

Dear Licensing team,

I have the following representation to make regarding the above New Premises Licence Application and specifically on how the proposed activities meet with the licensing objective for the prevention of public nuisance.

This application for a Premises Licence relates to the entire Stretford Mall site. The submitted plan would appear to incorporate all indoor and outdoor areas including the multi storey car park, and all commercial units.

The application wording refers to the 'shopping centre and public realm space, to allow for pop up events such as food/drink markets or film screenings to be held within the space as it is redeveloped, to promote the regeneration/redevelopment of the area.'

The timings applied for are 0900 to 2300 all days, for sale of alcohol, plays, live music, recorded music, dance, alcohol, films.

This means that if the application were to be approved in its current format, the above listed activities could take place 7 days a week until 2300 hours at any location within the entire footprint of the plan attached. The number of events would be completely unrestricted.

This includes outdoor areas within locations where there are residential receptors positioned at a distance likely to be adversely impacted by noise, should suitable controls not be in place. For outdoor areas, the need to provide satisfactory sound coverage for the audience combined with a lack of any sound containment can result in excessive noise being easily propagated to receptors. The likelihood of complaints being received increases later into the evening period, and so a terminal hour of 2300 hours for an unrestricted number of events could interfere with residents trying to relax within their homes and gardens, and young children trying to get to sleep.

It is important to note that the plan (submitted as part of this application) incorporates a number of existing licensed premises which operate in accordance with their own Premises License restrictions which prohibit the playing of amplified recorded/ live music outdoors. These conditions have been imposed to protect against public nuisance. It is unclear as to whether this situation has been considered by the applicant. A legal opinion would need to be obtained in this respect.

The granting of this application in its current format would be inconsistent with current planning and licensing controls imposed to protect nearby residents within the locality of Stretford Mall.

I am also aware that there has been discussion about proposals for the development of Stretford Mall which to include the provision of new residential units. The granting of this licence application in its current format could impact adversely upon future residential occupiers close by.

Many thanks,

Rachael Hall
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Pollution and Housing Team
Regulatory Services
Place Directorate

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