


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

**Responsible Authority**

Name of Responsible Authority	<b>Licensing Authority</b>		
Name of Officer <i>(please print)</i>	Mark Marshall		
Signature of Officer			
Contact telephone number	01253-478493		
Date representation made	04	06	2015
Do you consider mediation to be appropriate	YES	NO	

**Premises Details**

Premises Name	<b>FAMILY SHOPPER (FORMERLY Waterloo Private Social Club)</b>
Address	44 St Anne's Road
	Blackpool
Post Code	FY4 2AS

**Details of your representation (Please refer and attach any supporting documentation)**

I am Mark Marshall and am duly authorised to submit representations on behalf of the Licensing Authority.

The application to vary this premises licence gives rise for concern as the request to remove all conditions in Annex 2 and 3 save for Condition 1 of Annex 2 which relates to non standard timings means that the premises will change significantly. The current restrictions in particular;

2. No intoxicating liquor shall be supplied otherwise than to a person who has attained the age of 18 years and is;

- a) A member of the Club who has been a member for at least 24 hours, or whose application or nomination for membership was made at least 2 days before his admission to the Club, or
- b) A bona fide guest of such a member, or,
- c) Any person attending a social function organised by or on behalf of the Club or a Club member. The number of such functions is to be limited to no more than 12 in a period of

twelve months and no less than 14 working days notice to be given in writing to the police.

3. A full list of names and addresses of members will be kept on the premises and shall be provided to a Police Constable in uniform on request.

The application makes the intentions of the operator clear to adapt the use from a members club to a standard Off Licence and the removal of the conditions above would allow this to occur. For this reason this part of the variation I believe engages the saturation policy.

The Section 182 Guidance at para 13.30 states that;

The effect of adopting a special policy of this kind is to create a rebuttable presumption that applications for the grant or variation of premises licences or club premises certificates which are likely to add to the existing cumulative impact will normally be refused or subject to certain limitations, following relevant representations, unless the applicant can demonstrate in the operating schedule that there will be no negative cumulative impact on one or more of the licensing objectives. Applicants should give consideration to potential cumulative impact issues when setting out the steps they will take to promote the licensing objectives in their application.

The application itself fails to address many points listed within the Council's own Statement of Licensing Policy. Much detail has been offered in relation to Proof Of Age policies and one can not take issue with the significant detail provided.

Pages 10 and 11 of the Statement of Licensing Policy provide a list of matters for consideration for applicants to address where cumulative impact is engaged.

With regards to this list, little reference to premises in the area, issues within the community and the proximity of other premises offering similar activities have been mentioned. In this case these would be matters that are vital.

Within a very close proximity ( maximum of 200 metres ) 3 Off Licences are currently trading, they are;

PL 0980-215 Waterloo Rd- Sale of Alcohol 08.00hrs – 23.00hrs

PL 1704- 1 St Annes Rd= Sale of Alcohol 08.00hrs - 23.00hrs

PL 0721- 56a St Annes Rd- Sale of Alcohol 08.00hrs-23.00hrs

If granted this would extend the sales of alcohol for off sales in the locality by 2 hours and this I believe will harm the Licensing Objectives.

The existing permission to sell alcohol is modest in that it only allows the supply or sale to members only, by sweeping the conditions away as requested by the applicant this clearly broadens the ability to sell alcohol significantly and based upon the permitted activities in similar premises in the immediate locality I believe if the variation is granted as requested then the Licensing Objectives could be harmed.

**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.**