



**Application for Renewal and Variation  
Sexual Entertainment Venue**  
Local Government (Miscellaneous Provisions) Act  
1982 as amended by the Policing and Crime Act 2009

---

*All answers are to be typewritten, or written in block capitals with black ink.  
Applicants should first read the Council's Sex Establishment Licensing Policy*

1. To: The proper officer of the Watford Borough Council

{ (full name)  
of (permanent address) \_\_\_\_\_ Telephone No. \_\_\_\_\_  
Date of Birth \_\_\_\_\_

\*[We (full names) ADMIRAL BARS (HERTS) LTD

2. whose registered or principal office situate at (full address and postcode)



Create Business Hub, Ground Floor, 5 Rayleigh Road, Brentwood CM13 1AB

Telephone No. \_\_\_\_\_

[and which company is registered in England and Wales {or in Scotland}  
under registration number 12880220

**X REMINDER LETTERS AND E MAILS ARE TO BE SENT TO KEYSTONE  
LAW LIMITED SOLICITORS FOR THE APPLICANT**

3. of which the full details of the Directors and/or Partners or other  
persons responsible for its management are as follows:

Surname	WEATHERSTONE		
First names	ALASTAIR		
Full private address			
Date of birth			

**4. HEREBY MAKE APPLICATION FOR THE RENEWAL AND VARIATION** to the  
licence for the use of the premises situate at and known as  
**9 MARKET STREET, WATFORD, HERTS. WD18 0PA**

5. **AND TO BE KNOWN BY THE BUSINESS NAME OF:**  
**DIAMONDS AND STRINGS**

as a sexual entertainment venue, as defined in Schedule 3 to the Local Government (Miscellaneous Provisions) Act 1982 as amended by the Policing and Crime Act 2009

The required fee of ~~£856.48~~ companies the application (please see [www.watford.gov.uk/sex](http://www.watford.gov.uk/sex) for the current fees

6. NOTES: (1) A copy of any application for a licence must be sent to the Superintendent, Hertfordshire Constabulary, Watford Central Police Station, Shady Lane, Watford WD17 1DD, not later than seven days after the date of application. (2) Any person who, in connection with this application, makes a false statement which he knows to be false in any material respect or which he does not believe to be true, shall be guilty of an offence and shall be liable on summary conviction to a fine not exceeding £20,000. (3) If there is insufficient space for an answer, continue on a blank sheet of paper clearly indicating to which question the answer relates (4) A scale plan of the interior of the premises to which this application relates must be submitted as part of the application.

*\* In the case of a body corporate or unincorporated body  
Delete words in square brackets which do not apply*

7. Is the applicants interest in the premises freehold or leasehold?  
**LEASEHOLD**

8. If leasehold, please state the name, address and postcode of the landlord?  
Heydon Estates Limited. 104 High Street, London Colney, Herts AL2 1QL

(a) To the applicant's knowledge, has the landlord consented to the use of the premises as a sexual entertainment venue? If yes, what evidence is available to support this?

Yes

Renewal of SEV licence. Been a SEV licenced premises for many years

9. Is the whole business owned by the applicant? If not, give details as to other Partners or owners:

**YES**

10. Please describe what entertainment is to be provided?  
**STRIPTease, TABLE DANCE, LAP DANCE, STAGE SHOW, ENTERTAINMENT OF A LIKE KIND**

11. Please describe the arrangements for the welfare of staff who are to work in the premises, particularly those involved in any performances.

**SEE ANNEX 1**

12. Please describe any proposed advertisements or displays to be exhibited, providing examples where available, including those to be displayed on the front, facade or fascia of the premises; on leaflets or flyers; or on the internet: **SEE ANNEX 2**

P:\Procedures\Licensing\Sex Establishments\Application Forms etc 2010\SEV Licence application form.doc

*Continued overleaf*

13. What means will be taken to:

(a) Prevent the interior of the premises being visible to passers-by?

**ALL WINDOWS BLACKED OUT OR BOARDED. ENTRANCE LOBBY HAS SEPARATE ENTRANCE DOOR INTO THE RELEVANT ENTERTAINMENT AREA. THIS DOOR REMAINS CLOSED SAVE FOR ENTRANCE AND EXIT**

(b) Prevent children under the age of 18 gaining entry to the premises?

**SIGNS ARE PLACED UP STATING NO ADMISSION AND WHEN THE PREMISES ARE OPEN TO THE PUBLIC THE ENTRANCE IS MANNED. PHOTOGRAPHIC ID IS REQUIRED TO PROVE 18 OR OVER WHEN APPROPRIATE. ACCEPTABLE ID IS PASSPORT OR DRIVING LICENCE. IDSCAN IN OPERATION**

14. Give details of the proposed opening hours:

(a) Days of the week

**MON-WED 09:00 – 02:30 DAY FOLLOWING**

**THURSDAY 09:00 – 03:00 DAY FOLLOWING**

**FRIDAY, SATURDAY AND BANK HOLIDAY MONDAYS 09:00- 04:00 DAY FOLLOWING**

**SUNDAYS CLOSED - SAVE FOR SUNDAYS PRECEDING A BANK HOLIDAY MONDAY 09:00 - 04:00 DAY FOLLOWING.**

(b) Hours of the day

**SEE 14 (A) ABOVE**

15. Will the premises require any seasonal or other variations eg different hours for Bank Holidays? SEE 14 (a) ABOVE

**YES - SUNDAYS PRECEDING BANK HOLIDAY MONDAYS 09:00 - 04:00 DAY FOLLOWING**





To extend the authorisation for relevant entertainment to be provided at any time a Temporary Event Notice indication relevant entertainment will be provided is in place for the premises.

16. Have the premises benefited from the infrequent events exemption in the Act to allow relevant entertainment without a licence? If so, please give full details:

**NONE**

Dates	Times	Type of entertainment

17. Please provide details of those involved in the management of the premises in the absence of the licence holder.

Forename	Surname	Former Name	Permanent Address	Date of Birth
NARESH	MAL			
TYLEC	SYLWIA			

SEE ANNEX 3 FOR FUTHER MANAGER

18. Please provide details of previous convictions of all persons listed in this application:

**(Note all convictions must be disclosed, unless "spent" convictions as defined in the Rehabilitation of Offenders Act 1974)**

Forename	Surname	Former Name	Date of conviction	Place of	Offence	Sentence
NONE						

19. Please provide details of all previous convictions against the body or company

Company	Date of Conviction	Place of Conviction	Offence	Sentence
NONE				

20. Have you any reason to believe any prosecutions are pending against any persons/bodies named in Questions 14 or 15? Give details:

**NO**

21: Has any person named in this application been associated with an application for a sexual entertainment venue licence anywhere within the United Kingdom, including where an application for a licence was refused? Give full details:

Forename	Surname	Address of premises	Local Authority	Role in respect of premises
ALASTAIR	WEATHERSTONE	19-21 Springfield Road, Chelmsford CM2	Chelmsford City Council 15 <sup>th</sup> December 2016 - due to locality of premises	Director and owner
NARESH	MAL	As above	As above	Regional Manager
CONTINUED ON SEPARATE SHEET				

22. Is there any further information which the applicant would wish the Council to take into account when considering this Application?

THIS APPLICATION IS TO ALSO INCLUDE TRADING/ OPENING HOURS FOR

SUNDAYS PRECEDING A BANK HOLIDAY MONDAY 09:00 - 04:00 DAY FOLLOWING TO EXTEND THE AUTHORISATION FOR RELEVANT ENTERTAINMENT TO BE PROVIDED AT ANY TIME A TEMPORARY EVENT NOTICE INDICATING RELEVANT ENTERTAINMENT WILL BE PROVIDED IS IN PLACE FOR THE PREMISES.

23. Dated this  
Signed by:



Full name:

If an authorised officer of a company, position with the company:

**CONSULTANT SOLICITOR AND AUTHORISED AGENT FOR THE APPLICANT (KEYSTONE LAW)**

---

### **Data Protection Statement**

Any data that you provide will be stored and processed by Watford Borough Council or its appointed agents in accordance with the law.

Information collected may be shared with other Council departments and/or organisations the Council works with who assist us in the performance of our functions. It may also be shared with outside organisations such as the Police, DWP, and County Council, to prevent and detect crime. It may be shared with insurance companies and bodies responsible for auditing or administering public funds for the prevention and detection of fraud.

Further information on the Council's obligations to safeguard your personal information and your rights on accessing data held about you can be found on the Council's website at:

<https://www.watford.gov.uk/privacynotice> and  
<https://www.watford.gov.uk/ehprivacynotice> or by telephoning 01923 278000

## Annexe 1

### Welfare arrangements

- 1.1. All new dancers, before they are permitted to perform, are met with by the Manager/ dancer supervisor (house mother) who speaks to them.
- 1.2. Identity and age checks are made and copies of documentation to establish the individual's right to work in the UK is required before any dancer is permitted to perform at the premises. The manager will give the individual a copy of the Dancers code of conduct and the SEV licence conditions. They are required to confirm that they have read and understood the code and the conditions. Also, there are regular entertainer and security meetings at which the security and dancers are reminded of the requirements.
- 1.3. Security and staff are reminded that if they see a breach of the code or the licence then the issue is to be brought to the attention of the manager. This usually involves the individual being taken to the manager where the allegation is repeated and a written record is kept. The dancer is given an opportunity to respond and appropriate disciplinary action if any is taken.
- 1.4. We have a customer code of conduct and a dancer code of conduct and if there are any difficulties or breaches these will be dealt with by the local manager.
- 1.5. All parts of the club are covered by CCTV which records at all times the premises are open. Customers are subject to IDSCAN on entry
- 1.6. Security staff are on duty at all times the premises are open to the public. A minimum of 2 door supervisors are on duty and at busy times there are 4. The door supervisors are positioned around the venue and also patrol the performance areas to ensure compliance with the codes of conduct in place. Customers who do not comply with the code are spoken to and warned and where appropriate will be removed from the venue

Annex 2



FRONTAGE OF PREMISES DIAMONDS AND STRINGS



posters



cards used





card used



card used



POSTER

Annex 3

DIAMONDS AND STRINGS ANNEX THREE – ADDITIONAL MANAGER

Jade Whitford Stark (Assistant Manager)



Date of Birth



CONTINUATION OF QUESTION 21 existing sev licences

Alastair Weatherstone Director and Owner and Naresh Mal Regional Manager -

KATZ BASILDON – TIME SQUARE BASILDON ESSEX - RENEWED SEPTEMBER 2022

CLUB TANTALIZE – BARRACK SQUARE CHELMSFORD – RENEWED DECEMBER 2022

DESIRE – 8a PARK STREET, LINCOLN – RENEWED MARCH 2023

TEMPTATION – YELVERTON ROAD – BOURNEMOUTH – Renewal submitted June 2023