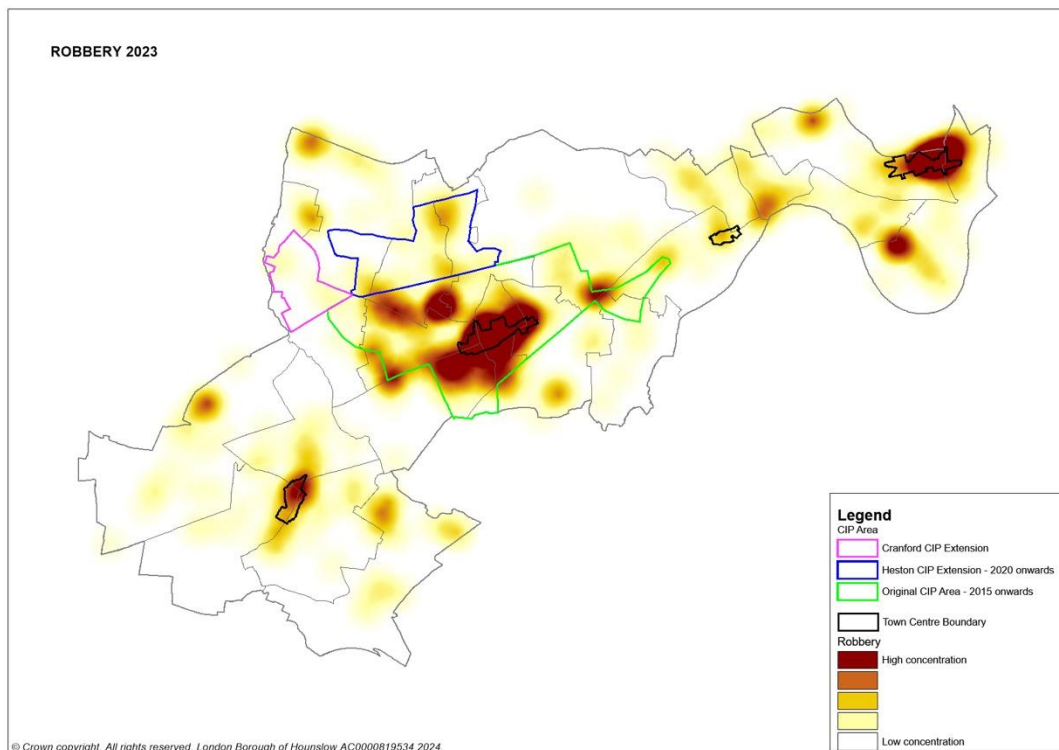
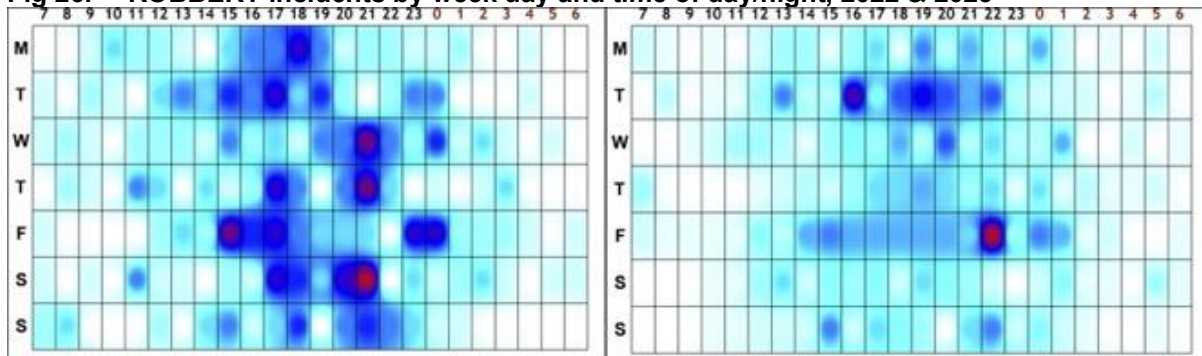


Fig 25. Spatial location and intensity of ROBBERY incidents, 2023



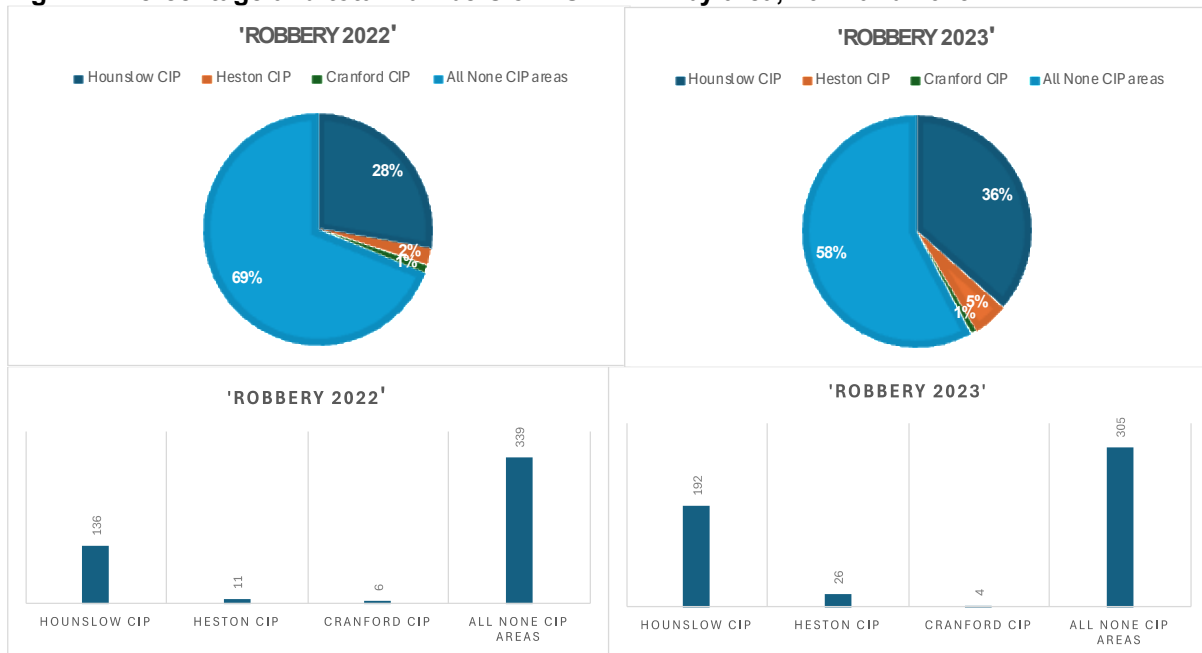
156. *Robbery from the person*, alongside *sexual offences*, remains the second lowest crime category within the borough that may have links to the cumulative presence of licensed premises and their customers.
157. *Robbery* is most densely found in the **Hounslow Town Centre CIA** and appears to have spread in 2023 to a larger proportion of the CIA Area. Unlike other crimes, there is another *robbery* hotspot outside of the heart of Hounslow town centre - in the north west corner of the CIA Area.
158. There is very limited *robbery* taking place in **Brentford**. However, in **Chiswick**, there are a significant number of offences, albeit with not the same intensity as in Hounslow Town Centre CIA.
159. Whilst not as intense as Hounslow Town Centre or Chiswick, **Feltham** has significant issues with *robbery* offences. In 2023 these *robbery* offences seem to have condensed into the heart of Feltham from a previously more dispersed pattern in 2022, when they were strung out along Hounslow Road.
160. The figure below illustrates the same *robbery* incidents as shown in the maps above but in a 'time matrix'. This is useful to know which hours of the day and days of the week have the most incidents.

Fig 26. ROBBERY incidents by week day and time of day/night, 2022 & 2023



161. The hour of the day/night and day of the week matrices, show that, unlike theft, most *robbery* incidents take place between 15:00hrs and 21:00hrs.
162. The charts below show the percentage and total numbers of *robbery* offences by each CIA Area (and the remaining non-CIA area of the borough).

Fig 27. Percentage and total numbers of ROBBERY by area, 2022 and 2023



163. The percentage of *robbery* incidents remains consistent with the other crime types where **Hounslow Town Centre CIA** dominates from the three CIA Areas

164. There were small falls in *robbery incidents* in both the **Heston** and **Cranford** CIA Areas between 2022 and 2023.

5.10 Drug offences

165. The figures below are maps showing spatial location and intensity of *drug offences* in 2022 and 2023.

Fig 28. Spatial location and intensity of DRUG OFFENCES incidents, 2022

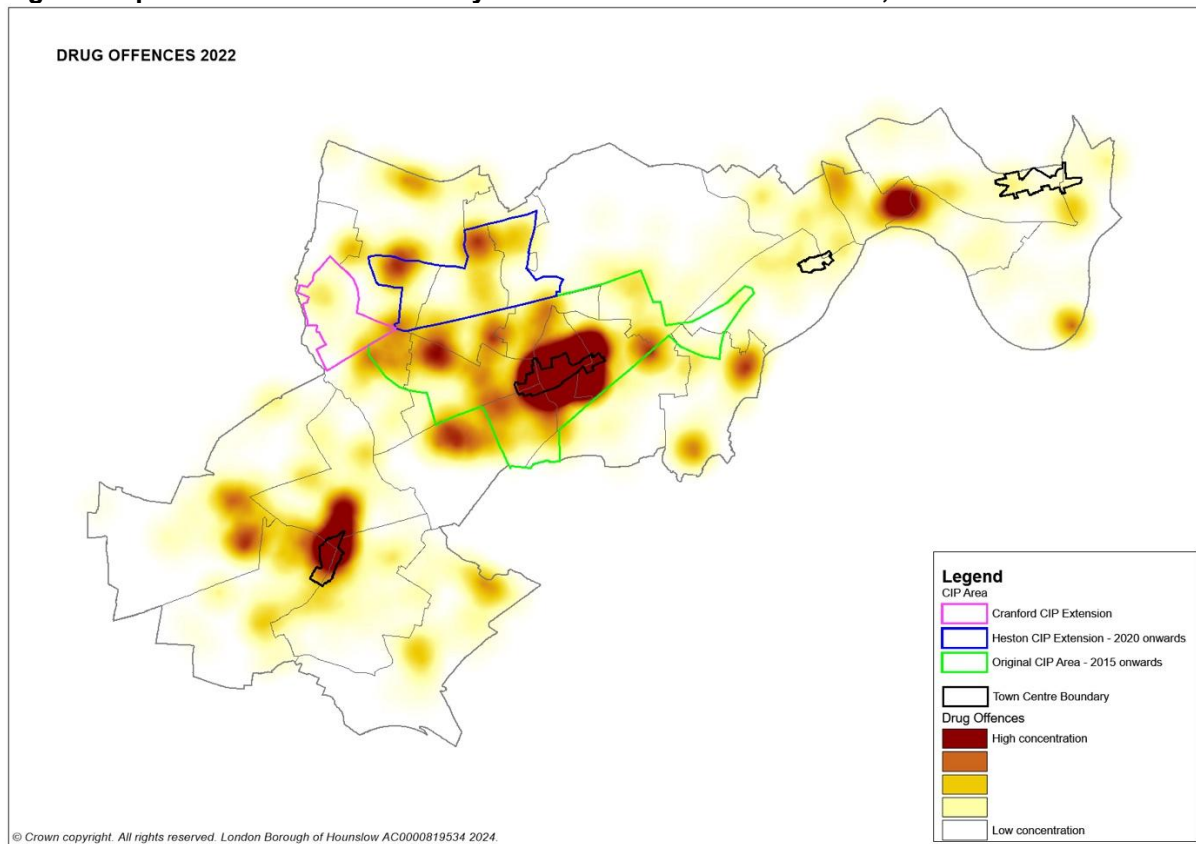
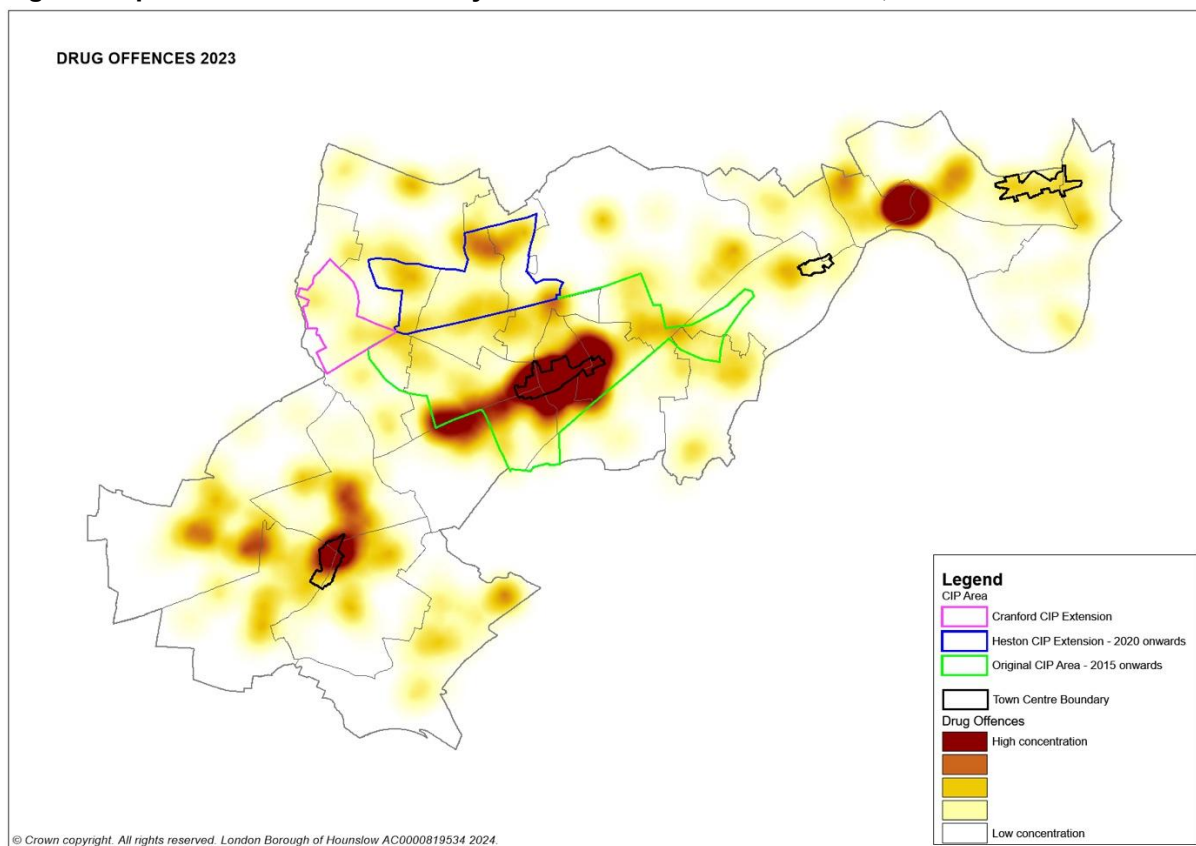
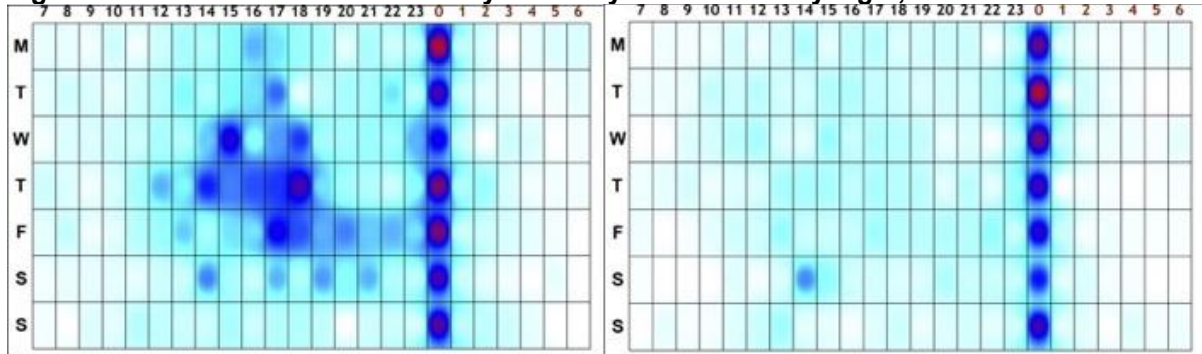


Fig 29. Spatial location and intensity of DRUG OFFENCES incidents, 2023



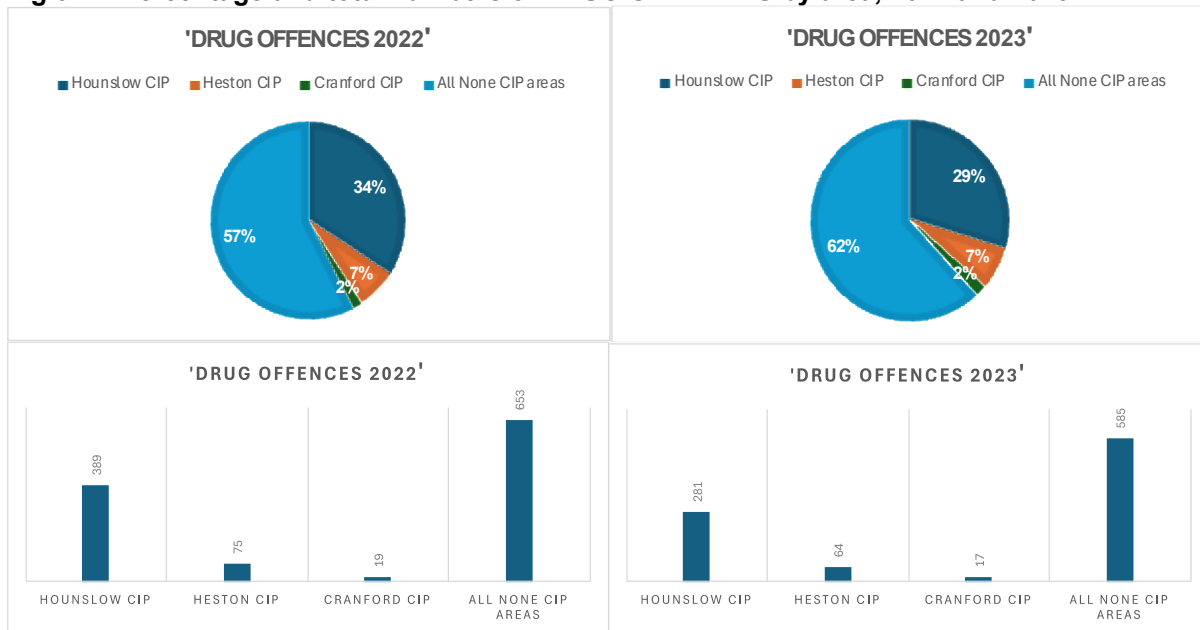
166. *Drug offences* continue the general spatial patterning of the other cumulative impact relevant crimes, with **Hounslow Town Centre CIA Area** still accounting for a higher level of incidents than the other CIAs.
167. There is no significant issue with *drug offences* in either **Heston CIA Area** or **Cranford CIA Area**.
168. There appear to be very limited numbers of *drug offences* taking place in **Brentford** or **Chiswick**, albeit there is a significant hotspot for these crimes around Gunnersbury Park, probably linked to the festivals held there.
169. Whilst not as intense as Hounslow Town Centre CIA, **Feltham** has some issues with *drug offences*. In 2023 these *drug offences* seem to have reduced.
170. The figure below illustrates the same *drug offence* incidents as shown in the maps above but in a 'time matrix'. This is useful to know which hours of the day and days of the week have the most incidents.

Fig 30. DRUG OFFENCE incidents by week day and time of day/night, 2022 & 2023



171. The hour and day mapping shows that the number of *drug offences* committed has shifted from a wider day and hour spread in 2022 into predominately offences being committed during 00:00 -01:00hrs (NB this is a police recording anomaly).
172. Overall, there has been a significant drop in the number of *drug offences* being recorded in 2023. This is likely due to the way these offences are policed.
173. The charts below show the percentage and total numbers of *drug offences* by each CIA Area (and the remaining non-CIA area of the borough).

Fig 31. Percentage and total numbers of DRUG OFFENCES by area, 2022 and 2023



174. **Heston CIA Area** and **Cranford CIA Area** have much lower levels of recorded *drug offence* incidents, than Hounslow Town Centre, with Heston remaining second out of the CIA areas. The split remains broadly static for Heston and Cranford CIA Areas between 2022 and 2023

5.11 ASB

175. *ASB* or antisocial behaviour (which i used as a proxy for 'public nuisance' in cumulative impact terms) is a broad category (and one where there is often a grey area between *ASB* and criminal activity).
176. The categories of *ASB* most relevant to cumulative impact are littering and drink paraphernalia, street drinking, begging, noise complaints, urination, car sound systems and gangs gathering around fast food or on-trade premises late at night. It is these categories that have been used in this research.
177. *ASB* was exacerbated in 2020 (as noted in the 2022 CIA research report). There are complicated reasons for this, but with the closure of on-premises for a large part of that year due to the pandemic, street drinking increased in many public locations, and this had likely a significant effect on *ASB* figures in 2020 and to a lesser extent in 2021. However, in 2022 and 2023 we are now able to see a more consistence set of figures and trends.
178. The maps below show the spatial location and intensity of *ASB* in 2022 and 2023.

Fig 32. Spatial location and intensity of ASB incidents, 2022

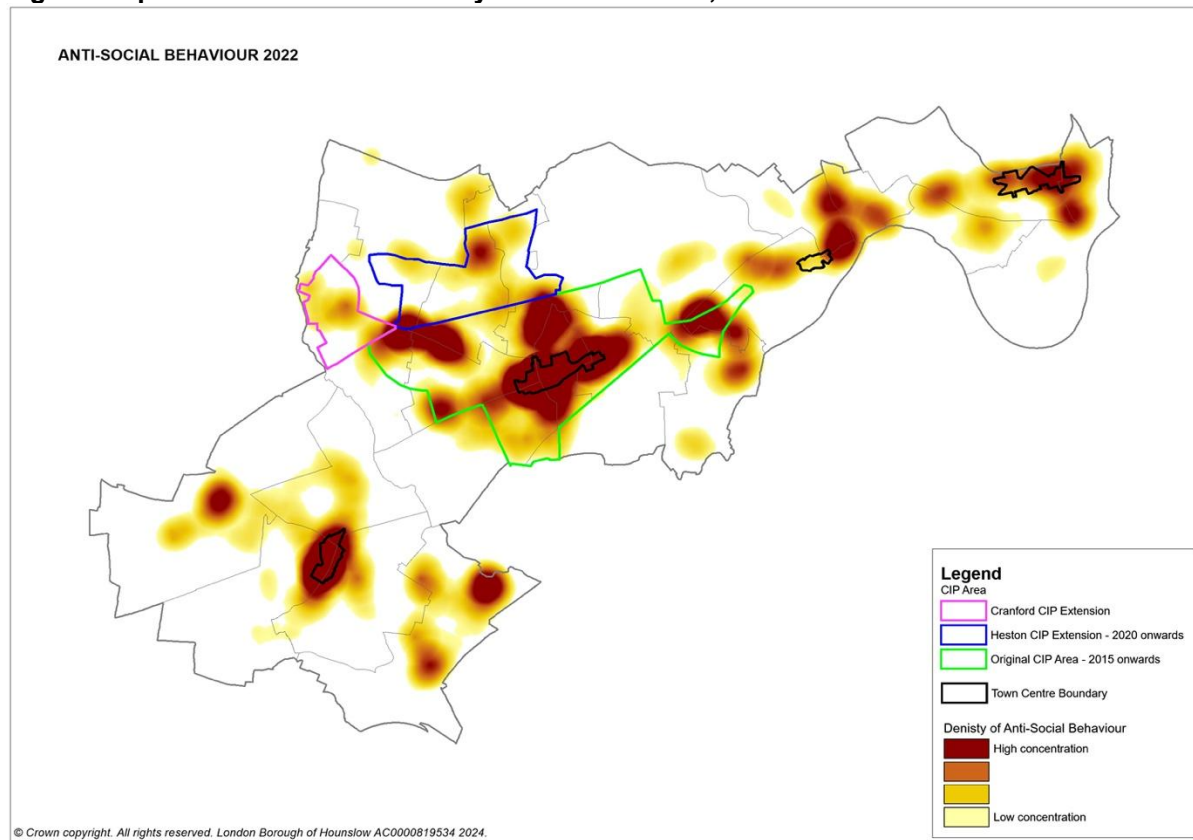
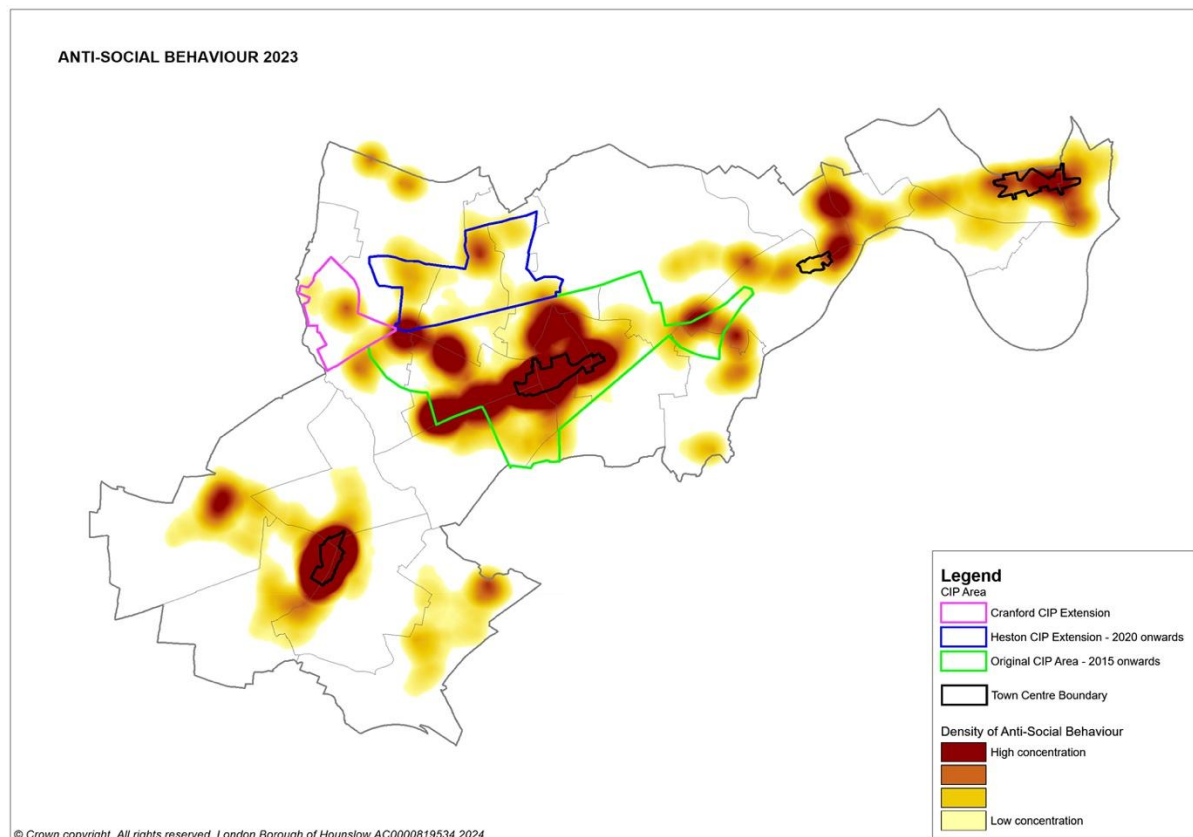
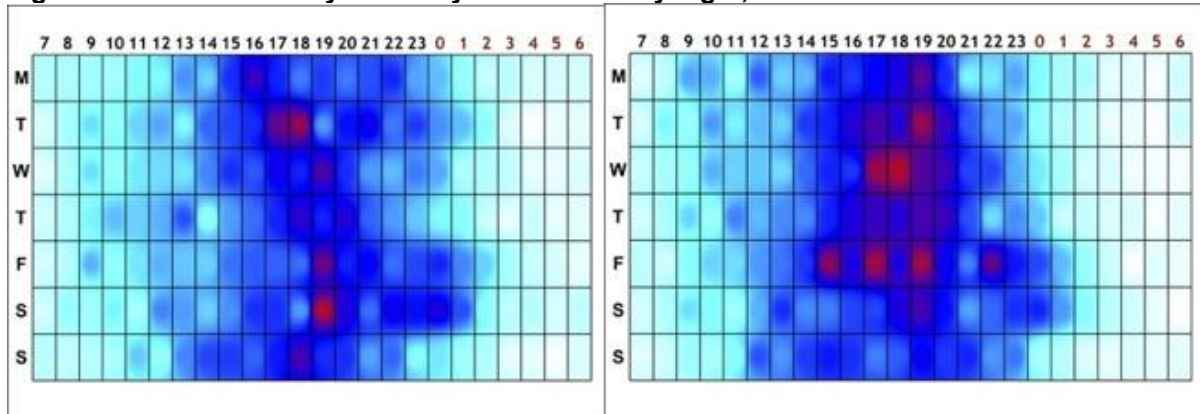


Fig 33. Spatial location and intensity of ASB incidents, 2023



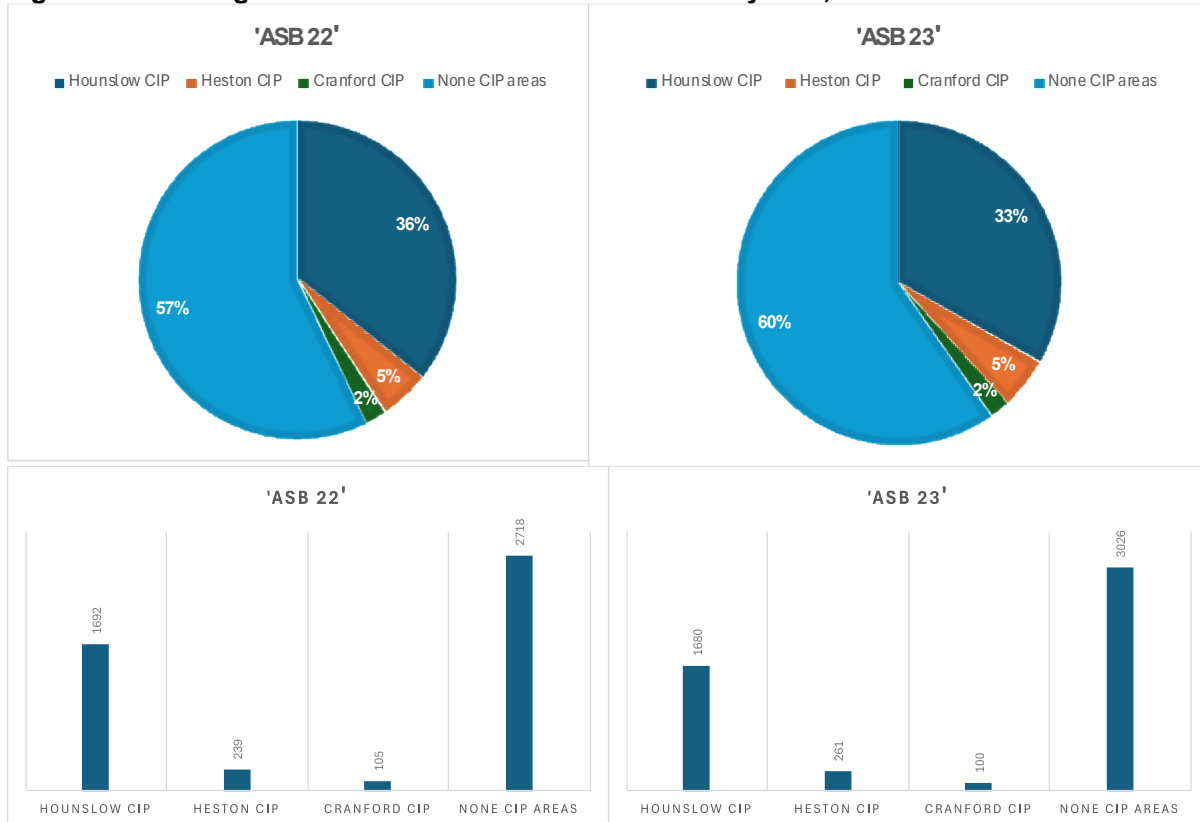
179. The maps show the concentration of recorded *ASB* within the borough, and this remains focused on the **Hounslow Town Centre CIA Area**.
180. The highest density of *ASB* is centred around the middle of the Hounslow Town Centre CIA Area, with further pockets fanning away from the centre. The highest levels of density also correlate with the concentration of off-licences and street drinking sites.
181. There are some issues with recorded *ASB* in the **Heston CIA Area**. This is at the junction of Vicarage Farm Road and Cranford Lane. There is also a hotspot at the junction of Great West Road and Bath Road where the three CIA areas come together. This is a significant area for street drinking hotspots, but other individuals may also contribute to problems experienced here.
182. There are moderate amounts of *ASB* taking place in **Brentford** (at the west end of the town centre and to the north, near Brentford Rail Station)
183. **Chiswick** is significant hotspot for *ASB*, albeit it is not on the scale of Hounslow Town Centre.
184. Whilst not as intense as Hounslow Town Centre CIA Area, **Feltham** has significant issues with *ASB*.
185. The figure below illustrates the same *ASB* incidents as shown in the maps above but in a 'time matrix'.

Fig 34. ASB incidents by week day and time of day/night, 2022 & 2023



186. Overall, the main density of *ASB* by time is between 15:00hrs and 23:00hrs. However, it does continue post-midnight at the weekend.
187. The charts below show the percentage and total numbers of *ASB* offences by each CIA Area (and the remaining non-CIA area of the borough).

Fig 35. Percentage and total numbers of ASB incidents by area, 2022 and 2023



188. The charts show negligible falls in MPS recorded ASB between 2022 and 2023 in both the **Hounslow Town Centre CIA Area** and the **Cranford CIA Area**.
189. ASB in the **Heston Centre CIA Area** has increased between 2022 and 2023. Although the volumes of recorded ASB both here and in Cranford remain small.
190. Given the intensity and scale of the impact of ASB linked to street drinking and the retail of alcohol in Heston and Cranford, these low recorded figures do *not* represent the reality faced by residents and which is shown in the *Street Drinking* chapter.
191. It must be concluded that in these two areas, that residents generally do not bother to report what is an endemic and sustained situation regarding the negative impact of street drinking.

5.12 Summary

192. In general terms, **Hounslow Town Centre** and its wider CIA Area remains the location with the highest crime and ASB incidents that have a strong associative link to the negative impact from the retailing of alcohol to street drinkers. (NB. There is no traditional night-time economy here to speak of).
193. Overall, crime is much lower in both the **Heston CIA Area** and **Cranford CIA Area**. There are other areas in the borough, such as **Feltham**, which have higher levels of crime and ASB than these two CIA Areas, and by some distance. This is why the fieldwork observations are important as they document the large amount of low-level ASB taking place at street drinking sites in both the Heston CIA Area and Cranford CIA Area (see *Street Drinking* chapter for more detail).
194. However, whilst being generally low in crime, both **Heston** and **Cranford** CIA Areas have suffered from an increase in *criminal damage* and *public order* offences between 2022 and 2023 and there are persistent issues of MPS-recorded ASB in both locations. There are clear links between some of these CIA Areas' crime and ASB hotspots and the concentration of street-drinking sites, that are in turn co-located with off-licences.
195. **Feltham** remains a significant hotspot for crime and ASB in the borough. The interview with the police licensing team noted that Feltham was not a focus for them in terms of problems related to licensed premises, but that crime here was predominantly linked to wider issues. This triangulates with the fact that Feltham does not have a significant night-time economy, and the researchers did not observe any evidence of a *significant* street drinking problem here.
196. **Chiswick**, which does have a significant evening and night-time economy (albeit not a late night one, rather one which is dominated by food-led premises), does have significant levels of certain types of crime and ASB across the day and night (albeit not with the intensity of Hounslow or Feltham town centres).
197. However, **Chiswick** is very low on the most serious crimes, such as *violence against the person* and relatively low on *sexual crime*. These are the crimes that are traditionally associated with the cumulative presence of 'on-trade' licensed premises and the evening and night-time economy. *Drug crime* is also incredibly low in Chiswick for an area with a high density of ENTE premises.
198. However, **Chiswick** does suffer from significant levels of *theft* and *robbery*. It is likely this is linked to the presence of its thriving evening and night-time economy, but it is impossible to disaggregate this from its role as a retail centre and its general affluence,

both of which will attract thieves. As a comparator, Westminster City Council's latest CIA research shows clearly that *theft* in the West End CIA Area takes place mostly between 4pm and 8am and is not associated primarily with the night-time economy.

199. If future CIA research is undertaken it would be worth examining *robbery* and *theft* in **Chiswick** more closely. But as noted by the police licensing team, licensed premises in Chiswick and their customers' behaviour does not present them with a significant issue. This was triangulated through the observation fieldwork which showed few street drinking issues or problems around the patrons of the evening and night-time economy moving around the town centre.

6 FINDINGS: LAS AND PUBLIC HEALTH DATA

6.1 Background

200. The purpose of analysing hospital attendances and ambulance data is to understand any relationship between clusters of licensed premises and alcohol-related call outs that may suggest negative impact.

6.2 Methodology

201. Ambulance call-out data is provided to a limited level of granularity by the London Ambulance Service (LAS). It is only provided through the SafeStats platform at lower super output area (LSOA) geography. This is to protect patient confidentiality.
202. And, whilst there is reasonable reliability of this dataset, there are some limitations and quirks that must be considered when reading the data.
203. In theory, LAS paramedics apply an alcohol 'flag' to all "all attendances to incidents or injuries where alcohol is determined as a factor". Those incidents that the LAS includes in this data will therefore incorporate those callouts where the patient has themselves become so intoxicated that they required assessment or treatment, or where they have been the victim of crime whilst they or the perpetrator has been intoxicated in the view of the paramedics doing the recording.
204. However, there is known under-attribution of alcohol in recording by paramedics (not just in London) when assessing those patients that they are called to attend. This may be due to several factors, such as paramedics being new to the job, a lack of appropriate training, a lack of consistency in recording, the discretion to flag alcohol or not to flag and, most importantly, the paramedics' primary responsibility of focusing on the patient and thus prioritising their welfare, often in difficult situations, over the completion of forms.
205. For example, a recent study by Manca F et al (2021) *Estimating the Burden of Alcohol on Ambulance Callouts through Development and Validation of an Algorithm Using Electronic Patient Records* manually reviewed all ambulance attendance records for a defined period at weekends in a specific location (not London). This found that the number of call outs likely to be alcohol-related at weekends between 6pm and 6am was at least 27%. This was a significant increase over previous studies which typically suggested that the figure was around 10%. This study included call outs to domestic locations.

206. Whilst this study's results cannot be seamlessly transferred to LAS data recording practices, it is reasonable to suggest that, particularly at weekends, figures may be higher than those shown in the tables below.
207. Secondly, it is important to state that not all LAS alcohol-related call outs are for those patients using licensed premises in the borough (either on or off premises). There are other potential causes. For example, domestic violence where the seriousness of the assault has been magnified by alcohol consumption (responsibility always remains with the perpetrator). Alternatively, there are those socialisers or clubbers who arrive in Hounslow having become intoxicated elsewhere and who may end up in an incident such as a pedestrian-vehicle collision or victim of an assault or robbery.
208. It is impossible to be more precise in this analysis than to say that the LAS attendance has taken place in Hounslow and to give its time and general location.
209. The second set of data shown below, which is unusual in a cumulative impact report, is the dedicated hospital alcohol attendances captured by Hounslow's Public Health Team. This is shown for Hounslow residents (not visitors) by ward and who are taken to West Middlesex University Hospital (WMUH).
210. This is high quality data, however unlike measuring the same type of data in a self-contained town, not all ambulance call outs in Hounslow for residents are taken to the main hospital (i.e. West Middlesex University Hospital). They could, depending on resources and type of illness / injury, be taken to several other west London hospitals.
211. Also, it is impossible to separate those who are picked up by an ambulance in the street near a licensed premises or at a licensed premises, from those who are attended by paramedics at their home. Of course, it is likely that most of those who are attended at home have bought their alcohol in Hounslow, but we cannot be certain.
212. In summary, the data shown below is a useful proxy indicator for the relationship between the clustering of licensed premises and impact on paramedic and hospital services, but, as always, correlation is not causation.

6.3 Findings

6.3.1 Alcohol-related hospital attendances data

213. The table below shows all recorded West Middlesex University Hospital alcohol-related attendances by in total for 2021 to 2024 (part year). The table then shows the breakdown by age and ethnicity of the most recent 12 months' data from July 23 to June 2024.

214. Note: the 2024 the data is not yet complete and year-on-year figures are therefore only comparable for 2021, 2022 and 2023.

215. The figures are for alcohol-related attendances at West Middlesex University Hospital where the patient had a resident Hounslow postcode or where the patient was recorded as of no fixed abode.

Fig 36. Figure 1. Alcohol-related ED attendances to WMUH by ward

	Calendar Year				By ageband - Previous 12 Months (Jul 23 - Jun 24)								By ethnicity - Previous 12 Months (Jul 23 - Jun 24)					
LAWard	2021	2022	2023	2024	18 -30 yrs	31 -40 yrs	41 -50 yrs	51 -60 yrs	61 -70 yrs	71 -80 yrs	>80 yrs	White	Black	Asian	Mixed	Other	Not stated	
Bedfont	116	113	132	82	25	20	38	19	22	11	12	93	*	31	6	11	*	
Brentford East	110	71	71	46	5	20	12	9	18	10	*	53	*	10	*	*	5	
Brentford West	89	60	44	32	9	7	7	12	*	8	*	37	7	*	0	*	*	
Chiswick Gunnersbury	17	21	20	10	*	*	*	*	*	*	*	15	0	0	*	*	*	
Chiswick Homefields	38	11	14	8	*	*	*	*	*	*	*	13	0	0	0	*	0	
Chiswick Riverside	44	39	27	13	*	6	*	5	*	5	*	15	*	*	0	*	0	
Cranford	140	121	118	60	33	23	13	17	27	5	9	41	9	67	*	6	*	
Feltham North	117	129	162	111	16	14	61	46	30	16	22	136	7	40	*	17	*	
Feltham West	98	98	90	87	33	14	14	26	31	10	10	105	10	14	*	*	*	
Hanworth Park	68	64	91	42	8	16	18	11	12	20	6	61	*	12	*	10	*	
Hanworth Village	148	157	180	77	16	28	47	41	18	11	8	117	9	32	*	6	*	
Heston Central	140	120	117	88	17	26	28	24	38	7	5	42	14	75	*	5	7	
Heston East	91	97	106	57	11	25	39	12	16	6	9	27	9	73	6	*	0	
Heston West	106	101	99	61	13	19	21	30	23	*	5	54	5	44	*	7	0	
Homeless	136	127	142	85	19	28	60	29	11	*	13	87	6	30	*	12	25	
Hounslow Central	95	71	106	52	15	28	40	14	8	6	*	42	*	56	0	12	*	
Hounslow East	88	68	110	51	9	27	15	10	40	5	8	36	*	53	0	20	*	
Hounslow Heath	187	178	148	78	6	23	33	35	13	28	8	80	10	46	*	7	0	
Hounslow South	145	104	130	53	12	11	24	17	30	27	*	76	6	39	0	*	*	
Hounslow West	145	119	173	78	16	33	32	46	17	18	12	58	7	96	*	6	*	
Isleworth	175	121	142	89	14	15	27	33	37	17	18	132	*	12	0	8	7	
Osterley & Spring Grove	99	91	116	37	14	19	12	25	14	9	7	59	5	27	*	7	*	
Syon & Brentford Lock	92	71	100	52	12	10	26	22	10	7	12	73	6	11	0	8	*	
Total	2484	2152	2438	1349	303	412	567	483	415	226	164	1452	110	768	12	142	44	

216. For context, the average alcohol-related hospital attendances per ward (excluding those of no fixed abode) were 107 in 2021, 92 in 2022 and 104 in 2023.

217. The wards with the highest alcohol-related hospital attendances in the most recent full year of data (2023) were Hanworth Village (180), Hounslow West (173), Feltham North (162) Hounslow Heath (148) and Isleworth (142).

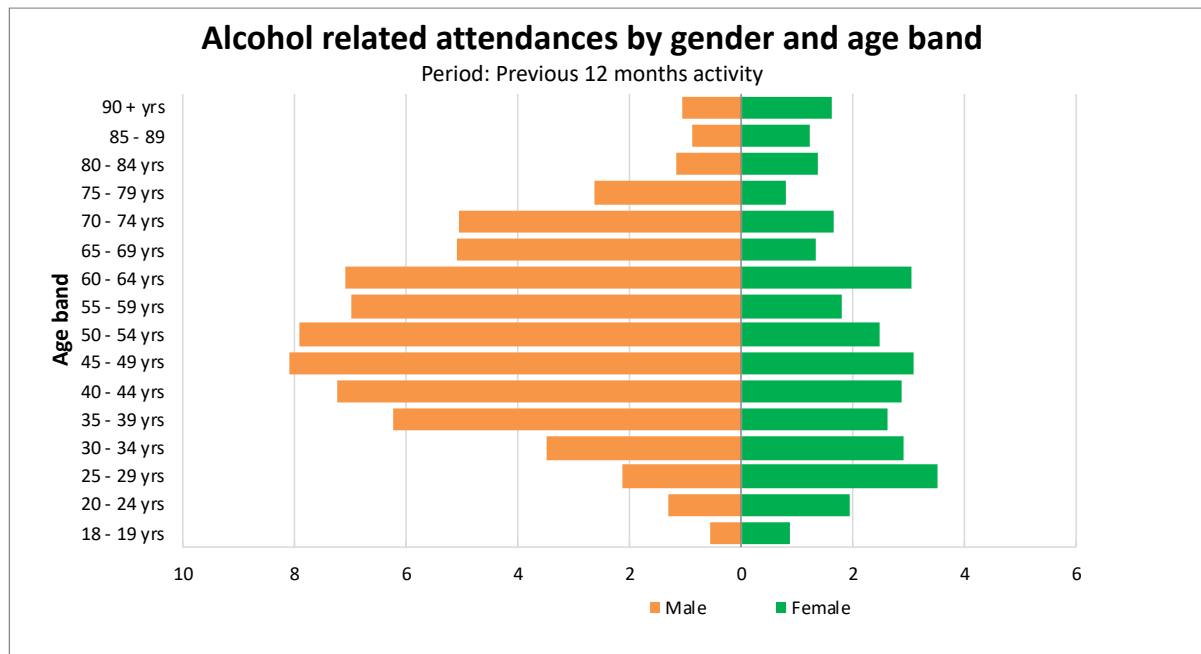
218. Homeless alcohol-related hospital attendances have risen in the years 2021 to 2023 from 136 to 142. The large number of alcohol-related hospital admission for this group reinforces the trend seen in other data for the significant negative impact of alcohol retail and consumption on street drinkers.

219. Of Hounslow Heath and Hounslow Central wards (which make up most of the Hounslow CIA area), Hounslow Heath former shows a high level of hospital attendances for alcohol, relative to the ward average. Hounslow Central is around the borough ward average.
220. It is of significance that Hounslow Heath in 2021 and 2022 was the ward with the highest hospital attendances for alcohol and 187 and 178 respectively. These are the highest of any ward over the three years of full data, albeit attendances have fallen slightly to 148 in 2023.
221. Heston Central (the main part of the Heston CIA Area) was around the average for hospital attendances for alcohol in 2023, (albeit Heston East and Heston West - which make up smaller parts of the Heston CIA Area - are lower).
222. Cranford is above average for hospital attendances for alcohol, with 118 attendances in 2013, down from 140 in 2021. (NB the Cranford CIA Area is only part of Cranford ward).
223. Below are two figures showing attendees at West Middlesex University Hospital (WMUH), by age and sex. The first table gives the total numbers and the second bar chart the percentage each demographic makes up of that total.
224. This ED attendances data is very recent (it spans the 12-month period from July 2023 to June 2024) and therefore is not directly comparable to the LAS alcohol-related ambulance call out data. However, it is insightful and offers a deeper level of insight into how street drinking is affecting the three CIA Areas.

Fig 37. WMUH ED alcohol-related attendances by sex and age, 1st July 2023 to 30th June 2024

AgeBand	All	Male	Female
18 - 19 yrs	38	15	23
20 - 24 yrs	86	35	51
25 - 29 yrs	148	56	92
30 - 34 yrs	168	92	76
35 - 39 yrs	233	164	69
40 - 44 yrs	266	191	75
45 - 49 yrs	294	213	81
50 - 54 yrs	273	208	65
55 - 59 yrs	231	184	47
60 - 64 yrs	267	187	80
65 - 69 yrs	169	134	35
70 - 74 yrs	176	133	43
75 - 79 yrs	90	69	21
80 - 84 yrs	67	31	36
85 - 89	55	23	32
90 + yrs	70	28	42
Total	2631	1763	868

Fig 38. % WMUH ED alcohol-related attendances by sex and age, 1st July 2023 to 30th June 2024



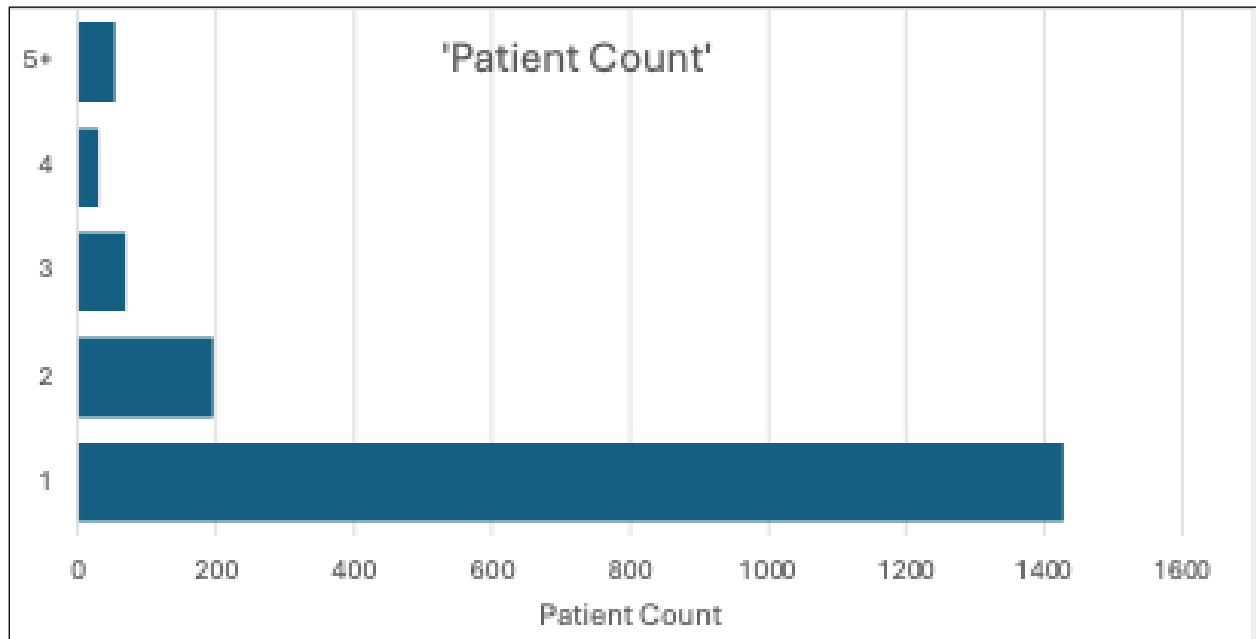
225. The age breakdown shows that females between 18 and 29 years admitted to WMUH for alcohol-related illness or injury. However, from 30 years onwards, men are more frequently admitted to the ED. This is particularly the case for men between 30 and 70 years old, and within this peaks between 50-59 years of age.

226. Whilst there is no qualitative data about who these males in this age group are and why they were admitted to ED for alcohol-related illness or injury, the demographic is a close match to those of street drinkers. This is a very different set of patients to those we would see admitted from an active nighttime economy, where attendances would peak in the 18-25 year old band.

227. WMUH data also contains admission figures for those classed as homeless within the borough. Again, the predominant age range of these patients is the 30 to 60 year old band. However, ward or location is not listed.

228. Hounslow resident or homeless patients attending WMUH site ED with an alcohol related problem.

Fig 39. Frequency of patient visit for alcohol-related illness or injury at WMUH, 1st July 2023 to 30th June 2024



229. Of the 2,631 patients admitted to ED for alcohol-related illness between July 2023 to June 2024, the majority (1,428) attended just once. The number who were admitted twice in the same 12-month period was 195. For those who were admitted three times the total number of patients was 68; for four times there were 29; and for those who were admitted five or more times, the total was 53.

230. Therefore, whilst there are some attendances in Hounslow from individuals that health researchers call ‘revolving door’ patients (i.e. those who make multiple attendances to EDs for alcohol-related injury or illness to each year), most patients in the borough are one-off attendances.

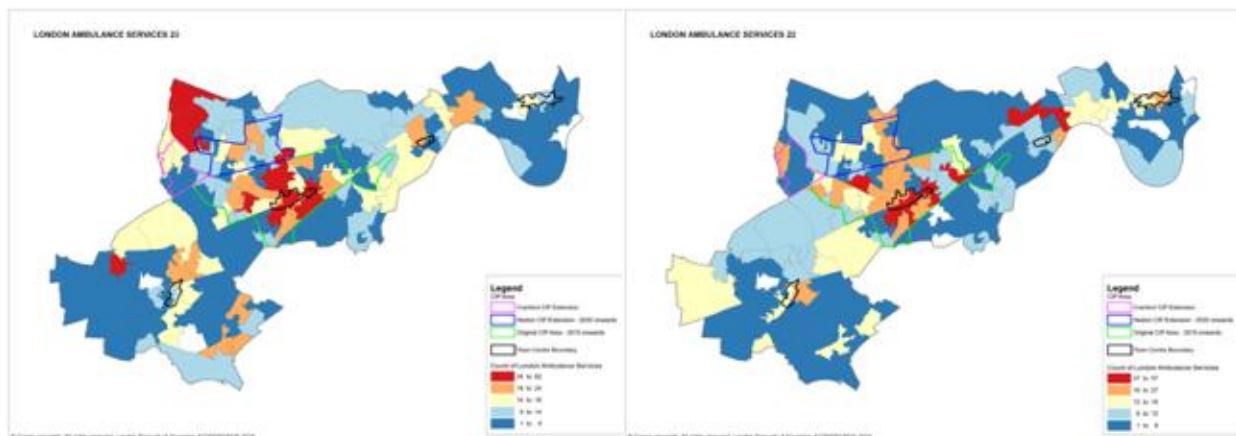
231. *Note.* This pattern of attendances is for those presenting to ED in the year of data provided. It does not consider any pre- or post- data hospital attendances that they may have had in other years.

232. This relatively low rate of revolving door patients may, in part, be due to Hounslow Council supporting those with significant alcohol dependency problems through its public health teams’ procurement of specialist treatment services.

6.3.2 London Ambulance Service call out data

233. London Ambulance Service (LAS) call out data for Hounslow held on MOPAC's (Mayor's Office for Policing and Crime) SafeStats hub was reviewed for the years 2022 and 2023. It was analysed across the week and for the hours from 00:00hrs to 23:59hrs.
234. The LAS call out data was mapped by LSOA (lower super output area – the smallest ONS geography for which the data is made available). The maps below are also shown with time matrices to help explain when the incidents are taking place within each 24hr period and day of the week.
235. The LAS entries analysed were for any 'alcohol related' call outs. Whether a call out is 'alcohol-related' is determined by the paramedic at the scene.
236. The figure below shows LAS call outs for alcohol-related incidents in the borough by LSOA. The outline of all three existing CIA Areas and the town centres of Feltham and Chiswick in black.

Fig 40. Ambulance alcohol-related call outs by LSOA, 2022 and 2023

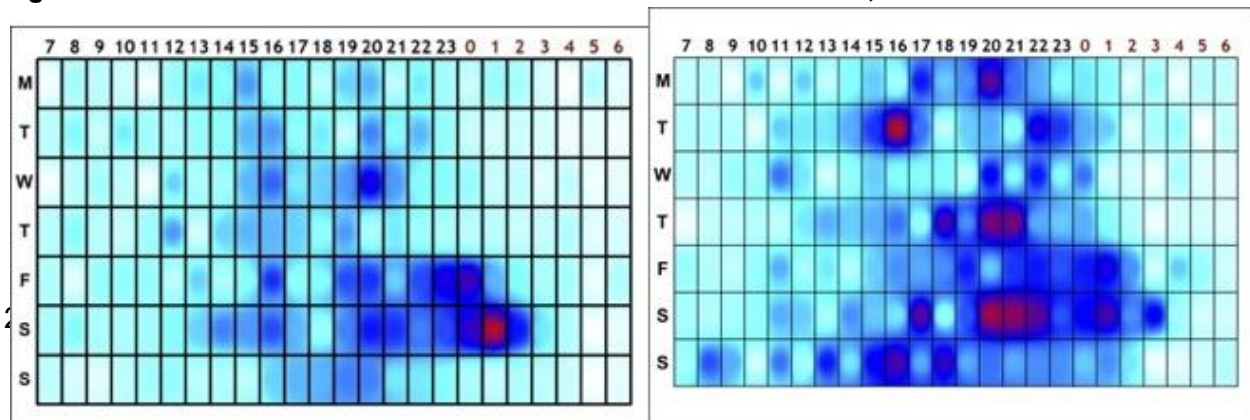


237. The most significant agglomerations of red, which is used to show the highest levels of LAS alcohol-related call outs, are mostly concentrated within the Hounslow Town Centre CIA Area. There are also many LSOAs coloured orange (the second highest level of alcohol-related ambulance call outs) located here too.
238. This data corresponds to the high number of ED alcohol-related attendances shown previously for this part of Hounslow Town Centre CIA Area.
239. There are exceptions to this Hounslow Town Centre focus. Firstly, in 2022, there were also two other LSOAs with high alcohol-related ambulance call outs. Firstly, in Heston (in

the LSOA adjacent to the M4 at the top of the map), albeit this is outside of the Heston CIA Area.

240. Secondly in 2022, there is an LSOA in the south-west of the borough - adjacent to Heathrow Airport and the Great South-West Road - that also has the highest (red) levels of LAS call outs. There is no clear reason for this as it is not a street drinking hotspot, albeit there are a significant number of pubs and hotels here serving the airport.
241. In 2023 the Central Hounslow dominance of LAS alcohol-related call outs continues, however there is a red LSOA to the north of Brentford Town Centre. This LSOA contains Boston Manor Park, and it may be that these call outs are related to the festivals held here. Albeit there is no way of conclusively establishing this as a causal factor.
242. Below are 'time matrices' showing how LAS call outs are distributed across the day/night and day of the week.
243. It is important to note that the intensity of each time matrix is relative to the number of alcohol-related ambulance call outs in each year rather than directly comparable between years. However, given there were 1,356 alcohol-related ambulance call outs in Hounslow in 2022 and a modest rise to 1,548 in 2023 (see later in this section for more detail by ward), it is clear the trend is worsening.

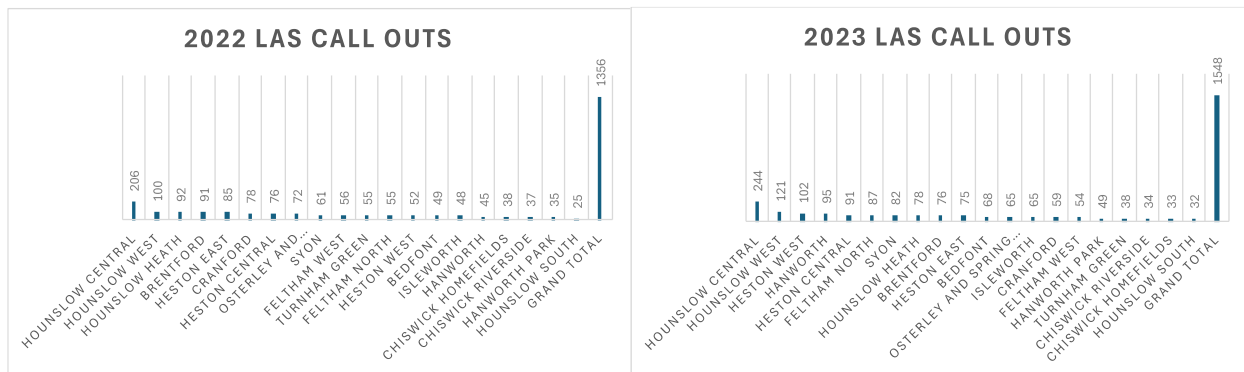
Fig 41. Hounslow ambulance alcohol-related call out time matrices, 2022 and 2023



245. The 2023 data shows a wider range across the time of the day/night and day of the week when alcohol-related ambulance call outs are taking place, with Monday, Tuesday, Thursday daytimes also now an issue.
246. There are changes in the times of the day/night when alcohol-related ambulance call outs peak in 2023. For example, between 20:00hrs and 21:00hrs on Mondays, between 16:00hrs and 17:00hrs on Tuesdays, between 20:00hrs and 22:00hrs on Thursdays and 20:00hrs and 23:00hrs on the Saturday night.

247. It is not possible to ascertain from the data what has driven this temporal shift and borough-wide rise in alcohol-related ambulance call outs in 2023. However, it may relate to street drinking (when intoxication tends peak in the evening rather than night-time economy drinking - which traditionally peaks in the early hours).
248. Many street drinkers with street-based lifestyles were temporarily housed in facilities during the pandemic and into 2022 and there appears to have been a reemergence of those individuals back into the public spaces of the borough.
249. Unusually for a London borough – where the night-time economy (NTE) is often the key driver for *when* and *where* alcohol-related ambulance call outs are concentrated, in Hounslow the call outs appear to be driven by home and public space alcohol consumption and the presence of off-sales.
250. For example, Hounslow's three existing CIA Areas do not contain any significant active night-time economies. So, whilst the wider Hounslow CIA Area does have 21 pubs (that are widely dispersed over a large area), within Hounslow Town Centre itself there is only one nightclub (currently closed) and small number of pubs and licensed restaurants.
251. There is only one pub within the Heston CIA Area and the only pub in the Cranford CIA Area has now closed and has become an event space and a shisha bar.
252. Because the LAS data is only available at LSOA level, this means it is not possible to differentiate if an alcohol-related ambulance call out is from a residential property, from the public realm or from a pub or bar. However, the red concentrations in the previous heat map *do* correlate with the researchers' fieldwork on street drinking sites (see *Street Drinking* chapter) and the location of high concentrations of off-licences (see *Licensed Premises* chapter).
253. The one area of Hounslow that does have more later opening pubs and bars is Chiswick. Yet in 2022 its two wards came 17th and 18th for alcohol-related ambulance call outs. In 2023 they were 18th and 19th. Thus, Chiswick, even with its much greater concentration of evening and night-time venues, is not a significant contributor to a consistent pattern of LAS alcohol-related ambulance call outs in Hounslow that is occurring predominantly in the late afternoon and early evening.
254. The charts below show the number of alcohol-related ambulance call outs by ward.
255. It is important to note that the 2022 and 2023 LAS data from SafeStats is still presented by the borough's previous 20 wards, rather than the new arrangement of 22 wards.

Fig 42. LAS alcohol-related call outs by ward, 2022 and 2023



256. The charts show that in 2022 there were 1,356 LAS alcohol-related ambulance call outs in Hounslow (an average of 68 per ward). This increased to a borough total of 1,548 call outs in 2023 (an average of 77 per ward).
257. In 2022 the wards that are contained within or overlap into the Hounslow Town Centre CIA Area have the highest number of related alcohol-related ambulance call outs. These wards are Hounslow Central (206 – around three times the borough average), Hounslow West (100) and Hounslow Heath (92).
258. In 2023 Hounslow Central (244) and Hounslow West (121) remain the two wards with the highest levels of alcohol-related ambulance call outs. Even given the overall rise in call outs at the borough level in 2023, these two wards have increased proportionately faster. Hounslow Heath has seen a decline to 78 call outs (and is now close to the borough average).
259. The wards that are contained or overlap into the Heston CIA Area are also a significant location for alcohol-related ambulance call outs. In 2022 Heston Central - 70% of which is about inside the CIA Area - there were 76 call outs. In 2023 this was 91.
260. In the Heston East ward (around half of which is inside the Heston CIA Area), there were 85 alcohol-related ambulance call outs in 2022. In 2023 there were 75 call outs. These are at or above the borough average.
261. Heston West ward makes up about a quarter of the Heston CIA Area, but it is the most populated part of the area. In 2022 there were 52 alcohol-related ambulance call outs, which is below the average. However, by 2023 the number of call outs had risen to 102, (the third highest of any ward after Hounslow Town Centre and Hounslow West).
262. In summary, Heston (inside and outside the CIA Area) does have a significant call on the resources of the LAS.

263. Cranford ward (of which the Cranford CIA Area makes up around 30%) has seen a drop in alcohol-related ambulance call outs between 2022 and 2023. Of the 20 wards it has fallen from sixth in 2022 (with 78 call outs) to 14th in 2023 (with 59 call outs).
264. Cranford, with around one alcohol-related ambulance call out per week in 2023, and low corresponding crime and ASB data (see *Crime and ASB* chapter) suggests it to be among the least problematic wards in Hounslow of alcohol-related and licensed premises problems. Therefore, 'on paper', Cranford does not have the same quantity and severity of negative issues as the Hounslow Town Centre CIA Area or, to a lesser extent, the Heston CIA Area. However, the field research (see *Street Drinking Hotspot* chapter) shows that Cranford still has a significant number of visible and highly active street drinking sites, with considerable detritus and impact on the public realm there.
265. Feltham's two wards (Feltham West and Feltham North) are generally somewhere in the middle of the 20 wards for LAS alcohol-related ambulance call outs.

6.4 Summary

266. In summary, both alcohol-related ED hospital attendances and LAS alcohol-related call out numbers confirm that those areas (whether wards or LSOAs) with the most significant street drinking hotspots and clustering of off-licences, also generally have the highest number of ambulance and ED attendances.
267. More specifically, the highest number of alcohol-related ED hospital attendances in Hounslow, during both 2022 and 2023 (as well as the first part of 2024), are from wards *and* LSOAs that are entirely within (or make up a significant part of) Hounslow Town Centre CIA Area.
268. Hounslow Town Centre CIA Area is geographically large and has a significant population. Yet it has a relatively low number of pubs, bars and nightclubs - which are usually the key driver for alcohol-related LAS call outs and ED attendances. However, despite this limited night-time economy, Hounslow Town Centre CIA Area still has a much higher level of incidents compared with Chiswick, which has an incredibly vibrant night-time offer. Over the two years shown, the Chiswick wards and its LSOAs have consistently been amongst the lowest for call outs and attendances.
269. As with Crime and ASB in the borough, it is Hounslow Town Centre CIA Area that remains the focus for any negative impact on the health service within Hounslow.

270. While Heston has some negative impact on the health service from alcohol misuse perspective, it does not have the same number of alcohol-related ambulance call outs or ED attendances as Hounslow Town Centre CIA Area.
271. Compared to Hounslow and Heston, Cranford CIA Area is seeing a decline in alcohol-related ambulance call outs and ED attendances. However, both Heston CIA and, to a lesser extent Cranford, they both still have active street drinking sites. (See *Street Drinking Hotspots* section).
272. Both the relevant Chiswick and Feltham wards (which cover the town centres of both in addition to their hinterlands) and the LSOAs that correspond to them do not present a significant problem in terms of either alcohol-related LAS ambulance call outs or ED attendances.

7 FINDINGS: STREET DRINKING HOTSPOTS

7.1 Background

273. Street drinking and street drinkers can be a significant source of cumulative impact. Firstly, this can be in terms of public nuisance (blocking pathways, street drinking detritus - often linked with drug paraphernalia, noise in parks and other public places, aggressive begging). Secondly, it can also have a negative impact in terms of crime and disorder (fighting amongst street drinkers, public place urination or defecation, aggression towards other members of the public). Thirdly, it can affect feelings of public safety, i.e., the impact of the first two on how residents and visitors feel when out and about in Hounslow.
274. There are three main types of street drinking. The first is by those who have serious alcohol (and drug) dependency issues and who may be rough sleeping, homeless or have a street-based lifestyle. This is a significant issue in Hounslow.
275. The second is those who often hold down jobs but use the street as a social place to drink strong alcohol bought from off-licences. This is also a significant issue in Hounslow.
276. The final source can be those using the borough's night-time economy who are 'pre-loading' (drinking before going out) or 'side-loading' (drinking between venues to save money on drinks prices once inside venues). There is very little of this in Hounslow, even in its main evening and night-time economy – Chiswick.
277. The challenges with the latter are that they often leave large quantities of bottles which are both a litter nuisance (and require removal by the cleansing services) and which can be a significant health hazard when smashed. In terms of crime and disorder, discarded bottles can also be used as a weapon.

7.2 Methodology

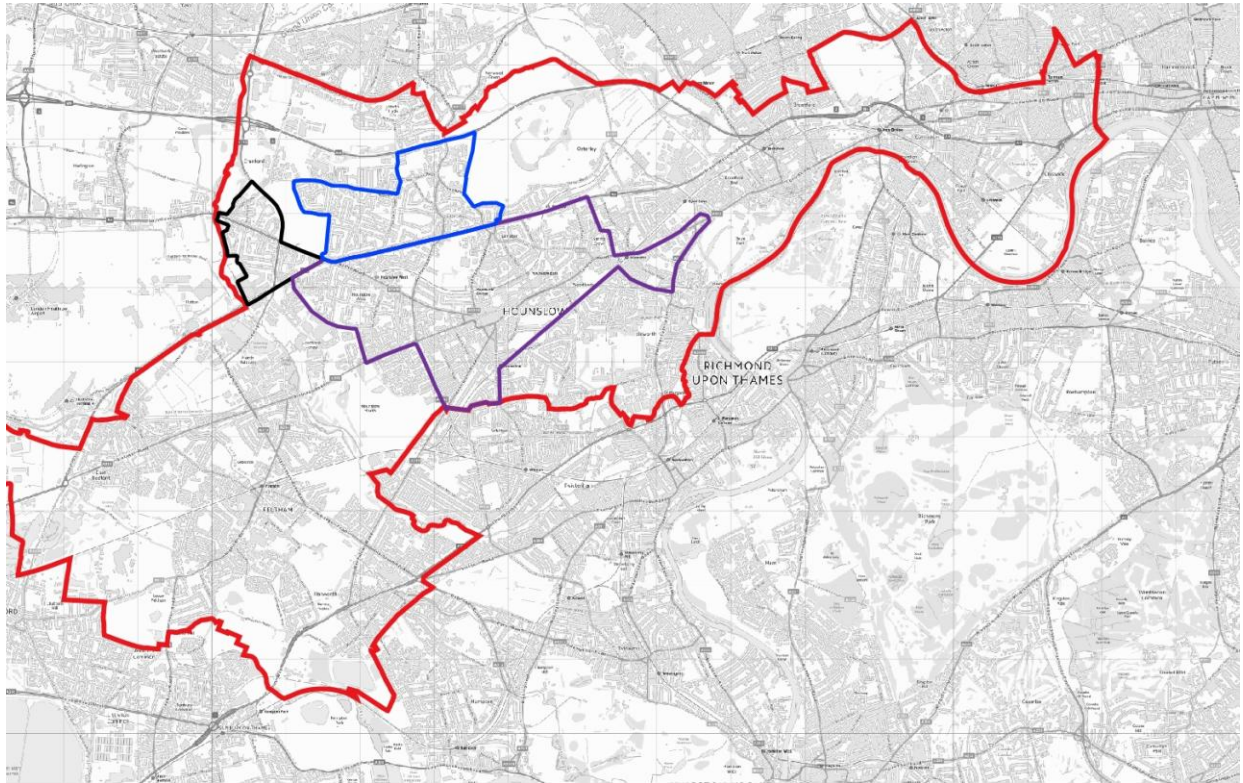
278. Fieldwork visits were made to all known previous street drinking hotspots with additional observational visits to Feltham and Chiswick town centres. The observational visits were made by the researchers over seven day and night-time sessions on the 18th, 19th, 25th and 26th June (for the three existing CIA areas of Hounslow Town Centre, Heston and Cranford), the 16th and 17th August (Chiswick) and the 10th September 2024 (Feltham).
279. The purpose of the observational fieldwork was for the researchers to make broad comparisons to the 2022 CIA findings and by visiting all known hotspots for street drinking (in and around the edges of the Hounslow, Heston and Cranford CIA Areas).

280. Additional observational visits were made to Feltham and Chiswick to understand if these 'areas of interest' had any obvious problems related to the clustering of local licensed premises. In the case of Feltham this was more likely to be due to off-licences and perhaps litter from fast food (late night refreshment premises) and in Chiswick the hypothesis was that there might be a negative impact from the customers of the large number of evening and night-time economy premises.
281. Photographs were taken to document all the street drinking sites within the three existing CIA Areas. This was only undertaken where it was safe, i.e. with no active street drinkers present. This means there were a small number of sites that were not photographed.
282. In previous years, updated lists of street drinking hotspots were provided by the Heston Action Group and the Cranford Action Group. There were requested again, but the groups were unable to provide these update lists for this CIA research. However, three new site locations were provided by Hounslow Council's Rough Sleeper Team.
283. Most of the existing street drinking sites were still being used by street drinkers, with large amounts of detritus remaining in place e.g. cans and bottles, but also on occasion drug paraphernalia and other matter ranging from clothing to mattresses to human waste.
284. As is the case in previous CIA research reports, a significant minority of street drinking hotspots appeared to have either been relinquished by street drinkers or had been recently cleaned by Hounslow Highways (the cleansing contractor for the borough). For example, all the cans and bottles that had been photographed in the 2022 research (and in some cases before that) had been removed from a few key sites. However, these cleansed sites were a small proportion of the overall number of street drinking hotspots.
285. Overall, the total number of active street drinking hotspots remained broadly static, with six new locations found within the Hounslow CIA Area. Eight new locations were found in the Heston CIA Area. No new locations found within the Cranford CIA Area, though those that persist remain in a very poor state.
286. Overall, out of the 189 street drinking locations visited across the three CIA Areas, 76 were no longer active, or had recently been cleared so showed no visible signs of use at time of the visits, with a total of 113 locations recorded as active locations.
287. The images of most of these hotspots are shown in the accompanying online folder.
<https://www.dropbox.com/scl/fo/4ay60g858w78nfnhvs0b/AH0EfpYyc7K6w09HJnGyvs?rlkey=nz4xbyenvlrvjnpog3u74yajc&dl=0>

7.2.1 Existing CIA Areas

288. For context, the map below shows the Hounslow (purple), Heston (blue) and Cranford (black) Cumulative Impact Areas adopted after the last CIA in 2022 by the Council in its *Statement of Licensing Policy 2020-2025*. The borough boundary is shown in red.

Fig 43. The three existing Hounslow CIA Areas



289. The table below show the number of street drinking sites in each existing CIA. *Note.* there was no CIA in place in Heston in 2015 and none in Cranford until after the 2022 study.

Fig 44. Number of street drinking sites in each existing CIA, 2020 to 2024

Location	2015	2020	2022	2024
Hounslow Town Centre CIA street drinking sites	39	46	53	56
Heston CIA street drinking sites	N/A	36	39	44
Cranford CIA street drinking sites	N/A	N/A	18	13
Total street drinking sites	0	94	110	118

290. Despite the change in the location of street drinking sites, with some disappearing and
291. some coming back into use over time, both the Hounslow and Heston CIA Areas have seen increases in the number of sites. Cranford has fall slightly between 2022 and 2024. It is likely this is due to Hounslow Highways cleansing the sites recently before observations rather than them falling out of use due to a reduction in street drinking.

7.2.2 Hounslow Town Centre

292. The table below lists those individual street drinking (and to a lesser extent fast food takeaway litter) hotspots in the Hounslow Town Centre CIA Area.
293. The boundary of the CIA Area has remained consistent over the past four iterations of the cumulative impact research.
294. The hotspot locations are shown by year of the CIA research. A red Y(es) indicates the presence of a hotspot and a green N(o) the absence - at time of survey - of any detritus at that location. The new hotspot locations are highlighted in orange.
295. There were a small number of sites that the researcher in 2024 was unable to locate (this was usually due them being clean and thus not standing out). These are noted as N/A.

Fig 45. Hounslow CIA Area: change in street drinking hotspot locations over time

Site No	Location Hounslow CIP	2015	2020	2022	2024
HTC 1	Hounslow East Underground Station - south - fencing	Y	Y	Y	Y
HTC 2	Hounslow East Underground Station - Embankment - north west	Y	Y	N	Y
HTC 3	Hounslow East Underground Station - north east - laneway	Y	Y	N	Y
HTC 4	Kingsley Road - east - private car park	Y	Y	N	N
HTC 5	Hounslow Bus Garage - rear	Y	Y	N	N
HTC 6	Kingsley Road to North Drive - pedestrian lane	Y	Y	Y	Y
HTC 7	Hounslow High Street - bus stop 30	Y	Y	N	Y
HTC 8	Madison Heights - building canopy	Y	Y	N	N
HTC 9	James St / Inwood Park	Y	Y	N	N
HTC 10	Hounslow High Street - Euro House - portico	Y	Y	N	N
HTC 11	Prince Regent Road / High Street	Y	N	N	Y
HTC 12	Whitton Road - car park	Y	Y	N	N
HTC 13	Hounslow Rail Station - car park	Y	N	N	N
HTC 14	Treaty Centre - rear (south)	Y	Y	Y	Y
HTC 15	Lampton Road car park (now Civic Centre)	Y	Y	N	N
HTC 16	Bus stop next to Sahara restaurant	Y	N	N	N
HTC 17	Hounslow Central Underground - north western embankment	Y	Y	N	Y
HTC 18	Hounslow Central Underground - north eastern embankment	Y	Y	N	N

Site No	Location Hounslow CIP	2015	2020	2022	2024
HTC 19	TK Maxx car park - south - rear	Y	Y	N	N
HTC 20	High Street / Prince Regent Road - car park - rear	Y	N	N	Y
HTC 21	Beaversfield Park, Hounslow West	Y	Y	Y	N
HTC 22	Bath Road - former Morrisons car park	Y	N	N	N
HTC 23	Isleworth - St John's Road railway bridge - path - east	Y	Y	N	Y
HTC 24	Isleworth - St John's Road railway bridge - path - west	Y	Y	N	N
HTC 25	Thornbury Park - woods	Y	Y	Y	N
HTC 26	Thornbury Park - main area	Y	Y	Y	Y
HTC 27	Stirling Grove	Y	Y	Y	Y
HTC 28	Hounslow High Street - alleyway to side of McDonald's	Y	Y	N	N
HTC 29	Inwood Avenue - parkside	Y	Y	Y	N
HTC 30	Inwood Park - various locations	Y	Y	Y	Y
HTC 31	Bell Square	Y	Y	Y	Y
HTC 32	Halfords Car Park	Y	Y	N	N
HTC 33	Hospital Road - Aldi Car Park	Y	N	Y	N
HTC 34	Staines Road - No 94	Y	N	N	Y
HTC 35	Wasteland op 274 Hanworth Road / Clarence Terrace	Y	Y	N	N
HTC 36	Derby Road and Hanworth Road corner	Y	Y	N	Y
HTC 37	Hounslow Rail Station - south side	Y	Y	N	N
HTC 38	Hounslow West Underground / bus station wall / fence	Y	Y	N	Y
HTC 39	St John's Gardens	Y	N	N	N
HTC 40	Bath Road & Wellington Road North - corner	N	Y	Y	Y
HTC 41	Wellington Road North & Cambridge Road	N	Y	Y	Y
HTC 42	Wellington Road North - adjacent to Sainsbury's car park	N	Y	Y	N
HTC 43	253 Hanworth Road - waste ground	N	Y	N	N
HTC 44	Staines Road - rear of Holdsworth House	N	Y	N	N
HTC 45	Hospital Road - Heart of Hounslow NHS Practice	N	Y	N	N
HTC 46	Steve Biko Way - deck car park	N	Y	N	N
HTC 47	Hospital Road and Bath Road - empty house on corner	N	Y	N	N
HTC 48	Bath Road - pocket park adjacent to No 36	N	Y	N	N/A
HTC 49	Bath Road - Old Yates's	N	Y	N	N
HTC 50	Lampton Road - Whitelock House	N	Y	N	N
HTC 51	Lampton Road - Hayre House	N	Y	N	Y
HTC 52	Lampton Park - various locations	N	Y	Y	Y
HTC 53	Alexandra Road - Red Lion Court car park / wasteland	N	Y	N	N/A
HTC 54	Coach and Horses - car park	N	Y	N	N
HTC 55	Kingsley Road - west - public car park	N	N	Y	Y
HTC 56	Kingsley Road - various sites	N	N	Y	N
HTC 57	Kingsley Park	N	N	Y	Y
HTC 58	Kingsley Avenue - alley to back of houses	N	N	Y	N

Site No	Location Hounslow CIP	2015	2020	2022	2024
HTC 59	North Drive pedestrian lane leading to alley to Worton way	N	N	Y	Y
HTC 60	Worton Way - alley - various locations	N	N	Y	Y
HTC 61	Gresham Road / Spring Grove Road - bus stop	N	N	Y	Y
HTC 62	Crown Yard	N	N	Y	Y
HTC 63	Beaversfield Park - exit to Ravensdale Road	N	N	Y	Y
HTC 64	Martindale Road - alleyway to side of 101	N	N	Y	Y
HTC 65	Stirling Grove - towards top end	N	N	Y	Y
HTC 66	Hounslow East Station - car park	N	N	Y	Y
HTC 67	Inwood Road	N	N	Y	Y
HTC 68	Earl Haig Close	N	N	Y	Y
HTC 69	Earl Haig Close car park - behind Iceland	N	N	Y	Y
HTC 70	Rosemary Avenue - near Bath Road	N	N	Y	Y
HTC 71	Rosemary Avenue and Basildene Road	N	N	Y	Y
HTC 72	Maitland Close	N	N	Y	Y
HTC 73	Bath Road - next to small alley near Maitland Close	N	N	Y	N
HTC 74	Wellington Road - behind exchange boxes	N	N	Y	Y
HTC 75	Hounslow High Street - alleyway adjacent to Nando's	N	N	Y	Y
HTC 76	Martindale Road - opposite school	N	N	Y	N
HTC 77	Martindale Road	N	N	Y	Y
HTC 78	Beavers Lane	N	N	Y	Y
HTC 79	Cranbrook Road	N	N	Y	Y
HTC 80	Grove Road and Cromwell Road - junction	N	N	Y	Y
HTC 81	Nicholes Road / Cromwell Road	N	N	Y	Y
HTC 82	Nicholes Road	N	N	Y	Y
HTC 83	Albion Road / Knevett Terrace	N	N	Y	Y
HTC 84	Grove Road - various locations	N	N	Y	Y
HTC 85	Bristow Road / Chapel Road	N	N	Y	N
HTC 86	Stanley Road / Inwood Road	N	N	Y	N
HTC 87	Inwood Park - alleyway to Chatsworth Crescent	N	N	Y	Y
HTC 88	Thornbury Park - exit from alleyway to Stanborough Road	N	N	Y	N
HTC 89	Witham Road / Spring Grove Road - bus stop	N	N	Y	Y
HTC 90	Spring Grove Road - bushes at curb side	N	N	Y	Y
HTC 91	Gresham Road - Spring Grove Road toward Spencer Road	N	N	Y	N
HTC 92	Osterley Station - adjacent to underpass	N	N	Y	N
HTC 93	Montague Road - car park	N/A	N/A	N/A	Y
HTC 94	Douglas Road - loading bay	N/A	N/A	N/A	Y
HTC 95	Trinity Church - war memorial	N/A	N/A	N/A	Y
HTC 96	Elelledine Road / Heath Road	N/A	N/A	N/A	Y
HTC 97	Prince Regent Road / Smithy Lane / Unity Lane	N/A	N/A	N/A	Y
HTC 98	Lampton Road - land next to No. 1	N/A	N/A	N/A	Y

296. In 2024, 92 previous and six new street drinking hotspots were visited in the Hounslow Town Centre CIA Area to observe any signs of active street drinking, and any associated fast food litter.
297. Of these 98 hotspots, 56 were logged as active. This meant there were three more active street drinking hotspots observed in 2024 than in 2022 (53).
298. By comparison, the first study, in 2015, found 39 street drinking hotspots in the Hounslow Town Centre CIA Area. In 2020 there were 46 hotspots in this area. The boundaries of the Hounslow Town Centre CIA Area have not changed from 2015.
299. Some locations in the Hounslow Town Centre CIA Area are now under redevelopment and no longer accessible as locations for street drinkers. Other sites may have been deep cleaned by Hounslow Highways and all signs of street drinking removed. This is discernible because there were often large numbers of cigarette butts behind which are not easily removed by the cleansing operatives. This presence of, often hundreds, of recently smoked cigarette butts, does indicate that these sites many still be active.
300. However, this redevelopment of the town centre does not eradicate the issue of street drinking sites. The evidence gathered here appears to show them shifting them to other locations within the Hounslow Town Centre CIA Area.
301. There were six new locations in 2024 This is the reason why the overall number of street drinking hotspots in the Hounslow Town Centre CIA Area remained broadly static, despite the redevelopment and cleansing of previous sites.
302. These new sites were in areas that had been inactive during 2022, such as Montague Car Park and Douglas Road loading bay. Both locations were flagged up by the council's Rough Sleeping Team. The researchers noted that these locations where likely empty in 2022 due to the Covid-19 pandemic, and at the time many of the rough sleepers were still being temporarily housed under the pandemic scheme, which only ended in 2023.
303. The Syon area of the Hounslow CIA still had no visible street drinking hotspots at the time of visit and this end of the borough is visibly cleaner than the rest of the Hounslow Town Centre CIA Area. There appears to be no negative impact from licensed premises or their customers here.
304. The researchers also observed that the Hounslow Town Centre CIA Area's green spaces and parks were even cleaner than 2022, with detritus at the street drinking hotspots within them now removed.
305. The new landscaping works in some of the parks seems to be preventing their use by street drinkers. This has created a brighter and greener feel to these parks. Overall, apart from one very dire street drinking hotspot - in Cranford's Avenue Park (see *Cranford*

section below), the parks - at the time of the research - no longer presented the street drinking detritus issues seen in 2015, 2020 and 2022.

306. It must be reiterated that the absence of a street drinking hotspot in any year does *not* mean that it has permanently disappeared, just that at the time of research it was clean.

7.2.3 Heston

307. The table below shows those street drinking (and to lesser extent fast food takeaway litter) hotspots in the Heston CIA Area. The boundary of the CIA Area has remained consistent since it was introduced in 2020.

Fig 46. Heston CIA Area: change in street drinking hotspot locations over time

Site No	Location Heston CIP	2015	2020	2022	2024
HV01	Walnut Tree Road / New Heston Road	N	Y	Y	Y
HV02	St Leonard's Church - graveyard	N	N	N	Y
HV03	War Memorial - benches	N	N	N	N
HV04	St Leonard's to Wheatlands - pedestrian lane	N	Y	Y	Y
HV05	Wheatlands - green area to left	N	Y	N	N
HV06	Biscoe Close - parking spaces	N	N	N	N
HV07	Heston Park - various locations	N	Y	Y	N
HV08	Sutton Square to Great West Road - pedestrian pathway	N	Y	N	Y
HV09	Crossways - opposite Sainsburys	N	Y	N	Y
HV10	Sainsburys - car park	N	N	Y	Y
HV11	Broad Walk / Vicarage Farm Road - shops facing Great West Road	N	Y	Y	Y
HV12	North Hyde Lane - shop parade opposite Tesco	N	N	Y	Y
HV13	Crossways / Old Park Mews - pedestrian lane	N	Y	N	Y
HV14	Dorset Way / The Warren - pedestrian pathway	N	Y	Y	Y
HV15	Vicarage Farm Road - opposite shop parade	N	Y	Y	N
HV16	Queenswood Avenue / Great Western Road - pathway	N	N	N	Y
HV17	Walnut Tree Road / Fern Lane - pathway under M4	N	Y	Y	N
HV18	Osterley Station / Bassett Gardens - underpass	N	Y	Y	N
HV19	Heston Fitness Centre - car park	N	Y	N	Y
HV20	The Warren to Vicarage Farm Road - pedestrian lane	N	Y	N	Y
HV21	Church Road - side of Seventh-day Adventist Church	N	Y	N	N
HV22	Sutton Road to Sutton Hall Road - pedestrian path	N	Y	N	Y
HV23	Sutton Hall Road / Church Road	N	Y	Y	N
HV24	Brabazon Road to Bath Road - pedestrian pathway	N	Y	Y	Y
HV25	Cobham Road & Brabazon Road - greenspace	N	Y	Y	Y
HV26	Vicarage Farm Road - side of Betfred at No. 333	N	Y	N	Y
HV27	Vicarage Farm Road - side of Produckty Polskie at No. 309	N	Y	Y	Y
HV28	Vicarage Farm Road - green area opposite No. 309	N	Y	Y	Y
HV29	Vicarage Farm Road / Great West Road	N	Y	Y	Y

Site No	Location Heston CIP	2015	2020	2022	2024
HV30	Jersey Parade	N	Y	N	Y
HV31	Cranford Lane - around Sarin Superstore, No. 137	N	Y	Y	Y
HV32	At shop parade on Brabazon Road	N	Y	Y	N
HV33	Heston Primary School - green area / car park opposite	N	Y	N	N
HV34	Great Wester Road / Springwell Road - Parklands Court	N	Y	Y	Y
HV35	Lampton Park / Great West Road - entrance to pathway	N	Y	Y	Y
HV36	Fern Lane - green area opposite bus stop near M4	N	Y	Y	Y
HV37	Jersey Rd & Alderney Aveneu - green bed at roundabout	N	Y	Y	Y
HV38	Channel Close - pedestrian right of way	N	Y	Y	Y
HV39	Heston New Road - Al Moor Tuition Centre	N	Y	Y	N
HV40	Lampton Park / Great West Road - entrance to pathway	N	Y	N	Y
HV41	Cranford Lane - bus stop and flower beds near 194	N	Y	Y	Y
HV42	Springwell Road / Oak Avenue - alleyway	N	Y	N	Y
HV43	North Hyde Lane - rear of shops	N	N	N	N
HV44	Rostrevor Gardens / North Hyde Lane	N	N	N	N
HV45	Kings Arbour - north (the green area at the centre of the Ringway)	N	N	N	Y
HV46	Kings Arbour - south (the green area at the centre of the Ringway)	N	N	N	N
HV47	Convent Way -shops	N	N	N	N/A
HV48	Prestwich Close / North Hyde Lane -right of way	N	N	N	N
HV49	Sutton Playing Field - entrance from West Way	N	N	Y	Y
HV50	Sutton Playing Field - entrance from The Crossways	N	N	Y	Y
HV51	Sutton Playing Field - south side	N	N	Y	N
HV52	Sutton Playing Field- children's play area to east	N	N	N	N
HV53	The Crossways / Church Road - bins on green triangle	N	N	Y	Y
HV54	A4 / Manor Avenue - rear of shop	N	N	Y	N
HV55	Brandon Road / Fern Lane	N	N	Y	N
HV56	Grange Lane - raised bank	N	N	Y	Y
HV57	The Crossways / Church Rd	N	N	Y	N
HV58	Sutton Way	N	N	Y	N
HV59	Bath Road to Brabazon Road - pathway	N	N	Y	Y
HV60	Brabazon Road	N	N	Y	Y
HV61	Cranford Lane - towards Sarin Store	N	N	Y	N
HV62	New Heston Road, alley next to Paddy Power	N	N	Y	N
HV63	New Heston Road - opposite St Leonard's Church	N	N	Y	Y
HV64	Osterley Station - car park and pathway	N/A	N/A	N/A	Y
HV65	Vicarage Farm Road - streets to side of Great West Road	N/A	N/A	N/A	Y
HV66	Berkeley Way - various locations to The Vale	N/A	N/A	N/A	Y
HV67	The Vale / North Hyde Lane	N/A	N/A	N/A	Y
HV68	Vicarage Farm Road - alley to side of Oriental Style	N/A	N/A	N/A	Y
HV69	Great West Road - wall along Penwerries Court	N/A	N/A	N/A	Y

308. In 2024, 69 historic and new street drinking hotspot locations were visited. Of these, 44 were found to be active.
309. This compares to 2022, when 39 active street drinking hotspots were recorded.
310. The new hotspot locations are highlighted in orange, with HV65 marking three individual locations at the junction of roads that lead from Vicarage Farm Road.
311. *Note.* Heston Action Group, who had provided information on street drinking hotspots before, were contacted for any updated information on the area, but did not respond on this occasion. As such, there may be additional hotspots that this local knowledge would have increased the total number of street drinking sties.
312. Overall, the researchers observed that the area was visually cleaner in 2024 than in 2022. However, a very significant problem of street drinking remains in Heston.

7.2.4 Cranford

313. The table below shows those street drinking hotspot locations in the Cranford CIA Area.

Fig 47. Cranford CIA Area: change in street drinking hotspot locations over time

Site No	Location Cranford CIP	2015	2020	2022	2024
C1	Waye Avenue - directly outside Neet store	N	N	Y	Y
C2	Berkeley Parade - shops	N	N	Y	N
C3	Dudset Lane - behind Tesco	N	N	Y	Y
C4	Meadowbank Gardens - behind Ibis	N	N	Y	N
C5	Byron Avenue / Berkeley Avenue	N	N	Y	Y
C6	Woodfield Road - subway	N	N	Y	N
C7	Stansfield Road - subway at Woodfield Road	N	N	Y	Y
C8	Jolly Waggoner	N	N	N	Y
C9	Waye Avenue Park	N	N	Y	Y
C10	Waye Avenue	N	N	Y	Y
C11	Avenue Park	N	N	Y	Y
C12	M4 Junction 3 slip road (Parkway Interchange)	N	N	Y	N/A
C13	Bath Road / Berkely Avenue - Cranford Wine Store	N	N	N	N
C14	Bath Road / Berkely Avenue - Cranford Supermarket	N	N	N	N
C15	Bath Road - Asiatic Superstore	N	N	N	N
C16	Bath Road - outside Tesco Express	N	N	Y	Y
C17	Great South West Road - Alley to side of Hobbs Pharmacy	N	N	Y	N/A
C18	Woodfield Road to Windsor Road - underpass	N	N	Y	Y
C19	Waye Avenue - across from Neet store	N	N	Y	N
C20	Woodfield Road	N	N	Y	Y
C21	Cranford Bridge / Bath Road	N	N	Y	Y
C22	Parkway	N	N	Y	Y

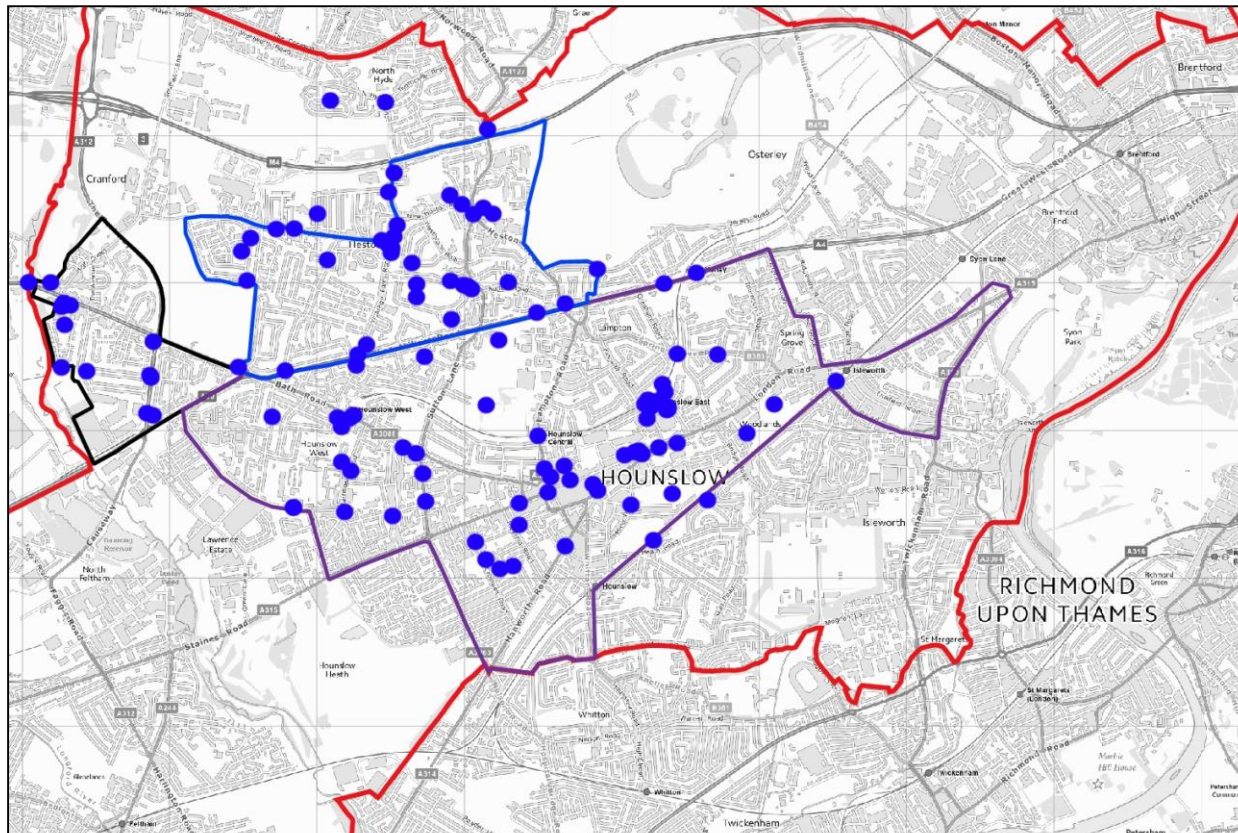
314. During the 2024 fieldwork, of the 22 street drinking sites found in 2022, 20 sites were re-visited (the researcher could not find two of the locations). 13 locations were currently active.
315. This compares to the 2022 fieldwork when there were 22 street drinking hotspot locations visited (some were suggested by the Cranford Action Group but were clean at the time of the fieldwork). That meant that of these 22 hotspots in 2022, 18 were active.
316. *Note.* the Cranford Action Group declined involvement in the 2024 research and therefore no new information or images were provided to the researchers which may have led to new street drinking locations being discovered.
317. *Note.* C12 – the M4 Junction 3 slip road - was not included within the boundary of the Cranford CIA adopted in 2022.
318. The street drinking sites located near to the shop fronts on Bath Road were clear at the time of the 2024 fieldwork, however most of the sites visited were still *very* active.
319. Despite the cleansing of several sites by Hounslow Highways in 2024 which had been significant hotspots in 2022, and no new sites, Cranford still has a very persistent and serious issue with street drinking and street drinking detritus and, at times, human waste. Of particular concern are the two street drinking hotspots at the entrances to Cranford Primary School.

7.3 Mapping of street drinking hotspots

7.3.1 Context

320. The figures below map all the 2024 street drinking hotspots shown in the previous tables in the context of the licensed premises located around them.
321. The maps only show the street drinking hotspots observed within the three existing CIA Areas: Hounslow Town Centre, Heston and Cranford.
322. Whilst Feltham and Chiswick were also visited in 2024, they did not display street drinking evidence to any great degree that was consistent with the three existing CIA Areas. As such, there were no significant hotspots to map in Chiswick or Feltham.
323. The first map, below, shows street drinking hotspots on their own (dark blue)

Fig 48. Distribution of street drinking hotspots in the three existing CIA Areas, 2024



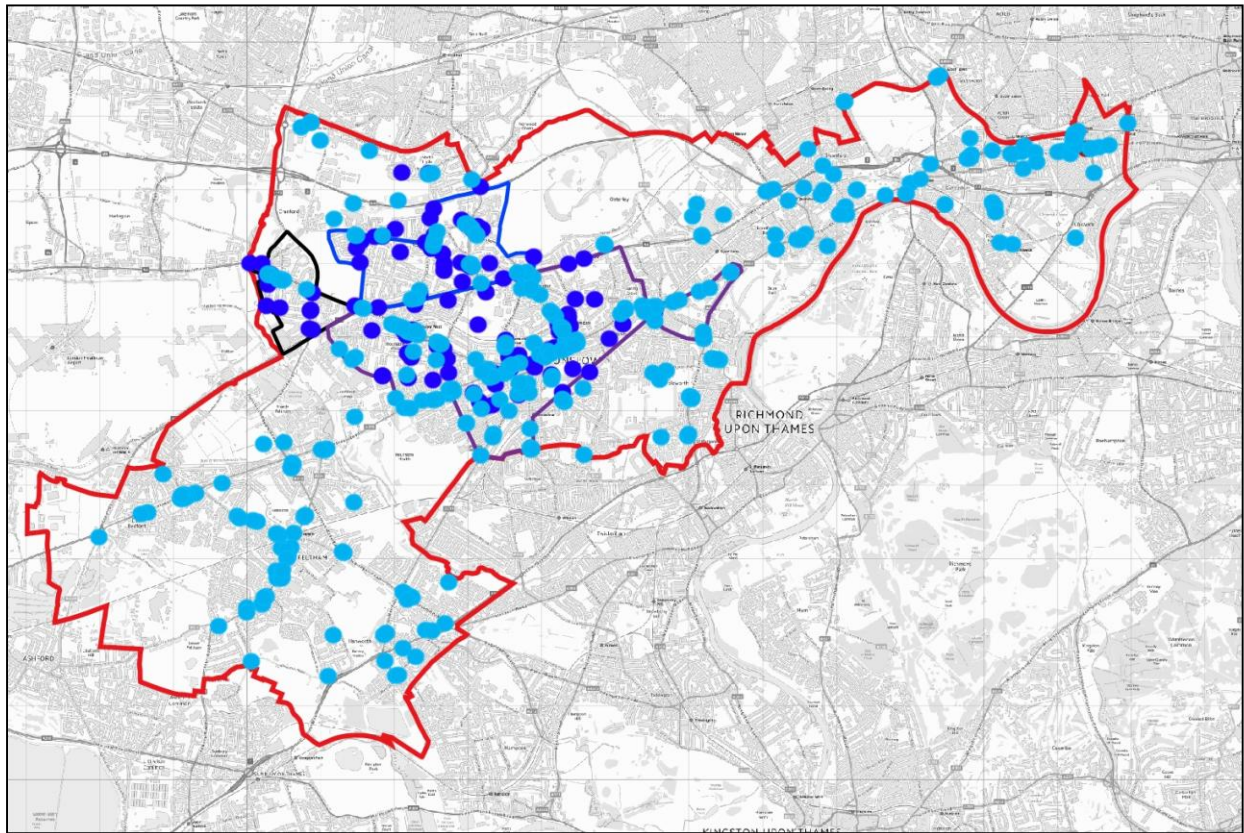
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SCALE 1:32768



324. The map shows that the spatial distribution of the street drinking hotspots is predominantly along major roads (often near to bus stops – although that cannot be seen at this scale) and in parks and areas of open ground. There are also clusters around the centre of Heston village and at the western borough end of Bath Road.
325. They are densest in the centre of Hounslow Town Centre CIA Area, particularly around Hounslow East Underground Station and the high Street
326. Despite these agglomerations of street drinking sites, it is important to note that ‘not all hotspots are created equal’. This extent of the problems cannot be revealed by the ‘quantitative’ mapping and the accompanying photos show ‘qualitatively’ the impact at each one more clearly.
327. The following map shows the same street drinking hotspot but overlaid with off-licences (light blue).

Fig 49. Distribution of off-licences (light blue) and street drinking hotspots (dark blue) 2024



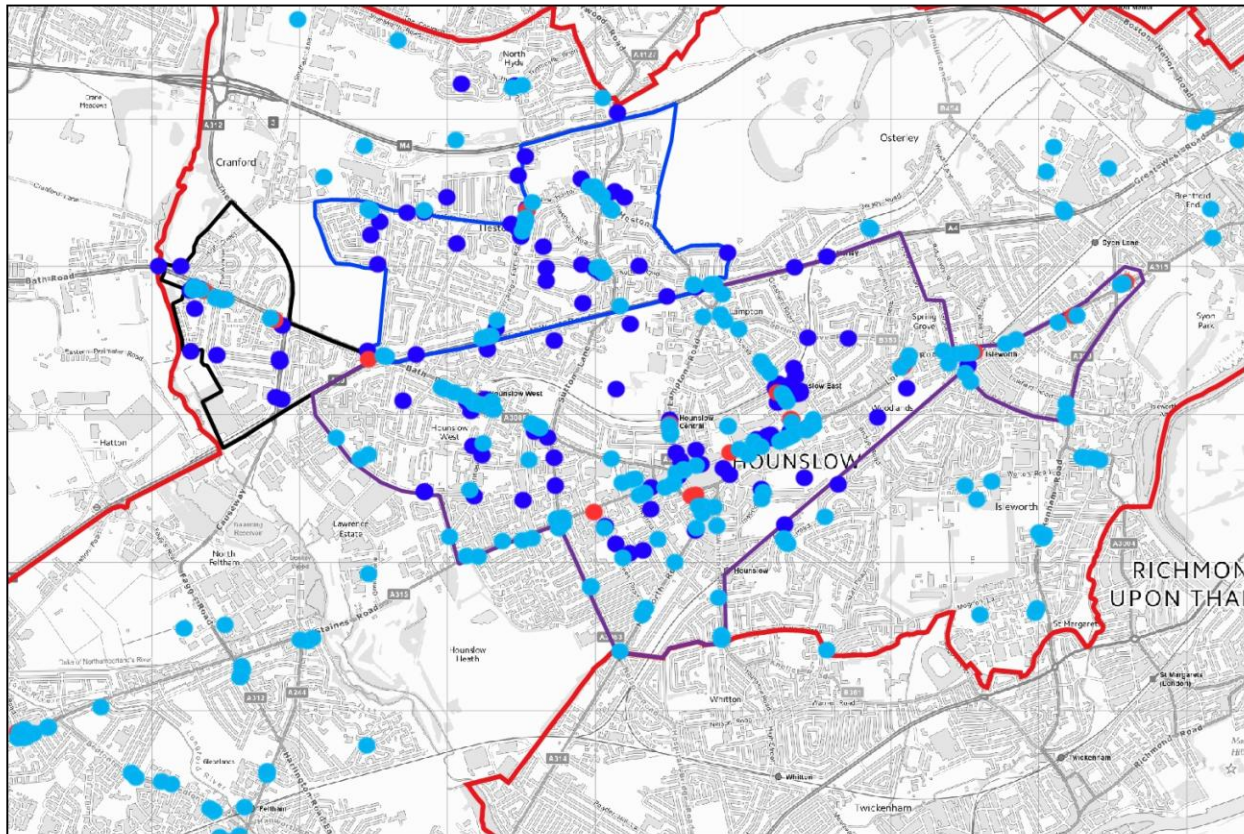
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SCALE 1:65536



328. First, it should be noted that there will be isolated street drinking hotspots in the neighbourhoods outside of the three current CIA Areas. However, when triangulating the views of the police licensing team with the council's licensing enforcement, parks and rough sleeping teams, alongside the researchers' observational visits to the boundaries areas slightly outside of each CIA Area, as well as the 2024's new observations in Chiswick and Feltham, it was clear that the main locus for street drinking, and its negative impacts, remains inside these three CIA Areas.
329. Given the large number of off licences in Feltham and Chiswick and to a lesser extend Isleworth and Brentford, the absence of a significant street drinking problems in these areas being reported by residents clearly shows it is not simply the presence of off-licences that is the problems, but the behaviour of their clientele once they have purchased the alcohol and, crucially, where they consume it.
330. The map below shows the three CIA areas in closer detail but with the 2024 same street drinking hotspots (dark blue) layered underneath off-licences (light blue) and the addition of fast-food (late night refreshment) outlets (red).

Fig 50. Street drinking hotspots (dark blue) with off licences (light blue) and fast-food outlets (red)



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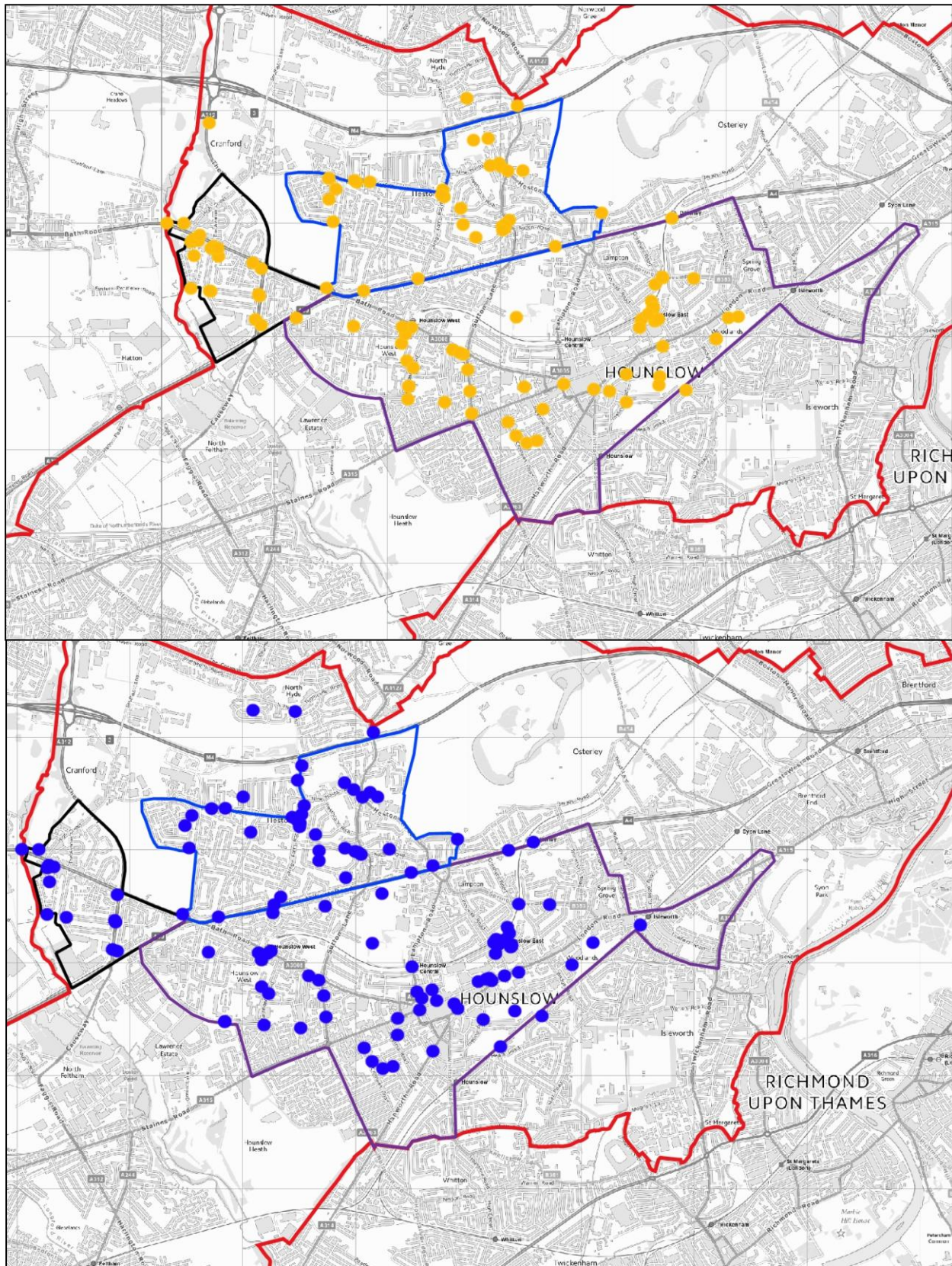
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331. That the light blue off-licences markers, when laid over the top of the dark blue street drinking site markers, obscure so many reveals the extent to which the off-licences are co-located with the street drinking sites. There is also a strong relationship to fast food takeaways that are open past 11pm (when a late night refreshment licence is required).
332. Virtually all the street drinking hotspots in the High Street area at the heart of the Hounslow Town Centre CIA Area are within a few metres of an off-licence and sometimes a cluster of them. This co-location is also true for centre of Heston village (in the Heston CIA Area) and also the west end of the Bath Road in the Cranford CIA Area.
333. There are a very small number of street drinking hotspots in the three CIA Areas that are a slightly greater distance from the nearest off-licence. These include one in the centre of Lampton Park and two in the centre of Spring Grove. But even these are within five minutes' walk of the nearest off-licence. In Cranford there are seven street drinking hotspots that are 200-300m from the nearest off licence, but this remains a short walk to those off-licences on Bath Road.

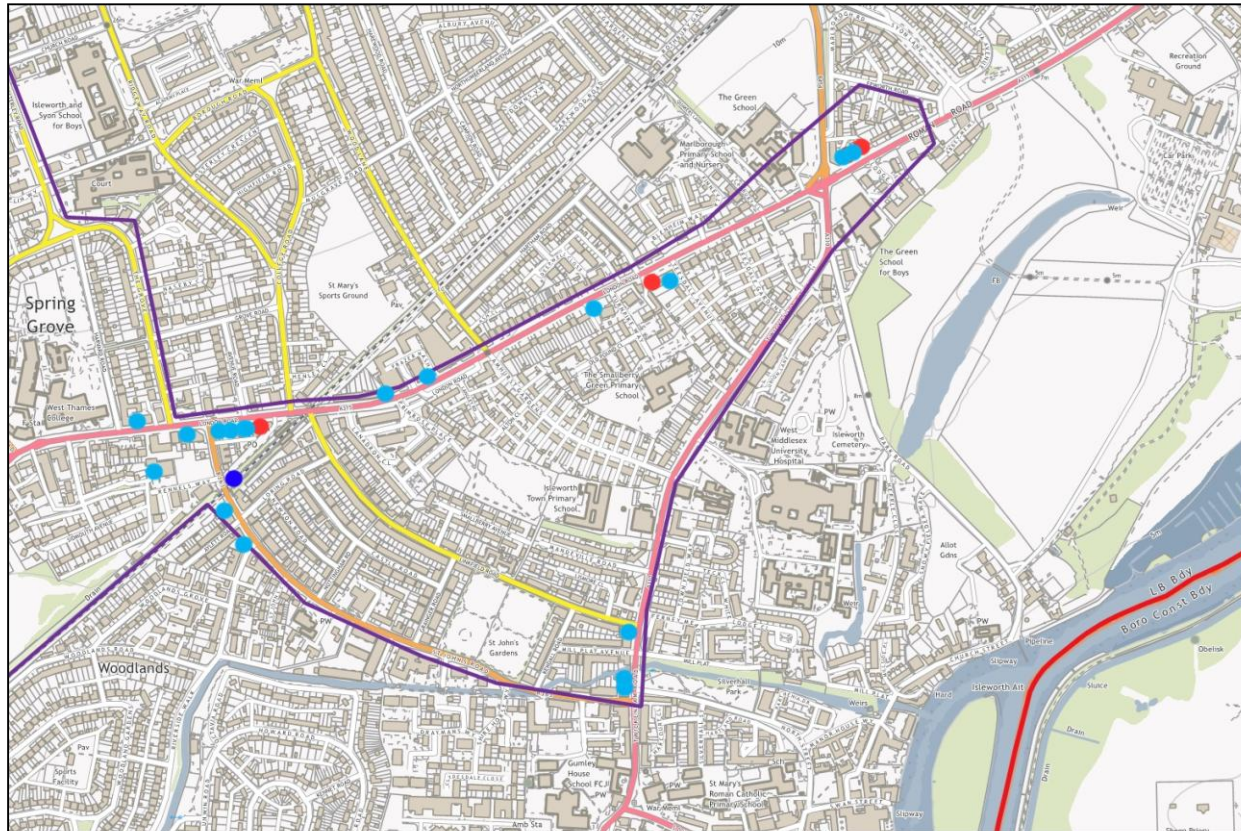
334. At some of the street drinking hotspots located near to LNR premises, the researchers also observed the accumulation of fast food takeaway boxes and wrappers. Those hotspots that are used throughout the day, evening and into the night or those that are hidden away tended to have the most takeaway litter associated with them.
335. The maps also show that street drinking locations are regularly correlated not only with an off-licence, but also with a bus stop and / or tube station. These hotspots are also often on the public paths and alleyways that lead into residential areas.
336. Ultimately, the volume and proliferation of off-licences in the three CIA Areas is strongly associated with the presence of street drinking hotspots. This is a complex and locally situated phenomenon which is linked to very specific (and small numbers) of members of the communities who live or choose to meet in the public spaces in these CIA Areas. These CIA Areas do differ materially in their street drinking phenomena to other parts of the borough.
337. Below are maps showing the street drinking hotspots in all three of the CIA Areas in 2022 (yellow) and, for comparison, with 2024 (blue).
338. The maps show that there are still no recorded street drinking hotspots in the eastern Syon end of the existing Hounslow Town Centre CIA. This has been the case since the 2020 assessment.
339. There was an observable decrease in 2024 in street drinking hotspots along the Bath Road in Cranford CIA Area and further east on the Bath Road between the Heston CIA Area and the Hounslow Town Centre CIA Area.
340. However, there has been a slight increase in the density of street drinking hotspots of within Hounslow CIA Town Centre Area and there is hardcore of sites in all three CIA Areas that have persisted over many years.
341. The spatial pattern of street drinking hotspots does shift as individual sites are either redeveloped or physical access is longer possible. There are sites like Kingsley Road and Bath Road in Cranford which have been cleared - either by Hounslow Highways or local volunteers, so there were no visible signs of street drinking. However, the street drinkers generally find new locations to meet and drink or return many months or even years later when a site is back in favour.

Fig 51. Street drinking hotspot locations across the three CIA areas 2022 (top, yellow) and 2024 (below, blue)



342. The following maps show each of the three existing CIA Areas in more detail, starting with Hounslow Town Centre.

Fig 52. Off licences (light blue) & takeaways (red) overlaid on street drinking & fast-food litter hotspots (dark blue), ISLEWORTH end of Hounslow Town Centre CIA, 2024



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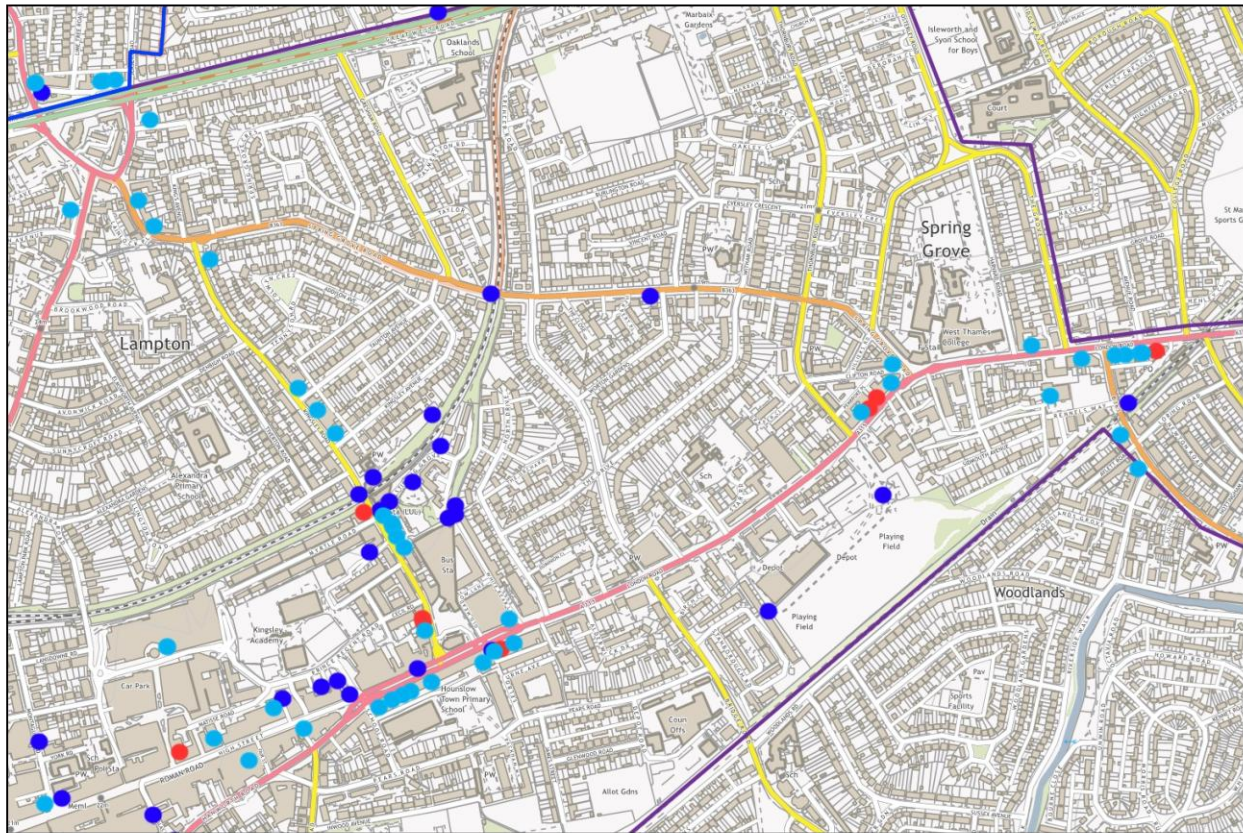


343. The map of the eastern end of the Hounslow Town Centre CIA Area (Syon / Isleworth) shows one new street drinking location (dark blue) in 2024 compared to 2022, when there were none. This location is in the car park adjacent to Isleworth Station and the detritus and negative impact here is very low level. This is an historic hotspot from 2015 that has been re-activated by street drinker.

344. The rest of this part of Isleworth really doesn't have any issues (in terms of street drinking or crime and ASB linked to licensed premises) or any night-time economy to speak of. This negligible impact has continued for several cumulative impact assessments. To this end, it would be worth the Committee, if it believes that there is evidence to continue with the Hounslow Town Centre CIA Area as a whole, considering whether this part of it remains justified.

345. The following map magnifies the area from Spring Grove to Hounslow East Underground Station and Kingsley Road area.

Fig 53. 2024 Off-licences (light blue) & takeaways (red) with street drinking & fast-food litter hotspots (dark blue) - KINGSLEY ROAD section of Hounslow TC CIA Area, 2024



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SCALE 1:8192



346. Kingsley Road, which is marked yellow and running from near the top left corner of the map in a south-easterly direction (and at a tangent to the main London Road), remains one of the worst affected street drinking detritus hotspots areas in the entire borough.

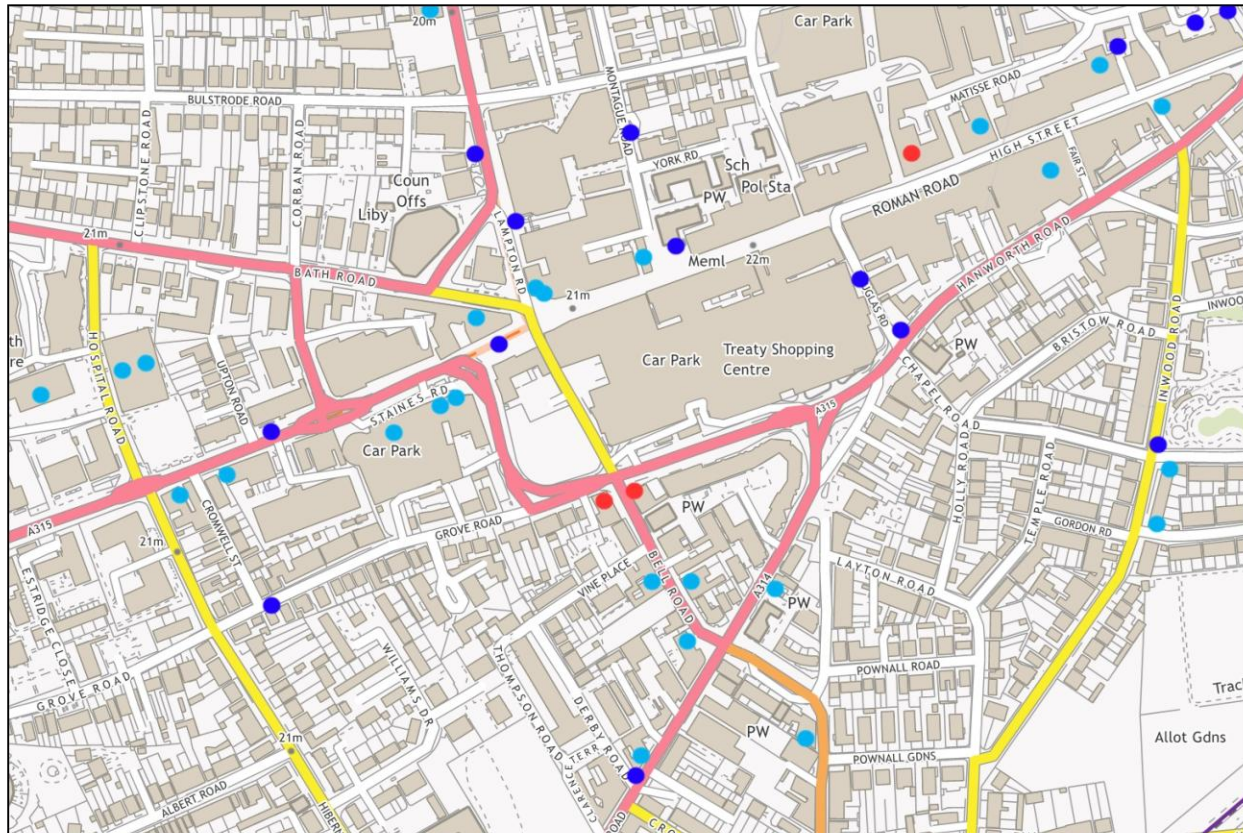
347. Kingsley Road Car Park, while mostly clean on the day of the site visit, and certainly in comparison to previous years, still showed some signs of use by street drinkers, with a sprinkling of cans along its edges.

348. Stirling Grove, to the side of Hounslow East Underground Station, has an active street drinking location in the covered bicycle area to the side. This is a longstanding site but in addition to the large quantity of cans and bottle tops, there were now also signs of human

defecation. Nearby, the adjacent carpark also remains a key street drinking site, as does the greenery at the end of Stirling Grove.

349. The location of greatest negative impact in this area is the alleyway leading from the rear of the bus garage site to Spring Grove Road. A man was observed unconscious in the grass verge at the time of the researchers' site visit.
350. At the entrance to the alleyway there is a fence that has been pulled down and there is an enormous number of bottles, cans and food rubbish, as well as human waste behind it. The issue runs the length of the alleyway.
351. A high fence has been installed adjacent to the alleyway as it nears Spring Grove Road. However, the huge number of empty cans and bottles behind it highlights that the fence does not stop this area from being one of the most persistent street drinking and drug taking locations in the Hounslow Town Centre CIA Area.
352. This Spring Grove alleyway is adjacent to a cluster of off-licences on Kingsley Road, as well as fast-food outlets. It is also adjacent to significant public transport connections, with both Hounslow East Underground Station and bus routes at both ends of the alleyway. Whilst it cannot be ascertained whether these street drinkers are all local, it may be that some of them they are travelling here to meet others who are more local.
353. In 2022 the street drinking and associated detritus had continued from the alleyway into Spring Grove itself and as far as Spencer Road, where there was a footbridge crossing the railway track. This footbridge was also an active street drinking hotspot in 2022, but this route has now been closed to the public. However, the bus stop on Spring Grove Road remains an active area for street drinking and the discarding of bottles and cans.
354. The following map shows the central part of the Hounslow Town Centre CIA with off-licences layered over the street drinking and fast food hotspots.

Fig 54. Off-licences (light blue) and takeaways (red) with street drinking / fast-food litter hotspot locations (dark blue) – central section of Hounslow TC CIA Area, 2024



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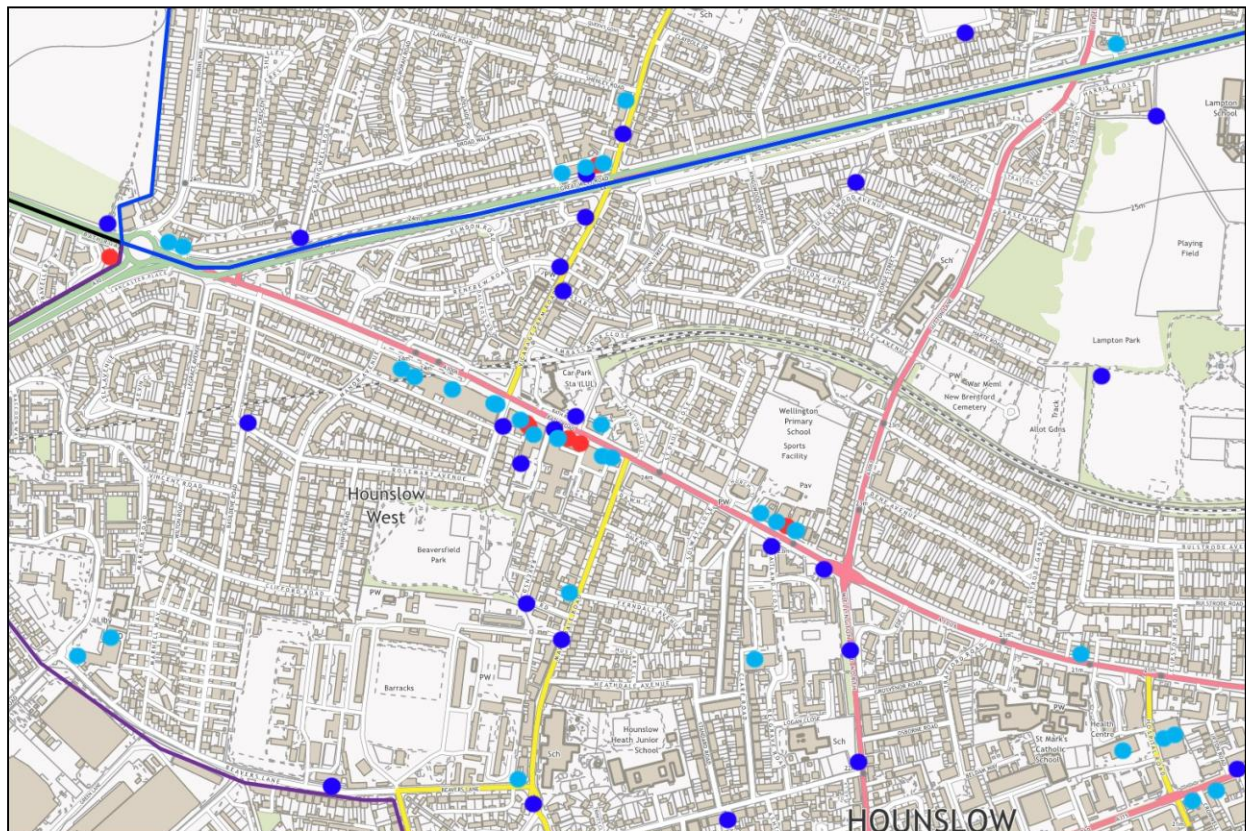
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355. In addition to those 2022 street drinking sites that were revisited in this round of observations, the council's Rough Sleeper Team highlighted three locations that they felt were of concern. These were: Montague Road Car Park, the Douglas Road loading bay (located under the Treaty Shopping Centre), and in front of the war memorial on the High Street.
356. The Montague Road Car Park and the Hounslow war memorial were visited in 2022, however the areas did not show any evidence of any street drinking. However, in 2024 these two locations were extremely busy with street drinkers. There were many people engaged in street drinking and a one of them was seen laying on what appeared to be a makeshift bed directly outside the front of Hounslow Police Station.
357. Douglas Road loading bay also had several street drinkers, with chairs and a makeshift table and bed. It appeared to be a well-used location by the drinkers. Some drug use was witnessed at the entrance to the loading bay.
358. The war memorial next to Holy Trinity Church also had a congregation of street drinkers.

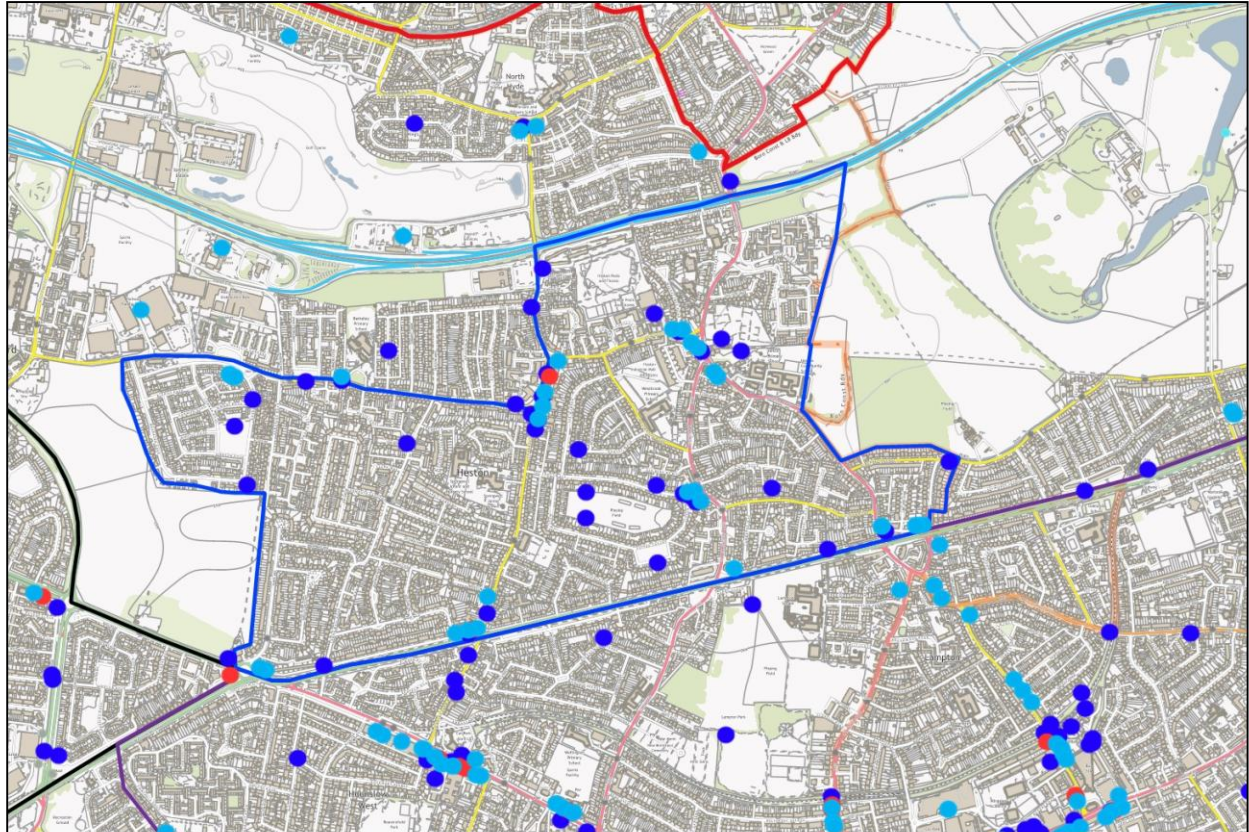
359. At times Bell Square had up to nine drinkers on benches drinking strong alcoholic beverages. While slightly further along Staines Road, in the car park entrance to Xercise 4Less, there is a very active street drinking location, with many alcohol cans and bottles.
360. In 2022 (and in the two CIA studies prior to that), there were street drinkers present in this central part of Hounslow Town Centre, but it was relatively small numbers, and they created a moderate negative impact. However, in 2024 it is now endemic. The scale and intensity of street drinking activity and the impact on the public realm (in terms of noise, soiling, detritus) and the licensing objectives (*crime and disorder*, *public nuisance* and the intimidating influence on *public safety*) is now very significant indeed.
361. Montague Road Car Park, the war memorial, Douglas Road loading bay and Bell Square are now the heart of a nexus of sites where street drinking homelessness individuals, often with drug misuse issues and complex needs, are now embedded. This is different from the kind of 'social street drinking' that mostly takes places in Cranford and Heston, or at transport locations.
362. The map below shows off-licence and late night refreshment premises overlaid with the street drinking locations in Hounslow West Underground Station area and towards the western end of the Hounslow TC CIA Area where the three existing CIA areas converge.

Fig 55. 2024 Off-licences (light blue) and takeaways (red) with street drinking and fast-food litter hotspot locations (dark blue) – Hounslow West Station area of Hounslow TC CIP



363. The vicinity of the Underground Station has a clustering of both off-licences and street drinking sites and resulting detritus. Opposite the station is one of the borough's most persistent street drinking hotspots - the car park behind Iceland in Earl Haig Close.
364. Probably the worst location within Hounslow for street drinking detritus is located at the junction of the three CIA Areas: the footway behind the service station leading to Brabazon Road in the Heston CIA Area. This site still had the same enormous quantities of street drinking containers as seen in 2022, but now with signs of sleeping.
365. In this sector of the Hounslow Town Centre CIA there was also evidence of street drinking hotspots moving from Hounslow West Station north along Vicarage Farm Road to the Great West Road.
366. It is important to note that nearly all the parks visited by the researchers, such as Beaversfield (which was an historic street drinking location) were clean at the time of the fieldwork.
367. The map below shows in detail Heston's street drinking hotspots overlaid with the location of its off-licences and fast food (late night refreshment) premises.

Fig 56. 2024 Off-licences (light blue) and takeaways (red) with street drinking and fast-food litter hotspot locations (dark blue) – Heston CIA Area, 2024

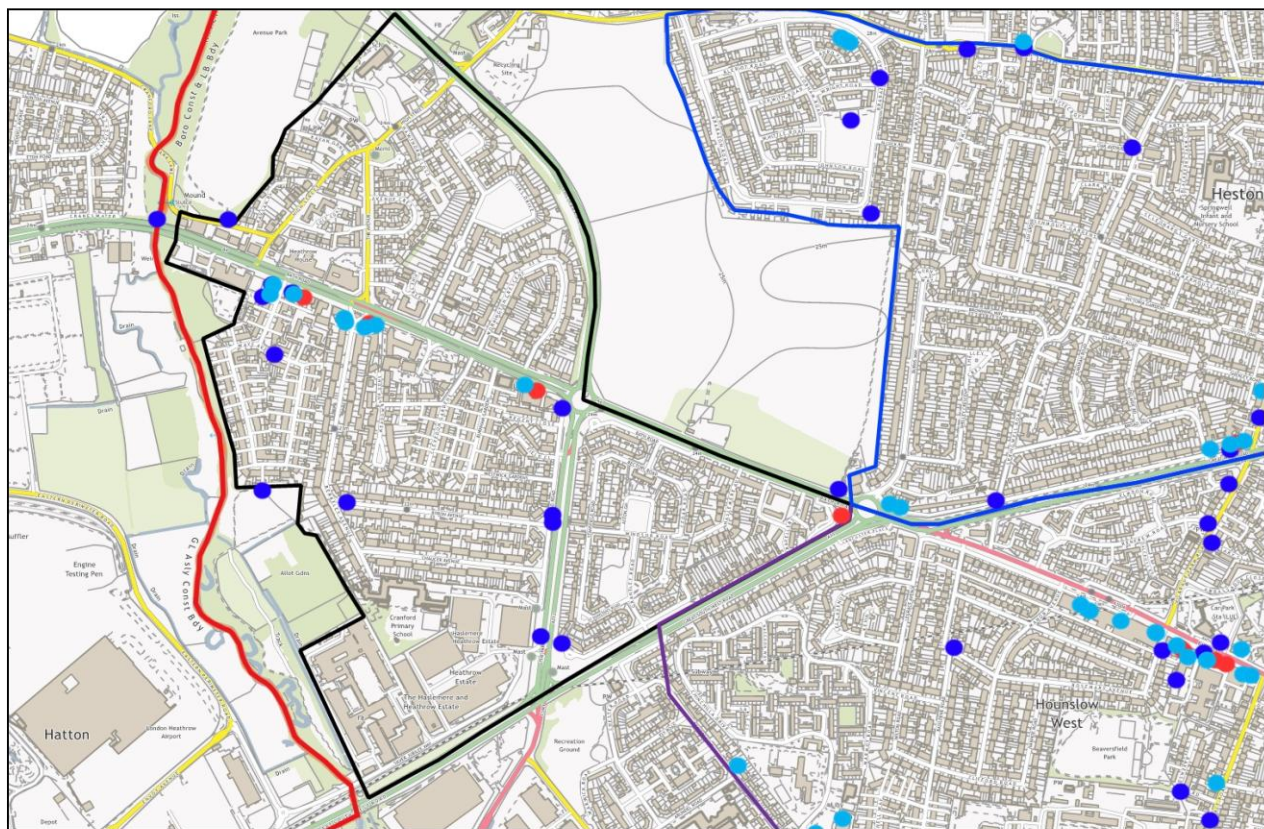


368. Overall, the number of street drinking sites within the Heston CIA Area remains broadly static, However, the entrances to Sutton Playing Field remains problematic. The other green spaces within the Heston CIA Area were very clean.

369. Vicarage Farm Road, with its parade of shops, including off licences and fast food operators, has several sites that remain active, both behind the shops themselves and opposite in the small green spaces either side of the junction with Cranford Lane.

370. The map below shows Cranford CIA Area (inside the black boundary) in detail. The street drinking hotspots overlaid with the location of its off-licences and fast food (late night refreshment) premises.

Fig 57. 2024 Off-licences (light blue) and takeaways (red) with street drinking and fast-food litter hotspot locations (dark blue) – Cranford CIA Area, 2024



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SCALE 1:10192



371. The Cranford CIA Area broadly follows the pattern of Heston CIA Area, with its key 2022 locations remaining significant street drinking hotspots in 2024.

372. The green spaces in the Cranford CIA Area followed the wider pattern of parks and green spaces observed across the borough in the fieldwork: that of mostly being cleaned to a very high standard.
373. However, a significant exception to this was a street drinking site located close to the entrance to Avenue Park. This hotspot is hidden in bushes and when investigated revealed the biggest street drinking detritus site observed within the Cranford CIA Area.
374. This site in Avenue Park was very much reminiscent of the scale of the street drinking problem seen at Inwood Park (in the Hounslow Town Centre CIA Area) in previous CIA studies. However, in 2024 Inwood Park was clear when visited.
375. Within Cranford, the most concerning issue is the street drinking taking place at both entrances to the local primary school. Here there was a significant number of alcohol cans and bottles, general rubbish and even human waste adjacent to the Woodfield Road entrance, with another large site at the Woodfield underpass. The underpass had been clean in 2022; however, this was not the case in 2024.
376. The previous street drinking hotspot on Bath Road - outside the off-licences, was clean at the time of the 2024 visits. However, other sites, such as Dudset Lane, remain a persistent location for significant street drinking detritus.

7.3.2 Feltham

377. The crime and ASB mapping (which focused on those crimes that may be associated with the negative impact of licensed premises and their customers) suggested that both Feltham and Chiswick also suffer from significant issues. The researchers visited both areas to examine if the same type of street drinking issues that are found in the three current CIA Areas were replicated there and if, in Chiswick particularly, there appeared to be an impact from the evening and night-time economy there.
378. For context, the MPS licensing team for Hounslow confirmed that the issues affecting Feltham were not the same as those in the three existing CIA Areas and are not attributable to either on-trade or off-trade sales. The MPS licensing team also noted that whilst Chiswick town centre does have some issues, particularly with theft, it does not have the same scale of problems as those seen in the Hounslow Town Centre CIA Area. They also noted that the issues in the Heston and Cranford CIA Areas were mostly public nuisance based.

379. To establish a snapshot of conditions on the ground, the researchers visited Feltham town centre. This included Parkfield Parade, the High Street, the area around The Centre, the areas adjacent to the railway station, and the surrounding vicinity.
380. A small street drinking location was found behind Feltham Railway Station, next to Longford River, and there were some signs of street drinking along the path leading to Railway Terrace. The bench in front of Tesco on Feltham High Street and the car park of Pets at Home also had some traces of street drinking (bottles and cans – no active street drinkers at the time of the visit). The most visible signs of street drinking in Feltham during the research along the wall of the Tesco. No further signs of street drinking were observed within the wider area.
381. An important observation about Feltham in the context of street drinking was the overall cleanliness of the public realm, particular relative to the three existing CIA Areas. For example, the car park at The Centre was free from any litter, as was the area outside the parade of shops leading to The Centre and the Moon on the Square pub. The greenspace area around the Feltham duck pond had no visible signs of street drinking.
382. Whilst only a snapshot, despite its relatively high overall crime and ASB issues, Feltham town centre did not have any significant negative issues that could be ascribed to the cumulative presence of off licences, or indeed any other licensed premises. In comparison to the three current CIA Areas of Hounslow, the observations of Feltham corresponded to the views of the police licensing team.

7.3.3 Chiswick

383. Chiswick is known for its vibrant evening and night-time economy. It is primarily an *evening* economy – with most venues open until 11pm, albeit there are a small number of premises licensed until slightly later. Most licence types in Chiswick are restaurants that cater to an affluent local and visitor crowd. There is also a significant minority of wine bars and pubs, some of the latter which are quite large.
384. As the crime and ASB chapter set out, the key issues in Chiswick are *theft* and *robbery*, rather than *violence against the person*. This is unusual. Raised incidents of *theft* and *robbery*, would be expected in an evening and night-time economy hub, but we would also expect to see relatively high levels of *violent* and *sexual offences* as well as *criminal damage*, *drugs*, *public order* and *ASB* incidents. We would also expect to see elevated numbers of alcohol-related call outs for ambulances. Yet these incident types are all relatively, or very, low in Chiswick.

385. It is worth flagging that the analysis of crime and ASB for this study was performed on a 24hr basis rather than over 6pm to 6am to extract only the operating hours of the night-time economy. The reason for this was that in Hounslow the issues that may be linked to licensed premises are overwhelmingly about street drinking.
386. Therefore, it might be the case that some of these crime types in Chiswick would be *slightly* more pronounced in the evening if we only looked at 6pm to 6am. But the base numbers are very low to begin, so even by extracting the figures for the evening and night-time economy, we would see those crimes rise only slightly.
387. Therefore, the researchers visited Chiswick to try and understand *why* the crime pattern was so different to a typical evening and night-time economy and to identify any street drinking sites.
388. The area observed was from the Gunnersbury end of Chiswick High Road, starting at Burlington Road (where there is virtually no licensed activity) along the High Road to the Centre of Chiswick (the main clustering of licensed premises) and towards the Hammersmith and Fulham boundary at Goldhawk Road.
389. Most observations were in the centre of Chiswick. These took place along the High Road and key sites such as the Chiswick Back Common and Turnham Green, as well as side streets with licensed premises, such as Devonshire Road and Turnham Green Terrace.
390. The observation walkarounds took place on rotation throughout the day and until 01:00hrs over a Friday and Saturday in August 2024.
391. The key finding is that street drinking appears to be extremely limited in Chiswick. It certainly is when compared to the three existing CIA Areas in the borough. There was one site near Turnham Green Underground Station - on the Back Common - where there were a small number (three to five) alcohol cans and bottles near benches in left each evening. These were cleared away by the next morning.
392. Typically, with any evening and night-time economy, particularly one focused on pubs, bars and nightclubs, a significant amount of bottles and cans are discarded on the street from venue customers 'pre-loading' (drinking before going out to the first venue) and 'side loading' (drinking *between* venues from off-licences) to cut the cost of a night out. Chiswick was the first evening and night-time economy the researchers had seen anywhere nationally where there was no evidence of these practices.
393. The observations continued on rotation until 01:00hrs each night. There were only three observed incidents. Firstly, a family group were shouting at 21.30hrs on the Friday night

outside the gelateria adjacent to Amandale Road. Secondly, at 22:45hrs on the Saturday night, three intoxicated men left the George IV pub, shouting as they walked towards the Turnham Green Underground Station. Finally, at 23:25hrs, a man was seen arguing with a woman near Turnham Green at the junction of Heathfield Terrace. The argument was heated but ended as the woman walked east along the High Road towards the centre of Chiswick. The man did not follow her.

394. This is an extremely low number of incidents for an area with so many licensed premises. It would be normal to observe tens and sometimes hundreds of incident in London's busiest night-time economy in one night.
395. Whilst the observations were only a snapshot over hourly rotations across two days / nights and we cannot be certain that this is typical for Chiswick, the observations do reflect the crime and ASB statistics and the view of the police. That is, whilst there are some low level problems and *theft* and *robbery* (not observed) do remain an issue, there does not appear to be any significant or sustained impact of the licensed economy and its customers on the licensing objectives in this main part of Chiswick.

7.4 Summary

396. The observations show that street drinking hotspots remain embedded across all three existing CIA Areas. While they have decreased in some locations - as areas are either cleaned by the council's contractors or are developed for housing, in other areas new sites have sprung up.
397. Therefore, even though the overall number of street drinking hotspots has risen slightly, it is reasonable to say that the problems caused by street drinking and street drinkers in the three existing CIAs remains static and persistent.
398. Within the Hounslow Town Centre CIA Area significant new negative impacts from street drinking were observed in 2024 when compared to 2022. These were the re-establishment of the sites at Montague Road Car Park and the war memorial, alongside a new hotspot at the Douglas Road loading bay. What these locations have in common (alongside persistent issues in Bell Square) is that the street drinkers here have a street-based lifestyle or are fully homeless and often appear to have complex needs. Crucially, more than in any of the previous CIA research studies, they are omnipresent - all day (and evening), every day.

399. This year they appear to have an ever-greater impact on the licensing objectives of *public nuisance* and the feelings of *public safety*. There is a clear link to alcohol sales as the street drinkers can be observed drinking, constantly.
400. On visiting the Isleworth / Syon end of Hounslow Town Centre CIA Area, only one street drinking site was found here in 2024 (the reactivation of an historic site adjacent to Isleworth Station). There are also very few off-licences or late night refreshment (LNR) premises (and most of those that are here close before 23:00hrs). This location does not appear to suffer from any significant negative impacts from the licensed economy.
401. Heston CIA Area broadly follows the same pattern as in previous years. Whilst some sites are slightly better, others are even worse in terms of street drinking detritus. It is an area that continues to have persistent issues linked to the public consumption of alcohol. Here the deep cleaning by the Hounslow Highways team in 2024 appeared to have improved some of the hotspots during the observation period. Therefore, the true extent of the problems may have been temporarily obscured.
402. Overall, despite Heston having *relatively* low recorded crime and ASB, it is reasonable to say that there continues to be the same negative impact on the licensing objectives from the sale and consumption of alcohol in public as when it was first assessed in 2020.
403. Cranford CIA Area continues to have many active street drinking hotspots for such a suburban location and with a relatively small number of off-licences. There were some locations which were clean in 2022 are now very active and full of street drinking detritus in 2024.
404. Overall, despite Heston having low recorded crime and ASB, it is reasonable to say that there continues to be the same negative impact on the licensing objectives from the sale and consumption of alcohol in public as when it was first assessed in 2022.
405. Whilst it was clear in the 2022 CIA research how closely many of the street drinking hotspots were correlated off licence locations, a further observation in 2024 is how closely many of them are proximate to public transport hubs and stops and long bus routes.
406. The observations reinforced the opinions of the police, and other stakeholders interviewed, that Feltham and Cranford, whilst suffering from elevated levels of *some* types of crime and ASB, these appear to have little or no correlation with the cumulative presence of licensed premises or their customers here.

8 FINDINGS: LICENSED PREMISES

8.1 Background

407. The following chapter sets out the number and type of licences current issued in Hounslow.
408. As with any licensing authority, there will be some licences within Hounslow that have been issued but where the venue is not currently be operating. Example of this could be where the owner is changing the style of the premises or has stopped trading but is selling the venue along with the licence). These are still counted as 'live' licences as they have not *lapsed* nor been *surrendered*, *suspended* or *revoked*. However, the number of such licences is small.
409. It is worth noting that a *lapsed* licence does not mean that a premises is not continuing to operate as a legal but unlicensed venue (e.g., a restaurant that no longer serves alcohol) or that it may seek to operate again as a licensed venue in the future.
410. This licence total does not include gambling premises (unless they have an alcohol or entertainment licence, e.g., a casino). Likewise, food premises, unless they have an alcohol or entertainment licence, are not included. In the case of takeaways, these are only classed as licensed premises if they have a late-night refreshment licence (LNR) for sale of hot food and / or drink for some or all the period between 11pm and 5am.
411. For the purposes of this analysis, a small number of places of worship and similar have been removed, restricting the analysis to those places that routinely sell alcohol (on or off premises), as well as late night refreshment).
412. It is worth noting that there are many restaurants in Hounslow that *do* offer takeaway hot food, but cease trading before 11pm, being either licensed or unlicensed for alcohol and / or entertainment. Whilst these do *not* require a licence for LNR, problems may still occur around their takeaway service.
413. The total number of licences also includes all the borough's off-licences but does not duplicate the on-premises licence of, for example, a pub that can offer off-sales.
414. Finally, this figure does not include regular and late TENS licences (except for 'annual repeat TENS', which are for significant licensed events).
415. The tables below set out the *number* and *type* of licences in 2020, 2022 and 2024 and then the change between 2020 and 2024.

8.2 Number and type of licences

Fig 58. Premises number type in Hounslow, 2020, 2022 and 2024

Premises Type	2020	2020 (%)	2022	2022 (%)	2024	2024 (%)
Off licence	333	39.5%	348	39.9%	355	37.9%
Restaurant	187	22.2%	202	23.2%	226	24.1%
Other	153	18.2%	163	18.7%	198	21.2%
Pub/Bar	92	10.9%	82	9.4%	80	8.5%
Takeaway	44	5.2%	43	4.9%	42	4.5%
Hotel	27	3.2%	26	3.0%	26	2.8%
Cinema/Theatre	5	0.6%	4	0.5%	6	0.6%
Nightclub	1	0.1%	1	0.1%	1	0.1%
Annual repeat TEN	0	0.0%	3	0.3%	2	0.2%
Total	842	100%	872	100%	936	100%

Fig 59. Percentage change in premises type in Hounslow between 2020 and 2024

Premises Type	2022	2024	2024 (% change)
Off licence	348	355	2.0%
Restaurant	202	226	11.9%
Other	163	198	21.5%
Pub/Bar	82	80	-2.4%
Takeaway	43	42	-2.3%
Hotel	26	26	0.0%
Cinema/Theatre	4	6	50.0%
Nightclub	1	1	0%
Annual repeat TEN	3	2	N/A
Total	872	936	7.3%

416. There were 936 licensed premises in Hounslow at the time of this CIA research in 2024.

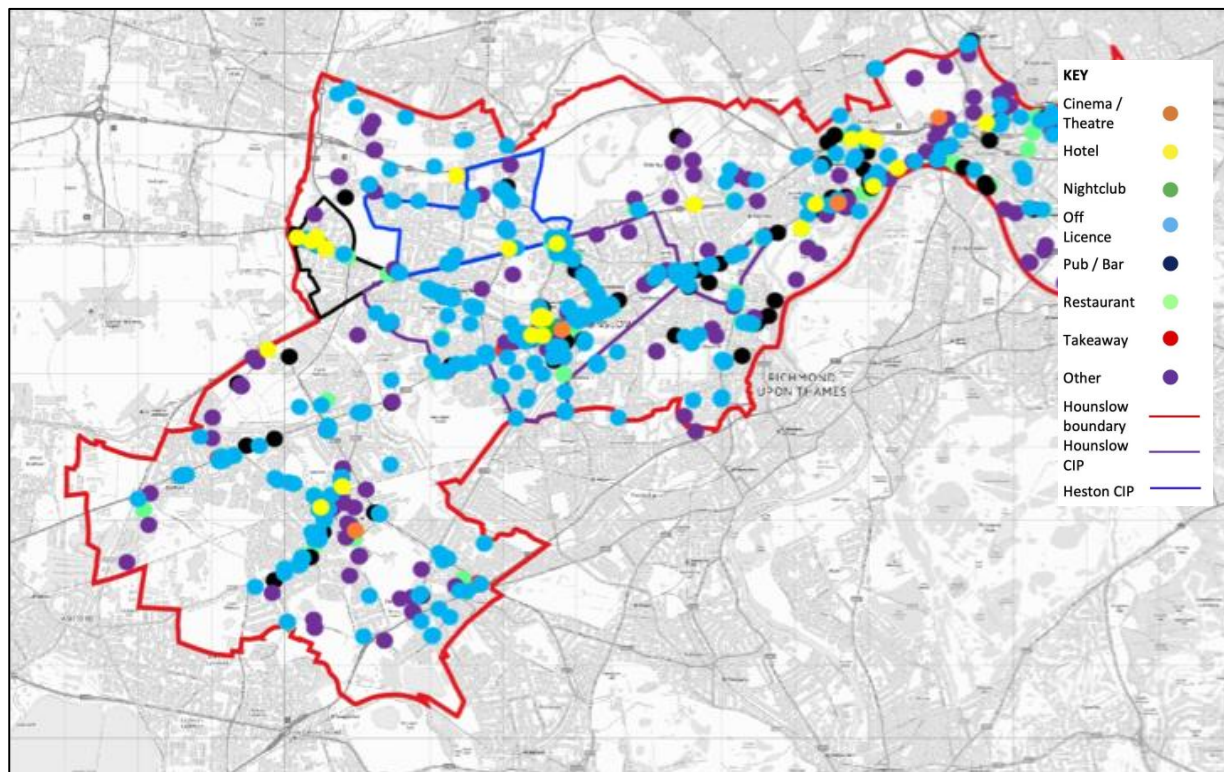
417. This is an increase of 64 (7%) from the last CIA in 2022 when there were 872. In turn, this figure was up from 842 in 2020. Therefore, over the past four years there has been an increase of 94 licences, which equates to an uplift of around +11%. In the researchers' experience, this is typical for this period across London.

418. The largest increase over the period between 2022 and 2024 was in the *other* category, where there were 35 new licences issued (+22%).

419. 'Other' is a broad category including (albeit not limited to) the following types of licences premises: sports clubs, social clubs, public spaces, beauty services, work canteens, wedding venues, garden centres, offices and coworking spaces, wholesalers and online retailers, shops (that are not off-licences) and so on.

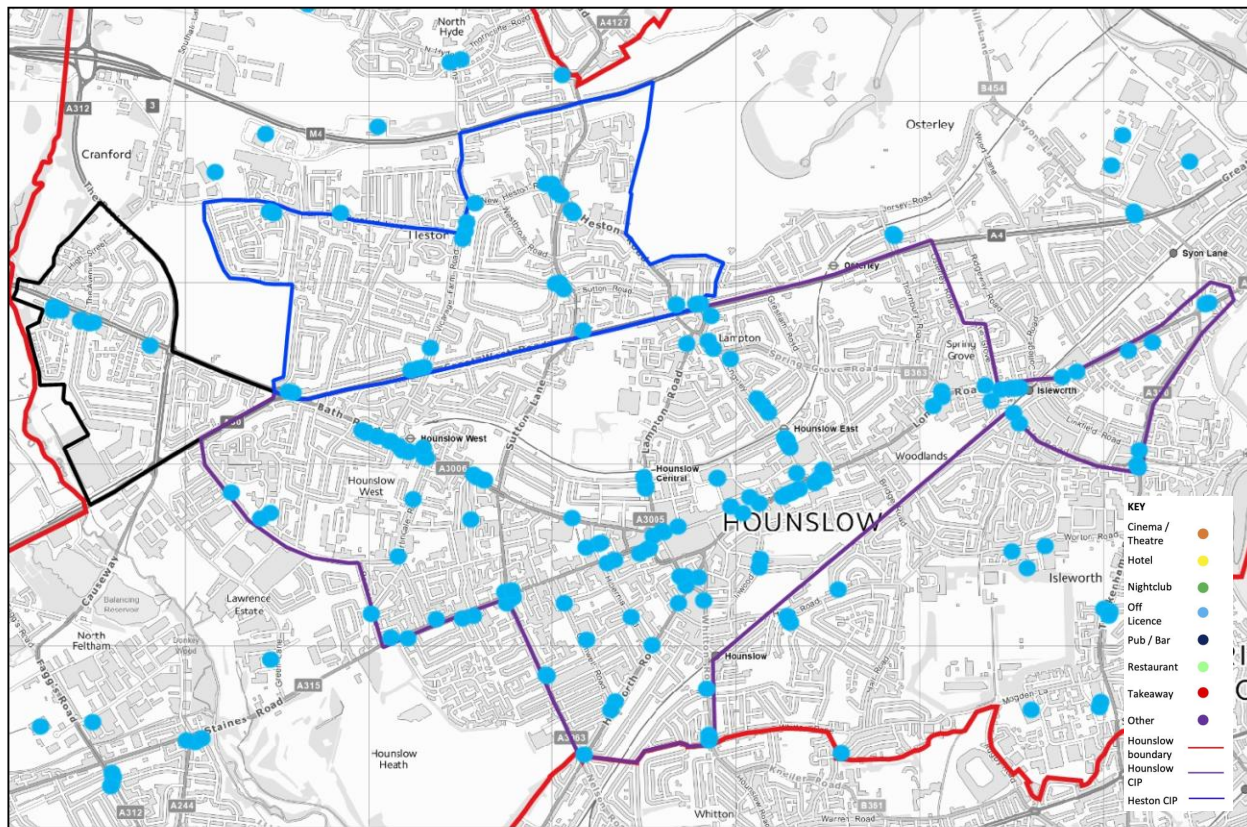
420. A significant increase in the *other* category appears to have come from the growing trend in licensees using shared warehouses and storage units for the small scale wholesale of alcohol produces, e.g. craft beers or artisan spirits or for the home delivery of alcohol.
421. The main changes in the other premises type between 2022 and 2024 was an addition of 24 *restaurants* licences (+12%) and seven *off-licences* (+2%).
422. Between 2022 and 2024 the borough lost a further two licences in the *pub / bar* category (-2%) and nightclubs remained at 1 (0%). Takeaways, with a *late-night refreshment* authorisation, fell by one licence from 43 to 42 over the same period (-2%).
423. The map below shows the distribution of all licences in Hounslow.

Fig 60. Distribution of licences in Hounslow by licence type



424. The main clusters of licences are in Hounslow Town Centre and Chiswick, with smaller but significant clusters in Isleworth and Feltham.
425. Overall, off-licences (light blue) dominate the borough's licensed landscape.
426. *Note.* Due to the way the Hounslow's mapping system presents data, *off-licences* are layered on top. The following maps show, firstly, the distribution of off-licences in the three CIA Areas. This is followed by *all* other licence types (excluding off-licences), and then by the licence types individually for clarity.

Fig 61. Distribution of off-licences in Hounslow Town Centre, Heston and Cranford CIA Areas



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SCALE 1:26384



427. Most off-licences within the Hounslow Town Centre CIA Area are located on:

- Hounslow High Street
- Kingsley Road
- Bath Road
- Staines Road
- London Road (Spring Grove).

428. There are four clusters of off-licences in the Heston CIA Area:

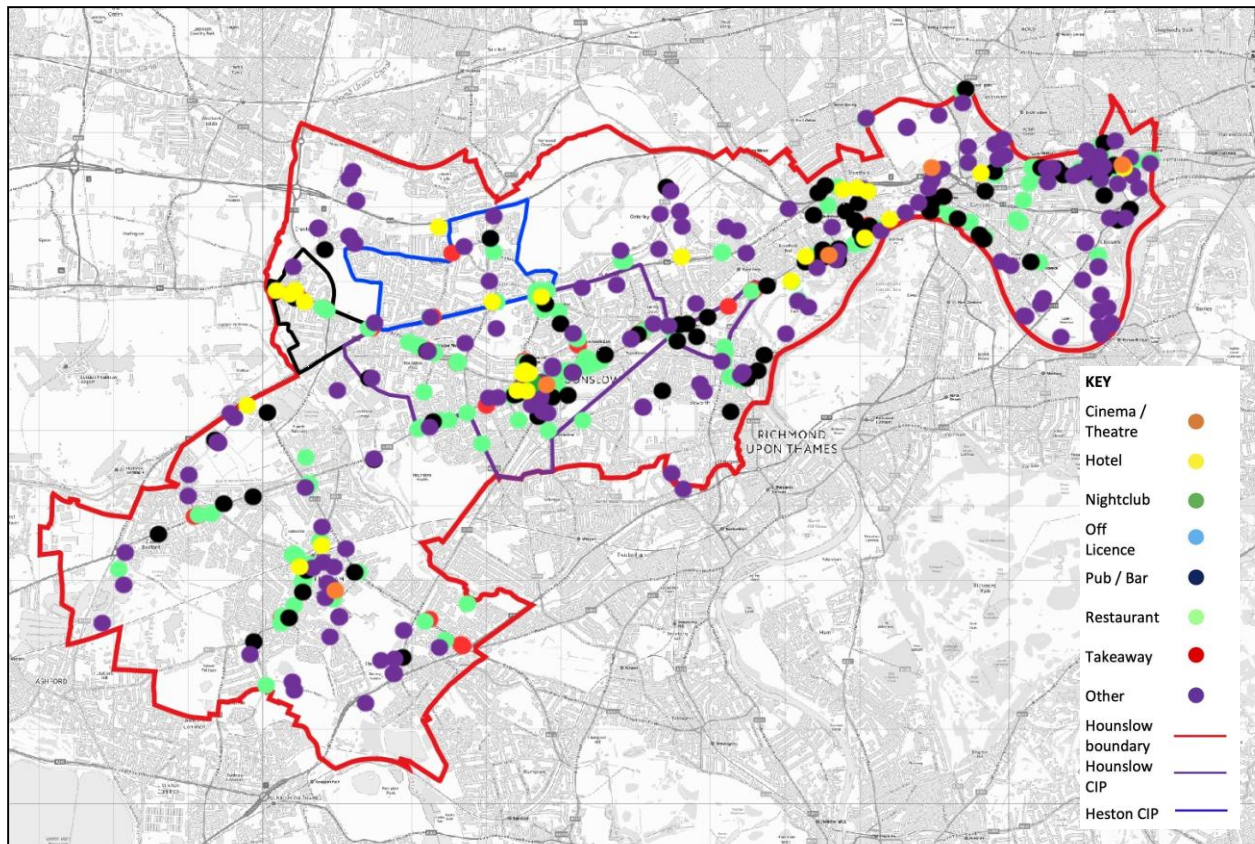
- These are on the Great West Road and junction of Vicarage Farm Road
- Vicarage Farm Road and Cranford Lane
- Heston Village Centre
- Jersey Parade.

429. There is one cluster of off licences within the Cranford CIP

- Bath Road, starting at the Waggoners roundabout to Tesco Express.

430. The following map shows *all* licence types, excluding off-licences in the borough.

Fig 62. Distribution of *all* licence types – excluding off-licences in Hounslow



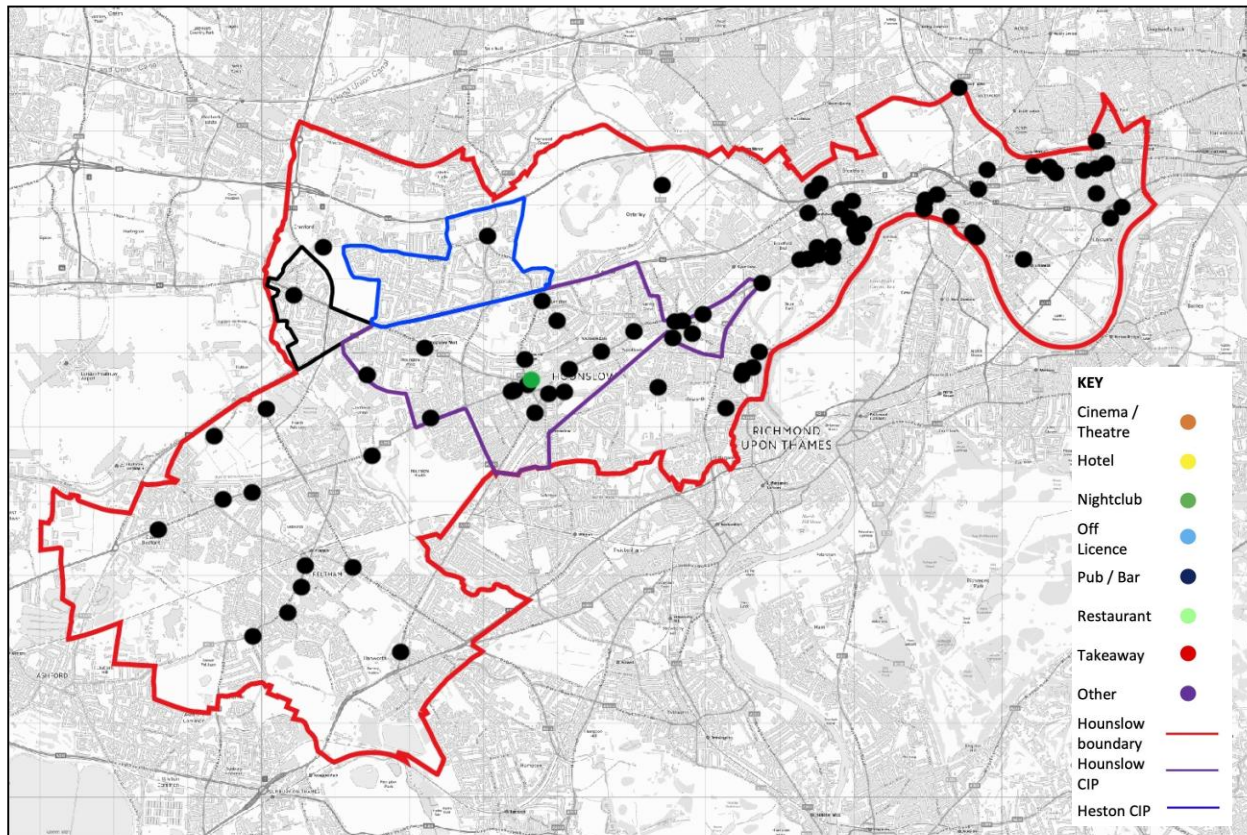
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SCALE 1:65536



431. The next largest category of licence types is *other* (purple). These are found in their highest concentrations in the east of the borough, mainly around Chiswick, albeit there are also clusters in Hounslow town centre, Cranford and Feltham.
432. *Hotels* (yellow) tend to be in the centre and western end of the borough, mostly serving the airport. There are clusters in both Hounslow town centre and in Cranford.
433. The map below shows the location of the 'on-trade' evening and night-time economy (*pubs, bars and one nightclub*).

Fig 63. Distribution of pub, bar and nightclubs licences in Hounslow



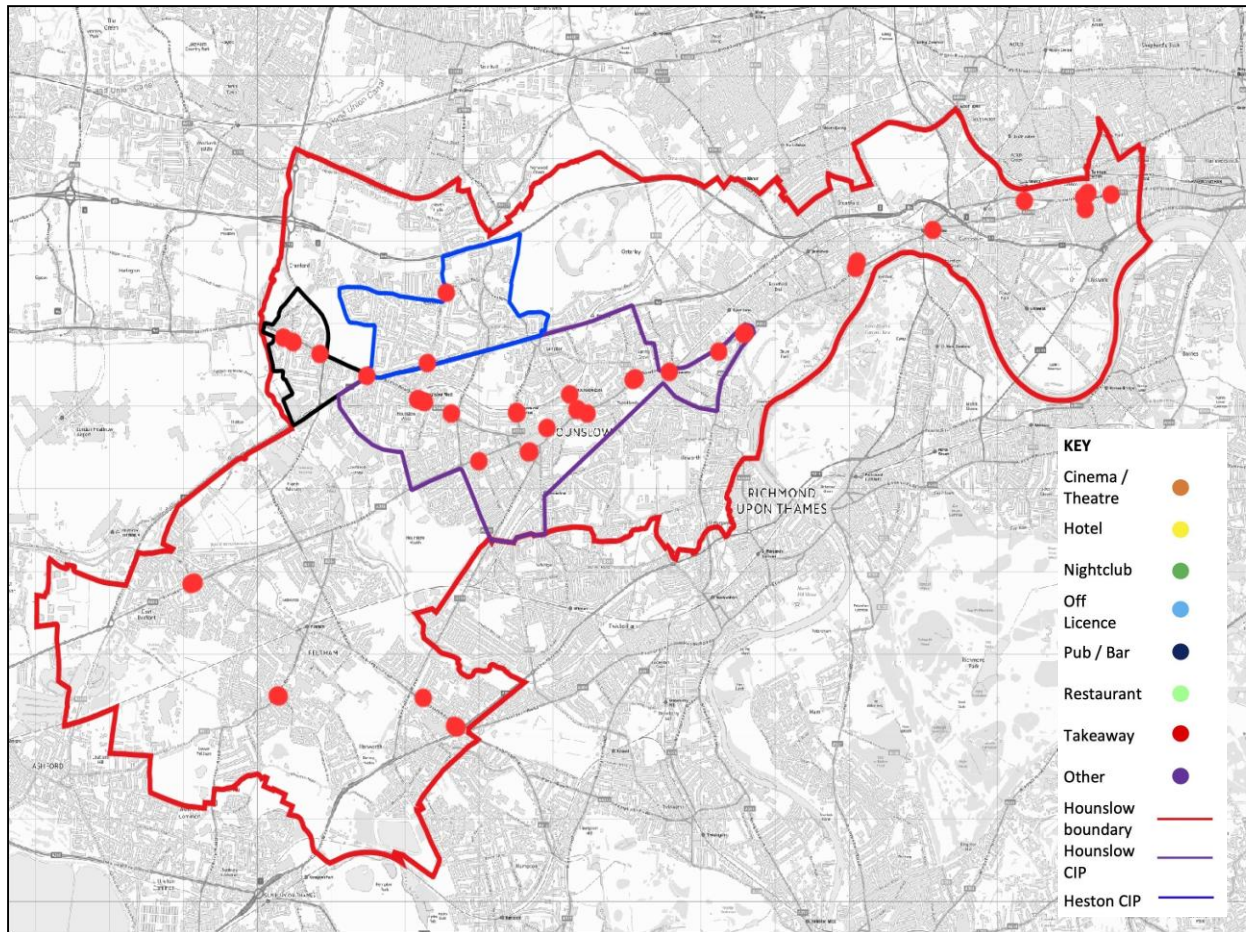
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SCALE 1:65536



434. Most ENTE venues (*pubs, bars and nightclubs*) are clustered in Hounslow town centre and at the eastern end of the borough, in Brentford and Chiswick.
435. There is currently only one *nightclub* (green) with a licence in the borough. It is in the centre of Hounslow. It is understood to be temporarily shuttered.
436. There are a very limited number of *pubs* and *bars* the western part of the borough. Despite the large number of off-licences in Heston and Cranford, there is only one 'on-premises' in each. Feltham has five on-premises.
437. The map below shows the distribution of takeaway (late night refreshment) premises in the borough. It should be noted that there are considerably more takeaways than those shown here, but these are the operators permitted to open past 23:00hrs (up until 05:00hrs) for which they require a late night refreshment licence.

Fig 64. Distribution of takeaway (Late Night Refreshment) licences in Hounslow



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438. The highest density of takeaways operating after 23:00hrs is within the Hounslow Town Centre CIA Area. There is also a small clustering in both Cranford and Chiswick.
439. An important observation is that nearly all restaurants now function as takeaway outlets due to the rise in online home delivery services, albeit not many continue to despatch food after 11pm. It was clear from the field observations that in Hounslow, particularly in locations such as Hounslow Town Centre and Feltham, many 'restaurants' with seating appear to be used more by locals picking up takeaways and the riders of online delivery platforms than they are by sit down customers.
440. However, without understanding how much of these premises' trade is eat-in vs take-out, it is impossible to assign an entirely accurate descriptor. For the purposes of this report, if a food-led licensed premises has a seated area, it is classed as a restaurant.

8.3 Summary

442. Overall, the number of licences in Hounslow has increased in each of the most recent CIA research years, from 842 in 2020, to 872 in 2022 to 936 in 2024.
443. Perhaps the most interesting increase is the rise in 'other' licences, which can comprise a range of different businesses, but the large jump in 2024 is certainly in part due to the social rise in online alcohol and grocery delivery services, which is following a nationwide trend. This presents its own set of interesting licensing questions, albeit not ones with an obvious cumulative impact implication at this stage.
444. *Off-licences*, the category of premises that is associated with the negative impacts around street drinking issues in the borough are still the largest premises type in 2024 (with 355 of the 936 licences). Their numbers continue to grow, although more slowly in 2024 than they did in 2022.
445. More encouragingly, of those not classed as *other*, the number of *restaurant* licences has seen the largest increase, from 187 in 2020 to 226 in 2024.
446. The *pub* and *bar* provision has continued to decline in the borough, also following a nation-wide trend. The number of these licences was down from 92 in 2020 to 80 in 2024.
447. Overall, the continued and cumulative increase in *off-licences*, does appear to present a negative impact on the licensing objectives due to the resulting widespread street drinking; particularly given the majority these hotspot problem areas are located within a short walking distance of an *off-licence*.
448. However, it also appears that even with the CIA Areas in place for some time now, the issues affecting Hounslow from street drinking have not declined. The borough's street drinking phenomenon presents Hounslow with a complex cultural, social and economic challenge, and it is likely that only by addressing these wider issues will street drinking decrease, regardless of the number of *off-licences* in the borough.