

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	09	11	2021	
Do you consider mediation to be appropriate				NO
Premises Details				
Premises Name	Seagulls Mini-Mart			
Address	1-3 Dean Street			
	Blackpool			
Post Code	FY4 1AU			
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 – 11pm Mon – Sun. The applicant has indicated that the intention is to operate these premises as a fresh food and convenience grocery store selling alcohol as ancillary to general goods being sold. The applicant indicates that alcohol will make up approximately 10% of total stock on display. On the face of it there seems to be nothing exceptional about the proposed intended use of the premises.</p> <p>The premises the subject of this application are in close proximity to other similar off-licensed premises. South Shore convenience store, 495 – 497 Promenade, is approximately 150 metres away and is licensed for off sales between the hours of 7am – 11.30pm Mon - Sun. The premises are also approximately 450 metres from P&S Convenience, 15 Station Terrace, which is licensed for off-sales between 7am – midnight Mon – Sun.</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 a part of Waterloo ward</p>				

that is included in the cumulative impact area.

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

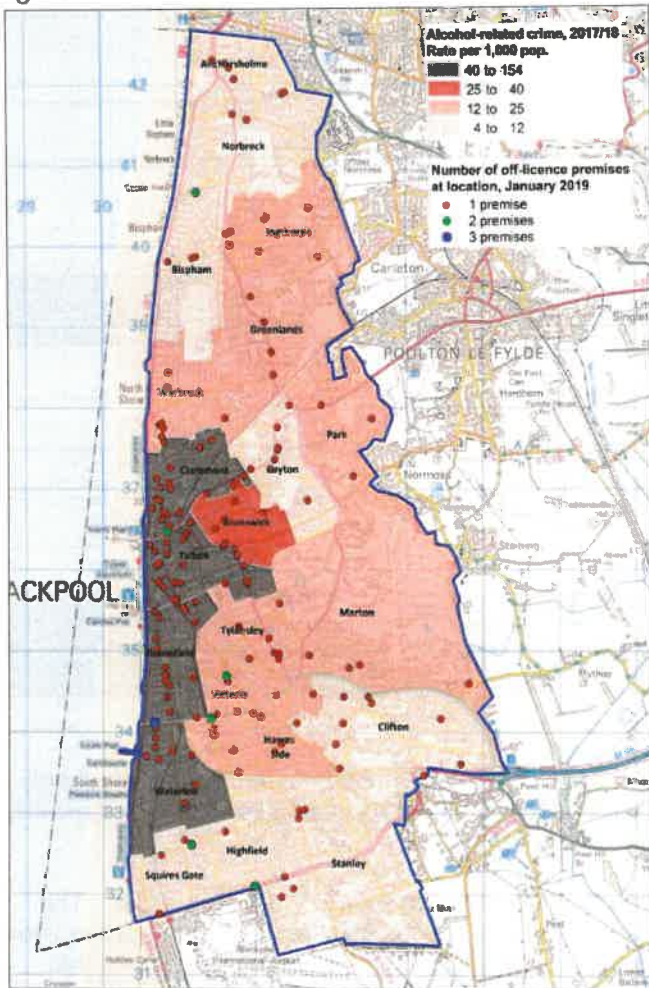
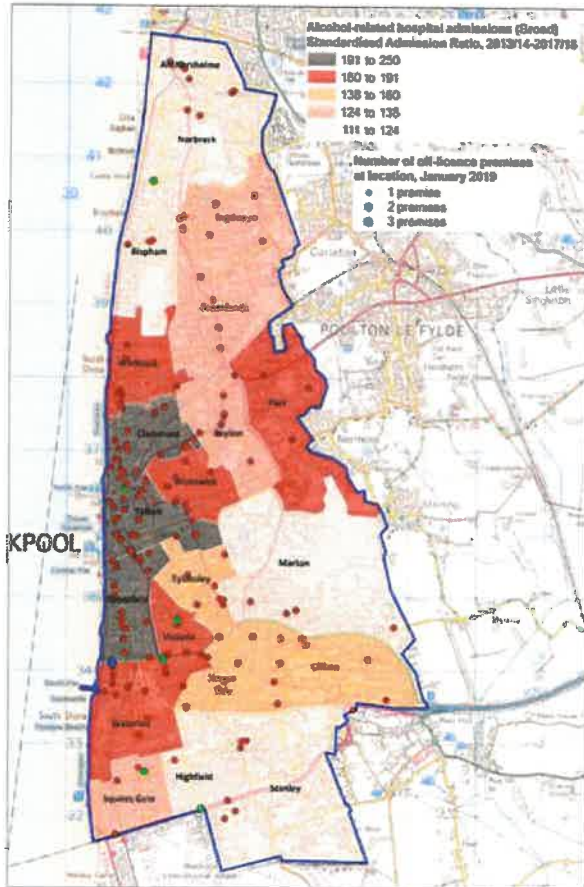


Figure B



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.