



**Licensing & Out of Hours Compliance Team - Representation**

Name	Stuart Alderson
Job Title	Neighbourhood Compliance Officer
Department	Licensing and Out of Hours Compliance Team
Address	Level 1, Town Hall Extension, Manchester, M60 2LA
Email Address	[REDACTED]
Telephone Number	[REDACTED]

**Premise Details**

Application Ref No	REF EF1/564294
Name of Premises	Players
Address	228-230 Wilmslow Road, Manchester, M14 6LE

**Representation**

Outline your representation regarding the above application below. This representation should describe the likely effect of the grant of the licence/certificate on the licensing objectives and on the vicinity of the premises.

Licensing and out of hours team have assessed the likely impact of the grant of the variation against the licensing objectives taking into account a number of factors, including the nature of the area in which the premises is located, the hours applied for and any potential risk that the granting of this licence could lead to issues of public nuisance.

This premises falls within the Fallowfield special policy area and as such section 5.7 of the statement of licensing policy 2021-2026 applies (see below).

5.7 The effect of the Special Policy is that the Council will refuse applications for a new Premises Licence or Club Premises Certificate, or variation of an existing licence or certificate, whenever it receives relevant representation, unless an applicant can demonstrate why the operation of the premises involved will not add to the cumulative impact already being experienced.

The Fallowfield special policy area is in place following the Cumulative Impact Analysis (Appendix 5 of The Review of the Impact of Licensed Premises in Fallowfield and Withington considered by the Licensing Policy Committee on 19 March 2012) . This proved as a result of the predominant concentration of licensed premises is within the Fallowfield area. This area suffers from the greatest levels of crime (both general and alcohol-related) compared to surrounding areas. Additionally, there was evidence of litter caused as a result, including discarded alcohol containers and takeaway wrappers in the street. Extra street cleaning services are required in the local area as a result of the disproportionate levels of litter, particularly caused by the high number of late-night takeaways in Fallowfield.

The statement of licensing policy also states.

7.29 The authority considers that later hours will typically be more sensitive

and higher risk in causing problems.

On 25/9/22 this premises was discovered open at 23:49 by LOOH officers. When staff were spoken to, they stated they were open until 4am. Staff were advised they could not open after 23:00 as they did not have a licence. The manager stated this was a misunderstanding as he thought he could open until 4am once he had applied for the licence. He was advised accordingly and did then close at 23:00.

The application submitted does not demonstrate in any way how they will not add to the cumulative impact already being experienced, how they will manage the associated higher risk in opening until 4am and has nothing in the way of enforceable conditions. The application shows little understanding of the licensing objectives or the application process and this concerns us as to how the premises will be run. Therefore, we ask this application is refused.

Recommendation:

Refuse Application

# GREATER MANCHESTER POLICE - REPRESENTATION

## About You

Name	PC Alan Isherwood
Address including postcode	Manchester Town Hall Extension Lloyd Street Manchester M2 5DB
Contact Email Address	[REDACTED]
Contact Telephone Number	[REDACTED]

## About the Premises

Application Reference No.	LPA 280215
Name of the Premises	<b>Players</b>
Address of the premises including postcode	<b>228-230 Wilmslow Road, Manchester M14</b>

## Your Representation

Please outline your representation below and continue overleaf. This should describe the likely effect of the grant of the licence on the licensing objectives on and in the vicinity of the premises in question.

Please accept this as formal notification of the Greater Manchester Police objection to the premises licence application in relation to the above premises.

The grounds for the objection are the Prevention of Crime and Disorder and the Prevention of Public Nuisance.

The premises are situated on Wilmslow Road, Fallowfield which is one of the main arterial routes into and out of Manchester City centre.

It is in close proximity to residential properties and is also in an area where there are a large number of bars, public houses, off licenses, late night refreshment outlets and one of the largest student populations in Europe.

Specifically the application is seeking to allow the provision of late night refreshment until 0400 hours 7 days a week.

The Wilmslow Road corridor suffers from littering, noise disturbance and other anti-social behaviour and to allow the premises to remain open until these times is likely to exacerbate these problems and undermine the hard work of the local Neighbourhood Policing Team.

If people are coming and going from the premises until these times it is likely to cause a noise disturbance around the premises. Also if the premises offers a delivery service then delivery personnel coming and going with orders is also likely to create a noise level that is unacceptable.

The area where the premises are situated is subject to a Cumulative Impact Policy due to the problems in the area with night time economy related issues, many of which are noise, littering and anti-social behaviour related.

There is therefore a strong presumption against further late night refreshment premises in this area

and GMP can see no reason why this should not be the case with this application. The applicant has not demonstrated how by having another premises with late hours in this area they will not add to the cumulative issues within the area.

MCC's licensing policy states that a genuinely exceptional case would need to be shown. The reasons for this exception should be shown within the operating schedule, and must demonstrate that there will be no harm to the licensing objectives, including from departing customers.

While the contents of the operating schedule are a matter for the applicant, where there is objection to a schedule that departs from the Policy, the licensing subcommittee hearing an opposed application will normally expect to be given a good reason for the departure if it is to be asked to make an exception to the Policy.

The effect of the Special Policy is that the Council will refuse applications for a new Premises Licence or Club Premises Certificate, or variation of an existing licence or certificate, whenever it receives relevant representation, unless an applicant can demonstrate why the operation of the premises involved will not add to the cumulative impact already being experienced

Greater Manchester Police would therefore ask that the application be refused.

Ward Councillor

**From:** Jade Doswell [REDACTED]  
**Sent:** 20 October 2022 15:30  
**To:** Premises Licensing <Premises.Licensing@manchester.gov.uk>  
**Cc:** [REDACTED]  
[REDACTED]

**Subject:** Re: Premises Licence (new) 280215/AM2: Players, 228-230 Wilmslow Road, Manchester, M14 6LE, (Fallowfield ward)

Dear Officer,

I'd like to raise an objection to this application on behalf of the residents in Fallowfield.

As you will no doubt know, this part of Fallowfield is part of the Cumulative Impact Zone, and new Licence applicants must demonstrate that they will not contribute to the existing issues of excessive anti-social noise, litter, mess, and ASB.

These are very serious issues for residents who live in and around the Fallowfield Brow and Wilmslow Road corridor; issues that blight their everyday lives. We as Ward Councillors receive regular complaints involving or arising from the concentration of licensed premises in this small area.

It is difficult to conceive of a scenario in which a new takeaway, opening until 4am, would not contribute to the aforementioned problems. Furthermore, Players is a chain; and by their own admission on their Facebook page, they state that "The Players brand is all about creating a vibrant and fun place to hang out and socialise and grab some food, all themed around sport"

In an area that has consistent problems with the behaviour of University Sports clubs in around the local bars and takeaways, the addition of a very late-night venue imbuing that culture is very problematic.

Unfortunately, not only has the Applicant failed, I believe, to demonstrate that they will not contribute to these problems, they have failed to even specify steps they will take to meet each licensing objective.

I hope the licensing committee will take into account these comments and be minded to reject the Application,

Kind Regards

Resident 1 on behalf of a Residents association

**From:** [REDACTED]

**Sent:** 20 October 2022 23:45

**To:** Premises Licensing <Premises.Licensing@manchester.gov.uk>

**Subject:** Premises Licence (New) 280215/AM2 Players, 228-230 Wilmslow Road, Fallowfield, M14 6LE

Dear Sir/Madam,

I am writing on behalf on South East Fallowfield Residents' Group to object in the strongest terms to a late licence at the above premises.

This new sports' themed takeaway is in the heart of the cumulative impact policy area (CIP). The introduction of this special measure means that there is evidence which clearly shows that licensed premises are negatively impacting on the licensing objectives and therefore no new licences (or variations) should be permitted unless it can be shown that they will not add to the cumulative impact, or there is an 'exceptional' reason for departing from them.

Litter Problems:

Residents who live on the adjacent terraced streets [REDACTED], are absolutely plagued by litter problems. I attach just a couple of photos below to show the problems - these were taken on [REDACTED] but the same applies to all the surrounding streets. [REDACTED] and during university term times, it's always the same; litter everywhere. It really is shocking. Fallowfield Central as I call it (as opposed to the other Fallowfield District centre which is on the west side of the park) has terrible problems with litter but these streets are the absolute worst and it is clearly due to the sheer density of student HMOs and the proximity of licensed premises, especially takeaways. There are c40 licences premises along this strip now - this is not a city centre, it's a residential suburb. In recent years, these streets have been allowed to become dominated by a transient population who are not necessarily vested in the area in the way that long term residents are and this is a major part of the problem.

One local resident wrote to me a few weeks ago about the problems he is having with a rat infestation in his alleyway, he wrote 'I'm at the end of my tether'. He paid MCC's pest control (out of his own pocket) to come and deal with the problem. The pest man informed him that there were circa 1000 rats in the immediate area and he was currently treating infestations in 8 local houses. A week or so later he returned to check the bait but none of it had been touched. He surmised that the reason the bait wasn't taken was because the rats have such a plentiful supply of takeaway remnants which is obviously tastier than bait. Indeed during his visit he walked around the surrounding the streets and told the resident that he saw rats openly running around the alleyways and he was going to phone his boss because the situation was 'out of control'. The rats were tearing open dumped food rubbish.

People who live in Fallowfield Central know that most of the takeaway rubbish on our streets occurs in the night. People visit the takeaways after a night out and because they are often inebriated, and with a large group of friends, they dump the wrappers on the pavements, in front gardens or in the alleyways and this is what we have to wake up to. It is unbelievably depressing and I strongly believe this degradation is damaging to our health and well-being.

I don't think there is any measure at all that this business could take which would not add to the rubbish in this area.

#### Noise and ASB

If this takeaway were granted a late licence it would attract people on their way home after a night out and it would also fuel late night parties/get together in the back yards. Very late night (and excessively noisy) student parties are a frequent occurrence here and anything at all which encourages this anti social behaviour should be stopped. We need to do all we can to break the cycle of dysfunctional behaviour. These are not normal parties and MCC's Out of Hours officers will confirm this. They happen any night of the week and go on to all hours (but particularly at weekends and on Wednesdays which is the universities' 'sports' night).

Another local resident recently wrote: 'I have not had one night's sleep this week without having to get out of bed and go down the pitch black, rat infested, stinking alleyway to bang on the gates to try and get the drunken/drugged up students out of the yard'.

If a late licence is granted, it will definitely add to the cumulative noise in this area - and the noise is already at unbearable levels.

Finally, I have read and wholeheartedly support the submission by Cllr Jade Doswell, especially in relation to the universities' sports clubs.

As local residents who deeply care about this neighbourhood, we urge you to reject this licence in full.

Yours faithfully,



On behalf of SEFRG

I am sending a separate email with a photo of an alleyway (just a minute's walk from this takeaway) after a resident had spent many hours clearing and sweeping it which I think illustrates how nice the environment could be without rubbish.

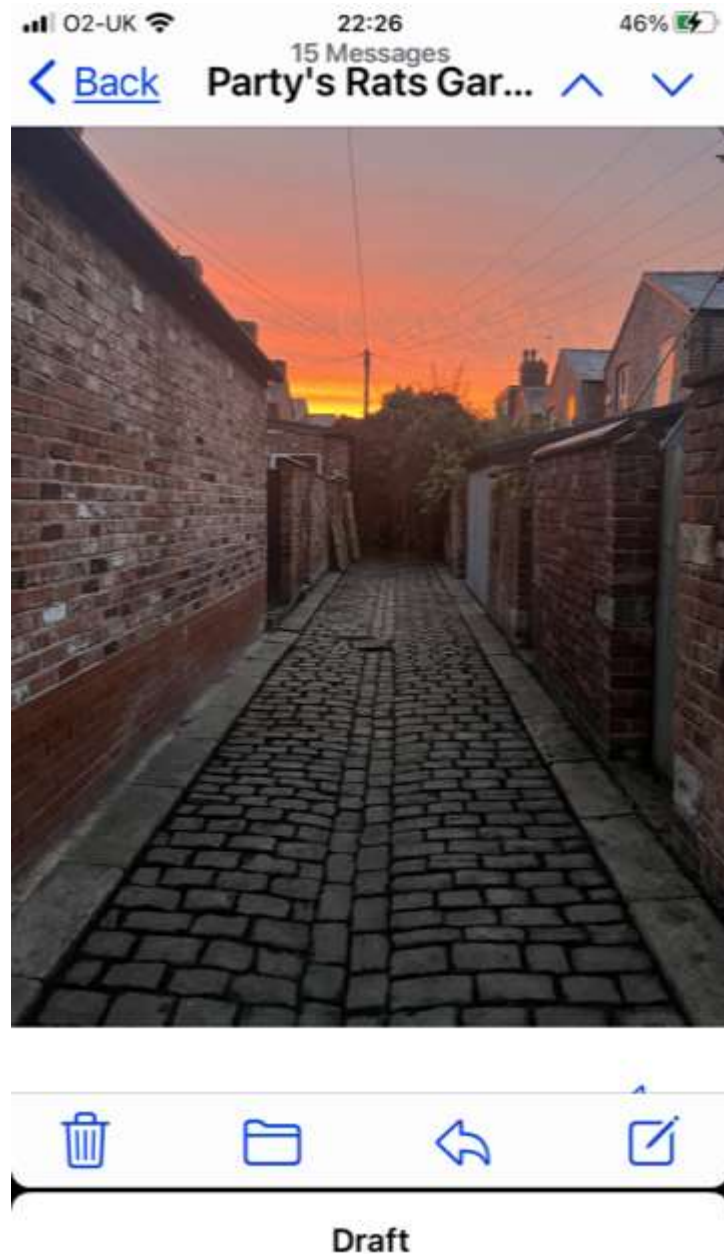




**From:** [REDACTED]  
**Sent:** 20 October 2022 23:52  
**To:** Premises Licensing <Premises.Licensing@manchester.gov.uk>  
**Subject:** Re: New Licence Application- 280215/AM2 Players, 228-230 Wilmslow Road, Manchester, M14 6LE

Please see photo below which I referred to in our letter of objection. A local resident took this photo after he'd spent hours (and hours) cleaning it.

[REDACTED]  
[REDACTED]



Resident 2

**From:** [REDACTED]  
**Sent:** 20 October 2022 22:42  
**To:** Premises Licensing <Premises.Licensing@manchester.gov.uk>  
**Cc:** Jade Doswell [REDACTED]

**Subject:** Premises Licence (new) 280215/AM2: Players, 228-230 Wilmslow Road, Manchester, M14 6LE, (Fallowfield ward)

Your Ref: Premises Licence (new) 280215/AM2: Players, [228-230 Wilmslow Road, Manchester, M14 6LE, \(Fallowfield ward\)](#)

To whom it may concern;

[REDACTED] and I am objecting to the request for takeaway opening hours of Mon to Sun 11am > 4am; at the site location: 228-230 Wilmslow Road, Manchester, M14 6LE.

These premises (228-230 Wilmslow Road, Manchester, M14 6LE that is) are situated on Wilmslow Road, Fallowfield, which is one of the main arterial routes into and out of Manchester City centre.

[REDACTED] and local residential properties and is also in an area where there are several bars, public houses & off licenses and one of the largest student populations in Europe.

The Wilmslow Road area of Fallowfield has a Cumulative Impact Policy (What this means is that this area has been identified as one in which there is a concentration of licensed premises which is deemed maximum for an area to contain and that the hours in which premises can open and supply alcohol are already at the earliest and latest times acceptable for the area) this application, is only going to add to problems of drunken street noise and nuisance.

The request for opening hours Mon-Sun, 11am to 4am, quite frankly, beggars belief. This would mean that the premises would be open later than nearly all other junk food premises in the area.

The "Fallowfield Brow area" (an area encompassing a canopy of 7 x streets. 5 x streets moving South to North & 2 x streets East to West of which "Players" rests in the middle of it on Wilmslow Road) is already a party/club fested, drunken, drugged up rat infested [REDACTED] [REDACTED] {pardon the pun} of a Pest Control "session" to exterminate the rats that are running around [REDACTED] – feeding off junk food detritus dumped by students, that the likes of these places are flogging) conurbation, that's really fit for no human life or existence, becoming one giant noise fest; people to and fro, taxis to and fro, shouting, screeching, hollering, yelling, "music" pumping out ad finitum, from early evening until 6am in the morning.  
"Players", a junk food and "refreshment provision" premises with a requested opening hour of Mon to Sun 11am to 4am, is only going to further embellish the abhorrent sounds and pictures to this forlorn landscape (+ feed more rats) and causing further suffering to the local residents.

In addition, In the four years that I've purchased my car, and parked up outside my house, it has been "hit/vandalised" 8 x times. Here's one incident and most pertinent to this

application; a cctv still of a pair of drunken students (clutching their junk food takeouts) smashing into the nearside door, causing two huge dents in it (from 08-12-19 @ 5.39am)



Personally? I am at the very end of my tether in this Fallowfield Brow area; suffering from extreme sleep deprivation, being awoken in the small hours from the transient noise (much of it, created by patrons of drinking dens, off licences and junk food emporiums) pervading the streets here.

This application (like the rest of them) needs to be rubber stamped with a large "No", and filed away in a mausoleum.

I would be very grateful if you could consider these points,

Yours sincerely,

[Redacted signature block]

Resident 3

**From:** [REDACTED]  
**Sent:** 20 October 2022 20:58  
**To:** Premises Licensing <Premises.Licensing@manchester.gov.uk>  
**Subject:** New application no 280215. Players 228-230 Wilmslow Road Fallowfield.

Dear Officers,

I write to wholeheartedly support Cllr Doswell's objection(October 20th 3.30pm) to the above application. The premises were previously a Lloyd's pharmacy and are situated opposite the entrance to Owens' Park, where large numbers of first year undergraduates live in Halls of Residence.

To convert a pharmacy to a Takeaway seems to me to be wholly against the provisions of the Cumulative Impact Policy for Fallowfield. The policy was implemented by MCC - after extensive consultation - about the impact of the large concentration of Licensed Premises in the Fallowfield District Centre both on its character and on the residential amenity of those living in the area. My family and I are especially concerned about the applicant's 'vision' of the Takeaway's contribution to the District Centre. It is proposed it will be a 'vibrant and fun place to hang out and socialize.....all themed around sport'.

Please see below two examples of concerns I have submitted concerning events aimed at University Sports' Societies in Fallowfield. I recognise they reference Bar 256 but it does seem to me that Players( which would be a mere 200 metres or so from Bar 256) aim to capitalise on such disruptive events.

My worry is that 'vibrant and fun' hanging out until 4.00am in fact means yet more public noise and disturbance on Fallowfield streets - and littering. These problems cost our public services dear as well as undermining the health and welfare of young students and other local residents in the area who need peace and want to sleep at night.

Sincerely, [REDACTED]

Wed, Sep 21 at 9:05 PM 2022

Dear Officer,

[REDACTED] from a meeting in Fallowfield District Centre. I know you are keeping an eye on the bars in Fallowfield and there was no external music at Bar 256.

My concern this evening is that the large groups of young males(in white shirts and ties) drinking and shouting raucously in the outside area of Bar 256 will eventually be making their way along local residential roads. I am assuming as it is Wednesday evening they are members of University Sports' Societies. Noisy

group disturbances by such groups - sometimes intimidating - have been a recurring problem over the years on Wednesdays.  
Perhaps patrols could be in the area later?  
Sincerely and with thanks for your help.

██████████

Dear ██████████

27/02/20

On my way home from a meeting in Fallowfield last night at c.8.45pm I was struck by noise coming from the outdoor area of Bar 256 mainly from girls in short white/tartan skirts and long socks. Walking South up Wilmslow Road, I passed approx 40 more girls dressed similarly heading I assume to Bar 256 and making a racket on the street. More were gathered outside Wetherspoons - the Grand Central.

I 'phoned ooh who were going to check the licensed premises for noise. For me as concerning was their dominance of the local shopping centre as well as the fact that they drew attention to themselves from male drinkers outside The Friendship and Grand Central.

Should the University be looking again at the role of Skiddle.com in promoting such events? They took action against Social Junkies some years ago. Do the AU events people need to discuss the public impact of such behaviour and its wisdom in terms of their members' personal security?

With best wishes, ██████████

Resident 4 on Behalf of a Residents association

**From:** Fallowfield Community Guardians [REDACTED]

**Sent:** 20 October 2022 20:50

**To:** Premises Licensing <Premises.Licensing@manchester.gov.uk>

**Subject:** Fwd: Fw: Premises Licence (new) 280215/AM2: Players, 228-230 Wilmslow Road, Manchester, M14 6LE, (Fallowfield ward)

Dear Sirs

I write on behalf of Fallowfield Community Guardians. We completely object to this application for Players take away premises to open until 4am every night. We believe it will undermine the licensing objectives by increasing noise, litter and nuisance in a Cumulative Impact area. We do not see any evidence that this is an exceptional case to deviate from the policy and therefore request that this application be refused in full.

We have seen the submission written by the Fallowfield ward councillors and we fully agree with their comments. In particular we feel that the emphasis on sports will lead to an increase in sports related socialising in the early hours which already causes many problems in our area. We have many issues of noise, litter and anti social behaviour related to groups of sports students who often meet in houses to pre drink, move on to a bar such as 256 and then on exit from bars go to take aways to refuel and make noise nuisance on their way home. Litter is terrible in this area and most is dropped during the night time.

We urge you to uphold the Cumulative Impact policy and refuse this application which will only add to the problems that exist.

Yours

[REDACTED]  
[REDACTED]

Resident 5

**From:** webfeedback@manchester.gov.uk <webfeedback@manchester.gov.uk>

**Sent:** 20 October 2022 18:49

**To:** Premises Licensing <Premises.Licensing@manchester.gov.uk>

**Subject:** Make representation to a licensing or gambling application

<b>Question</b>	<b>Response</b>
<i>First name:</i>	██████████
<i>Last name:</i>	██████████
<i>Building number or name:</i>	████████████████████
<i>Street:</i>	██████████████████
<i>Area:</i>	██████████
<i>Postcode:</i>	██████████
<i>Email :</i>	██
<i>Application reference number:</i>	280215/AM2
<i>Premises name (if known) and full address this representation relates to:</i>	Players KNM Foods Ltd 228-230 Wilmslow Road, Fallowfield Manchester KN
<i>Which of the licensing objectives are relevant to your comments on this application: :</i>	The prevention of crime and disorder
<i>Which of the licensing objectives are relevant to your comments on this application: :</i>	Public safety
<i>Which of the licensing objectives</i>	The prevention of public nuisance

**Question**

*are relevant to your  
comments on this  
application: :*

*Please state your  
comments on this  
application :*

**Response**

The immediate area already has several retail outlets selling alcohol. A consequence of which are broken bottles littering the surrounding streets and anti-social behaviour caused by drunkenness, including high levels of noise during the early hours of the morning and late at night in an area disproportionately populated by a large student population. The granting of yet another alcohol license would exacerbate the already high levels of noise and anti-social behaviour. It would also be inconsistent with current council policy regarding the future of the area.