



NORTH WEST LEICESTERSHIRE DISTRICT COUNCIL

Premises licence number

NWL20031

Part 1 – Premises details

Postal address of premises, or if none, ordnance survey map reference or description

Bulls Head, 67 Market Street, Ashby de la Zouch

Post town

Leicestershire

Post code

LE65 1AH

Telephone number

01530 564 815

Where the licence is time limited the dates

Licensable activities authorised by the licence

1. The sale by retail of alcohol for consumption on and off the premises.
2. Late night refreshment – indoors.
3. Performance of live music indoors.
4. Playing of recorded music indoors.
5. Performance of dance indoors.
6. Entertainment of a similar description to that falling within 3, 4 and 5 above indoors.
7. Provision of films indoors.
8. Indoor sporting events

The time the licence authorises the carrying out of licensable activities

The sale by retail of alcohol for consumption on and off the premises:

Monday to Sunday 09.00am to 1.00am the following morning.

New Year's Eve from the end of permitted hours to the start of permitted hours New Year's Day.

Easter Sunday 09.00am to 2.00am the following morning.

Easter Monday, May and August Bank Holiday Mondays 09.00am to 2.00am the following morning.

May and August Bank Holiday Sundays 09.00am to 3.00am the following morning.

1st January and 1st March if falling on a Sunday, Monday, Tuesday, Wednesday, Thursday, Friday or Saturday until 2.00am the following morning.

17th March, Halloween, Christmas Eve, Boxing Day, 27th 28th and 30th December if falling on a Sunday, Monday, Tuesday or Wednesday, Thursday, Friday or Saturday until 3.00am the following morning.

In the event of the transmission of any recognised international sporting event, licensable activity may commence one hour before the start of the event and end one hour after the end of the event.

An additional hour to the standard and non standard times on the day when British Summertime commences.

Late Night Refreshment:

Monday to Sunday 11.00pm to 1.00am the following morning.

New Year's Eve from the end of permitted hours to the start of permitted hours New Year's Day.

Easter Sunday, Easter Monday, May and August Bank Holiday Mondays 11.00pm to 2.00am the following morning.

May and August Bank Holiday Sundays 11.00pm to 3.00am the following morning.

1st January and 1st March if falling on a Sunday, Monday, Tuesday, Wednesday, Thursday, Friday or Saturday until 2.00am the following morning.

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In the event of the transmission of any recognised international sporting event, licensable activity may commence one hour before the start of the event and end one hour after the end of the event.

An additional hour to the standard and non standard times on the day when British Summertime commences.

Performance of live music:

Monday to Saturday 10.00am to 1.00am the following morning.

Sunday 11.00am to 1.00am the following morning.

New Year's Eve from the end of permitted hours to the start of permitted hours New Year's Day.

Easter Sunday 11.00am to 2.00am the following morning.

Easter Monday, May and August Bank Holiday Mondays 10.00am to 2.00am the following morning.

May and August Bank Holiday Sundays 11.00am to 3.00am the following morning.

1st January and 1st March if falling on a Sunday, Monday, Tuesday, Wednesday, Thursday, Friday or Saturday until 2.00am the following morning.

17th March, Halloween, Christmas Eve, Boxing Day, 27th 28th and 30th December if falling on a Sunday, Monday, Tuesday or Wednesday, Thursday, Friday or Saturday until 3.00am the following morning.

In the event of the transmission of any recognised international sporting event, licensable activity may commence one hour before the start of the event and end one hour after the end of the event.

No time restrictions in relation to entertainment which is not public but is promoted for private gain.

An additional hour to the standard and non standard times on the day when British Summertime commences.

Playing of recorded music indoors:

No time restrictions.

Performance of dance indoors:

Monday to Saturday 10.00am to 1.00am the following morning.

Sunday 11.00am to 1.00am the following morning.

New Year's Eve from the end of permitted hours to the start of permitted hours New Year's Day.

Easter Sunday 11.00am to 2.00am the following morning.

Easter Monday, May and August Bank Holiday Mondays 10.00am to 2.00am the following morning.

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In the event of the transmission of any recognised international sporting event, licensable activity may commence one hour before the start of the event and end one hour after the end of the event.

No time restrictions in relation to entertainment which is not public but is promoted for private gain.

An additional hour to the standard and non standard times on the day when British Summertime commences.

Entertainment of a similar description:

Monday to Sunday – 9.00 to 01.00

New Year's Eve from the end of permitted hours to the start of permitted hours New Year's Day.

Easter Sunday 11.00am to 2.00am the following morning.

Easter Monday, May and August Bank Holiday Mondays 10.00am to 2.00am the following morning.

May and August Bank Holiday Sundays 11.00am to 3.00am the following morning.

1st January and 1st March if falling on a Sunday, Monday, Tuesday, Wednesday, Thursday, Friday or Saturday until 2.00am the following morning.

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In the event of the transmission of any recognised international sporting event, licensable activity may commence one hour before the start of the event and end one hour after the end of the event.

An additional hour to the standard and non standard times on the day when British Summertime commences.

Indoor sporting events:

Monday to Sunday 09.00am to 1.00am the following morning.

New Year's Eve from the end of permitted hours to the start of permitted hours New Year's Day.

Easter Sunday 09.00am to 2.00am the following morning.

Easter Monday, May and August Bank Holiday Mondays 09.00am to 2.00am the following morning.

May and August Bank Holiday Sundays 09.00am to 3.00am the following morning.

1st January and 1st March if falling on a Sunday, Monday, Tuesday, Wednesday, Thursday, Friday or Saturday until 2.00am the following morning.

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In the event of the transmission of any recognised international sporting event, licensable activity may commence one hour before the start of the event and end one hour after the end of the event.

An additional hour to the standard and non standard times on the day when British Summertime commences.

Provision of films:

Monday to Sunday 09.00am to 1.00am the following morning.

New Year's Eve from the end of permitted hours to the start of permitted hours New Year's Day.

Easter Sunday 09.00am to 2.00am the following morning.

Easter Monday, May and August Bank Holiday Mondays 09.00am to 2.00am the following morning.

May and August Bank Holiday Sundays 09.00am to 3.00am the following morning.

1st January and 1st March if falling on a Sunday, Monday, Tuesday, Wednesday, Thursday, Friday or Saturday until 2.00am the following morning.

17th March, Halloween, Christmas Eve, Boxing Day, 27th 28th and 30th December if falling on a Sunday, Monday, Tuesday or Wednesday, Thursday, Friday or Saturday until 3.00am the following morning.

In the event of the transmission of any recognised international sporting event, licensable activity may commence one hour before the start of the event and end one hour after the end of the event.

An additional hour to the standard and non standard times on the day when British Summertime commences.

The opening hours of the premises

Monday to Sunday 07.00am to 1.30am the following morning.

New Year's Eve from the end of permitted hours to the start of permitted hours New Year's Day.

Easter Sunday 07.00am to 2.30am the following morning.

Easter Monday, May and August Bank Holiday Mondays 07.00am to 2.30am the following morning.

May and August Bank Holiday Sundays 07.00am to 3.30am the following morning.

1st January and 1st March if falling on a Sunday, Monday, Tuesday, Wednesday, Thursday, Friday or Saturday until 2.30am the following morning.

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In the event of the transmission of any recognised international sporting event, licensable activity may commence one hour before the start of the event and end one hour after the end of the event.

An additional hour to the standard and non standard times on the day when British Summertime commences.

Where the licence authorises supplies of alcohol whether these are on and/or off supplies

The sale by retail of alcohol for consumption on and off the premises.

Part 2

Name, (registered) address, telephone number and e-mail (where relevant) of holder of premises licence

Bulls Head Ashby Ltd
Suite C, The Quadrant
99 Parkway Avenue
Sheffield
S9 4WG

Registered number of holder, for example company number, charity number (where applicable)

16223699

Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol

Sam Wallis
1 Abbotsford Road
Ashby de la Zouch
Leicestershire
LE65 1AE

Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol

Personal Licence Number of Designated Premises Supervisor: NWL10176

Issuing authority: North West Leicestershire District Council

DATED: 22nd May 2025

**Paul Dennis
Licensing Enforcement Officer**

Annex 1 – Mandatory conditions

1. No supply of alcohol may be made under the premises licence;
 - (a) at a time when there is no designated premises supervisor in respect of the premises licence, or
 - (b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.
2. Every supply of alcohol must be made or authorised by a person who holds a personal licence.
3. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
4. For the purposes of the condition set out in paragraph 1—
 - (a) “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
 - (b) “permitted price” is the price found by applying the formula —
$$P = D + (D \times V)$$
Where —
 - (i) P is the permitted price,
 - (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
 - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
 - (c) “relevant person” means, in relation to premises in respect of which there is in force a premises licence—
 - (i) the holder of the premises licence,
 - (ii) the designated premises supervisor (if any) in respect of such a licence, or
 - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
 - (d) “relevant person” means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
 - (e) “value added tax” means value added tax charged in accordance with the Value Added Tax Act 1994.

5. Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
6.
 - (1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day (“the first day”) would be different from the permitted price on the next day (“the second day”) as a result of a change to the rate of duty or value added tax.
 - (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.
7.
 - (1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
 - (2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises—
 - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to—
 - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
 - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
 - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
 - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;
 - (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;
 - (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).
8. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.

9.
 - (1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
 - (2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
 - (3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either—
 - (a) a holographic mark, or
 - (b) an ultraviolet feature
10. The responsible person must ensure that—
 - (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—
 - (i) beer or cider: ½ pint;
 - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
 - (iii) still wine in a glass: 125 ml;
 - (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
 - (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

Annex 2 – Conditions consistent with the operating schedule

1. 14 days written notice shall be given to the Leicestershire Constabulary prior to the premises opening outside the permitted hours for licensable activities for the transmission of a recognised international sporting event. The event will not proceed if the Police serve, 7 days prior to the event, written notice upon the designated premises supervisor.
2. The licensee shall monitor the need for door supervisors and in doing so take into account any advice given by the Leicestershire Constabulary.
3. The premises manager shall actively participate in the local PubWatch scheme whilst such scheme exists.
4. All pint and half pint glasses used at the premises shall be toughened glass.
5. CCTV shall be provided and maintained at the premises.
6. The licensee shall take reasonable steps to recognise the rights of local residents and to encourage customers to leave the premises quietly.
7. Premise managers shall liaise with local neighbours as part of their duties and resolve any reasonable concerns.
8. The premise manager and staff shall be briefed in the importance of their responsibilities in ensuring that customers are over 18 years of age.
9. The licensee shall operate a policy requiring proof of age for any sale where there is any suspicion that the customer is under 21 years of age.
10. The licensee shall display suitable notices advising customers of the policy referred to at condition 9 above.

Annex 3 – Conditions attached after a hearing by the licensing authority

1. Appropriate notices shall be displayed at exits from the premises to encourage patrons to be quiet until they leave the area and to respect the rights of people living nearby to a peaceful night.
2. An internal radio communication radio system shall be used by staff during the hours of 12 midnight and 1am the following morning on Thursdays to Sundays in conjunction with the retail radio scheme.
3. There shall be no amplified music to the rear public area after midnight on any day.

