

Lancashire Constabulary

Licensing Unit, Police Station, St Thomas's Road, Chorley, PR7 1DR

Tel: 01257 246215

Fax: 01257 246217



Lancashire Constabulary

police and communities together

e-mail: southern-licensing@lancashire.pnn.police.uk

Licensing Officer
West Lancashire Borough Council
Stanley Depot
Stanley Way
Skelmersdale
WN8 8EE

30th September 2011

Dear Sir

RE: APPLICATION TO VARY PREMISES LICENCE, LICENSING ACT 2003.

Premises :- Alpine Club Lodge, Moorgate, Ormskirk

With regard the above application the police would make the following representations;

These premises have recently come to police attention mainly due to concerns raised over drinks promotions being advertised at the premises.

There has been evidence that the premises has been offering drinks for 50p and that the nature of the advertising of alcoholic promotions has tended to encourage binge drinking.

There is also evidence that would suggest there has, on occasions, been the direct dispensation of alcohol into the mouth of customers. The advertising of irresponsible drinks promotions and the direct dispensation into the mouth of alcohol forms part of the mandatory conditions attached to all premises licences and as such the premises owners are committing criminal offences.

It is widely recognised that binge drinking leads to incidents of crime and disorder and it is under this Licensing Objective that the police make their representations.

The police have been in discussion with the owners of the premises and highlighted the issues, these have been accepted and it would appear that there has been some relaxation of the management of activities at the premises.

The owners have assured the police that their attention would now be focused on raising standards at the premises and that they have withdrawn the drinks promotions.

The police, having been given these assurances have decided to take no further action at this stage, however feel that there should be some time given to ensure the assurances given are realised.

The police therefore object to the granting of this variation at this time in order to monitor the activities at the premises.

Yours faithfully

Police Sergeant 1506

(Licensing)