

Blackpool Council Licensing Service				
Representation made by a Responsible Authority				
Responsible Authority				
Name of Responsible Authority	Public Health			
Name of Officer <i>(please print)</i>	Dr. Arif Rajpura			
Signature of Officer				
Contact telephone number	01253-476363			
Date representation made	10	02	2016	
Do you consider mediation to be appropriate				NO
Premises Details				
Premises Name	Radom- Euro Shop			
Address	239 Dickson Road			
	Blackpool			
Post Code	FY1 2JH			
Details of your representation (Please refer and attach any supporting documentation)				
<p>The Public Health Department, Blackpool Council, write in reference to the new Premises Licence application for Radom – Euro Shop, 239 Dickson Road.</p> <p>The applicant brings this application in full knowledge that this store is located within Claremont ward which has been subject to the Cumulative Impact Policy (CIP) since 2009. This policy will only be overridden in genuinely exceptional circumstances where the applicant can demonstrate that the granting of the application will not undermine the policy and the reasons for it.</p> <p>As in all cases, it is for the applicant to determine what steps are appropriate for the promotion of the licensing objectives as these will vary from premises to premises. Applicants are expected to demonstrate knowledge of the local area in which they propose to operate and an understanding of the problems and issues in that area.</p> <p>It does not appear from the application that this applicant has made any consideration to the area in</p>				

which the premises are located. This premise is in an area which already has a high number of off-license premises, in an area of high deprivation, high levels of street drinking and alcohol dependency and in an area which sits at 109 calls per 1000 head of population for Domestic Abuse calls many of which are aggravated by either the perpetrator or victim being drunk. (Blackpool Drug and Alcohol Needs Assessment (2014); page 61, table 5). In overlooking these issues we feel that the applicant has not properly made the connection between the sale of alcohol and the live issues experienced within this area.

The Licensing Policy encourages applicants to;

Access Local Alcohol Health Profiles information available via <http://lape.org.uk> which provides a picture of the levels of alcohol harm in the local area.

Applicants are also encouraged to look at the Blackpool Joint Strategic Needs Assessment available via <http://blackpooljsna.org.uk> which provides a broader outlook on community issues in Blackpool.

Applicants are to consider this information when making their application, demonstrating their understanding of their local community and how their new premises may impact on this.

Applicants are then expected to 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)**

The applicant has failed to demonstrate that they have considered any of the above points.

There have been very limited measures put forward in the operating schedule to demonstrate how the applicant will promote the licensing objectives. We would expect to see measures put in place such as proposals for staff training, percentage of premises to be used for the sale of alcohol, including details of other items to be sold and how alcohol displays will be managed responsibly, and the applicant's policy on the sale of low value/high alcohol products.

As stated in the Statement of Licensing Policy the burden of proof rests with the applicant in this case, the Public Health Department have sought to summarise the challenges in Clarendon ward;

- High levels of alcohol harm.
- High levels of Domestic Abuse.
- Increased accessibility of alcohol.

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.