

<b>Blackpool Council Licensing Service</b>				
<b>Representation made by a Responsible Authority</b>				
<b>Responsible Authority</b>				
Name of Responsible Authority	<b>Licensing Authority</b>			
Name of Officer <i>(please print)</i>	Mark Marshall			
Signature of Officer				
Contact telephone number	<b>01253-478493</b>			
Date representation made	<b>09</b>	<b>02</b>	<b>2016</b>	
Do you consider mediation to be appropriate				NO
<b>Premises Details</b>				
Premises Name	<b>Radom- Euro Shop</b>			
Address	239 Dickson Road			
	Blackpool			
Post Code	FY1 2JH			
<b>Details of your representation (Please refer and attach any supporting documentation)</b>				
<p>The application made is for a premises with a history of previous problems and the area its self presents its own challenges. As such a cumulative impact policy is in place which shifts the burden to the applicant to demonstrate the grant of a licence will not add to the stresses in the area already being experienced.</p> <p>The licensing policy provides some helpful suggestions on the areas that applicants should concentrate on;</p> <p><b>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.</b></p> <p><b>Applicants are expected to make their own enquiries and demonstrate how they have considered the following in the operating schedule:</b></p>				

- 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)

### ***Assessment of the Area***

Dickson Road has 9 Off Licences , the applicant premises sits between 3 operational premises, Morrison's, Spar and Bargain Booze and a vacant premises at 169 Dickson Road which is currently available to let;



Another premises situated at 27 Dickson Road is also currently not operational but the licence remains in force.

This demonstrates a number of things, there is clearly an overs supply of outlets and the fact that these licences are still in place and could open up at any time serves as a warning that the situation could become much worse if the two premises currently non-operational were to open back up.

If this application was granted that would make a total of 10 Off Licences on Dickson Road, the nature of business is the strong survive and the poor end usually struggle and go out of business, the Off Licences on the road consist of a number a national operators and decent quality franchises such as Premier, Bargain Booze, Morrison's, Mace and Spar so any independent retailer would have to offer something quite unique or remarkable to become a commercial success and from a licensing point of view the application and prospect needs to be "exceptional".

The operating schedule is devoid of any meaningful detail, the items offered would be little more than the basic requirements apart from the offer of " Security Staff ", Morrison's do have a security

guard in place but benefit from the financial support of the company the employment of security staff in a small modest Euro shop is in my view a token gesture that has been properly costed or thought out and demonstrates the lack of attention that the applicant has made filling out this form.

My observations based on the poor quality of the application, the stresses in the area and the suspect history of the premises this application should be refused.

**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.**