

**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>21</b>                  | <b>07</b> | <b>2015</b> |           |
| Do you consider mediation to be appropriate |                            |           | <b>YES</b>  | <b>NO</b> |

**Premises Details**

|               |                             |
|---------------|-----------------------------|
| Premises Name | <b>Coliseum Off Licence</b> |
| Address       | 53 Tyldseley Road           |
|               | Blackpool                   |
|               |                             |
| Post Code     | FY1 5DH                     |

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

I am Mark Marshall and am duly authorised to submit representations on behalf of the Licensing Authority.

The problems associated with alcohol in this ward are well evidenced locally and through previous papers submitted before the Committee, the JSNA ( joint strategic needs assessment ) owned by Public Health. The document paints a picture of disproportionately high levels of Domestic Violence, calls to the police, deprivation and children being taken into Local Authority care. Bloomfield also has one of the highest numbers of Off Licences in Blackpool.

As such at the beginning of 2015 the Licensing authority wrote to all Off Licences in the 4 Saturated wards advising them of local pressures in connection with alcohol retailing and consumption and offered free training to all staff working with Off Licences in these wards. The training was supported and funded by Public Health.

An example of the letter which was sent to 88 Off Licences is attached to this representation. The response to the free training was appalling to say the least with less than a dozen premises taking

up the generous offer. Premises who failed to respond were looked at in more detail and referred to Trading Standards for consideration for Test Purchases.

This is such as premises, no response to the training Offer and a subsequent failure of a test purchase following the referral.

The Review application identifies some business failings with the operational manager being absent due to sickness.

Following a visit that I conducted on the 20<sup>th</sup> July 2015 I can confirm that the business looks to be in a state of failure with fridges and shelves half stocked, whilst this is not a relevant consideration for a Licensing Authority it begins to paint a picture of the lack of structure behind this business which could be the reason why the Licensing Objectives have been undermined.

A condition of the licence is that a refusal register is kept at the premises, on the day one was produced but the lack of formality and limited detail with the register was of concern.

The staff member on the day was helpful and could operate the CCTV.

The representation is submitted to draw the committees attention to the issues in the ward, the offers of assistance that have been given to the Industry and more recently to the patchy way in which this business continue to struggle on.

It is my submission that in Stress Areas, operators will face stiff competition from large amounts of neighbouring properties offering similar licensable activities; this is a consideration for new applicants with in the Licensing Policy also.

During the visit irresponsible trading was not disclosed but a struggling business with limited structure and supervision was, in the Stress areas operators of the best quality are what is required to begin to make headway into the issues that prevail in the ward.

The failure to respond to offers of trading, the failure of a test purchase and the poor arrangements with the refusal register demonstrate a need for the business to improve, the removal of the DPS may not be sufficient here to address the concerns. It is my belief that the issues are down to poor company practice and any action should be targeted at that.







01/07/15 (Ref se abg north) LM

02/07/15 (Ref se abg No ID) LM

03/07/15 (Ref se abg No ID) LM

07/07/15 (Ref se abg north) LM

09/07/15 (Ref se abg north) LM

04/07/15 (Ref se abg No ID) LM

08/07/15 (Ref se abg No ID) LM

08/07/16 (Ref se abg No ID) LM

10/07/15 (Ref se abg No ID) LM

11/07/15 15:03  
 1 Refuse to serve  
 a lady a sale of  
 cigarettes because  
 don't had ID.

11/07/15 19:56  
 1 Refuse to sale  
 of cigarettes  
 to a grand lady



**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.**