

Blackpool Council Licensing Service				
Representation made by a Responsible Authority to an application for the grant / variation of a Premises Licence / Club Premises Certificate				
Responsible Authority				
Name of Responsible Authority	LANCASHIRE CONSTABULARY			
Name of Officer <i>(please print)</i>	PC 3127 Ben Reynolds			
Signature of Officer				
Contact telephone number	01253 604073			
Date representation made	04	05	20	
Do you consider mediation to be appropriate				NO
Premises Details				
Premises Name	Heron Foods Ltd			
Address	78 Bank Hey Street			
	Blackpool			
Post Code	FY1 4PX			
Reasons for making representations				
<p>I am in receipt of an application for a New Premises Licence for the above address.</p> <p>On behalf of the Chief Officer of Police, having reviewed the application the Police make formal objections on the following grounds:</p> <p>The Police base this objection on the application for the premises being within the Off Licence Saturation Policy Area. The purpose of this Policy is to limit the number of Off Licensed Premises within a given geographic area, in order to reduce crime and disorder and promote the licensing objectives. The Policy sets out the following;</p> <ul style="list-style-type: none"> The number, type and density of the premises selling alcohol in a particular area can lead to serious problems of nuisance and disorder. In these circumstances the impact of the premises taken as a whole can be far greater than that arising from individual premises. In most cases it would be impossible to identify an 				

individual premise as being the sole cause or major contributing factor.

- The potential impact on the promotion of the licensing objections by a significant number of licensed premises concentrated in one area is called cumulative impact. The cumulative impact of all the premises in an area upon the promotion of the licensing objectives is a proper matter for the Licensing Committee to consider.
- This application is within the saturation zone. The location of the proposed premises is within the heart of the town centre, servicing both the day time and night time economy. These premises will only add to the availability of alcohol and increase crime and disorder.

The applicant has offered very limited, basic licence conditions which would not be considered to be satisfactory even for a low risk premises, yet alone a high-risk premises within the saturation policy area, as we consider this to be. This therefore raises concerns as to applicants' ability to successfully promote the licensing objectives.

In addition, the onus would be on the applicant to offer special measures in order to demonstrate how they would intend to operate so as not to contribute to the issues suffered by the area, particularly alcohol related crime and disorder. In this case no special measures have been offered, nor has any contact has been made with the licensing department to discuss the application prior to submission.

A hearing would allow the Licensing Committee to examine the prospective operators' intentions and rebut the presumption that the operation of the premises will not add to the cumulative impact and therefore crime and disorder.

It is recommended that the licence should only be granted if the application is amended, or if conditions are applied, as detailed below.

- N/A