


Blackpool Council Licensing Service				
Representation made by a Responsible Authority				
Responsible Authority				
Name of Responsible Authority	Licensing Authority			
Name of Officer <i>(please print)</i>	Lee Petrak			
Signature of Officer				
Contact telephone number	01253-477861			
Date representation made	14	10	2021	
Do you consider mediation to be appropriate				NO
Premises Details				
Premises Name				
Address	156 Central Drive			
	Blackpool			
Post Code	FY1 5EA			
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 7am – 11pm Mon – Sun. The applicant has provided very little information in the application about what type of business he intends to operate from the premises save for using the word “supermarket” in section 5 of his application. The application is completely devoid of any information regarding how the applicant intends to promote the Licensing Objectives.</p> <p>Critically, the location of the premises is situated in the Bloomfield ward, which places it in an area of cumulative impact. The complete lack of any information regarding the proposed operation of the premises would not suggest there is anything exceptional about this application.</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 Bloomfield Ward. The whole of Bloomfield Ward is included in the cumulative impact area.</p>				

Bloomfield 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 Bloomfield Ward is home to the third largest concentration of off licence premises in the town. Twenty off licence premises exist in this area which is 11.2% of all off licence premises in Blackpool.

Pages 8 and 9 of the Blackpool Cumulative Impact Assessment 2021 demonstrates that Bloomfield 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

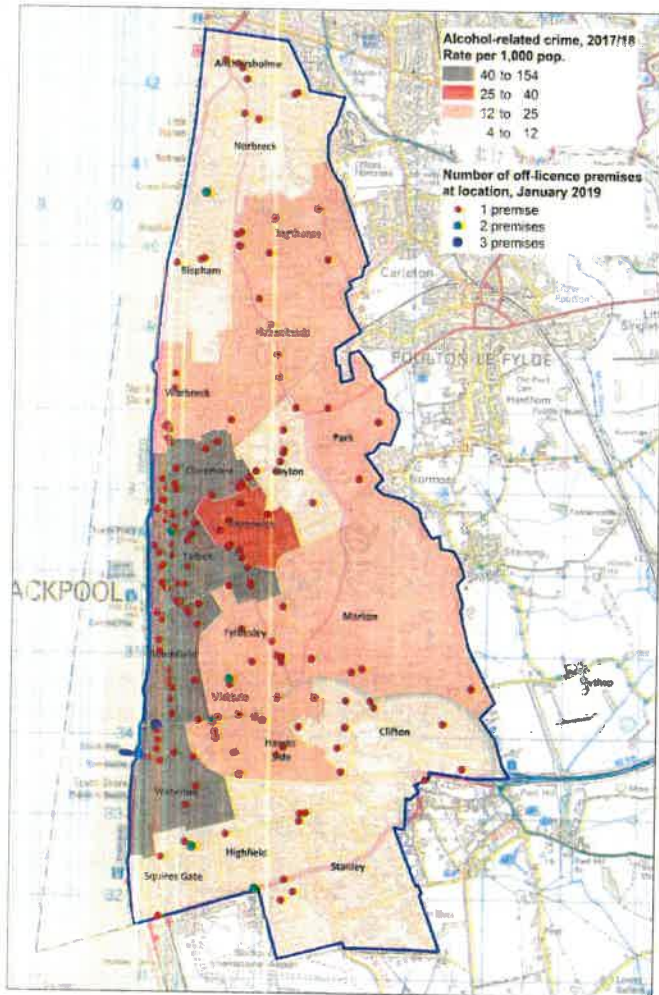


Figure B

