



North East Lincolnshire Council form details

Representation on a licensing application, reference number NELC344373363

Summary of form:

Do you agree to your contact details being made public?:Yes

Do you intend to attend or be represented at any hearing?:No

Date: 24/06/2021

Customer name:

Title	First name	Last name
Mr.	roger	ginley

Contact details:

Contact telephone number	Email address
[REDACTED]	[REDACTED]

I would like to receive the notice of hearing by email:I would like to receive the notice of hearing by email

address details:

House	Street	Town	Postcode
141-143	North Promenade	Cleethorpes	DN35 8SQ

I make my representation as::A person who operates a business

If you are representing a resident or business please provide details:smiles for miles ltd
153 north promenade
Cleethorpes

Name of applicant: Beach Bat , front kiosk, sea lane Cleethorpes dn358sq

Premises address:

Is the address in North East Lincolnshire?	Please enter your postcode or street name	Please select your address from the list
Yes	dn358sq	141-143 North Promenade, Cleethorpes, DN35 8SQ

Application details: Beach Bat , front kiosk, sea lane Cleethorpes dn358sq

Last date for representation (if known):02/07/2021

Which of the licensing objectives does your representation refer to? (Select all that apply):

The Prevention of Crime and Disorder, Public Safety, Prevention of Public Nuisance, The Protection of Children from Harm

The prevention of crime and disorder:see attached letter

Public safety: see attached letter

Prevention of public nuisance: see attached letter

The protection of children from harm:see attached letter

If possible please suggest alterations to the application that would resolve the problem mentioned above, again paying attention to the licensing objectives:

Dear Licensing team,
Regarding the application for licence to sell alcohol at premises known as Beach Bat front kiosk, part of One Sea Lane Cleethorpes DN35 8SQ.

My name is Mr R Ginley of Smiles For Miles Ltd, owner of Fantasy World 153 north Promenade and also Park Lane amusement arcade 141 North Promenade Cleethorpes DN35 8SQ.

The applicant is directly above our property. Beach Bats frontage is on seaside road/lane, which is an extremely small area, so the applicant will be spreading his tables and chairs in front of our Arcade and preventing access for families.

This area is very popular for coaches and is a major Bus stop with lots of wheel chair users and families with pushchairs/buggies etc. It already becomes congested at busy times and requires the full width of the pavement. By granting a sale of Alcohol by retail for consumption off the premises you will indirectly be granting the use of the footpath as a beer garden, making it difficult if not impossible to get past safely. The drinkers will overflow into the Family arcade, which will force us to close to comply with the strict regulations of the gambling act.

On a hot day I can see hundreds of people standing and sitting around with a glass of Beer, which will be uncomfortable for families with young children trying to get to the beach.

The applicant runs a bar by the train station where he sells buckets of beer. His customers walk towards the beach and walk into Fantasy World arcade and sit on children's rides while trying to consume the buckets of beer, not only do they brake the machines, children and families feel frightened. It has been so bad that we have had to employ the security firm three hours early to deal with the anti social behaviour it has caused, through no fault of our own.

If you grant this licence I can see nothing but trouble at both ends of the Promenade and seaside road. 90% of our customers are young families with children and over the years with the councils help we now see a far greater amount of wheelchair users and disability scooters.

With effectively a beer garden on the footpath it will be giving visitors a bad experience, one that says your not welcome to Cleethorpes, which is not true! At the moment NE Lincs council is doing a fantastic job of regenerating the whole of seaside road/lane, even though its not completed yet its looking modern and Clean.

The beach is world class, even the donkeys win awards. This is the sort of experience holiday makers come back for year after year. Not to drink on the footpaths/roads/in arcades or next to the beach.

I have several arcades on the east coast and west coast and I can tell you Cleethorpes promenade and beach is a credit to the council and the people that look after it.

By granting this licence in my humble opinion would be the first steps to destroy the best safe

family seaside town on the East coast , "sometimes we don't realise what we have till its gone".

To Conclude:

To grant a licence would cause a nuisance.

Would effect public safety., especially children and wheelchair users.

Would increase crime and encourage the growing Yob culture.

Would increase drunken people walking around with alcohol making life uncomfortable for holiday makers.

Do we really need a beer garden on the entrance to the best beach on the east coast, if not the Country!

Kind Regards

Mr R Ginley

Declaration:

Declaration
I accept

