

Blackpool Council Licensing Service				
Representation made by a Responsible Authority to an application for the grant / variation of a Premises Licence / Club Premises Certificate				
Responsible Authority				
Name of Responsible Authority	Public Health, Blackpool Council			
Name of Officer <i>(please print)</i>	Dr. Arif Rajpura, Director of Public Health			
Signature of Officer	Dr. Arif Rajpura			
Contact telephone number	01253 476363			
Date representation made	14	12	2015	
Do you consider mediation to be appropriate			<input type="checkbox"/>	NO <input type="checkbox"/>
Premises Details				
Premises Name	Abingdon News Unit 13			
Address	Abingdon Street Market			
	Blackpool			
Post Code	FY1 1DE			
Reasons for making representations				
<p>The Public Health Department, Blackpool Council, write in reference to the new Premises Licence application for Abingdon News Unit 13 Abingdon Street Market, Blackpool</p> <p>The applicant brings this application in full knowledge that this store is located within Talbot ward which has been subject to the Cumulative Impact Policy (CIP) since 2009.</p> <p>As stated in Blackpool Council's Statement of Licensing Policy –</p> <p>The effect of the policy is to create a rebuttable presumption that applications listed above will be refused. To rebut this presumption, an applicant would be expected to show through the operating schedule, and where appropriate, with supporting evidence, that the operation of the premises will not add to the cumulative impact already being experienced.</p> <p>Following review of this application, Public Health, Blackpool Council, make a formal objection due to the following concerns:</p>				

Supply of Alcohol

Public Health has concerns that the applicant has applied to supply alcohol from 8.30am; if this application is successful this will increase the availability of alcohol supply within the Saturation Area in the early morning period. Public Health has concerns that this new premises is situated in an area where there are also a large number of premises that sell alcohol (on and off sales) within close proximity to Abingdon Street.

The protection of children from harm

Public Health has concerns that the applicant does not give consideration to steps they will take to promote the licensing objectives. The ground floor plan proposed does not identify where the alcohol will be displayed. It is the authorities' view (as stated in the Blackpool Council Statement of Licensing Policy - 2015-2019) that:

- alcohol displays should not be located at the entrance/exits points to the premise,
- in aisles which interfere with customer flow
- in close proximity to products which are attractive to children, such as sweets and children's magazines.

The unit is located on the entrance to the main market hall and it is of concern that if alcohol displays are to be positioned at the front of this premise the products will be visible to children even if they are not entering the premise but merely walking past this premise within the market hall.

Sale of low value/high alcohol products and any drinks discounting

Within the Operating Schedule the applicant has not stated their policy on the sale of low value/high alcohol products and any drinks discounting that would be adopted. Once again the sale of cheap high strength alcohol and discounted offers within this premise could have a negative impact on the licensing objectives - Crime and Disorder and Public Nuisance; due to the local demographics and potential clientele groups.

Local Area Concerns

In addition under Section 182 of the Licensing Act 2003, Para.8.34, applicants are expected to demonstrate their knowledge of local issues and what they will do to adopt strategies to avoid the exasperation of such issues. The application is completely void of this important information. The applicant demonstrates an inadequate understanding of the area and had failed to demonstrate in their application that their operation would not add to the existing issues already impacting on this area. Paragraph 8.37 of the Section 182 rightly suggests that information to applicants should be readily available; both Blackpool Health Profile 2014 and the Blackpool Drug and Alcohol Health Needs Assessment are public documents which are available yet have not been considered by the applicant.

As stated in the Statement of Licensing Policy the burden of proof rests with the applicant in

this case.

Paragraph 9.30 of the Section 182 suggests that it is good practice for applicants to contact the Responsible Authorities before formulating their application. No contact from the applicant has been received.

Public Health would ask the Licensing Committee to consider the potential risks associated with the increase in the availability of alcohol within this Saturation Area in their deliberations as to whether to grant this application.

For New / Variation Applications only.

It is recommended that the licence should only be granted if the application is amended, or if conditions are applied, as detailed below.

N/A