

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	LANCASHIRE CONSTABULARY			
Name of Officer <i>(please print)</i>	PC 3127 Reynolds			
Signature of Officer				
Contact telephone number	01253 604073			
Date representation made	11	07	18	
Do you consider mediation to be appropriate				NO
Premises Details				
Premises Name	Premier			
Address	190-192 Central Drive			
	Blackpool			
Post Code	FY15EB			
Reasons for making representations				
<p>I am in receipt of an application for a New Premises Licence for the above address. On behalf of the Chief Officer of Police having reviewed the application the Police wish to make a formal objection on the following grounds.</p> <p>The Police base the objection on the fact that the new premises is within the Off Licence Saturation Policy Area. The purpose of this Policy is to limit the number of Off Licensed Premises within a given geographic area in order to reduce crime and disorder and promote the licensing objectives. The Policy sets out the following;</p> <ul style="list-style-type: none"> The number, type and density of the premises selling alcohol in a particular area can lead to serious problems of nuisance and disorder. In these circumstances the impact of the premises taken as a whole can be far greater than that arising from individual premises. In most cases it would be impossible to identify an individual premise as being the sole cause or major contributing factor. 				

- The potential impact on the promotion of the licensing objections by a significant number of licensed premises concentrated in one area is called cumulative impact. The cumulative impact of all the premises in an area upon the promotion of the licensing objectives is a proper matter for the Licensing Committee to consider.

This application is within the saturation zone, the location of the proposed premises is on the outskirts of the town, servicing both the day time and night time economy. These premises will only add to the availability of alcohol and increase crime and disorder.

Alcohol misuse in the North West is the worst in the UK and Blackpool has high levels of alcohol related harm for the size of the population. Blackpool has widespread deprivation within the Central Wards of the town. A combination of poor quality housing, lack of appealing employment and low aspiration within the resident population makes alcohol a convenient pastime. There are already approx.180 off-licence premises in Blackpool (50% higher than national average) half of which are located in the most deprived wards in the town.

Premier falls just within Bloomfield Ward on the border with Talbot Ward and is surrounded by HMOs, hotels, holiday flats and houses. On Central Drive where Premier is located there are already 7 off-licenses within a half mile corridor of the road itself and a further 2 along adjoining streets.

In the past 28 days there were 186 incidents reported to Police along Central Drive alone, many of which are alcohol related. Complaints range from intoxicated males and females being abusive in the street, drunken neighbour disputes and domestic incidents where alcohol is involved. These incidents and crimes involving drunken and rowdy behaviour have mainly occurred on the streets and in residential premises. They have also occurred at various times of the day and night, indicating that it is the off-licenses that are fuelling the drunkenness as opposed to on-licensed premises.

I also have concerns that the proposed Licence Holder/Designated Premises Supervisor is already the DPS for two other premises in the local area and question whether given this is he suitable to take on a high risk premises when his attention will also be required on two other premises.

The applicant has offered very limited, basic licence conditions which would not be considered satisfactory for a low risk premises yet alone a high risk premises within a saturation policy area. This raises concerns as to applicants' ability to successfully promote the licensing objectives.

In addition, the onus would be on the applicant to offer special measures in order to demonstrate how they would intend to operate so as not to contribute to the issues suffered by the area, particularly alcohol related crime and disorder. In this case no special measures have been offered, nor has any contact been made with the licensing department to discuss the application prior to submission.

A hearing would allow the Licensing Committee to examine the prospective operators' intentions and rebut the presumption that the operation of the premises will not add to the cumulative impact and therefore crime and

disorder.

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

Lancashire Constabulary is objecting to the applicant being issued a Licence to sell alcohol.

Should the committee deem fit to grant the premises a licence then in order to reduce the risk of crime and disorder we request the 'Sale by retail of alcohol hours' are limited to 10:00 – 18:00 and the following conditions be placed on the licence:

1. CCTV will be installed internally and externally at the premises. Said CCTV system shall comply with the following criteria:
 - (a) The CCTV system shall be installed, maintained and operated to the reasonable satisfaction of Lancashire Constabulary. All public areas of the premises, with the exception of the toilets, shall be covered by the system;
 - (b) The system shall display on any recording the correct time and date of the recording;
 - (c) The system shall be recording during all hours the premises is open to the public;
 - (d) VCR tapes or digital recording shall be held for a minimum of 30 days after the recording is made and will be made available to the Police for inspection upon request;
 - (e) The system shall, as a minimum, record images of the head and shoulders of all persons entering the premises.
2. A staff member who is conversant with the operation of the CCTV system will be on the premises at all times the premises are open to the public. This staff member will be able to show police recent data or footage with the absolute minimum of delay when requested and will be able to provide a copy of such footage to the police in a readable format within 24 hours.
3. An A4 advisory sign indicating that CCTV is in operation at the premises should be displayed, at the main entrance and inside the premises.
4. The Police Licensing Unit shall be notified on any occasion when the CCTV system is to be inoperative for a period in excess of one working day and shall provide a certificate from a competent person stating the reason for the system being inoperative and the measures which have been taken to satisfy the licence conditions.
5. An authorisation of sales, signed and dated by the DPS shall be kept at the premises showing all persons authorised by them to make sales of alcohol at

the premises. All staff involved in sales will be at least 18 years of age and will receive training to promote the licensing objectives. All training to be documented and records made available on request to Lancashire Police or any authorised officer.

6. The licence holder is to support and rigorously enforce the Challenge 25 proof of age policy.

Any person who looks or appears to be under the age of 25 shall be asked to provide identification that they are over the age of 18. The following are the only forms of identification acceptable:

- i. UK photo driving licence
- ii. Passport
- iii. Proof of Age Standards Scheme card.

If no suitable identification is provided sale of alcohol to them will be refused. Signs promoting this policy will be prominently displayed at public entrances and alcohol sales areas.

7. All staff to have received suitable training in relation to the Proof of Age Scheme to be applied upon the premises. Records to evidence this will be made available to an authorised officer upon request. Staff will be trained on appointment and every 6 months thereafter.

8. An incident book will be maintained, in which shall be recorded:

- (a) All incidents of crime and disorder
- (b) Refused sales to suspected under age / drunken persons
- (c) A record of any person refused admission or asked to leave the premises
- (d) Details of occasions upon which the Police are called to the premises

That book shall be available for inspection by a Police Officer or authorised person.

9. The licence holder and the Designated Premises Supervisor shall nominate another person, who will deputise for the Designated Premises Supervisor in the DPSs absence, and shall ensure that the identity of the deputy is known by all other staff when such absence occurs.
10. A Personal Licence holder will be on duty at the premises whenever alcohol is available for sale by retail.
11. Single cans of beer or cider shall not be sold.
12. The display for alcohol will be less than 20% of the entire shop display. Any alcohol with an ABV above 7% will be stored behind the counter

13. No beer or cider with an ABV above 6.5% will be sold.