

**Blackpool Council Licensing Service**  
**Representation made by a Responsible Authority**

**Responsible Authority**

Name of Responsible Authority	<b>Licensing Authority</b>		
Name of Officer <i>(please print)</i>	Mark Marshall		
Signature of Officer			
Contact telephone number	<b>01253-478493</b>		
Date representation made	<b>11</b>	<b>11</b>	<b>2014</b>
Do you consider mediation to be appropriate	<b>YES</b>	<b>NO</b>	

**Premises Details**

Premises Name	<b>Tesco Express</b>
Address	257-259 Lytham Road
	Blackpool
Post Code	FY1 6ET

**Details of your representation (Please refer and attach any supporting documentation)**

The applicant seeks the following hours for the sale of alcohol by retail;

Day	Start	Finish
Mon	06.00	23.00
Tues	06.00	23.00
Wed	06.00	23.00
Thur	06.00	23.00
Fri	06.00	23.00
Sat	06.00	23.00
Sun	06.00	23.00

Within the operating schedule ( category M of the application) the applicant describes themselves as a national operator who takes legal compliance very seriously, this statement is accepted by this Authority and whilst Tesco may take social responsibility seriously the location of this particular store sits in one of the most challenging Wards with regards to alcohol related harm.

A short summary of the issues within Bloomfield Ward are highlighted with the Blackpool Drug and Alcohol Health Needs assessment Document published in April 2014.

It is necessary for this Authority to draw the Committees attention that Bloomfield Ward has the highest rate of calls to police at 112 per 1000 households. It is not possible to make a causal link between Tesco's retailing practice and the crime data above but alcohol provision and availability will have a bearing on statistics and controlling the cumulative effect of multiple retailers in an area can assist in reducing the impact or harm on the Licensing Objectives, for this reason Bloomfield Ward is subject to Saturation Policy in connection with Off Licences.

This Policy shifts the burden to the applicant that they will not harm the Licensing Objectives should the application be granted.

This Authority does not seek to advance an argument that the current operation harms any of the Objectives but does have huge concerns that the earlier hours between 06.00 and 08.00 daily that are sought by the applicant may have significant impact on Crime and Disorder and Public Nuisance.

Sadly Lytham Road has a mixed demographic with the South end of the road being more affluent moving to more hardened deprivation from Waterloo Rd northwards to the Promenade. In recent months Street Drinkers, Anti-Social Behaviour and low level disorder has been observed by local businesses which seems to be concentrated on Waterloo Road and Lytham Road so retailers in this vicinity will be outlets that could service alcohol therefore aggravating the behaviour of some of the perpetrators of the reported conduct.

In September 2014 I dealt with an extensive enquiry from Craig Hunter who operates a fitness centre on Waterloo Road, amongst other things he points to the undesirables in the area consuming alcohol on the street from very early in the morning, usually present when he opens the door to his premises at 08.00, other issues such as open drug dealing were also reported but it was the low level nuisance from the drinkers on the street that he felt was the most debilitating issue for the area.

An alcohol retailer close to Mr Hunters Gym was visited on the morning of the 25<sup>th</sup> September 2014 and details and addressed on the issues of High Strength alcohol, pricing and serving alcohol to drunks, this visit was followed up in writing to the Licence holder, these issues should be at the forefront of the mind of all retailers of alcohol in this area and the application does not consider these points at all, also noted at the time of the visit was a male walking down Waterloo Road with a can of Stella Artois, this male had a large Rottweiler dog and presented as aggressive and anti police. This was at 10.20hrs on the 25<sup>th</sup> September 2014 and I was in the company of Sgt 3158 Jo Jackson, no particular retailer could be identified but this exemplifies the challenges in the area and supports the observations made by Mr Hunter.

Baring in mind that Tesco have operated in the area for some time and indicate in box d) ( category M) that they intend to be an active member of the community one would have hoped that they were aware of the challenges in the immediate locality and indicated relevant precautions within the operating schedule, sadly the offers within the schedule are thin on the ground.

To reiterate the position this Authority does not have a concern with Tesco's existing operation but the earlier hours present a significant risk for the area.

The current provision on Lytham Road for alcohol outlets is significant, with 10 retailers ( including the applicant ) currently trading, However with regards to early hours only one premises benefits from early hours which is 531 Lytham Road.

531 Lytham Road is a significant distance from the area where reported issues have been disclosed, in fact it is 159.85 metres from the Squires Gate Ward boundary, Squires Gate ward is the antithesis of Bloomfield Ward and has one of the lowest number of police calls per 1000 households in Blackpool with 19.3 vrs Bloomfield's 112, as such this particular premises does not present the same risk as Tesco would due to its proximity to Squires Gate Ward.

Enclosed is a map which identifies premises selling alcohol on Lytham Road, hours which commence at 08.00 are marked in green, and the only premises with early hours is marked in red, the threat area is highlighted in yellow and the grant of early hours be successful Tesco would find its self in the centre of the highest threat area.

To conclude , this authority is not opposed to the granting of a new premises licence post 8am but would strongly urge the Committee to consider carefully the granting of early hours ( 06.00-0800hrs) in this area.

Notwithstanding the fact that this Authority accept that Tesco are responsible retailers we say the area has too many challenges and reported concerns for early hours to be granted.

**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.**

