

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 Thursday 24th September 2026 to the following address:

London Borough of Croydon
Licensing Team
Place
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 *	AFC CROYDON ATHLETIC 2023 LTD
Premises Address *	NORWOOD FOOTBALL CLUB MAYFIELD ROAD THORNTON HEATH CR7 6DN
Telephone number at premises (if any)	
Non-domestic value of premises. *	£ 12000

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 *	AFC CROYDON ATHLETIC 2023 LTD
Registered Address *	10a High Street
Address line 2	
Address line 3	

Other Applicant (Non Individual)

Town/City *	Chislehurst
County	
Postcode *	BR7 5AN
Registered Number (where applicable)	14792901
Description of applicant (for example partnership, company, unincorporated association, etc) *	Limited Company
Telephone Number *	
Email *	

Operating Schedule

When do you want the premises licence to start? *	19/09/2026
If you wish the licence to be valid only for a limited period, when do you want it to end?	
Please give a general description of the premises. *	AFC Croydon Athletic Sports Ground (Mayfield Stadium) is a football stadium and sports ground comprising a spectator stand, clubhouse/function room, and associated bar area, used for football matches, club functions, and private hire events.
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

Operating Schedule

- ☐
- c) Indoor Sporting Events

☐☒☒☐☐☐☒

e) Live Music Standard Times

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

Day *

Monday to Thursday

12:00

00:00

e) Live Music Standard Times

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

Day *

Friday to Saturday

12:00

e) Live Music Standard Times

00:30

e) Live Music Standard Times

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

Day *

Sunday

12:00

23:00

e) Live Music

Will the Performance of Live Music take place indoors or outdoors or both? (please read guidance note 3) *

Both

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

Indoor performances take place within the clubhouse/function room. Outdoor performances (e.g. PA/tannoy music, pitch-side announcements, and occasional live music for club events) take place within the stadium grounds, contained within the site boundary.

State any seasonal variations for the Performance of Live Music. (please read guidance note 5)

None

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

None

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 *

Monday to Thursday

11:00

00:00

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 *

Friday to Saturday

11:00

00:30

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

23:00

f) Recorded Music

Will the playing of recorded music take place indoors or outdoors or both? (please read guidance note 3) *

Both

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

Indoor recorded music is played within the clubhouse/ function room. Outdoor recorded music (e.g. matchday PA/tannoy announcements and background music) is played within the stadium grounds, contained within the site boundary.

State any seasonal variations for the playing of recorded music. (please read guidance note 5)

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

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)

j) Supply of Alcohol Standard Times

Day *	Monday to Thursday
	12:00
	00:00

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 *	Friday to Saturday
	12:00
	00:30

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
	23:30

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? *	No
State any seasonal variations for the supply of alcohol. (please read guidance note 5)	None
Please state any non-standard timings, where you intend to use the premises for the supply of alcoholat different	None

j) Supply of Alcohol

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

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 *	Mr
First name *	Alan
Surname *	Powell
Street address *	
Town/City *	
County	
Postcode *	
Date of Birth *	
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). *	None
---	------

Opening Hours Standard Times

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 *	Monday to Thursday
	09:00
	00:00

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 *	Friday to Saturday
	09:00
	00:30

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
	09:00
	23:30

Opening Hours

State any seasonal variations. (please read guidance note 5)	None
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)	None

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)

The premises licence holder and DPS will operate the following measures to promote the licensing objectives: A CCTV system is installed and maintained to cover the entrance/exit and internal areas of the premises, with recordings kept for a minimum of 31 days and made available to Police or Council Officers on request. All staff involved in the sale of alcohol receive regular training, supervised by the DPS, covering the Licensing Act 2003 and conflict management, with training records kept on site and refresher training given at least every six months. An age verification policy is in place requiring individuals who appear to be under 18 to produce photographic ID bearing their date of birth before being served alcohol. Non-alcoholic drinks are available for sale at all times when alcohol is being sold. Contact details for local taxi companies are displayed at the premises, and customers are encouraged by signage and verbal request to be collected from the licensed premises rather than from Mayfield Road. For private functions involving a DJ and non-members, bookings require at least 7 days' notice, and photo ID plus proof of address is taken and retained, available to Police or Council Officers on request. The premises licence holder will comply with any reasonable request from the Metropolitan Police in relation to the prevention of crime and disorder

b) The prevention of crime and disorder *

The following steps will be taken to promote the prevention of crime and disorder: A CCTV system is installed and maintained to the reasonable requirements of the Metropolitan Police, covering the entrance/exit and internal areas of the premises. Recordings are kept for a minimum of 31 days and made available to Police or Council Officers on request. A head and shoulders image to identification standard is recorded of anyone entering the function room. All staff involved in the sale of alcohol receive regular training, supervised by the DPS, in the Licensing Act 2003 and conflict management, with refresher training given at least every six months and records kept on site. No supply of alcohol is permitted for a price below the permitted price (as defined by the mandatory conditions under the Licensing Act 2003), preventing irresponsible pricing that could encourage disorder. For private functions involving a DJ and non-members, bookings require at least 7 days' notice, and photo ID plus proof of address is taken and retained on site, available to Police or Council Officers on request. The premises licence holder will comply with any reasonable request from the Metropolitan Police in relation to the prevention of crime and disorder.

c) Public safety *

The following steps will be taken to promote public safety: Fire safety measures are in place and maintained in accordance with current fire safety regulations, including [fire alarm system / extinguishers / evacuation procedures — confirm current provisions]. First aid provision is available on site during events and matchdays, with first aid kits maintained and located at [key locations]. A CCTV

Licensing Objectives

	system covers entrance/exit and internal areas, supporting monitoring of public safety as well as crime prevention. [Capacity limits, if any, for the function room/clubhouse and stands] Regular safety checks are carried out on the premises, including [perimeter security / crowd management arrangements for matchdays, if applicable]
d) The prevention of public nuisance *	The following steps will be taken to promote the prevention of public nuisance: Contact details for local taxi companies are made available at the premises, with signage displayed and verbal requests made to customers, so that taxis collect them from the licensed premises and not from Mayfield Road, minimising disturbance to neighbours. Licensable activities (supply of alcohol, live and recorded music) are restricted to the permitted hours only, ceasing no later than 23:30 on Fridays and Saturdays and earlier on other days. Amplified music, whether indoors or outdoors, is managed so as not to cause disturbance to nearby residential properties, including through control of volume and speaker positioning. All staff receive training, supervised by the DPS, covering conflict management, which includes managing customer behaviour on dispersal so as to minimise noise and disruption in the surrounding area.
e) The protection of children from harm *	"The following steps will be taken to promote the protection of children from harm: An age verification policy applies to the premises for the sale and supply of alcohol. Any individual who appears to the responsible person to be under 18 (or such older age as specified in the policy) will be required to produce identification bearing their photograph and date of birth before being served alcohol. Staff involved in the sale of alcohol receive regular training, supervised by the DPS, which includes age verification procedures, with refresher training given at least every six months. There is no adult entertainment, restricted-age-group films, gaming machines, or similar matters associated with the use of the premises (as confirmed in the Adult Entertainment section). As a football club premises, children may be present as spectators, players, or with family members during club activities; alcohol sales and licensable activities are managed separately from areas where junior teams and youth activities take place, where applicable.

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,

Declarations

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 *

Sherine Whittle

Date *

21/08/2026

Capacity *

Applicant



Declaration made

Do you wish to provide alternative correspondence details? *

Yes

Alternative Correspondence

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

Title

Ms

First name

Serena

Surname

Paget

Alternative Correspondence

Street address *	
Address line 2	
Address line 3	
Town/City *	
County	
Postcode *	
Telephone Number *	
Email *	

Email confirmation

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

Forename	Serena
Surname /Company Name	Paget
Email *	
Telephone	