

# Public Document Pack

# Blackpool Council

20 April 2023

To: Councillors G Coleman, Hutton and D Scott and Hunter (Reserve)

The above members are requested to attend the:

## **LICENSING PANEL**

Tuesday, 2 May 2023 at 10.00 am  
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 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 of Democratic Governance in advance of the meeting.

### **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 and 4(a) 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 NEW PREMISES LICENCE- PIER JAM FESTIVAL PROMENADE AND TOWN CENTRE** (Pages 1 - 38)

To consider an application for a new Premises Licence for Pier Jam Festival, Promenade and Town Centre, Blackpool.

- A. Application and representations submitted. To consider the attached report.
- B. Determination of the application for a new Premises Licence – Pier Jam Festival

The Licensing Panel will indicate how the decision is to be communicated to interested parties.

**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](mailto: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](http://www.blackpool.gov.uk).

<b>Report to:</b>	<b>LICENSING PANEL</b>
<b>Relevant Officer:</b>	Lisa Ashton, Licensing Officer
<b>Date of Meeting:</b>	2 May 2023

## **APPLICATION FOR A PREMISES LICENCE – PIER JAM FESTIVAL, BLPROMENADE AND TOWN CENTRE, BLACKPOOL**

### **1.0 Purpose of the report:**

1.1 To consider an application for a new Premises Licence for Pier Jam Festival, Promenade and Town Centre, Blackpool.

### **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.

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

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

### **4.0 Other alternative options to be considered:**

4.1 None, once an application is submitted and representations received it must be considered by the Licensing Panel.

### **5.0 Council priority:**

5.1 The relevant Council priority is: "The economy: Maximising growth and opportunity across Blackpool".

## 6.0 Background information

6.1 On 10<sup>th</sup> March 2023 the Licensing Service received an application from Kuits on behalf of VW Music Ltd for a new Premises Licence at Promenade and Town Centre, Blackpool.

6.2 The application requests permission for a Premises Licence for an annual music festival called Pier Jam which plays electronic dance music. The festival will take place on one Saturday in Summer with a maximum capacity of 9,999. The proposed date being 29 July 2023 but this may be subject to change. The application requests Films, Live Music, Recorded Music, Provision for performance of Dance and Supply of Alcohol outdoors only Saturday between the hours of 11.00 and 23.00. A copy of the application is attached at Appendix 4a.

6.3 A representation has been received from Mark Marshall of MM Squared who is acting on behalf of Merlin Entertainments, Tourism Business Improvement District and the Beach House. A copy of the representation is attached at Appendix 4b.

6.4 Local policy considerations:

4.1.5 For an applicant to assess what steps are appropriate for the promotion of the licensing objectives, they must first understand the area in which they intend to operate. By way of example the controls required in an area suffering from a high level of deprivation, alcohol dependency and street drinking may be completely different to those required in other areas. Applicants are expected to make their own enquiries and demonstrate how they have considered the following in the operating schedule:

- The layout of the local area and physical environment including crime and disorder hotspots, proximity to residential premises and proximity to areas where children and young persons may congregate;
- Any risk posed to the local area by the proposed licensable activities; and
- Any local initiatives (for example local crime reduction initiatives or voluntary schemes which may help mitigate potential risks)

4.1.7 - If relevant representations are made the Council will only grant the hours of use proposed where the operating schedule and any risk assessments adequately demonstrate that:

- The applicant has properly considered what is appropriate for the local area when considering what hours and activities to apply for
- The potential effect on the licensing objectives is not significant
- The operating schedule demonstrates that the applicant is taking

appropriate steps to minimise any adverse impact on local residents and businesses

4.4.2 - The Council wishes to develop a diverse night-time economy but acknowledges that any licensable activity has the potential to impact adversely on the surrounding area either by disturbance caused by crime and disorder or by nuisance caused by customers being noisy when leaving/using on-street car parking. The impact of these activities can be greater at night when ambient noise levels are much lower.

6.5 National policy considerations:

2.21 Beyond the immediate area surrounding the premises, these are matters for the personal responsibility of individuals under the law. An individual who engages in anti-social behaviour is accountable in their own right. However, it would be perfectly reasonable for a licensing authority to impose a condition, following relevant representations, that requires the licence holder or club to place signs at the exits from the building encouraging patrons to be quiet until they leave the area, or that, if they wish to smoke, to do so at designated places on the premises instead of outside, and to respect the rights of people living nearby to a peaceful night.

9.43 – 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.

10.23 Large capacity “vertical drinking” premises, sometimes called High Volume Vertical Drinking establishments (HVVDs), are premises with exceptionally high capacities, which are used primarily or exclusively for the sale and consumption of alcohol, and have little or no seating for patrons. Previous research has demonstrated that the environment within such establishments can have a significant bearing on the likelihood of crime and disorder.

6.6 Does the information submitted include any exempt information? No

**7.0 List of Appendices:**

7.1 Appendix 4(a) Application form for a new Premises Licence  
Appendix 4(b) Public Objection from Mark Marshall on behalf of Merlin Entertainments, Tourism BID and the Beach House.

**8.0 Financial considerations:**

8.1 None.

**9.0 Legal considerations:**

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

**10.0 Risk management considerations:**

10.1 None.

**11.0 Equalities considerations:**

11.1 None.

**12.0 Sustainability, climate change and environmental considerations:**

12.1 None.

**13.0 Internal/external consultation undertaken:**

13.1 None.

**14.0 Background papers:**

14.1 None.

# Appendix 4a



## Blackpool Application for a premises licence Licensing Act 2003

For help contact  
[licensing@blackpool.gov.uk](mailto:licensing@blackpool.gov.uk)  
Telephone: 01253 478397

\* required information

### Section 1 of 21

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                      Not Currently In Use

This is the unique reference for this application generated by the system.

Your reference                         VWM1/8

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?

Yes

No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for

### Applicant Details

\* First name                             Kuit Steinart Levy LLP

\* Family name                         NA

\* 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

Note: completing the Applicant Business section is optional in this form.

Registration number                      09330915

Business name                         VW Music Ltd

If the applicant's business is registered, use its registered name.

VAT number

Put "none" if the applicant is not registered for VAT.

Legal status                             Private Limited Company

Continued from previous page...

Applicant's position in the business

Home country

The country where the applicant's headquarters are.

**Registered Address**

Address registered with Companies House.

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

Note: completing the Applicant Business section is optional in this form.

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

**Section 2 of 21**

**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 (£)

**Section 3 of 21****APPLICATION DETAILS**

In what capacity are you applying for the premises licence?

- An individual or individuals
- A limited company / limited liability partnership
- A partnership (other than limited liability)
- An unincorporated association
- Other (for example a statutory corporation)
- 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

**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

**Section 4 of 21****NON INDIVIDUAL APPLICANTS**

Provide name and registered address of applicant in full. Where appropriate give any registered number. In the case of a partnership or other joint venture (other than a body corporate), give the name and address of each party concerned.

**Non Individual Applicant's Name**

Name

VW Music Ltd

**Details**

Registered number (where applicable)

09330915

Description of applicant (for example partnership, company, unincorporated association etc)

Continued from previous page...

Limited Company

**Address**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Contact Details**

You must enter a valid e-mail address

E-mail

Telephone number

Other telephone number

\* Date of birth  /  /   
dd mm yyyy

\* Nationality  Documents that demonstrate entitlement to work in the UK

**Section 5 of 21**

**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.

This application is for a premises licence for an annual music festival called Pier Jam which plays electronic dance music. The festival will take place on one Saturday in summer.

The date proposed for 2023 is 29th July but may be subject to change on sufficient notice.

Continued from previous page...

The dates for future events will be notified in accordance with the provisions contained within the Operating Schedule.

Please refer to the plan submitted with the application for more information.

The area already benefits from a premises licence. But this application seeks a separate licence which incorporates just this event.

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

9999

**Section 6 of 21**

**PROVISION OF PLAYS**

See guidance on regulated entertainment

Will you be providing plays?

Yes  No

**Section 7 of 21**

**PROVISION OF FILMS**

See guidance on regulated entertainment

Will you be providing films?

Yes  No

**Standard Days And Timings**

MONDAY

Start

End

Start

End

TUESDAY

Start

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WEDNESDAY

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THURSDAY

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FRIDAY

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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.

Continued from previous page...

**SATURDAY**

Start

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**SUNDAY**

Start

End

Start

End

Will the exhibition of films take place indoors or outdoors or both?

- Indoors       Outdoors       Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

State any seasonal variations for the exhibition of film

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 exhibition of film 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.

**Section 8 of 21**

**PROVISION OF INDOOR SPORTING EVENTS**

See guidance on regulated entertainment

Will you be providing indoor sporting events?

- Yes       No

**Section 9 of 21**

**PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS**

See guidance on regulated entertainment

Will you be providing boxing or wrestling entertainments?

- Yes       No

Continued from previous page...

**Section 10 of 21**

**PROVISION OF LIVE MUSIC**

See guidance on regulated entertainment

Will you be providing live music?

- 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

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WEDNESDAY

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SATURDAY

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SUNDAY

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End

Will the performance of live music take place indoors or outdoors or both?

- Indoors                       Outdoors                       Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

Continued from previous page...

State any seasonal variations for the performance of live music

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 performance of live music 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.

**Section 11 of 21**

**PROVISION OF RECORDED MUSIC**

See guidance on regulated entertainment

Will you be providing recorded music?

Yes

No

**Standard Days And Timings**

MONDAY

Start

End

Start

End

TUESDAY

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WEDNESDAY

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End

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THURSDAY

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FRIDAY

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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.

Continued from previous page...

**SATURDAY**

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**SUNDAY**

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End

Will the playing of recorded music take place indoors or outdoors or both?

- Indoors       Outdoors       Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

State any seasonal variations for playing recorded music

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 playing of recorded music 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.

**Section 12 of 21**

**PROVISION OF PERFORMANCES OF DANCE**

See guidance on regulated entertainment

Will you be providing performances of dance?

- 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.



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TUESDAY

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WEDNESDAY

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THURSDAY

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FRIDAY

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SATURDAY

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SUNDAY

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Will the performance of dance take place indoors or outdoors or both?

- Indoors       Outdoors       Both

Where taking place in a building or other structure tick as appropriate. Indoors may include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

State any seasonal variations for the performance of dance

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 performance of dance at different times from those listed in the column on the left, list below

Continued from previous page...

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

**Section 13 of 21**

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

See guidance on regulated entertainment

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

- Yes                       No

**Section 14 of 21**

**LATE NIGHT REFRESHMENT**

Will you be providing late night refreshment?

- Yes                       No

**Section 15 of 21**

**SUPPLY OF ALCOHOL**

Will you be selling or supplying alcohol?

- Yes                       No

**Standard Days And Timings**

**MONDAY**

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**TUESDAY**

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**WEDNESDAY**

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**THURSDAY**

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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.

Continued from previous page...

**SATURDAY**

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**SUNDAY**

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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

Date of birth  /  /   
dd    mm    yyyy

Continued from previous page...

**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)

**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'.

**Section 16 of 21**

**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.

NA

**Section 17 of 21**

**HOURS PREMISES ARE OPEN TO THE PUBLIC**

**Standard Days And Timings**

MONDAY

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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.

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TUESDAY

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THURSDAY

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FRIDAY

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SATURDAY

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SUNDAY

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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.

Section 18 of 21

**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)

*Continued from previous page...*

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

As per the attached operating schedule

b) The prevention of crime and disorder

As per the attached operating schedule

c) Public safety

As per the attached operating schedule

d) The prevention of public nuisance

As per the attached operating schedule

e) The protection of children from harm

As per the attached operating schedule

**Section 19 of 21**

**NOTES ON DEMONSTRATING ENTITLEMENT TO WORK IN THE UK**

*Continued from previous page...*

**Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships:**

A licence may not be held by an individual or an individual in a partnership who is resident in the UK who:

- does not have the right to live and work in the UK; or
- is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any premises licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have an entitlement to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity. They do this in one of two ways: 1) by providing with this application copies or scanned copies of the documents listed below (which do not need to be certified), or 2) by providing their 'share code' to enable the licensing authority to carry out a check using the Home Office online right to work checking service (see below).

**Documents which demonstrate entitlement to work in the UK**

- An expired or current passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies having the right of abode in the UK [please see note below about which sections of the passport to copy].
- An expired or current passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland.
- A Registration Certificate or document certifying permanent residence issued by the Home Office to a national of a European Economic Area country or Switzerland.
- A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK.
- A **current** passport endorsed to show that the holder is exempt from immigration control, is allowed to stay indefinitely in the UK, has the right of abode in the UK, or has no time limit on their stay in the UK.
- A **current** Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK or has no time limit on their stay in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A certificate of registration or naturalisation as a British citizen, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.

*Continued from previous page...*

- A **current** passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is allowed to work relation to the carrying on of a licensable activity.
- A **current** Residence Card issued by the Home Office to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights or residence.
- A **current** Immigration Status Document containing a photograph issued by the Home Office to the holder with an endorsement indicating that the named person may stay in the UK, and is allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A Certificate of Application, **less than 6 months old**, issued by the Home Office under regulation 18(3) or 20(2) of the Immigration (European Economic Area) Regulations 2016, to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence.
- Reasonable evidence that the person has an outstanding application to vary their permission to be in the UK with the Home Office such as the Home Office acknowledgement letter or proof of postage evidence, or reasonable evidence that the person has an appeal or administrative review pending on an immigration decision, such as an appeal or administrative review reference number.
- Reasonable evidence that a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence in exercising treaty rights in the UK including:-
  - evidence of the applicant's own identity – such as a passport,
  - evidence of their relationship with the European Economic Area family member – e.g. a marriage certificate, civil partnership certificate or birth certificate, and
  - evidence that the European Economic Area national has a right of permanent residence in the UK or is one of the following if they have been in the UK for more than 3 months:
    - (i) working e.g. employment contract, wage slips, letter from the employer,
    - (ii) self-employed e.g. contracts, invoices, or audited accounts with a bank,
    - (iii) studying e.g. letter from the school, college or university and evidence of sufficient funds; or
    - (iv) self-sufficient e.g. bank statements.

Family members of European Economic Area nationals who are studying or financially independent must also provide evidence that the European Economic Area national and any family members hold comprehensive sickness insurance in the UK. This can include a private medical insurance policy, an EHIC card or an S1, S2 or S3 form.

**Original documents must not be sent to licensing authorities.** If the document copied is a passport, a copy of the following pages should be provided:-

- (i) any page containing the holder's personal details including nationality;
- (ii) any page containing the holder's photograph;
- (iii) any page containing the holder's signature;
- (iv) any page containing the date of expiry; and
- (v) any page containing information indicating the holder has permission to enter or remain in the UK and is permitted to work.



*Continued from previous page...*

If the document is not a passport, a copy of the whole document should be provided.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.

#### **Home Office online right to work checking service**

As an alternative to providing a copy of the documents listed above, applicants may demonstrate their right to work by allowing the licensing authority to carry out a check with the Home Office online right to work checking service.

To demonstrate their right to work via the Home Office online right to work checking service, applicants should include in this application their 9-digit share code (provided to them upon accessing the service at <https://www.gov.uk/prove-right-to-work>) which, along with the applicant's date of birth (provided within this application), will allow the licensing authority to carry out the check.

In order to establish the applicant's right to work, the check will need to indicate that the applicant is allowed to work in the United Kingdom and is not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

An online check will not be possible in all circumstances because not all applicants will have an immigration status that can be checked online. The Home Office online right to work checking service sets out what information and/or documentation applicants will need in order to access the service. Applicants who are unable to obtain a share code from the service should submit copy documents as set out above.

#### **Section 20 of 21**

#### **NOTES ON REGULATED ENTERTAINMENT**

*Continued from previous page...*

In terms of specific **regulated entertainments** please note that:

- **Plays:** no licence is required for performances between 08:00 and 23:00 on any day, provided that the audience does not exceed 500.
- **Films:** no licence is required for 'not-for-profit' film exhibition held in community premises between 08:00 and 23:00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
- **Indoor sporting events:** no licence is required for performances between 08:00 and 23:00 on any day, provided that the audience does not exceed 1000.
- **Boxing or Wrestling Entertainment:** no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08:00 and 23:00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
- **Live music:** no licence permission is required for:
  - o a performance of unamplified live music between 08:00 and 23:00 on any day, on any premises.
  - o a performance of amplified live music between 08:00 and 23:00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - o a performance of amplified live music between 08:00 and 23:00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
  - o a performance of amplified live music between 08:00 and 23:00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - o a performance of amplified live music between 08:00 and 23:00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- **Recorded Music:** no licence permission is required for:
  - o any playing of recorded music between 08:00 and 23:00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - o any playing of recorded music between 08:00 and 23:00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - o any playing of recorded music between 08:00 and 23:00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.

Continued from previous page...

- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
  - o any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
  - o any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
  - o any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
  - o any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

**Section 21 of 21**

**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](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

\* Fee amount (£)

1,100.00

**DECLARATION**

Continued from previous page...

[Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).

The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)

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 TO SUMMARY CONVICTION TO A FINE OF ANY AMOUNT UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION**

**IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED**

**OFFICE USE ONLY**

Applicant reference number	<input type="text" value="VWM1/8"/>
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"/>

[1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [11](#) [12](#) [13](#) [14](#) [15](#) [16](#) [17](#) [18](#) [19](#) [20](#) [21](#) [Next >](#)

## **OPERATING SCHEDULE**

Staff shall be trained in the requirements of the Licensing Act 2003 with regard to the Licensing Objectives.

### **A) The Prevention of Crime and Disorder**

1. Licensable activities shall be permitted to take place under this licence on no more than [one day] per calendar year. The day on which these activities are to take place shall be notified to Blackpool Council ("the Council's Licensing Authority") and Lancashire Constabulary ("the Police") at least 60 days prior to any proposed event.
2. No more than 9,999 persons shall be permitted on the premises.
3. Admission to the licensed premises will be by ticket only unless otherwise approved by the Council's Licensing Authority, and the premises licence holder shall use all appropriate media such as website, social media and email to communicate appropriate information and conditions to ticket holders in advance of any event.
4. Ticket printing manifests and sales figures will be provided on request to the Council's Licensing Authority.
5. The ticketed capacity will not exceed the maximum capacity permitted by the premises licence.
6. Appropriate arrangements by way of barriers, gate systems, security or other provision will be made, in agreement with the responsible authorities, to prevent unauthorised access to the licensed premises and manage entry to the licensed premises.
7. Drinks (both alcoholic and non-alcoholic) shall not be sold or served in glass containers at any time.
8. CCTV recording will be in place where practicable.
9. Town Centre CCTV recording will be in place at all times when outdoor consumption of alcohol is taking place.
10. Door Staff will use the Town Centre Link Radio to inform CCTV of any issues.
11. A CCTV system shall be installed and will meet the following criteria:
  - The system will display on any recording the time and date of said recording;
  - The system will be recording and monitored whenever licensable activities are taking place;
  - Any recordings will be retained for a minimum of 28 days after they are made and will be produced to an authorised officer upon request, so long as said request is in accordance with the principles of the Data Protection Act or any subsequent or alternative legislation;
  - As a minimum, a visual recording facility will capture any areas in which searches are carried out as well as the head and shoulders of all persons entering the premises for identification purposes.
  - A competent person trained in the use of and operation of the CCTV will be in attendance at the premises and monitoring the CCTV at all times that licensable activities are taking place. Said person will be able to fully operate the CCTV system and be able to download data in a recognised format when requested
- 13 A suitable control room, agreed with the police at least 4 weeks before the event, will be staffed from by trained personnel to monitor large scale events for incidents of crime and disorder.

- 14 Prior to an event that involves licensable activities being carried on under the authority of this premises licence, a risk assessment will be carried out to determine how many door supervisors are required. An adequate number of trained SIA approved security personnel will be on duty at the event at a ratio of 1:100 as per national guidelines.
  - 15 An appropriate number of SIA registered stewards will be on duty for all events in accordance with a risk assessment where alcohol will be on sale for consumption on the premises.
  - 16 Stewards will marshal all entry/exit points to enclosed areas where alcohol is to be consumed.
  - 17 Stewards will marshal all crossing points of the tramway when necessary.
  - 18 All stewards will be fully briefed before commencing work and will be made highly visible by wearing hi-vis jackets during events.
  - 19 Regular patrolling by the event stewards shall take place at all times the site is providing alcohol to ensure all incidents of crime and disorder drunkenness and anti-social behaviour are prevented and appropriately dealt with.
  - 20 In relation to any event the Premises Licence Holder shall follow the principles within The Event Safety Guide - A Guide to Health, Safety and Welfare At Music and Similar Events - HSG 195, Published by the Health and Safety Executive (HSE) 1999 ISBN 0 7176 2453
  - 21 Clearly visible notices shall be displayed advising those attending that:
    - a. Alcohol may not be brought on site
    - b. It is a condition of entry that customers agree to be searched
    - c. The Police will be informed if anyone is found in possession of controlled substances or weapons
12. The premises licence holder shall submit an Event Management Plan (EMP) to the Council's Licensing Authority for full and detailed consultation through a multi-agency forum at least 60 days prior to any event, with the plan to be finalised in conjunction with the responsible authorities at least 14 days prior to any proposed event. This will include:
- (i) Contact details of the persons/organisations responsible for:
    - i. Overall event safety control;
    - ii. Medical and first aid provision;
    - iii. Site management and structural integrity of temporary structures;
    - iv. Crowd management, stewarding and security;
    - v. Fire safety;
    - vi. Configuration and control of sound systems;
    - vii. Management of car parking;
    - viii. Management of concessions;
    - ix. Provision and maintenance of water supplies;
    - x. Welfare and provision of information;
    - xi. Reception, collection and removal of litter and other waste on and off site;
  - (ii) Detailed proposals/timings of entertainment, together with information regarding any special effects;
  - (iii) Details of concessionary activities including food, bars and retail sales;
  - (iv) Details of types and locations of signage;
  - (v) A site safety plan including site safety rules, requirements for construction and breakdowns of site, structural safety calculations, drawings of temporary structures and safety barriers, details of electrical installations and lighting arrangements;
  - (vi) Incident contingency and emergency plans (including a major incident plan);
  - (vii) Details for the provision of cleaning and maintenance of sanitary accommodation, washing facilities and drinking water;
  - (viii) Details for the collection and disposal of litter and other waste;

(ix) Details of welfare arrangements and facilities and provision of information on site.

13. The EMP will specify the dates by which any obligations within it must be complied with.
14. The site shall operate a zero tolerance drugs policy. Confiscated and found drugs shall be stored, transferred and disposed in accordance with procedures detailed in the event risk assessments.
15. A Personal Licence holder will be on site at all times. A log will be kept of supervisors on site
16. A written record shall be kept on the premises by the Designated Premises Supervisor of every person employed on the premises as a door supervisor in a register kept for that purpose. That record shall contain the following details:
  - the door supervisor's name, date of birth and home address
  - his/her Security Industry Authority licence number
  - the time and date he/she starts and finishes duty
  - the time of any breaks taken whilst on duty

## **B) Public Safety**

1. Appropriate and sufficient first aid and medical equipment and staff shall be available and employed at the premises throughout the course of any event.
2. Regular safety checks shall be carried out by staff.
3. Regular toilet checks conducted and documented accordingly. These checks will be done at regular intervals
4. Random searches will take place at entrances where deemed appropriate.
5. During any event that involves licensable activities being carried on under the authority of this premises licence, the premises will operate a search policy to deter the carrying of drugs or weapons. Random searches will take place and every customer will be subject to a metal detector arch or wand
6. Suitable records shall be kept by the premises licence holder or his agent regarding fire safety precautions, electrical installations and the construction of the built environment.
7. The premises shall maintain an Incident Log and public liability insurance.
8. Regular patrolling by the event stewards shall take place at all times the site is providing alcohol to ensure all incidents of crime and disorder drunkenness and anti-social behaviour are prevented and appropriately dealt with.
9. Where there is reasonable suspicion that drugs, weapons, or unauthorised alcohol are being carried the licence holder or DPS shall ensure that outer clothing, pockets and bags of those entering the site are searched by a trained staff member of the same sex.
10. The premises shall operate a zero tolerance drugs policy



### **C) The Prevention of Public Nuisance**

1. The premises licence holder shall appoint a suitably qualified and experienced acoustic consultant in relation to any event. The consultant shall advise on acoustic arrangements and sound levels prior to any event and shall be present and contactable by the Council's Environmental Health Department throughout any event.
2. The premises licence holder shall submit a Noise Management Plan to the Council's Environmental Health Department at least 60 days prior to any event, with the plan to be finalised in conjunction with them at least 14 days prior to any event.
3. The premises and its exterior shall be cleared of litter at regular intervals throughout any event. And fully and promptly following any event.
4. Notices will be positioned at the exits requesting customers to leave in a quiet manner.
5. All bottle bins are to be kept sure and any broken glass on site is to be cleared immediately.
6. The volume of amplified sound used in connection with entertainment shall at all times be under the control of the licence holder and the controlling mechanism will be operated from an area inaccessible to the public.

### **D) The Protection of Children From Harm**

1. No entry shall be permitted to persons under 18 years of age.
2. A Challenge 25 Policy shall be implemented in full at the entrance to any event carried out under this licence, with full and appropriate identification sought from any person who appears to be under the age of 25. The only acceptable forms of identification shall be photographic driving licences, passports, HM forces cards, or a form of identification with the "PASS" hologram. Any person who cannot produce full and appropriate identification when requested to do so shall not be permitted entry to the premises.
3. Those purchasing tickets to the event shall be advised in advance of the event to bring appropriate identification with them.
4. A Challenge 25 Policy shall further be implemented in full in respect of all sales of alcohol.
5. All staff who are to sell alcohol will be trained, and such training will include the Challenge 25 Policy and its operation.
6. All staff involved in alcohol sales to have received suitable training in relation to the proof of age scheme. Records to evidence this will be made available to an authorised officer upon request
7. Notices must be displayed in prominent positions at each point of sale indicating that the Challenge 25 Policy is in force and advising what forms of ID are acceptable.

solicitors


Consent of individual to being specified as Designated Premises Supervisor

I Lewis John Meehan  
[full name of prospective Designated Premises Supervisor]

of --

  
[home address of prospective Designated Premises Supervisor]

My date of birth is: 

I was born in:   
[place of birth of prospective Designated Premises Supervisor]

Contact telephone number: 

Hereby confirm that I give my consent to being specified as the Designated Premises Supervisor in relation to the application for

**Application for a DPS variation**  
[type of application]

relating to a Premises Licence TBC  
[number of existing Premises Licence]

for

Pier Jam Rotnal,  
[name and address of premises to which the application relates]

**KUIT STEINART LEVY LLP, 3 ST MARY'S PARSONAGE, MANCHESTER  
M3 2RD. TELEPHONE NUMBER: 0161 838 7888. FAX: 0161 838 8109**

and any Premises Licence to be granted or varied in respect of this application made by

VN MUSIC LTD  
[name of applicant]

concerning the supply of alcohol at

PER JCM FESTIVAL, BLACKPOOL, FY1  
[name and address of premises to which the application relates]

I also confirm that I am entitled to work in the United Kingdom and am applying for, intend to apply for or currently hold a Personal Licence, details of which I set out below.

Personal Licence number

[REDACTED]

Personal Licence Issuing Authority

[REDACTED]

Signed: .....

Name (please print) Lewis John Mehan

Date: 7/2/2023

KUIT STEINART LEVY LLP, 3 ST MARY'S PARSONAGE, MANCHESTER  
M3 2RD. TELEPHONE NUMBER: 0161 838 7888. FAX: 0161 838 8109



3000sqm @ 4m =  
capacity of 6500 in  
the yellow shaded  
area

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PRODUCTION VERSION  
WORKING VERSION

# Appendix 4b

## M Squared Services Ltd.



6 April 2023

Prepared on behalf of;

Merlin Entertainments Ltd, Tourism Business Improvement District and the Beach House Restaurant

### Representation Against New Premises Licence

**Applicant Details-** VW Music Ltd

**Premises –** Promenade and Town Centre

**Event-** Blackpool Festival (Pier Jam)

We are concerned about the 3 Licensing Objectives highlighted. The primary basis of the concerns comes about due to the location, date, demographic and capacity of the event.

#### **Prevention of Crime and Disorder**

We note from the operating schedule under condition 2 that the upper limit that the Licence Holder is prepared to accept is 9999 people. We feel this number of people both travelling to and from the site will have a significant impact on the promenade businesses. The customers will have to make their way on foot from hotels, car parks, and travel hubs such as the train station. The visual impact of such large groups can itself be a worry for young families already visiting attractions in the area and the lack of coordination regarding arrivals seems to be a huge gap that has not been considered.

We note that the matter will be subject to approval from the Safety Advisory Group and Blackpool is well accustomed to holding large events but switch-on events and firework events which see similar numbers are very much self-policing. The demographic that will be attracted to this event is at a much higher risk and will likely already be intoxicated on arrival and if not certainly on dispersal. The music style on offer is synonymous with illegal drug use and the sheer volume of customers involved takes what would normally be manageable risks to a level that we believe will be uncontrollable.

By way of reference points, numerous events can be looked at as precedents. The events held at the Piers are similar in style but very different in terms of capacity, usually opting for customer numbers of circa 3000. There is usually a notable impact from the Pier events, but the management regime has largely designed out a lot of the issues which ironically come

# M Squared Services Ltd.



6 April 2023

about from people coming and going from the event mid-way through and dispersing from the event to leave to attend after parties at nearby premises. The numbers proposed for this event are magnified to the power of 3. The location is much broader and does not lend itself to controlled dispersal down one street. Customers can leave there via a myriad of different streets and very quickly overrun the promenade and town centre.

The operating schedule is silent regarding the issue of containment or readmissions, large numbers of people exiting the premises mid-way through the event will be problematic. The Licence Holder is unable to keep people on site from start to finish but by way of deterring large numbers of people from coming in and out, a condition should be imposed that no readmissions will be allowed. This may be considered at a SAG but it should be as a minimum inserted as a condition on the premises licence (if granted)

The Applicant offers up a town centre resource as a means of preventing crime and disorder which is the Town Centre CCTV, listed as item 9 on the operating schedule. This is a resource that this Applicant has no autonomy or control over, it is there to safeguard the residents and visitors of Blackpool and is a publicly funded resource. We accept that the event organisers will be installing CCTV inside the premises but 10,000 higher-risk customers attending an event of this kind will require significant control and monitoring when they arrive and leave. We believe it is unfair to offer a public resource for a private event.

The location sits just outside the town center cumulative impact area. It is a matter of 50 meters on the right side of the line. This fact may be advantageous to the applicant but to businesses already operating in this area having a licence granted of this magnitude and this number of people in the area brings into play all the issues mentioned in paragraph 14.2 of the Section 182 Guidance shown below.

*14.21 In some areas where the number, type or density of licensed premises, such as those selling alcohol or providing late night refreshment, is high or exceptional, serious problems of nuisance and disorder may arise outside or some distance from those premises. Such problems generally occur as a result of large numbers of drinkers being concentrated in an area, for example when leaving premises at peak times or when queuing at fast food outlets or for public transport..*

This application, if granted, will put not just large numbers of drinkers in the area but an extraordinary number of drinkers in an area that is on the outer edge of what is already considered the stress area.

## **Prevention of Public Nuisance**

## M Squared Services Ltd.

6 April 2023



The issues of nuisance largely duplicate the matters raised in the crime and disorder objective, our primary concern is the behaviour of customers travelling to and from the event. We understand the position set out in Sec 182 Guidance regarding the behaviour of individuals when away from the premises is a matter of personal responsibility which is detailed below.

*2.21 Beyond the immediate area surrounding the premises, these are matters for the personal responsibility of individuals under the law. An individual who engages in anti-social behaviour is accountable in their own right. However, it would be perfectly reasonable for a licensing authority to impose a condition, following relevant representations, that requires the licence holder or club to place signs at the exits from the building encouraging patrons to be quiet until they leave the area, or that, if they wish to smoke, to do so at designated places on the premises instead of outside, and to respect the rights of people living nearby to a peaceful night.*

This paragraph of the Guidance is clearly not aimed at large-scale events, the mischief it seeks to address is the right of residents to enjoy the quiet possession of their properties suggesting that signage will be the “silver bullet”.

In conventional premises, one can see how this may have some effect, among other measures the Applicant has offered up signage as a means of deterring nuisance. With the volume of people all leaving at the same time, it is simply not credible that people will see any signs let alone take any notice of them and the dispersal arrangement contained in the application appears to be basic at best.

### **Protection of Children from Harm**

We have focused on the deficiencies within the operating schedule.

Standard proposals for challenge 25 and vetting on the door are offered up but there are no proposals contained regarding what the Applicant will do when a young person is refused admission. By the nature of the event, there will be young people who attend in groups who could become separated or not have a means of getting home or returning to the accommodation. Who will pick up the issues that could flow from large numbers of young people being refused admission? Will this be something that publicly funded services will need to pick up? The Operating Schedule does not cover such scenarios which will be highly likely.

The standard of fraudulent Identification is of a much higher specification today, very often not detectable by visual inspection. The likely demographic will be people in their late teens or early 20s. It is inevitable that many people under 18 will obtain tickets. We feel the age verification policy is not strong enough for an event of this style and size.

The impact on children already in the area visiting attractions is something that again has been overlooked, this will be particularly relevant during the arrival stage of the event. The promenade by definition is a shared space for families and visitors. Events of this type are usually coordinated with

## M Squared Services Ltd.



6 April 2023

care with buy-in from all the Authorities.

We are seasoned operators and welcome events to the town, but the size, location and customer demographic are at odds with what many of the Promenade businesses have been seeking to achieve for the last 2 decades.

In the previous 12 months, Merlin has spent 2 million pounds marketing Blackpool as a family resort and the timing, entertainment style and proposed capacity of this event undermines our collective efforts not to mention poses a serious threat to the 3 Licensing Objectives detailed in this submission.

Prepared by

**Mark Marshall FCILEX**  
Director

A handwritten signature in black ink, appearing to read "M. Marshall".

6<sup>th</sup> April 2023