



# **NORWICH** City Council

**Committee Name:** Licensing sub

**Committee Date:** 28/11/2022

**Report Title:** Application for the grant of a premises Licence for Alchemista,  
4 St Gregorys Alley, Norwich NR2 1ER

**Portfolio:** Councillor Jones, Cabinet member for safe, strong and inclusive neighbourhoods

**Report from:** Head of planning and regulatory services

**Wards:** Mancroft

**OPEN**

## **Purpose**

Members are asked, in accordance with the delegation of licensing functions contained in the Norwich City Council Statement of Licensing Policy (Licensing Act 2003), to consider the application for the grant of a premises licence in respect of Alchemista, 4 St Gregorys Alley Norwich NR2 1ER following the receipt of relevant representation.

## **Recommendation:**

It is recommended that members determine the application to grant the premises Licence in accordance with the:

- Licensing Act 2003 and subsequent regulations
- Guidance issued under Section 182 of the Licensing Act 2003; and
- Norwich City Council Statement of Licensing Policy

## **Policy Framework**

This report meets the people live independently and well in a diverse and safe city corporate priority.

This report meets the city has an inclusive economy in which residents have equal opportunity to flourish corporate priority.



## **Report Details**

### **The application**

1. The applicant is Amy Hargreaves.
2. The proposed DPS is Vicky Brown.
3. The application seeks to allow the licensable activities, times and opening hours as set out in the application form, which is attached at appendix A. This also includes the steps proposed to promote the licensing objectives (operating schedule). Please note that these premises are already licensed and a copy of the premises licence is attached at appendix B.

### **Relevant representations**

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

Police – representation received and the applicant has agreed to their condition (copy attached at appendix C)

Public Protection – no representations

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 – 1 representation (copy attached at appendix D)

Attached at appendix E is a copy of a statement from the applicant in response to the objection.

Attached at appendix F is additional comments from the applicant.

### **Summary**

5. In determining the application with a view to promoting the licensing objectives the sub-committee must give appropriate weight to:
  - the steps that are appropriate to promote the licensing objectives (i.e. the prevention of crime and disorder; public safety; the prevention of public nuisance; and the protection of children from harm);
  - the representations (including supporting information) presented by all the parties;



- the guidance issued under Section 182 of the Licensing Act 2003 (national guidance); and
  - the council's own statement of licensing policy.
6. The Sub-Committee must take such of the following steps as it considers appropriate for the promotion of the licensing objectives:
- Grant the application as asked;
  - Modify the conditions of the licence by altering or omitting or adding to them;
  - Reject the whole or part of the application;
  - Refuse to accept the proposed DPS.
7. 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.
8. The representation received appears to relate to issues that fall under the licensing objectives.

## **Implications**

### **Financial and Resources**

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 Corporate Plan and Budget.

9. There are no proposals in this report that would reduce or increase resources.

## **Legal**

10. In making their determination members must give appropriate regard to the following:
- [Licensing Act 2003 and subsequent regulations](#)
  - [Guidance issued under Section 182 of the Licensing Act 2003](#); and
  - [Norwich City Council Statement of Licensing Policy](#)

## **Statutory Considerations**

<b>Consideration</b>	<b>Details of any implications and proposed measures to address:</b>
Equality and Diversity	No implications, no proposed measures



<b>Consideration</b>	<b>Details of any implications and proposed measures to address:</b>
Health, Social and Economic Impact	No implications, no proposed measures
Crime and Disorder	Norfolk Constabulary are a responsible authority under the legislation, 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**

<b>Risk</b>	<b>Consequence</b>	<b>Controls Required</b>
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	If problems arise following a decision to grant or if a decision is made incorrectly	Legal advisor to support members in making their decision

### **Reasons for the decision/recommendation**

11. It is recommended that members determine the application to grant the premises Licence in accordance with the:

- Licensing Act 2003 and subsequent regulations
- Guidance issued under Section 182 of the Licensing Act 2003; and
- Norwich City Council Statement of Licensing Policy

### **Background papers: None**

### **Appendices:**

A – Application form  
 B – Premises Licence  
 C – Police representation  
 D – Objection  
 E – Statement from applicant  
 F – Additional comments from applicant

### **Contact Officer: Public Protection Licensing Advisor**

**Name: Maxine Fuller**

Telephone number: 01603 989400

Email address: [licensing@norwich.gov.uk](mailto:licensing@norwich.gov.uk)





**Norwich**  
**Application for a premises licence**  
**Licensing Act 2003**

For help contact  
[licensingapplications@norwich.gov.uk](mailto:licensingapplications@norwich.gov.uk)  
 Telephone: 0344 980 3333

\* required information

## Section 1 of 21

You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference  This is the unique reference for this application generated by the system.

Your reference  You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

☐ Yes ☒ No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

### Applicant Details

\* First name

\* Family name

\* E-mail

Main telephone number

Other telephone number

☒ Indicate here if you would prefer not to be contacted by telephone

Are you:

☒ Applying as a business or organisation, including as a sole trader

☐ Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.

### Applicant Business

Is your business registered in the UK with Companies House? ☒ Yes ☐ No

Note: completing the Applicant Business section is optional in this form.

Registration number

Business name

VAT number

Legal status

If your business is registered, use its registered name.

Put "none" if you are not registered for VAT.





**Continued from previous page...**

Your position in the business

Home country

The country where the headquarters of your business is located.

**Registered Address**

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Section 2 of 21**

**PREMISES DETAILS**

I/we, as named in section 1, apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in section 2 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 Address**

Are you able to provide a postal address, OS map reference or description of the premises?

☒ Address    ☐ OS map reference    ☐ Description

**Postal Address Of Premises**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Further Details**

Telephone number



Non-domestic rateable  
value of premises (£)

0

### Section 3 of 21

#### APPLICATION DETAILS

In what capacity are you applying for the premises licence?

- ☒ An individual or individuals
- ☐ A limited company / limited liability partnership
- ☐ A partnership (other than limited liability)
- ☐ An unincorporated association
- ☐ Other (for example a statutory corporation)
- ☐ A recognised club
- ☐ A charity
- ☐ The proprietor of an educational establishment
- ☐ A health service body
- ☐ A person who is registered under part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales
- ☐ A person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 in respect of the carrying on of a regulated activity (within the meaning of that Part) in an independent hospital in England
- ☐ The chief officer of police of a police force in England and Wales

#### Confirm The Following

- ☒ I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities
- ☐ I am making the application pursuant to a statutory function
- ☐ I am making the application pursuant to a function discharged by virtue of Her Majesty's prerogative

### Section 4 of 21

#### INDIVIDUAL APPLICANT DETAILS

##### Applicant Name

Is the name the same as (or similar to) the details given in section one?

☒ Yes

☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

First name

Amy

Family name

Hargreaves



Continued from previous page...

Is the applicant 18 years of age or older?

☒ Yes ☐ No

### Current Residential Address

Is the address the same as (or similar to) the address given in section one?

☒ Yes ☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

United Kingdom

### Applicant Contact Details

Are the contact details the same as (or similar to) those given in section one?

☒ Yes ☐ No

If "Yes" is selected you can re-use the details from section one, or amend them as required. Select "No" to enter a completely new set of details.

E-mail

Telephone number

Other telephone number

\* Date of birth

dd mm yyyy

\* Nationality

British

Documents that demonstrate entitlement to work in the UK

Right to work share code

Right to work share code if not submitting scanned documents

Add another applicant

## Section 5 of 21

### OPERATING SCHEDULE

When do you want the premises licence to start?

23 / 10 / 2022  
dd mm yyyy



**Continued from previous page...**

If you wish the licence to be valid only for a limited period,  /  /   
when do you want it to end      dd          mm          yyyy

Provide a general description of the premises

For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies you must include a description of where the place will be and its proximity to the premises.

The Alchemista has an existing alcohol license that only permits them to sell coffee based cocktails until. The Alchemista will be hiring us (DOXI.) in from 5pm every day to offer a full bar service under The Alchemista name. We will be offering a range of beers, cocktails, wines etc for on-site consumption, along with offering takeaway cocktails for off site consumption. We would like to extend their license to 11pm.

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

#### **Section 6 of 21**

##### **PROVISION OF PLAYS**

See guidance on regulated entertainment

Will you be providing plays?

☐ Yes                      ☒ No

#### **Section 7 of 21**

##### **PROVISION OF FILMS**

See guidance on regulated entertainment

Will you be providing films?

☐ Yes                      ☒ No

#### **Section 8 of 21**

##### **PROVISION OF INDOOR SPORTING EVENTS**

See guidance on regulated entertainment

Will you be providing indoor sporting events?

☐ Yes                      ☒ No

#### **Section 9 of 21**

##### **PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS**

See guidance on regulated entertainment

Will you be providing boxing or wrestling entertainments?

☐ Yes                      ☒ No

#### **Section 10 of 21**

##### **PROVISION OF LIVE MUSIC**

See guidance on regulated entertainment

Will you be providing live music?



Continued from previous page...

## Section 11 of 21

### PROVISION OF RECORDED MUSIC

See guidance on regulated entertainment

Will you be providing recorded music?

☒ Yes ☐ No

#### Standard Days And Timings

##### MONDAY

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

##### TUESDAY

Start

End

Start

End

##### WEDNESDAY

Start

End

Start

End

##### THURSDAY

Start

End

Start

End

##### FRIDAY

Start

End

Start

End

##### SATURDAY

Start

End

Start

End

##### SUNDAY

Start

End

Start

End

Will the playing of recorded music take place indoors or outdoors or both?

☒ Indoors ☐ Outdoors ☐ Both

Where taking place in a building or other  
structure tick as appropriate. Indoors may  
include a tent.

State type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.

un-Amplified, just used to background music indoors.



*Continued from previous page...*

State any seasonal variations for playing recorded music

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Just indoors across the radio

Non-standard timings. Where the premises will be used for the playing of recorded music at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

Only times included above

#### Section 12 of 21

##### PROVISION OF PERFORMANCES OF DANCE

See guidance on regulated entertainment

Will you be providing performances of dance?

☐ Yes ☒ No

#### Section 13 of 21

##### PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE

See guidance on regulated entertainment

Will you be providing anything similar to live music, recorded music or performances of dance?

☐ Yes ☒ No

#### Section 14 of 21

##### LATE NIGHT REFRESHMENT

Will you be providing late night refreshment?

☐ Yes ☒ No

#### Section 15 of 21

##### SUPPLY OF ALCOHOL

Will you be selling or supplying alcohol?

☒ Yes ☐ No

##### Standard Days And Timings

MONDAY

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.



Continued from previous page...

TUESDAY

Start 17:00

End 22:00

Start

End

WEDNESDAY

Start 17:00

End 22:00

Start

End

THURSDAY

Start 17:00

End 22:00

Start

End

FRIDAY

Start 17:00

End 23:00

Start

End

SATURDAY

Start 17:00

End 23:00

Start

End

SUNDAY

Start 16:30

End 22:00

Start

End

Will the sale of alcohol be for consumption:

☐ On the premises ☐ Off the premises ☒ Both

If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.

The times may change for any summer events happening near the location during summer and Christmas.

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

N/A



Continued from previous page...

State the name and details of the individual whom you wish to specify on the licence as premises supervisor

**Name**

First name

Vicky

Family name

Brown

Date of birth

dd mm yyyy

**Enter the contact's address**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

United Kingdom

Personal Licence number  
(if known)

Issuing licensing authority  
(if known)

**PROPOSED DESIGNATED PREMISES SUPERVISOR CONSENT**

How will the consent form of the proposed designated premises supervisor be supplied to the authority?

- ☒ Electronically, by the proposed designated premises supervisor
- ☐ As an attachment to this application

Reference number for consent form (if known)

If the consent form is already submitted, ask the proposed designated premises supervisor for its 'system reference' or 'your reference'.

**Section 16 of 21**

**ADULT ENTERTAINMENT**

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children

Give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

N/A



Continued from previous page...

**Section 17 of 21**

**HOURS PREMISES ARE OPEN TO THE PUBLIC**

**Standard Days And Timings**

MONDAY

Start

End

Start

End

Give timings in 24 hour clock.  
(e.g., 16:00) and only give details for the days  
of the week when you intend the premises  
to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

State any seasonal variations

For example (but not exclusively) where the activity will occur on additional days during the summer months.



*Continued from previous page...*

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed in the column on the left, list below

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

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## Section 18 of 21

### LICENSING OBJECTIVES

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

a) General – all four licensing objectives (b,c,d,e)

List here steps you will take to promote all four licensing objectives together.

To ensure all staff are trained in the responsibilities in selling alcohol.

Refresher training will be taken and notes on training

That competent staff are working at all times to fulfill the terms purpose.

b) The prevention of crime and disorder

Cameras that are pointed to the exit of the doors and inside the building.

The front cameras must include a full frontal shot

Digital images to be kept for 31 days

c) Public safety

Fire Safety procedures in place and all appliances to be checked annually.

Keep fire exits free of obstructions.

d) The prevention of public nuisance

All customers to be asked to respect neighbours and asked to leave quietly.

e) The protection of children from harm

All I.D's to be checked for anyone aged 25 or under or look under. All staff to be trained to be confident to ask for I.D and trained regularly on Underage sale preventions.

Refused sales documented.

## Section 19 of 21

### NOTES ON DEMONSTRATING ENTITLEMENT TO WORK IN THE UK



*Continued from previous page...*

**Entitlement to work/immigration status for individual applicants and applications from partnerships which are not limited liability partnerships:**

A licence may not be held by an individual or an individual in a partnership who is resident in the UK who:

- does not have the right to live and work in the UK; or
- is subject to a condition preventing him or her from doing work relating to the carrying on of a licensable activity.

Any premises licence issued in respect of an application made on or after 6 April 2017 will become invalid if the holder ceases to be entitled to work in the UK.

Applicants must demonstrate that they have an entitlement to work in the UK and are not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity. They do this in one of two ways: 1) by providing with this application copies or scanned copies of the documents listed below (which do not need to be certified), or 2) by providing their 'share code' to enable the licensing authority to carry out a check using the Home Office online right to work checking service (see below).

**Documents which demonstrate entitlement to work in the UK**

- An expired or current passport showing the holder, or a person named in the passport as the child of the holder, is a British citizen or a citizen of the UK and Colonies having the right of abode in the UK [please see note below about which sections of the passport to copy].
- An expired or current passport or national identity card showing the holder, or a person named in the passport as the child of the holder, is a national of a European Economic Area country or Switzerland.
- A Registration Certificate or document certifying permanent residence issued by the Home Office to a national of a European Economic Area country or Switzerland.
- A Permanent Residence Card issued by the Home Office to the family member of a national of a European Economic Area country or Switzerland.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder indicating that the person named is allowed to stay indefinitely in the UK, or has no time limit on their stay in the UK.
- A **current** passport endorsed to show that the holder is exempt from immigration control, is allowed to stay indefinitely in the UK, has the right of abode in the UK, or has no time limit on their stay in the UK.
- A **current** Immigration Status Document issued by the Home Office to the holder with an endorsement indicating that the named person is allowed to stay indefinitely in the UK or has no time limit on their stay in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the UK, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A birth or adoption certificate issued in the Channel Islands, the Isle of Man or Ireland **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A certificate of registration or naturalisation as a British citizen, **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.



**Continued from previous page...**

- A **current** passport endorsed to show that the holder is allowed to stay in the UK and is currently allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity.
- A **current** Biometric Immigration Document (Biometric Residence Permit) issued by the Home Office to the holder which indicates that the named person can currently stay in the UK and is allowed to work relation to the carrying on of a licensable activity.
- A **current** Residence Card issued by the Home Office to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights or residence.
- A **current** Immigration Status Document containing a photograph issued by the Home Office to the holder with an endorsement indicating that the named person may stay in the UK, and is allowed to work and is not subject to a condition preventing the holder from doing work relating to the carrying on of a licensable activity **when produced in combination with** an official document giving the person's permanent National Insurance number and their name issued by a Government agency or a previous employer.
- A Certificate of Application, **less than 6 months old**, issued by the Home Office under regulation 18(3) or 20(2) of the Immigration (European Economic Area) Regulations 2016, to a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence.
- Reasonable evidence that the person has an outstanding application to vary their permission to be in the UK with the Home Office such as the Home Office acknowledgement letter or proof of postage evidence, or reasonable evidence that the person has an appeal or administrative review pending on an immigration decision, such as an appeal or administrative review reference number.
- Reasonable evidence that a person who is not a national of a European Economic Area state or Switzerland but who is a family member of such a national or who has derivative rights of residence in exercising treaty rights in the UK including:-
  - evidence of the applicant's own identity – such as a passport,
  - evidence of their relationship with the European Economic Area family member – e.g. a marriage certificate, civil partnership certificate or birth certificate, and
  - evidence that the European Economic Area national has a right of permanent residence in the UK or is one of the following if they have been in the UK for more than 3 months:
    - (i) working e.g. employment contract, wage slips, letter from the employer,
    - (ii) self-employed e.g. contracts, invoices, or audited accounts with a bank,
    - (iii) studying e.g. letter from the school, college or university and evidence of sufficient funds; or
    - (iv) self-sufficient e.g. bank statements.

Family members of European Economic Area nationals who are studying or financially independent must also provide evidence that the European Economic Area national and any family members hold comprehensive sickness insurance in the UK. This can include a private medical insurance policy, an EHIC card or an S1, S2 or S3 form.

**Original documents must not be sent to licensing authorities.** If the document copied is a passport, a copy of the following pages should be provided:-

- (i) any page containing the holder's personal details including nationality;
- (ii) any page containing the holder's photograph;
- (iii) any page containing the holder's signature;
- (iv) any page containing the date of expiry; and
- (v) any page containing information indicating the holder has permission to enter or remain in the UK and is permitted to work.



**Continued from previous page...**

If the document is not a passport, a copy of the whole document should be provided.

Your right to work will be checked as part of your licensing application and this could involve us checking your immigration status with the Home Office. We may otherwise share information with the Home Office. Your licence application will not be determined until you have complied with this guidance.

### **Home Office online right to work checking service**

As an alternative to providing a copy of the documents listed above, applicants may demonstrate their right to work by allowing the licensing authority to carry out a check with the Home Office online right to work checking service.

To demonstrate their right to work via the Home Office online right to work checking service, applicants should include in this application their 9-digit share code (provided to them upon accessing the service at <https://www.gov.uk/prove-right-to-work>) which, along with the applicant's date of birth (provided within this application), will allow the licensing authority to carry out the check.

In order to establish the applicant's right to work, the check will need to indicate that the applicant is allowed to work in the United Kingdom and is not subject to a condition preventing them from doing work relating to the carrying on of a licensable activity.

An online check will not be possible in all circumstances because not all applicants will have an immigration status that can be checked online. The Home Office online right to work checking service sets out what information and/or documentation applicants will need in order to access the service. Applicants who are unable to obtain a share code from the service should submit copy documents as set out above.

## **Section 20 of 21**

### **NOTES ON REGULATED ENTERTAINMENT**



**Continued from previous page...**

In terms of specific **regulated entertainments** please note that:

- Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
- Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
- Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
- Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
- Live music: no licence permission is required for:
  - o a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
  - o a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- Recorded Music: no licence permission is required for:
  - o any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - o any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - o any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.



**Continued from previous page...**

- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
  - o any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
  - o any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
  - o any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
  - o any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

**Section 21 of 21**

**PAYMENT DETAILS**

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Premises Licence Fees are determined by the non-domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at [http://www.voa.gov.uk/business\\_rates/index.htm](http://www.voa.gov.uk/business_rates/index.htm)

Band A - No RV to £4300 £100.00

Band B - £4301 to £33000 £190.00

Band C - £33001 to £87000 £315.00

Band D - £87001 to £125000 £450.00\*

Band E - £125001 and over £635.00\*

\*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then you are required to pay a higher fee

Band D - £87001 to £12500 £900.00

Band E - £125001 and over £1,905.00

There is an exemption from the payment of fees in relation to the provision of regulated entertainment at church halls, chapel halls or premises of a similar nature, village halls, parish or community halls, or other premises of a similar nature. The costs associated with these licences will be met by central Government. If, however, the licence also authorises the use of the premises for the supply of alcohol or the provision of late night refreshment, a fee will be required.

Schools and sixth form colleges are exempt from the fees associated with the authorisation of regulated entertainment where the entertainment is provided by and at the school or college and for the purposes of the school or college.

If you operate a large event you are subject to ADDITIONAL fees based upon the number in attendance at any one time

Capacity 5000-9999 £1,000.00

Capacity 10000 -14999 £2,000.00

Capacity 15000-19999 £4,000.00

Capacity 20000-29999 £8,000.00

Capacity 30000-39999 £16,000.00

Capacity 40000-49999 £24,000.00

Capacity 50000-59999 £32,000.00

Capacity 60000-69999 £40,000.00

Capacity 70000-79999 £48,000.00

Capacity 80000-89999 £56,000.00

Capacity 90000 and over £64,000.00

\* Fee amount (£)

100.00

**DECLARATION**



**Continued from previous page...**

\* I/we understand it is an offence, liable on conviction to a fine up to level 5 on the standard scale, under section 158 of the licensing act 2003, to make a false statement in or in connection with this application.

☒ Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

\* Full name

\* Capacity

\* Date  /  /   
dd mm yyyy

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/norwich/apply-1> to upload this file and continue with your application.

Don't forget to make sure you have all your supporting documentation to hand.

**IT IS AN OFFENCE LIABLE TO SUMMARY CONVICTION TO A FINE OF ANY AMOUNT UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION**

**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**



OFFICE USE ONLY

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Fee paid	<input type="text"/>
Payment provider reference	<input type="text"/>
ELMS Payment Reference	<input type="text"/>
Payment status	<input type="text"/>
Payment authorisation code	<input type="text"/>
Payment authorisation date	<input type="text"/>
Date and time submitted	<input type="text"/>
Approval deadline	<input type="text"/>
Error message	<input type="text"/>
Is Digitally signed	<input type="checkbox"/>



ALCHEMISTA

LICENSING PLAN FIRST FLOOR












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Licensable Activity Area:





## DETECTION AND WARNING

- |   |  |   |   |
|---|--|---|---|
|  | HEAT DETECTOR                              |  | HEAT DETECTOR WITH SOUNDER BASE                             |
|  | HEAT DETECTOR WITH BEACON AND SOUNDER BASE |  | SMOKE DETECTOR  |
|  | SMOKE DETECTOR WITH SOUNDER BASE           |  | SMOKE DETECTOR WITH BEACON AND SOUNDER BASE                 |
|  | COMBINED HEAT & SMOKE DETECTOR             |  | COMBINED HEAT & SMOKE DETECTOR WITH BEACON AND SOUNDER BASE |
|  | FIXED ALARM CALL POINT - MANUAL TYPE       |   |   |
|   |  |  | FIRE ALARM CONTR. PANEL                                     |
|   |  |  | FIRE ALARM INTERFACE  |
|   |  |  | VOICE ALARM   |
|   |  |  | TELEPHONE   |

## WAYFINDING

- |   |  |
|---|--|
|  | EMERGENCY LIGHTING (NON-MAINTAINED)                                    |
|  | EMERGENCY LIGHTING (MAINTAINED)  |
|  | EMERGENCY EXIT SIGNAGE   |
|  | EMERGENCY EXIT SIGNAGE INTERNALLY ILLUMINATED (MAINTAINED)             |
|  | DIRECTIONAL EMERGENCY EXIT SIGNAGE                                     |
|  | DIRECTIONAL EMERGENCY EXIT SIGNAGE INTERNALLY ILLUMINATED (MAINTAINED) |

## MEANS OF ESCAPE

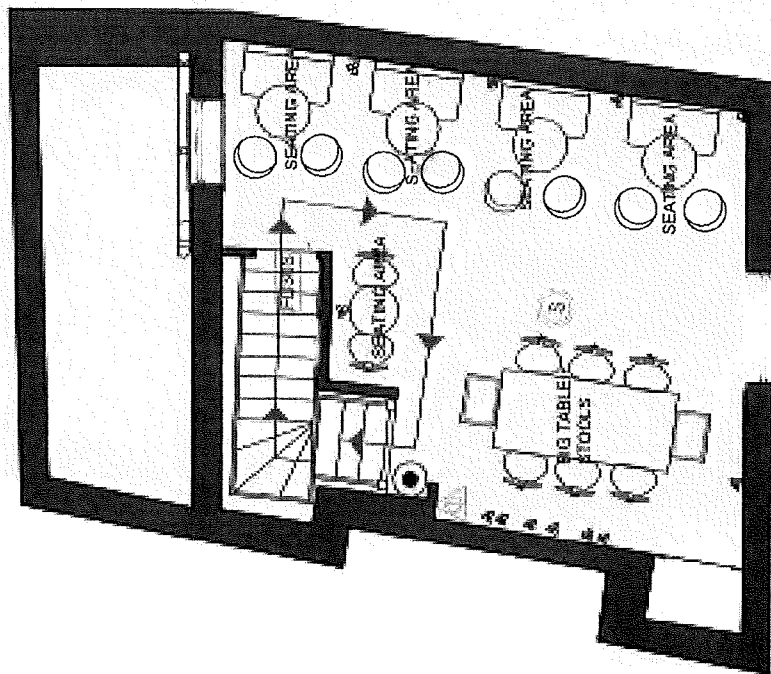
- |   |                                |
|---|--------------------------------|
|  | EMERGENCY ESCAPE ROUTE         |
|  | ESCAPE ROUTE OPTION FROM FLOOR |
|  | EXTERNAL CORRIDOR              |
|  | PROTECTED ROUTE                |

## FIRE FIGHTING EQUIPMENT

- WATER FIRE EXTINGUISHER  
FOAM FIRE EXTINGUISHER  
FIRE BLANKET IN CONTAINER  
CARBON DIOXIDE FIRE EXTINGUISHER

**DOOR TYPE LEGEND**

- 30 MIN FIRE RATED DOOR WITH  
 INTUMESCENT  
 STRIPS & GOLD SMOKE SEALS  
 DOOR FREE OF ALL FASTENINGS  
 SELF CLOSING  
 SECURITY LOCK  
 PANIC BAR DOOR RELEASE  
 ELECTROMAGNETIC LATCH LINKED FOR FIRE  
 ALARM SYSTEM  
 VISION PANEL



**PROPOSED GA**

SCALE 1:50

PROPOSED

RECEIVED  
-7 AUG 2017

LICENSING









**NORWICH**  
City Council

**Schedule 12**

**Premises Licence**

**Regulation 33,34**

**Premises Licence Number**

**17/01161/PREM**

**Part 1 – Premises Details**

**Postal address of premises, or if none, ordnance survey map reference or description, including Post Town, Post Code**

Alchemista  
4 St Gregorys Alley  
Norwich  
NR2 1ER

**Telephone number**

**Where the licence is time limited the dates**

Not applicable

**Licensable activities authorised by the licence.**

Sale by Retail of Alcohol

**The times the licence authorises the carrying out of licensable activities**

Sale by Retail of Alcohol	Sunday	10:00 - 16:00
The premises will be closed on Christmas Day.		

Sale by Retail of Alcohol	Monday to Saturday	08:00 - 20:00
The premises will be closed on Christmas Day.		

**The opening hours of the premises**

Monday	08:00 - 20:00
Tuesday	08:00 - 20:00
Wednesday	08:00 - 20:00
Thursday	08:00 - 20:00
Friday	08:00 - 20:00
Saturday	08:00 - 20:00
Sunday	10:00 - 16:00



**Where the licence authorises supplies of alcohol whether these are on and / or off supplies**

Alcohol is supplied for consumption on the Premise

**State whether access to the premises by children is restricted or prohibited**



## Part 2

**Name, (registered) address, telephone number and email (where relevant) of holder of premises licence**

Alchemista Limited  
Lynton House  
7-12 Tavistock Square  
London  
WC1H 9BQ

**Registered number of holder, for example company number, charity number (where applicable)**

Registered Business Number                      10824143

**Name, address and telephone number of designated premises supervisor where the premises licence authorises for the supply of alcohol**

Vicky Brown

**Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol**

Party Reference:                      Licensing Authority:



## Annex 1 – Mandatory conditions

1 No supply of alcohol may be made under a premises licence -

- (a) at a time when there is no designated premises supervisor in respect of the premises licence, or
- (b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.

2 Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.

3 (1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises.

a) games or other activities which require or encourage, or are designed to require or encourage, individuals to:

(i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or

(ii) drink as much alcohol as possible (whether within a time limit or otherwise);

b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;

c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;

d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner.

e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).

4 The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.

5 (1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.

(2) The designated premises supervisor in relation to the premises licences must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.

(3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either:-

(a) a holographic mark or

(b) an ultraviolet feature.

6 The responsible person shall ensure that:

(a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures:

(i) beer or cider half pint

(ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and

(iii) still wine in a glass: 125 ml; and

(b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and

(c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

7 A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.



- 8 . For the purposes of the condition set out in paragraph 1:
- (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979
  - (b) "permitted price" is the price found by applying the formula:  
$$P = D + (D \times V)$$

Where:

    - (i) P is the permitted price
    - (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
    - (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
  - (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence:
    - (i) The holder of the premises licence
    - (ii) The designated premises supervisor (if any) in respect of such a licence, or
    - (iii) The personal licence holder who makes or authorises a supply of alcohol under such a licence;
  - (d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
  - (e) "value added tax" means value added tax charged in accordance with the Value Added Tax Act 1994.
- 9 (1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax.
- (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.



## **Annex 2 – Conditions consistent with the Operating Schedule**

### **1 General - all four licensing objectives**

- 2 Alcohol sales will be limited to liqueur coffees which may be served with or without food.
- 3 There will be no vertical drinking on the premises.
- 4 No irresponsible drinks promotions will take place and the list of prohibited promotions will be respected.
- 5 Free, drinkable tap water will be provided on request (with a sale).
- 6 Alcohol will be available for purchase in small measures which will be displayed on a menu, price list or other printed material. Where a customer does not specify a measure they will be made aware of the range of measures available.
- 7 An age verification policy will be in place requiring staff to check the ID of anyone who appears to be under 21 years of age. The designated premises supervisor will ensure that the supply of alcohol at the premises is carried out in accordance with the age verification policy.
- 8 There will be a ban on the sale of alcohol below the "permitted price" (the level of alcohol duty plus VAT).
- 9 An Environmental Noise Investigation Assessment and Report will be carried out prior to the commencement of sale of alcohol.
- 10 A Fire and Emergency Planning Risk Assessment will be carried out.
- 11 The premises licence will be permanently displayed on the glass front door of the premises.

### **12 The Prevention of Crime and Disorder**

- 13 No alcohol shall be served unless mixed with coffee.
- 14 The applicant will discourage customers from loitering in the porch next door to 4 St Gregory's Alley.
- 15 A proof of age policy to the satisfaction of the Police and the Local Authority will be in place.
- 16 Drunkenness, violent or anti-social behaviour shall not be tolerated and anyone suspected of or engaging in the same shall be asked to leave and, if necessary the Police will be contacted.
- 17 Crime prevention notices will be displayed warning customers of the prevalence of crime which may target them.
- 18 The premises shall comply with all non-smoking legislation.
- 19 No customers carrying open or sealed bottles or glasses will be admitted to the premises at any time. No customers will be permitted to take open containers of alcoholic or soft drinks from the premises.
- 20 Staff shall receive regular training on the prevention of disorder, evidence of which is to be made available to the Licensing Authority or Police upon request.

### **21 Public Safety**

- 22 Emergency lighting, smoke detectors and fire cylinders shall be installed and inspected at appropriate intervals to ensure that they are in good working order.
- 23 Internal gangways between chairs and tables are to be kept unobstructed.
- 24 Exits will be easily identifiable and will be kept unobstructed and free of trip hazards with non-slippery, even surfaces.
- 25 All emergency doors shall be maintained effectively, self-closing and not held open other than by an approved device.
- 26 Adequate and appropriate supply of first aid equipment and materials will be available on the premises. The first aider will be trained to deal with drug and alcohol related problems.

### **27 The Prevention of Public Nuisance**

- 28 The licensee shall conduct regular risk assessments on noise levels outside the premises.
- 29 Staff shall implement a litter clearing policy outside the premises as within the definition of 'immediately outside'
- 30 Staff shall place a sign at the exit encouraging patrons to respect the needs of local residents.

### **31 The Protection of Children From Harm**

- 32 All customers attempting to purchase alcohol who appear to be under the age of 21 shall be required to produce a valid form of identification. Acceptable forms of identification are a proof of age card bearing the PASS hologram logo, an EU photo card, full driving licence or a passport.
- 33 A refusals book or similar record shall be kept at the premises in which must be recorded the date, time and circumstances under which any attempted purchase by a young customer has been refused. This book or other form of record will be made available for inspection by any Police Officer, Community Support Officer or authorised person upon demand.



### **Annex 3 – Conditions attached after a hearing by the licensing authority**



## **Annex 4 – Plans**



**Fuller, Maxine**

---

**From:** Bartram, Michelle  
**Sent:** 17 October 2022 14:58  
**To:** LICENSING; Fuller, Maxine  
**Cc:** INNES, Emily  
**Subject:** FW: Variation of Licence - Alchesmista

CAUTION! This email originates from outside Norwich City Council.

Do not click on any links or open any attachments if you have any doubts about the email - please just delete the email.

Hello Licensing

I can confirm that Police have received a copy of the application to vary the premises licence for Alchesmista, 4 St Gregory's Alley Norwich.

In order to promote the licensing objectives, I request that the following condition is added to the premises licence:

- **CCTV to record the main public areas of the premises. CCTV to record for 31 days and be available to Police or Licensing Authority on request.**

**With this condition added to the premises licence, there are no objections to this.**

**The email below is from the applicant agreeing to this condition below so there is nothing outstanding.**

I have also clarified the PLH Company address discrepancy too

Thanks

---

Michelle Bartram  
Licensing Officer  
Community Safety Operational Unit  
Norfolk Constabulary  
Bethel Street Police Station, Norwich, NR2 1NN



**LICENSING**

**From:** noreply\_xforms@norwich.gov.uk  
**Sent:** 28 October 2022 10:03  
**To:** LICENSING  
**Subject:** Licensing - Representation Form

## Norwich City Council

## Licensing Authority

## Licensing Act 2003

### Statement of support or objection to an application for a premises licence

Your name/organisation name/name of body you represent	Louise Henderson
Postal address	23 Carterford Drive, Norwich, NR3 4DW
Email address	
Contact telephone number	
Address of the premises you wish to support or object to	4 St. Gregorys Alley, Norwich, NR2 1ER

### Your support or objection must relate to one of the four licensing objectives

Licensing objective	Please set out your support or objections below
To prevent crime and disorder	<p>b. Prevention of Crime and Disorder – Statistically, this will only add to this issue. While I accept living in Norwich means living around bars, there is a cocktail bar literally opposite this premises anyway. Once people leave that venue (The Birdcage), they are not currently encouraged to hang around the green area (with its narrow paths which are intimidating as it is).</p> <p>With this application for a further bar opposite (and one which encourages patrons to drink off site also) it would make this green a much more attractive space to congregate. My concern is founded by the customers at the new Birdcage, which is another 'pub co' managed by the two managers of The Wildman and The Ten Bells, though it is a recently opened venue, if their other two venues are anything to go by the new type of clientele will not be sophisticated, so this area is already going downhill and this premises application I feel will magnify this issue further.</p>
Public safety	<p>c. Public Safety – Excess glass, waste from the venue and those taking drinks off site, drunk people around a dimly lit area. The building is also not one I would agree is best set up for a bar. I think its current use of a coffee shop that sells cocktails is perfectly reasonable but to advertise it as a bar with beers, wines, spirits and cocktails changes this usage drastically. It will increase the loading requirements when receiving stock which given the location of the premises will mean cutting off access for some time. I note this is also a delivery company, but there is no where appropriate to load</p>

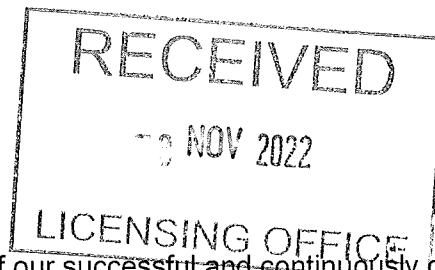


	delivery vehicles from the venue, an increase in vehicles at this area would not be in the public's safety interests.
<b>To prevent public nuisance</b>	d. The Prevention of Public Nuisance - This is a small venue, sound will no doubt leak out. As above, glass and drunken people around the venue is a risk to public safety. The front of the venue is also a very tempting location to sit and continue drinking, which is unnecessary and impacts people like myself who have to walk this way home at night. It will make me feel very uneasy and unsafe – and I know I am not alone. They state in their application 'all customers to be asked to respect neighbours and asked to leave quietly' – this one line response to quite a serious responsibility fills me with no faith and shows complete naivety that they think asking somebody nicely will do the trick. I have worked in pubs and unfortunately as lovely as this would be, this attitude will have them walked all over.
<b>To protect children from harm</b>	<p>MY FULL OBJECTION:</p> <p>1. I write with my objection to the entirety of the premises licence application for 4 St. Gregorys Alley, Norwich, NR2 1ER including the inclusion of an off license.</p> <p>2. Allowing the premises license would not uphold the 4 licensing objectives</p> <p>a. General – The application itself does not appear to take these seriously, with very minimal answers. I think this highlights the inexperience and naivety of the directors.</p> <p>b. Prevention of Crime and Disorder – Statistically, this will only add to this issue. While I accept living in Norwich means living around bars, there is a cocktail bar literally opposite this premises anyway. Once people leave that venue (The Birdcage), they are not currently encouraged to hang around the green area (with its narrow paths which are intimidating as it is).</p> <p>With this application for a further bar opposite (and one which encourages patrons to drink off site also) it would make this green a much more attractive space to congregate. My concern is founded by the customers at the new Birdcage, which is another 'pub co' managed by the two managers of The Wildman and The Ten Bells, though it is a recently opened venue, if their other two venues are anything to go by the new type of clientele will not be sophisticated, so this area is already going downhill and this premises application I feel will magnify this issue further.</p> <p>c. Public Safety – Excess glass, waste from the venue and those taking drinks off site, drunk people around a dimly lit area. The building is also not one I would agree is best set up for a bar. I think its current use of a coffee shop that sells cocktails is perfectly reasonable but to advertise it as a bar with beers, wines, spirits and cocktails changes this usage drastically. It will increase the loading requirements when receiving stock which given the location of the premises will mean cutting off access for some time. I note this is also a delivery company, but there is no where appropriate to load delivery vehicles from the venue, an increase in vehicles at this area would not be in the public's safety interests.</p> <p>d. The Prevention of Public Nuisance - This is a small venue, sound will no doubt leak out. As above, glass and drunken people around the venue is a risk to public safety. The front of the venue is also a very tempting location to sit and continue drinking, which is unnecessary and impacts people like myself who have to walk this way home at night. It will make me feel very uneasy and unsafe – and I know I am not alone. They state in their application 'all customers to be asked to respect neighbours and asked to leave quietly' – this one line response to quite a serious responsibility fills me with no faith and shows complete naivety that they think asking somebody nicely will do the trick. I have worked in pubs and unfortunately as lovely as this would be, this attitude will have them walked all over.</p>



	<p>3. Norwich has plenty of well run licensed venues. On researching this company online, it is clear this is not a well-run company.</p> <p>4. Their firm is not original in their recipes/ideas (which gives me no faith they actually know what they are doing other than jumping on the cocktail bandwagon thinking it's an easy ride?), a young couple who went traveling does not have the experience required to deal with drunken and disorderly guests, large parties getting out of hand, the responsibilities of running a late night venue or off license, they have no experience in any of this.</p> <p>5. Steven Cole, co-director's Instagram lists him as 'Product/Service' which I think shows enough this decision is not motivated by providing the city with something exciting, but for their own egos. How can they possibly know how to deal with these serious issues in hand.</p> <p>6. One job is being offered as a result of this expansion for 25 hours, of which I can find 11 similar listings in the city at the moment, so rejecting this application would not have a detrimental effect on the Norwich job market.</p> <p>7. As they have no previous experience in running a venue, or it seems working in a well-managed one, I fear this could get out of hand very quickly for them, especially with their first 'test' of Christmas. They have worked in wedding bars before where they are on a contained venue and fully staffed. I am greatly concerned about this lack of experience.</p> <p>8. I feel the current set up works well for the Alchemist coffee shop, as somebody who has to visit this area between 10-midnight (shift and bus times depending) I am happy to walk through this area, but given my further research with: with the new managers CVs, lack of respect in their responses to such serious issues in section 18 of their application, and current poor reputation in the city, I don't think it would be a loss to Norwich City to not grant the licence.</p>		
<b>Please suggest any conditions which would alleviate your concerns</b>	No off-license, door man on for duration of opening hours, smokers must congregate on pottergate not on pathway in front of premises		
Full name:	Louise Henderson	Date:	28/10/2022





DOXI. was created on the back of our successful and continuously growing mobile bar business 'The Globe Trotter Bars' which was founded in 2018. We created DOXI. to separate the two businesses, keeping one as a mobile bar for weddings and events and the other, for our bottled cocktail deliveries and to open a location for DOXI, expanding the name further.

The Globe Trotter Bars started from a love and passion of the bar and hospitality industry. With Steven having worked within hospitality since he was just 16, moving his way up to team leader, supervisor and then event manager, running large events, managing the team and ensuring everything is running smoothly with each event. The love of bar then progressed for Steven, gaining a role with a well known mobile bar, attending festivals and large events which cater to thousands. Steven was thrown head first into running busy bars which for him, is where the idea first came to play.

Amy, having experience in hospitality, bar and digital marketing. Managing teams and creating and managing events held in different counties.

Both have also assisted with the families catering business, again, running and managing events for a large number of people.

The pair went travelling in 2015, they set their sights on a VW Van that had been converted into a bar and knew this was what they wanted to do together when they reached home. With their managerial experience, bar experience and knowledge along with having worked in the hospitality and wedding industry for many many years, come 2018, the pair opened up The Globe Trotter Bar.

Since then the team has worked 100's of events, receiving 5 star reviews along the way for their competence, knowledge and skills. In 2022, over 65 events were booked and managed by The Globe Trotter Team between May-October with 2023 already nearly fully booked.

With DIY weddings on the rise, it may be unclear what the role of the bar is when booking or even attending a wedding. As a team and the personal licence holders, The Globe Trotter is mostly left to their own devices, with a full responsibility to look after their team and everyone that is under that roof. Wedding bars are often seen as a 'club bar' where everyone's main purpose is to drink, so as you may come to guess, they can get a little out of hand from time to time. This is where The globe Trotter is proud of not only our trained teams on how to handle situations like this but also our company policy. We care greatly for the welfare of our team and customers and hold all responsibility for things getting out of hand. We take precautions with who we serve, whether that be that they may not look old enough, I.D is checked, or that they have maybe had too much to drink, we turn them away.

As a bar and bar owners, we would rather lose money and shut down an event bar, then continue in a harmful environment.



We have managed countless events on our own, in a venue that isn't ours, with 95% of the parties having over 100 people, some even over 200. This has been successfully done on a weekly basis and something we are fully experienced with.

The Globe Trotter holds a strong name within its industry, which is why it has been able to grow the way it has and has got to the point where bookings are now being turned down. This is all down to the team being fully adverse to their skills and being able to manage a successful business.

The Globe Trotter is where we started and will continue to grow this business. However DOXI. is our future. It is our expansion to further our careers and be known as excellent hosts and mixologists, because this is our true passion.

The DOXI. bottled cocktails are created by us, bottle by bottle. We sell out at events and deliver daily nationwide. Being stocked in local stores and nationwide it's become a successful business since lockdown hit and The Globe Trotter events were postponed for the whole year.

The DOXI. bottles are just the start, it always has been. Since 2018 the goal has been to always open our own space. However, we wanted to manage bars outside of this first to gain greater knowledge and experience away from the companies we previously worked with. 4 years later, we have successfully managed 100's of large events and have gained greater knowledge along the way.

With a huge passion for mixology, Amy has taken on creating DOXI.'s own menu for the bottles, coming up with unique and complex flavours, creating her own syrups, juices and Liqueurs and playing around with flavours and recipes. Of course we offer the classics but our DOXI. creations are our own, of which we are proud of.

Expanding on the menu each month and changing it to match the seasons. A Lot of time, testing and research goes into these menus to ensure the quality is continuously high. It isn't something that's done lightly, as we understand that this is our name attached to the brand, a brand that we care an unbelievable amount about. Since the bottles and DOXI. launched we have managed pop ups within the city to test out our Cocktail menus, these have sold out and have been extremely successful.

The DOXI. journey continues with opening its own space, the aim is to create a space for everyone, whether you're wanting a quiet drink from work, a catch up with friends or a nice spot for a date night. We note the word quite. We have no intention of making DOXI. a club bar, or a rowdy atmosphere, this has never been the vision for DOXI. We simply want a space where people can enjoy crafted drinks and local brands.

As a Norfolk owned business ourselves and having met a lot of great businesses over the years, our main focus of DOXI. is to create a community feel. Stocking local brands and inviting



them in for evenings to talk about their brands and their products. This is why working with The Alchemesita has presented us with the best opportunity.

Currently in the UK, pubs and bars are closing at a rate of 1 out of 3 a week. Many of these being a small business who simply can't keep up with the current times and difficulties we're facing in the current climate.

DOXI. is growing rapidly and even though this may be a difficult time to pursue opening a location, it's something we simply don't want to wait for.

Moving into The Alchemista and working under them and our name fits with our ethos, vision and situation perfectly. If there was any confusion about the move from our licence in that we would work in a similar way to the nearby competitors. This is quite simply not the case.

DOXI. within Alchemista will be table service only. If the seats are all taken, then we're fully booked. There will be no one allowed to stand and drink, we are not the venue for that and the space simply isn't there.

With such a limited capacity within The Alchemesita, it doesn't really warrant the need for security on the doors, however, this is something we could include if that's what makes people feel safe and supported with their concerns.

The music is for background noise, again we're opting for a relaxed, chilled atmosphere, not a club bar.

Regarding the off licence, we intend this only for our bottled cocktails, no other sales such as takeaway pints etc. Our bottled cocktails are for people that want to enjoy the bar experience in their own home.

Glassware is also not permitted anywhere other than inside the bar, so glassware outside is and will not be an issue for us or from us.

In reference to the staff, there may be 11 other positions in Norwich, however we hold the competitive hourly rate for such a job role. Not only this, as a company we provide free ongoing training, including our staff members gaining their own personal licence. This is to ensure all our staff are fully trained and well equipped to handle any situations and have the knowledge to do so. They will also attend training sessions to enhance their skills and to only better themselves within the industry.

Having experience in managing teams outside of our own business and for our business, we see the importance of bettering the team and have no issue in paying to do this. We are looking for someone to join us, stay with us and grow with us. This is extremely important to our business and will continue to be.

So losing this licence and the existing job role, with many others hopefully available in the soon future, we feel we would be a huge loss for Norwich's keen bartenders.



Finally, regarding the deliveries. For our bottled cocktails, we run this out of our own home and are currently moving into another unit, all postal deliveries will be run from here and not the shop, unless a customer decides to take one home with them after they've sat with us.

For stock deliveries, due to the limited customers we can have in at one time and working with Alchemista who will still be running as normal during the day, our stock levels will be low, therefore we will not be accepting large stock deliveries as we simply cannot store it. This will be done and taken in from our unit and brought in by us.

With our joint experience from managing 100's wedding/event bars, to what we want to achieve for DOXI, we are more than fully equipt. We want to step away from noisy, busy bars for DOXI. and move into something that is respectful and holds a great reputation for being so.

I hope that my explanation of what DOXI. is all about, goes some way to alleviate any fears of our presence within Alchemista. We are, of course, more than willing to present ourselves personally should that be necessary.



**Fuller, Maxine**

**From:** Amy Hargreaves  
**Sent:** 07 November 2022 11:23  
**To:** Fuller, Maxine  
**Subject:** Re: Premises licence application - Alchemista

CAUTION! This email originates from outside Norwich City Council.

Do not click on any links or open any attachments if you have any doubts about the email - please just delete the email.

Hello Maxine,

Hope you had a great weekend.

I'd like to put forward my own objections to the recent appeal of our application. Upon looking into the form sent over, there are a lot of personal attacks on myself and Steven and our two businesses which shouldn't really have an effect on a premise licence, especially with how untrue they are. Alongside this, 3 of the objections aren't actually correct with what we will be doing with the Alchemista, which I have listed below.

Finally, I believe there are meant to be 4 objections in order for this to move forward, however, there are only 3 listed. The 4th section is just copied and pasted with previous answers.

I have listed below our reasoning of why these objections don't relate to our business or our premises licence. For us, as a small business who have already turned down many Christmas events for our other mobile bar business to ensure that we are suitably equipped and staffed for December, delaying this will have such a serious and negative impact on our business.

We absolutely take concerns seriously, especially when it comes to the safety and wellbeing of our team and customers, however the points made are not related to our business, or the Alchemista so I don't see a reason why it should have to move further to a meeting.

**Prevent Crime and Disorder** - The comments in this section are about another business and their own clientele, so I'm unsure how this can go against our own licence and objectives. The other business is the complete opposite to our own and not something we are looking to be. They also have triple (or more) capacity than we do and their opening hours are 11-midnight whereas we are only 5-10pm, 11pm on Saturdays.

**Public Safety** - No glassware will be permitted outside the venue, so there will be no wastage or glass outside the building from our establishment.

Regarding the deliveries, we are working for the Alchemista and their existing team, therefore sharing their space and their existing stock. No deliveries will be taken at the shop as there simply isn't enough storage space within Alchemista so, we will be accepting all the bar related deliveries at our own unit and bringing it in ourselves when needed to. Therefore both of these statements aren't correct and do not relate to our business or licence.

Our own DOXI. deliveries are also sent off to local post offices from our own home, or picked up via a courier service, again from our home. So this is also unrelated as it won't be happening.

**The prevention of public nuisance** - As mentioned on our application, the music will be background noise to create a nice atmosphere, therefore, sound will not leak out. There will be no drinking permitted outside as we



will only be accepting table service which can be easily managed by our team with the amount of people that can be seated within the shop. We will not be a rowdy, loud environment, we will only be accepting table service and no standing and the venue can only seat 30 people, so our answers on the application fitted in with this alliance.

**To protect children from harm** - This section has just been copied and pasted repeating the previous answers, so there are not 4 full licensing objectives. The other 3 objectives I have pointed out above and explained that they don't actually relate to our business.

The other comments in this section are extremely personal towards myself and Steven, with very little knowledge of our two businesses. I don't believe personal thoughts should go against a premise licence without any evidence towards what has been said.

We run two successful businesses which has allowed us to progress with moving into Alchemista and have over a decade of experience, working with large parties and management, so these personal views are not only wrong but irrelevant.

Regarding the off-licence comment, we offer bottled cocktails, these will be available to take home to our customers once they leave or to purchase as a gift for someone, so that they too can enjoy a bar quality cocktail at home. We have lots of customers that are excited for our move and they enjoy being able to take home our DOXI. experience.

We will not be offering plastic cups for people to take a beer out with them and drink on the streets as mentioned in the objectors comments. This will simply not be allowed.

I look forward to hearing from you,

Amy

