

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			
Signature of Officer				
Contact telephone number	01253 476363			
Date representation made				
Do you consider mediation to be appropriate				NO
Premises Details				
Premises Name	Tipples Off Licence			
	87 Central Drive			
	Blackpool			
Post Code	FY1 5EE			
Reasons for making representations				
<p>The Public Health Department, Blackpool Council, write in reference to the new Premises Licence application for Tipples Off Licence, Central Drive, Blackpool.</p> <p>The applicant brings this application in full knowledge that this store is located in Bloomfield ward which have been subject to the Cumulative Impact Policy (CIP) since 2009.</p> <p>As stated in Blackpool Council's Statement of Licensing Policy 2015–2019</p> <p><i>The effect of the policy is to create a rebuttable presumption that any applications within the CIP 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 in the area... the policy will only be overridden in genuinely exceptional cases where the applicant can demonstrate that the granting of the application will not undermine the policy.</i></p>				

Following review of this application, Public Health, Blackpool Council, make a formal objection.

Public Health, as a Responsible Authority under the Licensing Act, is able to provide evidence of alcohol related health harms, particularly in relation to this area in which this applicant is seeking an alcohol licence.

Deprivation

Blackpool is ranked amongst the most deprived areas in the country. Specific areas in the central wards of Blackpool, including Bloomfield Ward, have the highest ranked levels of deprivation in Blackpool (Blackpool JSNA, 2016).

There is a statistical correlation between Blackpool's areas of deprivation and hotspots for violent crime, domestic abuse, and criminal damage, all associated with alcohol abuse to some degree. (Blackpool JSNA, 2016).

Domestic Violence

Alcohol misuse has a detrimental effect on families and society; 40% of domestic violence cases result from alcohol misuse and every week on average more than 100 children call Childline upset about their parents' alcohol and/or drug use (Blackpool Alcohol Strategy 2016-2019). Information from 'Safer Lancashire, MADE database, District Profile (2016)' reports that Bloomfield Ward has the highest rate of reported domestic abuse incidents in Blackpool, a rate of 56.2 per 1000 population.

Health related information

Recent health statistics show Bloomfield ward to have significantly higher numbers of hospital stays for alcohol related harm (SAR) than the National average (England). (Public Health England 2014/15).

Alcohol reported incidents

This qualifier is to be used to capture the characteristics and motivating factors around an incident where the consumption and effects of alcohol are more than merely incidental. The idea is to capture the circumstances where the consumption of alcohol has affected someone's behaviour and been a major contribution to the activities leading up to the incident.

- There were 341 reported incidents involving alcohol in 2015/16, an increase from 293 in 2014/15
- This was a rate of 51.0 per 1,000, the third highest in Blackpool
- Rates range from 1.5 per 1,000 in Stanley ward to 74.9 per 1,000 in Claremont ward

Local Area Concerns

Public Health is aware of the problem of early morning street drinking within the locality in which this premise is located. These problems have a negative impact on the public safety and sense of health and wellbeing of the local community. The applicant states within the Public Nuisance objective of the application, *“customers will be asked not to stand around loudly talking in the street outside premise”* however, Public Health believe that the applicant has not taken the wider challenging factors of the area into consideration within their application. The applicant has failed to address the sale of low value/high alcohol products and the potential negative impact of increasing alcohol availability in the early morning period within this locality. The applicant has not stated their policy on the sale of low value/high alcohol products and any drinks discounting that would be adopted. This information is required as stated within the Blackpool Statement of Licensing Policy.

As stated in the Statement of Licensing Policy the burden of proof rests with the applicant in this case, the Public Health Department have sought to summarise the challenges in Bloomfield ward;

- High levels of alcohol harm.
- High levels of Domestic Abuse.
- High number of alcohol reported incidents
- High levels of alcohol related admissions.
- Anecdotal evidence from surrounding residents and premises of high level street drinking and nuisance
- Increased accessibility of alcohol.

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