



Appendix 5

Leicestershire Police

Licensing Act 2003 Representation in respect of a major variation application

Details of person or body making representation	
Your Name:	PC Jefferson Pritchard
Your Address:	Mansfield House, 74 Belgrave Gate, Leicester LE1 3GG

Details of premises representation is about	
Name of Premises:	Bulls Head
Address of premises:	67 Market Street Ashby De La Zouch Leicestershire LE65 1AH
Application No. (if known)	N/K

Please tick one or more of the licensing objectives that your representation relates to:	
Prevention of crime and disorder	X
Public Safety	X
Prevention of public nuisance	X
Protection of children from harm	X

Please summarise your concerns about this application:
<p>I write in my capacity as Leicester City Centre's alcohol licensing officer for Leicestershire Police, with delegated authority from the Chief Constable.</p> <p>My representation to this major variation application is based upon the licensing objectives, as per the Licensing Act 2003.</p> <p>The application in its current format would undermine all four licensing objectives if granted.</p> <p>The premises is an existing licensed premises and is located within an area highlighted as a "cumulative impact area" as per North West Leicestershire District Council's Statement of Licensing Policy 2024-2029.</p>

The area has been identified as a “special area” in which a special policy is in place.

The application does not refer to this policy, so it is unclear if the environmental factors which give rise to the policy, have been considered.

The applicant wishes to extend the premises opening hours to the public on Thursday, Friday and Saturday until 2:30am the following morning, whilst also making amendments to the hours permitted for licensable activities.

The applicant also wishes to licence an outdoor area, to the rear of the premises.

The premises has a large outdoor seating area and large car park to the rear of the premises and occasionally holds events in this space.

The application suggests more events will be held in the outdoor space, which ultimately increases the risks, despite the best intentions of the applicant.

The same applies to the additional operating hours, as alcohol related violent crime rises given longer people are permitted to consume alcohol but especially in the early hours of the morning and at weekends.

Therefore, Leicestershire Police seeks some additional measures/reassurances in order to reduce the likelihood of future envisaged problems.

These being:

- (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).

The applicant has agreed to these additional conditions, and this is reflected in a signed agreement dated Thursday 7th May 2026.

Leicestershire Police respectfully requests the original application is refused and the above conditions are added instead. Therefore, Leicestershire Police do not believe there is a requirement for a hearing to be heard, assuming no other representations have been submitted.

Leicestershire Police believe these conditions are appropriate and proportionate and will promote the licensing objectives.

PC2093 Jefferson Pritchard
Leicestershire Police
Thursday 7th May 2026.