NORWICH
City Council

Committee name: Licensing sub

Committee date: 28/10/2025

Report title: Consideration of an application for a premises licence under the Licensing Act 2003 – application ref:25/01547/PREM

Portfolio:	Councillor Giles, Cabinet member for planning and regulatory services
Report from:	Head of planning and regulatory services
Wards:	Thorpe Hamlet

OPEN PUBLIC ITEM

Purpose

To consider the application for a premises Licence under the Licensing Act 2003 for Alma (former United Reform Church), Princes Street, Norwich NR3 1AZ.

Recommendation:

That the members of the Licensing sub-committee determine the application for a premises licence for Alma (former United Reform Church), Princes Street, Norwich NR3 1AZ in accordance with the Licensing Act 2003 and subsequent regulations, the guidance issued under Section 182 of the Licensing Act 2003 and Norwich City Council's Statement of Licensing Policy

Policy framework

The council has five corporate priorities, which are:

- A prosperous Norwich.
- A fairer Norwich.
- A climate responsive Norwich.
- A future-proof Norwich.
- An open and modern council.

This report meets the prosperous Norwich corporate priority

This report helps to meet Statement of Licensing Policy adopted policy of the Council

Report details

1. A premises licence is required under the Licensing Act 2003 (the 'Act') for provision of films, live music, recorded music, performances of dance, anything of a similar description to live music, recorded music or performances of dance and the sale of alcohol.

2. The four licensing objectives to be considered when determining the application, and relevant representations, are:

    a. the prevention of crime & disorder,

    b. public safety,

    c. the prevention of public nuisance, and

    d. the protection of children from harm

3. Norwich City Council's licensing team received an application for a premises licence for Alma (former United Reform Church), Princes Street, Norwich NR3 1AZ on 9 September 2025 application reference: 25/01547/PREM.

4. The applicant is Alma Norwich Ltd.

5. A copy of the application, including a plan of the premises is attached at Appendix A and if granted would allow the premises to operate the following licensable activities:

Licensable Activity	**Days**	**Times**
Films	Monday to Thursday	08:30 to 21:00
Films	Friday and Saturday	08:30 to 23:00
Live Music	Monday to Thursday	08:30 to 21:00
Live Music	Friday and Saturday	08:30 to 23:00
Recorded Music	Monday to Thursday	08:30 to 21:00
Recorded Music	Friday and Saturday	08:30 to 23:00
Performances of Dance	Monday to Thursday	08:30 to 21:00
Performances of Dance	Friday and Saturday	08:30 to 23:00
Anything of a similar description to live music, recorded music or performances of dance	Monday to Thursday	08:30 to 21:00
Anything of a similar description to live music,	Friday and Saturday	08:30 to 23:00

recorded music or performances of dance **Sale of Alcohol** **Sale of Alcohol**	Monday to Thursday Friday and Saturday	08:30 to 21:00 08:30 to 23:00

6. The application has been advertised in accordance with the regulations.

Relevant representations

7. The responses from the Responsible Authorities are as follows:

- Police – no representation
- Public Protection– conditions have been agreed relating to a noise limiting device (copy attached at Appendix B)
- Fire Officer – no representations
- Planning Officer – no representations
- Area Child Protection Committee – no representations
- Trading Standards – no representations
- Primary Care Trust – no representations
- Local Resident – 16 representations received objecting to the application (copies attached at appendix C)

Summary

8. The following extracts from the guidance issued under Section 182 of the Licensing Act 2003 may be relevant to this application and assist the Licensing Sub-Committee:

9. The legislation provides a clear focus on the promotion of four statutory objectives which must be addressed when licensing functions are undertaken.

10. The licensing objectives are:

    a. The prevention of crime and disorder;

    b. Public safety;

    c. The prevention of public nuisance; and

    d. The protection of children from harm.

11. Each objective is of equal importance. There are no other statutory licensing objectives, so that the promotion of the four objectives is a paramount consideration at all times.

12. Each application must be considered on its own merits and in accordance with the licensing authority's statement of licensing policy; for example, if the application falls within the scope of a cumulative impact policy.

13. Conditions attached to licences and certificates must be tailored to the individual type, location and characteristics of the premises and events concerned. This is essential to avoid the imposition of disproportionate and overly burdensome conditions on premises where there is no need for such conditions.

14. Standardised conditions should be avoided and indeed may be unlawful where they cannot be shown to be appropriate for the promotion of the licensing objectives in an individual case.

15. The licensing authority may not impose any conditions unless its discretion has been engaged following receipt of relevant representations and it is satisfied as a result of a hearing (unless all parties agree a hearing is not necessary) that it is appropriate to impose conditions to promote one or more of the four licensing objectives.

16. It is possible that in some cases no additional conditions will be appropriate to promote the licensing objectives.

17. The sub-committee is asked to note that it may not modify the conditions or reject the whole or part of the application merely because it considers it desirable to do so. It must actually be appropriate in order to promote the licensing objectives.

Implications

Financial and resources

18. Any decision to reduce or increase resources or alternatively increase income must be made within the context of the council's stated priorities, as set out in its community-led plan "We are Norwich" and budget.

19. There are no proposals in this report that would reduce or increase resource

Legal

20. Human rights considerations:

    a. Under the Human Rights Act 1998, it is unlawful for a public authority to act in a way which is incompatible with a Convention right.

b. Decisions which determine 'civil rights and obligations must comply with the requirements of a fair hearing under Article 6 of the European Convention on Human Rights. Article 6 is relevant to local authority decision-making in exercising licensing functions.
c. The applicant has been invited to attend the meeting, has been sent a copy of this report and informed of his right to be legally represented at the meeting.

Statutory considerations

Consideration	**Details of any implications and proposed measures to address:**
Equality and diversity	No implications, no proposed measures
Health, social and economic impact	No implications, no proposed measures
Crime and disorder	Norfolk Constabulary are a responsible authority under the legislation, and have been consulted, no proposed measures
Children and adults safeguarding	Social Services and Children's Safeguarding Board are responsible authorities under the legislation, no proposed measures
Environmental impact	No implications, no proposed measures

Risk management

Risk	**Consequence**	**Controls required**
Legal	Risk of challenge to incorrectly made decision	Consideration of legislation and application information. Legal advisor to support members in making their decision.
Reputational risk to the council	Problems arise following a decision to grant or if a decision is made incorrectly	Legal advisor to support members in making their decision

Other options considered

21. Having regard to the representation received, the sub-committee are requested to consider the application, this report and take such steps as it considers appropriate for the promotion of the licensing objectives. These steps are:

    a. To grant the application under the terms and conditions applied;

    b. To grant the application with conditions that the sub-committee considers appropriate for the promotion of the licensing objectives;

    c. To refuse all or part of the licence application.

Reasons for the decision

22. Members of the sub-committee are asked to make a decision at the end of the hearing after all parties have been given the opportunity to speak.

23. The sub-committee are reminded that full reasons for their decision must be given as both the applicant and persons making representations have a right of appeal against that decision to the Magistrates' Court.

Background papers:

Licensing Act 2003

Revised Guidance issued under section 182 of the Licensing Act 2003

Norwich City Council - Statement of Licensing Policy

Appendices:
A – Application form
B – Public Protection conditions
C – Local resident representation (objections)

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