



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

Name	Michael Wilson
Job Title	Neighbourhood Compliance Officer
Department	Licensing and Out of Hours Compliance Team
Address	Level 1, Town Hall Extension, Manchester, M60 2LA
Email Address	Michael.wilson@manchester.gov.uk
Telephone Number	0161 227 3148

<b>Premise Details</b>	
Application Ref No	295349
Name of Premises	Friendly Shopper
Address	10 Nigel Road, Manchester, M9 4PD

<b>Representation</b>
<p>Licensing and Out of Hours team have assessed the likely impact of the granting of this licence, considering several 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.</p> <p>The application is for a licence to sell alcohol between the hours of 06:00 am and midnight 7 days a week.</p> <p>The premises is set on the corner of a row of terrace houses in what is a concentrated area of residential properties in Harpurhey.</p> <p>The Licensing and out of hours team submits that the hours requested will increase the risk of public nuisance to residents, resulting from customers using this premises to buy alcohol both very early in the morning (6am) and late at night (midnight). There will be potential for noise caused by cars parking and doors slamming outside the front of people's houses as well as general noise from people.</p> <p>As there are no other premises nearby that are licensed to sell alcohol as an off licence past 23:00 hours, should this local corner shop be licensed to sell alcohol up to midnight it runs a risk of serving the needs of a wider area of people looking to buy alcohol late at night. This would be inappropriate for this premises given its location in the heart of the residential area, and we would have concerns that this would undermine the prevention of public nuisance licensing objective.</p> <p>Although not opposed to the idea of a licensed premises opening at this location, Licensing and out of hours would propose that the hours for the sale of alcohol should be as follows:</p> <p>Monday to Saturday 7am to 11pm Sunday 8am to 11pm</p> <p>All the other conditions offered within the application are acceptable.</p>

We would be grateful if the committee can consider that the following points from within Manchester City Councils Statement of licensing policy are relevant in this case:

7.32- Therefore, where its discretion is engaged, the authority will be mindful of the density of residential use in proximity to the premises and the level of risk of nuisance arising. The authority expects that terminal hours will normally be earlier to promote the licensing objectives for licensed premises located in areas with a higher density of residential property

7.31- It is recognised that in spite of the quality of the operation of the business, where patrons are out of the control of the licensee, the lateness of the terminal hour for the premises will often be a contributory factor in the potential for disturbance

Recommendation: Approve with Conditions (Outlined Above)

From: Michael Wilson <michael.wilson@manchester.gov.uk>  
Sent: 13 December 2023 12:32  
To: Premises Licensing <Premises.Licensing@manchester.gov.uk>  
Cc: [REDACTED]  
Subject: Re: Friendly shopper licence application (Ref 295349)

Hello Patrick

Licensing and out of hours have reached an agreement with the applicant on the following conditions:

the hours for the sale of alcohol should be as follows:

Monday to Saturday 7am to 11pm

Sunday 8am to 11pm

We are therefore withdrawing our representation

All the other conditions offered within the application are acceptable and we would want these to be retained.

regards  
Mike Wilson

Mike Wilson

Neighbourhood officer  
Licensing & Out of Hours Compliance  
The Neighbourhoods Service  
Growth and Neighbourhoods Directorate  
Email: michael.wilson@manchester.gov.uk

Tel: 0161 234 1220

Mob: 07966837929

From: [REDACTED] >

Sent: 07 December 2023 15:45

To: Michael Wilson <michael.wilson@manchester.gov.uk>

Cc: Premises Licensing <Premises.Licensing@manchester.gov.uk>

Subject: RE: Friendly shopper licence application (Ref 295349)

Hi Mike,

I can confirm the hours are accepted. Thanks for your help in this.

Kind regards

[REDACTED]

From: Michael Wilson <michael.wilson@manchester.gov.uk>

Sent: Sunday, December 3, 2023 9:10 AM

To: Premises Licensing <Premises.Licensing@manchester.gov.uk>; [REDACTED]  
[REDACTED]

Subject: Friendly shopper licence application (Ref 295349)

Hello

Please find attached the rep from Licensing and out of hours.

It is proposed we accept with some changes to the proposed hours for licensable activities.

[REDACTED] - If your client is in agreement I would be grateful if you could email to confirm.

kind regards

Mike

Mike Wilson

Neighbourhood officer

Licensing & Out of Hours Compliance

The Neighbourhoods Service

Growth and Neighbourhoods Directorate

Email: michael.wilson@manchester.gov.uk

Tel: 0161 234 1220

Mob: 07966837929

## **Department of Public Health - REPRESENTATION**

<b>About You</b>	
Name	<i>Submitted on behalf of David Regan, (Director Public Health)</i>
Address including postcode	Department of Public Health Manchester City Council Manchester Town Hall Albert Square M60 2LA
Contact Email Address	phregulatory@manchester.gov.uk
Contact Telephone Number	

<b>About the Premises</b>	
Application Reference No.	295349/PW5
Name of the Premises	<i>Friendly Shopper</i>
Address of the premises including postcode	10 Nigel Road Harpurhey Manchester M9 4PD

<b>Your Representation</b>	
<p>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.</p>	
<p>The Department of Public Health, wish to make a representation in relation to the application for a new premise license for [Friendly Shopper, 10 Nigel Road, Manchester, M9 4PD].</p>	
<p>The application is for a new premise licence for the supply of alcohol consumption off the premise only: Mon-Sun (6am-12 midnight)</p>	
<p>The Department of Public Health recognises the important role that licensed premises play in the local economy and for local residents, hhowever, we feel that the hours applied for the sale of alcohol are excessive given the location of this premise and therefore the application in its current form will undermine the following licensing objectives.</p>	
<ol style="list-style-type: none"><li>1. <b>Protection of children from harm</b></li><li>2. <b>Prevention of crime and disorder</b></li><li>3. <b>Prevention of public nuisance</b></li></ol>	
<p>1)Protection of children from harm Research has shown there is a link between the increased availability of alcohol through extended opening hours and increased alcohol consumption. However, the impacts of alcohol consumption in a population are not felt equally across society.</p>	
<p>Manchester is ranked the 6<sup>th</sup> most deprived local authority in England, with Harpurhey being the 2<sup>nd</sup> most deprived ward in Manchester and therefore experiencing higher than average levels of deprivation in this part of the city when compared to regional and national averages. This means that residents from Harpurhey are more likely to be vulnerable to alcohol-related harms.</p>	

Harpurhey has the 2<sup>nd</sup> highest rate of individuals in treatment for alcohol misuse in the city and by increasing alcohol availability in a ward where there are high rates of residents seeking treatment to support alcohol misuse does not foster a supportive environment to reduce their drinking. Harpurhey is also in the top 10% for hospital admissions for alcohol attributable conditions which suggests that harms from alcohol are experienced at higher need in this ward. The applicant references training for underage sales, but this does not include any training to staff on preventing and dealing with drunkenness and vulnerability.

Alcohol harms extend beyond the individual, and when a child lives with a parent or guardian who misuses alcohol, this is termed an adverse childhood experience. The cumulative impact of this trauma can have long-term consequences for a child's physical and mental health. Therefore, approving a licence that will increase alcohol consumption in the population, and increase the likelihood of adults dependent on alcohol relapsing or consuming more alcohol, will undermine the licensing objective to protect children from harm.

Harpurhey has the 2<sup>nd</sup> highest population of 0-18 years in the city (33%) compared to Manchester population of 23.2% (mid-2023 from MCC Population Forecasting Model)

Harpurhey has the 3<sup>rd</sup> highest treatment rate for children under 18 seeking treatment and support for alcohol, despite alcohol being an age restricted product. The applicant has included challenge 25 within the application along with training to prevent underage sales. Proxy sales are one of the ways in which children and young people may be able to access alcohol. Given that the premise is located in a residential area, close to a number of schools and education settings within a mile radius the applicant has failed to consider the inclusion of proxy sales within their training offer in order to ensure the licensing objective protection of children from harm is upheld.

Research conducted in Greater Manchester demonstrates a clear link between increased alcohol consumption in the population and increased incidences of domestic violence. Harpurhey had the 11<sup>th</sup> highest percentage of alcohol related offences with a domestic violence flag. Witnessing domestic abuse is yet another adverse childhood experience, thus exposing children to an increased risk of domestic violence by allowing the sale of alcohol over a longer operating period undermines the licensing objective to protect children from harm.

## **2) prevention of crime and disorder**

Alcohol and violence are linked. Victims of violent crime perceived the offender or offenders to be under the influence of alcohol in over half of all violent incidents reported in the Crime Survey for England and Wales. The survey also reported 70% of violent incidents that occurred in the evening or night were alcohol related. The proportions of violent incidents that were alcohol-related increased as the afternoon and evening progressed. 23% of violent incidents occurring between noon and 6pm involved alcohol, whereas 52% between 6pm and 10pm, 83% between 10pm and midnight, and 84% between midnight and 6am. Allowing the sale of alcohol for a longer period; particularly after 10pm increases the risk of more violent crime and thus undermines the licensing objective to prevent crime and disorder. Harpurhey had the 4<sup>th</sup> highest number of offences where alcohol involvement was flagged in the city and 3<sup>rd</sup> highest number of reported street crimes- antisocial behavior.

## **3) Prevention of Public nuisance**

The Department of Public Health are concerned that this premise is situated in close proximity to residential properties and the longer hours applied for the sale of alcohol have the potential to impact on residents as a result of customers being able to purchase alcohol up until midnight.

The department of Public Health would like the applicant to consider revised suitable times for the sale of alcohol and the model conditions – staff training (alcohol and vulnerability welfare) and preventing and dealing with drunkenness and vulnerability which are available on the council's website [Model Conditions - Staff Training \(alcohol and vulnerability welfare\) and Preventing and Dealing with Drunkenness and Vulnerability | Licensing Act 2003 Model Conditions | Manchester City Council](#)