Organisation/Person/Business Responding	Respondent Comments	Officer Comments
by Public Health, who are a Re	w includes a section on local concerns about excessive consump esponsible Authority under the Licensing Act 2003, and aims to aware of the impact of excessive alcohol consumption on the o	ensure that Public Health can fulfil that role by making
10 Respondents agreed		
Licence holder	I think the council should be encouraging management at venues in training staff to spot customers excessively drinking and refuse if they need too. Additionally encouraging the security companies to not let customers in who are overly intoxicated, this generally happens anyway but its more relaxed at certain establishments. This comes down to how relaxed management are.	Licensing Enforcement and Leicestershire Police regularly monitor licensed premises and deal with any issues. Training of staff is a matter for the operators of the businesses. Door Supervisors are licensed by the Security Industry Authority (SIA) and receive appropriate training in order to obtain the licence which includes dealing with intoxicated customers.
Licence holder	The purchase of alcohol has to be something that adults have to 'go out of their way' to do. The easy availability of alcohol has a direct effect on children and those that are trying not to drink. Advertising it in windows and at the entrances of supermarkets greatly harms this.	Advertising of alcohol is a matter for the Advertising Standards agency and other regulators including the Portman Group. It is a matter for the business themselves where they place the alcohol for sale on the premises – some licences may have conditions on them stipulating that alcohol will not be placed in certain areas of the premise.
Licence holder	It is important to some sectors to highlight these areas	Noted
Body representing Alcohol Industry	There is value in considering public health within licensing requirements. We recognise the harm that excessive alcohol consumption and misuse can cause to both individuals and those around them, and believe it is right that Leicester City Council's Licensing Policy encourages license holders to take	Noted –We are proposing including the additional information within the Statement of Licensing Policy regarding the Portman Group at 6.38 under Excessive Consumption of Alcohol.

steps to honour their obligations under the Licensing Act and
help tackle harmful alcohol use.
It is also worth noting that the vast majority of those who
choose to drink alcohol do so responsibly and moderately
within the Chief Medical Officer's low-risk weekly guidelines,
as supported by the 2018 Health and Wellbeing Survey cited
in this consultation. It is part of an ongoing trend towards
responsible drinking across the UK, with annual alcohol
consumption falling 15% over 15 years (WHO, May 2021), as
well as associated declines in underage drinking, alcohol-
related violence and anti-social behaviour:
In England, the proportion of pupils who drink at
least once a week fell by 73% between 2006 and 2014.
Under the new methodology it has remained at 6% since
2016. (NHS Digital, August 2019)
 In England and Wales, the number of alcohol-related
violent crime incidents has declined by 47% since 2009/10.
(ONS, September 2020)
The percentage of people saying that people being
drunk or rowdy is a big problem in their area has almost
halved (-46%) in the last decade. (ONS, July 2020)
Thatved (-40%) in the last decade. (ONS, July 2020)
Regarding the availability of alcohol, we would encourage
the Licensing Policy to recognise that the vast majority of
licensed premises sell alcohol responsibly. Drinks producers
and retailers have put a huge amount of effort into tackling
underage drinking through robust ID schemes; support for
local partnership initiatives; and effective industry self-
regulation of alcohol marketing. Representatives from
retailers of all size are members of the Retail of Alcohol Step derde Group which created best practice such as the
Standards Group which created best practice such as the
'Challenge 25' age verification policy for alcohol sales. They
ensure that training is rolled out, including through specific

local Community Alcohol Partnership schemes that take a local approach to work with all local groups to deliver targeted measures resulting in change. There is a positive impact from these measures in terms of reducing attempts to purchase drinks by people who are underage. The latest data from NHS Digital suggests that only 5% of 11-15 year olds who had obtained alcohol in the last month had bought from a shop, with the vast majority (71%) having obtained it from a parent. However, operators should remain vigilant for proxy purchasing, as close to a third (32%) of pupils said that the alcohol had been 'bought by someone else'. (NHS Digital, August 2019)	
We would encourage the Licensing Policy to encourage licence holders to take part in local partnership initiatives and accreditation schemes such as Best Bar None and National Pubwatch, which are backed by both the Home Office and the police. These initiatives work to help reduce alcohol-related crime and underage drinking and promote safe, secure and social drinking environments. These initiatives help operators meet their Licensing Act obligations such as providing a range of free downloadable policies and procedures documentation that can be adjusted to each business. The documentation can be used by operators as evidence of their due diligence in upholding the licensing objectives and also assist them in achieving accreditation.	Noted - There is a City watch in the City Centre and officers are aware of steps to reintroduce a Best Bar None scheme.
We also note that the draft policy highlights concerns around pack size and the sale of high-strength lager and cider. We believe instead of raising broad concerns around the entire category, which may unfairly capture products sold and marketed in a responsible manner, that the Council should take the opportunity to highlight any individual products of concern through the existing Portman Group self-regulatory complaints mechanism.	Noted –We are proposing including the additional information within the Statement of Licensing Policy regarding the Portman Group at 6.38 under Excessive Consumption of Alcohol.

Our Code of Practice on the Naming, Packaging and	
Promotion of Alcoholic Drinks contains rules which prevent	
the encouragement of immoderate consumption of alcohol	
and also prevent the marketing of products based on high	
alcoholic strength and intoxicating effect. We are currently	
celebrating the 25th year anniversary of Code, which has	
helped the industry to work effectively within the context of	
a self-regulatory model in a cost-effective, responsive and	
effective way. The Code was reviewed in 2019 and the Home	
Office and Department of Health both engaged with the	
updating process. As part of this process we updated	
guidance to specifically address harm caused by high	
strength products packaged in single-serve non-resealable	
containers. Guidance states that if a high strength product in	
a single-serve non-resealable container contains more than 4	
units then such products need to incorporate mitigating	
factors to ensure that they do not encourage immoderate	
consumption. This could be through inclusion of a sharing	
message or a per serve recommendation. This position has	
received support from the Chief Medical Officers' and the	
Department of Health and Social Care as an appropriate	
threshold to help reduce alcohol-related harms.	
We also updated the Code to explicitly make clear that its	
purpose is to protect vulnerable consumers with the addition	
of: The Code seeks to ensure that drinks are packaged and	
promoted in a socially responsible manner, only to those	
who are 18 and over, and in a way that does not appeal	
particularly to those who are vulnerable.	
The Code, now in its sixth edition, has continued to evolve in	
step with changes in society over the last 25 years, with the	
latest edition in 2019 contains new rules to prevent	
marketing considered to cause serious or widespread	

	offence, as well as a tightening of the rules surrounding links to illegal behaviour and suggestions of mind-altering qualities. If the Council is aware of products breaching the Code, we would encourage them to bring them to the attention our Complaints Team - <u>complaints@portmangroup.org.uk</u> .	
Member of the Public	Alchol sale should be controlled. Specially the retail ones in major wards like Belgrave, North Evington, Evington - there are cases where people buy alchol and drink it in public spaces, specially at the vicinity of parks, garden or in some hideaway. They cause not only littering, antisocial behaviours but other nuisances as well like urinating, spitting. Retail sale of alchol should be very much controlled. Cumulative impact zone in these kind of off-licence retail sale of alchol shops should be encouraged as well	There are Public Space Protection Orders in place to deal with on street drinking and related anti social behaviour issues. In order for CIZs to be created/amended we require up to date crime statistics from the Police and any other information regarding anti social behaviour issues etc from teams such as Licensing Enforcement /Noise Team. We have had no data from these agencies to suggest the creation of CIZs in North Evington or Evington or from the Public Consultation. Belgrave Road and Melton Road up to the junction of Marfitt Street is proposed as an area of special interest where applicants will be expected to engage more closely with the Responsible Authorities before making applications.
behaviour/noise nuisance/ Belgrave Road and Melton	Road (up to the junction of Marfitt Street) orough Road (up to the railway bridge)	tion due to evidence of increased anti-social

High Street (from the jur	nction of Carts Lane) and St Nicholas Place.	
Do you agree with this a	nnroach2	
	Proach: L Respondent Disagreed - 1 Respondent did not answer	
Licence holder	I think whilst these extra cautions could make a difference, it should be based on what the said project is proposed to offer the area and city culturally.	Noted
	For example if a certain area had in the opinion of the relevant authorities too many drinking establishments and a application was put in to open up another, it matters who's running it and what is the offering. For example if it support the growth of the music, arts and culture sector. It would be unfair and not progressive for the city to deny the application.	The proposed areas of special interest have been defined in order to deal with this issue.
Licence holder	Heavier footfall with licensed premises selling incredibly cheap and strong alcohol will always have a connection to noise/violence/abuse issues	All licences which allow alcohol for consumption 'on' the premises have mandatory conditions which prevent 'irresponsible drinks promotions'.
Question - Should these	areas be 'areas of special interest and concern'? - Belgrave Road and	Melton Road (up to the junction of Marfitt Street)
7 Respondents agreed - 1	Respondent said possibly- 1 Respondent did not answer – 1 Responder	nt had no opinion
bridge)	areas be 'areas of special interest and concern'? - Braunstone Gate ar	nd Narborough Road (up to the railway
7 Respondents agreed - 2	? Respondents said possibly	
Ouestion - Should these	areas be 'areas of special interest and concern'? - Evington Road	
	Respondents said possibly- 1 Respondent did not answer	
	areas be 'areas of special interest and concern'? - Granby Street, Belv	oir Street and Market Street
7 Respondents agreed - 2	Respondents said possibly- 1 Respondent did not answer	

Question - Should these areas be 'areas of special interest and concern'? - High Street (from the junction of Carts Lane) and St Nicholas Place 8 Respondents agreed - 1 Respondent said possibly- 1 Respondent did not answer		
Question - Are you awa	re of any other areas that should be included in this list?	
Licence holder	Braunstone Gate and Narb Road has becoming a hot spot at the moment because of the criminal activity happening in the licensed venues that the owners of the businesses allow. From drug dealing to money laundering. I have the belief that crime gets committed in areas where operators aren't being responsible and their is crime behind it. I've been open with Audrey now for over three months and I'm glad AU is no longer open as I think that would be a big issue. Mosh can't really do anything about the young people being drunk as they can be a nuisance but not really violent, if anything I think they are vulnerable to other members of the public when they leave. The high street at the moment is ran by experienced operators, it would be a shame for someone to come in attract public that do cause violence and disorder	Braunstone Gate and Narborough Road are proposed areas of special interest It has also been subject to a CIZ since 2011 Licensing Enforcement and Leicestershire Police regularly monitor licensed premises and deal with any issues. Appropriate Action can be taken against those premises where issues are found e.g. Action Plans/Reviews/Prosecution

Member of the	ou seem to have missed out on the most	In order for CIZs to be created/amended we require up to
Public	worst area where alchol sale and	date crime statistics from the Police and any other
	consumption is allowed - that is the North	information regarding anti social behaviour issues etc
	Evington ward -	from teams such as Licensing Enforcement /Noise Team.
	Area - Green Lane Road - from Mere	
	Road all the way to Coleman Road	We have had no data from these agencies to suggest this
	2. Uppingham Road - Humberstone Road	area as an area of special interest and concern or from the
	all the way to Coleman Road -	Public Consultation.
	Concentration of small licences bars, and	
	corner shops selling alchol is worst;	
	PLEASE ALSO INCLUDE THESE AREA to the	
	other areas cited by you	
	other areas cited by you	
Question - Should applican	Its seeking licences in these areas be asked to review the	relevant 'Information for applicants' documents
	of concerns that relate to that particular area	
8 Respondents agreed - 1 R	espondent said no - 1 Respondent did not answer	
Licence holder	I see this as a supportive process rather	Noted
	than putting areas under the spotlight.	
	it also raises awareness to those looking	
	to run a premises in these areas.	
Member of the Public	Yes - sale and consumption of alchol	Noted
	should be controlled drastically	
Question - If No, please inc	·	
1 Response – made no furth	ner comment	
Question Should applican	ts seeking licences in these areas be asked to make early	contact with the responsible authorities to discuss
their plans and suggested of		contact with the responsible authorities to discuss
8 Respondents agreed - 1 R	espondent said no - 1 Respondent did not answer	
Question - If No, please inc		
1 Response – made no furth	her comment	

Question - Should applicants seeking licences in these areas be asked to have particular regard to the guidance issued by the Home		
Office under section 182 of the Act.		
9 Respondents agreed - 1 Respo	ndent did not answer	
Residents Body	It would have been useful to provide a link	Noted - this information is widely available on the gov.uk
	to this guidance from within the	website.
	consultation in order to provide the	
	context for responding to this question.	
Question - If No, please indicate	•	
1 Response – made no further co	pmment	
•••	eking licences in these areas be asked to submit a full and tho	
	will be on the applicant to demonstrate to the responsible aut	horities the suitability and detail for their
site.		
9 Respondents agreed - 1 Respo	ndent did not answer	
Question - If No, please indicate	e why	
0 Responses	r	
•	four cumulative impact zones (CIZ). What are your views on the	e area(s) they cover? - CIZs - Belvoir
Street		
	- 3 Respondents said extend - 0 Respondents said reduce - 0 Re	espondents said remove – 1 Respondent
did not answer	r	
Question - There are currently four cumulative impact zones (CIZ). What are your views on the area(s) they cover? - CIZs - Braunstone Gate		
7 Respondents said leave as it is	- 2 Respondents said extend - 0 Respondents said reduce - 0 Re	espondents said remove – 1 Respondent
did not answer		
Question - There are currently	four cumulative impact zones (CIZ). What are your views on the	e area(s) they cover? - CIZs - Church Gate
6 Respondents said leave as it is	- 3 Respondents said extend - 0 Respondents said reduce - 0 Re	espondents said remove – 1 Respondent
did not answer		

Question - There are curre Street/London Road (off-li	ntly four cumulative impact zones (CIZ). What are your vie	ews on the area(s) they cover? - CIZs - Granby
	s it is – 4 Respondents said extend – 0 Respondents said rec	duce – 0 Respondents said remove – 1 Respondent
did not answer		
Residents Body	On-sales should be included as well as off- sales in the London Road part of the fourth CIZ.	In order for CIZs to be created/amended we require up to date crime statistics from the Police and any other information regarding anti social behaviour issues etc from teams such as Licensing Enforcement /Noise Team.
		We have had no data from these agencies to suggest amending the CIZ for Granby Street/London Road to include on sales or from the Public Consultation.
additional comments on the	ntly four cumulative impact zones (CIZ). What are your viene CIZs, including any evidence to support the retention o	
2 Responses		
Member of the Public	Cumulative impact zones are important - As I earlier suggested these should also relate to areas in the Belgrave ward and North Evington ward which are cited above	In order for CIZs to be created/amended we require up to date crime statistics from the Police and any other information regarding anti social behaviour issues etc from teams such as Licensing Enforcement /Noise Team.
		Belgrave Road and Melton Road up to the junction of Marfitt Street have been proposed as areas of special interest and concern.
-	ny new cumulative impact zones should be introduced to a	address problems with crime and disorder or
	he number of licensed premises in a specific area?	
	Respondents said no – 1 Respondent did not answer	
Member of the Public	Green Lane Road Uppingham Road and Belgrave Road - concentration of corner shops and small bars are too high in these areas and they contribute to anti	In order for CIZs to be created/amended we require up to date crime statistics from the Police and any other information regarding anti social behaviour issues etc from teams such as Licensing Enforcement /Noise Team.
	social behaviour	

	We have had no data from these agencies to suggest Green Lane Road or Uppingham Road as areas of special interest and concern or from the Public Consultation.
	Belgrave Road and Melton Road up to the junction of Marfitt Street have been proposed as areas of special interest and concern.

Question - The draft policy now includes references to other council corporate policies and strategies to make licence holders and applicants aware of the council's vision and aims for the city.

Do you think this is relevant to the statement of licensing policy?

City Mayor's vision for the city - CM Vision

6 Respondents said yes – 3 Respondents had no opinion either way – 1 Respondent did not answer

o Respondents suid yes – 5 Respondents nud no opinion ettier way – 1 Respondent did not unswei		
Licence holder	Yes and no. As mentioned before it's all	Any issues with noise are dealt with by the noise team
	well and good to put these restrictions in	under their own legislation as well as the Licensing Act 2003
	place but their needs to be a balance of	where appropriate – the city has a mixture of residential
	supporting operators that want to put the	and commercial premises – the Planning Department are
	effort in to make it a city to enjoy. How	responsible for the local plan and what types of business
	are the council doing this? What support	are permitted where and likewise in terms of residential
	is their for venues that have a great	properties.
	cultural impact that protect their	
	preservation from things like noise	If developers are proposing residential properties in an area
	complaints?	alongside existing properties including licensed venues
		then it is their responsibility to put measures in place to
	Putting restrictions in place isn't the	mitigate any noise etc issues on behalf of the residents.
	solution to making it a city to enjoy.	
	Helping people who are experienced in	
	the hospitality industry is. I think then	
	then create a better standard to adhere	
	to.	
Licence holder	Having safer cleaner city centre streets	Noted
	will make the city centre more attractive	
	to residents and to visitors	

Member of the Public	A Fair city is important and so too the Health and safety aspects - drinking alchol cause poor health and hygine and the whole family affected by the consequences of too much drink	Noted
Leicester economic recove	ry - first steps - recovery 1st steps	
6 Respondents said yes – 2	Respondents had no opinion either way – 1 Respondent sai	d no – 1 Respondent did not answer
Licence holder	 Enjoying life comes in the form of enjoying night-life, music and drinking socially for a lot of people. Leicester is not appealing to retain the most creative and ambitious people. These people move on because of what a city may offer in terms of opportunity and night-life. Leicester NEEDS a night-time economy adviser to feedback to the relevant authorities to aide decision making. 	The respondent has not provided evidence to support this comment. PURPLE FLAG was awarded to Leicester City centre in 2019, and its diverse offering of entertainment/venues/restaurants/activities/bars etc was noted.
Member of the Public	Thats far too much to read. Couldn't you have summarised it?	Noted – the consultation had a link to this document for people to click on and read should they wish to read it in more detail.
Residents Body	Where businesses are encouraged to implement street cafes by granting free and/or temporary street cafe licences, these street cafes must still be subject to the same conditions as those that are paid for.	This is outside scope of the Statement of Licensing Policy. However, both pavement café regimes have standard conditions attached to them. Both licences were funded by a grant via the City Centre Team in the first instance.
		Any new licences must be granted as applied for unless relevant representations are received. Representations

	Any new premises licences should require enhanced ventilation to ensure buildings are designed to be safe for Covid-19 and any future viruses.	must be based on one or more of the four Licensing Objectives, and there is not a public health objective. There is other legislation in place to cover Public Health concerns that venues and businesses must adhere to.
Joint health and wellbeing	strategy - JHWS	
6 Respondents said yes – 2	Respondents had no opinion either way – 1 Respondent sa	id no – 1 Respondent did not answer
Member of the Public	Health and well being is important	Noted
Tourism action plan – Tour	ism	
5 Respondents said yes – 2	Respondents had no opinion either way – 2 Respondents so	aid no – 1 Respondent did not answer
Licence holder	The city has loads to offer tourists but the look and feel of the city centre is totally lacking in appeal.	Noted – not within the scope of the consultation
Member of the Public	The city looks healthier without alcholics	
Leicester alcohol harm red	uction strategy - AHRS	
8 Respondents said yes – 0	Respondents had no opinion either way – 1 Respondent sa	id no – 1 Respondent did not answer
Member of the Public	It is relevant, but more needs to be done to help those dependant on alcohol to access real timely help. Support is severely lacking.	Noted – this is not within the scope of our Licensing Policy but the AHRS is designed to deal with these issues.
Residents Body	The link to the consultation on the draft version of the Leicester Alcohol Harm Reduction Strategy is broken, nor can it be found by searching the consultation hub or via a google search, so we're unable to	The consultation for the Alcohol strategy ended during the consultation on the Statement of Licensing Policy.

	comment on its content but it would seem to be highly relevant to the Statement of Licensing Policy.	
	any final comments about other aspects of the draft stateme	ent of licensing policy? - Final comments
<u>5 Responses</u> Licence holder	Put a position for a night-time economy advisor available, it would help the mayor, licensing, the director and police exponentially to make better informed decisions.	This is not within the scope of the Statement of Licensing Policy.
Licence holder	The late night and hospitality industries have been in decline, not just because of COVID but because more and more people don't want to come in to the city centre and as a licensee, I can see why. There are area's in the city centre that have bars and nightclubs that do not prioritise the welfare of their staff, customers and surrounding areas - this then effects venues, specifically the small independent ones that work hard to be individual and customer based. The local authority would be wise to actively support small hospitality businesses as these are the ones that ensure the individuality of the late night trade and ensure that they and their customers are well and safe.	This is not within the scope of the Statement of Licensing Policy.
Body representing Alcohol Trade	We note that the previous Statement of Licensing Policy contained the following reference to the Portman Group: "The Licensing Authority supports the Code of Practice on the Naming, Packaging and	Noted –We are proposing the inclusion of additional information within the Statement of Licensing Policy regarding the Portman Group at 6.38 of the Policy under Excessive Consumption of Alcohol.

Promotion of Alcoholic Drinks. It will seek
to ensure that premises licensed for the
sale of alcohol comply with the code."
We are grateful for the inclusion and
support retaining a reference to the
Portman Group Code of Practice and
Independent Complaints Panel in the
latest iteration of the licensing policy.
latest iteration of the iterising policy.
We note that other councils and local
authorities have found it useful to include
a fuller explanation of the Portman Group
and its work in relation to license holders.
If this would be of interest, we would
suggest the inclusion of the wording
below or similar in the updated policy
document:
document.
"The Portman Group operates a self-
regulatory Code of Practice that applies to
the whole of the alcohol sector for the
naming, packaging and promotion of
Alcoholic Drinks. The Code seeks to ensure
that drinks are packaged and promoted in
a socially responsible manner, only to
those who are 18 and over, and in a way
that does not appeal particularly to those
who are vulnerable. Complaints about
products under the Code are considered
by an Independent Complaints Panel and
the Panel's decisions are published. If a
product's packaging or point-of-sale
marketing is found to be in breach of the
-
Code, the Portman Group may issue a

	Retailer Alert Bulletin to notify retailers of the decision and ask them not to replenish stocks of any such product or to display such point-of-sale material, until the decision has been complied with. The Code is an important tool in protecting children and vulnerable consumers from harm because it addresses the naming, marketing and promotion of alcohol products sold in licensed premises in a manner which may particularly appeal to these groups".	
Residents Body	This consultation doesn't provide a link to either the existing version of the Statement of Licensing Policy or to the new draft version. Links to both of these or better still a link to a version marked up to show the changes between the two would have provided much better context for respoding to this consultation.	The consultation hub provided extracts of the proposed policy that were the subject of the questions in the consultation.
Member of the Public	It is good that there are more concern in terms of granting licence to the sale and use of alchol - and that various agencies have a better say in terms of public health, police etc this must be encouraged	Noted

Response received from Body Representing Musicians directly via email not on Consultation Hub

Comment	Officer Comments
With reference to paragraph 1.2 of the proposed policy - we are not a charitable organisation, we are a trade union representing musicians, so I don't know who else is on the consultation list or how exhaustive your list is. I'm not saying you include us on the list as that is your prerogative, but you may wish to have the 'other' title to cover any other charities and/or representative bodies you have sought to engage with.	Agreed. The Musicians Union can be added to the list of organisations consulted at paragraph 1.2 of the proposed policy.
With reference to paragraph 2.5 of the proposed policy – cross reference to Live Music Act 2012 (as amended) required and the terms contained within that Act (I understand licensing policy covers regulated activity but Live Music is largely a deregulated activity now and it deserves mention as it can and will take place in licence premises and indeed community facilities that may have obtained an alcohol licence for an event – such inclusion of this information is instructive rather than anything else. And I have seen it in many other local authority licensing policies for this reason).	Agreed. A reference to deregulated entertainment as indicated can be made at paragraph 2.5 of the proposed policy.
4.27 Agent of change principles – it is not clear to me in this document how existing venues coming up for renewal or impacted by material changes (eg new developments and/or new housing etc) to the environment outside of the venue's control may be protected and not made to pay for measures (eg sound control) that should be the responsibility of developers in planning law?	Licences are not renewable – any issues such as this are dealt with in planning consents and conditions imposed by planning when allowing developments to take place.