



Fair Processing Statement – Norwich City Council is legally required to protect the public funds it administers. This means we may share information provided to us with other bodies responsible for auditing or administering public funds, or where undertaking a public function, in order to prevent and detect fraud. For further information please click here www.norwich.gov.uk/nfi

Norwich City Council

SCHEDULE 3 OF THE LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS) ACT 1982

Application for a Licence to use any Premises, Vehicle, Vessel or Stall as a Sexual Entertainment Venue

All questions must be answered, save where otherwise stated. If relevant questions are not answered, the application will be deemed incomplete and will be returned to the applicant.

Section 1

Application details:

Is this licence for the: Grant ☐ Renewal ☒ Transfer ☐

Is the application made by: an individual ☐ a partnership or other unincorporated body ☐
a company or other corporate body ☒

Section 2

Answer only if Applicant is an individual

What is the full name of the individual?

Permanent Residential Address.....

Any former names

Date of Birth Place of Birth.....

Date Became Resident in the UK.....or E.U Member State

National Insurance Number or E.U Member State Equivalent.

Telephone Number (during normal office hours)

Email Address:.....

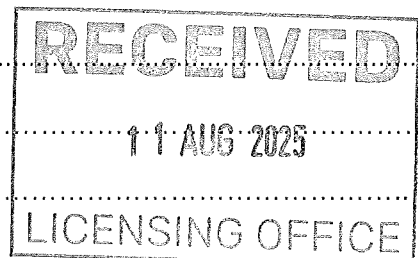
Name and address to which correspondence to be sent (if different from above)

Has the applicant a financial interest in the business which is the subject of this application?

Yes ☐ No ☐ If "yes" to what extent

Is the whole business owned by the applicant?

Yes ☐ No ☐





Section 3

Answer only if the Applicant is an unincorporated body or a partnership

Full Name of Applicant

What are the names of the applicant's partners? Please complete the table below:

Name (in full): Mr/Mrs/Miss/Other	Date of Birth	Address of permanent residence Throughout six months immediately preceding this application	Date became resident of United Kingdom or other E.U member state

Are there persons responsible for the management of the Applicant other than the partners? If so state their names.

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Please confirm if the whole of the business is owned by the applicant? Yes ☐ No ☐



Does the Applicant use any other trading names? If so, please state the trading name(s).

Dazmonda Ltd Trading as Sugar and Spice

What is the Applicant's trading address? Sugar and Spice, 39 Prince of Wales Road, Norwich, NR1 1BG

Please confirm if the whole of the business is owned by the applicant? Yes ☒ No ☐

Section 5

All Applicants

Please give details of the person (if any) who is to be responsible for the management of the premises in the absence of the licence holder:

First Name... Simon Surname... Goodings

Former Name (if any) ... N/A

National Insurance Number or E.U Member State Equivalent...

Permanent Address: ...

Date of Birth: ... Place of Birth: ...

Has any person named at any place in this application been associated in any way with any other application for a licence for a sex establishment? Yes ☐ No ☒

If "yes" give full details...



Section 6

Premises details:

Is this application in respect of: Premises ☒ Vehicle ☐ Vessel ☐ Stall ☐

Is the premises, vehicle, vessel or stall in use for sexual entertainment at the date of this application? Yes ☒ No ☐

If the answer is yes, state the name and address of the person or body currently operating the business.....

Dazmonda Ltd Trading as Sugar and Spice, 39 Prince of Wales Road, Norwich, NR1 1BG

What is full address of the premises for which a licence is sought?

Sugar and Spice, 39 Prince of Wales Road, Norwich, NR1 1BG

If the application is in respect of a vehicle, vessel or stall, please state where it is to be used as a sexual entertainment venue.....

N/A

Under what name is, or will the premises be known?..... Sugar and Spice

Is the whole of the premises to be used under the licence? Yes ☐ No ☒

If no, please state:

a) which part of the premises is to be used for the purposes of the licence

Basement, Ground floor and first floor (whole building owned by Dazmonda Ltd)

b) the use to which the remainder of the premises are to be put

second floor - owners private accomadation

c) the names of those responsible for the management of the remainder of the premises

Dazmonda Ltd

If the Applicant's interest in the premises is a leasehold one, please state:

a) Head-lease ☐ Sub-lease ☐

b) the name and address of the landlord and of the superior landlord where applicable

c) the length of the unexpired term

Section 7.

Proposed operation times and activities

Give the times it is proposed to operate the Premises for the purpose of this Licence;

<u>Day</u>	<u>Start</u>	<u>Finish</u>	<u>State any seasonal variations or non standard timings where you intend to use the Premises, which are different to those listed in the column on the left.</u>
Monday	9pm	6am	During December we will open from 8pm
Tuesday	9pm	6am	
Wednesday	9pm	6am	
Thursday	9pm	6am	
Friday	9pm	6am	
Saturday	8pm	6:30am	
Sunday	9pm	4am	

Please give full details of the nature of the relevant entertainment e.g. lap-dancing, pole-dancing, stage strip show etc

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As existing

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Please confirm if the relevant entertainment involves full nudity ☒ Yes ☐ No

Section 8.

If the application is for the Transfer of a Premises Licence

Name of current Premises Licence Holder

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Please give the reason/s for the transfer application

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Section 9.

Has the Applicant or any persons named in this form been convicted of a criminal offence whether in the UK or elsewhere? Yes ☐ No ☒

If so, please give details of unspent convictions below:

Convictions:

Forenames	Surname	Former Name (if any)	Court	Date	Offence	Penalty or Sentence

Has the Applicant or any persons named in this form been cautioned whether in the UK or elsewhere? Yes ☐ No ☒

If so, please give details below:

Cautions:

Forenames	Surname	Former Name (if any)	Offence	Date of Caution	Where caution administered

NORWICH
City Council

Has any person or the corporate or unincorporated body referred to in this application: -

Been disqualified from holding a licence for a sex establishment?	No
Been refused the grant / renewal / transfer of a licence for a sex establishment?	No
Been the holder of a sex establishment licence when that licence has been revoked?	No
Been associated in any way with any other application for a sex establishment licence?	No
If 'Yes' to any of the above please provide details:	
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Is there any information in this application which you would **not** wish to be seen by members of the public?

Yes ☒ No ☐

If yes, state which information and the reasons why you would **not** wish it to be seen

Please keep my home address ()

Please keep our code of conduct private for copyright

Is there any further information which the Applicant would wish the Council to take into account when considering this application?

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(if necessary, please continue on a separate sheet)

Please read the checklist below and tick to confirm you have enclosed all of the required information/documents;

I have made or enclosed payment of the fee ☒

I have enclosed a plan showing the interior layout of the premises (which is clearly marked to indicate where relevant entertainment will take place) for consideration by the Licensing Authority ☒

I have enclosed a copy of the "club rules". Such club rules must contain the required conduct of performers which shall include for example, no sex acts, no giving or taking phone numbers (including exchange of business cards). ☒

I have enclosed a scheme showing the exterior design for consideration by the Licensing Authority ☒

I understand and agree that I must send a copy of my completed application to the Chief Officer of Police no later than seven days after the date of the application. I also understand that I must produce evidence of due service of the Notice of Application upon the Chief Officer of Police as required by paragraph 10(14) of the Third Schedule of the Local Government (Miscellaneous Provisions) Act 1982. ☒

I understand that I must now advertise my application on or near the Premises for 21 days starting with the date of the application. ☒

I understand that I must advertise the application in a local newspaper within seven days after the date of the application and that a copy of the notice of application which has been published must be given to the Licensing Authority in accordance with paragraph 10 (8) of the Third Schedule of the Local Government (Miscellaneous Provisions) Act 1982. ☒

DECLARATION: I declare that the details in this application are true to the best of my knowledge and belief and acknowledge that if there are any omissions or incorrect statements of a serious nature this may result in the application being refused. I further declare that I have read and agree to abide by the conditions of Licence for a Sexual Entertainment Venue made by Norwich City Council in accordance with Section 2 Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982 should my application be granted.

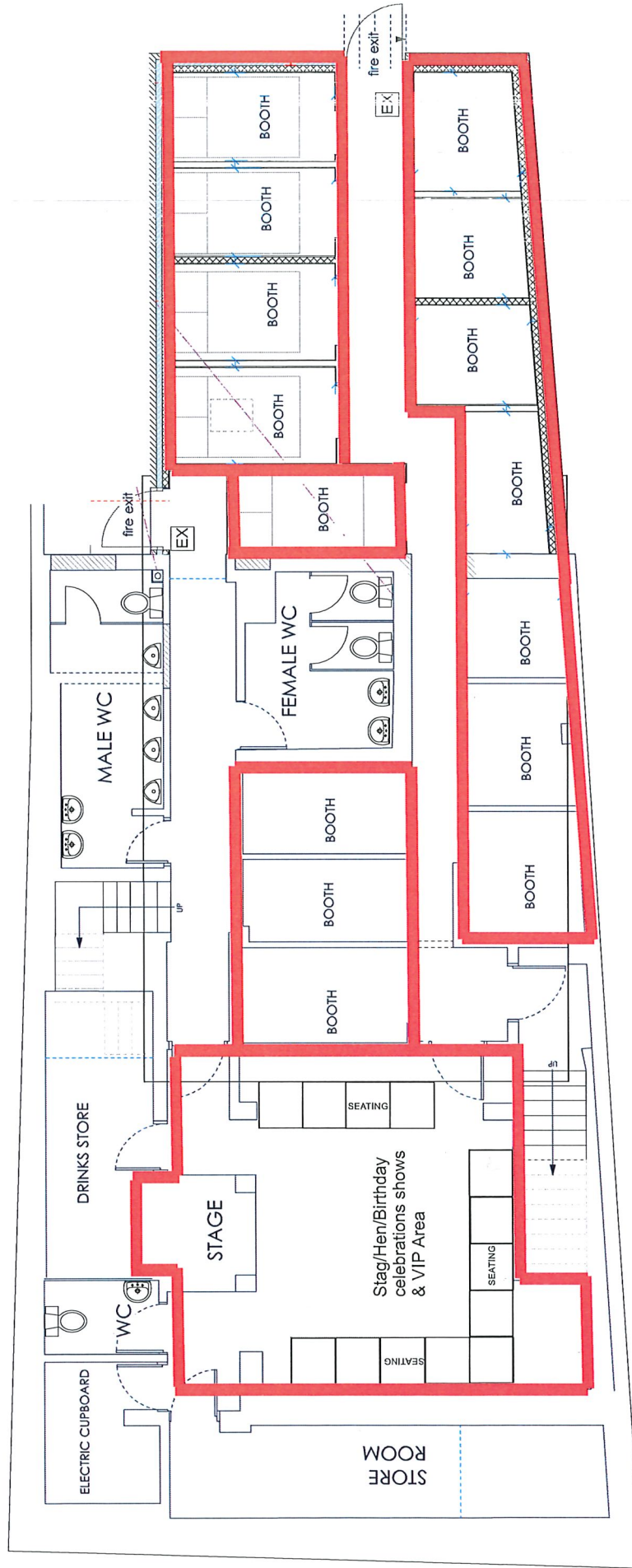
APPLICANTS ARE INFORMED THAT ANY PERSON WHO, IN CONNECTION WITH AN APPLICATION FOR THE GRANT, RENEWAL OR TRANSFER OF A LICENCE, MAKES A FALSE STATEMENT WHICH HE KNOWS TO BE FALSE IN ANY MATERIAL RESPECT OR WHICH HE DOES NOT BELIEVE TO BE TRUE, IS GUILTY OF AN OFFENCE AND LIABLE, ON SUMMARY CONVICTION, TO A FINE NOT EXCEEDING £20,000.

Signature 

Name of Signatory Simon Goodings

Designation of Signatory Director

Date 12/8/25.....

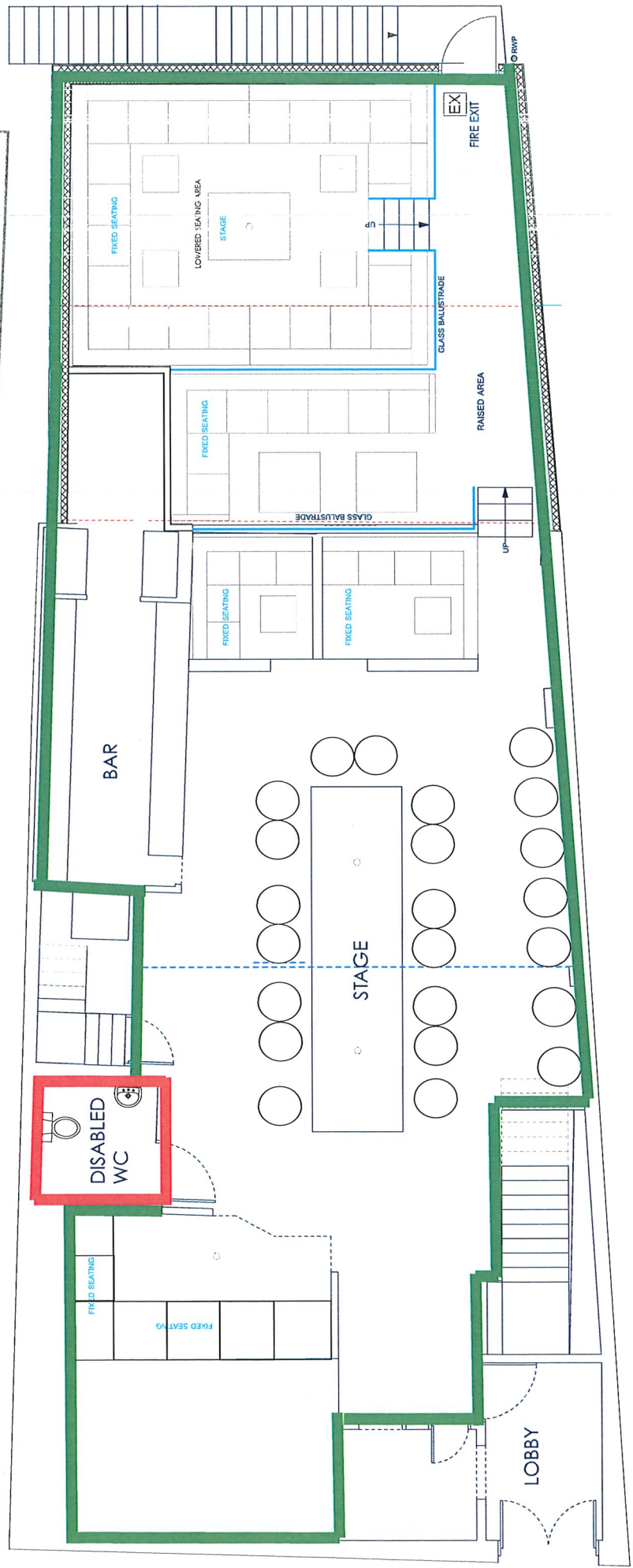


LOWER GROUND FLOOR

— Licensed area for Private dances (fully nude)

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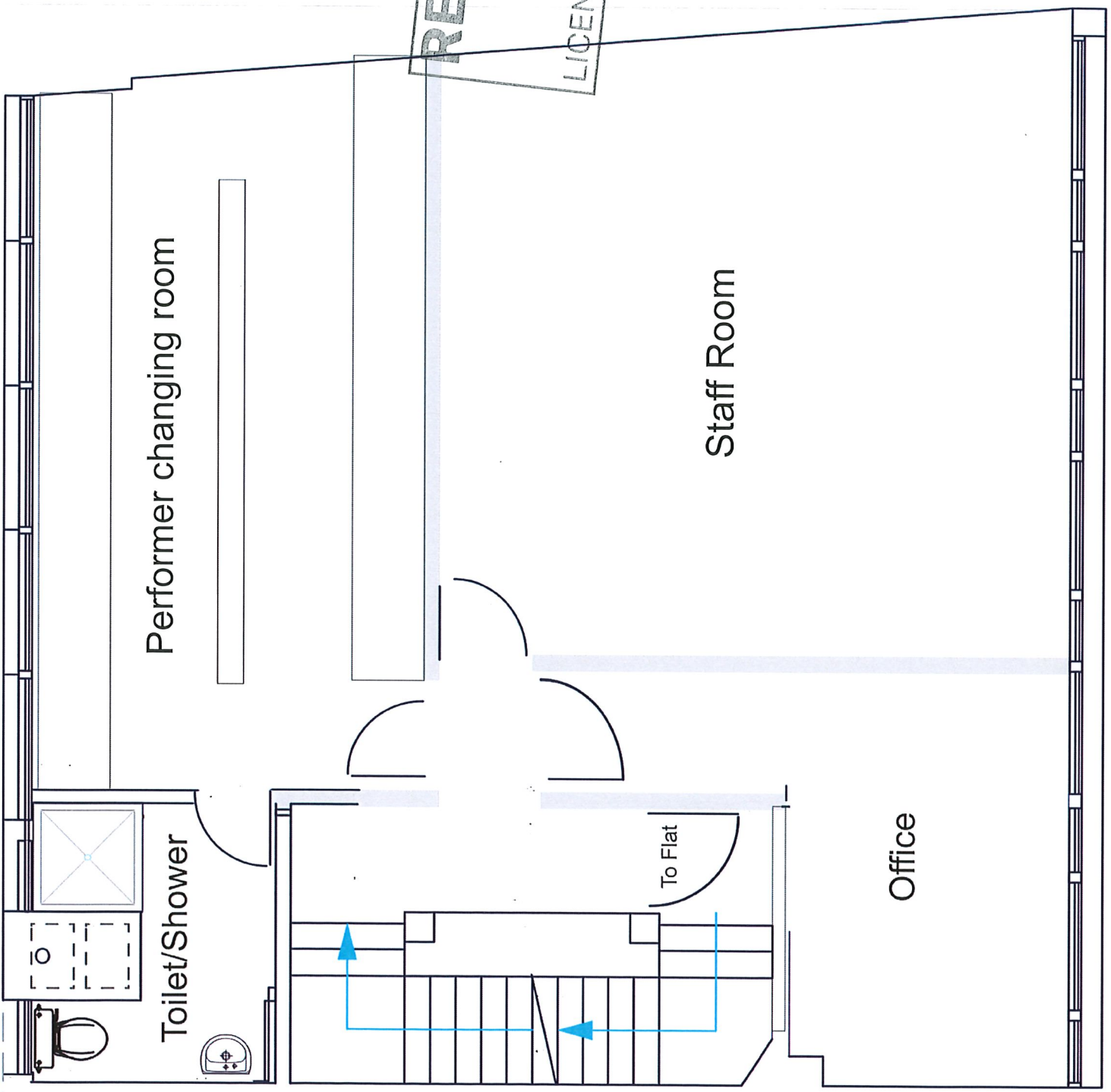
GROUND FLOOR

Licensed area for Private dances (fully nude)

Licensed Area for:-

- Topless performances (No Nudity)
- Lap Dance
- Stage Show
- Table Dance
- Pole Dance
- Chair Dance
- Topless Waitress Service performed by dancer

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Performer changing room

Toilet/Shower

Staff Room

Office

To Flat

SUGAR & Spice

AMERICAN STYLE TABLE DANCING

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AMERICAN STYLE TABLE DANCING

AMERICAN STYLE TABLE DANCING

EST 1981
88
NORWICH
ACCREDITED VENUE



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LICENSING OFFICE