

**Blackpool Council Licensing Service**  
**Representation made by a Responsible Authority**

**Responsible Authority**

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>17</b>	<b>11</b>	<b>2014</b>
Do you consider mediation to be appropriate	<b>YES</b>	<b>NO</b>	

**Premises Details**

Premises Name	<b>Tesco Express</b>
Address	130/132 Central Drive
	Blackpool
Post Code	FY1 5DY

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

The applicant seeks the following hours for the sale of alcohol by retail;

Day	Start	Finish
Mon	06.00	23.00
Tues	06.00	23.00
Wed	06.00	23.00
Thur	06.00	23.00
Fri	06.00	23.00
Sat	06.00	23.00
Sun	06.00	23.00

Within the operating schedule ( category M of the application) the applicant describes themselves as a national operator who takes legal compliance very seriously, this statement is accepted by this Authority and whilst Tesco may take social responsibility seriously the location of this particular store sits in one of the most challenging Wards with regards to alcohol related harm.

Central Drive sits between two problematic wards for alcohol related crime and harm, those being Bloomfield and Talbot wards, this premises actually sits on the edge of Bloomfield Ward and a short summary of the issues within Bloomfield Ward are highlighted with the Blackpool Drug and Alcohol Health Needs assessment Document published in April 2014.

It is necessary for this Authority to draw the Committees attention that Bloomfield Ward has the highest rate of calls to police at 112 per 1000 households. It is not possible to make a causal link between Tesco's retailing practice and the crime data above but alcohol provision and availability will have a bearing on statistics and controlling the cumulative effect of multiple retailers in an area can assist in reducing the impact or harm on the Licensing Objectives, for this reason Bloomfield Ward is subject to Saturation Policy in connection with Off Licences. Central Drive already has 10 Off Licenses, 1 of which is currently suspended for non-payment of the Annual Renewal fee.

This Policy shifts the burden to the applicant that they will not harm the Licensing Objectives should the application be granted.

This Authority does not seek to advance an argument that the current operation harms any of the Objectives but does have huge concerns that the earlier hours between 06.00 and 08.00 daily that are sought by the applicant may have significant impact on Crime and Disorder and Public Nuisance.

Central Drive already has a high density of alcohol retailers a very small number of which are already permitted to sell alcohol before 08.00am. Close by to the applicants premises is a notorious drinking spot for Street Drinkers, the old bank steps which is opposite Chapel Street on Central Drive is a locality that is regularly referred to on Police logs and at Community PACT meetings. Premises in the immediate vicinity have already had to be addressed in relation to responsible retailing and high strength products so increased availability in this area will only have a negative impact on the issues already being suffered by the businesses and the community.

Further concerns with this application are that it mirrors that of the recent application on Lytham Road, the Operating schedule is identical in every way and does not take into account local problems or issues.

Some considerations of the Section 182 Guidance are important with regards to this application;

Paragraph 8.34; focuses on local knowledge of issues and what will be done to adopt strategies to avoid the exasperation of such issues. Again the application is void of this important information.

Paragraph 8.37, rightly suggests that information to applicants should be readily available, the Public Health England (Local Health Profiles, 2014) and the Blackpool Drug and Alcohol Needs Assessment (2014) are both public documents and have not been considered by the applicant.

Paragraph 9.30, suggests it is good practice for applicants to contact Responsible Authorities before formulating their application. No contact from the applicant has been received.

Paragraph 10.11 states that the Government acknowledges that different licensing strategies may be appropriate for the promotion of the licensing objectives in different areas. The 2003 Act gives the licensing authority power to make decisions regarding licensed opening hours as part of the implementation of its licensing policy statement and licensing authorities are best placed to make decisions about appropriate opening hours in their area based on their local knowledge and in consultation with responsible authorities.

However, licensing authorities must always consider each application and must not impose predetermined licensed opening hours, without giving individual consideration to the merits of each application.

Further amplification will be made at the hearing regarding issues in the area many of them come from local concerns through the PACT meetings, the Blackpool Health Needs Assessment document also

paints a stark picture with regards to issues in the locality.

To conclude , this authority is not opposed to the granting of a new premises licence post 8am but would strongly urge the Committee to consider carefully the granting of early hours ( 06.00-0800hrs) in this area.

Notwithstanding the fact that this Authority accept that Tesco are responsible retailers we say the area has too many challenges and reported concerns for early hours to be granted.

**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.**