



Representation in respect of a New Premises Application

Licensing Act 2003

Details of person or body making representation:	
Your Name:	Bobby Smiljanic
Your position/role:	Licensing Enforcement Manager

Details of premises representation is about:	
Name of Premises:	Victoria Park (Part of)
Address of premises:	Victoria Park Road Leicester LE1 7RY
Application No. (if known)	180723

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 checked="" type="checkbox"/>
Prevention of Public Nuisance	<input checked="" type="checkbox"/>
Protection of Children from Harm	<input checked="" type="checkbox"/>

Authority Declarations:
<p>I write in my capacity as Licensing Enforcement Manager for Leicester City Council Licensing Authority on the authority delegated to me.</p> <p>Please take notice that I am satisfied that allowing the premises to be used in accordance with the application would undermine the above stated Licensing Objectives and as such submit our representations.</p>

Representations:
<p>The applicant is detailed as Show Time Events Group Ltd based in Leicester.</p> <p>This application details a 3-day festival of hot air ballooning, with arena entertainment, stunt shows and period re-enactments. The festival is entitled Leicester Balloon Festival listed over three days each year, consecutively on a Friday, Saturday and Sunday for one weekend each year.</p>

The exact dates are to be confirmed with Leicester City Council on a yearly basis. In 2026 the event will be on Friday 19th June, Saturday 20th June and Sunday 21st June at the applied location with a maximum capacity of 9999 attendees at any one time. This number is stated to be the maximum.

The applied location is Victoria Park (use of part of it) which is located outside of the city area and is surrounded by arterial highway routes that are crucial to the city infrastructure and residential properties and local businesses.

The activities applied for are the Provision of Live Music, Recorded Music, Performances of Dance, Anything of a Similar Description to Live Music, Recorded Music or Performances of Dance, and the application details the times for each activity being from 12:00hrs with a cease time of 22:30hrs on the Friday, Saturday and Sunday. For the Supply of Alcohol, the application details the times as being from 12:00hrs with a cease time of 22:00hrs on the Friday, Saturday and Sunday. The opening hours applied for are from 12:00hrs until 22:30hrs on all days.

The application does detail some information within the operating schedule which is generic to events. There are conditions that we believe need to be specific to the site and event.

The applicants have summarised that the festival will be over one weekend/ three consecutive days each year. There is information on the application about the events including the bars, live events and the demographic. Live and recorded music will be amplified using a PA system on a stage. The event is aimed at families and adults of all ages.

The residential properties located around the park are likely to be affected by this event in terms of noise, and the possibility of nuisance and traffic measures over the three days. However, it must be balanced with the measures being put in place to minimise concerns and possible negative impacts. It is common practice within the Event Safety Advisory Group (ESAG) process to require consultation of the event with local residents and a direct contact must be provided for any complaints that would need to be addressed. These are all measures that would need to be authorised and ratified by the ESAG.

There has been initial communication by the event organisers with some partner agencies, however, there needs to be further communication and meetings which is normal for these types of events. These conditions are seen as a base line and consultations would still need to be sought with the relevant agencies for any additional conditions if required. The conditions detailed below were put together by a multi-agency group including the Leicestershire Police, the Licensing Authority, Leicestershire Fire & Rescue Service, the Noise & Pollution Team and Public Safety with legal input.

There is a clear concern about the event including the times of operation, the location and the length of the event in relation to it being held over three days. However, with the application of measures, restrictions and compliance the event would be able to incorporate measures that would mitigate some of the concerns. This would be further assured if all of the below conditions are applied to any granted licence. This would also include a caveat to restrict or stop licensable activities should compliance in the planning stage not meet the relevant requirements.

The conditions detailed below have been used for other large-scale events in the city and help to ensure compliance on all the licensing objectives.

Conditions Details:

We believe the below additions/amendments of conditions in full, which we believe are reasonable, proportionate and enforceable, may assist the Licence Holder in upholding the licensing objectives.

We have detailed, for clarity, those that:

- (a) We believe should be replaced from the applied operating schedule with our proposed wording
- (b) Those to be removed from the operating schedule and;
- (c) Those that are in addition.

Any wording on the operating schedule that is not detailed below to remain on any licence

(a) Conditions to be replaced from Operating Schedule

Wording contained within the applied operating schedule as copied below be replaced with Requested Condition/s:

Operating Schedule Wording:

All wording from the operating schedule

To be replaced with:

With conditions detailed below

(b) Conditions to be removed from Operating Schedule

Wording contained within the applied operating schedule as copied below be removed:

Operating Schedule Wording to be removed:

N/A

(c) Requested Additional Conditions

Condition/s wording below to be added in full to any granted licence:

1. This Licence is limited to authorise Licensable Activities for three days each year on a consecutive Friday, Saturday and Sunday from 12:00hrs to 22:30hrs for one weekend each year. These dates are to be authorised by the Festival and Events Team and the Licensing Authority.
2. All Licensable activities on the Friday, Saturday and Sunday to be authorised from 12:00hrs until 22:30hrs with opening hours to be from 12:00hrs until 22:30hrs. The supply of alcohol will be from 12:00hrs with a cease time of 22:00hrs on the Friday, Saturday and Sunday.
3. The licence holder shall comply with the deadlines set in relation to submission of any event plans, risk assessments or any other documents or plans required by the Authorities/Agencies as detailed in this Licence. If these deadlines are not adhered to

- satisfactorily as deemed by the Licensing Authority, the Licensable Activities will not be permitted to take place.
4. If the Licensing Authority are not satisfied that all measures are appropriately in place in consultation with the Event Safety Action Group (ESAG), licensable activities will not be permitted to take place.
 5. The Licensing Authority, if satisfied will notify the Festivals & Events Team to allow permission to use the applied grounds and facilities. If the Licensing Authority is not satisfied with the measures in place for the event, will notify the Festivals & Events Team that permission should not be issued for use.
 6. The licence holder must submit a draft Event Management Plan (EMP) to the Festivals & Events team, the ESAG and Licensing Authority at least 3 months prior to the first day of the Event. The plan must include full details relating to at the very least; event management structure and contact details, site plans, programme timings, attendance estimations, site, staging and facilities provisions, Emergency risk assessments and access, public communications, insurances and any other areas of consideration. Consultation must take place between the licence holder and the Festivals & Events team and ESAG.
 7. The licence holder shall work in partnership with ESAG to ensure events are planned to take place safely and successfully.
 8. The licence holder shall ensure a member of the management team or persons from the management team attend ESAG Meetings to update participants upon progress throughout the planning process.
 9. The licence holder shall appoint a member of the management team to prepare and implement the plans included in the EMP.
 10. The final draft EMP shall be presented to ESAG for approval no later than 28 days before the first Event Date.
 11. Any necessary amendments to the EMP following the approval of the final draft shall be approved by the licensing authority.
 12. The licence holder will operate an Event Liaison Team on site if required. This will consist of key people within the event including first aid, the Police, security, event managers, Licensing Authority and health and safety representatives. This team will meet at regular intervals during the event to review the event and make any agreed changes needed.
 13. The time restrictions of activities stated on the licence are the maximum allowed, however the time limits stated within the EMP or risk assessments would be those applicable.
 14. A full multi-Agency control room will be set up and managed by the applicant and will be operational throughout the event if required by the ESAG.

Prevention of Crime & Disorder

15. A Crowd Management Plan including an access and egress plan shall be drawn up in agreement with the ESAG. These plans shall be implemented whilst licensable activities are taking place and until a minimum of 30 minutes after the premises close.
16. A Crime Prevention/Reduction plan for the event will be included in the EMP by the licence holder and submitted as part of the planning process. It will focus upon reducing criminal activity within and directly outside the event footprint and working in partnership with the Police.
17. A Drugs Policy and a Search Policy shall be drawn up in agreement with the ESAG. This shall be implemented whilst the premises are open for licensable activities.
18. A record of all persons detained in any search areas, any quantities of drugs found on their person, their name, address and date of birth (as much as can reasonably be obtained) is to be kept and sent to the Police licensing officers upon request.

19. Notices shall be displayed at all entrances to the event site declaring that individuals found to be in possession of illegal drugs and or prohibited items shall be removed from the event.
20. The Premises Licence Holder shall have the right to refuse entry to any unauthorised/disorderly person or any person not complying with the conditions of entry.
21. A member of a relevant agency can request a person to be refused entry or rejected from the site and must be complied with by security staff.
22. Anyone who appears to be drunk or intoxicated shall not be allowed entry to the event site.
23. A designated member of staff shall be responsible for the emptying and packaging of amnesty bins in the presence of the Police officers, this person shall identify themselves to the Police at event control at the start and conclusion of the event.
24. An authorised fencing system shall be erected around the perimeter of the event as shown on the site plan, agreed with the ESAG and constantly monitored by security staff during the event.
25. The licence holder will consult with the police and Licensing Authority in relation to any event/s where this licence will be in use.
26. The licence holder will submit to Leicestershire Police (Operations planning department or as directed) any documents that they require as part of a documented plan or risk assessment that must be submitted in line within agreed deadlines.
27. The licence holder will comply with any reasonable requests or instructions issued by the police or an Officer acting on behalf of the Licensing Authority in relation to the event/s.
28. Full consideration and assessment must take place of the security provision. This must be done in consultation with the police, Festivals & Events Team, the Licensing Authority and ESAG. The numbers and deployment of on-site and off-site security personnel (SIA) and stewards shall be agreed by the ESAG prior to the events and included in the final EMP. The authorities must be satisfied that the provisions are in place, meet the requirements of any event/s and will be adhered to in full.
29. Any personnel who are required to be SIA registered must be correctly licensed and must display their SIA identification prominently at all times during any event/s.
30. An Alcohol Management Policy shall be drawn up in agreement with the ESAG. This shall be implemented whilst the premises are open for licensable activities.
31. Whilst the premises are authorised to sell alcohol, there shall be a personal licence holder on duty at all times, at each bar or location where the sale of alcohol takes place.
32. The Licence Holder must ensure that all staff (paid or unpaid) selling alcohol are trained pertinent to the Licensing Act with regards to age restricted sales and the refusal of sales to persons believed to be under the influence of alcohol or drugs and in particular what identification can be accepted and that this is properly documented.
33. No alcoholic drinks shall be permitted to leave the perimeter of the site. Off sales for the purpose of this licence shall be contained within the licensed site.
34. Customers shall not be permitted to bring alcohol on site or take alcohol from the site at the end of the event and may only consume alcohol which has been purchased from the premises.

Prevention of Public Nuisance

35. A suitably qualified and experienced acoustic consultant will be appointed by the licence holder and will prepare a noise management plan (NMP) as part of the EMP to monitor, assess and manage on and off-site noise at the event. The agreed NMP will be implemented by the licence holder at each event.
36. A comprehensive noise risk assessment must be completed in consultation with the noise pollution team of the local authority. The maximum music noise levels shall be fixed by the

- licence holder's acoustic consultant in conjunction with the noise pollution team. The authority must be satisfied with this assessment and that it will be adhered to in full.
37. The licence holder's acoustic consultant, shall at regular intervals, take noise measurement readings both within the perimeter fence and at the points agreed with the noise pollution team, outside the perimeter fence to ensure noise levels are complied with at the event. A contact name and the details of the licence holder's acoustic consultant on duty on the day of the event shall be provided to the noise pollution team.
 38. The noise sensitive monitoring positions shall be agreed with the noise pollution team and inserted in the Noise Management Plan.
 39. A full list of all sound system equipment to be used for each stage shall be submitted to the noise pollution team no later than one month before the commencement of an Event.
 40. The licence holder's acoustic consultant shall be in control of noise levels throughout the event and shall operate independently of the Artists in all music areas within the licensed site. No performance shall cause noise nuisance, and the licence holder shall act upon any reasonable requests from the noise pollution team or its own acoustic consultant during the event, including but not limited to the reduction of the sound level.
 41. Complaints concerning noise will be investigated by the licence holder's appointed acoustic consultant during the event and measurements will be taken to ensure compliance with music noise limits.
 42. The details of all complaints received, actions taken, and measurements made in response to complaints of music noise will be recorded and provided to the Licencing Authority as part of the acoustic consultant's post-event report which shall be provided within 1 month following the event.
 43. The licence holder will work closely with suppliers to minimise disruption to local residents from the event.
 44. A resident contact information sheet including details of the resident's hotline and email address shall be issued by the Premises Licence Holder at least 2 weeks in advance of the first day of the Event.
 45. A resident contact telephone line to contact the site management team will be operated during the build, event and derig. The operational hours will be agreed by the ESAG. In addition, an email address will be available on the event organiser's website and queries answered promptly.
 46. Regular resident/business meetings are to be conducted if required and relevant information to be issued. The regularity and format of these are to be agreed with the Licensing Authority. Records of all communication and meetings to be maintained and available to authorities upon request.
 47. Reasonable measures should be implemented to protect any trees, wildlife or similar areas identified by the Festivals & Events Team.

Public Safety

48. The licence holder will monitor and not exceed the maximum safe capacity for any event. This will be determined by the Licensing Authority in consultation with the ESAG and detailed in the Event Management Plan.
49. The licence holder will take into account public safety in all aspects of any events, and this must be documented within the event management plan and any other risk assessments or documents submitted to the satisfaction of Event Safety Action Group.
50. The licence holder will consult and comply with any required public safety actions directed by authorised officers of the local authority.

51. The Fire Safety Management Plan shall contain a fire risk assessment and show the appropriate provision of firefighting equipment throughout the site.
52. The licence holder shall carry out a risk assessment to determine the medical provision for the Event. Details of the medical provision shall be contained in the Medical Plan.
53. The licence holder shall provide an on-site welfare provision, details of which shall be contained in the EMP.
54. A Signage Plan shall be drawn up in agreement with the ESAG it should show designated access routes and trackway roads around the site perimeter, appropriately illuminated signage above exits and clear demarcation of specific hazards through highlighting and signage.
55. Details of sanitary facilities shall be included in the EMP to ensure there are sufficient toilets and other sanitary provisions on and directly off the site. This plan will also provide details for the cleansing of these facilities, all of which shall be agreed with the ESAG.
56. The Lighting Plan will be drawn up in agreement with ESAG before any events take place.
57. Details of the CCTV system shall be part of the EMP and agreed with the ESAG before any events takes place.
58. The licence holder will consult with the Traffic Management/Highways and other relevant officers of the local authority if required and submit a management plan and implementation in relation to traffic/highways management which must be agreed with the ESAG before the events take place.
59. A Waste and Litter Plan shall be provided which will include measures for the clearance of litter both inside the site and in a designated area outside the site. Such plan shall be agreed with ESAG and included in the final EMP.
60. Measures to mitigate nuisance and anti-social behaviour which may be caused by the arrival and departure of the audience shall be agreed by ESAG and included in the Crowd Management Plan.

Prevention of Children from Harm

61. Where alcohol is being served or sold, then the age verification scheme 'Challenge 25' must be operated and complied with by all staff members. Staff members must be trained in the scheme and specifically what identification can be accepted. Notices advertising that the premises operates a Challenge 25 scheme must be displayed in a clear and prominent position at the entrances to the event and at all bars where alcohol is being served or sold.
62. An electronic refusals log shall be in operation at each area where the sale of alcohol is being conducted. The record shall include the date and time of the refused sale and the name of the member of staff who refused the sale. The electronic refusals log shall be maintained throughout the event and be made available for inspection by the police or authorised Officer of the Licensing Authority on request.
63. The procedures for safeguarding vulnerable persons and any persons under the age of 18 on event days will be contained in the EMP.

Appendix:

No Appendix	N/A
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Authority Signatures:

Bobby Smiljanic
Licensing Enforcement Manager
Leicester City Council
20/01/2026

Reporting Officer
Elizabeth Arculus

Licensing Authority Details:

Licensing Authority
Licensing Enforcement
York House
91 Granby Street
LE1 6FB

Tel: 0116 4540049
Email: licensingenforcement@leicester.gov.uk
www.leicester.gov.uk/licensing

Notice Sent to:

Please note that this representation has been sent to:

- (1) Licensing Authority Applications Team, Leicestershire Police Licensing, Noise Pollution Team, Leicestershire Fire & Rescue Service
- (2) Applicant and/or Agent

Agreement Notice Applicant (if applicable & only valid if signed)

Notification to Local Authority of Agreement regarding Licensing Authority Enforcement Concerns.

Dear Licensing Authority,

I write in my capacity as the applicant/agent in relation to the above matter & application.

Discussions have taken place with Leicester City Council Licensing Enforcement in relation to their concerns and have been made aware of the above conditions that should be replaced/removed or added to any granted licence.

Please note:

I as the applicant/agent agree to all these conditions & amendments as detailed and do not, therefore consider that a hearing is necessary.

Signed 1:



Name in block capitals: DAVID BAILEY

Application Capacity: COMPANY DIRECTOR- SHOW TIME EVENTS GROUP LTD

Date: 20/01/2026

Signed 2:

Name in block capitals:

Application Capacity:

Date:

Licensing Enforcement Agreement Confirmation (if applicable & only valid if signed)