



Licensing Department  
Maidstone House  
King Street  
Maidstone  
Kent  
ME15 6JQ



## APPENDIX A

**Application for the grant, renewal or transfer of a Sex Establishment licence pursuant to:-**  
Local Government (Miscellaneous Provisions) Act 1982 Schedule 3  
Policing and Crime Act 2009 Section 27

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### PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

#### Data Protection

Maidstone Borough Council is the Data Controller.

Your personal information will be held and used in accordance with the requirements of the Data Protection Act 1998.

We will use the information you have provided in connection with the administration of Licensing. We may lawfully disclose information to other public sector agencies to:

- prevent or detect fraud and any other crime;
- support national fraud initiatives;
- protect public funds;
- progress your request for service.

We may also use basic information about you, e.g. name and address, in other areas of service provision at Maidstone Borough Council if this:

- helps you to access our services more easily;
- promotes the more efficient and cost-effective delivery of services;
- helps us to recover monies that you owe us.

We will not use personal information in any way that may cause detriment.

#### Completing the Application Form

If you are completing this form by hand, please write legibly in black ink. Use additional sheets if necessary (marked with the number of the relevant question) you may wish to keep a copy of the completed form for your records.

#### IMPORTANT NOTES

- (1) All questions must be answered, save where otherwise stated. If relevant questions are not answered, the application will be deemed incomplete and returned to the Applicant.
- (2) Any person who, in connection with an application for a grant, renewal or transfer of a sex establishment licence makes a false statement which he knows to be false in any material respect of which he does not believe to be true is guilty of an offence and liable on summary conviction to a fine not exceeding £20,000.
- (3) Please send the completed application form to Licensing Department, Maidstone Borough Council at the address at the top of this page.

# APPENDIX A

**MAIDSTONE BOROUGH COUNCIL**  
**LOCAL GOVERNMENT (MISCELLANEOUS PROVISIONS) ACT 1982 SCHEDULE 3**  
**POLICING AND CRIME ACT 2009 SECTION 27**  
**APPLICATION FOR A GRANT/RENEWAL/TRANSFER (DELETE AS APPLICABLE) OF A**  
**LICENCE TO USE ANY PREMISES, VEHICLE, VESSEL OR**  
**STALL AS A SEX ESTABLISHMENT**

**A. APPLICANT DETAILS:**

<b>1.</b>	Is the application being made by:-	Tick or enter where appropriate:												
	(a) An individual? <b>Please go to question 2</b>													
	(b) A Company or other Body Corporate? <b>Please go to question 4 &amp; 5</b>													
	(c) A Partnership or other unincorporated body? <b>Please answer questions 3 &amp; 5</b>													
<b>2.</b>	If the applicant is an individual please give the following information:-													
	(a) Full name of the applicant.	JAMES ELLIOTT PEMBLE												
	(b) If the applicant has ever been known by a different name, please state the former name. <b>Please go to question 5</b>	N/A												
<b>3.</b>	If the applicant is a Company or other corporate body please give the following information:-													
	(a) The name of the Applicant?													
	(b) Where is the Applicant registered?													
	(c) What is the registered number of the Applicant?													
	(d) Has the Applicant previously been known by any and if so what name?													
	(e) Has the Applicant:	<table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th style="width: 50%;"></th> <th style="width: 10%;">YES</th> <th style="width: 10%;">NO</th> </tr> </thead> <tbody> <tr> <td>• Ever been convicted of a criminal offence?</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>• Ever had a grant or renewal of a sex establishment licence refused or a sex establishment licence revoked?</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> <tr> <td>• Ever been served with a winding up petition?</td> <td style="text-align: center;"><input type="checkbox"/></td> <td style="text-align: center;"><input type="checkbox"/></td> </tr> </tbody> </table>		YES	NO	• Ever been convicted of a criminal offence?	<input type="checkbox"/>	<input type="checkbox"/>	• Ever had a grant or renewal of a sex establishment licence refused or a sex establishment licence revoked?	<input type="checkbox"/>	<input type="checkbox"/>	• Ever been served with a winding up petition?	<input type="checkbox"/>	<input type="checkbox"/>
	YES	NO												
• Ever been convicted of a criminal offence?	<input type="checkbox"/>	<input type="checkbox"/>												
• Ever had a grant or renewal of a sex establishment licence refused or a sex establishment licence revoked?	<input type="checkbox"/>	<input type="checkbox"/>												
• Ever been served with a winding up petition?	<input type="checkbox"/>	<input type="checkbox"/>												
If the answer to any of these questions is Yes, provide full details.														
	(f) What are the names of the Applicant's Directors and Company Secretary.													

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(g) Are there persons responsible for the management of the Applicant other than the Directors and the Company Secretary? If so, state their names.

(h) State the names of all persons with a shareholding greater than 10% in the Applicant.

(i) Is the Applicant a wholly owned subsidiary of another company or corporate body? If so state the name, place of registration and identity of its Directors and Company Secretary.

**Please go to question 5**

**4.** If the applicant is a partnership or other unincorporated body please give the following information:-

(a) The name of the Applicant.		
(b) The name of the Applicant's partners.		
(c) Are there persons responsible for the management of the Applicant other than the partners? If so, state their names		
(e) Has the Applicant ever had a grant or renewal of a sex establishment licence refused or a sex establishment licence revoked?	<b>YES</b>	<b>NO</b>
	<input type="checkbox"/>	<input type="checkbox"/>

If the answer is Yes, provide full details.

**Please go to question 5**

**5.** Does the Applicant have a trading name different from that given in answer to questions 2, 3 or 4 above?

If so, state the trading name.

PLAYERS

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6. What is the Applicant's trading address?

PLAYERS 57, HIGH STREET, MAIDSTONE, KENT ME14 1SY

7.	YES	NO
Will the business for which a licence is sought be carried on for the benefit of a person other than the Applicant?		X

If the answer is Yes, state the name of such person(s). If such person(s) are a company or other corporate body state their place of registration and registered number, and the identity of all Directors, the Company Secretary, and those with a greater than 10% shareholding.

8. Does the Applicant operate any other sex establishments, whether licensed or not?

If so, state the name, address and type of sex establishment (e.g. sex cinema, sex shop, sexual entertainment venue) of each.

THE APPLICANT DOES NOT OPERATE ANY OTHER SEX ESTABLISHMENTS

9.	YES	NO
For each of the individuals named in the answers to Questions 2, 3, 4, 7 and 8, please confirm that the form at Annex A to this application has been completed and submitted as part of this application.	X	

**B. THE PREMISES, VEHICLE VESSEL OR STALL TO BE THE SUBJECT OF A LICENCE**

**10.** Is the application in respect of:-

(a) Premises	PLAYERS
(b) Vehicle	
(c) Vessel	
(d) Stall	

**11.** Answer only where the application is for a vehicle, vessel or stall

Where is it proposed to use the vehicle, vessel or stall?

**12** Answer only where the application is for a premises

What is the full address of the premises for which a licence is sought?  
 PLAYERS GENTLEMEN'S CLUB, 57, HIGH STREET, MAIDSTONE, KENT ME14 1SY

**13.** **YES**      **NO**

(a) Is the whole of the premises to be used as a sex establishment?	<b>X</b>	
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(b) If not, state the use of the remainder of the premises

(c) State the names of those who are responsible for managing the remainder of the premises.

**14.** (a) State the nature of the Applicant's interest in the premises, vehicle, vessel or stall, e.g. owner, lessee, sub-lessee.

LEASEHOLDER AND DESIGNATED PREMISES SUPERVISOR

(b) If the Applicant is a lessee or sub-lessee, state:  
(i) the name and address of the landlord; ADMIRAL TAVERNS (NEVADA) LTD,  
150, ALDERSGATE STREET,, LONDON EC1A 4EJ

(ii) the name and address of the superior landlord (if any);

(iii) the amount of the annual rental; £15,600

(iv) the length of the unexpired term 19 YEARS

(v) the length of notice required to terminate the tenancy - The Tenancy will terminate on 29<sup>th</sup> April 2030. If the tenant is in breach of the terms of the lease the landlord can terminate the lease forthwith. The Tenant cannot assign his interest in the property without the landlord's prior written consent.

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(a) State the current use of the premises.

A LAP DANCING AND POLE DANCING CLUB

AS THIS APPLICATION IS PROGRESSING UNDER CONVERSION PROVISIONS THE RULES RELATING TO NEW APPLICATIONS DO NOT APPLY AS THERE IS NO CHANGE OF USE FROM WHAT HAS BEEN IN PLACE FOR MANY YEARS

YES	NO
<input type="checkbox"/>	<input type="checkbox"/>

(b) Is there a planning permission for the use of the premises, vehicle, vessel or stall as a sex establishment?

(c) If so, state the date of the planning permission.

(d) If not, state whether and why the use as a sex establishment is lawful, e.g. because there is a certificate of lawful use, giving full details.

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(a) Are the premises, vehicle, vessel or stall licensed under any other Act, e.g. the Licensing Act 2003? Provide full details including the name of any Designated Premises Supervisor.

LICENSING ACT 2003 – JAMES ELLIOTT PEMBLE - DPS

(b) Does the Applicant intend to obtain a licence under any other Act or to apply to vary any existing licence under any other Act? If so, provide full details.

YES	NO
	X
X	

(c) Does the Applicant intend to operate the sex establishment in conjunction with any other licence? If so, provide full details.

IN CONJUNCTION WITH THE PREMISES LICENCE TO SELL ALCOHOL AND PROVIDE LATE NIGHT REFRESHMENT

17.

a) Is each customer access to the premises, vehicle, vessel or stall:

- Directly from the street or a public thoroughfare?
- From other premises? If so where from.

YES	NO
X	

if from other premises, provide full details.

(b) Is each customer access from the street to be supervised at all times the premises are open to the public?

YES	NO
X	

If the answer is No give full details of proposed door control and supervision.

(c) State whether all door supervisors are to be licensed with the Security Industry Authority.

YES	NO
X	

18.

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Are the premises, vehicle, vessel or stall so constructed or adapted and laid out as to permit access to, from and within the premises (including WC facilities) for members of the public who are disabled?

YES	NO
X	

If the answer is No, state the Applicant's proposals for affording such access.

19.

(a) Are the premises, vehicle, vessel or stall being used as a sex establishment at the date of this application?

YES	NO
X	

(b) If the answer is yes, state the name and address of the person or body now operating the business.

JAMES ELLIOTT PEMBLE

## C. THE BUSINESS

20.

Under what name will the business be known?

PLAYERS GENTLEMEN'S CLUB

21.

Is the application in respect of:

a. A sex shop?

h. A sex cinema?

c. A sexual entertainment venue?

22.



Has the Applicant entered into any agreement (whether written or oral) in connection with the business, other than a tenancy agreement or lease, for example, a management agreement, partnership agreement or profit share arrangement? If so, provide full details together with a copy of any such agreement.

NO

**23.**

Give the name and addresses of any lenders, mortgagees or others providing finance with the full terms of such agreements.

NONE

**24.**

Is the business required to purchase merchandise from a particular person or body? If so provide full details.

ADMIRAL TAVERNS – BOTTLED BEER AND DRAUGHT BEER

**D. MANAGEMENT OF THE BUSINESS**

**25.**

(a) State the identity of the person who will be responsible for the day to day management of the business at the premises, vehicle, vessel or stall ('the Manager').

JAMES ELLIOTT PEMBLE

(b) Confirm that the Manager will be based at the premises, vehicle, vessel or stall and that management of the business there will be his/her sole and exclusive occupation.

THE MANAGER IS BASED AT THE PREMISES VIRTUALLY EVERY NIGHT IT IS IN OPERATION, BECAUSE IT IS AN EVENING ONLY BUSINESS HE DOES RUN A DAYTIME BUSINESS.

## APPENDIX A

(c) Which person(s) will be responsible for the day to day management of the business in the absence of the Manager ('the Relief Manager(s)')?

ADAM THOMPSON – DEPUTY MANAGER

(d) Confirm that the Deputy Manager(s) or one of them will be based at the premises full-time in the absence of the Manager.

CONFIRMED

(e) For each of the Manager and Deputy Manager(s), confirm that the form at Annex A to this application has been completed and submitted as part of this application.

CONFIRMED

26.

**This question need not be answered in the case of renewals**

Give details of the times during which it is proposed to open the business.

19.00 – 02.00 – MONDAY to SUNDAY INCLUSUVE – ON NEW YEARS EVE – 19.00 -03.00  
Days of the week

AS ABOVE  
Hours of the day

7 HOURS – 8 HOURS ON NEW YEARS EVE

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State proposals in respect of exterior signage and advertising, including the nature, content and size of such signage, and any images to be used.  
Please note that a plan of the exterior showing such signage and advertising is required to be submitted with this application.

THE ONLY SIGNAGE IS THE NAME AS DISPLAYED ON THE PREMISES AS EXISTING. IT IS NOT PROPOSED TO CHANGE THAT. CURRENT ADVERTISING ON SITE WILL REMAIN UNCHANGED.

28.

(1) What steps are to be taken to prevent the interior of the premises being visible to passers-by?

THE WINDOWS ARE BLACKED OUT AND A BAFFLED INTERNAL LOBBY PREVENTS SIGHT INTO THE CLUB WHEN THE DOOR OPENS.

(2) What if any window displays are to be exhibited? Please indicate the size and nature of any intended display.

NONE

29.

State any proposals for solicitation of business in public areas, e.g. through fliers, business cards, billboard advertising, personal solicitation or advertising on motor vehicles.

CURRENTLY A BILLBOARD IS PUT OUT AT THE FRONT OF THE PREMISES AT THE MOMENT WHEN THE PREMISES ARE OPEN.

CURRENTLY FLIERS ARE DISTRIBUTED IN THE TOWN DURING THE OPERATIONAL HOURS

30.

State what age restrictions are to be applied in respect of admissions, and how are these to be enforced. In answering, state what forms of identity will be accepted and whether it is proposed to use electronic identification systems. For sex shops provide details of arrangements for preventing proxy sales.

NO PERSON UNDER THE AGE OF 18 IS ALLOWED ON TO THE PREMISES.

CHALLENGE 25 IS APPLIED BY THE DOOR STAFF

31.

State the arrangements for CCTV and for retention of recordings. In answering, state whether all public areas are to be covered by CCTV at all times the business is open and whether the feed from all cameras will be recorded

A SYSTEM APPROVED BY THE POLICE IS IN USE, RECORDINGS ARE KEPT FOR 31 DAYS.

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**Answer only where the application is for a sexual entertainment venue**

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(1) State whether the proposal is for full nudity.

YES	NO
X	

(2) Give full details of the nature of the entertainment, e.g. lap- dancing, pole dancing, stage strip-tease.

LAP DANCING AND POLE DANCING

(3) State what if any separation between performers and audience is proposed, e.g. performers on stage, 1 metre, no contact or full contact.

ON THE GROUND FLOOR THERE ARE PERFORMERS ON STAGE, THERE IS A NO TOUCHING RULE AND CUSTOMERS AND PERFORMERS REMAIN 2' APART.

DIFFERENT RULES APPLY AS SET OUT IN PARA 4 BELOW FOR THE FIRST FLOOR AREA

(4) State whether arrangements are proposed for private booths or areas. If so, provide full details, including proposals for supervision of such areas.

PRIVATE DANCING TAKES PLACE IN THE FIRST FLOOR AREA. THE PERFORMER IS ALLOWED TO TOUCH THE CUSTOMER BUT THE CUSTOMER IS NOT ALLOWED TO TOUCH THE PERFORMER. THE AREA IS STRICTLY SUPERVISED BY A DOOR SUPERVISOR CONSTANTLY MONITORING THE CCTV THAT COVERS THE ROOM AND WILL INTERVENE IF THERE IS A BREACH OF THE RULES.

33.

### **This question need not be answered in the case of renewals**

(1) State proposals for preventing nuisance to residents and businesses in the locality.

THE PREMISES HAVE OPERATED AS A LAP DANCING AND POLE DANCING CLUB SINCE MR PEMBLE BECAME THE LEASEHOLDER OWNER BUT TO THE APPLICANT'S KNOWLEDGE WERE OPERATED AS A GENTLEMEN'S CLUB FOR A PERIOD OF ABOUT 11 YEARS PRIOR TO HIM TAKING OVER. BECAUSE OF THE HOURS OF THE OPERATION, ITS LOCATION AND THE NATURE OF THE CLIENTELE ATTENDING THE PREMISES THERE HAVE BEEN NO REPORTED INCIDENTS OF NUISANCE AND IT IS NOT ANTICIPATED THAT THIS WOULD BECOME AN ISSUE IF THE LICENCE WAS ISSUED UNDER THE NEW LEGISLATION.

(2) State proposals for promoting public safety

THERE IS STRICT ADHERENCE TO EXISTING LEGISLATION INCLUDING COMPLIANCE WITH RISK ASSESSMENTS UNDER FIRE REGULATORY REFORM ACT AND EXISTING HEALTH AND SAFETY LEGISLATION

(3) State proposals for preventing crime or disorder

THE PREMISES COMPLY WITH LICENSING OBJECTIVES, HAVE STRICT HOUSE RULES, WHICH ALL PERSONS ATTENDING THE PREMISES ARE REQUIRED TO COMPLY WITH – THERE IS A ZERO TOLERANCE POLICY TO CRIME AND DISORDER

(4) State proposals for protecting children from harm

NO PERSON UNDER 18 IS ALLOWED ONTO THE PREMISES. THE NATURE OF THE OPERATION IS AND HAS BEEN KEPT DISCREET FOR MANY YEARS. THE HOURS OF THE OPERATION ARE DESIGNED TO MEET THE CRITERIA.

(5) Set out the Applicant's system for checking the age and right to work in the UK for all employees.

CHECK ID AND REQUIRE UK NATIONAL INSURANCE NUMBER BEFORE AGREEING TO GRANT A CONTRACT

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6) For sexual entertainment venues, set out the system for training all staff in the Code of Practice for performers, and for monitoring and enforcing compliance.

**Note, the Code of Practice must be attached to this form.**

SEE RULES ATTACHED

(7) For sexual entertainment venues, set out the system for notifying customers of the Rules for Customers, and for monitoring and enforcing compliance.

**Note, the Rules for Customers must be attached to this form.**

SEE RULES ATTACHED

(8) For sexual entertainment venues, set out the system for monitoring compliance with the venue's Policy for Welfare of Performers.

**Note, the Policy for Welfare of Performers must be attached to this form.**

SEE POLICY ATTACHED

Set out any further information which you wish the authority to take into account. Include here any proposed conditions (you may attach a schedule of such conditions) or any reason relied upon to provide an exception to the authority's Sex Establishment Licensing Policy.

SEE PRESENTATION WITH PHOTOGRAPHS ATTACHED

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Is there any information on this form which you do not wish to be seen by members of the public? If so, state which information and the reasons why you do not wish it to be seen.

FINANCIAL AND PERSONAL DETAILS OF THE APPLICANT OR THE DEPUTY MANAGER BECAUSE THEY ARE CONFIDENTIAL.

**APPLICANT CONTACT DETAILS**

Please give the contact details which you would like used for the purposes of this application

Name                   STEPHEN THOMAS LAW SOLICITORS  
 Organisation   STEPHEN THOMAS LAW SOLICITORS  
 Address           8, GRASSMERE, WEST MALLING, KENT ME19 5QP  
 Telephone Number 01732 321114  
 Mobile Number   07774 612651  
 Fax Number       01732 321078  
 E-mail address   st@stephenthomaslaw.co.uk

**APPLICANTS ARE WARNED THAT ANY PERSON WHO, IN CONNECTION WITH AN APPLICATION FOR THE GRANT, RENEWAL OR TRANSFER OF A LICENCE MAKES A FALSE STATEMENT WHICH HE KNOWS TO BE FALSE IN ANY MATERIAL RESPECT, OR WHICH HE DOES NOT BELIEVE TO BE TRUE, IS GUILTY OF AN OFFENCE AND LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING TWENTY THOUSAND POUNDS (£20,000).**

**F. SIGNATURE AND DECLARATION**

The following declaration must be signed in all cases:

- a. If the Applicant is an individual, by that individual;
- b. If the Applicant is a partnership, by all individuals who are partners;
- c. If the Applicant is a company, by a director or the company secretary;
- d. In any other case, by a duly authorised officer of the Applicant.

Should the information provided in relation to this application form cease to be correct, or if there are any changes in the information provided in the application form between the date the application is submitted and the date it is determined, the Applicant must advise the licensing authority immediately. Failure to do **SO** may result in any licence issued being revoked.

I/we certify to the best of my/our knowledge and belief that the information given in this application is complete and correct in every respect.

I/we agree to notify the Council should any of the information given in this application change.

<b>Name</b>	<b>JAMES ELLIOTT PEMBLE</b>
<b>Position in organisation</b>	<b>LESEHOLD OWNER AND DPS</b>
<b>Date</b>	<b>26<sup>th</sup> OCTOBER 2011</b>
<b>Signature</b>	