



**Leicestershire
Police**
Protecting our communities

Force Licensing Department
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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:	Morrison's Daily / Sammy (County) Limited
Address of premises:	Morrison's Daily 170-178 Evington Road Leicester LE2 1HL
Application No. (if known)	

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	

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 three of the four licensing objectives if granted. Those being:</p> <ul style="list-style-type: none"> (1) The prevention of crime and disorder. (2) Public Safety. (3) The prevention of public nuisance.

The premises is an existing licensed premises - Leicester City Council Premises Licence number LEIPRM0121.

The premises is currently permitted to open the public daily from 7am until 10pm, which the licensable activities including the sale of alcohol mirroring the opening hours.

The applicant wishes to extend its operating hours and open 24 hours a day.

The applicant also wishes to extend its hours to sell alcohol (for consumption off the premises) from 7am-10pm to 6am until midnight.

The applicant also wishes to provide late night refreshments for consumption both on and off the premises, daily from 11pm until midnight.

The applicant also wishes to remove the premises existing Annex 2 conditions and replace these with other conditions.

The premises was a Co Op supermarket but recently became a Morrison's Daily when the licence was transferred to the current operator in December 2024.

The premises is located on Evington Road and is situated between the junctions of Sawley Street and Kedleston Road.

Evington Road comprises of a mix of high density commercial, retail and residential properties. Sawley Street and Kedleston Road consists of high-density terraced housing.

A lot of licensed premises which provide alcohol for consumption both on and off the premises, as well as late night refreshments are also located along Evington Road.

The premises is located within the Evington Road area of special interest, as referred to in Leicester City Council's Statement of Licensing Policy dated 2022-2027.

The application makes no reference to this policy, so it is unclear if this has been taken into consideration.

The application is effectively for a 24/7 supermarket in a high-density residential area in which alcohol will be available for sale from 6am until midnight.

On the 30th December 2024, a colleague from Leicestershire Police attended the premises and spoke with the existing designated premises supervisor. There was a suggestion that customers would be served through a night hatch style window between the hours of 11pm and 6am, should the application be successful.

If this is this case, it would reduce the potential for some issues inside the store but create a whole new set of issues outside the store. Most of which, would be beyond the operators control as within the public domain.

The operator would also have little or no control over customers queuing or waiting outside the premises between 11pm and 6am. Similarly, the operator would be unable to control customers once they had made a purchase. By the same measure, the operator would be unable to control the noise levels generated by customers outside the premises.

Likewise, customers and online deliver drivers are likely to visit the premises in the early hours of the morning in motor vehicles, which in turn would generate noise. This is likely to cause a nuisance to local residents.

Car parking along Evington Road is both limited and restricted by parking restrictions. Therefore, there is a possibility that motorists visiting the premises may illegally park whilst they visit the store.

Despite the premises wishing to open to the public 24/7, the application makes no reference to a security provision, including the use of Security Industry Authority (SIA) front line door supervisor(s) in order to control access and egress. Security Industry Authority (SIA) front line door supervisor(s) can provide a physical deterrent to those set on committing crime.

The local neighbourhood police team have also raised concern about this application.

During the period of Ramadan 2024, there were several serious incidents of violent crime and disorder in proximity to the premises.

These incidents necessitated a CCTV pod camera being installed close to the premises.

The Police, including the Community Cohesion Team are taking a multi-agency approach to reducing serious violent crime in the area. The Evington Road corridor continues to be key area of concern for the NE15 beat residents.

Evington Road is already saturated with food establishments and late-night refreshments/takeaway venues. This causes a high proportion of vehicle and foot traffic when these premises are open. This then has a direct impact on local residents, who suffer from noise nuisance and parking issues as a result. This is regularly reported to the police and local councillors.

In 2024, local councillors received complaints about noise, anti-social behaviour and inconsiderate parking in the area. The issues along Evington Road necessitated a separate ward meeting to discuss the situation, including a patch walk with various different partner agencies.

Police Constable Woolley who is a local police officer states from his personal experience of the area, disorder often occurs in the area during the proposed opening times. Parking issues also generate extra demand on the police and impact on the ability of emergency vehicles to traverse through the area when responding to emergency calls. Road Safety is a current beat priority and a Zig Zag pedestrian crossing outside the premises is contravened on a daily basis as it is. Later opening may well inhibit safe pedestrian crossing.

On the 15th October 2024, Police Sergeant Brown completed a patch walk with a local councillor, Community Safety, Traffic Operations and The Evington Road Neighbourhood Association. Local residents raised concerns about delivery drivers, mopeds and taxi drivers congregating at night and being noisy whilst waiting for fares/deliveries.

The local police team believes by allowing the premises to stay open beyond 10pm, will result in people congregating outside the premises and may exacerbate the

existing issues in the area.

In short, this is a densely populated area and the requested later operating hours would increase already existing noise nuisance, parking issues, litter problems and attract crime and disorder.

Given that all alcohol related violent crime, disorder and anti-social behaviour increases in the night-time economy, means there is a real risk of problems both at and in proximity to the premises, regardless of the best intentions of the applicant as customers attend the store in order to buy alcohol.

Leicestershire Police respectfully requests the application is refused as it is both appropriate and proportionate to address the cause of the concern(s).

PC2093 Jefferson Pritchard
Leicestershire Police
Friday 10th January 2025