

Licensing Act 2003
Major Variation Premises Licence Application
Notification to Local Authority of Agreement Regarding Police Representations.

North West Leicestershire District Council

Wednesday 6th May 2026

Dear Sir / Ma'am

Re: The Bulls Head, 67 Market Street, Ashby-De-La Zouch, Leicestershire. LE65 1AH.

I write in my capacity as applicant in relation to the above matter.

Discussions have taken place with the Leicestershire Police in relation to the promotion of the Licensing Objectives.

I am aware that representations have been made, and the following conditions should be placed upon the new licence:

- (1) The supply of alcohol to cease no later than 30 minutes before closing to the public.
- (2) A high definition, coloured CCTV camera system shall be installed and recording whilst the premises is open to the public.
The system must permit the identification of individual(s) in all lighting conditions.
CCTV cameras must cover all areas the public have access to (excluding inside the toilets) but including all public entrances, pavement area immediately outside the front of the premises and the courtyard/car park.
A specific camera(s) will be positioned to capture clear facial images of those entering the premises.
- (3) CCTV images must be securely stored, display an accurate date/time stamp and retained for a minimum of 31 days.
- (4) A member of staff who is conversant with the operation of the CCTV system must be on the premises when open to the public between 6pm and closing to the public.
- (5) CCTV images in a viewable format will be made available to an officer from a responsible authority within 72 hours of a request.
- (6) The licence holder will provide Leicestershire Police Licensing Department (licensing@leics.police.uk) with a detailed plan of the premises, which will include the exact location of all internal and external CCTV cameras.

The plan must be accompanied by a key reference system.
- (7) Security Industry Authority (SIA) door supervisor(s) will be deployed at the premises on Saturday from 10pm until all customers have left the

premises. They must remain on the premises throughout the duration of their deployment. The premises will conduct their own risk assessment for security provision on Friday's.

- (8) The licence holder will ensure all Security Industry Authority (SIA) door supervisor(s) used at the premises record their full name, full SIA registration number and the date/time of their deployment.

A clear and legible record must be kept on the premises for six months and made available for inspection to an officer from a responsible authority upon request.

- (9) The licence holder shall ensure all Security Industry Authority (SIA) door supervisor(s) wear high visibility SIA badge armbands whilst on the duty.

- (10) Security Industry Authority (SIA) door supervisor(s) and at least one senior member of staff must be provided with a radio communication system/device on Friday and Saturday after 10pm, to enable them to contact each other.

- (11) A minimum of two operational audio/visual body worn camera(s) will be worn by either a member of security and/or a senior staff member, whilst open on Friday and Saturday after 10pm until closing to the public.

The camera(s) must be positioned on a prominent position upon their person.

- (12) The licence holder will ensure body worn camera footage in both an audio and visual format is retained for a minimum of 31 days and made available to an officer from a responsible authority within 72 hours of a request.

- (13) An incident log will be kept on the premises and retained for a period of 12 months from the date of the incident. The log will be made immediately available for inspection on request of an officer from a responsible authority. The incident log must be completed within 24 hours of the incident and record the following:
- (a) All crimes reported to the premises.
 - (b) Any ejections of patrons.
 - (c) Any complaints received concerning crime, disorder and anti-social behaviour either inside or outside the premises.
 - (d) Any incidents of crime, disorder and anti-social behaviour associated to the premises.
 - (e) Any faults in the CCTV system.

(f) Any refusal of age restricted products.

(14) A Challenge 25 policy will be adopted with the only acceptable proof of age identification consisting of a current passport, photo card driving licence or identification carrying a PASS logo. A training record must be kept on the premises, retained for twelve months, and produced to an officer from a responsible authority upon request.

(15) No children (under 18 years of age) will be permitted on the premises on Friday and Saturday from 10pm until closing to the public.

(16) The licence holder will promote and ensure all front of house staff employed at the premises, including Security Industry Authority (SIA) door supervisor(s) are trained in public safety campaigns such as "Ask for Angela" or other similar schemes.

A record of training must be retained for at least twelve months, repeated every six months, kept on the premises, and made available for inspection by an officer from a responsible authority upon request.

(17) The licence holder will complete a risk assessment for all televised football matches which are shown on outside screens. A clear, legible copy of the risk assessment must be retained on the premises for a minimum of six months and produced immediately to an officer from a responsible authority on request.

The licence holder will take additional precautions for those events which are deemed high risk and/or if directed in writing by Leicestershire Police.

(18) The licence will complete a risk assessment for all outdoor events where the audience/attendance is likely to be in excess of 100 persons at one time and will employ sufficient security to deal with any contingencies. A clear, legible copy of the risk assessment must be retained on the premises for a minimum of six months and produced immediately to an officer from a responsible authority on request.

The licence holder will take additional precautions for those events which are deemed high risk and/or if directed in writing by Leicestershire Police.

No further conditions

I agree to these conditions and do not therefore consider that a hearing is necessary.

Yours faithfully

Signed 

Name in block capitals –

Selina wallis

(Applicant / Solicitors for and on behalf of the Applicant – delete as appropriate)

Date –

Thursday 7th may 2026