

PLEASE NOTE: ALL REPRESENTATIONS AND SUPPORTING EVIDENCE MUST BE SUBMITTED TO MANCHESTER CITY COUNCIL WITHIN 28 DAYS, STARTING THE DAY AFTER THE PREMISES IN QUESTION MAKES AN APPLICATION (TO FIND OUT THE CLOSING DATE CALL THE LICENSING UNIT ON 0161 234 4512)

ABOUT YOU		PLEASE NOTE: LICENSING OFFICERS, LICENSING COMMITTEE MEMBERS AND THE APPLICANT CAN VIEW THE INFORMATION PROVIDED ON THIS FORM
Your first name (required)	Your last name (required)	
Bernard	McMenamin	
Your address including postcode (required)		
Trading Standards Service 1 Hammerstone Road Manchester M18 8EQ		
Contact email address	Contact phone no	
Bernard.McMenamin@manchester.gov.uk	0161 234 1589	

ABOUT THE PREMISES
Application Ref No. (if known):
LPA 291723
Name of the Premises about which you would like to make a representation:
Liquor Land House
Address of the Premises (including postcode if known):
Unit OA016, 40-46 Ashton Old Road, Manchester, M12 6LP

YOUR REPRESENTATION
Please outline your representation below and continue overleaf. This should be the likely effect of the grant of the licence / certificate on the licensing objectives on and in the vicinity of the premises in question. (Please continue on a separate sheet of paper if necessary)
<p>The Trading Standards Team have assessed the likely impact of the granting of this application taking into account a number of factors, including the conditions offered and times applied for and any potential risk that the granting of this application could lead to issues which do not uphold the licensing objectives specifically the protection of children from harm.</p> <p>The application is for an online alcohol delivery business.</p> <p>When considering the application, the Trading Standards Team have given consideration to Manchester City Councils Statement of Licensing Policy 2021 – 2026.</p> <p>The original application addresses few points relating to the Licensing Objectives especially in protecting children from harm.</p> <p>Giving consideration to the above application, the Trading Standards Team therefore recommend that the application is refused.</p>

1. The applicant has not referenced a recognised Age Verification Scheme such as The Challenge 25 scheme in order to verify the age of the recipient.
2. The applicant has stated that all orders are online but has not included details of any advisory or warning messages instructing purchasers that a recognised age verification scheme is in place, orders will not be left with anyone under eighteen years of age and that satisfactory identification evidence must be provided at point of delivery.
3. The applicant has not demonstrated how staff involved in the delivery of alcohol are trained and how training is refreshed. If using third party couriers, their employers must provide evidence that delivery staff are trained in a suitable Age verification scheme such as the Challenge 25 scheme and that the training is documented and refreshed at least annually.
4. The applicant has not demonstrated how, when a consignment of alcohol that has not been delivered for the reasons that the person(s) is, or appear to be, under 18 years of age, information is recorded and maintained.

Supporting Evidence: In addition to your own written / oral testimony to the Licensing Sub-Committee, you may wish to provide evidence to support your representation. You will need to show how this evidence relates to the premises in question. Examples of supporting evidence include oral testimony, written testimony, noise records, video or photographic material, crime and disorder data, other statistical data, reports etc.)

GREATER MANCHESTER POLICE - REPRESENTATION

About You

Name	PC Alan Isherwood
Address including postcode	1 st Floor Manchester Town Hall Extension Lloyd Street Manchester
Contact Email Address	alan.isherwood@gmp.police.uk
Contact Telephone Number	0161 856 6017

About the Premises

Application Reference No.	LPA 291723
Name of the Premises	Liquor Land House
Address of the premises including postcode	Unit OA016, 40-46 Ashton Old Road, Manchester M12 6LP

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 in relation to the above premises on the grounds of Prevention of Crime and Disorder and the Prevention of Public Nuisance, Public Safety and the Protection of Children from Harm.

The operating schedule which accompanies the application offers very little in terms of enforceable conditions. The conditions that have been offered are very vague and generic which gives the impression that the applicant has a limited understanding of the Licensing Objectives, which raises concerns about how the premises will be operated.

The likely effect of the grant of the Premises Licence with such a scant operating schedule is that all 4 of the Licensing Objectives will be undermined.

We therefore ask that this application is refused.





Licensing & Out of Hours Compliance Team - Representation

Name	Nathan Mistry
Job Title	Neighbourhood Compliance Officer
Department	Licensing and Out of Hours Compliance Team
Address	Level 1, Town Hall Extension, Manchester, M60 2LA
Email Address	nathan.mistry@manchester.gov.uk
Telephone Number	0161 227 3147

Premise Details

Application Ref No	REF 291723
Name of Premises	Liquor Land House
Address	Unit OA016, 40-46 Ashton Old Road, Manchester, M12 6LP

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.

The Licensing and Out of Hours Team (LOOHT) have assessed the likely impact of the granting of this application taking into account a number of factors, including style of operation, the nature of the area, hours applied for and any potential risks that the granting of this application could lead to.

The application received is for the supply of alcohol off the premises only and members of the public will not be allowed in the premises at any time, this will be for deliveries only.

The application is for a 24-hour licence.

The premises is located at "Unit OA016", 40-46 Ashton Old Road, Manchester, M12 6LP, which is a storage unit located in an industrial area of Ardwick.

LOOHT have concerns regarding the nature of the business and the fact they will be operating on a 24 hour license, delivering alcohol to parties and student areas in the very early hours of the morning, therefore potentially causing further noise nuisance and anti-social behaviour in local communities.

In past experience of the LOOHT, a 24 hour license would also allow parties and gatherings, which would normally be winding down/finishing, to carry on for longer, therefore causing more public nuisance issues in the communities of Manchester.

The applicant has offered no conditions that negate irresponsible drinking promotions and have offered no assurances how they intend to address anti-

social drinking practises to their customers, especially operating 24 hours a day.

LOOHT have a number of concerns with the application and believe that it lacks enforceable conditions and shows a clear lack of understanding in relation to upholding the Licensing Objectives. Examples of this can be evidenced by the conditions offered by the applicant. The conditions offered are vague and lack any real understanding of potential risk factors associated with a 24 hour alcohol delivery service. Furthermore the applicant offers insufficient conditions in relation to the Prevention of Public Nuisance Licensing Objective.

The applicant has failed to address how delivery drivers will conduct themselves when delivering, which in turn could lead to noise issues when delivering alcohol in the early hours. Issues such as drivers using horns, drivers slamming doors, the use of car engines when delivering alcohol could all cause potential noise nuisance issues to local residents. There are also no conditions provided in relation to responsible alcohol sales and also sales to vulnerable and drunken customers.

The application also states, "*Staff are trained to increase their awareness so able to assess a potential risk.*", this again lacks significant detail of what training will be provided to staff, again suggesting the applicant has a lack of knowledge in relation to the Licensing Objectives.

After having assessed the application LOOHT have significant concerns regarding the operation and running of the 24 hour alcohol delivery service. The application lacks significant details of how the licensing objectives will be met and how staff will be trained as well as how potential noise issues will be negated.

The lack of unenforceable conditions offered by the applicant will also undermine the 4 licensing objectives.

LOOHT therefore recommend the application be refused.

Recommendation: Refuse Application