



Representations on a Current Application for a Grant/Variation/Review of a Premises Licence or Club Premises Certificate under The Licensing Act 2003

Before completing this form please read the Guidance Notes at the end of the form

If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary. You may wish to keep a copy of the completed form for your records.

I/We (Insert name) Local Weights and Measures Authority

Wish to make representation about the application for variation/grant for a premises licence/club premises certificate (delete as applicable)

PART 1 – PREMISES OR CLUB PREMISES DETAILS

Postal Address of Premises or Club Premises, or if none, ordnance survey map reference or description

Blue Bell
Victoria Square
Felling

Post Town
Gateshead

Post Code
NE10 9LX

Name of premises licence holder or club holding club premises certificate (if known)
Admiral Taverns Piccadilly Limited

Number of premises licence or club premise certificate (if known)
00CH01161

PART 2 – DETAILS OF PERSON MAKING REPRESENTATION

- | | Please
Tick ✓ |
|--|------------------|
| 1) A responsible authority (please complete (C) below) | ✓ |
| 2) A member of the club to which this representation relates (please complete (A) below) | □ |
| 3) Other persons (Please complete (A) or (B) below) | □ |

(A) DETAILS OF INDIVIDUAL MAKING REPRESENTATION (fill in as applicable)

Mr ☐ Mrs ☐ Miss ☐ Ms ☐ Other Title (for example, Rev)

Surname

First Names

I am 18 years old or over

Yes ☐ (Please Tick)

Current Address			
Post Town		Post Code	

Daytime contact telephone number

E-mail address (optional)

(B) DETAILS OF OTHER PARTY MAKING REPRESENTATION (e.g Body or Business)

Name and Address

Telephone Number (If any)	
E-Mail address (optional)	

(C) DETAILS OF RESPONSIBLE AUTHORITY MAKING REPRESENTATION

Name and Address
Tracey Johnson Chief Inspector of Weights & Measures Development, Transport & Public Protection Communities and Environment Civic Centre Regent Street Gateshead NE8 1HH

Telephone Number (If any)	0191 4333934
E-Mail address (optional)	traceyjohnson@gateshead.gov.uk

This representation relates to the following licensing objective(s)

- | | Please
Tick ✓ |
|--|--------------------------|
| 1. The Prevention of Crime and Disorder | ✓ |
| 2. Public Safety | <input type="checkbox"/> |
| 3. The Prevention of Public Nuisance | <input type="checkbox"/> |
| 4. The Protection of Children From Harm | <input type="checkbox"/> |

Please state the ground(s) for representation (please read guidance note 1)

I wish to make a representation to the review application submitted to the licensing authority by Northumbria Police in relation to the Blue Bell, Victoria Square, Felling.

I have concerns that the current management arrangement undermines the following licensing objective, the prevention of crime and disorder.

Please provide as much information as possible to support the representation

(Please read guidance note 2)

Sales of illegal tobacco are a large problem for Gateshead Council as Gateshead has one of the highest rates of smoking prevalence in the country. The availability of cheap, illegal tobacco obviously affects our efforts to reduce harm from smoking. Illegal sales of tobacco have a bearing on the promotion of the licensing objective 'prevention of crime and disorder' and the sale of smuggled tobacco is a criminal activity which the Secretary of State believes should be treated particularly seriously.

Intelligence was received by trading standards that suggested Julie Simpson the DPS of the Blue Bell, was selling cheap cigarettes and tobacco from behind the bar.

At a visit on 28th February 2019, the trading standards officer carrying out the visit noticed empty illegal tobacco packaging in the bin behind the bar. They carried out a search of the bar area and found 60 x Superkings Cigarettes, 160 x Richmond Cigarettes and 3 pouches of Turner hand rolling tobacco. All the tobacco was seized by the officer. None of the tobacco carries the correct health warnings and it is not in the correct plain packaging as required by UK law.

There were other goods on the premises, which appeared to be counterfeit but due to the small quantity that were found, were not seized.

Trading Standards and Licensing have been unable to view the CCTV due to the volume of footage requested and not been able to download/view it on a suitable medium. Julie Simpson claimed to have accepted the goods from a man who came into the pub as she was scared to refuse them, but they were for her own personal use. The CCTV would have confirmed this but to this date, no footage has been shared with trading standards.

Julie Simpson has been interviewed under caution and she read out a prepared statement. She refused to comment on all other questions put to her. The investigation continues against Julie Simpson.

Julie Simpson has previously been DPS at another premises in Gateshead where a large quantity of illegal tobacco was seized by HMRC in 2009. Also, during her stint as DPS from the period of 28th January 2014 and 22nd October 2014 there were 5 complaints received to trading standards during the months of June and July all in relation to illegal tobacco being sold by either the staff or the regulars at the pub.

Letters were written to the Brewery at that time informing them of the allegations and requesting them to take the appropriate action in relation to the alleged offences.

Please
Tick ✓

Have you made any representation relating to these premises before?

☐

If Yes, please state the date of that representation

Day		Month		Year			

If you have made representation before relating to this premises please state what they were and when you made them.

How We Collect And Use Information

The information collected, on this form and from supporting evidence, by Gateshead Council will be used to process your application. The information may be passed to other Enforcement Agencies as permitted by law.


We may check information provided by you, or information about you provided by a third party, with other information held by us. We may also get information from certain third parties, or give information to them to check the accuracy of information, to prevent or detect crime, or to protect public funds in other ways, as permitted by law. These third parties include Government Departments and local authorities.

We will not disclose information about you to anyone outside Gateshead Council nor use information about you for other purposes unless the law permits us to.

Gateshead Council is the Data Controller for the purposes of the Data Protection Act 1998. If you want to know more about what information we have about you, or the way we use your information, you can ask at Civic Centre, Regent Street, Gateshead, NE8 1HH

Part 3 – Signatures (Please read guidance note 3)

Signature of representative or representatives solicitor or other duly authorised agent. (See guidance note 4) If signing on behalf of the representative please state in what capacity.

Signature		Date	19/08/2019
Capacity	Chief Inspector of Weights and Measures		

Contact name (where not previously given) and address for correspondence associated with this representation. (Please read guidance note 5)	
Post Town	Post Code

Telephone Number (if any)	
E-mail Address (optional)	

Notes for Guidance

1. The ground(s) for representation **must** be based on one or more of the licensing objectives.
2. Please list any additional information or details for example dates of problems, which are included in the grounds for representation, if applicable.
3. The representation form must be signed.
4. A representative's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
5. This is the address which we shall use to correspond with you about this representation.
6. For further information about the Licensing Act 2003 please contact: The Licensing Act Section, Development & Public Protection, Civic Centre, Regent Street, Gateshead Tyne and Wear NE8 1HH
Tel: 0191 433 3918 or 0191 433 3178



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I/We (Insert name) Alice Wiseman

Wish to make representation about the application for variation/grant for a premises licence/club premises certificate (delete as applicable)

PART 1 – PREMISES OR CLUB PREMISES DETAILS

Postal Address of Premises or Club Premises, or if none, ordnance survey map reference or description

Blue Bell, Victoria Square, Felling,

Post Town

Gateshead

Post Code

NE10 9LX

Name of premises licence holder or club holding club premises certificate (if known)

Admiral Taverns

Number of premises licence or club premise certificate (if known)

PART 2 – DETAILS OF PERSON MAKING REPRESENTATION

Please
Tick ✓

- | | | |
|----|---|--------------------------|
| 1) | A responsible authority (please complete (C) below) | ✓ |
| 2) | A member of the club to which this representation relates (please complete (A) below) | <input type="checkbox"/> |
| 3) | Other persons (Please complete (A) or (B) below) | <input type="checkbox"/> |

(A) DETAILS OF INDIVIDUAL MAKING REPRESENTATION (fill in as applicable)

Mr ☐ Mrs ☐ Miss ☐ Ms ☐ Other Title (for example, Rev)

Surname

First Names

I am 18 years old or over

Yes ☐ (Please Tick)

Current Address			
Post Town		Post Code	

Daytime contact telephone number

E-mail address (optional)

(B) DETAILS OF OTHER PARTY MAKING REPRESENTATION (e.g Body or Business)

Name and Address

Telephone Number (If any)	
E-Mail address (optional)	

(C) DETAILS OF RESPONSIBLE AUTHORITY MAKING REPRESENTATION

Name and Address
Alice Wiseman
Director of Public Health
Gateshead Council
Regent Street
Gateshead
NE8 1HH

--

Telephone Number (If any)	0191 433 2777
E-Mail address (optional)	

This representation relates to the following licensing objective(s)

- | | Please
Tick ✓ |
|---|--------------------------|
| 1. The Prevention of Crime and Disorder | ✓ |
| 2. Public Safety | ✓ |
| 3. The Prevention of Public Nuisance | <input type="checkbox"/> |
| 4. The Protection of Children From Harm | ✓ |

Please state the ground(s) for representation (please read guidance note 1)

This representation is made in my capacity as Director of Public Health for the Borough of Gateshead.

The Director of Public Health in Gateshead supports the representation from the police that the current arrangements are not in accordance with the promotion of the licensing objectives specifically the prevention of crime and disorder, public safety and the protection of children from harm

Since 2013 Directors of Public Health have been 'responsible authorities' under the Licensing Act 2003. The role of the Director of Public Health is to help promote the health and wellbeing of the local populations they serve. The Public Health approach to reducing harms arising from alcohol misuse is to encourage and promote responsible drinking and protect young people from related harm. This is an expansive remit that influences a wide range of circumstances, including local licensing arrangements. Similarly, the licensing regime is concerned with the promotion of the licensing objectives, which collectively seek to protect the quality of life for those who live, and work in the vicinity of licensed premises, and those who socialise in licensed premises.

I have concerns regarding the current management and operation of the premises and will provide further evidence to support the review of this licence.

Please provide as much information as possible to support the representation

(Please read guidance note 2)

Please
Tick ✓

Have you made any representation relating to these premises before?

If Yes, please state the date of that representation

Day		Month		Year			

If you have made representation before relating to this premises please state what they were and when you made them.

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Part 3 – Signatures (Please read guidance note 3)

Signature of representative or representatives solicitor or other duly authorised agent. (See guidance note 4) If signing on behalf of the representative please state in what capacity.

Signature	<i>Alan Wiseman</i>	Date	12.9.19
Capacity	Director of Public Health		

Contact name (where not previously given) and address for correspondence associated with this representation. (Please read guidance note 5)	
Post Town	Post Code

Telephone Number (if any)	
E-mail Address (optional)	

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Tel: 0191 433 3918 or 0191 433 3178

Additional info to support Public Health Representation for Blue Bell Felling

This report contains local level information showing the alcohol related harm in the locality of the licence review for Blue Bell in Felling at NE10 9LX. In Figure 1 the black circle represents the location of the premises. The green dots are other licenced premises and the blue dots are the locations of local educational establishments.

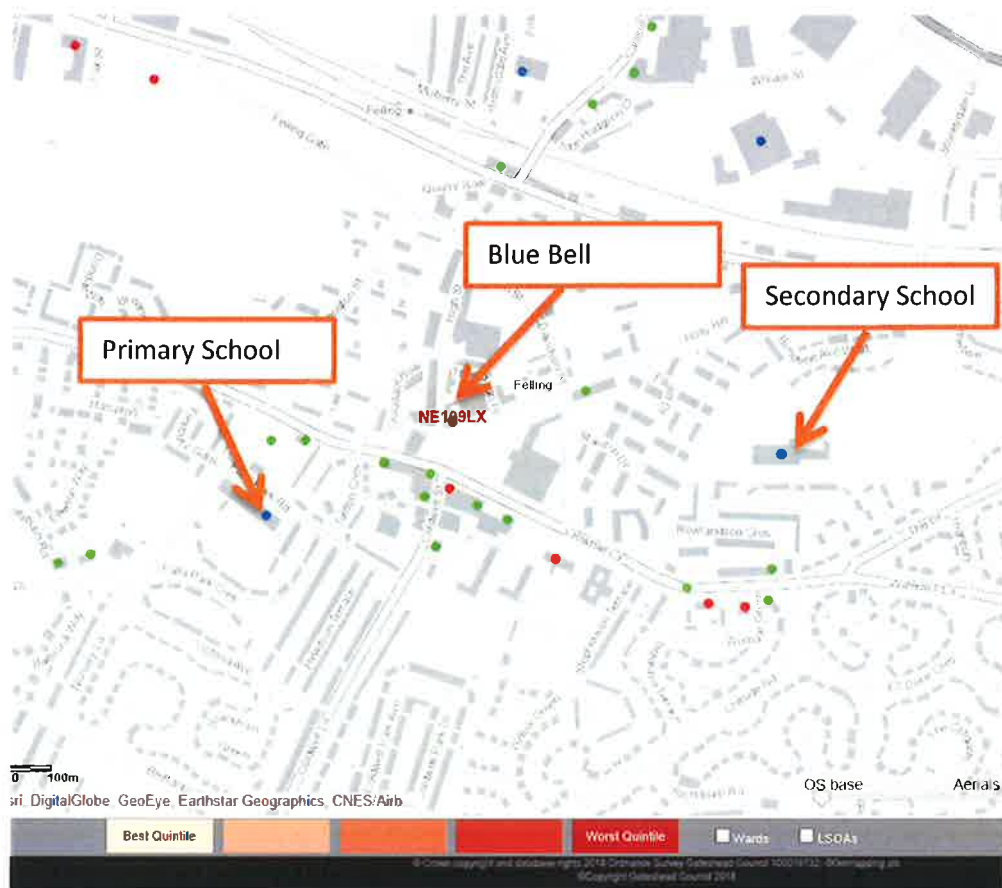


Figure 1. Location of premises and local schools (above)

Deprivation Levels

Rising consumption has been attributed to the increased affordability, availability and promotion of alcohol, along with a greater social acceptance of regular drinking and a tolerance of drunkenness. Increased availability of alcohol has come about through the progressive relaxation of the licensing regime. The contributory role that alcohol plays in a wide range of adverse social consequences is also increasingly recognised with links to crime, social disorder, fire fatalities, violence, domestic violence, child neglect and work-related problems. Poorer populations and communities experience a disproportionately greater level of alcohol-attributable harm which must be taken into account in the promotion of the licensing objectives. The premises is located in the Felling ward, which is a ward with high levels of deprivation with 82.6% of the residents living within the 20% most deprived

areas in England. This compares to a Gateshead average of 24.9% and is the highest out of all of the wards in Gateshead (figure 2 and 3). This is relevant as the evidence shows that deprived populations and communities experience a disproportionately greater level of alcohol-attributable harm (AFS and SHAAP, 2011)

% of people in IMD Overall Domain 20% Most Deprived Areas	C&RG	C&G	DH&WE	LF	R&S	WN	WS&S	W&LL	P&H	W&HS	BI	La	GHEAD	BI	Br	Ch	D&T	LH&B	Sa	WN&W	De	HF	Fe
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.8	19.1	20.0	24.9	26.0	26.3	33.3	37.1	42.6	51.5	53.8	59.0	69.5	82.6

Figure 2. Overall Index of Multiple Deprivation in Felling ward (above)

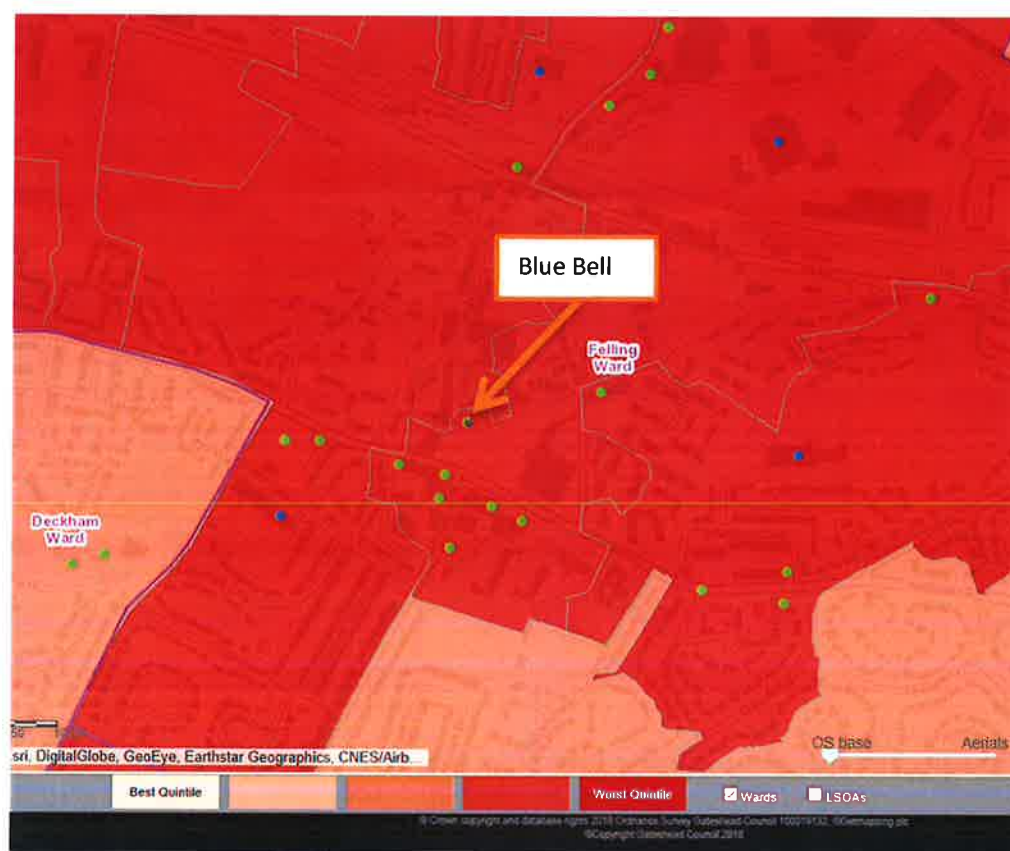


Figure 3. Index of Multiple Deprivation at LSOA level (above)

Alcohol Related Harms

The Felling ward is subject to some of the highest rates of alcohol-related harm in the borough:

- Highest rate of wholly attributable alcohol related hospital admissions (1757 Directly Standardised Rate (DSR) per 100,000 compared with 852 for Gateshead as a whole) (figure 4)
- 4th highest rate of alcohol related ambulance call outs, 7.4 per 1,000 population (6.1 per 1000 for Gateshead) (figure 11)

- 2nd highest rates of alcohol related crime and alcohol related sexual offences, 3rd highest rate alcohol related violent crime (figure 7)
- Evidence from local data detailed shows a substantial level of alcohol related harm at LSOA levels in this locality

The Felling ward has significant issues in relation to alcohol related crime and violent crime (figure 7,8 and 9) and the current arrangements in this licenced premises are contributing to this as there is evidence that the licensing objectives are not being promoted. The rates of alcohol related anti-social behaviour (figure 10) in the area around the premises are also some of the worst in the borough as are alcohol related ambulance call outs (figure 11, 12 and 13)

Hospital Admissions

Rate of Wholly Attributable Alcohol Related Hospital Admissions (DSR per 100,000)	C&G	WS&S	W&H5	R,C&S	LF	DH&WE	La	BF	ENG	W&LL	C&RG	P&H	WN	GHEAD	LH&B	BF	De	Ch	DAY	WN&W	HF	Sa	Br	Fe
	373	406	423	484	487	535	556	590	591	603	609	615	723	852	917	963	1091	1167	1220	1228	1335	1338	1754	1757

Figure 4. Hospital admission rates at ward level (above)

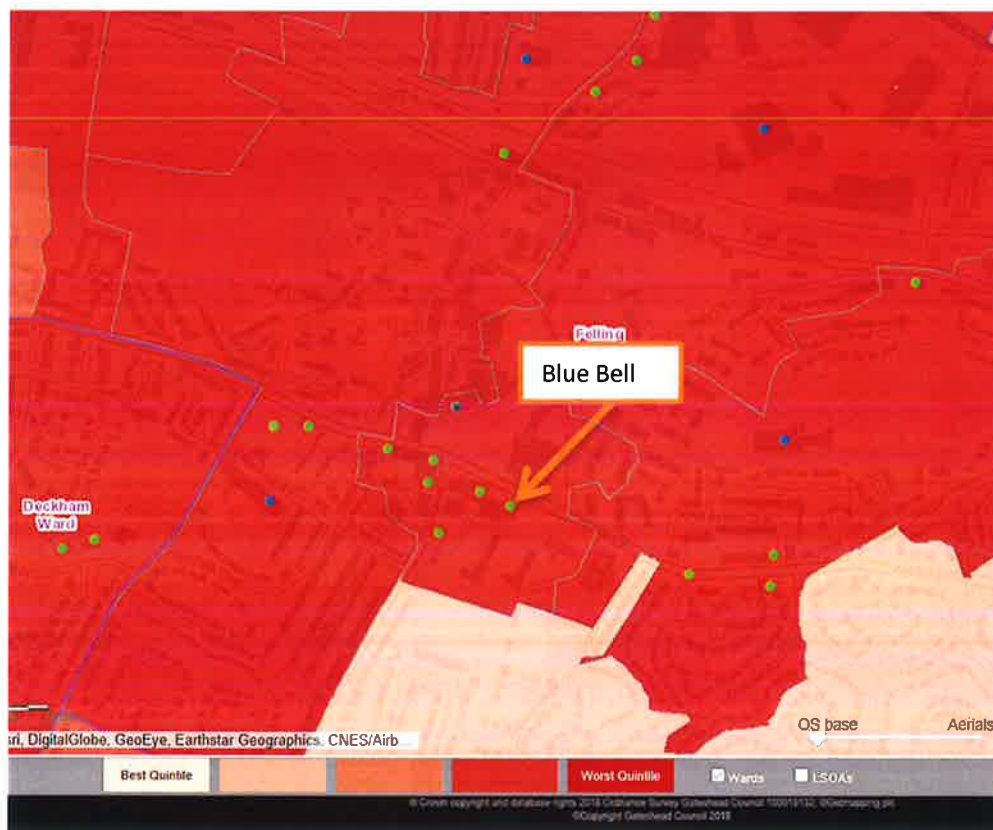


Figure 5. Alcohol Related Hospital Admissions at LSOA level (above)

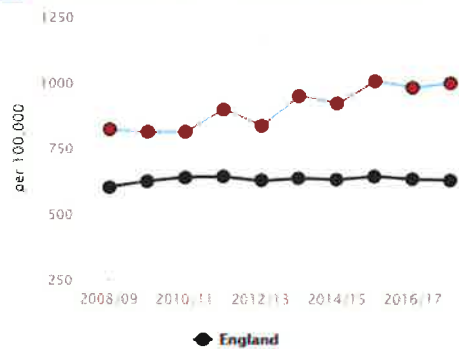
Admission episodes for alcohol-related conditions (Narrow) (Persons) Gateshead

Directly standardised rate - per 100,000

Export chart as image

Show confidence intervals

Export table as CSV file



Recent trend: -

Period	Gateshead				North East region	England
	Count	Value	Lower CI	Upper CI		
2008/09	1,601	824	784	866	823	606
2009/10	1,596	815	775	856	831	629
2010/11	1,599	817	777	858	857	643
2011/12	1,770	902	861	946	892	645
2012/13	1,652	840	800	882	856	630
2013/14	1,884	955	912	999	844	640
2014/15	1,820	925	883	968	830	635
2015/16	2,001	1,011	967	1,056	852	647
2016/17	1,966	986	942	1,030	866	636
2017/18	2,007	1,003	960	1,048	862	632

Source: Calculated by Public Health England, Risk Factors Intelligence (RFI) team using data from NHS Digital - Hospital Episode Statistics (HES) and Office for National Statistics (ONS) - Mid Year Population Estimates.

Figure 6. Alcohol-related hospital admissions in Gateshead (narrow)

Alcohol Related Crime

Alcohol Related Crimes (per 1,000)	Wards									
	C&G	WS&S	R,C&S	DN&WE	LF	W&H	W&H	W&H	W&H	W&H
	8.3	9.0	12.7	13.8	14.4	16.3	16.9	17.1	18.0	18.9
Alcohol Related Violent Crimes (per 1,000)	Wards									
	C&G	WS&S	R,C&S	DN&WE	LF	W&H	W&H	W&H	W&H	W&H
	5.6	6.0	7.0	7.2	9.0	11.0	11.0	11.0	11.0	11.6
Alcohol Related Sexual Offences (per 1,000)	Wards									
	C&G	WS&S	R,C&S	DN&WE	LF	W&H	W&H	W&H	W&H	W&H
	0.1	0.1	0.2	0.2	0.4	0.4	0.4	0.5	0.5	0.5
Alcohol Related Crimes (per 1,000)	Wards									
	C&G	WS&S	R,C&S	DN&WE	LF	W&H	W&H	W&H	W&H	W&H
	8.3	9.0	12.7	13.8	14.4	16.3	16.9	17.1	18.0	18.9
Alcohol Related Violent Crimes (per 1,000)	Wards									
	C&G	WS&S	R,C&S	DN&WE	LF	W&H	W&H	W&H	W&H	W&H
	5.6	6.0	7.0	7.2	9.0	11.0	11.0	11.0	11.0	11.6
Alcohol Related Sexual Offences (per 1,000)	Wards									
	C&G	WS&S	R,C&S	DN&WE	LF	W&H	W&H	W&H	W&H	W&H
	0.1	0.1	0.2	0.2	0.4	0.4	0.4	0.5	0.5	0.5

Figure 7. Alcohol related crime at ward level (above)

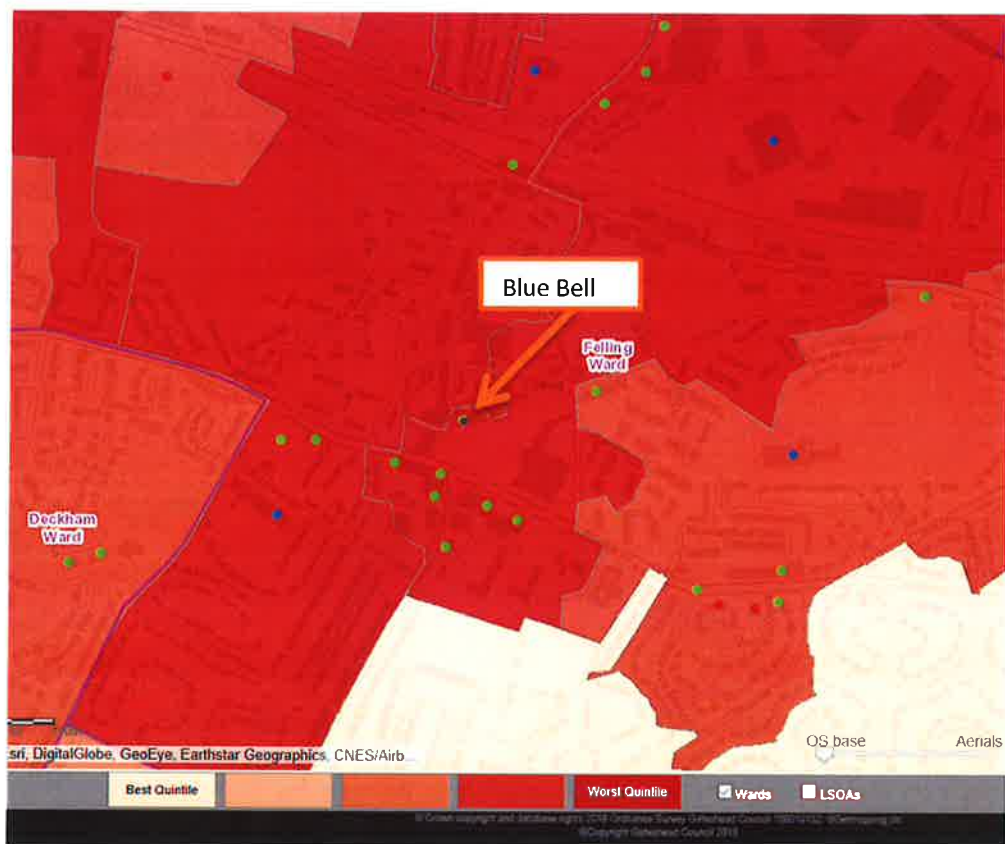


Figure 8. Alcohol related crime (all crime) at LSOA level (above)

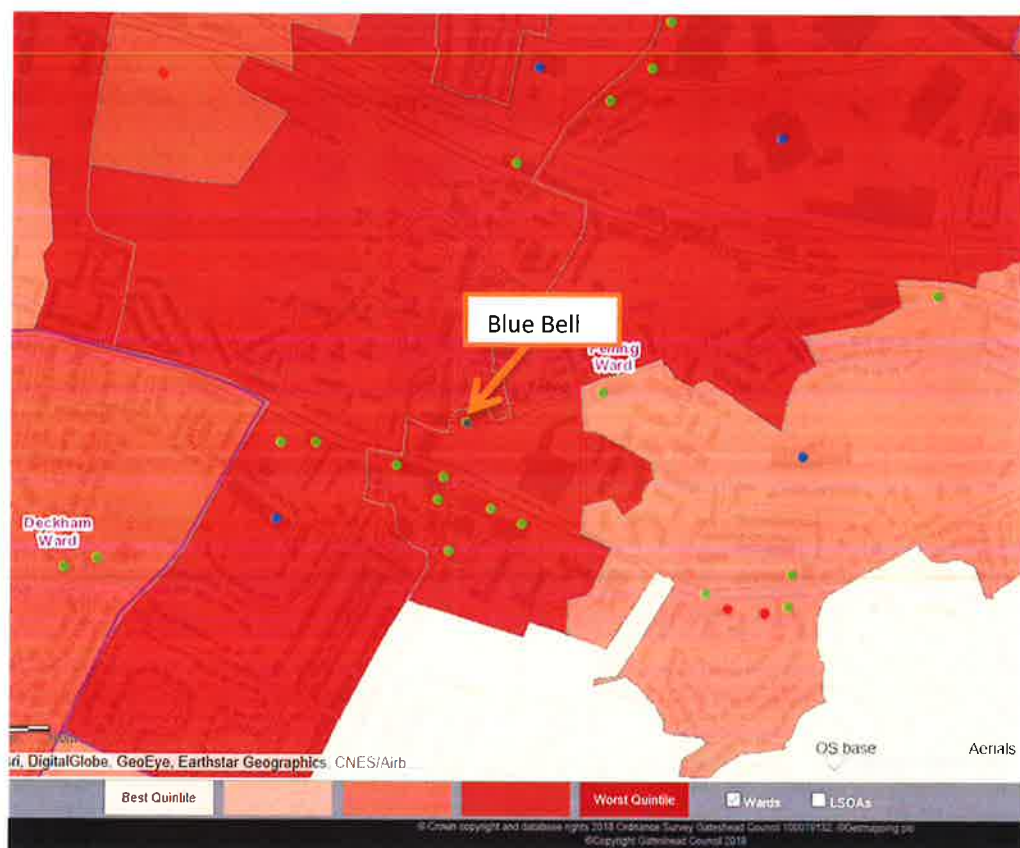


Figure 9. Alcohol related violent crime against a person at LSOA (above)

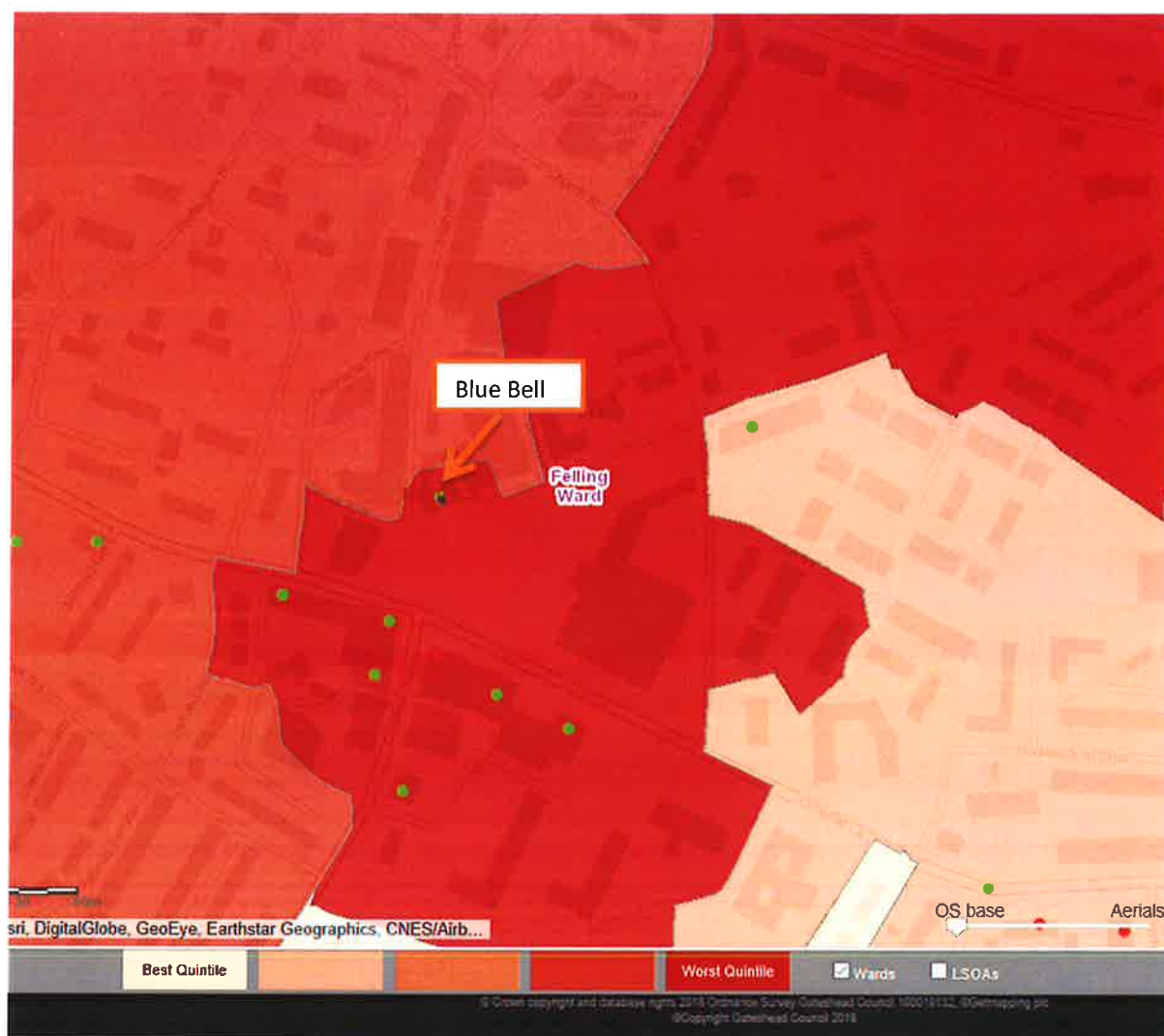


Figure 10. Alcohol related ASB at LSOA (above)

Alcohol related ambulance call out

Rate of Alcohol Related Ambulance Call Outs (Crude rate per 1,000)		WS&S	R&C&S	DR&WE	C&G	W&LL	LF	P&H	C&RG	W&HS	BL	La	NE	GHEAD	WN	WN&W	BL	Ch	HF	D&T	Sa	Fe	HR&B	De	Br
		2.0	2.7	2.8	3.2	3.6	3.6	3.6	4.1	4.4	4.6	5.6	6.0	6.1	6.2	6.2	6.3	6.5	6.9	7.2	7.2	7.4	8.2	8.6	19.3

Figure 11. Rate of ambulance call outs at ward level (above)

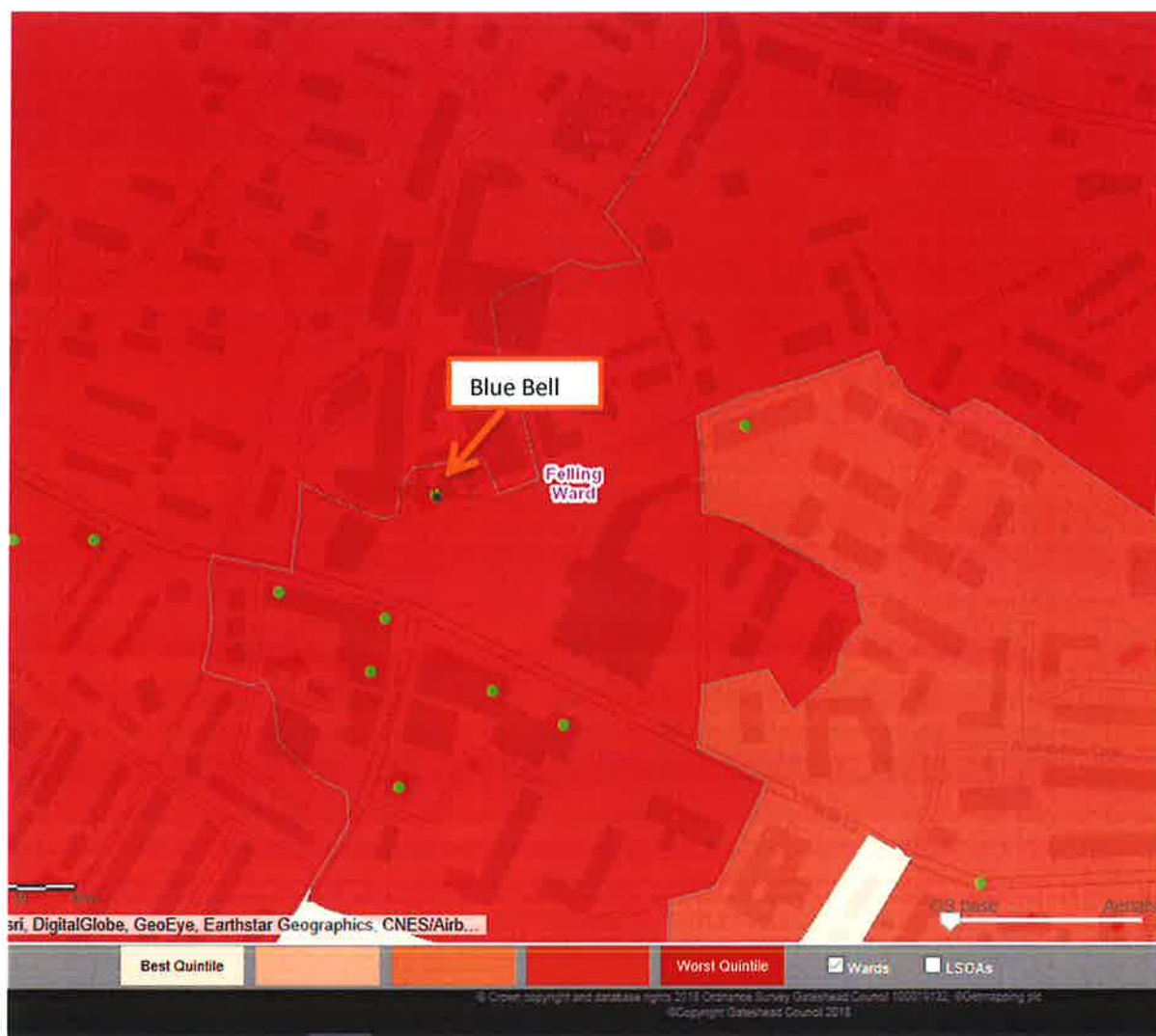


Figure 12. Alcohol related ambulance call outs at LSOA (above)

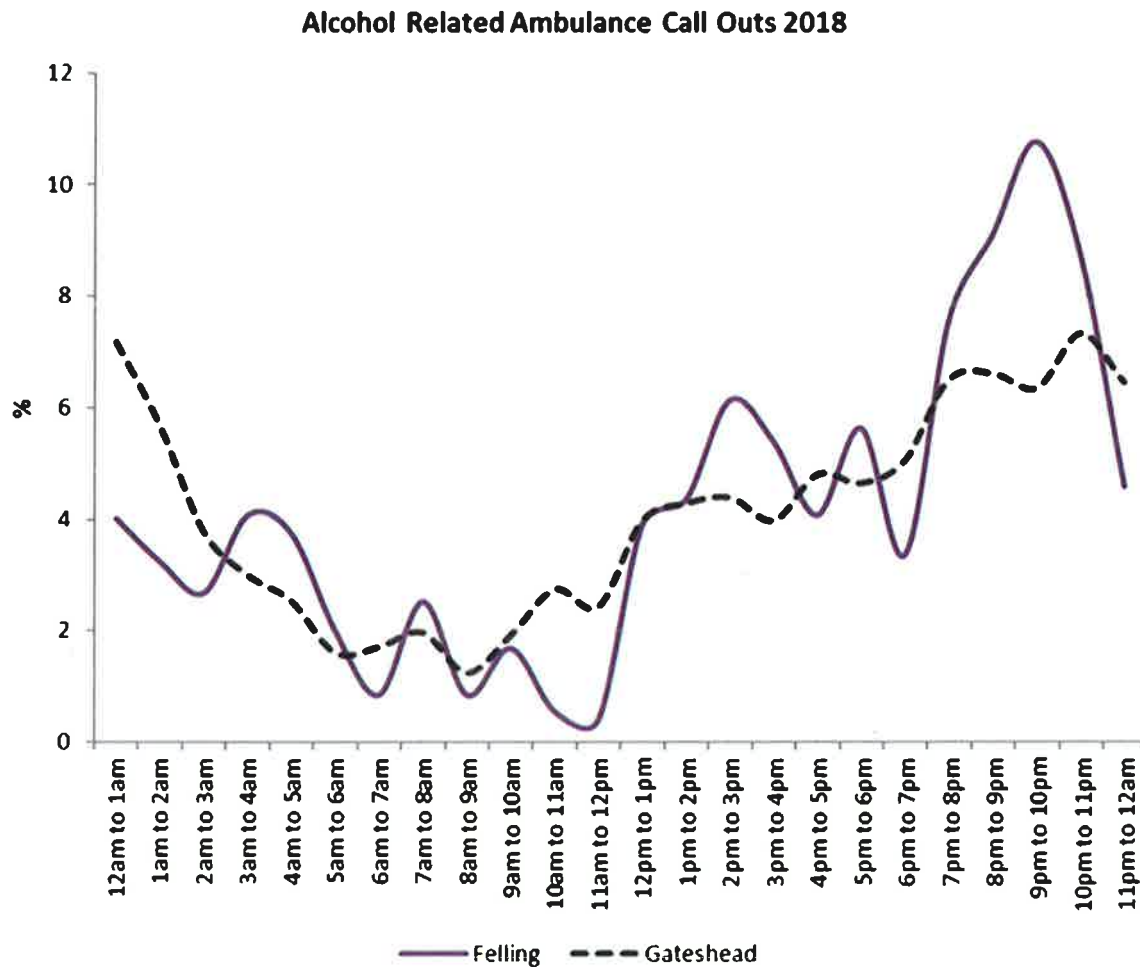


Figure 13. Times for Alcohol Related Ambulance Call Outs in Felling Ward

Cost of Harm

According to estimates from Balance, alcohol related harm in Gateshead costs around £401 per head (taking into account costs to the NHS, crime and licensing, social services and the workplace). The cost per head across the North East is £386 and across England it is £363 per head. (figure 14)

My objection to the current arrangements in this establishment is supported by the growing knowledge, evidence and understanding of the role of alcohol in negative social impacts and in a wide range of acute and chronic disorders. Licensing is and always has been a whole population intervention which should be employed to protect our population from harm.

Public Health support the police view that the premises licence be reviewed to address the management and operation of the premises as the current arrangement undermines the following licensing objectives:

- The prevention of crime and disorder
- Public safety
- The protection of children from harm

Given the current levels of alcohol related harm in this area, it is imperative that the management and operation of the premises is of a high standard that can support the promotion of the licensing objectives and protect the community who live, work and socialise in the area.

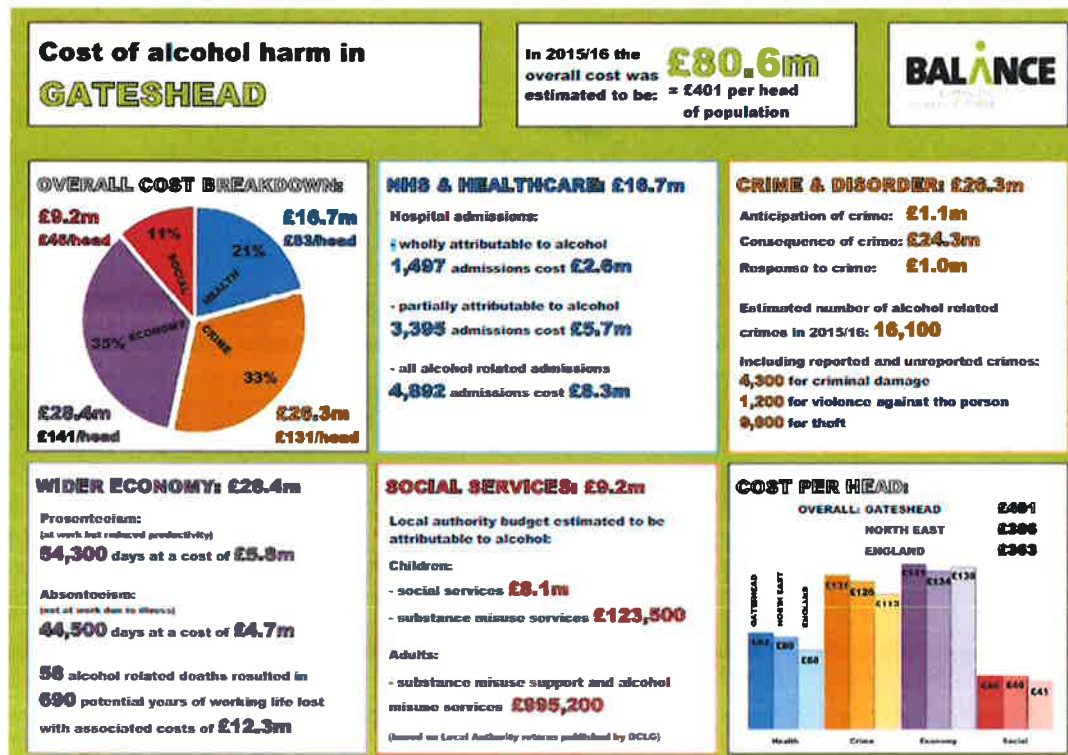


Figure 14. Cost of alcohol harm in Gateshead. (Balance. 2015/16)