



**Leicestershire
Police**
Protecting our communities

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Leicestershire Police

Licensing Act 2003 – Representation in respect of a New Premises Licence Application.

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

Details of premises representation is about	
Name of Premises:	Amigo Grill / Red Velvet Desserts.
Address of premises:	27 Narborough Road Leicester LE3 0LE
Application No. (if known)	

Please tick one or more of the licensing objectives that your representation relates to:	
Prevention of crime and disorder	<input checked="" type="checkbox"/>
Public Safety	<input type="checkbox"/>
Prevention of public nuisance	<input checked="" type="checkbox"/>
Protection of children from harm	<input checked="" type="checkbox"/>

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 new premises licence application is based upon three of the four licensing objectives as per the Licensing Act 2003. Those being:</p> <p>(1) The prevention of crime and disorder.</p> <p>(2) The prevention of public nuisance.</p>

(3) The protection of children from harm.

This is a new application for 27 Narborough Road, Leicester. LE3 0LE.

The two previous applications were rejected as the applicant failed to correctly advertise the proposal in the local press.

The application describes the premises as being a hot and cold desert shop, which also supplies pizza and other hot food.

Therefore, the only requested licensable activity is the provision of late-night refreshment, daily from 11pm until 5am.

The applicant states the premises will be open to the public daily from 9:30am until 5am.

The premises is located on the city bound carriage way of Narborough Road, opposite Celt Street.

Narborough Road acts as a major arterial route into and out of the city and is busy 24 hours a day from both a pedestrian and motor vehicle perspective.

The Narborough Road corridor is a high-density residential area, with a lot of licensed premises and other similar premises located on the ground floor, with residential properties above. The surrounding streets consist of terraced housing.

The premises itself backs onto residential properties along Cranmer Street.

The premises is located within an area of "special interest" as referred to in Leicester City Council's Statement of Licensing Policy 2022-2027.

The application does not refer to this policy, so it is unclear if the applicant is aware and/or has considered the significance of the area, when submitting the application.

The application itself is vague and lacks any mitigating measures in order to promote the licensing objectives.

The applicant does refer to "*CCTV and trained staff members*" within Section M but does not elaborate.

The proposed operating hours until 5am in the morning, gives Leicestershire Police concern and more so given existing challenges that other late-night operators already face.

Leicestershire Police believe the premises will act as a magnet and will result in people congregating inside and outside the venue in the early hours of morning, as they source hot and/or cold food and are likely to be under the influence of alcohol.

Several licensed premises which supply alcohol are located nearby at 11, 13, 17 and 29 Narborough Road.

Therefore, there is a real possibility of anti-social behaviour in the form of noise and even crime and disorder, as customers congregate.

It is also possible that two nearby 24/7 gaming centres at 35-37 and 39-41 Narborough Road will draw customers to the venue in the early hours of the morning.

Given the nature of the business, there is a strong possibility that younger clientele and children under the age of 18 years will attend the premises in the night-time economy/early hours of the morning. The application does not address how the applicant would protect these children from harm at this time of the morning.

Leicestershire Police respectfully requests the application is refused as it fails to promote the licensing objectives.

PC2093 Jefferson Pritchard

Leicestershire Police – Alcohol Licensing for Leicester City Centre

Representation dated – Tuesday 18th November 2025.