

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>	Rachel Swindells/ Chloe Dobson			
Signature of Officer	R. Swindells / C. Dobson			
Contact telephone number	07788353570 / 07990084572			
Date representation made	20	01	2015	
Do you consider mediation to be appropriate			YES	NO

Premises Details

Premises Name	119 Lytham Road
	Blackpool
Post Code	FY1 6DS

Reasons for making representations

The Public Health Department, Blackpool Council, write in reference to the new Premises Licence application for 119 Lytham Road, Blackpool.

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.

As stated in Blackpool Council's Statement of Licensing Policy –

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. Applicants for licenses within the off-licence saturation area will be expected to cover the issues detailed in their operating schedule. Failure to do so may result in the refusal of the application.

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

Supply of Alcohol-

Public Health has concerns that the applicant has applied to supply alcohol until midnight. If this application is successful this will increase the availability of alcohol during the late night period within the Saturation Area. The majority of other off-licenses within the local area do not sell alcohol until midnight. As a result Public Health has concerns that these additional hours may have a detrimental impact on Crime and Disorder and Public Nuisance (2 of the licensing objectives) within the local area.

Sale of low value/high alcohol products and any drinks discounting-

Within the Operating Schedule there is no reference at all to the sale of low value/high alcohol products. 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.

Deprivation -

Blackpool experiences considerable levels of disadvantage, and in 2010 ranked as the 6th most deprived of 354 local authorities in England (Blackpool Drug and Alcohol Needs Assessment, 2014).

This premise is within Bloomfield. Specific areas in the central wards, including Bloomfield Ward, have the highest ranked levels of deprivation in Blackpool (About Blackpool: Short Profile Summary, 2013)

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. (JSNA Blackpool, Social and Community Environment in Blackpool, Core Document, Chapter 4, page 100, October 2012).

Domestic Violence -

Alcohol is associated with an increased risk of domestic violence. In the UK, 1 in 4 women and 1 in 7 men have experienced domestic abuse. The Blackpool Domestic Abuse Service estimates that alcohol was a contributing factor in 76% of incidents in 2011 (Blackpool Drug and Alcohol Needs Assessment, 2014).

Information from the Blackpool Drug and Alcohol Needs Assessment (2014), reports Bloomfield Ward has the highest number of calls to the police for Domestic Abuse in Blackpool and across Lancashire.

Area	Rate of calls per 1000 households
Wards with Highest rates	Bloomfield 112
	Claremont 109.1
Wards with lowest rates	Squires Gate 19.3
	Norbreck 17.9
Blackpool District Average	46
Lancashire County Average	24.3

(Source: Safer Lancashire)

Health related information -

Further evidence relates to paragraph 13.23 of the Section 182, Evidence of Cumulative Impact, a list of categories of information are suggested as good evidence to support a CIP, the 3rd on the list states –

‘Health-related statistics such as alcohol related emergency attendances and hospital admissions’.

Recent health statistics show Bloomfield has significantly higher numbers of hospital stays for alcohol related harm (SAR) that the National average (England). (Public Health England, 2014 – Local Health Profile).

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 levels of alcohol related admissions.
- 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