

Blackpool Council

3 July 2015

To: Councillors Brown, Hunter and Mitchell

The above members are requested to attend the:

LICENSING PANEL

Monday, 13 July 2015 at 2.00 pm
in Committee Room A, Town Hall, Blackpool

A G E N D A

1 APPOINTMENT OF CHAIRMAN

To appoint a Chairman for the meeting.

2 DECLARATION OF INTEREST - LICENSING

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 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 A PREMISES LICENCE- 13 CLIFTON STREET (Pages 1 - 30)

- a. APPLICATION AND REPRESENTATIONS SUBMITTED. To consider the attached report
- b. DETERMINATION OF THE APPLICATION FOR A PREMISES LICENCE- 13 Clifton Street
- c. ANNOUNCEMENT OF THE DECISION FOR A PREMISES LICENCE- 13 Clifton Street

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

Copies of agendas and minutes of Council and committee meetings are available on the Council's website at www.blackpool.gov.uk.

Report to:	Licensing Panel
Relevant Officer:	Sharon Davies, Head of Licensing Services
Date of Meeting :	13 th July 2015

APPLICATION FOR A PREMISES LICENCE – 13 Clifton Street

1.0 Purpose of the report:

1.1 To consider an application for a premises licence at 13 Clifton Street.

2.0 Recommendation(s):

2.1 The panel is requested to consider the application and determine whether the granting of this licence 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 representations received it must be considered by the Licensing Panel.

4.0 Background Information

4.1 On 18 May 2015, the licensing service received an application from Sripathmanathan Rajkumar to issue a premises licence at 13 Clifton Street Blackpool.

4.2 The application requests permission to sell alcohol for consumption off the premises 06.00 – 23.00 hours daily. 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 Talbot ward which is one for four wards that form part of the off-licence saturation policy. The effect of this policy is to create a rebuttable presumption that applications will be refused. To rebut this presumption, an applicant would be expected to show through the operating schedule, and where appropriate with supporting evidence, that the operation of the premises will not add to the cumulative impact already being experienced.

Applicants for licences within this area will be expected to cover the issues detailed below in their operating schedule. Failure to do so may result in the refusal of the application:

- Details of proof of age scheme to be implemented and proposals for staff training
- Percentage of premises to be used for the sale of alcohol, including details of other items to be sold
- The applicant's policy on the sale of low value/high alcohol products and any drinks discounting that would be adapted.

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.

13.35 – After receiving relevant representations in relation to a new application for or a variation of a licence or certificate, the licensing authority must consider whether it would be justified in departing from its special policy in the light of the individual circumstances of the case... if the licensing authority decides that an application should be refused, it will still need to show that the grant of the application would undermine the promotion of one of the licensing objectives and that appropriate conditions would be ineffective in preventing the problems involved.

4.6 Observations

None

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

Appendix 4d: 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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* required information

Section 1 of 19

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

- System reference This is the unique reference for this application generated by the system.
- Your reference You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.
- Are you an agent acting on behalf of the applicant? Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.
- Yes No

Applicant Details

- * First name
- * Family name
- * E-mail
- Main telephone number Include country code.
- Other telephone number
- Indicate here if the applicant would prefer not to be contacted by telephone

Is the applicant:

- Applying as a business or organisation, including as a sole trader
- Applying as an individual
- A sole trader is a business owned by one person without any special legal structure. Applying as an individual means the applicant is applying so the applicant can be employed, or for some other personal reason, such as following a hobby.

Applicant Business

- * Is the applicant's business registered in the UK with Companies House? Yes No
- * Is the applicant's business registered outside the UK? Yes No
- * Business name If the applicant's business is registered, use its registered name.
- * VAT number Put "none" if the applicant is not registered for VAT.

Continued from previous page...

* Legal status

* Applicant's position in the business

Home country

The country where the applicant's headquarters are.

Applicant Business Address

If the applicant has one, this should be the applicant's official address - that is an address required of the applicant by law for receiving communications.

* Building number or name

* Street

District

* City or town

County or administrative area

* Postcode

* Country

Agent Details

* First name

* Family name

* E-mail

Main telephone number

Include country code.

Other telephone number

Indicate here if you would prefer not to be contacted by telephone

Are you:

- An agent that is a business or organisation, including a sole trader
- A private individual acting as an agent

A sole trader is a business owned by one person without any special legal structure.

Agent Business

* Is your business registered in the UK with Companies House? Yes No

* Registration number

* Business name

If your business is registered, use its registered name.

* VAT number

Put "none" if you are not registered for VAT.

* Legal status

Continued from previous page...

* Your position in the business

Home country

The country where the headquarters of your business is located.

Agent Registered Address

Address registered with Companies House.

* Building number or name

* Street

District

* City or town

County or administrative area

* Postcode

* Country

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PREMISES DETAILS

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003.

Premises Address

Are you able to provide a postal address, OS map reference or description of the premises?

- Address OS map reference Description

Postal Address Of Premises

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Further Details

Telephone number

Non-domestic rateable value of premises (£)

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APPLICATION DETAILS

In what capacity are you applying for the premises licence?

- An individual or individuals
- A limited company
- A partnership
- An unincorporated association
- A recognised club
- A charity
- The proprietor of an educational establishment
- A health service body
- A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- The chief officer of police of a police force in England and Wales
- Other (for example a statutory corporation)

Confirm The Following

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
- I am making the application pursuant to a statutory function
- I am making the application pursuant to a function discharged by virtue of Her Majesty's prerogative

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INDIVIDUAL APPLICANT DETAILS

Applicant Name

Is the name the same as (or similar to) the details given in section one?

- Yes No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

First name

Family name

Is the applicant 18 years of age or older?

- Yes No

Continued from previous page...

Applicant Postal Address

Is the address the same as (or similar to) the address given in section one?

- Yes No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Building number or name	<input type="text"/>
Street	<input type="text"/>
District	<input type="text"/>
City or town	<input type="text" value="Blackpool"/>
County or administrative area	<input type="text"/>
Postcode	<input type="text" value="FY1"/>
Country	<input type="text" value="United Kingdom"/>

Applicant Contact Details

Are the contact details the same as (or similar to) those given in section one?

- Yes No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

E-mail	<input type="text" value="info@arkatraining.co.uk"/>
Telephone number	<input type="text" value="0203 405 1886"/>
Other telephone number	<input type="text"/>

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OPERATING SCHEDULE

When do you want the premises licence to start? / /
dd mm yyyy

If you wish the licence to be valid only for a limited period, when do you want it to end / /
dd mm yyyy

Provide a general description of the premises

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off- supplies you must include a description of where the place will be and its proximity to the premises.

Convenience store selling food items, Grocery, beverages & alcohol. Sale of alcohol for consumption Off the premises only.

Continued from previous page...

If 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend

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PROVISION OF PLAYS

Will you be providing plays?

- Yes No

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PROVISION OF FILMS

Will you be providing films?

- Yes No

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PROVISION OF INDOOR SPORTING EVENTS

Will you be providing indoor sporting events?

- Yes No

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PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

Will you be providing boxing or wrestling entertainments?

- Yes No

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PROVISION OF LIVE MUSIC

Will you be providing live music?

- Yes No

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PROVISION OF RECORDED MUSIC

Will you be providing recorded music?

- Yes No

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PROVISION OF PERFORMANCES OF DANCE

Will you be providing performances of dance?

- Yes No

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PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE

Will you be providing anything similar to live music, recorded music or performances of dance?

- Yes No

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LATE NIGHT REFRESHMENT

Will you be providing late night refreshment?

- Yes No

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SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

- Yes No

Standard Days And Timings

MONDAY

Start

End

Start

End

Give timings in 24 hour clock.
(e.g., 16:00) and only give details for the days
of the week when you intend the premises
to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Continued from previous page...

Will the sale of alcohol be for consumption:

- On the premises Off the premises Both

If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

Name

First name

Family name

Enter the contact's address

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Personal Licence number (if known)

Issuing licensing authority (if known)

Continued from previous page...

PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

- Electronically, by the proposed designated premises supervisor
- As an attachment to this application

Reference number for consent form (if known)

If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.

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ADULT ENTERTAINMENT

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

None

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HOURS PREMISES ARE OPEN TO THE PUBLIC

Standard Days And Timings

MONDAY

Start

End

Start

End

Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

Continued from previous page...

SATURDAY

Start	<input type="text" value="06:00"/>	End	<input type="text" value="23:00"/>
Start	<input type="text"/>	End	<input type="text"/>

SUNDAY

Start	<input type="text" value="06:00"/>	End	<input type="text" value="23:00"/>
Start	<input type="text"/>	End	<input type="text"/>

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

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LICENSING OBJECTIVES

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e)

List here steps you will take to promote all four licensing objectives together.

All staff undergo training in licensing and social responsibility in sale of alcohol. The shop management will work closely with the local police to reduce any crime and disorder.

b) The prevention of crime and disorder

Fully recorded CCTV system would be installed. All staff be trained to avoid any conflict with any one. Incident record book will be maintained.

c) Public safety

Premises will operate with current legal requirement for fire safety, health and safety including periodic risk assessment. The premises will only purchase alcohol from registered wholesalers.

Continued from previous page...

d) The prevention of public nuisance

In addition to having policy of no sale to drunken people, we will work closely with local community, police to identify any one causing anti social behavior to be barred from the shop.

e) The protection of children from harm

The company will operate challenge 25 policy. Full training for staff with refusals book and refresher training on regular basis store shall operate fully recordable CCTV system.

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PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Premises Licence Fees are determined by the non domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at http://www.voa.gov.uk/business_rates/index.htm

Band A - No RV to £4300	£100.00
Band B - £4301 to £33000	£190.00
Band C - £33001 to £87000	£315.00
Band D - £87001 to £125000	£450.00*
Band E - £125001 and over	£635.00*

*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then your are required to pay a higher fee

Band D - £87001 to £12500	£900.00
Band E - £125001 and over	£1,905.00

There is an exemption from the payment of fees in relation to the provision of regulated entertainment at church halls, chapel halls or premises of a similar nature, village halls, parish or community halls, or other premises of a similar nature. The costs associated with these licences will be met by central Government. If, however, the licence also authorises the use of the premises for the supply of alcohol or the provision of late night refreshment, a fee will be required.

Schools and sixth form colleges are exempt from the fees associated with the authorisation of regulated entertainment where the entertainment is provided by and at the school or college and for the purposes of the school or college.

If you operate a large event you are subject to ADDITIONAL fees based upon the number in attendance at any one time

Capacity 5000-9999	£1,000.00
Capacity 10000 -14999	£2,000.00
Capacity 15000-19999	£4,000.00
Capacity 20000-29999	£8,000.00
Capacity 30000-39000	£16,000.00
Capacity 40000-49999	£24,000.00
Capacity 50000-59999	£32,000.00
Capacity 60000-69999	£40,000.00
Capacity 70000-79999	£48,000.00
Capacity 80000-89999	£56,000.00
Capacity 90000 and over	£64,000.00

Continued from previous page...

* Fee amount (£)

DECLARATION

* I/we understand it is an offence, liable on conviction to a fine up to level 5 on the standard scale, under section 158 of the licensing act 2003, to make a false statement in or in connection with this application.

I understand that the information I have provided, will be held by the Council on both computerised and manual files.

* This data may be made available on a public register if so required by relevant legislation. The data may also be disclosed to other departments within the Council and other organisations, but only in order to ensure compliance with relevant legislation, for identification purposes or to prevent or detect fraud or a crime.

Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

* Full name

* Capacity

* Date / /
dd mm yyyy

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/blackpool/apply-1> to upload this file and continue with your application.

Don't forget to make sure you have all your supporting documentation to hand.

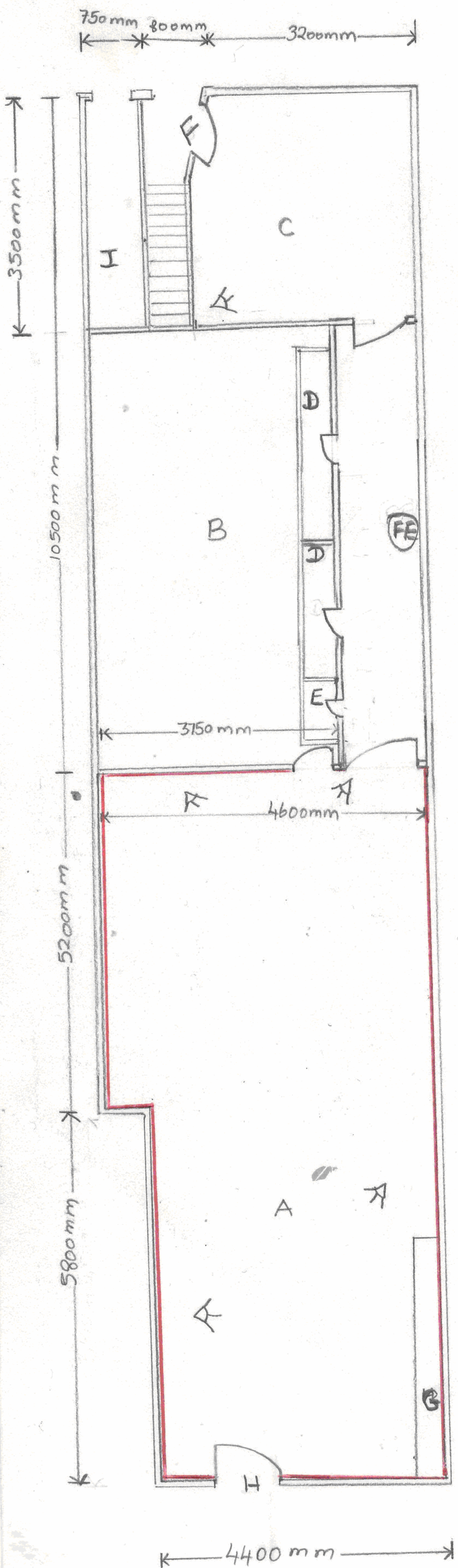
IT IS AN OFFENCE, LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION

OFFICE USE ONLY





Applicant reference number	<input type="text" value="ACS"/>
Fee paid	<input type="text"/>
Payment provider reference	<input type="text"/>
ELMS Payment Reference	<input type="text"/>
Payment status	<input type="text"/>
Payment authorisation code	<input type="text"/>
Payment authorisation date	<input type="text"/>
Date and time submitted	<input type="text"/>
Approval deadline	<input type="text"/>
Error message	<input type="text"/>
Is Digitally signed	<input type="checkbox"/>

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1:100 SCALE
 ABIYAMANNJUU CONVENIENCE STORE
 13 CLIFTON STREET
 BLACKPOOL
 FY1 1JD

- A:- RETAIL AREA
- B:- OFFICE ROOM.
- C:- STORE ROOM.
- D:- TOILET
- E:- METER ROOM.
- F:- FIRE EXIT
- G:- TILL COUNTER AREA
- H:- MAIN ENTRANCE
- I:- FLAT ABOVE
- FE:- FIRE EXTINGUISHER
- :- STAIRS FOR FLAT.
- :- DOOR.
- :- RETAIL SALE OF ALCOHOL
- :- CCTV CAMERA

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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 <i>(please print)</i>	PC 3842 Lisa Evans		
Signature of Officer			
Contact telephone number	01253 604005		
Date representation made	15	06	15
Do you consider mediation to be appropriate	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/> NO
Premises Details			
Premises Name	Abiyamanjuu Convenience Store		
Address	13 Clifton Street		
	Blackpool		
Post Code	FY1 1JD		
Reasons for making representations			
<p>I am in receipt of an application for a New 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 Police base this objection on the existing Premises Licence being within the Off Licence Saturation Policy Area. The purpose of this Policy is to limit the number of Off Licensed Premises within a given geographic area, in order to reduce crime and disorder and promote the licensing objectives. The Policy sets out the following;</p> <ul style="list-style-type: none"> The number, type and density of the premises selling alcohol in a particular area can lead to serious problems of nuisance and disorder. In these circumstances the impact of the premises taken as a whole can be far greater than that arising from individual premises. In most cases it would be impossible to identify an 			

individual premise as being the sole cause or major contributing factor.

- The potential impact on the promotion of the licensing objections by a significant number of licensed premises concentrated in one area is called cumulative impact. The cumulative impact of all the premises in an area upon the promotion of the licensing objectives is a proper matter for the Licensing Committee to consider.
- This application is within the saturation zone. The location of the proposed premises is in the centre of town, servicing both the day time and night time economy. These premises will only add to the availability of alcohol and increase crime and disorder.

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

The Talbot Ward already consists of 25 premises that are Off Licences this is not including the other premises with an alcohol licence.

Talbot Ward itself is a deprived area which already has high levels of Anti Social Behaviour, Domestic Violence and Violent Crime, and alcohol is well documented to be a contributing factor to these sorts of issues. Another premises making alcohol easily accessible will only add to the Crime and Disorder.

I also have concerns that the Licence Holder/Designated Premises Supervisor has not been a DPS within the Blackpool Area and therefore has no experience of the area and its surroundings. I have not been able to find out any previous information in relation to the proposed DPs and therefore cannot comment if he has any previous knowledge of the day to day running of a Licensed premise or if this will be his first role as a DPS and he may not be suitable to take on a high risk premises due to his inexperience.

The applicant has also provided limited conditions covering the four Licensing Objectives and has not stipulated what proportion of the premises will be for the retail of alcohol.

The applicant has requested his hours of alcohol sales to be 6am-11pm, this is of great concern as premises that have been open during the night time economy will be closing their doors just as this proposed premise will be opening allowing patrons to purchase more alcohol after already being heavily fuelled from an evening of drinking which will lead to a 24hour drinking culture.

A hearing would allow the Licensing Committee to examine the prospective operators' intentions and rebut the presumption that the operation of the premises will not add to the cumulative impact and therefore crime and disorder.

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

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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	07990084572/07788353570			
Date representation made	15	06	2015	
Do you consider mediation to be appropriate				NO

Premises Details

Premises Name	13 Clifton Street
Address	Blackpool
Post Code	FY1 1JD

Reasons for making representations

The Public Health Department, Blackpool Council, write in reference to the new Premises Licence application for 13 Clifton Street, Blackpool.

The applicant brings this application in full knowledge that this store is located within Talbot ward which has been subject to the Cumulative Impact Policy (CIP) since 2009.

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

The effect of the policy is to create a rebuttable presumption that applications listed above will be refused. To rebut this presumption, an applicant would be expected to show through the operating schedule, and where appropriate, with supporting evidence, that the operation of the premises will not add to the cumulative impact already being experienced.

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

Supply of Alcohol-

Public Health has concerns that the applicant has applied to supply alcohol from 6.00am; if this application is successful this will increase the availability of alcohol supply within the Saturation Area in the early morning period. Public Health has concerns that these additional hours may have a detrimental impact on Crime and Disorder and Public Nuisance (2 of the licensing objectives) within the local area.

Public Health has concerns that this new premises is situated in an area where there are also a large number of premises that sell alcohol (on and off sales) within close proximity to Clifton Street.

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

Within the Operating Schedule the applicant has not stated their policy on the sale of low value/high alcohol products and any drinks discounting that would be adopted. Once again the sale of cheap high strength alcohol and discounted offers within this premise could have a negative impact on the licensing objectives - Crime and Disorder and Public Nuisance; due to the local demographics and potential clientele groups.

Local Area Concerns –

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.

As stated in the Statement of Licensing Policy the burden of proof rests with the applicant in this case.

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

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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	15	06	2015	
Do you consider mediation to be appropriate			YES	NO

Premises Details

Premises Name	
Address	13 Clifton Street
	Blackpool
Post Code	FY1 1JD

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

I submit this representation on behalf of the Licensing Authority, the premises sits within Talbot Ward which is subject to a special policy where the presumption is to refuse the application.

Blackpool has 4 wards subject to the same test but Talbot ward has the greatest number of Off Licence outlets with 25. The next highest being Bloomfield with 23.

The application is limited in content and does not deal with many of the issues that prevail in the area such as;
 Alcohol dependency
 Street Drinkers
 High Strength Alcohol
 Underage sales and consumption
 Proxy Sales

The level of crime in the area which has an alcohol related element is significant and there is a clear correlation between the excessive availability of alcohol and crime in the area as such the Committee should be minded to refusing this application which would be supportive of their own Statement of Licensing Policy

This application in particular fails to address many of the areas of the Statement of Licensing policy in particular, high strength alcohol, the amount of shop space that will be dedicated to alcohol displays, discounting and offers.

The next matter that is not dealt with is the proximity of similar premises conducting the same activity and how the applicant will address any harm that could flow from this.

The final point of concern is the hours proposed by this applicant are extensive, 06.00hrs if granted will be the earliest in the locality and in area with this many off licences this does cause concern.

The Licensing Authority in their capacity as Responsible authority are opposed to the grant of any new Off Licences in the Saturation areas especially where the offer is just another similar to the type of business already established in the area. I can see nothing unique or special that would justify departure from the Licensing Authority's policy to refuse new applications in this ward.

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.