

\* required information

## Section 1 of 19

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference

Not Currently In Use

This is the unique reference for this application generated by the system.

Your reference

TC 170315/457

You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

- Yes  No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

### Applicant Details

\* First name

Richard James

\* Family name

LLOYD

\* E-mail

trevorcolebourne@vslaw.co.uk

Main telephone number

Include country code.

Other telephone number

- Indicate here if the applicant would prefer not to be contacted by telephone

Is the applicant:

- Applying as a business or organisation, including as a sole trader  
 Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means the applicant is applying so the applicant can be employed, or for some other personal reason, such as following a hobby.

### Applicant Business

\* Is the applicant's business registered in the UK with Companies House?

- Yes  No

\* Is the applicant's business registered outside the UK?

- Yes  No

\* Business name

Richard James Lloyd

If the applicant's business is registered, use its registered name.

\* VAT number

- None

Put "none" if the applicant is not registered for VAT.

Continued from previous page...

\* Legal status

\* Applicant's position in the business

Home country

The country where the applicant's headquarters are.

**Applicant Business Address**

If the applicant has one, this should be the applicant's official address - that is an address required of the applicant by law for receiving communications.

\* Building number or name

\* Street

District

\* City or town

County or administrative area

\* Postcode

\* Country

**Agent Details**

\* First name

\* Family name

\* E-mail

Main telephone number

Include country code.

Other telephone number

Indicate here if you would prefer not to be contacted by telephone

Are you:

- An agent that is a business or organisation, including a sole trader
- A private individual acting as an agent

A sole trader is a business owned by one person without any special legal structure.

**Agent Business**

\* Is your business registered in the UK with Companies House?  Yes  No

\* Registration number

\* Business name

If your business is registered, use its registered name.

\* VAT number

Put "none" if you are not registered for VAT.

\* Legal status

*Continued from previous page...*

\* Your position in the business

Home country

The country where the headquarters of your business is located.

**Agent Registered Address**

Address registered with Companies House.

\* Building number or name

\* Street

District

\* City or town

County or administrative area

\* Postcode

\* Country

**Section 2 of 19**

**PREMISES DETAILS**

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003.

**Premises Address**

Are you able to provide a postal address, OS map reference or description of the premises?

- Address     OS map reference     Description

**Postal Address Of Premises**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Further Details**

Telephone number

Non-domestic rateable value of premises (£)

## Section 3 of 19

### APPLICATION DETAILS

In what capacity are you applying for the premises licence?

- An individual or individuals
- A limited company
- A partnership
- An unincorporated association
- A recognised club
- A charity
- The proprietor of an educational establishment
- A health service body
- A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- The chief officer of police of a police force in England and Wales
- Other (for example a statutory corporation)

### Confirm The Following

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
- I am making the application pursuant to a statutory function
- I am making the application pursuant to a function discharged by virtue of Her Majesty's prerogative

## Section 4 of 19

### INDIVIDUAL APPLICANT DETAILS

#### Applicant Name

Is the name the same as (or similar to) the details given in section one?

- Yes  No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

First name

Family name

Is the applicant 18 years of age or older?

- Yes  No

Continued from previous page...

### Applicant Postal Address

Is the address the same as (or similar to) the address given in section one?

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Yes  No

Building number or name	<input type="text"/>
Street	<input type="text"/>
District	<input type="text"/>
City or town	<input type="text" value="Thornton-Cleveleys"/>
County or administrative area	<input type="text" value="Blackpool"/>
Postcode	<input type="text" value="FY5"/>
Country	<input type="text" value="United Kingdom"/>

### Applicant Contact Details

Are the contact details the same as (or similar to) those given in section one?

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Yes  No

E-mail	<input type="text" value="trevorcolebourne@vslaw.co.uk"/>
Telephone number	<input type="text" value="01253293195"/>
Other telephone number	<input type="text"/>

## Section 5 of 19

### OPERATING SCHEDULE

When do you want the premises licence to start?  /  /   
dd mm yyyy

If you wish the licence to be valid only for a limited period, when do you want it to end  /  /   
dd mm yyyy

Provide a general description of the premises

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off- supplies you must include a description of where the place will be and its proximity to the premises.

Retail shop premises to be operated as a general food store and convenience store selling a full range of household products. The premises are presently an empty shop and the Applicant intends to invest a substantial amount of money in a major refurbishment to provide a small supermarket of very high standard. The Applicant has over 30 years of experience in the industry and further details are given later in this application. Ground floor only premises with alcohol of all descriptions to be sold at a counter point of sale. Restrictions on the ABV of certain drinks and the sale of single cans of beers and ciders is dealt with later in this application. The Applicant intends to display the majority of alcoholic products in

*Continued from previous page...*

a designated area which will be screened off by a glass wall and doors and have an age restriction on entry. Further details are to be found on the attached plan and in the response to the promotion of the Licensing Objectives later in this application. The display of spirits and more expensive alcoholic products will be behind the counter at the point of sale.

If 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend

### Section 6 of 19

#### PROVISION OF PLAYS

Will you be providing plays?

- Yes  No

### Section 7 of 19

#### PROVISION OF FILMS

Will you be providing films?

- Yes  No

### Section 8 of 19

#### PROVISION OF INDOOR SPORTING EVENTS

Will you be providing indoor sporting events?

- Yes  No

### Section 9 of 19

#### PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

Will you be providing boxing or wrestling entertainments?

- Yes  No

### Section 10 of 19

#### PROVISION OF LIVE MUSIC

Will you be providing live music?

- Yes  No

### Section 11 of 19

#### PROVISION OF RECORDED MUSIC

Will you be providing recorded music?

- Yes  No

### Section 12 of 19

#### PROVISION OF PERFORMANCES OF DANCE

Will you be providing performances of dance?

- Yes  No

### Section 13 of 19

#### PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE

*Continued from previous page...*

Will you be providing anything similar to live music, recorded music or performances of dance?

- Yes  No

**Section 14 of 19**

**LATE NIGHT REFRESHMENT**

Will you be providing late night refreshment?

- Yes  No

**Section 15 of 19**

**SUPPLY OF ALCOHOL**

Will you be selling or supplying alcohol?

- Yes  No

**Standard Days And Timings**

MONDAY

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

*Continued from previous page...*

Will the sale of alcohol be for consumption:

- On the premises       Off the premises       Both

If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

N/A

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

N/A

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

**Name**

First name

Family name

**Enter the contact's address**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

Personal Licence number (if known)

Issuing licensing authority (if known)



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**PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT**

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

Electronically, by the proposed designated premises supervisor

As an attachment to this application

Reference number for consent form (if known)  If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.

**Section 16 of 19**

**ADULT ENTERTAINMENT**

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

None

**Section 17 of 19**

**HOURS PREMISES ARE OPEN TO THE PUBLIC**

**Standard Days And Timings**

MONDAY	Start <input type="text" value="07:00"/>	End <input type="text" value="23:00"/>	Give timings in 24 hour clock. (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.
	Start <input type="text"/>	End <input type="text"/>	
TUESDAY	Start <input type="text" value="07:00"/>	End <input type="text" value="23:00"/>	
	Start <input type="text"/>	End <input type="text"/>	
WEDNESDAY	Start <input type="text" value="07:00"/>	End <input type="text" value="23:00"/>	
	Start <input type="text"/>	End <input type="text"/>	
THURSDAY	Start <input type="text" value="07:00"/>	End <input type="text" value="23:00"/>	
	Start <input type="text"/>	End <input type="text"/>	
FRIDAY	Start <input type="text" value="07:00"/>	End <input type="text" value="23:00"/>	
	Start <input type="text"/>	End <input type="text"/>	

Continued from previous page...

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

N/A

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

N/A

**Section 18 of 19**

**LICENSING OBJECTIVES**

Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e)

List here steps you will take to promote all four licensing objectives together.

The Applicant is a very experienced retailer having over 30 years experience in the retail food industry in premises with a licence to sell alcohol including many years as a Manager of a major Supermarket. He has held a personal licence since they were introduced by the Licensing Act 2003. The Applicant has been an authorised trainer in Management of alcohol retailing and highly experienced in training staff in all aspects of the requirements of The Licensing Act. He is therefore very familiar with the need to promote the licensing objectives.

The Applicant is aware that the premises are within a Cumulative Impact Area and subject to the local off licence saturation policy. With this in mind the Applicant will put proposals in place to ensure that the granting of this licence will not add to any issues of public disorder or add to the detriment of health. The Applicant indicates willingness in this application to comply with conditions which will ensure promotion of the licensing objectives.

The Applicant intends to follow a successful pilot scheme put in place elsewhere in the Country namely to install an "over 18's only area." This is shown on the attached plan. The area will be adjacent to the counter/till area and will separate the display of alcoholic products from the rest of the shop. There will be a glass dividing wall with glass doors giving access to this area. No person under 18 (or appearing to be under 25 and not having suitable proof of age) will be admitted to this area. Appropriate signs will advise customers and the entrance will be monitored by staff and also covered by CCTV. A further check on age in accordance with "Challenge 25" will still occur at the point of sale.

*Continued from previous page...*

Spirits and higher value alcoholic products will be displayed behind the counter. The overall percentage of alcoholic products on display, compared with other displayed items, will not exceed 20%

The Applicant will employ staff, at least one of whom will have a personal licence, and other staff will be trained to level 2 or at least level 1. Refresher training will occur every 3 months and a full log of all training records will be kept.

All staff will undertake Brief Intervention Training offered by The Public Health Team within 6 months of the grant of the licence.

The Applicant will agree to a condition that there should be no sales of beer or cider with an ABV above 5.5% by volume except premium imported beer and lager which may be no higher than 6.5%. There should be a further condition that no beers or cider shall be sold in single cans with the exception of occasional items that are sold because their original packaging has been damaged.

b) The prevention of crime and disorder

CCTV will be installed and the following conditions are suggested :-

The CCTV system will incorporate a camera covering each of the entrance doors and the main alcohol display area and will be capable of providing an image which is regarded as identification standard. The precise positions of the cameras may be agreed, subject to compliance with Data Protection legislation, with the Police from time to time.

1. The CCTV system will incorporate a recording facility and any recording will be retained and stored in a suitable and secure manner for a minimum of 30 days and will be made available, subject to compliance with data protection legislation, to the Police for inspection on request.

2 The CCTV system must be able to export recorded images to a removable means, e.g. CD/DVD and have its own software enabled to allow playback/review.

3 A member of staff trained in the use of the CCTV system must be available at the premises at all times that the premises are open to the public.

4 The CCTV system will display, on any recording, the correct time and date of the recording

An incident book will be kept on the premises and be kept fully up to date and will record any incidents of crime and disorder, any refused sales to under age/drunken persons, any person refused admission or asked to leave the premises and details of any occasions when the Police are called to the premises.

c) Public safety

The premises are to be completely refurbished by competent trades persons and in accordance with all requisite building control and other regulations. There will be a high standard of construction and finishing and there will be regular checks to ensure safety compliance. There will be regular Health & Safety checks in respect of all parts of the building structure, isles and walkways. Regular electrical and fire safety checks will be carried out by registered contractors and records kept of all maintenance issues and risk assessments.

d) The prevention of public nuisance

Signage will be displayed at the exit of the premises requesting customers leaving the premises late at night to do so quietly and with consideration so as not to disturb nearby residents.

e) The protection of children from harm

The licence holder will support and rigorously enforce Challenge 25 Proof of Age Policy. The following condition would

*Continued from previous page...*

seem appropriate for inclusion in the licence :-

The licence holder shall ensure that all cashiers and staff are trained to ask any customer attempting to purchase alcohol, who appears to be under the age of 25 for evidence of age. This evidence shall be photographic, such as passport or photographic driving licence until other effective identification technology (for example thumb print or pupil recognition) is introduced. All cashiers will be instructed, through training, that a sale shall not be made unless this evidence is produced.

All staff engaged or to be engaged in the sale of alcohol on the premises shall receive the following training in age restricted sales:

- Induction training which must be completed and documented prior to the sale of alcohol by the staff member
- Refresher / reinforcement training at intervals of no less than 6 months.

All cashiers shall be trained to record refusals of sales of alcohol in a refusals register. The register will contain:

- Details of the time, day and date the refusal was made;
- The name of the staff member refusing the sale;
- A description of the young person attempting to purchase;
- Details of the alcohol the young person attempted to purchase.

## Section 19 of 19

### PAYMENT DETAILS

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Premises Licence Fees are determined by the non domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at [http://www.voa.gov.uk/business\\_rates/index.htm](http://www.voa.gov.uk/business_rates/index.htm)

Band A - No RV to £4300	£100.00
Band B - £4301 to £33000	£190.00
Band C - £33001 to £87000	£315.00
Band D - £87001 to £125000	£450.00*
Band E - £125001 and over	£635.00*

\*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then your are required to pay a higher fee

Band D - £87001 to £12500	£900.00
Band E - £125001 and over	£1,905.00

There is an exemption from the payment of fees in relation to the provision of regulated entertainment at church halls, chapel halls or premises of a similar nature, village halls, parish or community halls, or other premises of a similar nature. The costs associated with these licences will be met by central Government. If, however, the licence also authorises the use of the premises for the supply of alcohol or the provision of late night refreshment, a fee will be required.

Schools and sixth form colleges are exempt from the fees associated with the authorisation of regulated entertainment where the entertainment is provided by and at the school or college and for the purposes of the school or college.

If you operate a large event you are subject to ADDITIONAL fees based upon the number in attendance at any one time

Capacity 5000-9999	£1,000.00
Capacity 10000 -14999	£2,000.00
Capacity 15000-19999	£4,000.00
Capacity 20000-29999	£8,000.00
Capacity 30000-39000	£16,000.00
Capacity 40000-49999	£24,000.00

**Continued from previous page...**

Capacity 50000-59999	£32,000.00
Capacity 60000-69999	£40,000.00
Capacity 70000-79999	£48,000.00
Capacity 80000-89999	£56,000.00
Capacity 90000 and over	£64,000.00

\* Fee amount (£)

**DECLARATION**

\* I/we understand it is an offence, liable on conviction to a fine up to level 5 on the standard scale, under section 158 of the licensing act 2003, to make a false statement in or in connection with this application.

I understand that the information I have provided, will be held by the Council on both computerised and manual files.

\* This data may be made available on a public register if so required by relevant legislation. The data may also be disclosed to other departments within the Council and other organisations, but only in order to ensure compliance with relevant legislation, for identification purposes or to prevent or detect fraud or a crime.

Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

\* Full name

\* Capacity

\* Date  /  /   
dd mm yyyy

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/blackpool/apply-1> to upload this file and continue with your application.

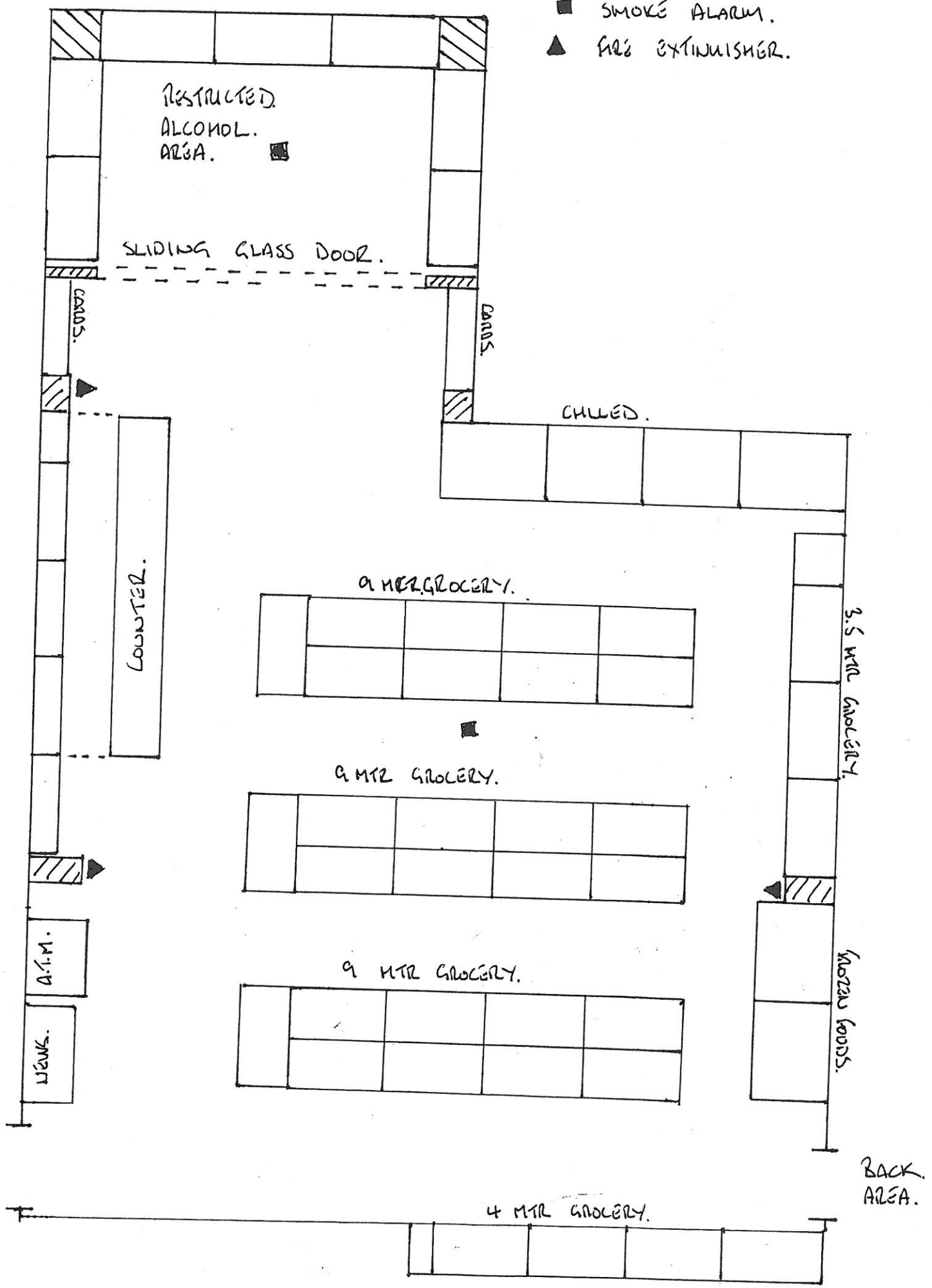
Don't forget to make sure you have all your supporting documentation to hand.

**IT IS AN OFFENCE, LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION**

**OFFICE USE ONLY**

Applicant reference number	<input type="text" value="TC 170315/457"/>
Fee paid	<input type="text"/>
Payment provider reference	<input type="text"/>
ELMS Payment Reference	<input type="text"/>
Payment status	<input type="text"/>
Payment authorisation code	<input type="text"/>
Payment authorisation date	<input type="text"/>
Date and time submitted	<input type="text"/>
Approval deadline	<input type="text"/>
Error message	<input type="text"/>
Is Digitally signed	<input type="checkbox"/>

- SMOKE ALARM.
- ▲ FIRE EXTINGUISHER.



BACK AREA 113/117 ELECTION ROAD BLACKPOOL FY1 2UL.

- SMOKE ALARM.
- ▲ FIRE EXTINGUISHER.

