

Blackpool Council Licensing Service Representation made by a Responsible Authority				
Responsible Authority				
Name of Responsible Authority	Blackpool Licensing Authority			
Name of Officer (please print)	Lee Petrak			
Signature of Officer				
Contact telephone number	01253-477861			
Date representation made	14	09	22	
Do you consider mediation to be appropriate			NO	
Premises Details				
Premises Name	Vicky's Afrocentric Services			
Address	55-59 Dickson Road			
	Blackpool			
Post Code	FY1 2AP			
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 9.30am – 8pm Mon – Sun. The applicant has indicated that the intention is to operate these premises as a "large convenience store and off licence specialising in Afro Caribbean produce". Upon reviewing the entirety of the application it is clear that it is lacking in detail.</p> <p>The location of the premises places it in Claremont ward, the entirety of which is in an area of "cumulative impact". This is significant as this raises an important question for the Authority – if the application were to be granted, would the presence of an additional off-licence as proposed add to the cumulative impact already being experienced in the geographical area?</p> <p>The location of the premises is an in area of saturation. There are 11 premises licensed for the sale of alcohol by retail off premises within a 500m radius of the applicant address. This includes a significant number of small mixed retail shops as well as larger stores such as Home Bargains and Iceland.</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,</p>				

disclose the areas of Blackpool where it is considered the cumulative impact of off-licence premises exists. The location of these premises is situated in Claremont ward. The whole of Claremont ward is included in the cumulative impact area.

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.

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

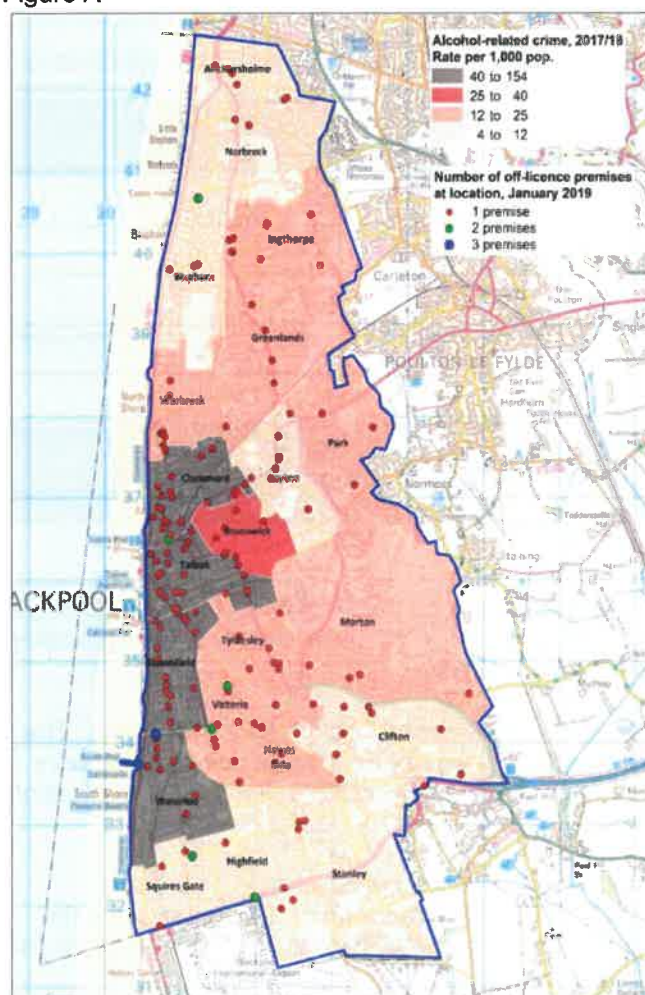
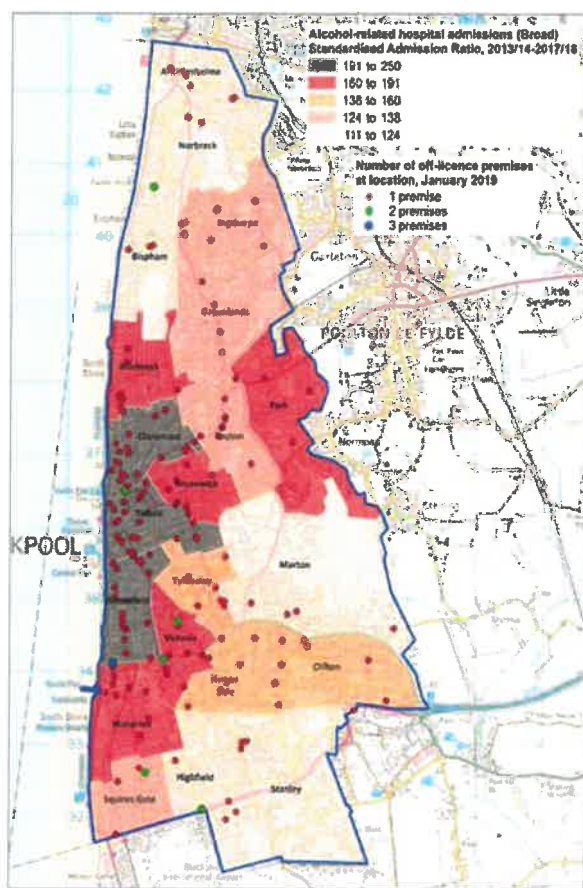


Figure B



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.