

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	Blackpool Council, Public Health			
Name of Officer <i>(please print)</i>	R. Swindells and C.Dobson			
Signature of Officer	R.Swindells			
Contact telephone number	07788353570/07990084572			
Date representation made	23	04	2015	
Do you consider mediation to be appropriate				NO

Premises Details

Premises Name	Bolton News
Address	90-02 Bolton Street
	Blackpool
Post Code	FY1 6AA

Reasons for making representations

The Public Health Department, Blackpool Council, write in reference to the new Premises Licence application for Bolton News, 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 due to the following concerns:

Public Health has concerns that this new premises is situated in an area where there are also a number of premises that sell alcohol. In total Bloomfield ward has approx. 25 other premises where off sale alcohol can be purchased and there are also a total of approx. 337 establishments where alcohol can be consumed on the premises within the ward.

Under Section 182 of the Licensing Act 2003, applicants are expected to demonstrate their knowledge of local issues and what they will do to adopt strategies to avoid the exasperation of such issues. The application is completely void of this important information. The applicant demonstrates an inadequate understanding of the area and had failed to demonstrate in their application that their operation would not add to the existing issues already impacting on this area. Paragraph 8.37 of the Section 182 rightly suggests that information to applicants should be readily available; both Blackpool Health Profile 2014 and the Blackpool Drug and Alcohol Health Needs Assessment are public documents which are available yet have not been considered by the applicant.

Applicants are expected to include positive proposals in their application on how they will manage any potential risks. The application fails to provide any positive proposals, except for the P.O.A policy which is a mandatory condition in any case, and only presents offers which are meaningless and non-workable, for example the applicant states 'be a good neighbour and a responsible retailer.' Public Health expects to see, through the application, how this will work in practice with examples of how this will be implemented. The applicant also refers to a local 'shop watch scheme' however there are no such schemes, to our knowledge, in this area. This demonstrates, again, the applicant's lack of knowledge of this area.

Bloomfield Ward information

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.

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Table 5: Calls to police per 1000 households from May 2013 to Apr 2014.

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 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.

Paragraph 9.30 of the Section 182 suggests that it is good practice for applicants to contact the Responsible Authorities before formulating their application. No contact from the applicant has been received.

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