

Blackpool Council Licensing Service

**Representation made by a Responsible Authority
to an application for the grant / variation of a Premises Licence /
Club Premises Certificate**

Responsible Authority

Name of Responsible Authority	Public Health, Blackpool Council			
Name of Officer <i>(please print)</i>	C. Dobson / R. Swindells			
Signature of Officer	Chloe Dobson			
Contact telephone number	07990084572/07788353570			
Date representation made	15	06	2015	
Do you consider mediation to be appropriate				NO

Premises Details

Premises Name	13 Clifton Street
Address	Blackpool
Post Code	FY1 1JD

Reasons for making representations

The Public Health Department, Blackpool Council, write in reference to the new Premises Licence application for 13 Clifton Street, Blackpool.

The applicant brings this application in full knowledge that this store is located within Talbot ward which has been subject to the Cumulative Impact Policy (CIP) since 2009.

As stated in Blackpool Council's Statement of Licensing Policy –

The effect of the policy is to create a rebuttable presumption that applications listed above will be refused. To rebut this presumption, an applicant would be expected to show through the operating schedule, and where appropriate, with supporting evidence, that the operation of the premises will not add to the cumulative impact already being experienced.

Following review of this application, Public Health, Blackpool Council, make a formal objection due to the following concerns:

Supply of Alcohol-

Public Health has concerns that the applicant has applied to supply alcohol from 6.00am; if this application is successful this will increase the availability of alcohol supply within the Saturation Area in the early morning period. Public Health has concerns that these additional hours may have a detrimental impact on Crime and Disorder and Public Nuisance (2 of the licensing objectives) within the local area.

Public Health has concerns that this new premises is situated in an area where there are also a large number of premises that sell alcohol (on and off sales) within close proximity to Clifton Street.

Sale of low value/high alcohol products and any drinks discounting -

Within the Operating Schedule the applicant has not stated their policy on the sale of low value/high alcohol products and any drinks discounting that would be adopted. Once again the sale of cheap high strength alcohol and discounted offers within this premise could have a negative impact on the licensing objectives - Crime and Disorder and Public Nuisance; due to the local demographics and potential clientele groups.

Local Area Concerns –

In addition under Section 182 of the Licensing Act 2003, Para.8.34, applicants are expected to demonstrate their knowledge of local issues and what they will do to adopt strategies to avoid the exasperation of such issues. The application is completely void of this important information. The applicant demonstrates an inadequate understanding of the area and had failed to demonstrate in their application that their operation would not add to the existing issues already impacting on this area. Paragraph 8.37 of the Section 182 rightly suggests that information to applicants should be readily available; both Blackpool Health Profile 2014 and the Blackpool Drug and Alcohol Health Needs Assessment are public documents which are available yet have not been considered by the applicant.

As stated in the Statement of Licensing Policy the burden of proof rests with the applicant in this case.

Paragraph 9.30 of the Section 182 suggests that it is good practice for applicants to contact the Responsible Authorities before formulating their application. No contact from the applicant has been received.

Public Health would ask the Licensing Committee to consider the potential risks associated with the increase in the availability of alcohol within this Saturation Area in their deliberations as to whether to grant this application.

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.

N/A