



APPENDIX B

Leicestershire Police

Licensing Act 2003 – Representation in respect of New Premises Application

Details of person or body making representation	
Your Name:	PC Jonathan Webb
Your Address:	Force Licensing Department, Mansfield House, 74 Belgrave Gate, Leicester LE1 3GG

Details of premises representation is about	
Name of Premises:	Cerdo Lounge
Address of premises:	14 Sherrard Street Melton Mowbray LE13 1XJ
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 type="checkbox"/>

Please summarise your concerns about this application:
<p>I write in my capacity as a licensing officer for the Leicestershire Police on the authority delegated to me by the Chief Constable.</p> <p>Melton Borough Council has adopted a special Policy in relation to applications for new licenses and material variations in this location. The effect of this policy is set out in the Councils current Licensing Policy.</p> <p>Paragraph 5.6 of that policy states:</p> <p><i>The effect of the special policy will be to create a rebuttal presumption that those applications for new premises licences or club premises certificates or material variations will normally be refused. It will be for the applicant to demonstrate that the premises will not add to the existing cumulative impact.</i></p>

Applicants need to address this matter in their Operating Schedule.

The application is for a Café/Bar situated within a busy area of Melton Town centre affected by alcohol and the night time economy.

The grant of a further alcohol licence in the area does have the potential to impact on the already identified saturated area by the fact that it provides a further outlet for people to consume alcohol.

The Councils policy at 5.2 states “Increasing access to alcohol through more outlets and longer trading hours is linked to a range of alcohol related harms”

And at 5.4 states “The area has been identified because the Licensing Authority believes that the cumulative impact of the concentration of licensed premises in this area is adversely affecting the promotion of the licensing objectives”

The premises appears to provide substantial food during its hours of operation and has provided a number of conditions within their operating schedule however they have not supplied any reference to conditions that demonstrate the premises would not add to the existing cumulative impact.

It is imperative that the premises does not add to the crime and disorder or public nuisance and the operating schedule suggests that this is not their intention, however we believe that we are right to protect the cumulative impact policy and that the committee should hear from the applicant and be able to question them as to their intentions for the premises.



PC1790 Jonathan Webb
Leicestershire Police
18th August 2017