



Title: Application for a premises licence for a home delivery service in Bury

Many thanks to Bury Council for providing the details of this case study.

Background:

Bury, a district council of Greater Manchester consists of six towns; Bury, Ramsbottom, Tottington, Radcliffe, Whitefield and Prestwich. The Borough has an area of 9,919 hectares (24,511 acres) and serves a population of 185,100 (2011 census). As is the case for much of the North West, for Bury a number indicators for alcohol related harm are worse than the national average (particularly for alcohol related and specific hospital admissions). However, on most measures, harms are less than in the rest of the North West.

Case in brief

Application for a premises licence for a 24/7 home delivery service. The off-licence unit was to be sited in an industrial estate in an area of Bury that has high deprivation and alcohol issues. The sale of alcohol would be for consumption off the premises; however, the application stated that the premises (via mobile delivery) would be open to the public from midnight through to midnight, seven days per week.

The applicant suggested they would operate a challenge 25 policy.

The Approach used

- Due to location of the premises Bury Public Health decided to challenge the application.
- Informal discussions with police identified shared concerns and a decision was taken to make a representation.
- Police had informal discussions with the applicant beforehand to see what measures they might take to allay concerns but what was suggested was not deemed to be sufficient.
- PH objected under public safety and protection of children from harm using data below and also drawing in the hearing on the ease with which fake ID can be obtained, the fact that use of debit cards for payment doesn't guarantee a person being over 18 and the ability of the lone operator to safely/effectively check for intoxication and age given the 24/7 proposed hours of operation.
- PH specialist represented public health at the hearing.

The Data

- Alcohol related Hospital Admissions (Bury ward comparison)



Public Health England

- Life expectancy (Bury ward comparison)
- Mortality due to alcohol (Bury ward comparison)
- Various studies demonstrating the link between alcohol availability and alcohol harm
- Local data (Manchester) highlighting the correlation between an increase in licensed premises and reports of assaults
- Deprivation (ward comparison)
- Under 16 population (national comparison)
- Research evidence linking young peoples' access to alcohol and harm and drink delivery services and underage drinking
- Also brought internet evidence to suggest that obtaining fake ID would be easy

Outcome

- The application was refused with the committee citing concerns against all four objectives.