


Blackpool Council Licensing Service				
Representation made by a Responsible Authority				
Responsible Authority				
Name of Responsible Authority	Licensing Authority			
Name of Officer (please print)	Lee Petrak			
Signature of Officer				
Contact telephone number	01253-477861			
Date representation made	22	06	2021	
Do you consider mediation to be appropriate			<input type="checkbox"/>	NO
Premises Details				
Premises Name	Food Plus @ POLON			
Address	47-53 Abingdon Street			
	Blackpool			
Post Code	FY1 1DH			
Details of your representation (Please refer and attach any supporting documentation)				
<p>I am the above named person and I make these representations on behalf of the Licensing Authority in my capacity as Trading Standards and Licensing Manager. I am in receipt of a copy of the application for a premises Licence in respect of the premises referred to above.</p> <p>The application is for the supply of alcohol off the premises between 8am – 8pm Mon – Sun. The applicant has indicated that the intention is to operate these premises as a European super market. Following a conversation with Mr Clarke of JMC Licensing, I am led to believe that the operation of the store will be similar to that of a Sainsbury's/Tesco local.</p> <p>Having perused the substantial conditions offered in support of the application it is clear that the applicants have considered the Licensing objectives to a significant degree. However, due to the location of the proposed premises, which is in an area of "cumulative impact" the question for the Authority is whether the application will not lead to an increase in the impact of off-licensed premises in this area. The location of the premises is approximately 100 metres from The Co-Op store, which is Licensed for off sales, it is also approximately 25 metres from News & Booze, again licensed for off sales and approximately 50 metres from Home Bargains, also Licensed for off sales.</p> <p><i>Policy Considerations</i></p> <p>Paragraph 4.9.1 of the Blackpool Statement of Licence Policy 2021 and appendix C of the same, disclose the areas of Blackpool where it is considered the cumulative impact of off-licence premises</p>				

exists. The location of these premises is situated in Talbot ward. The whole of Talbot ward is included in the cumulative impact area.

Talbot Ward is an area of Blackpool that is saturated with Licensed premises. The Blackpool Cumulative Impact Assessment 2021 indicates at page 4 of the document that Talbot ward is home to the largest concentration of off licence premises in the town. Twenty three off licence premises exist in this area which is 12.8% of all off licence premises in Blackpool.

Pages 8 and 9 of the Blackpool Cumulative Impact Assessment 2021 demonstrates that Talbot ward is statistically one of the worst affected areas in relation to alcohol related crime data and alcohol related hospital admissions data. Figures A & B of the CIA document also show the geographical location of off licence premises in the respective ward areas. Upon visual analysis of these illustrations it is easy to see the link between high volumes of off licence premises and higher levels of alcohol related incidents.

Figure A

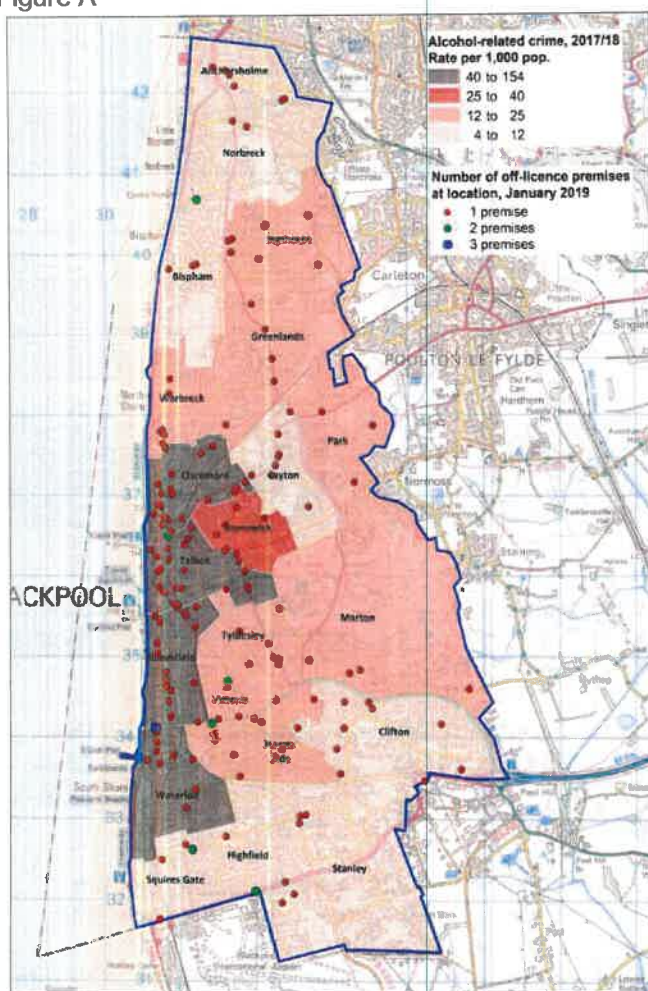
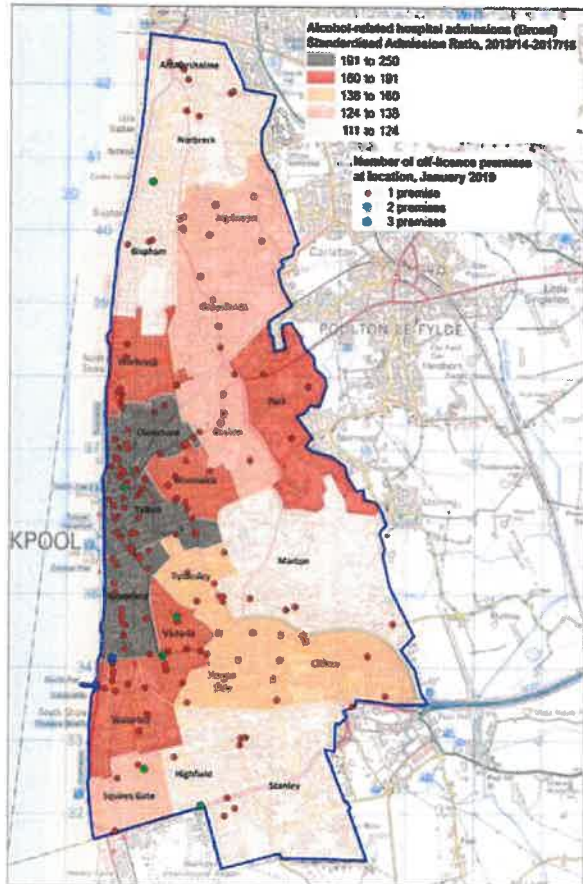


Figure B



To conclude, the location of the proposed new premises licence automatically invokes consideration of the Council's CIA document and Statement of Licensing Policy. This in turn creates a rebuttable presumption that the application should be refused unless it can be established to the satisfaction of the Authority that the granting of this Licence will not add to the cumulative impact already being experienced in this area.

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.