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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, Vehicle, Vessel or Stall as a Sex Shop / Sex Cinema / Sexual Entertainment Venue (Delete as applicable)

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 an application for: Grant Renewal ☒ Transfer Variation

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?..... N/A

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

N/A

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?.....**Romima (Management) Limited**.....

Has the Applicant previously been known by any other name and if so what name?

N/A

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

Private limited company

What is the registered number of the Applicant.**09322595**.....

What is the registered office address? ...**Kinetic Business Centre, Theobald Street, Borehamwood, Herts, WD6 4PJ**

In which country is the company incorporated? **.UK**.....

What is the date of incorporation of the company? **21 November 2014**.....

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
Nicola Charley Norton	[REDACTED]	[REDACTED]	[REDACTED]
Simon Peter Warr	[REDACTED]	[REDACTED]	[REDACTED]
Daniel George Reid	[REDACTED]	[REDACTED]	[REDACTED]

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

Platinum Lace

What is the Applicant's trading address?.....

15 Dove Street Norwich NR2 1DE

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... Daniel George..... Surname Reid

Former Name (if any) N/A

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

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? Yes ☒ No ☐

If "yes" give full details..... see attached sheet



Section 6

Premises details:

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

Is the premises, vehicle, vessel or stall in use as a sex establishment 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....**Romima (Management) Limited, Kinetic Business Centre, Theobald Street, Borehamwood, Herts, WD6 4PJ**

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

Platinum Lace, 15 Dove Street Norwich NR2 1DE

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? **Platinum Lace,**

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
1st and 2nd floors with flying freehold over ground floor

b) the use to which the remainder of the premises are to be put
ground floor retail units are not part of the licensed demise

c) the names of those responsible for the management of the remainder of the premises
the premises is independent of the retail units

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

a) Head-lease ☒ Sub-lease ☐

b) **[REDACTED]** applicable

c) the length of the unexpired term **Freehold is ultimately owned by a director of the applicant company**

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	03:00	
Tuesday	20.00	03:00	
Wednesday	20.00	03:00	
Thursday	20.00	03:00	
Friday	20.00	03:00	
Saturday	20.00	04:00	
Sunday	20.00	03:00	

Please give full details of the nature of the relevant activity e.g. lap-dancing, pole-dancing, stage strip show, selling of sex articles, showing sex films etc

..... lap dancing
 pole dancing
 stage striptease shows

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

Variation of an Existing Licence

If the application is for a variation of an existing licence please give details of the variation sought, and include the new premises plan where applicable.

.....
 N/A



Section 8.

If the application is for the Transfer of a Premises Licence

Name of current Premises Licence Holder

N/A

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 ☒

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

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?	Yes
If 'Yes' to any of the above please provide details:	
please see attached	

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

The management documents/ policies and
details of other clubs are commercially
sensitive

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

This renewal is on identical terms as previous years

(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 activity will take place) for consideration by the Licensing Authority



(For sexual entertainment venues only) 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 for the relevant sex establishment licence 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 Lana Tricker. LT Law

Designation of Signatory Solicitor for applicant

Date 27 August 2026

NOTE:

1. In the case of an incomplete application, the Licensing Section will contact you for additional information to enable the application to be processed. The application will not be progressed until the application is complete.
2. Tacit Consent will not apply as it is in the public interest that the authority must process your application before it can be granted. If you have not heard from the Council within a reasonable period of time, please contact us using the contact details below.
3. THE NOTICE OVERLEAF MUST BE PUBLISHED IN A LOCAL NEWSPAPER CIRCULATING WITHIN NORWICH, NO LATER THAN 7 DAYS AFTER THE DATE OF YOUR APPLICATION.
4. THE NOTICE OVERLEAF, OR ONE IN A SIMILAR FORM, MUST BE DISPLAYED CONTINUOUSLY, ON THE PREMISES TO BE LICENSED, FOR A PERIOD OF 21 DAYS BEGINNING WITH THE DATE OF YOUR APPLICATION ON OR NEAR THE PREMISES AND IN A PLACE WHERE THE NOTICE MAY CONVENIENTLY BE READ AT ALL TIMES BY THE PUBLIC PASSING BY.

Norwich City Council
Citywide Services
Public Protection (Licensing)
City Hall
St Peters Street
Norwich NR2 1NH



licensing@norwich.gov.uk

Based on information supplied by others
All dimensions are approximate
Subject to survey
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and subject detailed below. It is not for use by
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1st

15 Dove Street
Norwich
NR2 1DE

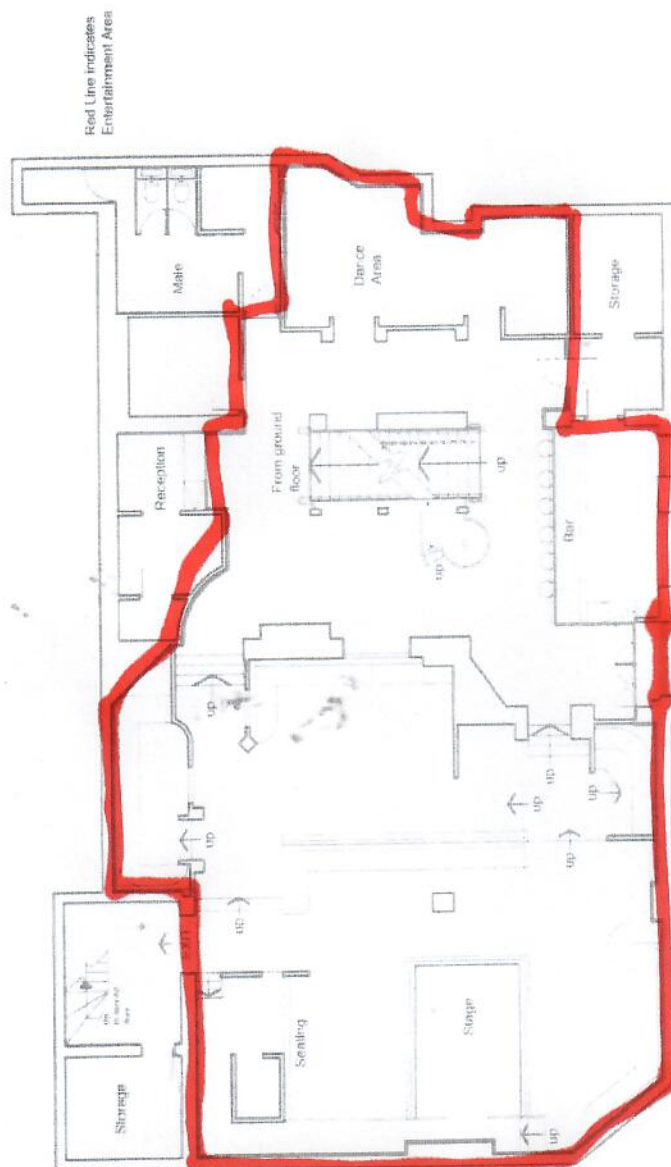
Existing Floor Plan

cds

EXISTING

CDR 15/01/2017
15/01/2017
15/01/2017

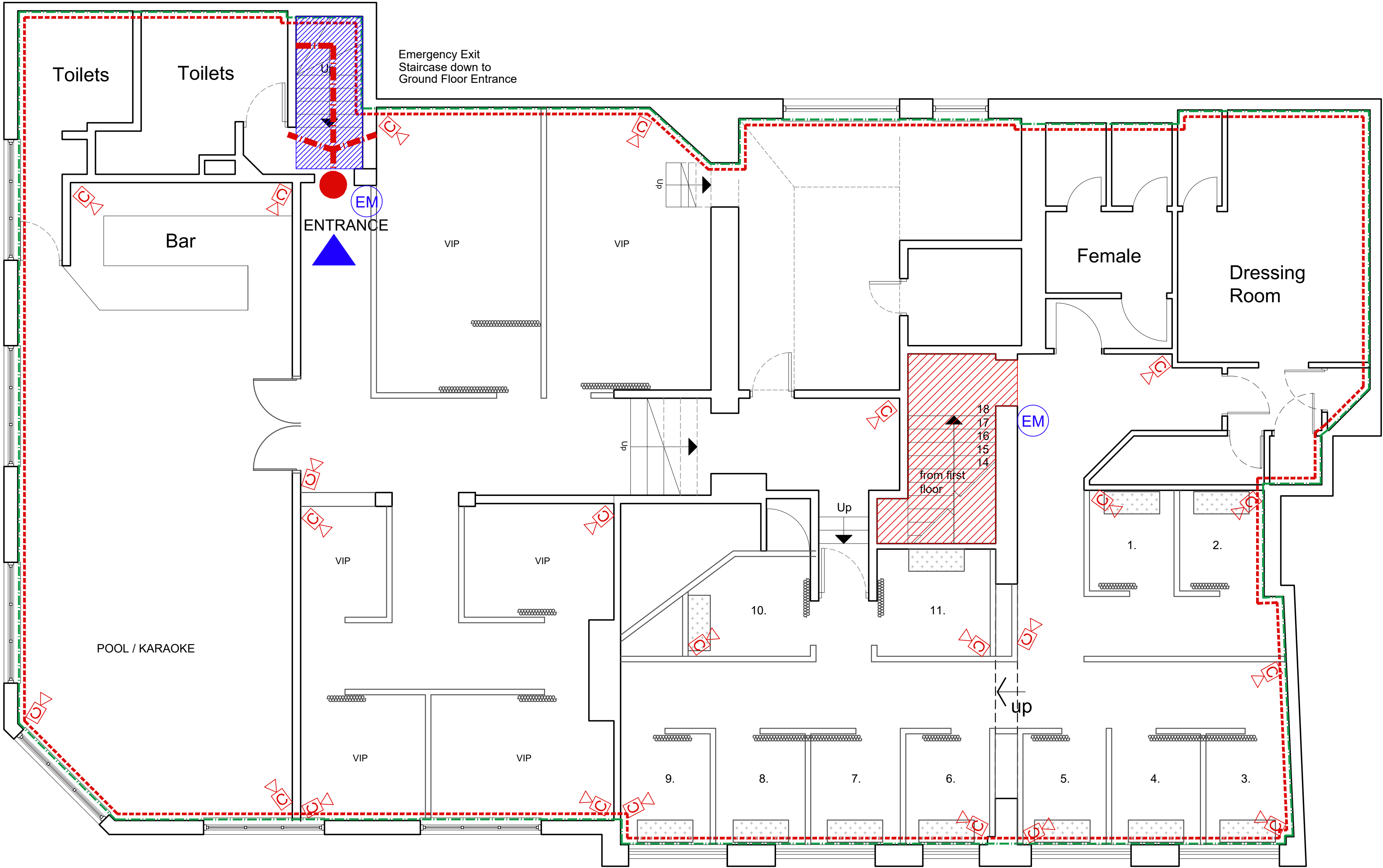
Scale	1/100 (at A3)	Date	January 2017
Drawn	CDR	Checked	
Client Ref	17807/PL	Drawn By	CDR
		Reviewed	



NOTE

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- SYMBOL KEY**
- PREMISES ENTRANCE
 - FIRE ESCAPE
 - FIRE ESCAPE STAIR / ENTRANCE STAIR
 - SECONDARY STAIR
 - CUSTOMER LIFT
 - BUILDING BOUNDARY
 - PREMISE BOUNDARY
 - STANDARD PAIR - EMERGENCY CALL POINT AND 5KG CO2 EXTINGUISHER
 - CCTV



REVISION	DATE	NOTES
CLIENT		
PLATINUM LACE		
PROJECT		
PLATINUM LACE, 15 DOVE ST, NORWICH NR2 1DE		
DRAWING TITLE		
SECOND FLOOR LICENSING PLANS		
ISSUE STAGE		
FOR INFORMATION		
DATE	DRAWN BY	SCALE
09.10.24	CC	1:50 @ A1
DRAWING NUMBER:		REVISION
454-I-101		