

Appendix 4b

M Squared Services Ltd.

66 Tithebarn Street
Poulton-le-Fylde
FY6 7BY

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18 October 2023

Prepared on behalf of;

Mrs Jeyanthini Sutha Premises

Licence Holder for 284 Highfield Road, Blackpool, Lancashire, FY4 3JU,

Lic Number PL1611

Representation Against New Premises Licence

Applicant Details- Arthur's Daily Ltd

Premises – 306 Highfield Road, Blackpool, Lancashire, FY4 3JX

Activities – Sale of Alcohol by Retail

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The Licence Holder has operated her premises at 284 Highfield Road for 9 years and has excellent local knowledge. She has relevant concerns with this application based on the Protection of Children from Harm and the Prevention of Crime and Disorder Objectives.

She has operated the premises since 2014 and has experienced many issues over the years with pupils from the local high school. Large groups of up to 15 attend the shop in the mornings, during break times during the day and when school closes.

Some pupils can be very anti-social which has resulted in many of them being barred from the shop, it can be difficult to monitor the banned persons especially when they attend in large groups.

The pupils who come into the shop can be loud boisterous and disrespectful, some chant racial abuse, some shout and swear amongst themselves and overall present a very intimidating environment for other customers.

Theft from the shop is a regular occurrence when the pupils attend in mass numbers, very often alcohol can be stolen along with other items such as sweets and chocolate. All reasonable attempts have been made to secure the stock and deter thefts as much as possible by deploying 2 members of staff in the shop from 1 p.m. and having a visual display of the CCTV that is recording.

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She has liaised with the school which now sends members of staff to the area during break times to assist with the management of the pupils. But even with these extra controls in place issues can still occur.

Other premises located even closer to the school could add to the problems already being experienced and whilst she cannot speak on behalf of the school, she believes their staff will be forced to put extra resources in place to assist with pupil management during breaks and after school.

The problem experienced is with the minority and it tends to be pupils in the latter stages of their schooling aged 15 and 16.

Prepared by

Mark Marshall FCILEX
Director

A handwritten signature in black ink, appearing to read 'M. Marshall', written in a cursive style.

18th October 2023