

APPLICATION FOR A PREMISES LICENCE TO BE GRANTED
UNDER THE LICENSING ACT 2003

If you wish to make any representations in relation to this application, please do so in writing before midnight on Monday 6th July 2026 to the following address:

London Borough of Croydon
Sustainable Communities Department, Licensing Team,
3rd Floor, Zone B
Bernard Weatherill House
8 Mint Walk
Croydon, CR0 1EA

Or By Email to: licensing@croydon.gov.uk

Please note - an applicant has the right to know the name and address of any person making representations, so they can assess from a fairness point of view, if the person is genuinely likely to be affected by the licensable activities if the application is granted as applied for. Therefore, you must supply your name and address when making any representations. Please contact the Licensing Team should you wish to discuss this at licensing@croydon.gov.uk

It is an offence to knowingly or recklessly make a false statement in connection with an application. The maximum fine on summary conviction for such an offence is unlimited.

New Premises Licence

Premises Details

Business/Premises Name *

NORBURY PARK, THE PAVILION

Premises Address *

NORBURY PARK GREEN LANE NORBURY LONDON
SW16 3LZ

Telephone number at premises (if any)

N/A

Non-domestic value of premises. *

£ 0

Applicant Details

I/We apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 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.

Please state whether you are applying for a premises licence as:

a person other than an individual - as a limited company/
limited liability partnership

Applicant Details

If you are applying as a person described in one of the above please confirm: *

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

Other Applicant (Non Individual)

Name *

VM FINANCE LTD

Registered Address *

Address line 2

Address line 3

Other Applicant (Non Individual)

Town/City *

County

Postcode *

Registered Number (where applicable)

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

Telephone Number *

Email *

Operating Schedule

When do you want the premises licence to start? *

23/08/2026

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

23/08/2026

Please give a general description of the premises. *

The Pavilion, Norbury Park. Alcohol will be sold in a designated tent on site which will be identified in the Event Management Plan

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

Operating Schedule

What licensable activities do you intend to carry on from the premises? * (Please see sections 1 and 14 of the Licensing Act 2003 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment, late night refreshment or supply of alcohol (please read guidance note 2) *

a) Plays

b) Films

c) Indoor Sporting Events

Operating Schedule

- d) Boxing or Wrestling
- e) Live Music
- f) Recorded Music
- g) Performances of Dance
- h) Anything of a similar description falling under Music or Dance
- i) Provision of Late Night Refreshment
- j) Supply of Alcohol

f) Recorded Music Standard Times

Standard days and timings, where you intend to use the premises for the performance of recorded music. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *	Sunday
	12:00
	21:00

f) Recorded Music

Will the playing of recorded music take place indoors or outdoors or both? (please read guidance note 3) *	Indoors
Please provide further details.(please read guidance note 4)	A designated area will be fenced where the event is taking place.
State any seasonal variations for the playing of recorded music. (please read guidance note 5)	N/A
Please state any non-standard timings, where you intend to use the premises for the performance of recorded music	N/A

f) Recorded Music

at different times from the Standard days and times listed?
(please read guidance note 6)

g) Performances of Dance Standard Times

Standard days and timings, where you intend to use the premises for the performance of dance. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

g) Performances of Dance

Will the performances of dance take place indoors or outdoors or both? (please read guidance note 3) *

Please provide further details. (please read guidance note 4)

State any seasonal variations for the performances of dance. (please read guidance note 5)

Please state any non-standard timings, where you intend to use the premises for the performance of dance at different times from the Standard days and times listed? (please read guidance note 6)

h) Anything of a similar description falling under Music or Performances of Dance Standard Times

Standard days and timings, where you intend to use the premises for anything of a similar description falling under music or dance. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

h) Anything of a similar description falling under Music or Dance

h) Anything of a similar description falling under Music or Dance

Please give a description of the type of entertainment you will be providing.

Improv family karaoke and dance competitions.

Will the entertainment take place indoors or outdoors or both?(please read guidance note 3) *

Indoors

Please provide further details.(please read guidance note 4)

Within the fenced area in the park.

State any seasonal variations for the entertainment.(please read guidance note 5)

N/A

Please state any non-standard timings, where you intend to use the premises for entertainment at different times from the Standard days and times listed? (please read guidance note 6)

N/A

j) Supply of Alcohol Standard Times

Standard days and timings, where you intend to use the premises for the supply of alcohol. (please read guidance note 7)*
Please enter times in 24hr format (HH:MM)

Day *

Sunday

12:00

21:00

j) Supply of Alcohol

Will the supply of alcohol be for consumption on premises or off premises or both? (please read guidance note 8) *

On Premises

Is the premises used exclusively or primarily for supply of alcohol for consumption on the premises? *

Yes

State any seasonal variations for the supply of alcohol. (please read guidance note 5)

N/A

Please state any non-standard timings, where you intend to use the premises for the supply of alcohol at different times from the Standard days and times listed?(please read guidance note 6)

N/A

Designated Premises Supervisor

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form)

Title *

Mrs

Designated Premises Supervisor

First name *

Josephine

Surname *

Williams-Brown

Street address *

Town/City *

County

Postcode *

Personal Licence Number (if known)

Issuing Licensing Authority (if known)

Adult Entertainment

Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 9). *

N/A

Opening Hours Standard Times

Standard days and timings, where the premises are open to the public. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Sunday

12:00

21:00

Opening Hours

Opening Hours

State any seasonal variations. (please read guidance note 5)

N/A

Please state any Non-standard timings, where you intend the premises to be open to the public at different times from the Standard days and times listed? (please read guidance note 6)

N/A

Licensing Objectives

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

a) General - all four licensing objectives (b, c, d and e) (please read guidance note 10)

Briefings for staff and contractors will cover local area familiarity, minimising resident disturbances, handling security incidents, and working with police on prohibited item encounters. Engagement with the local community and ward councillors is planned to maintain open communication and address any concerns.

b) The prevention of crime and disorder *

Briefings for staff and contractors will cover local area familiarity, minimising resident disturbances, handling security incidents, and working with police on prohibited item encounters. Engagement with the local community and ward councillors is planned to maintain open communication and address any concerns.

c) Public safety *

To address violence against women and girls, a Vulnerable People Training Package provided by the Police will be mandatory for all staff, contractors, and vendors. SIA trained security personnel will be present to ensure a safe environment. Alcohol consumption will be restricted to within the event perimeter, and security will ensure that all drinks are disposed of before attendees exit Norbury Park.

d) The prevention of public nuisance *

Trained traffic wardens/security will be hired to guide attendees to park in designated areas within Norbury Park, avoiding disruption to local residents. Toilets and waste bins will be strategically placed in the park. This arrangement aims to contain litter and urination within the park in approved areas. Additionally, SIA-trained security personnel will be stationed in these specific locations for added safety and order.

e) The protection of children from harm *

Individuals under 16 will not be permitted without an accompanying adult at the event. SIA trained security will check IDs at all entry points of Norbury Park to verify attendees are genuine ticket holders. SIA security staff will also monitor the areas outside the park perimeter for any suspicious activities and will maintain contact with the police and event organisers to report any concerning behaviour.

Declarations

Declarations

Declaration Type *

Sole Applicant - Individual or Other

Declarations

I have uploaded a copy of the plan of the premises. I have uploaded a copy of the consent form completed by the individual I wish to be designated premises supervisor, if applicable. I understand I must now advertise my application. I understand that if I do not comply with the above requirements my application will be rejected. Applicable to all individual applicants, including those in partnership which is not a limited liability partnership, but not companies or limited liability partnerships I have included documents demonstrating my entitlement to work in the United Kingdom (please read note 15)

IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT '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.

Signature/Declaration of applicant or applicant's solicitor or other duly authorised agent (see Guidance Note 11 & 12). If signing/applying on behalf of the applicant, please state your name and in what capacity you are authorised to sign/apply. When submitting an on-line application form the 'Declaration made' checkbox must be selected.



I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).



The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15).

Full Name *

VM FINANCE LTD

Date *

03/06/2026

Capacity *

Applicant



Declaration made

Do you wish to provide alternative correspondence details? *

Yes

Alternative Correspondence

Alternative Correspondence

Please provide Contact Name and postal address for correspondence associated with this application.

Title	<input type="text" value="Ms"/>
First name	<input type="text" value="Donna"/>
Surname	<input type="text" value="Brown"/>
Street address *	<input type="text"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/City *	<input type="text"/>
County	<input type="text"/>
Postcode *	<input type="text"/>
Telephone Number *	<input type="text"/>
Email *	<input type="text"/>

Email confirmation

On submission an email confirmation will be sent using the details below

Forename	<input type="text" value="Donna"/>
Surname /Company Name	<input type="text" value="Brown"/>
Email *	<input type="text"/>
Telephone	<input type="text"/>