



**NORWICH**  
City Council

## Notice of Determination

**Date of Hearing:** Thursday 17 November 2011

**Licence Type:** Application to vary a Premises Licence

**Name of Applicant:** The Original Bowling Company Limited of Valley  
Centertainment, Broughton Lane, Sheffield S9 2EP

**Postal Address of Premises (or description of premises):**

Hollywood Bowl, Wherry Road, Norwich NR1 1WZ

**Licensing Sub-Committee:**

Councillors George (Chair), Sands M and Jeraj

**List of Public Attending Committee**

None

**Determination –**

The Committee heard the application to vary a premises licence in respect of Hollywood Bowl, Wherry Road, Norwich NR1 1WZ ("the Premises").

Ian Streeter, the Licensing Manager, presented the Head of Citywide Services report to the Licensing sub-committee ("the Report").

The variation requested sought to extend the existing provision of regulated entertainment by adding: (1) live music (indoors); (2) recorded music via a DJ (indoors); (3) provision of facilities for making music (indoors); and (4) provision of facilities for dancing (indoors). The hours sought for the additional activities were Monday to Sunday 10:00 to 01:00 and the non-standard timings as listed at paragraph 1.3 of the Report.

In addition the application also sought to add an outside area adjacent to the application premises for the consumption of alcohol as indicated on the plan attached at Appendix B of the Report. This area would close at 23:00 hours.

The applicant proposed the following conditions in their operating schedule in order to promote the licensing objectives as result of the variation application: (1) Live music and recorded music will be kept at a reasonable level and will be switched off

at 01:00; and (2) Signs shall be displayed in prominent positions requesting that patrons are respectful of neighbouring residential properties and keep noise to a minimum when leaving the premises. In addition following discussions with Norfolk Constabulary and the Council's environmental protection section the applicant added the following conditions to their operating schedule: (3) The location of the outside area will be as shown on the plan submitted; (4) The outside area will only be used for the consumption of alcohol which will cease at 23:00; and (5) No sales of alcohol, regulated entertainment or late night refreshment will be permitted in the outside area.

The Committee heard from the following individuals who appeared on behalf of the applicant: (1) Rodney Trimble, Manager; and (2) Dave Smith, Internal Auditor.

The applicant did not have any questions on the Report.

Mr Smith started the applicant's presentation by providing a background of the company and confirming that the applicant had no intention of turning the Premises into a nightclub. Mr Trimble clarified that the applicant is not proposing to have live music or other regulated activities (except from the consumption of alcohol) in the outside area which some of the interested parties seem to think is the case. He added that the indoor live music would only be occasional and be provided to suit the request of party or corporate hire.

The Committee then asked the applicant a number of questions regarding the application including: how the outside area was to be accessed by customers; how the applicant will ensure that customers do not consume alcohol off the premises; whether the area would be seated; if smoking would be allowed in the area; and what the applicant meant by stating that live music would be played at "a reasonable level". In response the applicant provided the respective answers in reply: the area would be accessed either end via the 2 sets of doors; the area will be serviced by staff and at peak periods door supervisors will patrol the area and on Norwich City F.C. match days a plastiglass only policy will be in operation; the outside area will be a non-smoking, seating only area and have a capacity of 32; the noise level will be set at the first event when a Health and Safety officer will be present. Cllr George raised concern that the piazza area could become overcrowded when the outside area is in operation and bungee or other events are taking place. Mr Trimble said that they had spoken with the landlord and agreed that when such events are taking place in the piazza (the landlord allows 8 events per annum) the outside area would not be used. Mr Trimble said the representations from the Odeon cinema related to the previous version of the application when the outside area was in a different position.

#### **The Committee's decision:**

<p>The Committee granted the application subject to the conditions agreed to between the applicant and Norfolk Constabulary and the Council's environmental protection section. In addition the following conditions were imposed: (1) When regulated entertainment takes place all doors and windows to be closed except for access and egress of the Premises; (2) Noise from live and recorded music to be set at a level so as not to cause nuisance to the nearest noise sensitive premises (including both commercial and residential premises); (3) When</p>
---

Norwich City F.C. have a home match no glassware or glass bottles to be used from 2 hours before the match starts, during the match, and until 2 hours after the match has finished; (4) Staff to request customers consuming alcohol outside the premises to return the premises; and (5) 2 SIA door supervisors shall be on duty at the Premises on Fridays and Saturdays from 1900 until the Premises closes and in addition when Norwich City F.C. have a home match 2 SIA door supervisors shall be on duty from 2 hours before the match starts, during the match, and until 2 hours after the match has finished.

### **Right of a Party to appeal against the determination of the Authority**

For your information, applicants and any person who has submitted a relevant representation, or submitted an objection notice, who is aggrieved by the decision, or the imposition of any term, condition or restriction, have a right of appeal to the Magistrates' Court within 21 days of the date on which they are notified of the decision.

Dated this 21<sup>st</sup> November 2011