


<b>Blackpool Council Licensing Service</b>				
<b>Representation made by a Responsible Authority</b>				
<b>Responsible Authority</b>				
Name of Responsible Authority	Licensing Authority			
Name of Officer (please print)	Lee Petrak			
Signature of Officer				
Contact telephone number	01253-477861			
Date representation made	06	09	2021	
Do you consider mediation to be appropriate				NO
<b>Premises Details</b>				
Premises Name	Sherbourne Convenience			
Address	80 Sherbourne Road			
	Blackpool			
Post Code	FY1 2PQ			
<b>Details of your representation (Please refer and attach any supporting documentation)</b>				
<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 10am – 10pm Mon – Sun. Looking at the application, there does not appear to be anything exceptional about the proposed intended use of the premises.</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 exists. The premises, which are the subject of this application are situated in Claremont ward. The whole of Claremont ward is included in the cumulative impact area.</p> <p>Claremont 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 Claremont ward is home to the second largest concentration of off licence premises in the town. Twenty two off licence premises exist in this area which is 12.3% of all off licence premises in Blackpool.</p> <p>Pages 8 and 9 of the Blackpool Cumulative Impact Assessment 2021 demonstrates that Claremont</p>				

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

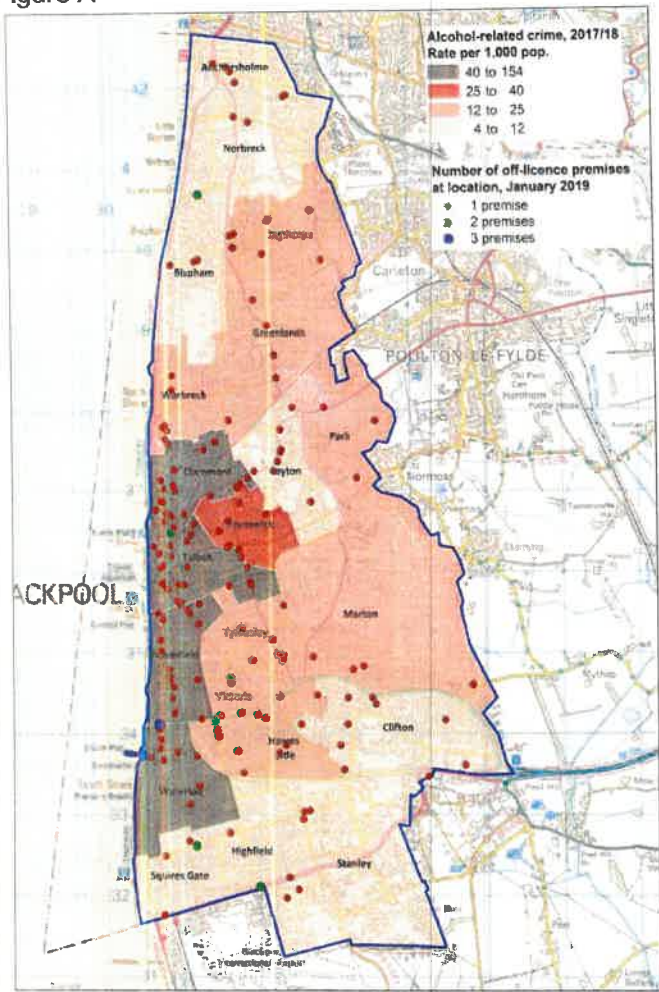


Figure B



