



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

Name	Gregor McDiarmid
Job Title	Licensing & Out of Hours 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	PR202408-1553261
Name of Premises	ASDA Express
Address	250 GREAT ANCOATS STREET, MANCHESTER, M4 7BT

**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 have assessed the likely impact of the granting this application taking into account a number of factors, including the nature of the business, the location of the premises, the ability to uphold the four licensing objectives and Manchester City Council's Statement of Licensing Policy 2024-29.

This location has a substantial amount of residential accommodation in the surrounding area which makes the area particularly sensitive to the noise and to antisocial behaviour. It is within walking distance of Manchester City Centre and is also on the route to/from the CO-OP Live arena when walking from/to Manchester City Centre. There are therefore concerns that customers wishing to pre-drink en-route to the arena, or customers leaving the arena and wishing to pick up alcohol on the way back into the city centre, will be travelling to this location for the purpose of buying alcohol. This will lead to an increased risk of public nuisance and crime and disorder.

To help combat this, the Licensing & Out of Hours team would expect to see a condition attached to the premises licence requiring SIA registered security to be employed at the premises, in accordance with a written risk assessment, to be carried out by the Designated Premises Supervisor or other person(s) nominated by the Designated Premises Supervisor. This would help to promote the licensing objective of the Prevention of Public Nuisance and the Prevention of Crime and Disorder.

The Licensing and Out of Hours team is also of the opinion that the start time for the supply of alcohol that has been applied for is too early for this area and may encourage antisocial drinking and street drinking. The nearest premises currently begins the sale of alcohol at 7am, and there is a concern that opening at 6am may attract people to travel to this location for the purpose of buying alcohol. This will increase the risk of public nuisance and crime and

disorder. A start time of 7am would be more appropriate for the area.

The Licensing and Out of Hours team is also of the opinion that the 24-hour license to supply alcohol throughout the entirety of December under the non-standard timings section is wholly excessive and likely to result in the premises becoming a destination venue for early morning alcohol sales and will undoubtedly undermine the licensing objectives, particularly the prevention of public nuisance and crime and disorder objectives.

We therefore recommend that in order to prevent the problems described above the following amendments should be made to the proposed conditions to be attached to the Premises Licence, if granted:

- Addition of a condition requiring SIA registered security to be employed at the premises, in accordance with a written risk assessment, to be carried out by the Designated Premises Supervisor or other person(s) nominated by the Designated Premises Supervisor
- Amendment of the start time of the supply of alcohol from 6am to 7am
- Removal of the additional hours in December applied for in the Non-standard timings section

We believe these conditions and amendments are proportionate and appropriate to prevent the problems described and to ensure that the licensing objectives are upheld.

In the event the application goes through to a hearing, I reserve the right to include additional information to support my application.

Recommendation: Approve with additional condition and amended hours (Outlined Above)

**PR202408-1553261 - LOOH Representation GTE:00095000003272**

**From:** Gregor McDiarmid <[REDACTED]>  
**Sent:** 03 September 2024 21:04  
**To:** [REDACTED] <[REDACTED]>  
**Cc:** Premises Licensing <Premises.Licensing@manchester.gov.uk>  
**Subject:** RE: PR202408-1553261 - LOOH Representation GTE:00095000003272

Thank you [REDACTED],

I can confirm that I am happy to withdraw my representation if these conditions/changes are agreed. Thank you for your time. Should you require any further information or assistance, please do not hesitate to contact me.

Kind Regards,

**Gregor McDiarmid**  
**Licensing & Out of Hours Officer**  
Licensing & Out of Hours Compliance  
The Neighbourhoods Service  
Growth and Neighbourhoods Directorate

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**From:** [REDACTED] >  
**Sent:** Monday, September 2, 2024 2:27 PM  
**To:** Gregor McDiarmid <[REDACTED]>  
**Cc:** Premises Licensing <Premises.Licensing@manchester.gov.uk>  
**Subject:** RE: PR202408-1553261 - LOOH Representation GTE:00095000003272

Dear [REDACTED] (and Ashia)

I have taken instructions and confirm that Asda is happy to agree all 4 points detailed in your email sent at 12.27 on 31<sup>st</sup> August –

- The start time for alcohol sales is changed to 07:00 Monday – Sunday
- The finish time for alcohol sales is changed to 23:00 Monday – Sunday
- The additional hours in December are withdrawn
- The following condition is attached to the premises licence: *“The licence holder will at all times maintain adequate levels of staff and security. Such staff and security levels will be disclosed, on request, to the Licensing Authority and the Police. The need for door supervisors/ security staff will be assessed by way of internal risk assessments and cognisance will be taken of any police advice”*

Please confirm that your representation is therefore withdrawn. Thank you for your help with this.

Kind regards

[REDACTED]

**Premises License Application - Asda Express, Victoria House, Great Ancoats Street, Manchester. M4 7DB**

**From:** [REDACTED] >  
**Sent:** 16 August 2024 11:45  
**To:** Premises Licensing <Premises.Licensing@manchester.gov.uk>  
**Subject:** RE: Premises License Application - Asda Express, Victoria House, Great Ancoats Street, Manchester. M4 7DB

Good Morning Bryan,

I do believe that the location of Asda Express has high potential to encroach on each of The Four Licensing Objectives.

There are seating benches and an outside garden area between Victoria House and Leonardo Hotel intended to provide a pleasant outside space for residents and hotel guests. This will quickly become a lure for local vagrants being so close to the industrial area at the back of Piccadilly Station. This has the potential to have a huge impact on the area to the back of Great Ancoats Street bringing those anti social issues closer to new residents and indeed to our business across the road on Pollard Street. The store, customers and passing locals will not be safe at night if this is allowed to happen.

From experience we have had serious issues with shop lifting from alcoholics and drug abusers. There are times we have felt under siege but we are isolated and have found, through vigorous reporting, it has improved. Opening late into the night will increase crime in this area. I not only have a business but live here too. Drunken behaviour, vandalism and car crime on Pollard Street is bad enough without adding more alcohol to the mix for late night revellers and opportunists heading home.

I support another business in this area, as I have already mentioned we are isolated here, but I strongly oppose late licensing in the area.  
Kind regards

[REDACTED]  
Local business owner and resident

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**From:** Premises Licensing <Premises.Licensing@manchester.gov.uk>  
**Sent:** Friday, August 16, 2024 11:15 AM  
**To:** [REDACTED] >  
**Subject:** Re: Premises License Application - Asda Express, Victoria House, Great Ancoats Street, Manchester. M4 7DB

Good morning [REDACTED]

Further to your previous email, as at below:

Please could you provide more information as to how you believe that the licensing objectives will be undermined by the granting of the above new premises licence application.

As you are aware, the Licensing Authority cannot accept a representation against a licence application where it is suggested that an unfair trading advantage is likely to be generated should said

licence application be granted. The adverse impact upon The Four licensing Objectives are the only basis upon which an objection to a licensing application can be accepted:

- The prevention of public nuisance
- The prevention of crime and disorder
- The upholding of public safety
- The protection of children from harm

Kind regards

Bryan Johnson  
Premises Licensing Team

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**From:** [REDACTED] >  
**Sent:** 13 August 2024 16:44  
**To:** Premises Licensing <[Premises.Licensing@manchester.gov.uk](mailto:Premises.Licensing@manchester.gov.uk)>  
**Cc:** [REDACTED]  
**Subject:** Premises License Application - Asda Express, Victoria House, Great Ancoats Street, Manchester. M4 7DB

Dear Sirs

I am writing in response to the blue notice relating to the premises license application from Asda Stores Limited on the 6<sup>th</sup> August 2024 and the proposed licensable activities this notice refers to under item 1.

1. *'The retail sale of alcohol for consumption off the premises on Mondays to Sundays between the hours of 06:00 to 24:00 from 1 January to 30 November and 24 hours in the month of December'*

We are a [REDACTED] business operating on [REDACTED] We feel that the proposed hours are excessive and would be giving an unfair trading advantage to a much larger organisation without the restrictions that are applied to our own premises. We were advised that the area is subject to restrictions regarding street drinking and antisocial behaviour at the time of our own premises license application and strongly feel that these same considerations should apply to Asda Express.

I look forward to hearing from you in due course  
Kind regards

[REDACTED]

**Great Ancoats Street Asda Express**

**From:** [REDACTED] >  
**Sent:** 02 September 2024 17:39  
**To:** Premises Licensing <Premises.Licensing@manchester.gov.uk>  
**Subject:** Great Ancoats street Asda express

Dear Sirs

I am writing in response to the blue notice relating to the premises license application from Asda Stores Limited on the 6th August 2024 In respect of Asda Express, Victoria House, Great Ancoats Street, Manchester, M47DB and the proposed licensable activities this notice refers to under item 1.

'The retail sale of alcohol for consumption off the premises on Mondays to Sundays between the hours of 06:00 to 24:00 from 1 January to 30 November and 24 hours in the month of December'

The premises is situated towards the end of Piccadilly Trading Estate. An area rife with street prostitution, particularly around Fraser Street. I feel the sale of alcohol will only bring the problems found in this area closer to the residential properties found on Great Ancoats Street and Pollard Street.

There are several benches around the development. Which would encourage street drinking and vagrancy.

There are already plenty of other licensed premises in the area, so it is not needed. Many residents are currently suffering from the influx of Air B&Bs and consequently late-night parties and noise. Something that such a late-night license is only going to exacerbate.

Finally, it is on the natural walking route from Piccadilly Train Station to the Etihad campus and will only add to the litter that the area already finds itself awash with during and after an event.

In conclusion I feel the application is at odds with the licensing objectives

- 1- The prevention of crime and disorder
- 2- The prevention of public nuisance.

Yours sincerely

Thanks,

[REDACTED]

**Objections to the proposed license for Asda Express, Victoria House, Great Ancoats Street, Manchester, M4 7DB**

**From:** [REDACTED] >

**Sent:** 03 September 2024 13:04

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

**Subject:** Objections to the proposed license for Asda Express, Victoria House, Great Ancoats Street, Manchester, M4 7DB

Dear Sir or Madam

Please accept this letter as my response to the blue notice relating to the premises license applications from Asda Stores Limited on 6 August 2024, regarding Asda Express, Victoria House, Great Ancoats Street, Manchester, M4 7DB.

I wish to raise objections to the proposed licensable activities mentioned in item 1 of the notice.:

1. *'The retail sale of alcohol for consumption off the premises on Mondays to Sundays between the hours of 06:00 to 24:00 from 1 January to 30 November and 24 hours in the month of December'*

I have outlined my objections in five key points:

1. The premises are situated near the Piccadilly Trading Estate, an area known for street prostitution, in particular around Fraser Street. Allowing the late-night sale of alcohol could potentially bring the associated antisocial behaviour closer to the residential areas of Great Ancoats Street, Pollard Street, and New Islington as a whole.
2. The area already has several licensed premises; adding another would be unnecessary.
3. Many residents in New Islington, including myself, have noticed an increase in Airbnbs, leading to more frequent late-night parties and noise disturbances. I am concerned that granting a local late-night license would only exacerbate this issue.
4. With numerous benches around the development and the grassy area known as New Islington Green on Pollard Street, a late-night license could worsen problems related to street drinking and vagrancy.
5. Lastly, the premises are located along the walking route from Piccadilly Train Station to the Etihad Campus and Co-Op Live arena, which could contribute to the litter problem that plagues the area during and after events and football matches.

To conclude, the license application feels at odds with the licensing objectives of preventing crime and disorder and the prevention of public nuisance.

Yours sincerely

[REDACTED]