

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				
Contact telephone number	01253-478493			
Date representation made	27	02	2015	
Do you consider mediation to be appropriate			<input type="checkbox"/>	<input checked="" type="checkbox"/> NO
Premises Details				
Premises Name	Foxhall News and Booze			
Address	60 Foxhall Road			
	Blackpool			
Post Code	FY1 5BW			
Details of your representation (Please refer and attach any supporting documentation)				
<p>The application for the grant a new Off licence concerns the Licensing Authority on the grounds of saturation or cumulative impact, the Statement of Licensing Policy is currently under review and the current draft very much recognises the issues around Alcohol harm and related violence in particular domestic violence.</p> <p>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.</p> <p>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 for this reason Bloomfield Ward is subject to Saturation Policy in connection with Off Licences.</p> <p>The location of the premises and the challenges in the ward that it sits will always present a concern. In other words this is not a unique operation such as a specialist wine retailer. This sort of model could be argued is manifestly different from other stores in the area, targets a different demographic and therefore it is the view of the Licensing Authority that in such circumstances Applicants</p>				

should be able to successfully demonstrate they will not undermine the Crime and Disorder Objective it the applicant's duty to sufficiently demonstrate that the sale of alcohol from their premises will not add to the Crime and Disorder issues in the area.

Capable and competent operators could also be a factor that causes Authorities concern and where trading in the Saturated Wards, the Licensing Authority would expect the best quality staff training in place and managers or a DPS with a credible background who is tune with local problems, has sufficient knowledge of the regulatory regime and is able to demonstrate a willingness to comply with regulations.

The conditions proposed by the applicant go some way to addressing the promotion of the Licensing Objectives but I would expect more detail on staff training and look toward a minimum of the BII level 1 or equivalent (ARAR)

**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.**