

<b>Blackpool Council Licensing Service</b>				
Representation made by a Responsible Authority to an application for the grant / variation of a Premises Licence / Club Premises Certificate				
<b>Responsible Authority</b>				
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	22	06	2018	
Do you consider mediation to be appropriate				NO
<b>Premises Details</b>				
Premises Name	Premier			
Address	190-192 Central Drive			
	Blackpool			
	Lancashire			
Post Code	FY1 5EB			
<b>Reasons for making representations</b>				
<p>The Public Health Department, Blackpool Council, write in reference to the application for a new premises licence for Premier, 190-192 Central Drive, Blackpool.</p> <p>The applicant brings this application in full knowledge that this store is located within Bloomfield 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>				

Deprivation

- Blackpool is ranked amongst the most deprived areas in the country. Bloomfield Ward in Blackpool is ranked the most deprived ward in Blackpool (PHE, Local Health 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).

Health related information

- Health statistics show Bloomfield ward to have the highest ratio of alcohol related hospital admissions in Blackpool.
- For every 100 hospital stays for alcohol related harm (SAR) in England, Bloomfield has 308. Within Blackpool, rates range from 308 in Bloomfield down to 106 in Bispham.
- There were 66 assault related attendances at A&E in 2016/17 from people living in Bloomfield
- This is an attendance rate of 9.9 per 1,000 pop., almost 2 times higher than the Blackpool average( 4.6) and over 4 times higher than the Lancashire average (2.4)
- Bloomfield has the highest rate of assault related A&E attendances in Blackpool, where rates range from 9.9 in Bloomfield to 0.8 in Norbreck (MADE District Profile, V16.1, 2017)

Alcohol reported incidents

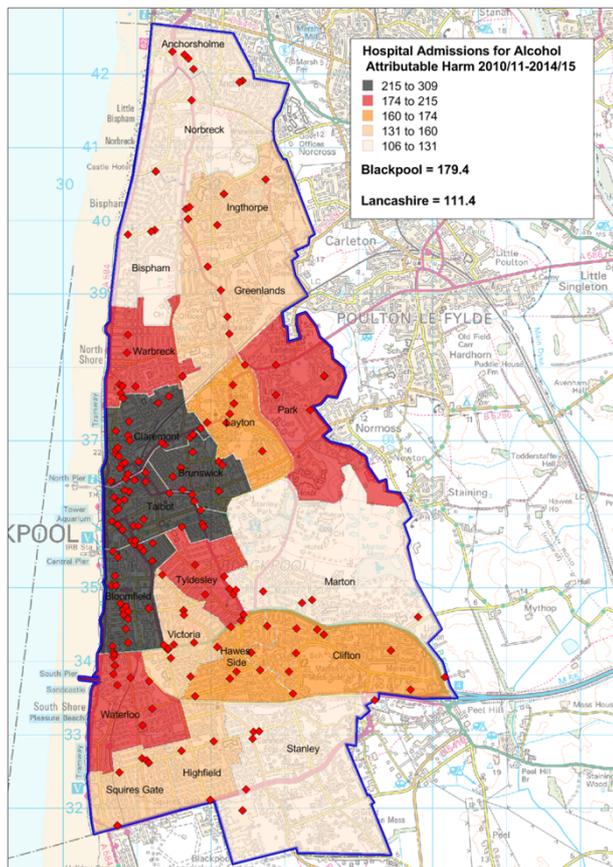
- Bloomfield has the third highest rate of alcohol related crime in Blackpool, after the 2 town centre wards being the highest.
- The rate of alcohol related crime in Bloomfield is 55.6 per 1,000 population, 3 times higher than the Blackpool average of 18.2 and over 8 times higher than the Lancashire average of 6.4.
- There were 372 notifiable crimes in Bloomfield in 2016/17 where alcohol consumption was an aggravating factor

Concerns regarding the application:

- The applicant has not indicated the steps they intend to take to promote the licensing objectives relating to public safety and the prevention of public nuisance. The applicant states that 'no measures are identified as necessary'. In light of the facts stated in this representation, Public Health have concerns that the applicant has not addressed these licensing objectives.
- Public Health has concerns that if granted, this premise would increase the availability of alcohol in an area which is already saturated with alcohol premises. This premise is situated in a ward that has amongst the highest number of off-licence premises in the whole of

Blackpool. There are 24 off-licence premises in Bloomfield ward, the majority being on Central Drive which this application relates to.

- The map below demonstrates the cluster of alcohol premises in Bloomfield ward and the surrounding areas in relation to the rate of alcohol related hospital admissions and alcohol related crime.



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.

N/A