


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 3842 Lisa Evans		
Signature of Officer			
Contact telephone number	01253 604005		
Date representation made	13	01	15
Do you consider mediation to be appropriate			NO

Premises Details

Premises Name	Lytham Road
Address	119 Lytham Road
	Blackpool
Post Code	FY1 6DS

Reasons for making representations

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 make formal objections on the following grounds:

The Police base this objection on the existing Premises Licence being 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;

- 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.

The proposed new premises falls within the Bloomfield area of Blackpool, which is surrounded by HMO, Hotels, Holiday Flats, Residential houses and numerous business premises most of these with an alcohol licence.

The Bloomfield Ward already consists of 21 premises that are Off Licences this is not including the other premises with an alcohol licence.

This is a large business premises and from viewing the proposed layout of the shop premises it would appear that 50% of the sales will be alcohol.

The applicant has also provided limited conditions covering the four Licensing Objectives and from viewing the proposed layout of the shop this is a very large plot and it would appear that 50% of the sales will be alcohol.

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.

Please find a map attached that incorporates all the current off licences within the Bloomfield Ward.

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

