

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	Mark Marshall			
Contact telephone number	01253-478493			
Date representation made	19	01	2015	
Do you consider mediation to be appropriate			YES	NO

Premises Details

Premises Name	
Address	119 Lytham Road
	Blackpool
Post Code	FY1 6DS

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

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.

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

Sadly Lytham Road has a mixed demographic with the South end of the road being more affluent moving to more hardened deprivation from Waterloo Rd northwards to the Promenade. In recent

months Street Drinkers, Anti-Social Behaviour and low level disorder has been observed by local businesses which seems to be concentrated on Waterloo Road and Lytham Road so retailers in this vicinity will be outlets that could service alcohol therefore aggravating the behaviour of some of the perpetrators of the reported conduct.

In addition to the crime problems associated with alcohol consumption it is an area of concentrated deprivation and the highest number of Off Licences in Blackpool.

The immediate locality of Lytham Road already has 9 Off Licences which benefit from the following permission for the retail sale of alcohol.

PL0919- 08.00-23.00
PL0851-08.00- 23.00
PL1842 06.30- 22.00
PL1696 08.00- 22.00
PL1331 08.00- 22.00
PL1000 08.00- 23.00
PL1501 08.00- 23.00
PL1297 08.00- 01.00
PL0795 08.00- 00.00

Therefore it is the opinion of the Responsible Authority that the grant of this licence will add to the current saturation, will not assist in the Promotion of the Licencing Objectives and will add to the availability of alcohol at the North end of Lytham Road which is where all the issues seem to be concentrated.

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.