

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

<b>Responsible Authority</b>				
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>15</b>	<b>04</b>	<b>2015</b>	
Do you consider mediation to be appropriate				NO
<b>Premises Details</b>				
Premises Name				
Address	113- 117 Egerton Road			
	Blackpool			
Post Code	FY1 2NL			
<b>Details of your representation (Please refer and attach any supporting documentation)</b>				
<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>Claremont ward has the 2<sup>nd</sup> highest rates of domestic violence in the town and has 23 OffLicence Premises, the 3<sup>rd</sup> highest ward in terms of Outlet density.</p> <p>The location of the premises and the challenges in the ward that it sits will always present a concern.</p> <p>The locality of the premises is of concern has it occupies significant trading space and already has an Off licence next door to it, The area is a busy thoroughfare with a lot of foot fall with large pavement area and could easily be a location where people who have bought alcohol go on to consume it in the immediate locality, this issue needs careful consideration as this could lead to significant nuisance and present an intimidating environment for people visiting other stores in the area.</p> <p>Capable and competent operators could also be a factor that causes Authorities concern and where</p>				

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 are in tune with local problems, has sufficient knowledge of the regulatory regime and are able to demonstrate a willingness to comply with regulations.

The position from the Authority would be that the Licensing Committee considers their own statement of Policy, takes note of the crime and deprivation data provided by Public Health in the Health Needs Assessment Document which is available on the Councils website.

In order to balance this representation Mr Lloyd is known to me as a competent operator, he has my confidence but the locality and size of the premises will present challenges to even the best of operators and the application should be scrutinised in more detail by the Licensing Committee looking closely at the question of “ do exceptional circumstances apply to justify departure from their own policy ?”

**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.**