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Norwich City Council

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

Application for a Licence to use any Premises, 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.

Application details:

Renewal

Is the application made by an individual ☐

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

1

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.

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

Section 4.

Answer only where the applicant is a company or other corporate body



What is the name of the Applicant PG Club Ltd.

If the Applicant is a company, what type of company is it (e.g., public or private, limited by share or guarantee, etc.)? PLC

What is the registered number of the Applicant 16349519

What is the registered office address? 52 Prince of Wales Road, Norwich, NR1 1LL

In which country is the company incorporated? Great Britain

What is the date of incorporation of the company? 28 March 2025

Please complete the table in respect of each of the Directors, the Company Secretary or other persons responsible for the management of the body.

	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



Mr Petrit Vladi

[REDACTED]

[REDACTED]
[REDACTED]

[REDACTED]
[REDACTED]

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

No

What is the Applicant's trading address

52 Prince of Wales Road, Norwich, NR1 1LL

Please confirm if the whole of the business is owned by the applicant? Yes

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: Ashley Surname: Bunn

Former Name (if any)

National Insurance Number or E.U Member State Equivalent: [REDACTED]

Permanent Address: [REDACTED]

Date of Birth: [REDACTED] Place of Birth: [REDACTED]

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? **No**

If "yes" give full details

Section 6

Premises details:

☒ Vehicle ☐ Vessel ☐

Stall ☐

Is this application in respect of: Premises

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: The applicant, Petrit Vladi, [REDACTED]

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

52 Prince of Wales Road, Norwich, NR1 1LL

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.....

Under what name is, or will the premises be known:

Pure Gold Bar & Gentleman's Club

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

.....

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

.....

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

.....

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

5



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	20.00	06.00	One 'additional hour' when clocks go forward for British Summer Time.
Tuesday	20.00	06.00	
Wednesday	20.00	06.00	
Thursday	20.00	06.00	
Friday	20.00	06.00	
Saturday	20.00	06.00	
Sunday	20.00	06.00	

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

Table dancing, pole dancing, striptease.

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

Please give the reason/s for the transfer application

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 x



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 x

If so, please give details below:

Cautions:

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

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

Addresses and personal information relating to Mr Petrit Vladi and Ashley Bunn

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

.....

(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 X

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 X

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). X

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

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. X

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

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. X

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.

nature

< [Redacted Signature]

Name of Signatory
Robert V Edge

Designation of Signatory Agent on behalf of the Applicant (Licence Leader Ltd)

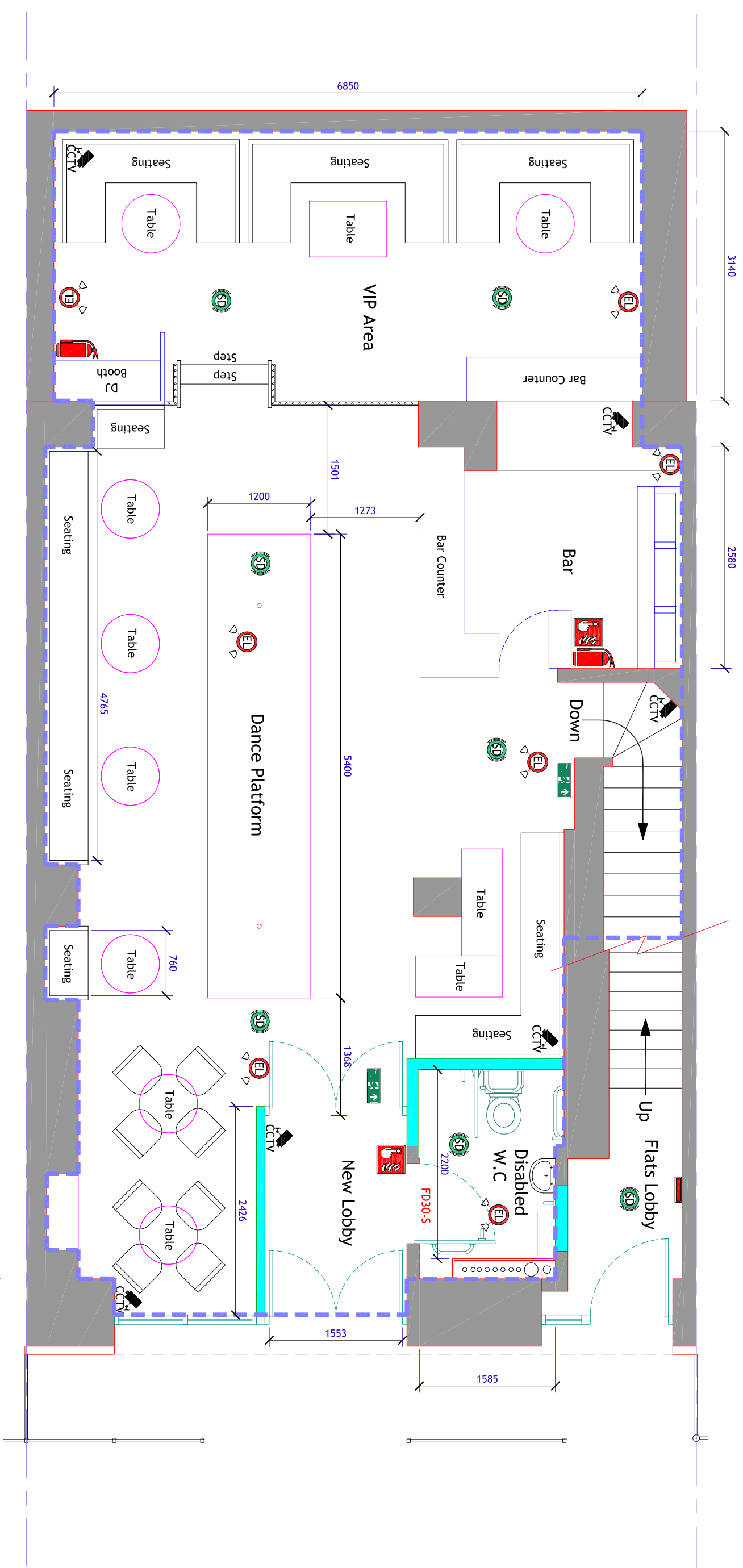
Date July 2026



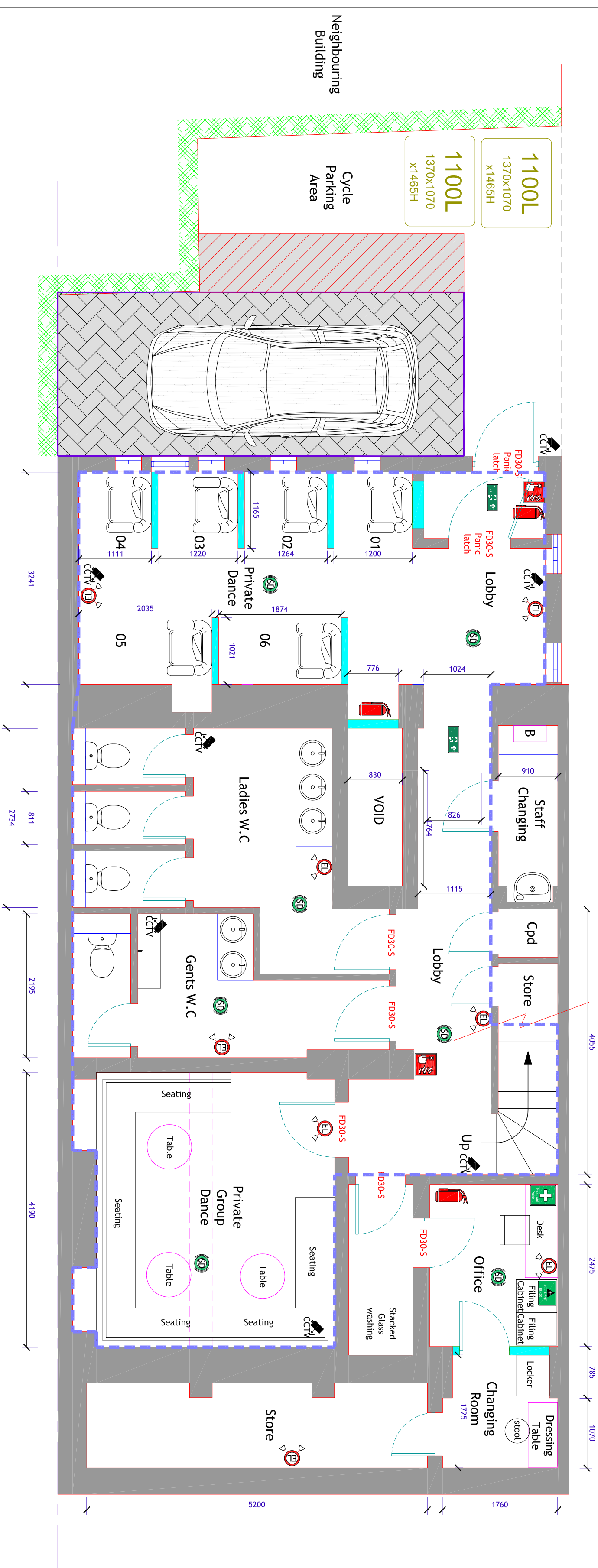
NORWICH
City Council

Frontage. Pure Gold. 52 Prince of Wales Rd, Norwich NR1 1LL

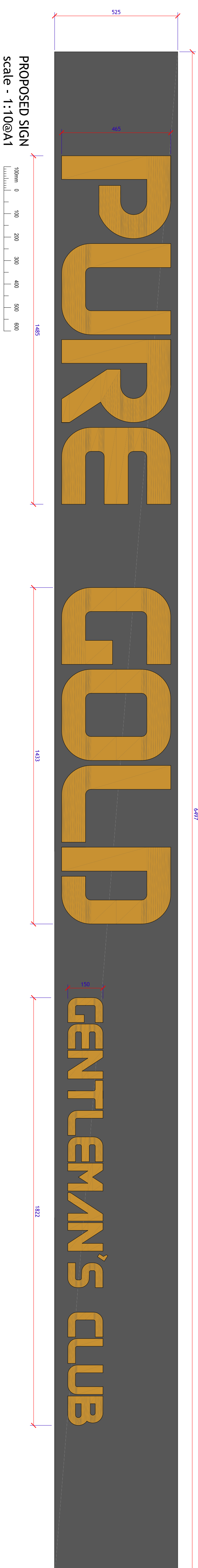




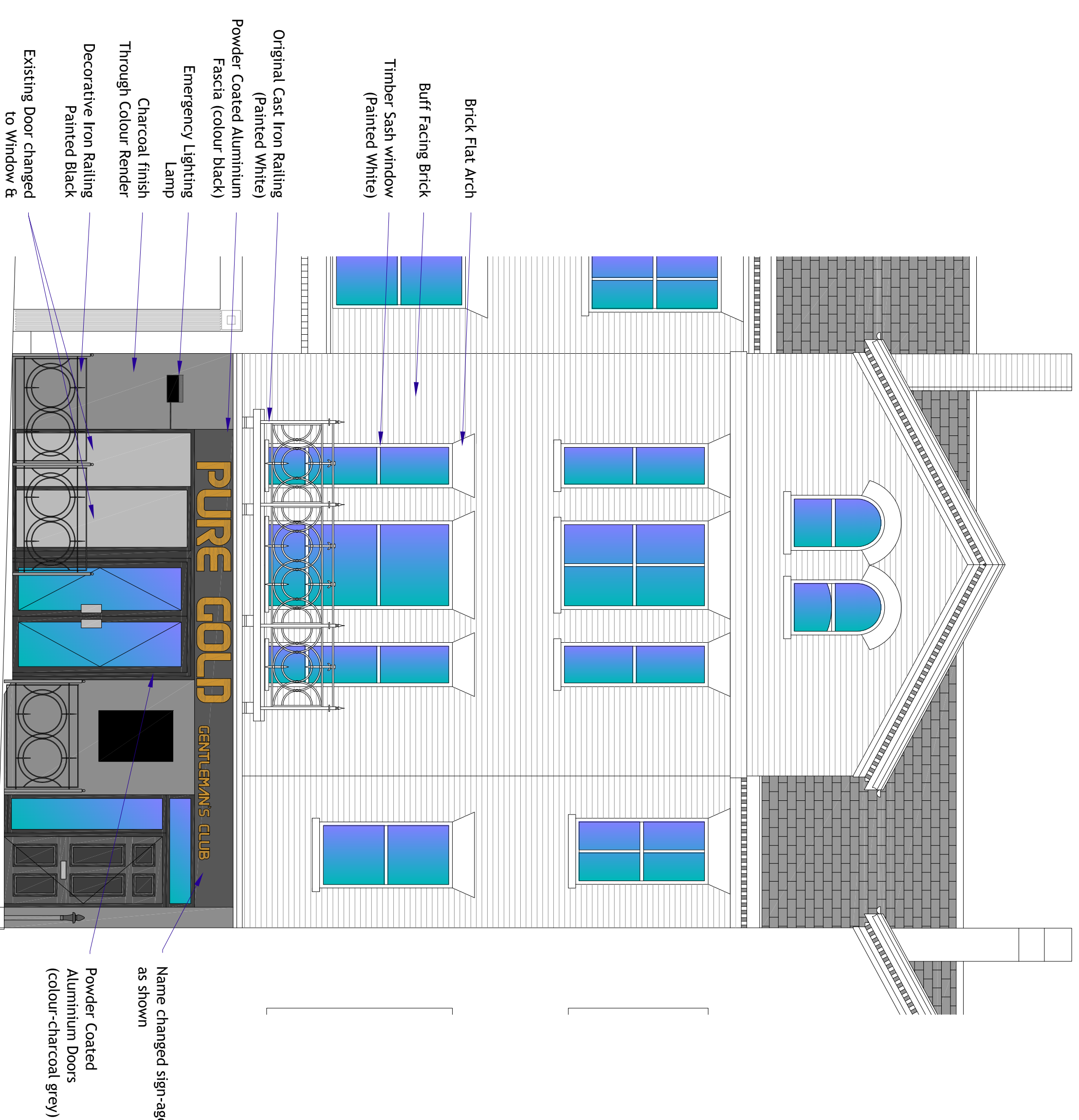
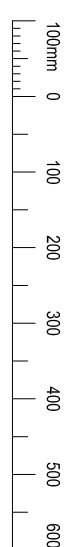
PROPOSED GROUND FLOOR PLAN
scale - 1:50@A1



PROPOSED BASEMENT FLOOR PLAN
scale - 1:50@A1



PROPOSED SIGN
scale - 1:10@A1



PROPOSED FRONT ELEVATION
scale - 1:50@A1



- Original Cast Iron Railing
(Painted White)
Powder Coated Aluminium
Fascia (colour black)
Emergency Lighting
Lamp
Charcoal finish
Through Colour Render
Decorative Iron Railing
Painted Black
Existing Door changed
to Window &
blacked out with
film internally

- | DRAWING KEY | |
|---|------------------------|
|  | New & in-filled walls |
|  | Licensed Area |
|  | Fire Call Point |
|  | Fire Extinguisher |
|  | Fire Exit Sign |
|  | Accident Book |
|  | Closed Circuit T.V |
|  | Smoke Detector |
|  | Emergency Lighting |
|  | First Aid Station |
|  | Fire Alarm Cntrl Panel |

Row	Description
1	...
2	...
3	...
4	...
5	...
6	...
7	...
8	Changes to signage and detail
A	Changes to private dance area and dining room position

Project Title: 52 Prince of Wales Road

Proposed Change of Use

Drawing Title:

Plans & Elevation

As Proposed

Drawing No:	CP-16-07-003	Rev:	B
Drawn:	Scale:	Approved:	
CWP	As shown @A1	N/A	
Client:	Date:	Job No:	
Petrit Vladi	21/11/17	CP-16-07	

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