

Blackpool Council

23 June 2015

To: Councillors Hutton, Maycock and Mitchell

The above members are requested to attend the:

LICENSING PANEL

Thursday, 2 July 2015 at 6.00 pm
in Committee Room B, Town Hall, Blackpool

A G E N D A

1 APPOINTMENT OF CHAIRMAN

To appoint a Chairman for the meeting.

2 DECLARATIONS OF INTEREST

Members are asked to declare any interests in the items under consideration and in doing so state:-

(1) the type of interest concerned

(2) the nature of the interest concerned; and

(3) whether they have or have not sat on a Planning Committee which has previously considered a planning application in respect of a licensed premises which is also subject to consideration for a premises licence as part of the agenda for this meeting.

If any Member requires advice on declarations of interests, they are advised to contact the Head of Democratic Governance in advance of the meeting.

(Members are asked to also pay particular attention to the guidance sheet on interests supplied with the agenda).

3 PROCEDURE FOR THE MEETING

The Chairman of the Panel will summarise the procedure and announce the equal maximum amount of time for each party to speak for the hearing.

- A. Items 1 and 4 (b) will be undertaken in private session by the Panel and not in the Meeting Room.
- B. Items 2, 3, 4(a) and 4(c) will be recommended to the Panel to be held in public.
- C. The Panel may decide to exclude the public from all or part of a hearing where it considers that the public interest in so doing outweighs the public interest in the hearing, or that part of the hearing, taking place in public. (This includes a party and any person assisting or representing a party)

4 APPLICATION FOR THE VARIATION OF A PREMISES LICENCE- FAMILY SHOPPER (Pages 1 - 76)

- a. APPLICATION AND REPRESENTATIONS SUBMITTED. To consider the attached report
- b. DETERMINATION OF THE APPLICATION FOR THE VARIATION OF A PREMISES LICENCE- Family Shopper
- c. ANNOUNCEMENT OF THE DECISION FOR THE VARIATION OF A PREMISES LICENCE- Family Shopper

Venue information:

First floor meeting room (lift available), accessible toilets (ground floor), no-smoking building.

Other information:

For queries regarding this agenda please contact Lennox Beattie, Executive and Regulatory Manager, Tel: 01253 477157, e-mail lennox.beattie@blackpool.gov.uk

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| | |
|--------------------------|---|
| Report to: | Licensing Panel |
| Relevant Officer: | Sharon Davies, Head of Licensing Services |
| Date of Meeting : | 2 nd July 2015 |

APPLICATION TO VARY A PREMISES LICENCE – Family Shopper

1.0 Purpose of the report:

1.1 To consider an application to vary the premises licence at Family Shopper, 44 St Annes Road.

2.0 Recommendation(s):

2.1 The panel is requested to consider the application and determine whether the granting of this variation would adversely impact on the licensing objectives.

3.0 Reasons for recommendation(s):

3.1 Representations have been received therefore there must be a hearing to determine the application.

3.2a Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.2b Is the recommendation in accordance with the Council's approved budget? Yes

3.3 Other alternative options to be considered:

None, once an application has been submitted and valid representations received it must be considered by the Licensing Panel.

4.0 Background Information

4.1 On 7th May 2015, the licensing service received an application from Kulvant Steven Singh Birk to vary the premises licence for Family Shopper, 44 St Annes Road.

4.2 The application requests permission to vary the floor plan and remove/add conditions to the licence. A copy of the application is attached.

4.3 Representations have been received from Lancashire Constabulary, Public Health and the Licensing Authority. Copies of the representations are attached.

4.4 **Local policy considerations**

This premises is situated within Victoria Ward which is one for four wards that form part of the off-licence saturation policy. Whilst the licence currently permits the sale of alcohol for consumption on and off the premises the effect of the variation would be to permit the premises to open as an off-licence/convenience store.

4.5 **National policy considerations**

9.12 – The police are an essential source of advice and information on the impact and potential impact of licensable activities, particularly on the crime and disorder objective. The licensing authority should accept all reasonable and proportionate representations made by the police unless the authority has evidence that do so would not be proportionate for the promotion of the licensing objectives.

9.42 – The authority’s decision should be evidence-based, justified as being appropriate for the promotion of the licensing objectives and proportionate to what it is intended to achieve.

4.6 **Observations**

The premises licence currently has the following conditions endorsed upon it:

Annex 1 - Mandatory conditions

- 1 No supply of alcohol may be made under the premises licence -
 - a) At a time when there is no designated premises supervisor in respect of the premises licence,
 - or
 - b) At a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.
- 2 Every supply of alcohol under the premise licence must be made or authorised by a person who holds a personal licence.
- 3 (1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises -

(a) games or other activities which require or encourage, or are designed to require or encourage, individuals to -

- (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
- (ii) drink as much alcohol as possible (whether within a time limit or otherwise);

(b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;

(c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

(d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;

(e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).

4 The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.

5 (1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

(2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

(3) The policy must require individuals who appear to the responsible person

to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either a holographic mark, or an ultraviolet feature.

6 The responsible person must ensure that -

(a) where any of the following alcoholic drinks are sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures -

- (i) beer or cider: ½ pint;
- (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
- (iii) still wine in a glass: 125 ml;

(b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and

(c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

7 (1) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.

(2) In this condition:-

- a. “permitted price” is the price found by applying the formula $P = D + (D \times V)$, where-
 - i. P is the permitted price,
 - ii. D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
 - iii. V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
- b. “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
- c. “relevant person” means, in relation to premises in respect of which there is in force a premises licence-
 - i. the holder of the premises licence,
 - ii. the designated premises supervisor (if any) in respect of such a licence, or
 - iii. the personal licence holder who makes or authorises a supply

of alcohol under such a licence;

- d. "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
- e. "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.

(3) Where the permitted price would not be a whole number of pennies, the permitted price shall be taken to be the price rounded up to the nearest penny.

(4) Where the permitted price on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax, the permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

Annex 2 - Conditions consistent with the Operating Schedule

- 1 The non-standard timings permitted for the provision of Regulated Entertainment and supply of alcohol are as follows:
 - a) On the Friday to Sunday of the Easter, May, Spring and August Bank Holidays 11.00 - 02.00 hours the following day,
 - b) On Christmas Eve 11.00 - 02.00 hours the following day,
 - c) On New Year's Eve 11.00 - 02.00 hours the following day,
 - d) On New Year's Day 11.00 - 01.00 hours the following day.

On these occasions the premises will close within 60 minutes from the cessation of licensable activities.

- 2 No intoxicating liquor shall be supplied otherwise than to a person who has attained the age of 18 years and is:
 - a) A member of the Club who has been a member for at least 24 hours, or whose application or nomination for membership was made at least 2 days before his admission to the Club, or,
 - b) A bona fide guest of such a member, or,
 - c) Any person attending a social function organised by or on behalf of the Club or a Club member. The number of such functions is to be limited to no more than 12 in a period of twelve months and no less than 14

working days notice to be given in writing to the Police.

- 3 A full list of names and addresses of members will be kept on the premises and shall be provided to a Police Constable in uniform on request.
- 4 A copy of the rules must be given to every member upon his election to the Club.
- 5 Entry of members and guests shall be supervised by a door person.
- 6 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.
- 7 Noise from any regulated entertainment will be inaudible at the nearest noise sensitive premises or, at the discretion of the Local Authority, shall not exceed some other pre-agreed limit, which does not cause unreasonable disturbance to neighbouring residents or their guests.
- 8 The volume of amplified sound used in connection with entertainment shall at all times be under the control of the licensee or management committee and the controlling mechanism shall be operated from a part of the premises inaccessible to members or their guests.
- 9 All external windows, fire doors and internal doors leading into the licensed area which by their opening would allow noise from regulated entertainment to escape externally and cause disturbance to nearby residents, should remain closed during the provision of regulated entertainment except when being used as an escape route in the event of an emergency.
- 10 The removal and movement of rubbish, bottles and beer barrels from the premises and subsequent storage externally to the building prior to collection shall be undertaken between 08.00 and 20.00 hours only to prevent disturbance to local residents from such activities.
- 11 No nuisance from noise or odour shall be caused to local residents by the use of any ventilation, refrigeration or air conditioning equipment provided or used in association with the licensed premises.
- 12 Appropriate measures will be taken to ensure staff prevent the removal of bottles or glasses from the curtilage and grounds of the licensed premises.
- 13 Only toughened glass vessels are used to dispense beer to customers.

- 14 The roller shutter will be serviced regularly on contract and, as agreed, will be witness tested on the agreed visit date.
- 15 The front beer garden will be monitored and will close no later than 21.30 to avoid late night complaints.
- 16 The premises will be equipped with a CCTV system that will monitor all areas, including outside and the car park.
- 17 Frequent collection of glasses and bottles will be undertaken to ensure that empty containers do not accumulate.
- 18 Signage shall be displayed at all exits requesting members and bona fide guests to leave the premises quietly.
- 19 A professional contractor will carry out risk assessments.
- 20 There will be two taxi free phone lines in the foyer for members and bona fide guests.
- 21 First aid kits will be kept behind the bar.
- 22 The maximum number of persons to be accommodated in the premises or in any particular part of the premises at any one time shall not exceed 250.

To help monitor the number of people attending the premises, both members and guests will sign in whenever more than 150 persons are expected to attend the premises.
- 23 Persons under the age of 18 must be supervised by an adult and vacate the premises by 20.00 hours.
- 24 Children under 16 years of age are not allowed in the games room at weekends.
- 25 No licensable activities will take place in the rear yard or smoking area.
- 26 At least one personal licence holder will be on the licensed premises while the supply or sale of alcohol is being undertaken (whose identity will be known to all other staff engaged in the supply or sale of alcohol) except in the case of emergency.

- 27 Where there is reasonable suspicion that drugs are being carried, the licensee shall ensure that the outer clothing, pockets and bags of those entering the venue are searched by a trained staff member of the same sex. Where a member of staff from the opposite sex is unavailable, the searching member of staff will request any bag and outer coat to be removed from the person and then searched. If there is suspicion that drugs are still being carried but nothing found in searching the person, admission will be refused to that person.
- 28 A staff member who is conversant with the operation of the CCTV system will be available at the premises at all times when 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. This data or footage reproduction should be almost instantaneous.
- 29 The premises are to be equipped with a closed circuit television system, which meets the criteria detailed in Lancashire Constabulary's Guidance Document CCTV/AW1 and which is well maintained and fully functional during the hours the premises are open to members of the public.
- 30 Any individual employed on the premises to carry out a security activity must be licensed by the Security Industry Authority.
- 31 Designated door supervisors / security placed at entrance / exit of premises will wear a reflective jacket, tabard, or armband of a design approved by the Lancashire Constabulary.
- 32 The premises will subscribe to the drinks promotions agreement under nightsafe to help stop Binge-Drinking and other alcohol-related issues.
- 33 All staff to be trained in what to look for and how to identify customers who have taken drugs and how to identify drug dealers. This training will be carried out by a reputable organisation such as Drugline.

Staff who suspect any person to be in possession of non- prescription drug/s must inform security/management immediately.

If any person is found to be in possession of drugs the following procedures are to be put into action:

- (i) Substances will be confiscated
- (ii) Substances will be logged and locked in the drug-safe
- (iii) Personal details will be logged in the incident book
- (iv) If the amount confiscated is believed to be for personal use the person will be escorted from the premises

(v) If the amount does not warrant personal use the person will be held and the appropriate authorities will be informed immediately.

- 34 Designated security will monitor customers entering premises, with a random drug-search policy in place; a clear and visible sign will be displayed to inform customers of this policy and that if any person is found to be in possession of non-prescription drugs they will be reported to the police.
- 35 Clear visible notices, in a form prescribed by the council, shall be displayed advising those attending that 1. It is a condition of entry that customers agree to be searched and 2. Police will be informed if anyone is found in possession of controlled substances or weapons.
- 36 Security arrangements are sufficient to discourage the sale and consumption of drugs and shall ensure such arrangements include regular checks of toilet areas.
- 37 Confiscated and found drugs shall be stored, disposed and transferred in accordance with procedures agreed with Lancashire Constabulary.
- 38 A drugs prevention strategy for the venue shall be developed and applied. This strategy shall include arrangements for the location of posters and the distribution of other information relating to drugs risks, the dangers associated with drugs and the legal provisions relating to drug use.
- 39 The licence holder is to support and rigorously enforce the Challenge 21 Proof of Age policy. Any person who looks or appears to be under the age of 21 shall be asked to provide identification that they are over the age of 18. The following are the only forms of identification acceptable : UK photo driving licence; passport; Proof of Age Standards Scheme Card.

Annex 3 - Conditions attached after a hearing by the licensing authority

- 1 The licensee shall submit to the Council an acoustic report prepared by a reputable noise consultant, which demonstrated how music and other amplified sound generated at the premises will be contained within the said premises, thereby not causing a disturbance to neighbouring premises. The report shall also have regard to any noise caused by any ventilation or cooling systems and any likely escape of noise from the systems. Where sound transmission is likely through the structure of the building to one attached the report must show in detail how this will be eradicated.

2 A sound limiter/cut out device should be installed by a reputable sound engineer and the maximum sound level should be agreed and approved by the Council's Environmental Protection Team. The noise limiter shall be calibrated.

3 No 18th or 21st birthday functions shall take place at the premises.

4.7 Does the information submitted include any exempt information? No

4.8 List of Appendices:

Appendix 4a: Application

Appendix 4b: Representation from Lancashire Constabulary

Appendix 4c: Representation from Public Health

Representation from the Licensing Authority

5.0 Legal considerations:

5.1 Please see local and national policy in the background information.

6.0 Human Resources considerations:

6.1 None

7.0 Equalities considerations:

7.1 None

8.0 Financial considerations:

8.1 None

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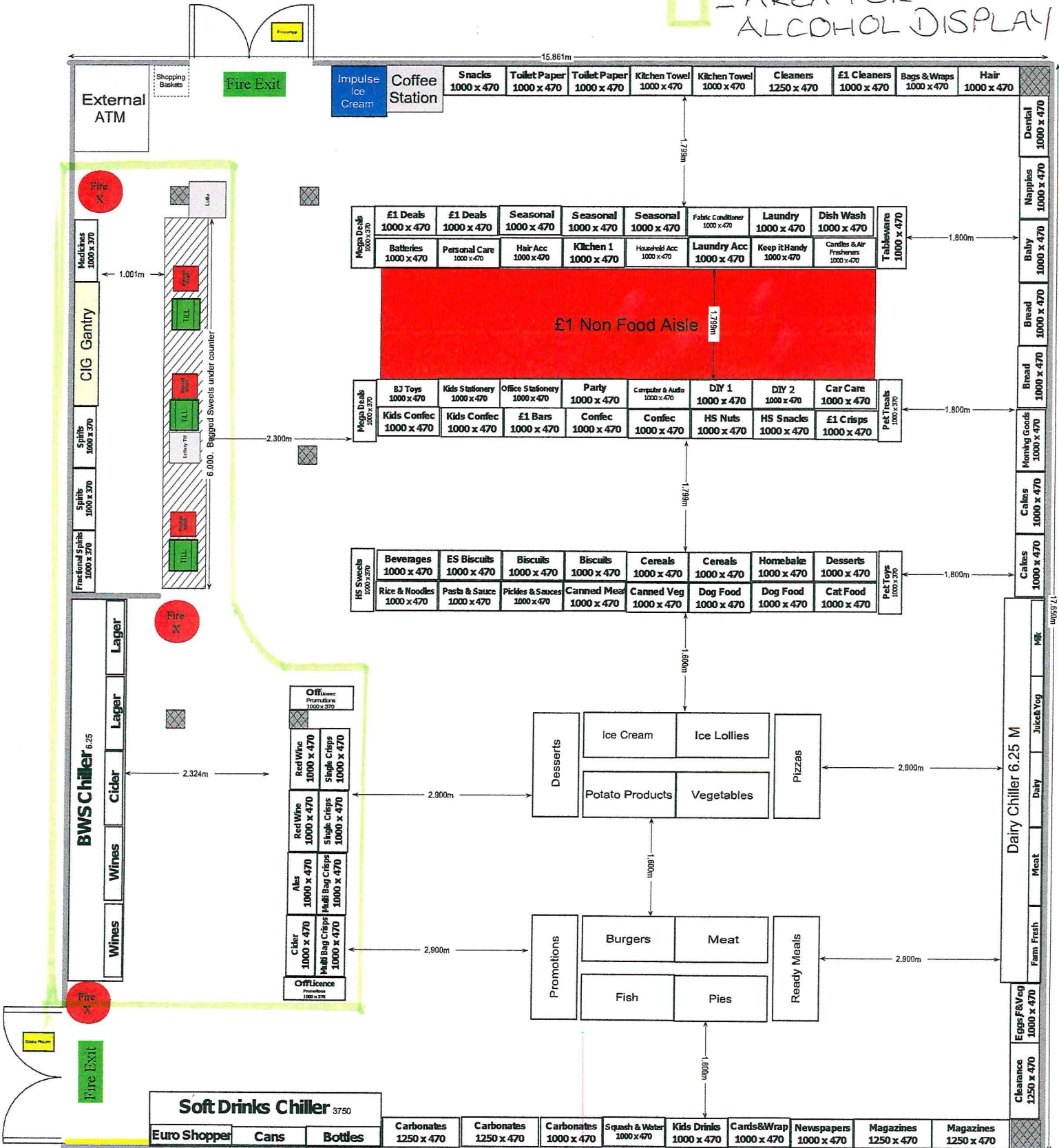
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Retailer Name Trading Name Family Shopper Blackpool Store Size [sq. m] 280 Date 07/08/14
 Address: 44 St. Annes Road, Blackpool Promo Bays = 5 Drawing No revised 30/04/15
 Post code FY4 2AS Frozen mtr= 19.8
 Telephone 07861 897317 Cust Number _____ Chilled mtr= 13.75

Drawing not to be scaled.
 This is for layout purposes only. Any accurate measurements should be carried out by a skilled third party.

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Premises Licence Variation Hearing

Family Shopper

44 St Annes Road

Blackpool

FY4 2AS

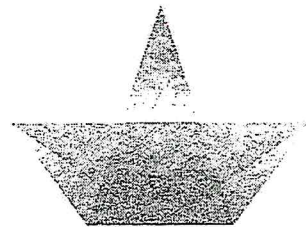
Supporting Documentation

Index

| | |
|-----------|---|
| Section 1 | Due Diligence Snapshot of the Staff Training Manuals Example of a Serve Legal Test Purchase Till Prompts |
| Section 2 | Photographs of the Premises |
| Section 3 | Licensed Premises in Victoria Ward |
| Section 4 | Steven Birk – References |
| Section 5 | Blackpool Council Regeneration Policy |

SECTION 1

Nisa



Nisa
RETAIL
ACADEMY



AGE RESTRICTED SALES



SUPPORT GUIDE

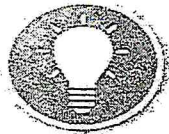
Guidance for the trainer



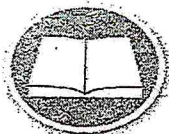
How to use the training guides

Every member of staff should have their own workbook for each piece of training. The workbooks are designed to be portable so that training can take place on the shopfloor, warehouse, delivery area, checkouts and wherever else the training needs to be carried out! The training guides have been developed to be as flexible as possible to suit individuals and business needs: it can be self-study, one to one training or training as part of a group. Just make sure you choose the right training method for the trainee.

Throughout the training guides you will come across various symbols. Here is an explanation of what the symbols mean:



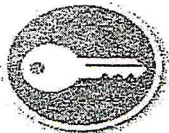
Learning Outcomes
Outlines the key learning's from the training.



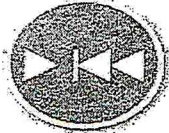
Key Definition
Clarifies a meaning or legal phrase.



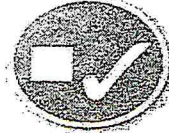
Challenge
Encourages the learner to find out store specific information



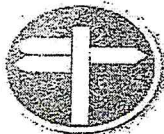
Key Point
Emphasis an important point or issue.



Go and Practice
Chance to put into practice what has just been trained.



Stop and Check
Checking knowledge and understanding at the end of the training.



Signpost
Directs to further reading and resource.

Supporting the training

As the role of the trainer you will need to make sure your trainees have understood the subject they have been trained in and also put into practice what they have learnt. The Stop and Check exercises within the training guides will show if the trainee has understood what they have learnt. The Stop and Check exercises will need your final sign off to ensure all the questions and activities have been completed correctly. Once you are confident that the trainee has fully understood all elements of their training they should sign their training record to show that the training has been understood and completed.

Under the member service documents section on the Nisa members website you find the following supporting documents:

- Stop and Check answer sheet
- Training record card
- Example training plan

Welcome to Nisa Retail Academy



Welcome to Nisa Retail Academy: the complete training solution for your business. The Nisa Retail Academy will provide your business with a suite of comprehensive training solutions that build the capability of your team, improve their performance and have a positive impact on your business:

As a retailer you will be well aware of how competitive the grocery retail market is. This means keeping up with your competitors, staying ahead when it comes to pricing, promotions, range and customer experience.

The benefits of having a team which is well trained are simple: training helps keep your store legal and shows due diligence; high customer service levels will be consistent and will help to drive customer loyalty; well trained staff have a higher morale leading to increased productivity. All of this will have a positive impact on your stores profit.

Nisa Retail Academy - Complete Training Solution

What you have in your launch pack today is only just the start. The Nisa Retail Academy is a complete training solution:



Over the next couple of months further training guides will be launched to cover a fully comprehensive training programme for your teams. These guides are just the beginning: early next year will see the launch of the Management Academy, followed by an app to create fully mobile learning and shortly after an eLearning solution, where training becomes fully interactive.

Nisa Retail Academy - Three Tier Approach

The basics of the Academy are formed of three tiers: Essential, Experienced and Expert. The first two tiers, Essential and Experienced, cover all legal, operational and behavioural skills your teams need for their everyday work.

Essential and Experienced tiers cover the following:

| Nisa Retail Academy | |
|---|---------------------------------|
| Essential | Experienced |
| Induction | Developing Behavioural Skills |
| Staff guide to the workplace | Conversational Selling |
| Keeping Safe, Staying Legal | Being a Great Trainer |
| Health and Safety | Being a Great Coach |
| Food Safety level 1 | Keeping Calm in a Crisis |
| Age Restricted Sales | Handling Customer Complaints |
| Fire Safety | Developing Operational Skills |
| Security | Daily Routines |
| Fireworks | Security |
| Service Excellence | Safe and legal around the store |
| Delivering Dazzling Service | Store excellence |
| Mystery Shopper | Community |
| Standards Excellence | Food Safety level 2 |
| Delivering Store Standards | |
| Working Safely | |
| Around the stockroom and delivery area on the Forecourt | |

The third tier, Expert, is the Management Academy. This tier will be launched in the new year and will be a combination of practical workbooks and interactive web based learning. The Management Academy will provide training in all aspects of retail management, developing current and aspiring managers in areas such as: profit and loss; managing a team; becoming part of the community; marketing and problem solving.

Your Nisa Retail Academy Pack

Contained within this pack are five of the Essential training guides:

- Food Safety level 1
- Fire Safety
- Security
- Fireworks
- Health and Safety

And one support guide:

- Age Restricted Sales

Also included in this pack are guidance notes for the trainer.

Where can I find the training?

All the Nisa Retail Academy training guides and supporting documents can be found at the member services website under member services/documents/training.

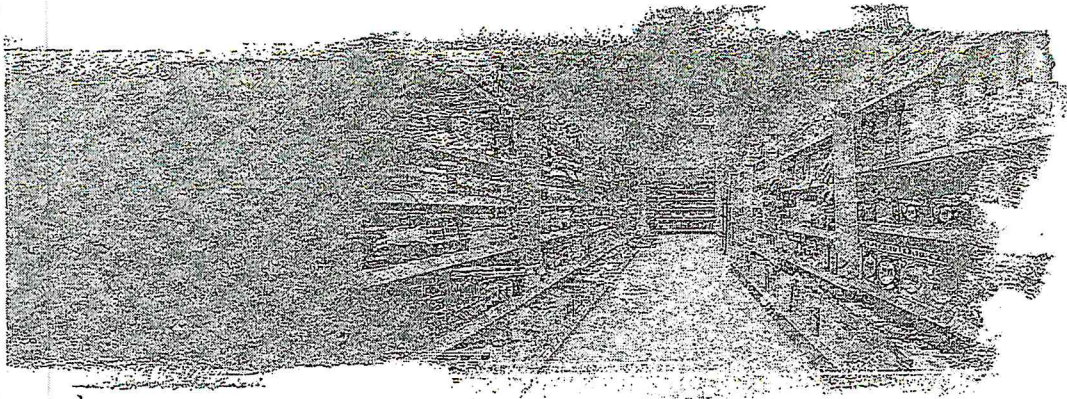
In the Training tab you will find the following training and support documents:

- Training guides (received today)
- Compliance training
- Training record cards
- Example training plan
- Stop and Check answers

How to order more?

There is an order form which you can complete under the training tab in member service documents. Hardcopies will be sent to the address you provide on the order form.

Please visit www.nisaretail.com and follow this path: member service documents/training. There you will find all the training guides and supporting documents that have been developed and launched so far for the Nisa Retail Academy.



Responsible retailing

The laws around age restricted products exist to safeguard the health of young people and protect the community from their harmful effects. Preventing underage sales can help to ensure communities are kept safe and secure and are nice places to live and work.

As a responsible retailer you must:

- Train all staff on age restricted sales and have a robust refresher training plan in place.
- Adopt a policy with your staff that if there is ANY doubt they are to refuse the sale.
- Display the statutory notices required by law and deterrent posters.
- Ensure that ALL staff ask for proof of age and adopt the 'Challenge 25' policy.
- Keep a record of refusals.

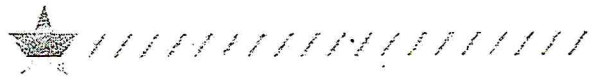
KEY POINT

All staff must have a good knowledge and understanding of the law when selling age restricted items - as a retailer you are legally responsible for your staff's actions. You could be prosecuted if they sell to someone under age.

The sale of age restricted products to those under age is a criminal offence. As a retailer you MUST ensure that, as part of your defence, you can show that everything has been done to avoid committing the offence. This is showing a due diligence defence.

You can show you've exercised due diligence by carrying out the following:

- **Implement a robust training policy**
Evidence of the training process would need to be shown; evidence of a refusals register being used; Challenge 25 policy adopted by all staff.
- **Adopt a procedure if staff are unsure about the age of a customer**
This could be that they consult with another member of staff before continuing.
- **Provide staff training**
Ensure that training is kept up to date, staff are re-trained regularly and a signature is gained after the training and recorded on their training record.
- **Notices**
Statutory notices must be on display at all times and are prominent.
- **Refusals register**
Refusals logged in the register every time. Having a history of refusals logged as evidence shows that as a responsible retailer you are attempting to comply with the law.
- **Till prompts**
Your till system should be equipped with the facility of reminding staff when an age restricted item goes through the till. The staff member should then use their training to carry out the sale.



Alcohol

All premises that sell alcohol must have a licence. The law governing the sale of alcohol is the Licensing Act 2003.

Facts

- An alcoholic drink is defined as containing more than 0.5% alcohol (abv).
- A recent survey found that 63% of 16-17 year olds and 10% of 12-15 year olds who had drunk in the last year, usually bought the alcohol themselves, even though they are underage.
- Long term effects of alcohol can result in liver damage, stomach cancer and heart disease.
- 36% of all crimes committed by people under the age of 18 take place under the influence of alcohol.
- Young people who begin drinking before the age of 15 are four times more likely to develop alcohol dependence than those that start at 21.

You need to know that

- It is illegal to sell alcohol to anyone under the age of 18.
- It is illegal for a person under the age of 18 to attempt to buy alcohol.
- It is illegal to buy or attempt to buy alcohol for someone under the age of 18 (proxy purchasing).
- It is illegal to sell alcohol to someone that is drunk.
- It is illegal to sell liqueur chocolates to persons under the age of 16.
- Alcohol ordered 'online' or purchased over the phone must not be delivered to persons under the age of 18.

The maximum penalty for breaking the Licensing Act 2003 is a fine of up to £5,000 and/or six months in prison.

Asking for proof of age

If you are not 100% certain that the customer is over 18 you **MUST** ask for proof of age.

Adequate ID is:

- Passport.
- Photo card driving licence.
- PASS accredited ID card.
(there is a section on ID further on in this guide)

If you are still unsure or adequate ID has not been produced, refuse the sale. When refusing any age restricted product sale always record it in the refusals register.

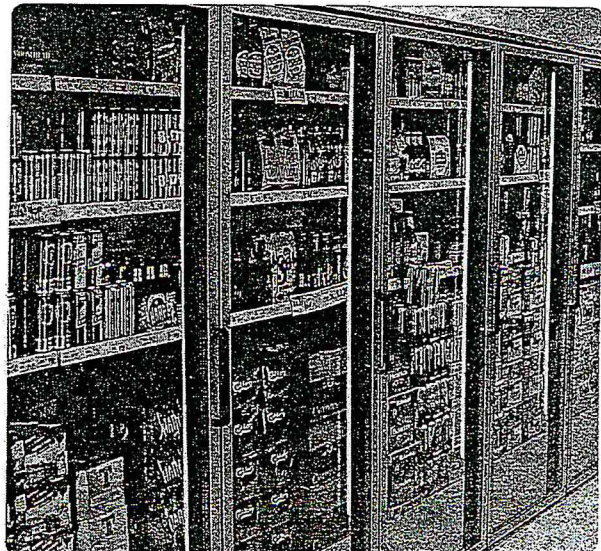
KEY POINT

Your shop will have a premises licence which allows the shop to sell alcohol during specified times. These times may be different from your opening hours, so make sure you ask your manager or a colleague what the hours are.

It is illegal to sell alcohol outside of these designated hours and could result in prosecution.

KEY POINT

If you are under the age of 18, you must not sell alcohol without getting authorisation from the licensee or a responsible person who is over 18. You must seek authorisation each time alcohol comes to your till point.



Alcohol

Enforcement

The sale of alcohol to persons under the age of 18 is enforced by the police and Trading Standards.

If alcohol is sold to an underage person, both the person who sold the alcohol and the licensee(s) can be held responsible.

Police officers have the power to issue a fixed penalty notice or report for prosecution for hearing in court, if a sale is made.

If a sale of alcohol to an underage person goes through it is possible that a review of the premises licence may take place.

A review of a premises licence may result in the following:

- Revocation of your licence.
- Suspension of your licence for up to three months.
- Increased conditions being placed on your licence.

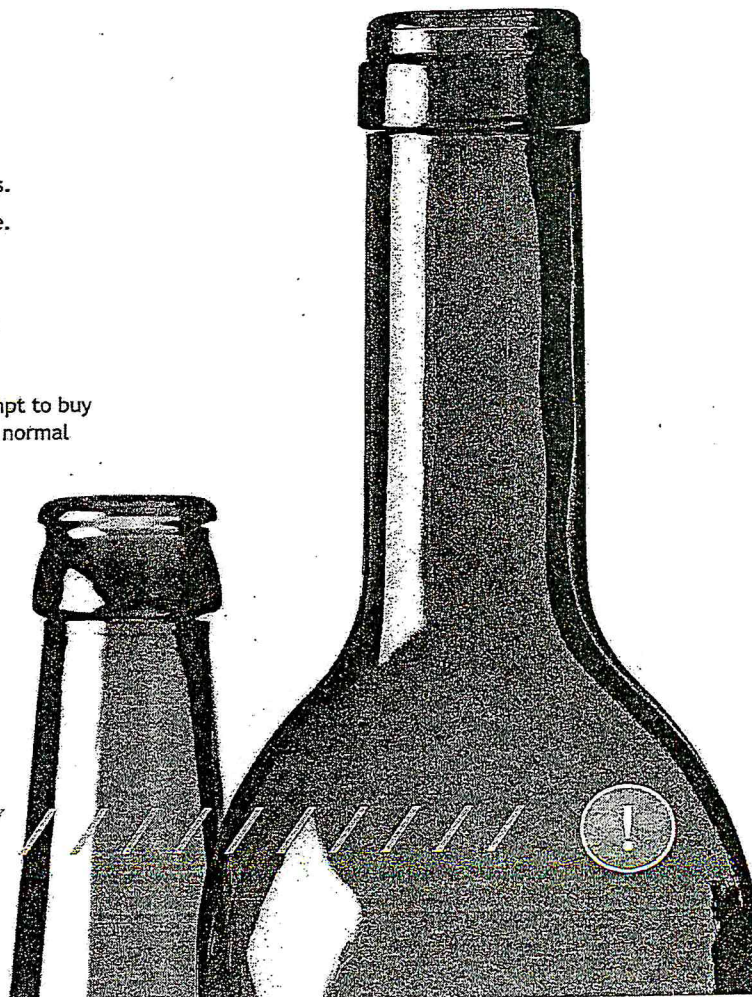
Test purchasing

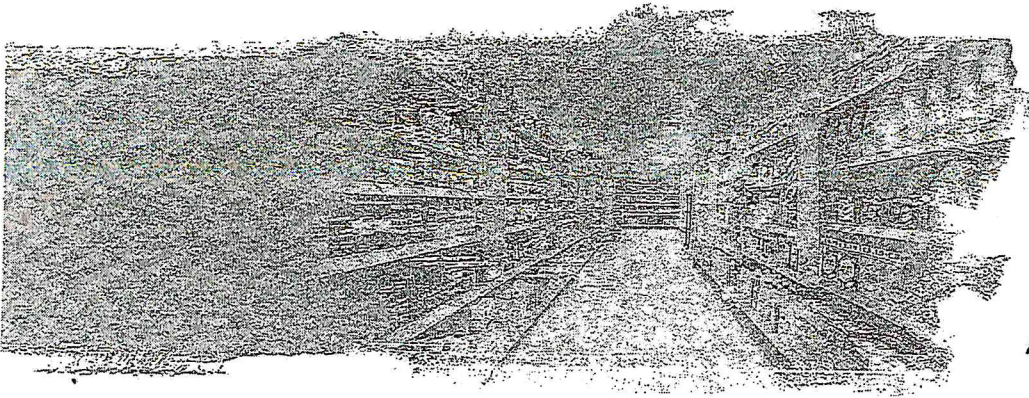
Both the police and Trading Standards conduct test purchase operations.

During their test purchase, a school child will attempt to buy alcohol at licensed premises. They will behave as a normal customer but will be accompanied by police and Trading Standards officers.

Trading Standards and the police have very strict guidelines to follow when carrying out a test purchase to ensure all tests are fair. If a sale takes place legal proceedings will follow.

Nisa work together with Serve Legal to perform test purchase operations in your stores. The results of the test purchase operations will help you to be compliant in the sale of alcohol and tobacco and also further understand where training and guidance is needed within your store teams.





Challenge 25

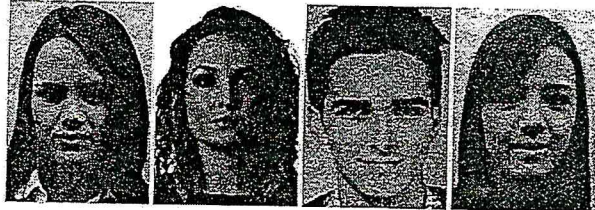
Challenge 25 is a policy supported by Trading Standards, Association of Police Officers and the NHS and is a way of helping you assess the age of a customer when they are purchasing an age restricted item. The policy has also been adopted by many retailers.

Challenge 25 is a simple process to ensure you are protecting yourself against selling age restricted products to people under the legal age.

Age perception

Sometimes it can be very difficult to put an age on a customer. Challenge 25 will help you gauge whether the customer looks old enough to buy an age restricted product as it gives you a margin of age to work with (in most cases, years).

Looking at the pictures below - how old do you think these people are?



All of the people above are under 25.

KEY POINT

Here's the process:

Assess - does the customer look under 25? If yes or you are unsure...

Challenge - ask for ID to prove their age

Check - check the age on the ID - are they old enough to purchase the product?

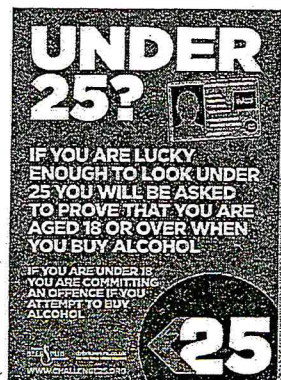
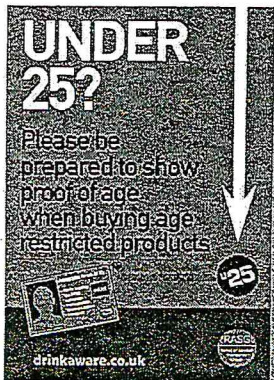
KEY POINT

It is not enough just to ask a customer their age - always Challenge 25 and ask for proof of age.

For Challenge 25 to work best for your business it's important that you let customers know that you have adopted the Challenge 25 scheme. Having clear signage and communication will help to ensure that Challenge 25 is welcomed positively by customers, and staff are able to use the policy with confidence.

Your local Trading Standards office can provide you with Challenge 25 signage which you can locate at the point of sale and also where age restricted items are located (e.g. BWS display) (this is often free of charge). You can also contact CitizenCard for signage at www.citizencard.com

Here are some examples of the posters you can display:



You don't just have your perception of how old the customer is to help you Challenge 25, you can also observe the person's body language and listen to what they say.

Look out for these signs which may indicate that they are under the legal age:

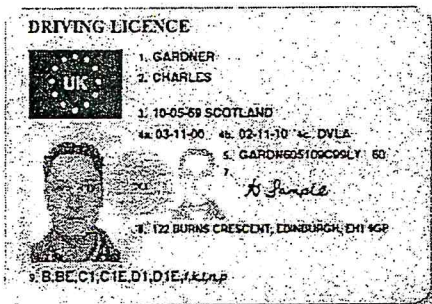
- Are they being over confident?
- Avoiding eye contact/not looking directly at you.
- Hiding their face (maybe using a scarf or collar to hide part of their face).
- Counting out small change to pay for items.
- Look at what they are purchasing - is it a strange mix?

AGE RESTRICTED SALES

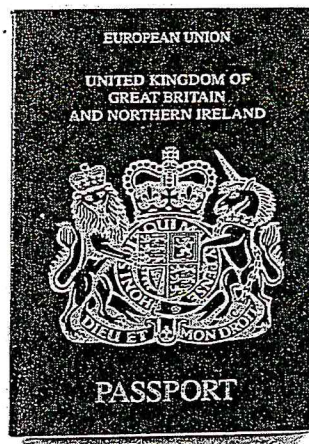


Acceptable forms of ID

Photo Driving Licence:

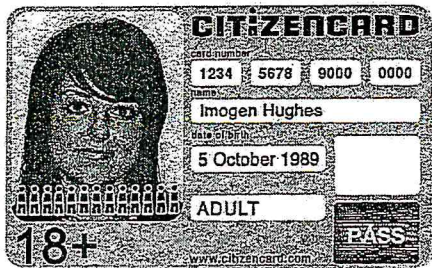


Passport:

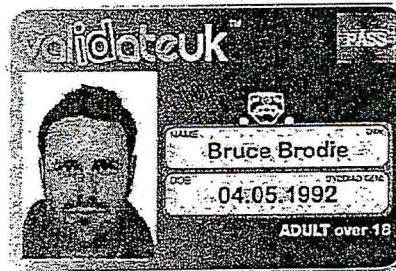


Pass accredited proof of age cards:

CitizenCard:

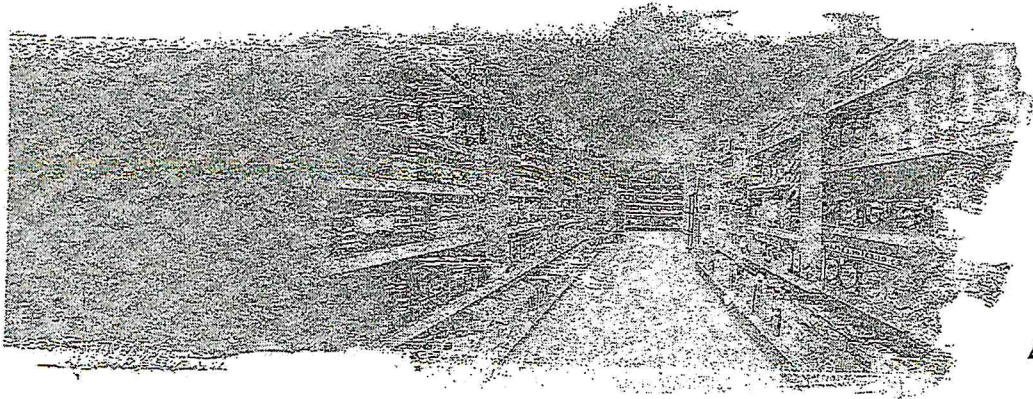


Validate:



OneID4U:





Fake ID

When using Challenge 25 you will be asking to see customers IDs. Whilst checking ID for proof of age you also need to be sure that the ID is real and is not a fake.

Here are some tips:

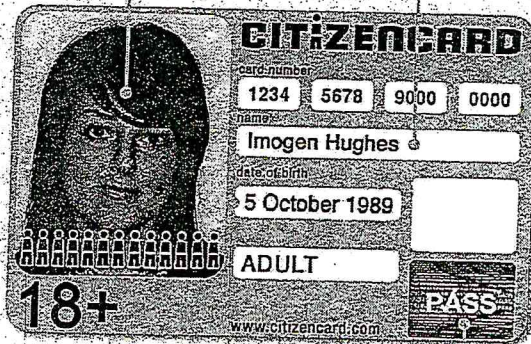
Check the ID for:

- Date of birth.
- Full name.
- Passport standard photo.
- An image of the holders signature (not PASS accredited ID).
- If the ID is PASS accredited it will show the PASS logo as a hologram, like this:



Passport standard photo

Full name



Date of birth

PASS Logo

If you come across any fake ID you should contact the local police.

When checking a customer's ID make sure that you are able to look at it closely, and if it's in a wallet or case that you ask the customer to remove it so that you can take a closer look.

Proxy purchasing

Proxy purchasing means that a person, over the legal age, is buying an age restricted product on behalf of someone who is not the legal age.



KEY POINT

In the case of alcohol it is a criminal offence for an adult to buy alcohol on behalf of someone under the legal age limit, this is also the case for the person that sold the alcohol, if they are aware or suspect that the alcohol is bought on behalf of a person underage.

Both cases are criminal offences, they both could come with a fixed penalty notice or a fine of up to £5,000.

- If members of the public, who might have been approached, ask for the same age restricted product that you have just refused to an underage person.
- If an adult customer pays separately for an age restricted product and keeps the change separate.

If you know your local community and your customers, and the purchase of alcohol or another age restricted item is out of their character, remind them that it is an offence to proxy purchase.

- Be vigilant - if you suspect a proxy purchase, refuse the sale.
- Record any refused sales in your Refusals Register.
- All staff should be aware of proxy purchasing and the consequences.

How can you spot a proxy purchase?

- Be vigilant. Be aware if there are groups of youths outside of the shop who are approaching strangers to buy age restricted items for them. Also, beware if there are any older members of the group, who may be over the legal age, who are buying age restricted items on behalf of others.

As a responsible retailer, best practice procedures should always be in place. Staff should be very clear on the proxy purchasing regulations and adhere to the law. The proxy purchase policy should be applied to all age restricted items but at present it is only an offence for alcohol to be proxy purchased.



Handling difficult situations

Sometimes, asking for ID and applying the Challenge 25 policy means that some customers can become upset or even angry that ID had been requested and in some cases, when sufficient ID is not produced, the sale of an age restricted item is refused.

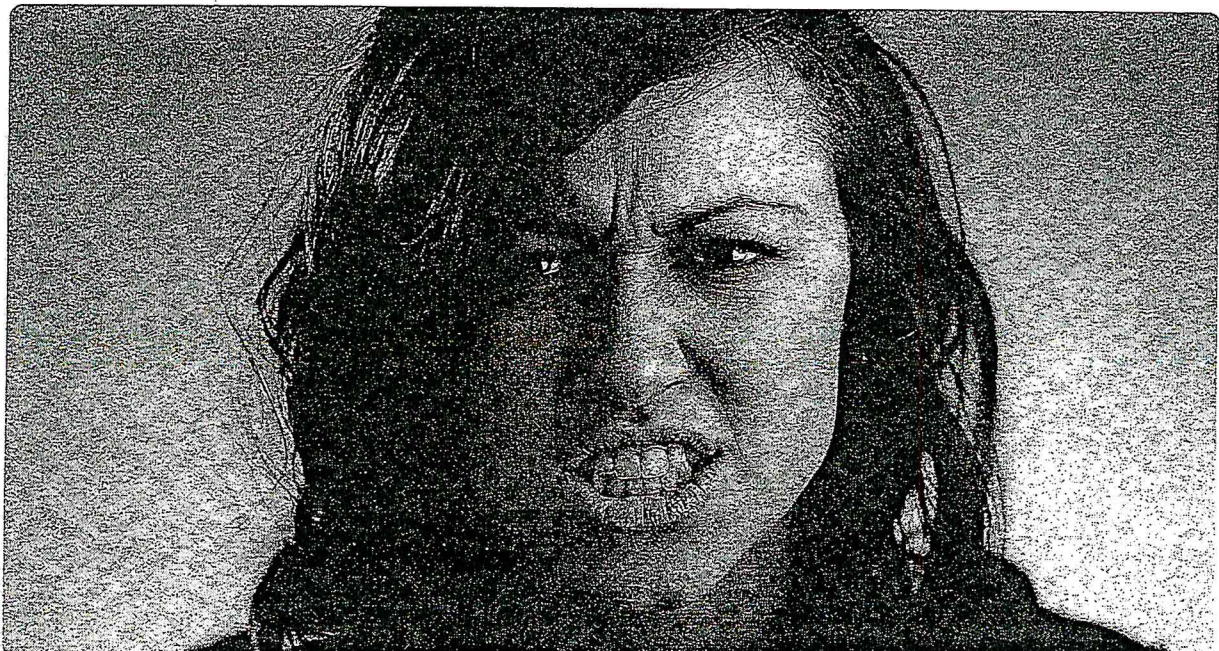


KEY POINT

Clear signage around the shop, particularly at the point of sale and where age restricted items are displayed, can help customers understand the policy and the reasons why we adopt this policy. As explained in the Challenge 25 section, Challenge 25 is a policy adopted by many retailers so customers are becoming more and more used to being asked for ID - many produce ID without even being asked!

Sometimes however, you will come across some difficult situations which you will need to deal with. Here are some suggestions on how you can deal with these situations:

- If a customer gets annoyed that you have asked them for proof of age, you should:
 - Remain calm and listen to the customer.
 - Explain the policy of Challenge 25 to the customer and the legal implications of selling to an underage person.
 - Always conduct yourself in a professional manner.
 - Remember to treat the customer how you would like to be treated yourself.
 - Keep your voice calm, your hands open and try to maintain eye contact.
 - Do not waver. Stick to your reasons for refusing the sale.
 - Try to ensure that the potential buyer understands why the sale cannot take place.
 - Knowing the law and following these guidelines will help you to stay calm and to be sure of your ground.





Site Review

Premises Details

| | |
|---------------|-----------------------|
| Premises Name | Loco Plus, [redacted] |
| Address 1 | [redacted] |
| Address 2 | Newcastle Upon Tyne |
| Premises City | [redacted] |
| Post Code | [redacted] |

Site Details

| | |
|--------------|--------|
| Store Code | R10201 |
| Org. Level 1 | SC |

Visit Details

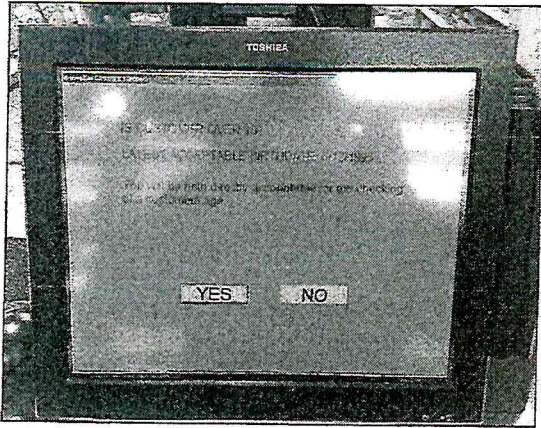
| | |
|----------------------|------------|
| Actual Date of Visit | 07/08/2013 |
| Actual Time of Visit | 3:50 pm |
| Visit Result | PASS |

Report

| Question | Response |
|---|--|
| What type of alcohol did you purchase? | Cider |
| Please give details of the alcohol purchased (brand and size): | Magners-original Irish cider. 568 ml. |
| Did you make the purchase on its own or as part of a larger shop? | On its own |
| Did the person who served you ask your age? | No |
| Did the person who served you (or their supervisor) ask you for ID? | Yes |
| Was a supervisor called at any time during the transaction? | No |
| Was the person who served you working entirely alone? | Yes |
| Did the person who served you make eye contact with you? | Yes |
| If eye contact was made, when was it FIRST made? | Before the transaction |
| In your opinion, did the person who served you make an assessment of your age? | Yes |
| How many people were waiting in the queue (if there was no queue, enter 0)? | 0 |
| What was the gender of the person who served you? | Male |
| What was the approximate age of the person who served you? | In their 20's |
| Please accurately describe the person who served you: (include hair colour and style, build, height and any distinguishing features): | Tall, dark hair, slim build, tanned skin. |
| What was the name of the person who served you (from the receipt or name badge)? | N/A |
| Please enter the receipt details (include transaction and cashier details and the address if available): | 270 Warwick street. Auth code: 090027 |
| If you didn't get a receipt please state why: | I did get a receipt |
| Were 'Think 21' or 'Think 25' posters next to, hanging above or visible from the till? | Yes |
| Were 'Think 21' or 'Think 25' posters visible in the aisles where the alcohol is stocked? | No |
| Please describe the location of the store: (i.e. names of the stores on either side): | There was a park area opposite the shop and a motorbike store further up the street. |
| Please use this space to explain anything unusual about your visit or to clarify any detail of your report: | |

Till Prompt System

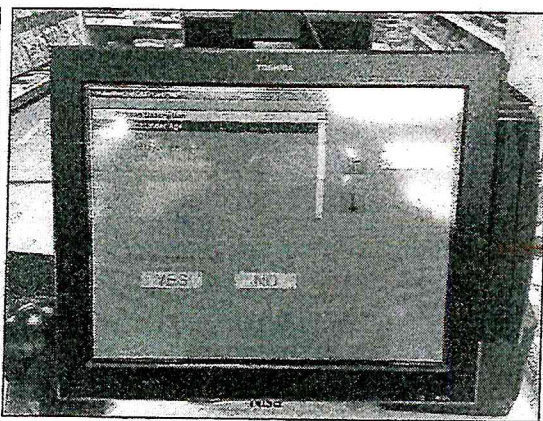
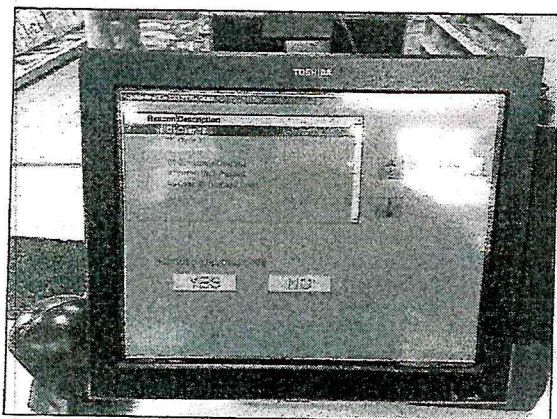
1. Age restricted Product is scanned & the following prompt appears:-



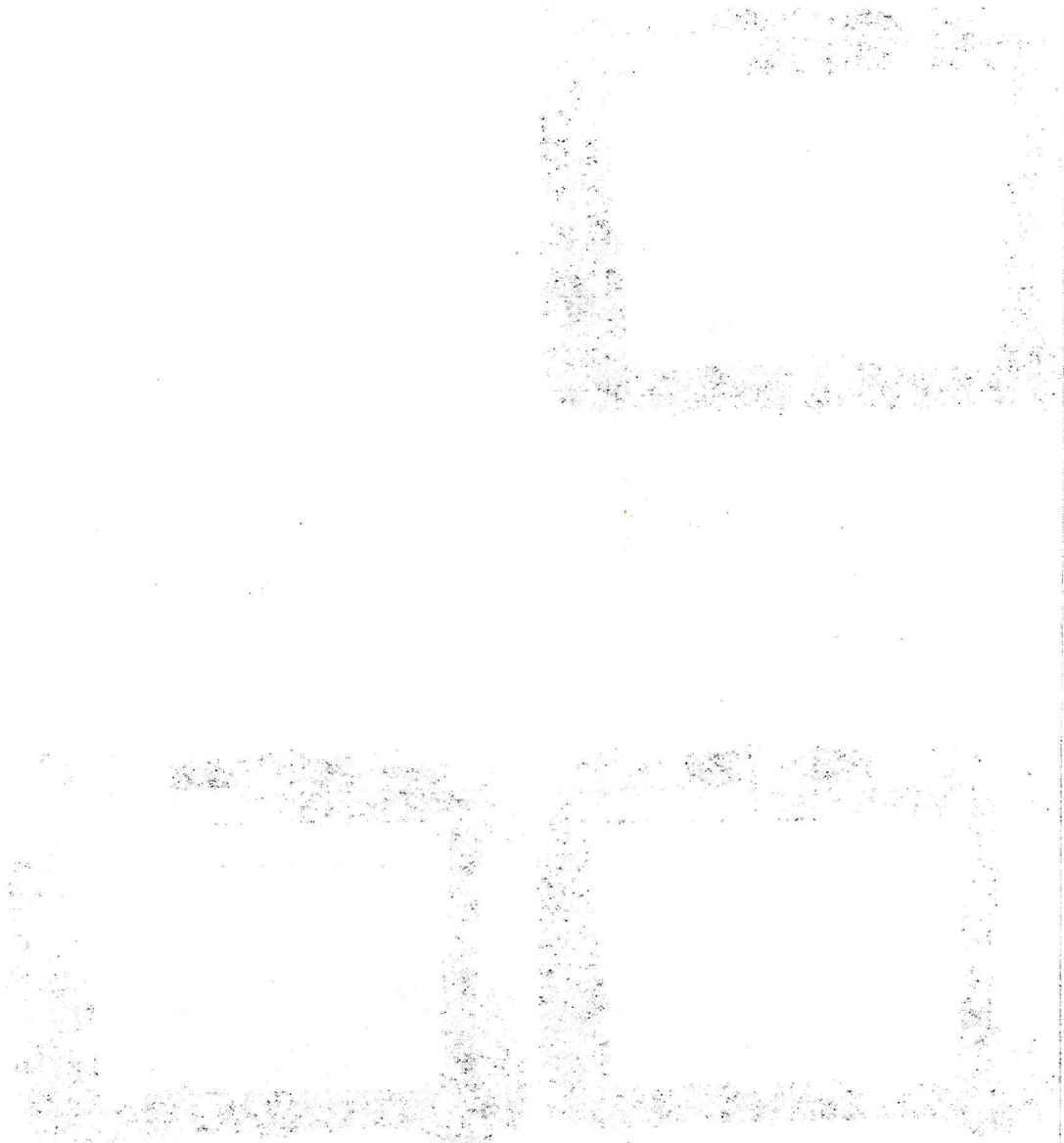
2. If 'YES' has been input the following list of reason codes will appear. Once a code has been input the sale will proceed.

or

If 'NO' has been input a list of refusal reason codes will appear, the sale will then end.



All the above information is stored on the system as an electronic refusal & challenges register.



Section 2

Before



During



In Progress



General Notes

CONCRETEWORK
 All concrete work shall be in accordance with the requirements of the Concrete Society of South Africa (CSA) and the relevant standards. All concrete work shall be cast in place and shall be finished to the required level. All concrete work shall be cured for a minimum of 7 days before any further work is undertaken.

PAVING
 All paving shall be in accordance with the requirements of the relevant standards. All paving shall be laid on a prepared subgrade and shall be finished to the required level. All paving shall be cured for a minimum of 7 days before any further work is undertaken.

WATER SUPPLY
 All water supply shall be in accordance with the requirements of the relevant standards. All water supply shall be laid on a prepared subgrade and shall be finished to the required level. All water supply shall be cured for a minimum of 7 days before any further work is undertaken.

WASTE DISPOSAL
 All waste disposal shall be in accordance with the requirements of the relevant standards. All waste disposal shall be laid on a prepared subgrade and shall be finished to the required level. All waste disposal shall be cured for a minimum of 7 days before any further work is undertaken.

FINISHES
 All finishes shall be in accordance with the requirements of the relevant standards. All finishes shall be laid on a prepared subgrade and shall be finished to the required level. All finishes shall be cured for a minimum of 7 days before any further work is undertaken.

PROTECTION
 All protection shall be in accordance with the requirements of the relevant standards. All protection shall be laid on a prepared subgrade and shall be finished to the required level. All protection shall be cured for a minimum of 7 days before any further work is undertaken.

SAFETY
 All safety shall be in accordance with the requirements of the relevant standards. All safety shall be laid on a prepared subgrade and shall be finished to the required level. All safety shall be cured for a minimum of 7 days before any further work is undertaken.

QUALITY CONTROL
 All quality control shall be in accordance with the requirements of the relevant standards. All quality control shall be laid on a prepared subgrade and shall be finished to the required level. All quality control shall be cured for a minimum of 7 days before any further work is undertaken.

ENVIRONMENTAL PROTECTION
 All environmental protection shall be in accordance with the requirements of the relevant standards. All environmental protection shall be laid on a prepared subgrade and shall be finished to the required level. All environmental protection shall be cured for a minimum of 7 days before any further work is undertaken.

ACCIDENT PREVENTION
 All accident prevention shall be in accordance with the requirements of the relevant standards. All accident prevention shall be laid on a prepared subgrade and shall be finished to the required level. All accident prevention shall be cured for a minimum of 7 days before any further work is undertaken.

HEALTH AND SAFETY
 All health and safety shall be in accordance with the requirements of the relevant standards. All health and safety shall be laid on a prepared subgrade and shall be finished to the required level. All health and safety shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION METHODS
 All construction methods shall be in accordance with the requirements of the relevant standards. All construction methods shall be laid on a prepared subgrade and shall be finished to the required level. All construction methods shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION SEQUENCE
 All construction sequence shall be in accordance with the requirements of the relevant standards. All construction sequence shall be laid on a prepared subgrade and shall be finished to the required level. All construction sequence shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION SCHEDULE
 All construction schedule shall be in accordance with the requirements of the relevant standards. All construction schedule shall be laid on a prepared subgrade and shall be finished to the required level. All construction schedule shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION COSTS
 All construction costs shall be in accordance with the requirements of the relevant standards. All construction costs shall be laid on a prepared subgrade and shall be finished to the required level. All construction costs shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION RISKS
 All construction risks shall be in accordance with the requirements of the relevant standards. All construction risks shall be laid on a prepared subgrade and shall be finished to the required level. All construction risks shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION CONTRACT
 All construction contract shall be in accordance with the requirements of the relevant standards. All construction contract shall be laid on a prepared subgrade and shall be finished to the required level. All construction contract shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION AGREEMENT
 All construction agreement shall be in accordance with the requirements of the relevant standards. All construction agreement shall be laid on a prepared subgrade and shall be finished to the required level. All construction agreement shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION DOCUMENTS
 All construction documents shall be in accordance with the requirements of the relevant standards. All construction documents shall be laid on a prepared subgrade and shall be finished to the required level. All construction documents shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION PROCEDURES
 All construction procedures shall be in accordance with the requirements of the relevant standards. All construction procedures shall be laid on a prepared subgrade and shall be finished to the required level. All construction procedures shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION SPECIFICATIONS
 All construction specifications shall be in accordance with the requirements of the relevant standards. All construction specifications shall be laid on a prepared subgrade and shall be finished to the required level. All construction specifications shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION STANDARDS
 All construction standards shall be in accordance with the requirements of the relevant standards. All construction standards shall be laid on a prepared subgrade and shall be finished to the required level. All construction standards shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION REGULATIONS
 All construction regulations shall be in accordance with the requirements of the relevant standards. All construction regulations shall be laid on a prepared subgrade and shall be finished to the required level. All construction regulations shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION BYLAWS
 All construction bylaws shall be in accordance with the requirements of the relevant standards. All construction bylaws shall be laid on a prepared subgrade and shall be finished to the required level. All construction bylaws shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION ORDINANCES
 All construction ordinances shall be in accordance with the requirements of the relevant standards. All construction ordinances shall be laid on a prepared subgrade and shall be finished to the required level. All construction ordinances shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION DECREES
 All construction decrees shall be in accordance with the requirements of the relevant standards. All construction decrees shall be laid on a prepared subgrade and shall be finished to the required level. All construction decrees shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION RESOLUTIONS
 All construction resolutions shall be in accordance with the requirements of the relevant standards. All construction resolutions shall be laid on a prepared subgrade and shall be finished to the required level. All construction resolutions shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION ORDERS
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CONSTRUCTION WARRANTS
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CONSTRUCTION PERMITS
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CONSTRUCTION LICENSES
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CONSTRUCTION CERTIFICATES
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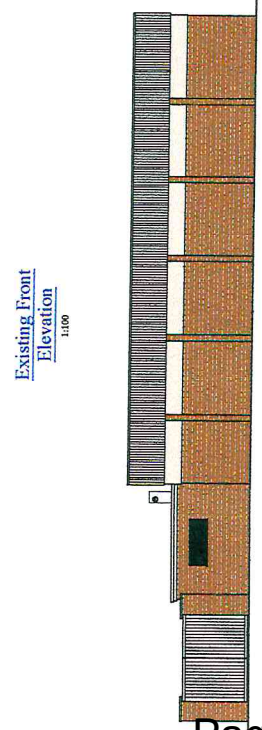
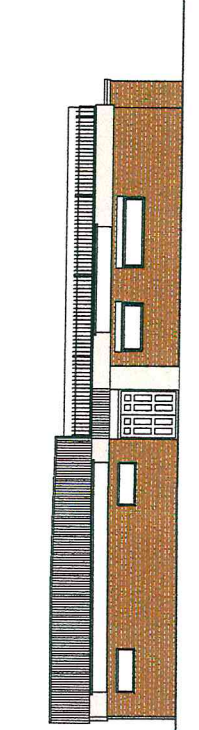
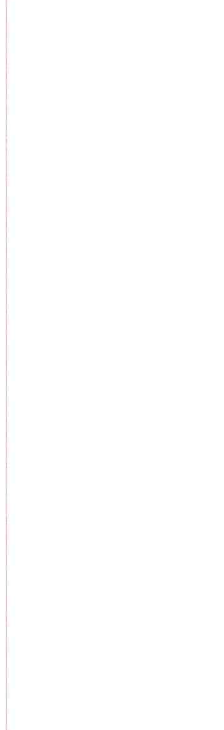
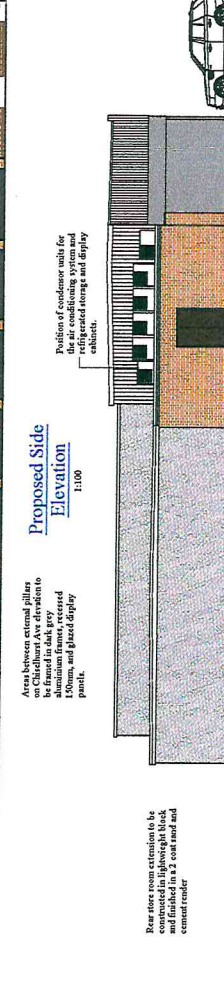
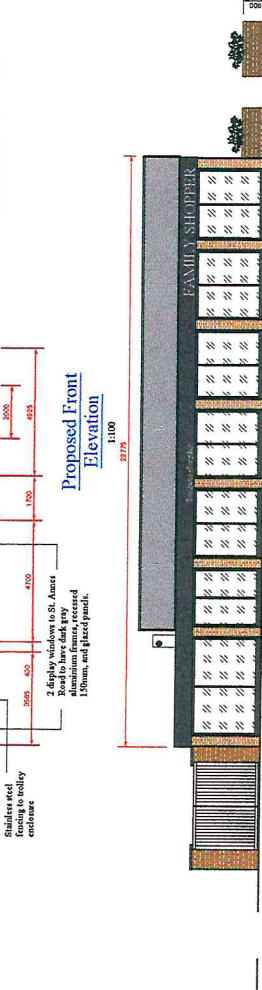
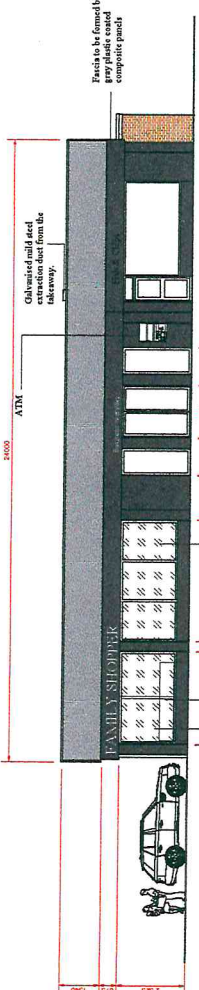
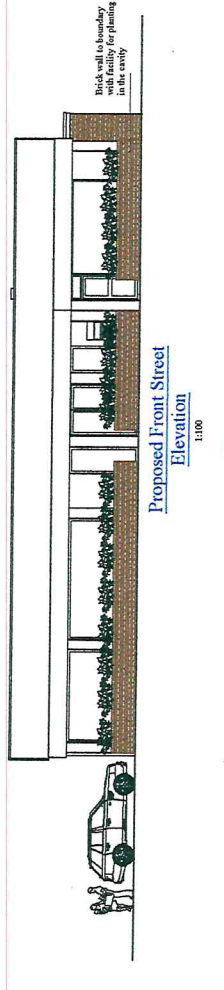
CONSTRUCTION APPROVALS
 All construction approvals shall be in accordance with the requirements of the relevant standards. All construction approvals shall be laid on a prepared subgrade and shall be finished to the required level. All construction approvals shall be cured for a minimum of 7 days before any further work is undertaken.

CONSTRUCTION REGISTRATIONS
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CONSTRUCTION NOTICES
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CONSTRUCTION WARRANTS
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| | | | |
|--|---------------|----------------|------------|
| Client | | Mr Steven Birk | |
| Drawing title | | | |
| Existing and proposed elevations | | | |
| Project | | | |
| Construction of 2no. single storey extensions, installation of extraction flue and use of premises as a convenience store (Use Class A1) and a hot food takeaway (Use Class A5). | | | |
| Waterloo Social Club | | | |
| 44 St. Amies Road | | | |
| Blackpool FY4 2AS | | | |
| Scale | As shown @ A1 | Date | 16/5/2014 |
| Drawn | | Depth | B/14/56/02 |
| 11 Geyl Road, 3rd Floor, Lansdowne, 7120 Tel: 011 261 2600 Fax: 011 261 2705 Email: info@ref-creative.co.za | | | |

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Section 3 - Victoria Ward off Licences



Londis 53-55 Ansdell Rd FY1 6PU

Alcohol: 6am-9am, Sun 6am-8pm



Ansdell Wines, 89 Ansdell Rd FY1 6PU

Traditional Licence



Bloomfield Wine & Convenience Store
56a St Annes Rd FY4 2AS

Traditional Licence



Bloomfield Wine Stores 36-38 Ansdell
Rd FY1 6PY

Traditional Licence

Review in Sep 2007, Closure order in
June 2014

21



Carols Corner Shop 215 Waterloo Rd FY4 3AA

Traditional Licence



Stop 2 Shop 1 St Annes Rd FY4 2AN

Alcohol 8am – 11pm



Cosmos Corner Shop

272 Waterloo Rd FY4 3AF

Alcohol 7am – 11:30pm



Grasmere News 27 Grasmere Rd FY1 5HS

Alcohol 7am-10pm



Nisa Local, 214 Waterloo Rd FY4 3AD

Alcohol 7am – 11pm



Tesco, 61-67 Ansdell Rd FY1 6PU

Traditional Licence



Tesco Express, 96 Marton Dr FY4 3EU

Alcohol 6am-11pm

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Section 4 – References



Office: 01772 682 5 48

Fax: 01772 682 519

Date: 18th June 2015

Mobile: 07974 178 110

Ask for: Ronald Clarke

Email: Ronald.clarke@lancashire.gov.uk

Dear Parent/Guardian,

Re: Reference in support of Mr Steven Birk (premises licence application)

I have known Steven Birk for approximately nineteen years in my capacity as a youth projects manager within the Young People's Service - Lancashire County Council and more recently as a personal friend.

I was not in a position to assess his academic skills however was able to engage him in the development of his personal and social skills and found him to have an enjoyable and warm disposition.

I first met Steven whilst he was studying in Preston College in 1995. His aptitude, resourcefulness and determination enabled him to gain access to higher education earlier than was expected by myself and certainly his tutors.

He tends to be thoughtful and self-critical, always seeking to challenge obstacles or problems he faces. I've found him to have an enquiring mind and has good communication skills and have observed that he has no problem relating to his peers or those many years his senior.

I had seen that his ability to communicate effectively was good; and felt his confidence and assertiveness was well directed and grounded.

I believe Steven has a determined disposition, particularly in relation to developing and enabling his family well-being. In this respect I would describe him as driven and highly motivated.

I believe both his genuine intentions and his desire to 'get things right' will appropriately serve to enable and push him to engage the challenges he might encounter in a positive manner.

www.lancashire.gov.uk

Steven has a sincere and willing nature and I would wish him well in his chosen vocation. With this and the above in mind I would have no hesitation in supporting the application from Steven Birk.

Yours sincerely

ronald clarke
Young People's Worker

Lancashire County Council

Well Being, Prevention and Early Help Service - Young People's Service
Fylde Young People's Service Office - Chapel Walks | Kirkham | Lancashire | PR4 2TA

Gemma Goodwin

Subject: FW: character reference

From: David.J.Williams@met.pnn.police.uk

To: skb101@hotmail.co.uk

Subject:

Date: Wed, 17 Jun 2015 11:34:48 +0000

This email is to confirm that I have known Steven BIRK for almost twenty years. I am writing this reference from a personal perspective

In the time that I have known Steven to be very honest and very trustworthy.

I first met Steven whilst at University and continued our friendship after university and at one point during our friendship Steven was also my landlord and I found him to be very professional and courteous.

Steven has always demonstrated and upheld honesty and integrity throughout our friendship.

If I can be of further assistance please feel free to contact me

Thanks

Dave

Detective Constable

Organised Crime Command (OCC) - formally SC&O7

Special Projects Team - OCC 7 (2)

MetPhone 758467 | Telephone 0208 785 8467 | Mobile 07825365843 | email david.j.williams@met.police.uk
Address 6th Floor, Jubilee House, 230 - 232 Putney Bridge Road, Putney, London, SW152PD

Total Policing is the Met's commitment to be on the streets and in your communities to catch offenders, prevent crime and support victims. We are here for London, working with you to make our capital safer.

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Dilmun Ltd
Premier Fairfax Convenience Store & Post Office
161 Fairfax Avenue
Hull
HU5 4QZ
Date 16th June 2015

Character Reference

Dear Sir/ Madam

I would to take this opportunity to tell you of the many fine qualities of Mr Kulvant Steven Singh Birk, whom I have known for past 5 years and had the pleasure of working with him as he was employed by myself within my convenience store from September 2012 to December 2014.

I have had the chance to get to know Steven very well and I say without a doubt that you are dealing with a person of very good moral character, professionalism, always operates with integrity and is a highly responsible individual. I can also vouch for the fact that he is a hard working and dedicated individual who never leaves a job unfinished. He is committed to the finer details of making a success of all things he undertakes and have no doubt he would be very successful in running and operating a convenience store/mini supermarket and totally competent in following all associated regulations surrounding Licensing Objectives and policies involved in running such a business associated with selling alcohol.

During his tenure with Dilmun Ltd, Steven was building experience and knowledge regarding the operational day to day activities associated with successfully running a large, very busy convenience store with the retail of alcohol. As part of working within my team Steven was made aware of the importance of the licensing objectives to be adhered to and did not breach these at any time.

Steven actually worked closely with myself to redesign the shop layout to reduce the impact of alcohol exposure on minors e.g. keeping confectionery aisles away from alcohol aisles to minimise exposure. Also Steven operated the tills, serving customers alcohol. Steven was always mindful of the age of customers he was selling alcohol to and careful to request identification from customers when he felt it was required. During the period of Steven's employment we underwent 2 unannounced inspections which we successfully passed on both occasions.

Steven was always willing to offer his assistance and had an excellent rapport with the many constituents served by my business. I would recommend him for any endeavour he chooses to pursue.

On a personal level, may I just say that I really like Steven and I have no doubts about his ability to succeed.

Yours sincerely



Jitinder Punian
(Owner of Premier Fairfax Convenience Store & Post Office)



The Derby High School Science and Arts College

15th June 2015

Dear Sir/Madam

Re: Reference for Kulvant Steven Singh Birk

I can confirm that I have known Kulvant 'Steven' Singh Birk in excess of 30 years.

I can say with confidence that Steven is responsible and trustworthy. Having had the pleasure of spending a significant period of time with Steven it is clear that he possesses a strong work ethic. This has been evident during his student years, when he combined employment with his studies and as a full-time professional.

I have personally worked with Steven on a number of renovation projects and I have admired the high standards that he sets and in-turn is determined to achieve. He is a self-reliant person who uses his initiative to solve problems and meet challenges. In order to make these projects a success Steven has demonstrated his confidence, excellent organisational and communication skills, and courteous manner, which impresses the people he interacts with.

Steven constantly exhibits his social conscience. An example of this can be evidenced through him volunteering his time to transport elderly members of the community to their local places of worship.

A key characteristic of Steven that I respect is that regardless of the professional challenges he sets himself his first priority is to be a good husband and father to his children.

Yours faithfully

Mr Satinder Singh
Assistant Headteacher





19th June 2015

Dear Sir or Madam,

I take this opportunity to tell you of the many fine qualities of Steven Birk, whom I have known for the past 10 years as a fellow landlord letting properties to students and professionals within Preston.

I have had the chance to get to know Steven very well, and I say without a doubt that you are dealing with a person of very good moral character. Steven always operates with integrity, and never has a bad word to say about anyone. He is very hard working and dedicated to any task to hand, and never leaves a job unfinished and thus has build up a very good reputation within the student and professional letting market.

Steven I have found has always listened to his peers, taken on board suggestions and experiences of others in how to do things better and more efficiently if needed. He is always very enthusiastic, always looking for ways to do things better and is always keen to share experiences that would benefit both the tenants and others working in the same field of work. On a personal level, may I just say that I really like Steven, and I have no doubts about his abilities to take on any challenges put before him.

If you would like any further clarification please do not hesitate to contact myself.

Thank you

Toby Chaya
Managing Director
Cedar Tree Housing Preston
Mobile – 07891 022221

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Date 17/06/15

Re :- Character reference – Kulyant Steven Birk

To whom it may concern

I have known Mr Birk for a number of years as a business associate working within the property market in Preston. I have worked with him regarding mortgages and property lettings.

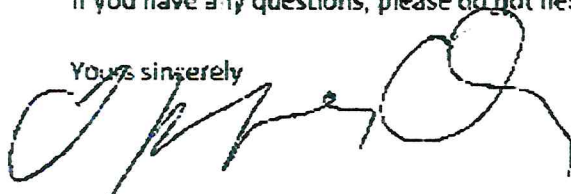
Steven is organized, efficient, extremely competent, and has an excellent rapport with people of all ages. His communication skills, both written and verbal, are excellent.

He conducts himself professionally as a landlord within Preston in the main providing high quality accommodation to students of University of Central Lancashire, and have known him to work well and pay particular attention to detail when operating as a landlord to abide to the Landlord and Tenant Legislation set by the National Government and Preston housing standards association

In summary, I would highly recommend Steven for any endeavour that he may seek to pursue. He is a proud family man and solid upstanding member of the community. I have always found him to be someone that i can rely on in times of need as a loyal friend and confidante.

If you have any questions, please do not hesitate to contact me.

Yours sincerely



Jeff Duddy
Director
Jones Cameron Estate Agency Ltd

Blackpool Council's plan for 2013 – 2015



Encourage ambition and aspiration

Education and a fairer future

- We'll be focusing on:
- Encouraging children's ambition from an early age
 - Improving attendance and performance in our schools
 - Supporting parents by providing all children with free breakfasts in primary school
 - Helping people to help themselves and fulfil their potential

Protect and keep safe

- We'll be focusing on:
- Managing the risks that make children and adults unsafe
 - Making our care services easier to access and find out about
 - Better quality and performance management across care services

Improve people's health and wellbeing

Pleasant places to live

- We'll be focusing on:
- Regenerating the areas where people live, such as Queens Park
 - Creating hundreds of affordable new homes across the town
 - Driving up the quality of accommodation in the private sector
 - Reducing crime and anti-social behaviour

Health

We'll be focusing on:

- Reducing the level of smoking and alcohol related illness
- Detecting health problems such as high blood pressure at an earlier stage
- Encouraging people to become more active and maintain a healthy weight

Create a prosperous town

Things to see and do

- We'll be focusing on:
- Creating people a wide range of things to see and do
 - Improving our existing attractions, such as the Illuminations
 - Helping people get closer to Blackpool's history and heritage, by promoting places such as the Winter Gardens
 - Encouraging more people to participate in the arts

Jobs and businesses

We'll be focusing on:

- Creating apprenticeship and opportunities for young people
- Creating jobs in Blackpool and attracting new shops to the town centre through developments such as the Talbot Gateway Central Business District
- Encouraging local employers to pay local people the Living Wage
- Helping more people to set up their own business

Our Values

Excellent customer service

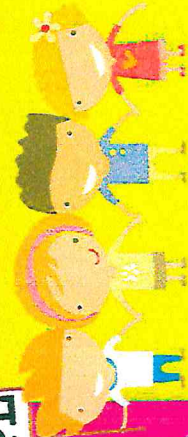
We'll be focusing on:

- Making sure all of our employees treat residents with respect, fairness and dignity
- Listening to you and taking on board your comments, complaints and compliments so that we can improve our services
- Providing you with a website that will make it easier for you to find out what you need to know

Pride in Blackpool

We'll be focusing on:

- Making Blackpool a town that residents can be proud of
- Talking to school children about Blackpool and the great things within their town
- Shouting about the great things Blackpool has to offer, creating an even better reputation for the town



Theme: Prosperous Town

Supporting priorities

- Expand and promote our tourism, arts, heritage and cultural offer
- Attract sustainable investment and create quality jobs
- Encourage responsible entrepreneurship for the benefit of our communities
- Equality ambition: Reduce economic inequalities

Why does this matter to Blackpool?

Blackpool is the nation's favourite seaside resort and the destination of choice for over 13 million visitors annually. It was the world's first working-class seaside resort and boasts an astounding entertainment heritage dating back to the mid-nineteenth century. Even today, there is a density, quality and variety of theatres, ballrooms, and cabaret venues to rival Broadway or the West End. Blackpool is a world-leader in ballroom dance with five annual dance festivals and a 'holiday home' for Strictly Come Dancing. It has an unmatched reputation for magic, comedy, circus and variety, gaining national attention for our visual and public art programmes. We have some iconic assets in Blackpool Tower, the Winter Gardens, the Pleasure Beach and our world-famous Illuminations, the latter contributing over £200 million to our local economy annually.

Although Blackpool has made significant strides in improving quality within the visitor economy in recent years, not least through the arrival of Merlin Entertainments as a key partner in the development of some of Blackpool's key leisure assets, there is substantially more work to be done in this area. Continuous improvement of the quality and diversity of the tourism offer in Blackpool, building on the momentum generated in recent years through the attraction of new, high-profile providers and improved tourism infrastructure, as well as collaborative destination marketing is critical if Blackpool is to remain a mainstream destination.

So too is the attraction of a higher percentage of more affluent visitors and a bigger share of the conference and business tourism markets. Alongside this is a desire to invest in a skilled and capable workforce, where excellent customer care plays a key role in a positive visitor experience.

Blackpool continues to be primarily dependent on two employment sectors – the visitor economy and the public sector (including the Council, NHS and civil service). Whilst the restructuring of the public sector poses a threat to the overall economy, the visitor economy remains a key area of growth potential, albeit for jobs at the lower end of the pay scale. Like other seaside towns, it has struggled to compete with cheap flights to sunnier resorts, the rise of city based tourism in the UK and to provide the consistent quality of offer and service that will both attract new visitors and provide a high quality of life for its residents.

There is a recognised need to nurture growth businesses in other sectors (manufacturing, energy and environmental, creative and digital, and other professional and financial services) and to attract new investment that will provide sustainable jobs in other sectors within Blackpool and across the broader travel to work area. For this reason our economic footprint has to be viewed on a Fylde Coast basis as local people rely on jobs from across the Fylde area. Blackpool has worked closely with Lancashire County Council, Wyre and Fylde Council's to facilitate shared recognition of economic and cultural challenges and opportunities. The Council continues to work with partners via the Blackpool Fylde and Wyre Economic Development Company (EDC), and the Lancashire Enterprise Partnership (LEP), to ensure local economic regeneration needs are clearly understood and addressed.

Theme: Prosperous Town

Although much of Blackpool's business base comprises small to medium-sized businesses (SMEs), there is a core of businesses across a range of sectors that continue to provide a significant percentage of jobs within the town. While the prospects for these employers will predominantly be determined by external factors, there are areas - such as funding, recruitment and skills development - in which the Council and other public sector stakeholders can proactively assist. By developing a much closer relationship with these employers, Blackpool's reputation as a "business friendly" town will be enhanced among prospective inward investors, as we aim to provide a wider range of job opportunities for our local residents.

A generation of new businesses have started life with assistance from the Council's 'Get Started' initiative. Would-be entrepreneurs are faced with a mountain of issues to consider before starting trading such as testing their product or service idea through market research, accessing available finance or understanding basic legal and taxation issues. A solid business plan is essential to ensure new businesses have the potential to survive the vital first few months and years of trading, backed up by quality ongoing advice and guidance.

Employment is a key determining factor of quality of life and a means of reducing levels of deprivation, inequality and improving health. The seasonality of jobs within the visitor economy and the increasing fragility of jobs within the public sector has created serious employment issues within Blackpool. Across Blackpool, there are a high proportion of people claiming out-of-work benefits, with claimants of Employment Support Allowance (ESA) and Job Seekers Allowance (JSA) running at almost twice the national level - currently 23% compared to 12.5% nationally. This approximates to about 20,000 individuals claiming an out-of-work benefit, the majority of which (10,930) claim ESA. There is a particularly acute problem with young people who either have low aspirations or who are unable to see where future job opportunities lie within the town's economy. The Council plays a crucial role in assisting long term adult unemployed to become work ready through its

role as a Work Programme provider, working in partnership to connect targeted services around such issues as health and basic skills, and also as a major employer. We will continue to work in partnership with schools and colleges to improve the aspirations and attainment of young people, and actively engage employers to ensure that young people develop the skills they need to match the requirements of the economy of the future. Blackpool Council remains a key local employer and is committed to play its part in providing new employment and apprenticeship opportunities, maximising its influence and relationships with Arms Length Management Organisations, and vocational training providers.

The Facts

- 'Blackpool Visitor Omnibus Survey 2012 – Report Three' stated "The 'most important aspect' for attracting individuals to visit Blackpool in the autumn of 2012 is, as in previous years, the Illuminations".
- The Leeds Metropolitan University 'Economic Impact Assessment of Blackpool Illuminations' in 2010 found that: "Gross spending during the period studied from those visiting the Illuminations is estimated to be more than £3,072,624. If aggregated for the duration the Illuminations are on, this figure rises to in excess of £200 million".
- For residents in employment, the median amount of weekly pay for full time employees in Blackpool is £376.70 - around £100 per week less than the national figure.
- An estimated 17.8% of the working age population in Blackpool have no formal qualifications. Blackpool's community has literacy and digital skills substantially below national averages.

Theme: Prosperous Town

- Blackpool has a low employment rate at 68.1% compared to a national rate of 70.3%.
 - 25.3% of Blackpool working age residents claim benefits – more than 10% higher than the figure for Great Britain as a whole (14.5%).
 - According to the national Active People Survey, only 37.2% of residents engage in the arts.
 - In 2012, Blackpool achieved its first two organisations on the Arts Council of England National Portfolio – the Grundy Art Gallery and the Grand Theatre.
- What we will do**
- To expand and promote our tourism, arts, heritage and cultural offer, we will:**
- Develop a transformation and fund raising plan for the annual illuminations display in order to make them more compelling, sustainable and with a greater degree of economic impact.
 - Develop various projects contributing to Blackpool's emerging creative cluster, including the development of the mezzanine floor of Abingdon Street market as artists' studios.
 - Develop a proposal and associated fund-raising plan for a heritage based visitor attraction that captures the spirit of Blackpool's history, creates an attraction that is equally as attractive to residents and visitors and provides an anchor for a new 'cultural quarter'.
 - Agree the community programme within the Creative People and Places scheme and launch the 'Playground of Wonders' project to enhance local awareness.
-
- Create a development framework for the Winter Gardens and appoint an operator who can deliver an affordable programme of high quality entertainment.
 - Continue to develop local libraries as community hubs to support learning, provide access to information, build aspirations and encourage social inclusion.
 - Develop and launch a formal skills programme for the visitor economy (Blackpool Tourism Academy) that will bring a higher level of transferable skills, career progression, apprenticeships and customer service and create new pathways into the industry for local people.
 - Establish clear working relationships and key delivery objectives with partner organisations including Blackpool BID, Merlin Entertainments; and Blackpool Operating Company.
- To attract sustainable investment and create quality jobs, we will:**
- Complete the development of the Central Business District, bringing construction supply chain jobs, new retail and food lettings, and a flagship Sainsbury's supermarket.
 - Encourage inward investment into Blackpool and the Fylde Coast, developing key industrial sites and ensuring adequate employment land is available for business uses.
 - Sell and lease surplus Council buildings and land to encourage new investment and job creation.
 - Continue to work with prospective investors and partners to develop the Central Station site into a year-round quality tourist attraction.

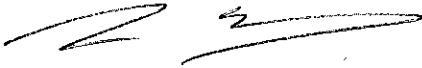
Theme: Prosperous Town

- Work with the Police to ensure new divisional headquarters are established in Blackpool.
 - Support job creation within housing schemes.
 - Detailed development of the scheme to link the tramway to Blackpool North station.
 - Support growth oriented business within Blackpool and the Fylde Coast to access targeted growth programmes (coaching, mentoring, innovation, and investment finance).
 - Offer targeted commercial loans and capital grants through the Council's Blackpool Investment Fund, aligned with Lancashire wide funding schemes.
 - Deliver targeted employment programmes to match work-ready long term unemployed residents with relevant local job and apprenticeship opportunities.
 - Work in partnership with the private sector to promote economic growth, investment and job creation.
 - Seek to increase the use of local suppliers.
- To encourage responsible entrepreneurship for the benefit of our communities, we will:***
- Increase the number of and survival rate of start up businesses in Blackpool and develop enterprise pathways for young people aged 16-24 who have a desire to start their own business.
 - Research the social and economic impact of the cultural and creative industries and produce an action plan for their future development.
- Continue to review existing contracts to see if they can be delivered at lower cost by other organisations, including those in the voluntary, community and faith sectors.
 - Ensure our contractors adopt our standard of paying invoices in 30 days, to help the cash flow of smaller sub-contractors.
 - Implement a sustainable procurement Code of Practice, Supplier's Charter, contract terms and conditions etc, which will encourage organisations contracted by the Council to pay the Living Wage, and support the creation of new local jobs and apprenticeship schemes.
 - Encourage the private sector to create new apprenticeship opportunities as part of their overall workforce planning and development.
 - Work in partnership with private sector companies to promote economic growth, investment and job creation.
 - Support people with social care needs into education and employment.
- How do we measure up?**
- Key indicators that we will use to measure our performance against this theme are:**
- Expand and promote our tourism, arts, heritage and cultural offer:***
- % residents participating in arts and cultural activity
 - Visitor numbers and types
 - Increase in illuminations sponsorship and income raised to support new features
 - Positive media coverage of Blackpool's cultural and tourism offer

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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 (please print) | PC 3842 Lisa Evans | | |
| Signature of Officer |  | | |
| Contact telephone number | 01253 604005 | | |
| Date representation made | 01 | 06 | 15 |
| Do you consider mediation to be appropriate | | | NO |
| Premises Details | | | |
| Premises Name | Family Shopper | | |
| Address | 44 St Annes Road | | |
| | Blackpool | | |
| | | | |
| Post Code | FY4 2AS | | |
| Reasons for making representations | | | |
| <p>I am in receipt of an application to vary the Premises Licence for the above address.</p> <p>On behalf of the Chief Officer of Police, having reviewed the application the Police make formal objections on the following grounds:</p> <p>The variation application seeks to vary a Premises Licence for what was a members club, to a licence for a convenience store. Specifically, the application seeks approval of a layout plan appropriate for a shop, removal of licensable activities other than off-sales of alcohol and removal of all of the Annex 2 and Annex 3 conditions (with the exception of Annex 2 condition 1). The application is misleading in that it states "the hours for off sales is already granted & not open to consultation." This is a totally misleading statement, as the application seeks to extend the hours for off sales by one hour on a Friday and Saturday. If the application was granted, the premises would be permitted to sell alcohol for consumption off the</p> | | | |

premises until 01.00 during the week and 02.00 on Fridays and Saturdays.

This variation application has been submitted "by the back door" with a view to avoiding the Council's Off-Licence Saturation Policy, which creates a rebuttable presumption that new off-licence applications in the Victoria Ward (where the premises is situated) will be refused unless the applicant can 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. The Policy sets out the steps that an applicant for a new off-licence would be expected to cover in the operating schedule to show that the operation of the premises would not add to cumulative impact. The onus is not on the Constabulary to show that the granting of the application would undermine the licensing objectives, but rather on the applicant to prove that it will not.

The applicant's proposed operating schedule is no more than would be expected on a standard off-licence application in a non-saturation zone. It does not cover 2 of the 3 issues suggested within the Council's Saturation Policy.

The Constabulary believes that the granting of this application will undermine the licensing objectives – specifically the prevention of crime and disorder, public nuisance and the protection of children from harm. If granted, it would allow a new off-licence to open until 01.00 and 02.00 in what is a challenging area of Blackpool.

Victoria Ward where the premise is situated suffers with high levels of deprivation and unemployment. The area has a high incident rate of anti social behaviour and juvenile issues. The area also suffers from high domestic violence rates and neighbour disputes from noise nuisance which has been associated with excessive alcohol misuse. The area also sits on the Border with Bloomfield Ward which is also within the saturation area and suffers with the same problems as Victoria Ward and the areas are so small that the residents within both wards will cross into one another. Within the immediate area there are already three off licences within a two minute walking distance from the proposed premises. The Victoria Area currently has 12 off licences and the Bloomfield ward that it borders has 23 off licences showing that both these areas that sit alongside each other are already saturated.

I have attached a statement of concern about the proposed Off Licence from the Local CBM for the Victoria Ward.

This application should have been submitted as a new Premises Licence application and the Constabulary takes the view that the application for variation should have been rejected by the Council, on the basis that it changes the very nature of the premises from a members club to an off-licence. The variation is so significant that a new application should have been submitted which would have invoked the Council's Off-Licence Saturation Policy.

As it stands, the variation application should be treated in the same way as a new application, due to the proposed change in the layout plan, removal of all of the operational pre-existing conditions and extension of operating hours. As this is a full variation, the off-licence hours are not "protected" as

is suggested in the application and the Council is entitled to reject the application in its entirety. Without approval of the layout revisions, sales of alcohol would be unauthorised. If this creates a problem for Steam Limited, which appears to have made the layout changes presuming that the application will be granted then that is unfortunate, but it is the licensing objectives which must be considered and not the applicant's financial position.

The Committee is asked to reject the variation application on the basis that its grant would undermine the licensing objectives. The applicant should be asked to submit an application for a new off-licence which would be assessed on its merits, in line with the Council's Off-Licence Saturation Policy.

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

Witness Statement

CJ Act 1967, s.9; MC Act 1980, ss.5A(3) (a) and 5B; Criminal Procedure Rules 2005, Rule 27.1

Statement of **Gareth EVANS**

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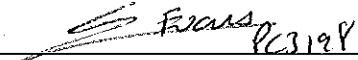
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Age if under 18 over 18 (if over 18 insert "over 18"). Occupation **Police Constable**

This statement (consisting of 3 page(s) each signed by me) is true to the best of my knowledge and belief and I make it knowing that, if it is tendered in evidence, I shall be liable to prosecution if I have wilfully stated in it, anything which I know to be false or do not believe to be true.

Dated the **20th** day of **May 2015**

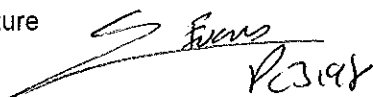
Tick if witness evidence is visually recorded
(supply witness details on rear)

Signature  PC3198

I am Police Constable 3198 Gareth EVANS of The Lancashire Constabulary currently based at Blackpool South Police Station where I am Community Beat Manager (CBM) for the Victoria Ward. I have been CBM for the ward for over three years

This statement is in relation to an application to convert the old Waterloo Club at 44 St Anne's Road, Blackpool into a Convenience Store called the Family Shopper which proposes to sell alcohol until 1 am on weekdays and until 2am on Friday and Saturday. This proposal is for a property on Victoria Ward.

The Victoria Ward is classed as being a red zone which has the highest level of demand for the Police which includes crime and anti-social behaviour. This puts the Victoria Ward on par with the Bloomfield Ward. As a force, levels of demand for areas are given three classes utilising the traffic light system. An area with high level of demand is classed as being a red zone. An area with medium levels of demand is classed as being amber and the lowest area of demand green. An example of an amber area is the Marton Ward in Blackpool and an example of a green area is Ribby/Wrea-Green on Fylde. There is a close correlation between the colour system and levels of deprivation and there is a link with alcohol consumption and violent crime and anti-social behaviour.

Signature  PC3198

The immediate area for which this store is proposed sits in an area of high unemployment and deprivation. The store would be very close to Aintree Road and the streets which run off it such as Devon Street and Taunton Street. This is an area of close terraced houses and dark dimly lit alleyways some of which are now being alley-gated due to the high incidents of anti-social behaviour which some have been linked to juveniles drinking in the alleyways and causing a nuisance. This area has a high number of houses which are rented. The population is transient, with a large proportion unemployed and at the moment it generally consists of young families with young children of primary school age that often play together in the streets and alleys. The proposed store sits very close to this area. There have also been incidents in the past year of disturbances on Aintree Road late at night which have been alcohol related and the ward currently has a couple of neighbour disputes very near to the proposed store which are basically noise complaints caused by excessive alcohol consumption.

The proposed site for the store also sits in the Council's saturation zone for licensed premises. Within a few metres of the site, on the corner of Aintree Road and St Anne's Road there is Bloomfield Wines. Almost opposite on St Anne's Road towards Waterloo Road there is Stop 2 Shop and on the corner of Waterloo Road and St Anne's Road there is Carols Corner Shop. Also in the vicinity on Waterloo Road there is the Nisa Store and on Marton Drive there is a Tesco Express. All these premises are on the Victoria ward within a few minutes walk from the proposed store. However, this store will also affect the Bloomfield Ward which is extremely close as it is on the opposite side of Waterloo Road. The Victoria ward has the south side, Bloomfield Ward has the north side from Bancroft Park and up to and including the Waterloo Pub. There is also the Full Moon convenience store on the corner of Waterloo Road and St Helier's Road which also sells alcohol. Yet another store selling alcohol and late at night will increase the number of anti-social behaviour incidents and increase crime not just on the

Signature


Gareth Evans
PC3198Page 57
Signature witnessed by

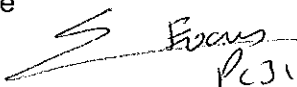
Victoria Ward but also on the Bloomfield Ward which is not only Blackpool's most deprived area but this country's third most deprived area.

Another concern for the proposed siting of the store is the three schools which are all on the opposite side of the proposed store on the stretch of St Anne's Road between Waterloo Road and Marton Drive. There is St Cuthbert's Roman Catholic Primary Academy, The Oracle and South Shore Academy. Another store selling alcohol near the schools with a raised risk of street drinking, anti-social behaviour and crime will be disruptive and potentially a magnet for some pupils from the Oracle and South Shore Academy. This is because the Oracle caters for pupils who are not in main stream education due to behaviour and some pupils at the South Shore Academy are often challenging.

I would strongly advise the council to consider against this variation of the proposed premises licence.


PC3198

Signature


PC3198

Page 58 Signature witnessed by

Victoria Ward Licensed Premises



RESTRICTED

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From: [Evans, Lisa](#)
To: [Licensing Ia2003](#)
Subject: Family Shopper
Date: 04 June 2015 16:19:41

Hi

I refer to the Lancashire Constabulary representation dated 1st June in relation to the Family Shopper variation application. Lancashire Constabulary has been advised that the applicant made an error on the variation application form and there was no intention to extend the hours for off-sales of alcohol permitted by the current Premises Licence. Lancashire Constabulary therefore withdraws its objection to the extension of hours, but maintains its objection in relation to the other elements of the variation, which if granted, would allow a members club with numerous licence conditions to operate as a shop selling alcohol for consumption off the premises.

The removal of the conditions and the proposed plan change represent a significant change in the operating style of the premises from a members club where the sale of alcohol is restricted to members, and off sales are minimal, to an off-licence where alcohol can be sold to the general public. This is a premises situated in an area with high levels of alcohol related problems and already deemed saturated with premises of a similar nature. The operating schedule contains only basic conditions and does not address the problems being experienced in the area. This leads the police to the conclusion that the licensing objectives would be undermined if this application were granted.

Thanks

Lisa

P.C 3842 Lisa Evans
Licensing Department
Blackpool Central Police Station
Bonny Street
Blackpool
FY1 5RL

T: 01253 604005
F: 01253 604119
E: Lisa.Evans@Lancashire.Pnn.Police.Uk

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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> | C. Dobson/ R. Swindells | | | |
| Signature of Officer | Chloe Dobson | | | |
| Contact telephone number | 07009984572 | | | |
| Date representation made | 04 | 06 | 2015 | |
| Do you consider mediation to be appropriate | | | | NO |

Premises Details

| | |
|---------------|-----------------------|
| Premises Name | Family Shopper |
| Address | 44 St Annes Road |
| | Blackpool |
| | |
| Post Code | FY4 2AS |

Reasons for making representations

This objection has taken into account the additional information received from Blackpool Council, Licensing Service, dated 3rd June 2015.

“The applicant’s agent has today amended the application in respect of the hours for the supply of alcohol (off sales) so that there is no change to the hours already on the licence. The application as submitted requested an additional hour on top of the existing terminal hour but this has now been amended to the following as per the existing licence:

Monday to Thursday: 11.00 to midnight

Friday to Saturday: 11.00 to 01.00

Sunday: 12.00 to midnight

Apparently this was an error on the agent’s behalf and they did not intend to apply to extend the terminal hour”.

The Public Health Department, Blackpool Council, write in reference to vary the Premises Licence for the Family Shopper, Blackpool.

Following review of this application, Public Health, Blackpool Council, make a formal objection due to the following concerns:

Supply of Alcohol-

Within the description of the nature of the proposed variation section the applicant has stated "The premises was previously a public house offering alcohol for on and off sales" The applicant also states "the hours for the sale of alcohol for off sales are already granted and are not open to consultation". Public Health has concerns that the applicant has stated they will supply off sale alcohol until 12am during the week and 1am during the weekend.

Public Health has established that the premise previously operated as the Waterloo Private Social Club, where only members of the club could purchase off sale alcohol. Public Health believes it is important that the Licencing Committee considers that this variation would widen the clientele group, who would be able to purchase off sale alcohol rather than the more limited clientele who would have been previously able to purchase off sale alcohol, late into the early morning period.

Public Health also has concerns that the applicant has not volunteered any information or consideration regarding the impact this off licence will have within the local community. Public Health would have welcomed information on the applicant's policy on the sale of low value/high alcohol products and any drinks discounting that would be adopted.

Public Health also has concerns regarding the close proximity of a number of other off licenses within walking distance and the local area and the adjoining Bloomfield Ward, which is also within the Saturation Area.

In addition under Section 182 of the Licensing Act 2003, Para.8.34, 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.

Victoria 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 Victoria ward. Specific areas in the central wards, including Victoria ward have the highest ranked levels of deprivation in Blackpool (Blackpool JSNA, Population and Neighbourhoods, Core Document, Chapter 1, March 2015). 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).

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

Chapter 1 - Population and Neighbourhoods in Blackpool

Deprivation

Blackpool experiences considerable levels of disadvantage, and in 2010 ranked as the 6th most deprived of 354 local authorities in England. 46 out of 94 small areas within Blackpool are amongst the 20% most deprived areas

of the country and there are no areas amongst the 20% most affluent (Figure 14). Blackpool's relative position in the national deprivation rankings has worsened over the last 5 years from 24th most deprived in 2004 and 12th most deprived in 2007.

The Index of Multiple Deprivation 2010 combines a number of indicators, chosen to cover a range of economic, social and housing issues, into a single deprivation score for each small area in England. This allows each area to be ranked relative to one another according to their level of deprivation. Indices of Deprivation are an important tool for identifying the most disadvantaged areas in England so that resources could be appropriately targeted.

The IMD 2010 contains seven domains of deprivation. Figure 15 displays the indicators in each domain, and the weighting of the domains in the composite IMD score.

Figure 14 - Map of IMD 2010 for Blackpool

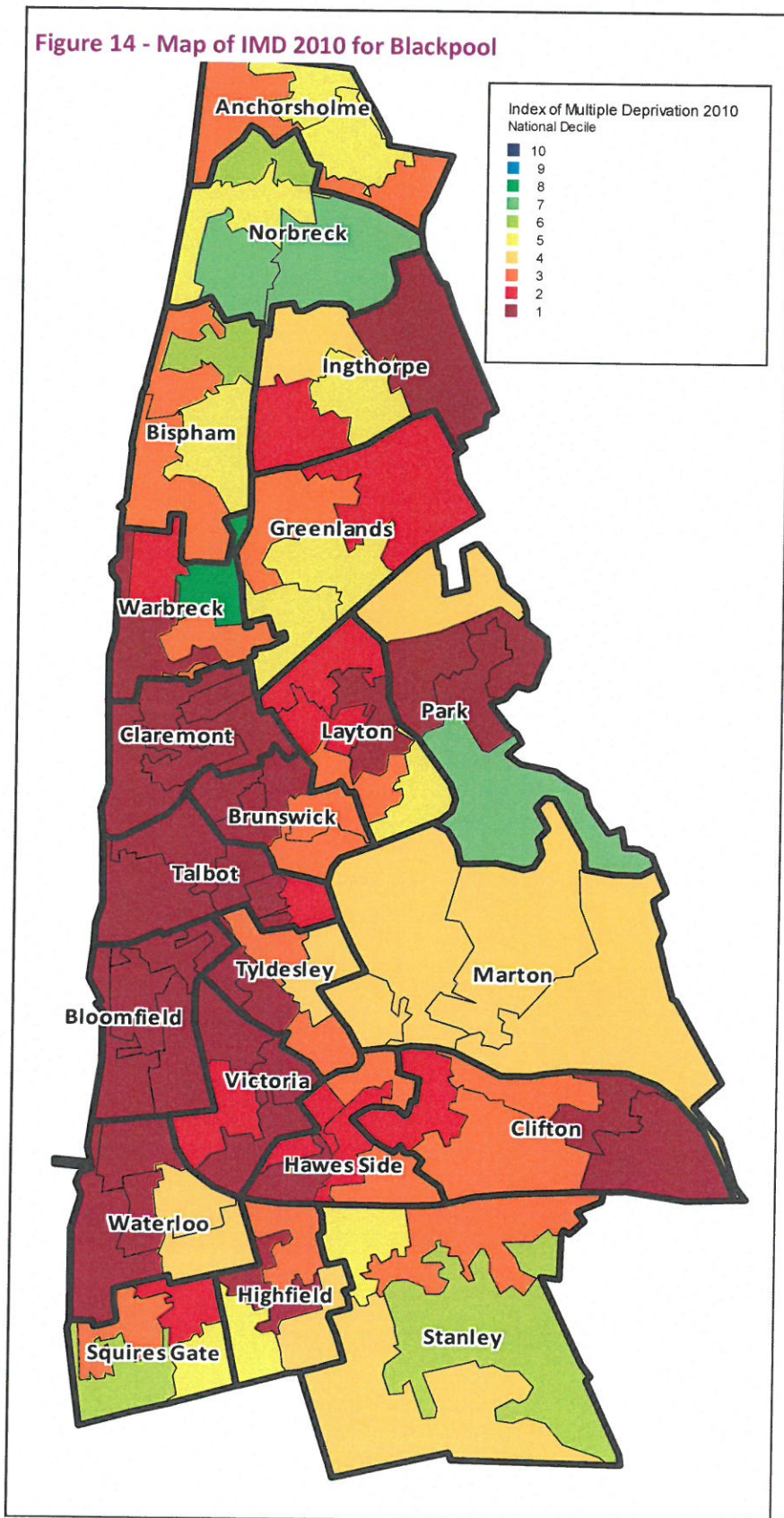
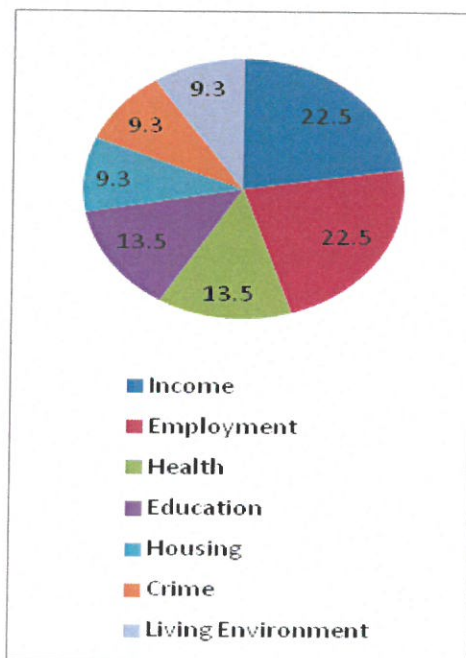


Figure 15 - Weightings of IMD



Approximately one third (29.0%) of sexual offences have an alcohol marker indicating that the victim and/or offender had been consuming alcohol. In the case of 'Serious Sexual Offences' this increases to 40.0% (SLEUTH Crime Recording 2011)

Drug Related Crime:

The table below shows the main offences recorded by police that have a drug marker on the record indicating that a controlled drug was involved in the offence in some way. This method of identifying drug related crime is under reported as it relies on the marker being manually included. Apart from the obvious possession of controlled drugs offences, crimes of violence and acquisitive crime feature.

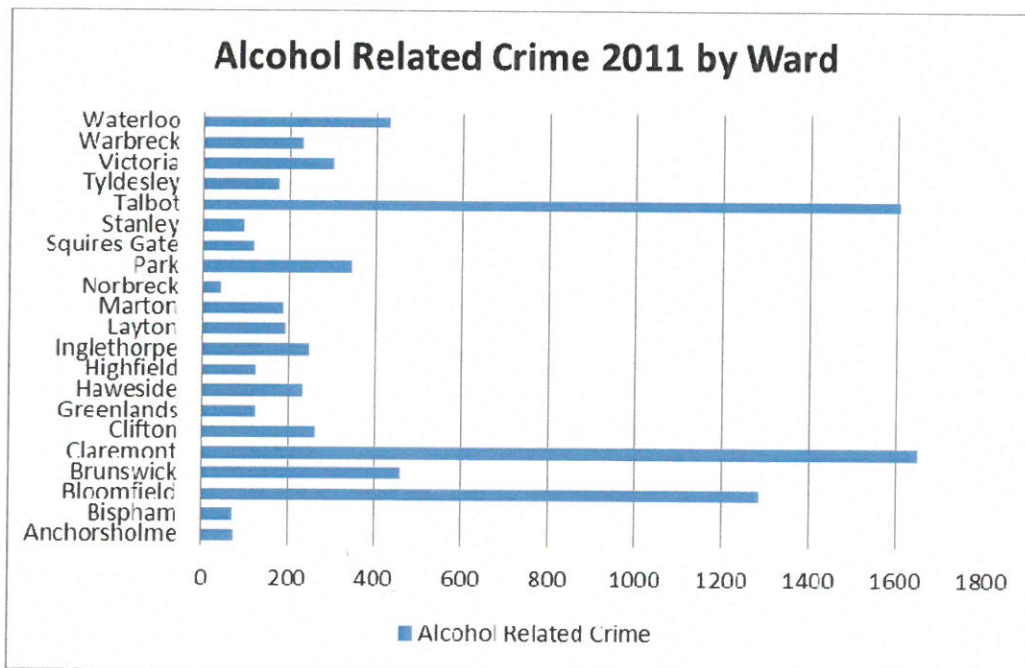
Misuse poses a threat because of the Organised Criminal Groups (OCG's) that feed the problem and from those Persistent Prolific Offenders (PPO's) and wider criminal community who consume the products. Crime especially acquisitive and violent crime is committed either to feed a habit or as the results of the effect of substance misuse. The wards of Talbot, Claremont and Brunswick have been identified as hotspots across Blackpool.

Table 15 - Top 5 crimes

| Top 5 Crime Types – Drugs Marker | |
|---|-------|
| Home Office Description | Total |
| Possession of Controlled Drugs excluding Cannabis | 206 |
| Actual Bodily Harm and other Injury | 186 |
| Possession of Controlled Drugs (Cannabis) | 126 |
| Shoplifting | 106 |
| Assault without Injury | 91 |

Substance Misuse – Alcohol:

Figure 77 - Alcohol Related Crime



Alcohol is too often a precursor and catalyst for crime and disorder in Blackpool in addition to creating health and safety issues in the wider community. Blackpool has one of the highest levels of alcohol related mortality in the country. It is a local authority containing some of the most deprived areas in Lancashire and in England. 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.

Alcohol is a factor in 14.0% of all recorded crime in Blackpool and 36.0% of all violent crime (SLEUTH 2011). Many alcohol related crimes take place in the town centre (Claremont and Talbot Wards) where there is a high concentration of licensed premises associated with both local consumption and alcohol related tourism.

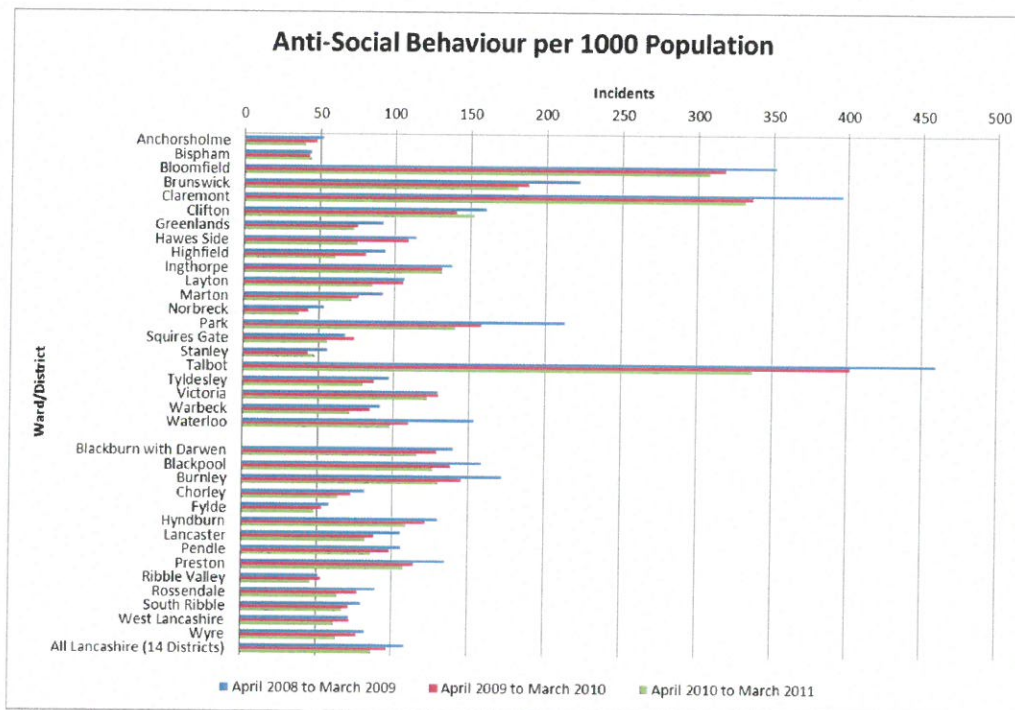
The town has a high concentration of licensed premises compared to other areas nationally; containing over one quarter (27.0%) of all premises licensed for alcohol and entertainment in Lancashire. Alcohol cross cuts across many other themes including Violent Crime; Organised Crime Group's; Domestic Abuse; Acquisitive Crime; Road Safety and PPO's.

Anti-Social Behaviour:

Anti-Social Behaviour (ASB) is closely linked to Criminal Damage. These are signal events that affect the general public and may give them an often unwarranted sense of increased criminality that in fact may not exist. It may also indicate underlying problems in an area that may be a pre-cursor to more serious incidents. For example, a lack of a swift multi-agency intervention to address initial concerns regarding neighbour nuisance can quickly escalate to more serious crime and behaviour which may significantly adversely affect the physical, mental and emotional wellbeing of victims.

Figures from April to September 2011 show Blackpool as experiencing a 19.0% reduction in anti-social behaviour incidents reported to the police when compared to the same period in 2010 (Police Corporate Development ASB File). There is anecdotal evidence that the success of Neighbourhood Policing initiatives where individuals are encouraged to report directly to their Neighbourhood Policing Team (NPT) may have had an influenced the decrease in figures, as reports made directly to NPT's may have bypassed the formal recording procedures. Whilst the reduction is welcome the volume of ASB incidents reported to the police in Blackpool is still high.

Figure 78 - Anti-social behaviour



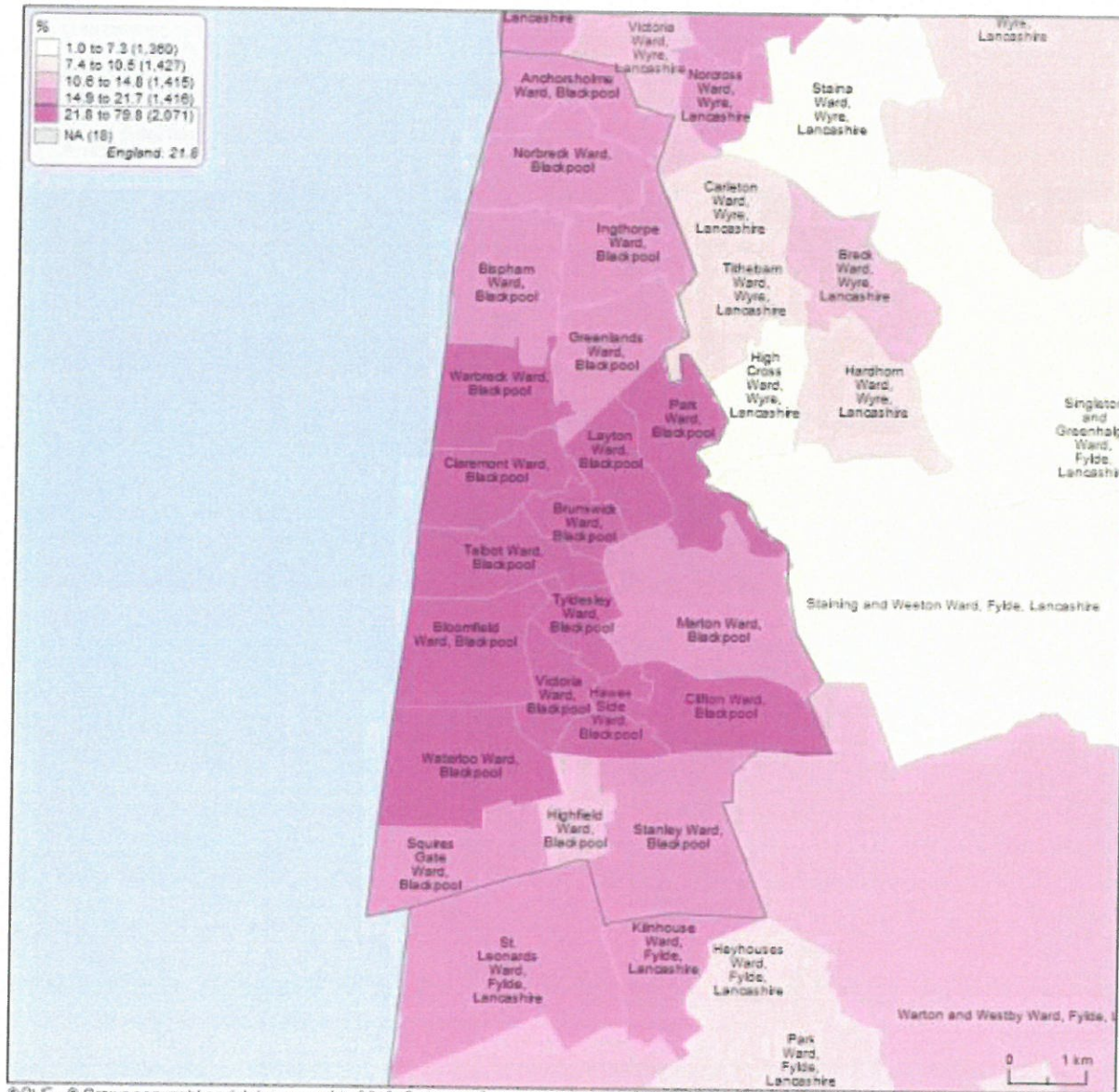
e. Patterns of consumption: specific groups

i. Alcohol consumption and socio-economic variables

As described in the [Blackpool JSNA](#), the town faces “considerable levels of disadvantage [...] in 2010, it was ranked 6th most deprived of 354 local authorities”.²⁸ The figure below outlines the percentage of children living in income deprived households by ward in 2010.

Figure 19: Percentage of children living in income deprived households by ward in 2010.

% aged 0-15 living in income deprived households, Income Deprivation Affecting Children Index, 2010 - source: CLG © Copyright 2010



©PHE - © Crown copyright and database rights 2012. Ordnance Survey 100020290 - ONS © Crown Copyright 2012 - Ward (2011) Estimates

(Source: Local Health)

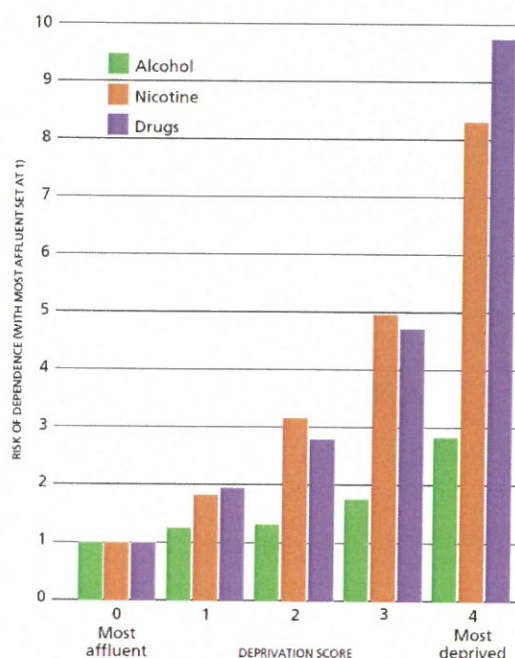
²⁸ Blackpool JSNA, <http://blackpooljsna.org.uk/core-documents/> [accessed 2013]

When evaluating consumption by occupational group, *Statistics on Alcohol* describe the highest proportion drinking in last seven days as being in the managerial and professional groups for both men and women, with the lowest for routine and manual occupation. The same pattern was observed for drinking on five or more days of the week. Employed men were more likely to have drunk during the previous week, to have drunk more than 4 units on one day and to have drunk heavily on one day than unemployed men. Similar patterns were observed for employed women but less of a marked difference.

When considered in terms of household income, the proportions exceeding recommended guidelines and drinking heavily tended to rise with increasing gross weekly household income. Adults living in households in the highest income quintile were twice as likely to have exceeded 3 to 4 units of alcohol and were twice as likely to have drunk heavily in comparison with adults in households in the lowest income quintile (44% and 23% compared with 22% and 10%).

However, greater deprivation is associated with higher rates of dependency, as shown in the figure below. It is notable the gradient is less than for nicotine and drug use, although this is taken from Wilkinson and Marmot’s seminal publication on the social determinants of health in 1993.²⁹

Figure 20: Socioeconomic deprivation and risk of dependence on alcohol, nicotine and drugs



(Source: The Solid Facts, Wilkinson & Marmot, 1993)

²⁹ Wilkinson & Marmot, *The Solid Facts*, 1993. <http://www.euro.who.int/en/publications/abstracts/social-determinants-of-health.-the-solid-facts>

The 2013 Dr Foster hospital guide found 8.6% of admissions linked to alcohol were from the wealthiest 20% of the population, with 11.6% from the next affluent quintile and 36% from the most deprived income group.³⁰ The Lancashire County Council JSNA considered the correlations for each individual domain of deprivation and alcohol-related admissions, and found the greatest correlation from employment deprivation, and health and disability deprivation. This may reflect greater vulnerability in more deprived populations to the health consequences, with higher socioeconomic status conferring a protective effect. It may also reflect multiple-morbidities and poorer access to healthcare. Another consideration is that health complications related to alcohol may be underreported in higher socioeconomic groups and these consumption patterns may herald future healthcare needs.

ii. Ethnicity

In Blackpool, ethnic minority groups account for 4.3% of the population. This is lower than the North West and national proportions, at 8% and 13.2% respectively.³¹ There is limited information about alcohol consumption among different ethnic groups at a local level.³²

A Joseph Rowntree Foundation report on ethnicity and alcohol highlighted the following key points³³:

- There is diversity both within and between ethnic groups:
 - Most minority ethnic groups have a higher rate of abstinence and lower levels of drinking than white ethnic groups.
 - Abstinence was highest among South Asians, particularly those from Pakistani, Bangladeshi and Muslim backgrounds.
 - Pakistani and Muslim men who did drink drank more heavily than other non-white ethnic groups.
 - People from mixed ethnic backgrounds are less likely to abstain and more likely to drink heavily compared to other non-white minority ethnic groups.
 - People from Indian, Chinese, Irish and Pakistani backgrounds on higher incomes tended to drink above recommended limits.

³⁰ Dr Foster: Proportion of Drug and Alcohol Related Emergency Admissions, <http://drfosterintelligence.co.uk>, 2013

³¹ Blackpool JSNA, <http://blackpooljsna.org.uk/core-documents/> [accessed 2013]

³² Lancashire County Council JSNA,


<http://www.lancashire.gov.uk/corporate/web/?siteid=6119&pageid=35444&e=e>, 2012

³³ Hurcome et al, *Ethnicity and Alcohol: A Review of the UK Literature*. Joseph Rowntree Foundation. 2010

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Blackpool Council Licensing Service
Representation made by a Responsible Authority

Responsible Authority

| | | | |
|---|---|----|------|
| Name of Responsible Authority | Licensing Authority | | |
| Name of Officer <i>(please print)</i> | Mark Marshall | | |
| Signature of Officer |  | | |
| Contact telephone number | 01253-478493 | | |
| Date representation made | 04 | 06 | 2015 |
| Do you consider mediation to be appropriate | YES | NO | |

Premises Details

| | |
|---------------|---|
| Premises Name | FAMILY SHOPPER (FORMERLY Waterloo Private Social Club) |
| Address | 44 St Anne's Road |
| | Blackpool |
| | |
| Post Code | FY4 2AS |

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 application to vary this premises licence gives rise for concern as the request to remove all conditions in Annex 2 and 3 save for Condition 1 of Annex 2 which relates to non standard timings means that the premises will change significantly. The current restrictions in particular;

2. No intoxicating liquor shall be supplied otherwise than to a person who has attained the age of 18 years and is;

- a) A member of the Club who has been a member for at least 24 hours, or whose application or nomination for membership was made at least 2 days before his admission to the Club, or
- b) A bona fide guest of such a member, or,
- c) Any person attending a social function organised by or on behalf of the Club or a Club member. The number of such functions is to be limited to no more than 12 in a period of

twelve months and no less than 14 working days notice to be given in writing to the police.

3. A full list of names and addresses of members will be kept on the premises and shall be provided to a Police Constable in uniform on request.

The application makes the intentions of the operator clear to adapt the use from a members club to a standard Off Licence and the removal of the conditions above would allow this to occur. For this reason this part of the variation I believe engages the saturation policy.

The Section 182 Guidance at para 13.30 states that;

The effect of adopting a special policy of this kind is to create a rebuttable presumption that applications for the grant or variation of premises licences or club premises certificates which are likely to add to the existing cumulative impact will normally be refused or subject to certain limitations, following relevant representations, unless the applicant can demonstrate in the operating schedule that there will be no negative cumulative impact on one or more of the licensing objectives. Applicants should give consideration to potential cumulative impact issues when setting out the steps they will take to promote the licensing objectives in their application.

The application itself fails to address many points listed within the Council's own Statement of Licensing Policy. Much detail has been offered in relation to Proof Of Age policies and one can not take issue with the significant detail provided.

Pages 10 and 11 of the Statement of Licensing Policy provide a list of matters for consideration for applicants to address where cumulative impact is engaged.

With regards to this list, little reference to premises in the area, issues within the community and the proximity of other premises offering similar activities have been mentioned. In this case these would be matters that are vital.

Within a very close proximity (maximum of 200 metres) 3 Off Licences are currently trading, they are;

PL 0980-215 Waterloo Rd- Sale of Alcohol 08.00hrs – 23.00hrs

PL 1704- 1 St Annes Rd= Sale of Alcohol 08.00hrs - 23.00hrs

PL 0721- 56a St Annes Rd- Sale of Alcohol 08.00hrs-23.00hrs

If granted this would extend the sales of alcohol for off sales in the locality by 2 hours and this I believe will harm the Licensing Objectives.

The existing permission to sell alcohol is modest in that it only allows the supply or sale to members only, by sweeping the conditions away as requested by the applicant this clearly broadens the ability to sell alcohol significantly and based upon the permitted activities in similar premises in the immediate locality I believe if the variation is granted as requested then the Licensing Objectives could be harmed.

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.

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