

Application for a Premises Licence under the Licensing Act 2003

Please read the following instructions first –

- Use the extra page at the end of the form to provide further details if necessary
- When it is complete you can submit the form directly to us – use the submit button. You may wish to print and keep a copy of the completed form for your records. For information about filling in this type of electronic form, use the help button
- For any applications which include the sale of alcohol, you will need to ensure the Designated Premises Supervisor has completed the consent form and upload it to validate your application
- Before you complete this form -
 - [Please read the available information on the Licensing Act 2003 \(opens in a new tab\)](#)
 - [Please read the application specific guidance notes \(opens in a new tab\)](#)
 - [Please read the Home Office guidance and refer to it while completing your application \(opens in a new tab\)](#)

What district/local area are you applying to?

I / We

Melville & Sons

(premises licence holder name)

apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003.

Premises Details

Postal address of premises or, if none, ordinance survey map reference or description

Pair Of K6 Telephone Kiosks
Boswells
Tombland
Norwich

Postcode

NR3 1RF

Telephone number of premises

What is the non-domestic rateable value of the premises?

£0.00

Trading name of the business

Melville & Sons Telephone Boxes

Applicant Details

Please state whether you are applying for a premises licence as

As a Limited Company

Please confirm:

I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities or

☒

I am making the application pursuant to a:

Statutory function or

☐

A function discharged by virtue of His Majesty's prerogative

☐

INDIVIDUAL APPLICANTS (fill in as applicable)

Note, names provided in this section must match the premises licence holder names given earlier.

Title

Forename(s)

Surname

Are you 18 years or older?

Yes

☐

No

☐

Date of birth

Current postal address if different from
premises address

Postcode

Telephone number

Email address

Confirm email address

Right to Work - where applicable (if demonstrating a right to work via the [Home Office online right to work checking service \(opens in a new tab\)](#)), the 'share code' provided to the applicant by that service.

Input share code if applicable

SECOND INDIVIDUAL APPLICANT (IF APPLICABLE)

Title

Forename(s)

Surname

Date of birth (you must be 18 years old or
over)Current postal address if different from
premises address

Postcode

Telephone number

Email address

Confirm email address

Right to Work - where applicable (if demonstrating a right to work via the [Home Office online right to work checking service \(opens in a new tab\)](#)), the 'share code' provided to the applicant by that service.

Input share code if applicable

OTHER APPLICANTS

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In case of a partnership or other joint nature (other than a body corporate), please give the name and address of each party concerned.

Name

Melville & Sons Limited

Address

71-75 Shelton Street
Covent Garden
WC2H 9JQ
London
United Kingdom

Registered number (where applicable)

Description of applicant (for example, partnership, company, unincorporated association etc.)

Limited Company

Telephone number (if any)

Email address (optional)

Confirm email address (optional)

Agent details

Title

Forename(s)

Surname

Address

Postcode

Telephone number

Email address

Confirm email address

Operating Schedule

When do you want the premises licence to start?

02/11/2026

Please note, your application for a premises licence may take up to two months to determine.

If you wish the licence to be valid only for a limited period, when do you want it to end?

Are more than 5,000 people to attend the premises at any one time?

Yes

☐

No

☐

If 5,000 or more people attend the premises at any one time, please state the number expected to attend

General description of premises [\(please read guidance note 1 \(opens in a new tab\)\)](#)

The Premises Comprise Converted Traditional Telephone Boxes Situated In Norwich City Centre In Close Proximity To Melville & Sons An Established Licensed Hospitality Venue.

The Telephone Boxes Will Operate As A Small-Scale Extension Of The Hospitality Offering Provided By Melville & Sons And Will Be Managed And Operated By Its Existing Experienced Management And Staff Team.

The Operation Will Benefit From The Established Management Structure
Staff Training
Age Verification Procedures And Licensing Policies Already In Place At Melville & Sons.

Due To The Compact Nature Of The Premises
Customer Activity Will Be Carefully Managed To Ensure That Pedestrian Access Is Maintained And That The Operation Does Not Cause Unnecessary Obstruction
Disturbance Or Nuisance To Neighbouring Businesses
Residents Or Members Of The Public.

The Premises Will Operate In Accordance With The Four Licensing Objectives
With Appropriate Measures In Place To Promote Public Safety
Prevent Crime And Disorder
Prevent Public Nuisance And Protect Children From Harm.

Operating Schedule Continued

What licensable activities do you intend to carry on from the premises?

(Please see [section 1 of the Licensing Act 2003 \(opens in a new tab\)](#) and [Schedule 1 and 2 to the Licensing Act \(opens in a new tab\)](#)).

Provision of regulated entertainment

- a) plays ☐
- b) films ☐
- c) indoor sporting events ☐
- d) boxing or wrestling entertainment ☐
- e) live music ☐
- f) recorded music ☐
- g) performance of dance ☐
- h) anything of a similar description to that falling within e, f or g ☐

i) Provision of late night refreshment (hot food and, or drink 11pm-5am) ☒

j) Supply of alcohol ☒

Is the premises exclusively or primarily selling alcohol for consumption on the premises? ☒

Do you want to remove the requirement to name a Designated Premises Supervisor (DPS)? Yes ☐ No ☒

A

Plays Standard days and timings (please read guidance note 6 (opens in a new tab))			Will the performance of a play take place indoors or outdoors or both? (Please read guidance note 2 (opens in a new tab))		Indoors	☐
					Outdoors	☐
					Both	☐
Do you intend to apply for ONLY seasonal or non-standard timings for your activities or opening hours?					Yes	☐
					No	☐
Day	Start time	Finish time	Please give further details here (please read guidance note 3 (opens in a new tab))			
Mon	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Tues	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Wed	<input type="text"/>	<input type="text"/>	State any seasonal variations for performing plays (please read guidance note 4 (opens in a new tab))			
	<input type="text"/>	<input type="text"/>				
Thur	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Fri	<input type="text"/>	<input type="text"/>	Non standard timings. Where you intend to use the premises for the performance of a play at different times than those listed, please list (please read guidance note 5 (opens in a new tab))			
	<input type="text"/>	<input type="text"/>				
Sat	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Sun	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				

B

Films Standard days and timings (please read guidance note 6 (opens in a new tab))			Will the exhibition of films take place indoors or outdoors or both? (Please read guidance note 2 (opens in a new tab))		Indoors	☐
					Outdoors	☐
					Both	☐
Do you intend to apply for ONLY seasonal or non-standard timings for your activities or opening hours?					Yes	☐
					No	☐
Day	Start time	Finish time	Please give further details here (please read guidance note 3 (opens in a new tab))			
Mon	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Tues	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Wed	<input type="text"/>	<input type="text"/>	State any seasonal variations for the exhibition of films (please read guidance note 4 (opens in a new tab))			
	<input type="text"/>	<input type="text"/>				
Thur	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Fri	<input type="text"/>	<input type="text"/>	Non standard timings. Where you intend to use the premises for the exhibition of films at different times than those listed, please list (please read guidance note 5 (opens in a new tab))			
	<input type="text"/>	<input type="text"/>				
Sat	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Sun	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				

C

Indoor Sporting Events Standard days and timings (please read guidance note 6 (opens in a new tab))						
Do you intend to apply for ONLY seasonal or non-standard timings for your activities or opening hours?			Yes	☐	No	☐
Day	Start time	Finish time	Please give further details here (please read guidance note 3 (opens in a new tab))			
Mon	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Tues	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Wed	<input type="text"/>	<input type="text"/>	State any seasonal variations for indoor sporting events (please read guidance note 4 (opens in a new tab))			
	<input type="text"/>	<input type="text"/>				
Thur	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Fri	<input type="text"/>	<input type="text"/>	Non standard timings. Where you intend to use the premises for indoor sporting events at different times than those listed, please list (please read guidance note 5 (opens in a new tab))			
	<input type="text"/>	<input type="text"/>				
Sat	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Sun	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				

D

Boxing or wrestling entertainment Standard days and timings (please read guidance note 6 (opens in a new tab))			Will the boxing or wrestling entertainment take place indoors or outdoors or both? (Please read guidance note 2 (opens in a new tab))		Indoors	☐
					Outdoors	☐
					Both	☐
Do you intend to apply for ONLY seasonal or non-standard timings for your activities or opening hours?					Yes	☐
					No	☐
Day	Start time	Finish time	Please give further details here (please read guidance note 3 (opens in a new tab))			
Mon	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Tues	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Wed	<input type="text"/>	<input type="text"/>	State any seasonal variations for boxing or wrestling entertainment (please read guidance note 4 (opens in a new tab))			
	<input type="text"/>	<input type="text"/>				
Thur	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Fri	<input type="text"/>	<input type="text"/>	Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times than those listed, please list (please read guidance note 5 (opens in a new tab))			
	<input type="text"/>	<input type="text"/>				
Sat	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Sun	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				

E

Live music Standard days and timings (please read guidance note 6 (opens in a new tab))			Will the performance of live music take place indoors or outdoors or both? (Please read guidance note 2 (opens in a new tab))		Indoors	☐
					Outdoors	☐
					Both	☐
Do you intend to apply for ONLY seasonal or non-standard timings for your activities or opening hours?					Yes	☐
					No	☐
Day	Start time	Finish time	Please give further details here (please read guidance note 3 (opens in a new tab))			
Mon	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Tues	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Wed	<input type="text"/>	<input type="text"/>	State any seasonal variations for performance of live music (please read guidance note 4 (opens in a new tab))			
	<input type="text"/>	<input type="text"/>				
Thur	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Fri	<input type="text"/>	<input type="text"/>	Non standard timings. Where you intend to use the premises for the performance of live music at different times than those listed, please list (please read guidance note 5 (opens in a new tab))			
	<input type="text"/>	<input type="text"/>				
Sat	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Sun	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				

F

Recorded music Standard days and timings (please read guidance note 6 (opens in a new tab))			Will the playing of recorded music take place indoors or outdoors or both? (Please read guidance note 2 (opens in a new tab))		Indoors	☐
					Outdoors	☐
					Both	☐
Do you intend to apply for ONLY seasonal or non-standard timings for your activities or opening hours?					Yes	☐
					No	☐
Day	Start time	Finish time	Please give further details here (please read guidance note 3 (opens in a new tab))			
Mon	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Tues	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Wed	<input type="text"/>	<input type="text"/>	State any seasonal variations for playing recorded music (please read guidance note 4 (opens in a new tab))			
	<input type="text"/>	<input type="text"/>				
Thur	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Fri	<input type="text"/>	<input type="text"/>	Non standard timings. Where you intend to use the premises for the playing of recorded music at different times than those listed, please list (please read guidance note 5 (opens in a new tab))			
	<input type="text"/>	<input type="text"/>				
Sat	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Sun	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				

G

Performance of dance Standard days and timings (please read guidance note 6 (opens in a new tab))			Will the performance of dance take place indoors or outdoors or both? (Please read guidance note 2 (opens in a new tab))		Indoors	☐
					Outdoors	☐
					Both	☐
Do you intend to apply for ONLY seasonal or non-standard timings for your activities or opening hours?					Yes	☐
					No	☐
Day	Start time	Finish time	Please give further details here (please read guidance note 3 (opens in a new tab))			
Mon	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Tues	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Wed	<input type="text"/>	<input type="text"/>	State any seasonal variations for the performance of dance (please read guidance note 4 (opens in a new tab))			
	<input type="text"/>	<input type="text"/>				
Thur	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Fri	<input type="text"/>	<input type="text"/>	Non standard timings. Where you intend to use the premises for the performance of dance entertainment at different times than those listed, please list (please read guidance note 5 (opens in a new tab))			
	<input type="text"/>	<input type="text"/>				
Sat	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Sun	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				

H

Anything of a similar description to that falling within (e), (f) or (g) Standard days and timings (please read guidance note 6 (opens in a new tab))			Please give a description of the type of entertainment you will be providing <div style="border: 1px solid black; height: 80px; margin-top: 5px;"></div>				
			Will the entertainment take place indoors or outdoors or both? (Please read guidance note 2 (opens in a new tab))	Indoors	☐		
				Outdoors	☐		
				Both	☐		
Do you intend to apply for ONLY seasonal or non-standard timings for your activities or opening hours?							
Yes	☐		No	☐			
Day	Start time	Finish time	Please give further details here (please read guidance note 3 (opens in a new tab))				
Mon	<input type="text"/>	<input type="text"/>					
	<input type="text"/>	<input type="text"/>					
Tues	<input type="text"/>	<input type="text"/>					
	<input type="text"/>	<input type="text"/>					
Wed	<input type="text"/>	<input type="text"/>	State any seasonal variations for entertainment of a similar description to that falling within (e), (f) and (g) (please read guidance note 4 (opens in a new tab))				
	<input type="text"/>	<input type="text"/>					
Thur	<input type="text"/>	<input type="text"/>					
	<input type="text"/>	<input type="text"/>					
Fri	<input type="text"/>	<input type="text"/>					Non standard timings. Where you intend to use the premises for entertainment of a similar description to that falling within (e), (f) or (g) at different times than those listed, please list (please read guidance note 5 (opens in a new tab))
	<input type="text"/>	<input type="text"/>					
Sat	<input type="text"/>	<input type="text"/>					
	<input type="text"/>	<input type="text"/>					
Sun	<input type="text"/>	<input type="text"/>					
	<input type="text"/>	<input type="text"/>					

Late night refreshment Standard days and timings (please read guidance note 6 (opens in a new tab))			Will the provision of late night refreshment take place indoors or outdoors or both? (Please read guidance note 2 (opens in a new tab))		Indoors	☐
					Outdoors	☒
					Both	☐
Do you intend to apply for ONLY seasonal or non-standard timings for your activities or opening hours?					Yes	☐
					No	☒
Day	Start time	Finish time	Please give further details here (please read guidance note 3 (opens in a new tab))			
Mon	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Tues	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Wed	<input type="text"/>	<input type="text"/>	State any seasonal variations for the provision of late night refreshment (please read guidance note 4 (opens in a new tab))			
	<input type="text"/>	<input type="text"/>				
Thur	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Fri	<input type="text"/>	<input type="text"/>	Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times than those listed, please list (please read guidance note 5 (opens in a new tab))			
	<input type="text"/>	<input type="text"/>				
Sat	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				
Sun	<input type="text"/>	<input type="text"/>				
	<input type="text"/>	<input type="text"/>				

Supply of alcohol Standard days and timings (please read guidance note 6 (opens in a new tab))		Will the supply of alcohol be for consumption: (please read guidance note 2 (opens in a new tab))		On the premises		☐	
				Off the premises		☐	
				Both		☒	
Do you intend to apply for ONLY seasonal or non-standard timings for your activities or opening hours?				Yes	☐	No	☒
Day	Start time	Finish time	State any seasonal variations for the supply of alcohol (please read guidance note 4 (opens in a new tab))				
Mon	<input type="text"/>	<input type="text"/>	<div></div>				
	<input type="text"/>	<input type="text"/>					
Tues	<input type="text"/>	<input type="text"/>					
	<input type="text"/>	<input type="text"/>					
Wed	<input type="text"/>	<input type="text"/>					
	<input type="text"/>	<input type="text"/>					
Thur	<input type="text"/>	<input type="text"/>					
	<input type="text"/>	<input type="text"/>					
Fri	<input type="text"/>	<input type="text"/>					
	<input type="text"/>	<input type="text"/>					
Sat	<input type="text"/>	<input type="text"/>					
	<input type="text"/>	<input type="text"/>					
Sun	09:00	<input type="text"/>					
	<input type="text"/>	<input type="text"/>					
Non standard timings. Where you intend to use the premises for the supply of alcohol at different times than those listed, please list (please read guidance note 5 (opens in a new tab))							

State the name and details of the individual whom you wish to specify on the licence as Designated Premises Supervisor (DPS).

Title	<input type="text" value="Mr"/>
Forename(s)	<input type="text" value="John James"/>
Surname	<input type="text" value="Goodman"/>
Date of birth	<input type="text" value=""/> <input type="text" value=""/>
Home address	<div><div></div><div></div><div></div><div></div><div></div></div> <div></div>
Postcode	<input type="text" value=""/> <input type="text" value=""/>
Personal licence number	<input type="text" value=""/> <input type="text" value=""/>
Issuing licensing authority	<div><div></div><div></div><div></div></div>

Please complete the 'Consent of individual to being specified as designated premises supervisor' form and have the person specified above confirm the details given.

Consent to being specified as Designated Premises Supervisor

I,

John James Goodman

[Full name of designated premises supervisor]

of

[Redacted address]

[Home address of designated premises supervisor]

Hereby confirm that I give my consent to be specified as the designated premises supervisor in relation to the application for:

Type of application

Grant of a new premises licence

by

Melville & Sons

[Name of premises licence holder/s]

Relating to a premises licence

N/A

[Number of existing licence, if any]

For

Name of premises

Melville & Sons Telephone Boxes

Address of premises

Pair Of K6 Telephone Kiosks
Boswells
Tombland
Norwich

Postcode

NR3 1RF

And any premises licence to be granted or varied in respect of this application made by

Name of premises licence holder/s

Melville & Sons

Concerning the supply of alcohol at

Name of premises

Melville & Sons Telephone Boxes

Address of the premises

Pair Of K6 Telephone Kiosks
Boswells
Tombland
Norwich

Postcode

NR3 1RF

Consent of individual to being specified as premises supervisor (cont.)

I confirm that I am entitled to work in the United Kingdom and am applying for, intend to apply for or currently hold a personal licence, details of which I have set out on this form.

Personal licence number

[insert personal licence number, if any]

Personal licence issuing authority (if any)

Name of authority

Address of authority

Postcode

Telephone number of authority

Confirmation

☒

Name

J J Goodman

Date

19/10/2026

K

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children [\(please read guidance note 8 \(opens in a new tab\)\)](#)

L

Do you intend to apply for ONLY seasonal or non-standard timings for your activities or opening hours?			Yes	☐	No	☒
Hours premises are open to the public Standard days and timings (please read guidance note 6 (opens in a new tab))			State any seasonal variations (please read guidance note 4 (opens in a new tab))			
Day	Start time	Finish time				
Mon	11:00	02:00				
Tues	11:00	02:00				
Wed	11:00	02:00				
Thur	11:00	02:00				
Fri	11:00	02:00				
Sat	11:00	02:00				
Sun	11:00	02:00				
			Non standard timings. Where you intend to use the premises to be open to the public at different times than those listed, please list (please read guidance note 5 (opens in a new tab))			

M – Describe the steps you intend to take to promote the four licensing objectives:

a) General – all four licensing objectives (b,c,d,e) [\(please read guidance note 9 \(opens in a new tab\)\)](#)

<p>The premises will be operated and managed by the experienced management and staff team of Melville & Sons, an established licensed hospitality venue situated nearby.</p> <p>The operation will benefit from the existing management structure, staff training, responsible alcohol service procedures and established licensing policies of Melville & Sons.</p> <p>An additional CCTV camera will be installed, positioned to provide clear coverage of the telephone boxes and their immediate surroundings. The CCTV system will be maintained, with recordings available to the police and other authorised agencies where lawfully requested.</p> <p>Staff will be trained in responsible alcohol sales, Challenge 25 age verification, identifying intoxication and managing potential incidents.</p> <p>The operation will be carefully supervised to minimise the risk of crime, disorder, public nuisance and obstruction of pedestrian access.</p> <p>The premises will be managed in accordance with the four licensing objectives, ensuring a safe, responsible and considerate operation for customers, neighbouring businesses, residents and the wider public.</p>

b) The prevention of crime and disorder

<p>The premises will be operated and supervised by the experienced management and staff team of Melville & Sons, an established licensed hospitality venue located nearby.</p> <p>An additional CCTV camera will be installed to provide clear coverage of the telephone boxes and their immediate surroundings. The CCTV system will be maintained, with recordings securely stored and made available to the police or other authorised agencies upon lawful request.</p> <p>All staff involved in alcohol sales will receive appropriate training in responsible service, identifying signs of intoxication, age verification and the prevention of crime and disorder.</p> <p>A Challenge 25 policy will operate, with acceptable photographic identification required where appropriate. Alcohol sales will be refused to anyone who is underage, intoxicated or behaving in a disorderly manner.</p> <p>Staff will monitor customer behaviour and take reasonable steps to prevent antisocial behaviour, excessive noise, disorder or obstruction of the surrounding public areas.</p> <p>Any incidents or refusals will be recorded, and the management team will cooperate with Norfolk Constabulary and Norwich City Council where required.</p> <p>The premises will be operated responsibly, with appropriate supervision and security measures to maintain a safe environment for customers, neighbouring businesses and the wider public.</p>
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c) Public safety

<p>The premises will be operated and managed by the experienced team at Melville & Sons, who will ensure that appropriate public safety procedures are followed at all times.</p> <p>Due to the compact nature of the telephone boxes and their location within a public area, particular attention will be given to maintaining safe pedestrian access and preventing obstruction of surrounding walkways.</p> <p>Staff will monitor customer activity to ensure that queues and gatherings are managed appropriately, allowing members of the public, including wheelchair users and those with reduced mobility, to pass safely.</p> <p>The premises and any associated equipment will be maintained in a safe and suitable condition, with regular checks undertaken to identify and address potential hazards.</p> <p>Appropriate fire safety measures will be implemented following a suitable risk assessment, and electrical equipment will be maintained and inspected as required.</p> <p>Any spillages, broken glass or other potential hazards will be addressed promptly to minimise the risk of slips, trips and injuries.</p> <p>The management team will ensure that staff are familiar with emergency procedures and know how to respond appropriately to incidents or accidents.</p> <p>The premises will operate in a responsible and controlled manner, with public safety remaining a priority throughout trading hours.</p>

d) The prevention of public nuisance

<p>The premises will be operated and managed by the experienced team at Melville & Sons, with procedures in place to minimise any potential disturbance to neighbouring businesses, residents and members of the public.</p> <p>Given the location of the telephone boxes within Norwich city centre, particular attention will be paid to managing customer behaviour, noise levels and the surrounding public area.</p> <p>Staff will monitor customer activity and take reasonable steps to discourage excessive noise, antisocial behaviour and unnecessary gatherings around the premises.</p> <p>Any customer queues will be managed appropriately to prevent obstruction of pedestrian walkways, neighbouring entrances or access routes.</p> <p>The immediate surrounding area will be regularly monitored for litter and waste associated with the operation, with appropriate disposal arrangements in place to maintain cleanliness.</p> <p>Any waste collections, deliveries and cleaning activities will be managed considerately to minimise disturbance to neighbouring premises.</p> <p>The additional CCTV camera will provide further oversight of the telephone boxes and surrounding area, supporting staff in identifying and responding to potential incidents.</p> <p>The management team will respond promptly and reasonably to any complaints relating to the operation and will cooperate with Norwich City Council and other relevant authorities where required.</p> <p>The premises will be operated responsibly and with consideration for the surrounding environment, ensuring that public nuisance is minimised throughout trading hours.</p>

e) The protection of children from harm

<p>The premises will be operated and managed by the experienced management and staff team at Melville & Sons, with established procedures in place to protect children from harm.</p> <p>A strict Challenge 25 age verification policy will be implemented. Any customer who appears to be under the age of 25 will be required to provide acceptable photographic identification, such as a valid passport, photocard driving licence or PASS-accredited proof of age card, before being served alcohol.</p> <p>Alcohol will not be sold to anyone under the age of 18, and service will be refused where satisfactory proof of age cannot be provided.</p> <p>All staff involved in the sale of alcohol will receive appropriate training in age verification, responsible alcohol service, safeguarding and recognising situations where children or vulnerable individuals may be at risk.</p> <p>A refusals register will be maintained to record instances where alcohol sales have been declined due to insufficient identification or other relevant concerns.</p> <p>Appropriate Challenge 25 signage will be clearly displayed at the point of sale.</p> <p>The management team will ensure that the operation is conducted responsibly, with particular attention given to preventing underage alcohol sales and protecting children from alcohol-related harm.</p>
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XML Specific

Payments request

Response response

Payment 1

Form Calculations

Other Custom Calculations

Calculation for licensable activities		App Day Tel	
Subject Line for Email Out		App Email	
Body for Internal Email		App Address	
Body for External Email		App DOB	
Start Date in XML format		App 2 D Tel	
End Date in XML Format		App 2 Email	
Hours the TEN covers		App 2 Add	
DOB		App 2 DOB	
Customer Email Acknowledgment		Corr D Tel	
Premise Activities Complete		Corr Add	
Premise Activities Part 1		Corr Email	
Premise Activities Part 2		Open Hours	
Premise Address		App 3 D Tel	
TP Address		App 3 Email	
TP DOB		Ext Pty Email	

I am providing / attaching a the plan of the premises [\(See section 2.9 \(opens in a new tab\) of this guidance\)](#)

X

Please upload your plan of the premises

[telephone_boxes_premises_plan_DR...](#)

The nominated Designated Premises Supervisor has completed the consent form contained within this application

X

If suitable, you can upload the completed designated supervisor consent form

I am applying as an individual rather than a business / limited company and have provided proof of my entitlement to work in the UK (for information on what you can provide as evidence, [please reference our evidence guidance notes \(opens in a new tab\)](#))

Please upload proof of your entitlement to work in the UK (if you have not provided a share code)

I understand that if I do not comply with the above requirements my application will be rejected

X

I understand that once my application has been formally accepted, I must advertise my application. Please note you should not arrange the advertising of your application until you have specifically received confirmation from the Licensing Authority that your application has been formally accepted and is being processed



Use this page if there is any other information that you think we should know about.

Declaration [\(please read guidance note 10 \(opens in a new tab\)\)](#)

[Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK.

The Designated Premises Supervisor named in this application form is entitled to work in the UK (and is not subject to conditions preventing them from doing work relating to a licensable activity) and I have seen a copy of their proof of entitlement to work, if appropriate.

A person commits an offence if they knowingly or recklessly makes a false statement in or in connection with an application for a premises licence.

It is an offence under section 24b of the Immigration Act 1971 for a person to work when they know, or have reasonable cause to believe, that they are disqualified from doing so by reason of their immigration status. Those who employ an adult without leave or who is subject to conditions as to employment will be liable to a civil penalty under section 15 of the Immigration, Asylum and Nationality Act 2006 and pursuant to section 21 of the same act, will be committing an offence where they do so in the knowledge, or with reasonable cause to believe, that the employee is disqualified.

Confirmation of applicant or applicant's solicitor or other duly authorised agent [\(please see guidance note 11 \(opens in a new tab\)\)](#). If confirming on behalf of the applicant please state in what capacity.

Confirmation

☒

Name

Matthew Dakers

Date

19/10/2026

Capacity (owner, director etc.)

Director

For joint applications, confirmation of 2nd applicant or 2nd applicant's solicitor or other authorised agent [\(please see guidance note 12 \(opens in a new tab\)\)](#). If confirming on behalf of the applicant please state in what capacity.

Confirmation

☐

Name

Date

Capacity (owner, director etc.)

Contact name (where not previously given) and postal address for correspondence associated with this application [\(please see guidance note 11 \(opens in a new tab\)\)](#)

Name

Matthew Dakers

Address

Postcode

Telephone number (if any)

Email address

Confirm email address

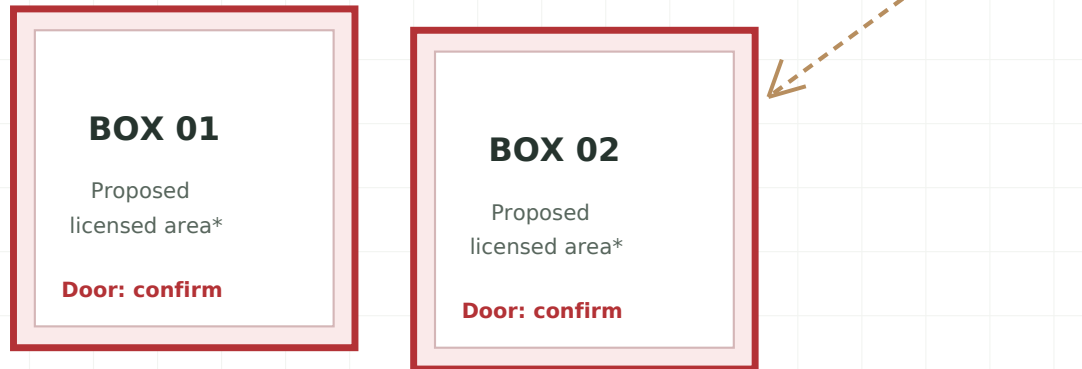
TELEPHONE BOXES

Premises licence | preliminary plan for applicant review

DRAFT / NOT FOR SUBMISSION

INDICATIVE PLAN VIEW

Arrangement from site photographs only; orientation and proportions unverified



SURROUNDING PUBLIC PAVEMENT / PEDESTRIAN AREA

*Red outline: suggested kiosk-only boundary; applicant to confirm.

PLAN NOTES

Two separate traditional red telephone boxes are visible in the supplied photographs.

TO CONFIRM BEFORE FILING

1. External width and depth of each telephone box.
2. Spacing / relative position.
3. Exact door and exit positions.
4. Inside sales / serving layout.
5. Scope of licensed red line.
6. Camera mounting position.
7. Fire and other safety items.
8. Whether outside consumption is proposed.

IMPORTANT: THIS IS AN INITIAL LAYOUT, NOT A COMPLIANT SCALED PREMISES PLAN.

It has been drawn from photographs alone. It is deliberately not marked 1:100, because no site dimensions or final fit-out details have been supplied. The statutory plan must show accurate premises boundaries, access and exits, relevant fixed fittings and safety equipment. Update and verify before uploading to the council.

SITE PHOTOGRAPH REFERENCES

Photographs provided by applicant | used to understand the existing two-box arrangement

REFERENCE ONLY / DRAFT



View 01 | Both boxes



View 02 | Side detail



View 03 | Opposite side

Photo evidence is not a substitute for a measured, labelled plan of the proposed licensed premises.