

Title of Report	APPLICATION FOR A GRANT OF PREMISES LICENCE UNDER THE LICENSING ACT 2003	
Presented by	Tonya Cooper Licensing Team Leader	
Background Papers	Revised guidance issued under section 182 of the Licensing Act 2003 (February 2025) (accessible version) - GOV.UK Licensing Act 2003 (legislation.gov.uk) Statement of Licensing Policy 2024-2029 – Issue 8	Public Report: Yes
Purpose of Report	<p>To determine an application for a grant of a premises licence in respect of the premises Your Superstore, 43 Belvoir Road, Coalville, LE67 3PD.</p> <p>This report outlines the application and also highlights the licensing objectives, the relevant parts of Government guidance and the pertinent sections of the Licensing Authority's Licensing Policy.</p>	
Recommendations	THAT THE SUB-COMMITTEE DETERMINE THE APPLICATION.	

1.0 Background

- 1.1 On 26 August 2025, Jay Mahadev Retail Ltd submitted an application for the grant of a new premises licence for Your Superstore, 43 Belvoir Road, Coalville, LE67 3PD. A copy of the application is attached as **Appendix 1**. A plan of the premises is attached as **Appendix 2**.
- 1.2 An aerial view of the site is attached as **Appendix 3** and a map is attached as **Appendix 4**.

- 1.3 The application identifies that if the premises licence is granted, the following opening hours and licensable activities will occur:

Opening Hours	Timings	
	Everyday	06:00 hours - 00:00 hours
Licensable activity	Timings	
Supply by retail of alcohol	Everyday	06:00 hours - 00:00 hours

- 1.4 As part of the application, the applicant has specified the steps they intend to take in order to promote the four licensing objectives. These are as follows:

General

Prominent, clear notices shall be displayed at every public entrance stating the actual operating hours of the premises.

The Prevention of Crime and Disorder

All staff engaged in licensable activity at the premises will receive training and information in relation to the following:

- a) The Challenge 25 scheme in operation at the premises, including the forms of identification that are acceptable.
- b) The hours and activities permitted by the premises licence issued under the Licensing Act 2003 and conditions attached to the licence.
- c) How to complete and maintain the refusal register in operation at the premises (in relation to the sale of alcohol).
- d) Recognising the signs of drunkenness.
- e) The operating procedures for refusing service to any person who is drunk, under-age or appears to be under-age, or appears to be making a proxy purchase.
- f) Action to be taken in the event of an emergency, including reporting an incident to the emergency services.

Training shall be recorded in documentary form and shall be regularly refreshed at no greater than 12-month intervals. Training records shall be made available for inspection and copying at reasonable times upon request of an authorised officer of a responsible authority. Training records will be retained for at least 12 months.

An incident log shall be kept and maintained at the premises which will include a log of the following, including pertinent details:

- a) Any incidents of disorder or of a violent or antisocial nature;
- b) All crimes reported to the venue, or by the venue to the police;
- c) All ejections of patrons;
- d) Any complaints received;
- e) Seizures of drugs or offensive weapons;
- f) Any faults in the CCTV system;
- g) Any visits by a responsible authority (under the Licensing Act 2003) or emergency service.

Records must be completed within 24 hours of any incident, and will contain the time and date, the nature of the incident, the people involved, the action taken and details of the person responsible for the management of the premises at the time of the incident. The logs shall be kept for at least 12 months following the date of entry and be made available for inspection and copying upon request of an authorised officer of a responsible authority.

The premises shall install, operate, and maintain a comprehensive digital colour CCTV system to the satisfaction of the Police. All public areas of the licensed premises including entry and exit points will be covered. The system must record clear images permitting the identification of individuals, and in particular enable facial recognition images (a clear head and shoulder image) of every person entering and leaving in any light condition. The CCTV system will continually record whilst the premises are open for licensable activities and during all times when customers remain on the premises. All equipment must have a constant and accurate time and date generation. All recordings will be stored for a minimum period of 31 days with date and time stamping. Recordings will be made available immediately upon the request of an authorised officer of a responsible authority throughout the entire 31 day period. The CCTV system will be capable of downloading images to a recognisable viewable format. The CCTV system will capture a minimum of 4 frames per second. The CCTV system will be fitted with security functions to prevent recordings being tampered with, i.e., be password protected.

All alcohol on display will be in such a position so as not to be obscured from the constant view of the staff.

In the event that an incident occurs for which the police have been called, the crime scene shall be preserved to enable police to carry out a full forensic investigation.

Public Safety

The maximum number of persons (including staff) allowed at the premises shall not exceed 25 people.

The Prevention of Public Nuisance

A telephone number shall be made available and displayed in a prominent location where it can conveniently be read from the exterior of the premises by the public for local residents to contact in the case of noise-nuisance or anti-social behaviour by persons or activities associated with the premises. The telephone number will be a direct number to the management who are in control during opening hours. A record will be kept by management of all calls received, including the time, date and information of the caller, including action taken following the call. Records will be made available for inspection and copying by an authorised officer of a responsible authority throughout the trading hours of the premises.

No deliveries (in relation to licensable activities) to the premises shall take place between 23:00 hours and 07:00 hours.

During the hours of operation of the premises, sufficient measures will be taken to remove and prevent litter and waste arising or accumulating from customers in the area immediately outside the premises.

No collections of waste or recycling materials (including bottles) from the premises shall take place between 23:00 hours and 07:00 hours on the following day.

The Protection of Children from Harm

All staff, supervisors and managers must be trained in the legality and procedure of alcohol sales, prior to undertaking the sale of alcohol and then at least every 12 months. Training shall be signed and documented. Training records must be kept on the premises and be made available for inspection and copying to an authorised officer of a responsible authority on request. The documentation relating to training should extend back to a period of at least 12 months and should specify the time, date and details of the persons both providing the training and receiving the training.

There will be in place a written age verification policy in relation to the sale or supply of alcohol, which will specify a Challenge 25 proof of age requirement. This means that staff working at the premises must ask individuals who appear to be under 25 years of age, attempting to purchase alcohol, to produce identification. The only acceptable identification documents will be:

- a) A photo driving licence
- b) A passport
- c) An identification card carrying the PASS hologram

Unless such identification is produced the sale of alcohol must be refused. This policy will include documented steps taken to prevent adults from purchasing alcohol for or on behalf of children under 18.

The premises shall display prominent signage indicating at any point of sale that a Challenge 25 scheme is in operation.

An alcohol sales refusal register shall be kept at the premises and be maintained to include details of all alcohol sales refused. The register will include:

- a) the date and time of refusal
- b) the reason for refusal
- c) details of the person refusing the sale
- d) description of the customer
- e) any other relevant observations

The refusals register will be made available for inspection and copying on request of an authorised officer of a responsible authority. All entries must be made within 24 hours of the refusal.

- 1.5 The premises are currently trading as Eye Society Opticians and therefore the licensing authority have not received any complaints in relation to the premises.
- 1.6 Outlined below are similar premises within the vicinity of the applicant's premises detailing their current opening hours and licensable activities:

Belvoir Express 37 Belvoir Road Coalville LE67 3PD	Opening Hours: Everyday - 00:00 hours - 00:00 hours Supply by retail of alcohol: Everyday - 00:00 hours - 00:00 hours Late Night Refreshment: Everyday - 23:00 hours - 05:00 hours
Six to Ten Superstore 91 Belvoir Road Coalville LE67 3PH	Opening Hours: Everyday - 05:00 hours - 23:00 hours Supply by retail of alcohol: Everyday - 05:00 hours - 23:00 hours
Metro Stores 7 Marlborough Square Coalville LE67 3WD	No Opening Hours Listed Supply by retail of alcohol: On weekdays, other than Christmas day 08:00 hours - 23:00 hours On Sundays, other than Christmas day 10:00 hours - 22:30 hours On Christmas day, 12 noon – 15:00 hours and 19:00 – 22:30 hours On Good Friday, 08:00 hours – 22:30 hours
Bridge Road News 37 Bridge Road Coalville LE67 3PW	Opening Hours: Everyday - 06:00 hours - 21:00 hours Supply by retail of alcohol: Everyday - 06:00 hours - 21:00 hours
Londis Belvoir Road 47 Belvoir Road Coalville LE67 3PD	Opening Hours: Everyday - 06:00 hours - 23:00 hours Supply by retail of alcohol: Everyday – 06:00 hours – 23:00 hours

Go Local Coalville Market 34 Belvoir Road Coalville LE67 3PN	Opening Hours: Everyday - 07:00 hours - 00:00 hours Supply by retail of alcohol: Everyday – 07:00 hours – 00:00 hours
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2.0 Representations

- 2.1 In respect of an application for the grant of a premises licence, the applicant is responsible for advertising the application by way of a notice in specified form at the premises for not less than 28 consecutive days and in a local newspaper. The applicant placed a notice in the Leicester Mercury on Friday, 5 September 2025 and officers are satisfied that the correct notices have been displayed at the premises. The public notices are attached as **Appendix 5 and 6**.
- 2.2 Each of the responsible authorities have been served a copy of the application, namely: the Licensing Authority, Police, Fire Authorities, Home Office, Trading Standards Department, the District Council's Health and Safety, Environmental Protection, Public Health Authority and Planning Sections. We have received no representations from the responsible authorities.
- 2.3 Seven relevant representations have been received from members of the public on the grounds of prevention of crime and disorder, prevention of public nuisance, public safety and protection of children from harm. These representations are attached as **Appendix 7**.

It should be noted that 5 of the 7 representations received are from different individuals, however the wording within the representations is identical.

- 2.4 Following the representations that were received, the applicant was notified of these and submitted a response. The applicant's response is attached as **Appendix 8**.

3.0 Statutory Guidance

- 3.1 In making its decision, the Sub-Committee is obliged to have regard to Guidance issued by the Secretary of State under Section 182 of the Licensing Act 2003. All Licensing Committee members have been provided with a full copy of the guidance document. Officers consider that paragraphs 1.1 to 1.5, 1.13, 1.16 to 1.17, 2.1 to 2.14, 2.21 to 2.27, 3.1 to 3.2, 3.8 to 3.10, 3.35, 8.13-8.14, 8.80-8.82, 9.1 to 9.10, 9.31 to 9.44, 10.1 to 10.10, 14.1 to 14.3 may have a bearing upon the application.

4.0 Statement of Licensing Policy

- 4.1 The Sub-Committee is also obliged to have regard to its own Statement of Licensing Policy. Officers consider that paragraphs 1.5, 2.1, 2.3, 2.5, 2.6, 4.1 to 4.4, 5.1 to 5.4, 6.1 to 6.4, 22.0, and 25.0 may have a bearing upon the application.

5.0 Observations

5.1 The Committee is obliged to determine this application with a view to promoting the licensing objectives, which are:

- The prevention of crime and disorder;
- Public safety;
- The prevention of public nuisance;
- The protection of children from harm.

5.2 The Committee may take such of the following steps, if any, as it considers appropriate for the promotion of the licensing objectives:

- Grant the application and issue the premises licence as requested.
- Modify the conditions of the licence, by altering or omitting or adding to them.
- Reject the whole or part of the application.

5.3 There is a right of appeal to the Magistrates' Court against the decision of the Sub-Committee by the applicant and persons who made relevant representations.

Policies and other considerations, as appropriate	
Council Priorities:	Business and Jobs, Homes and Communities
Policy Considerations:	Statement of Licensing Policy – Issue 8
Safeguarding:	To determine the application in accordance with the Licensing Act 2003 objectives.
Equalities/Diversity:	No information has been provided to indicate an Equality Impact Assessment (EIA) is required though this will be kept under review and an EIA carried out if necessary.
Customer Impact:	Not applicable
Economic and Social Impact:	Customers may be impacted by any decision made.
Environment and Climate Change:	Not applicable
Consultation/Community Engagement:	Leicestershire Police, Leicestershire Fire and Rescue Service, The Home Office, Trading Standards, Health and Safety, Environmental Protection, Licensing Authority, Planning, Health Authority and members of the public/local businesses by way of notice at the premises, in a local newspaper, on the Council's website and at the Council Offices, Coalville.

Risks:	The risk of incurring costs arising from an appeal against the decision of the Committee. In any event and in order to mitigate these risks, the Committee should give clear reasons for its decisions and any such reasons would need to be substantiated in Court.
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