

26 /07/2022

To whom it may concern,

North West Leicestershire Council, Coalville.

We would like to bring to your attention to the application of a premises licence at 34 Belvoir Road, Coalville, LE67 3PN.

We believe all 4 of the licensing objectives will not be met by this premises opening to sell alcohol for the following reasons.

Crime and disorder will take place due to another off licence becoming available near an already off licence; if alcohol is freely available especially cut-price alcohol as competition will occur. Due to cheap alcohol being sold it can lead to more consumption and increasing crime in the area as this is already a problem in the area with the number of off licenses already available.

Public safety, this is already a problem at night along this road.

Public Nuisances, drunkenness, street drinking will add to the noises at 11pm, this is already a issue with current off licenses on the road so granting another license would add to this problem and the noise will occur on both side of the street.

Protecting children from harm, underage drinking is increasing, so is proxy selling. False ids are used to buy alcohol and tobacco. There is evidence of a store below that has been banned for this. Allowing another premises license would add to the problem and allow children to try the new location. Existing business apart from the one below have robust procedures in place to avoid this. Purchasing alcohol from a new shop can also add to crime such as stealing towards other businesses in the area.

Please see article below.

<https://coalville.nub.news/news/local-news/police-issue-week-long-alcohol-sales-ban-on-coalville-store-after-it-failed-to-check-on-under-age-drinkers>

This road and vicinity has a street drinking problem. It has been reported many times to the police and the council.

There are many under age children and asking for alcohol in shops around this area.

Stealing and shoplifting is on the increase, as many other retailers will tell you, and can evidence this. There is likely to be noise nuisance to street residence at 8am opening until 11pm each day.

Anti social behaviour is increasing, due to excess alcohol being made available. Adding another off license to the area would allow a customer who has been refused elsewhere to try a new location. This can then lead to anti social behaviour on the street with food shops directly opposite and be a public safety issue also.

Loitering around pavements around shop frontage is already a problem for younger mothers and prams, and also the elderly, preventing them to pass by safely. With double yellows being on both side of the roads, there will be more of a parking issue as it is a very big problem on this road. People after hours will be parking hear which is dangerous for road users as well as people using the pavement.

There is video evidence of shop lifting and anti social behaviour in shops in this road/area which can be provided, and also a petition of people objecting to this licence which I have attached with the email.

The granting of this license will be irresponsible, as the needs of the local community should be taken into consideration. This will add to existing issues, and concerns of the local public should be taken into consideration.

I believe the local area Belvoir Road leading into the town centre is going through a lot of investment and modification to really showcase Coalville and granting any more premise license to off licenses in the area would be a step backward. This will directly have an adverse impact on the four licensing objectives especially as it's the main road into the town centre.

Kind Regards,

Jasnit Khaneja

Police issue week-long alcohol sales ban at Coalville store after it failed to check on under-age drinkers

By Graham Hill

16th Mar 2022 | [Local News](#)



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A Coalville store was banned from selling alcohol after police found it was failing to carry out checks on under-age drinkers.

Metro Store in Marlborough Square was told it could not sell any alcohol for seven days after twice failing police tests to ask for youngsters' identities.

Since then, however, the outlet been working closely with North West Leicestershire Police.

Officers from North West Leicestershire have been conducting an operation since December which saw them visit 16 licensed premises across the area and test their compliance.

Of those 16 premises, four failed to check the identities of those purchasing alcohol.

The failed premises were re-visited in January this year which resulted in one failing again.

Leicestershire Police say that, as result of the last visit to the Metro Store, a closure notice was issued prohibiting the premises from selling alcohol for seven days.

The store has abided by the closure and worked closely with the police and local authority to ensure they comply in the future by implementing additional training for staff.

Sergeant Jon Sharpe from North West Leicestershire Neighbourhood Policing Area (NPA), said: "These operations are very important to stop the sale of alcohol to underage children.

"They not only highlight our commitment to dealing with crime and anti social behaviour in the area but also educate licensees on their obligations.

"We are pleased that the Metro Store is now fully compliant and we hope this continues. We will be carrying out further operations in the area over the coming months.

"We would advise local businesses to ensure all staff are trained in the sale of alcohol and their responsibilities when checking identities.

"We would like to thank North West Leicestershire District Council for their support during this operation and will work closely with them on future enforcement."