

Report to:	LICENSING PANEL
Relevant Officer:	Lisa Ashton, Licensing Officer
Date of Meeting:	2 May 2023

APPLICATION FOR A PREMISES LICENCE – PIER JAM FESTIVAL, BLPROMENADE AND TOWN CENTRE, BLACKPOOL

1.0 Purpose of the report:

1.1 To consider an application for a new Premises Licence for Pier Jam Festival, Promenade and Town Centre, Blackpool.

2.0 Recommendation(s):

2.1 The panel is requested to consider the application and determine whether the granting of this licence would adversely impact on the Licensing Objectives.

3.0 Reasons for recommendation(s):

3.1 Representations have been received therefore there must be a hearing to determine the application.

3.2 Is the recommendation contrary to a plan or strategy adopted or approved by the Council? No

3.3 Is the recommendation in accordance with the Council's approved budget? Yes

4.0 Other alternative options to be considered:

4.1 None, once an application is submitted and representations received it must be considered by the Licensing Panel.

5.0 Council priority:

5.1 The relevant Council priority is: "The economy: Maximising growth and opportunity across Blackpool".

6.0 Background information

6.1 On 10th March 2023 the Licensing Service received an application from Kuits on behalf of VW Music Ltd for a new Premises Licence at Promenade and Town Centre, Blackpool.

6.2 The application requests permission for a Premises Licence for an annual music festival called Pier Jam which plays electronic dance music. The festival will take place on one Saturday in Summer with a maximum capacity of 9,999. The proposed date being 29 July 2023 but this may be subject to change. The application requests Films, Live Music, Recorded Music, Provision for performance of Dance and Supply of Alcohol outdoors only Saturday between the hours of 11.00 and 23.00. A copy of the application is attached at Appendix 4a.

6.3 A representation has been received from Mark Marshall of MM Squared who is acting on behalf of Merlin Entertainments, Tourism Business Improvement District and the Beach House. A copy of the representation is attached at Appendix 4b.

6.4 Local policy considerations:

4.1.5 For an applicant to assess what steps are appropriate for the promotion of the licensing objectives, they must first understand the area in which they intend to operate. By way of example the controls required in an area suffering from a high level of deprivation, alcohol dependency and street drinking may be completely different to those required in other areas. Applicants are expected to make their own enquiries and demonstrate how they have considered the following in the operating schedule:

- The layout of the local area and physical environment including crime and disorder hotspots, proximity to residential premises and proximity to areas where children and young persons may congregate;
- Any risk posed to the local area by the proposed licensable activities; and
- Any local initiatives (for example local crime reduction initiatives or voluntary schemes which may help mitigate potential risks)

4.1.7 - If relevant representations are made the Council will only grant the hours of use proposed where the operating schedule and any risk assessments adequately demonstrate that:

- The applicant has properly considered what is appropriate for the local area when considering what hours and activities to apply for
- The potential effect on the licensing objectives is not significant
- The operating schedule demonstrates that the applicant is taking

appropriate steps to minimise any adverse impact on local residents and businesses

4.4.2 - The Council wishes to develop a diverse night-time economy but acknowledges that any licensable activity has the potential to impact adversely on the surrounding area either by disturbance caused by crime and disorder or by nuisance caused by customers being noisy when leaving/using on-street car parking. The impact of these activities can be greater at night when ambient noise levels are much lower.

6.5 National policy considerations:

2.21 Beyond the immediate area surrounding the premises, these are matters for the personal responsibility of individuals under the law. An individual who engages in anti-social behaviour is accountable in their own right. However, it would be perfectly reasonable for a licensing authority to impose a condition, following relevant representations, that requires the licence holder or club to place signs at the exits from the building encouraging patrons to be quiet until they leave the area, or that, if they wish to smoke, to do so at designated places on the premises instead of outside, and to respect the rights of people living nearby to a peaceful night.

9.43 – The authority’s decision should be evidence-based, justified as being appropriate for the promotion of the Licensing Objectives and proportionate to what it is intended to achieve.

10.23 Large capacity “vertical drinking” premises, sometimes called High Volume Vertical Drinking establishments (HVVDs), are premises with exceptionally high capacities, which are used primarily or exclusively for the sale and consumption of alcohol, and have little or no seating for patrons. Previous research has demonstrated that the environment within such establishments can have a significant bearing on the likelihood of crime and disorder.

6.6 Does the information submitted include any exempt information? No

7.0 List of Appendices:

7.1 Appendix 4(a) Application form for a new Premises Licence
Appendix 4(b) Public Objection from Mark Marshall on behalf of Merlin Entertainments, Tourism BID and the Beach House.

8.0 Financial considerations:

8.1 None.

9.0 Legal considerations:

9.1 Please see local and national policy in the background information.

10.0 Risk management considerations:

10.1 None.

11.0 Equalities considerations:

11.1 None.

12.0 Sustainability, climate change and environmental considerations:

12.1 None.

13.0 Internal/external consultation undertaken:

13.1 None.

14.0 Background papers:

14.1 None.