



**North Norfolk**  
**Application to vary a premises licence**  
**Licensing Act 2003**

For help contact  
[licensing@north-norfolk.gov.uk](mailto:licensing@north-norfolk.gov.uk)  
Telephone: 01263516189

\* required information

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You can save the form at any time and resume it later. You do not need to be logged in when you resume.

System reference

Not Currently In Use

This is the unique reference for this application generated by the system.

Your reference

You can put what you want here to help you track applications if you make lots of them. It is passed to the authority.

Are you an agent acting on behalf of the applicant?

Yes  No

Put "no" if you are applying on your own behalf or on behalf of a business you own or work for.

**Applicant Details**

\* First name

Mike

\* Family name

Deal

\* E-mail

office@wildcraftbrewery.co.uk

Main telephone number

Include country code.

Other telephone number

Indicate here if you would prefer not to be contacted by telephone

Are you:

Applying as a business or organisation, including as a sole trader  
 Applying as an individual

A sole trader is a business owned by one person without any special legal structure. Applying as an individual means you are applying so you can be employed, or for some other personal reason, such as following a hobby.

**Applicant Business**

Is your business registered in the UK with Companies House?

Yes  No

Note: completing the Applicant Business section is optional in this form.

Registration number

10001335

Business name

Wildcraft Brewery Ltd

If your business is registered, use its registered name.

VAT number

- 246443993

Put "none" if you are not registered for VAT.

Legal status

Private Limited Company

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Your position in the business

Home country

The country where the headquarters of your business is located.

**Registered Address**

Address registered with Companies House.

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

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**APPLICATION DETAILS**

**This application cannot be used to vary the licence so as to extend the period for which the licence has effect or to vary substantially the premises to which it relates. If you wish to make that type of change to the premises licence, you should make a new premises licence application under section 17 of the Licensing Act 2003.**

I/we, as named in section 1, being the premises licence holder, apply to vary a premises licence under section 34 of the Licensing Act 2003 for the premises described in section 2 below.

\* Premises Licence Number

Are you able to provide a postal address, OS map reference or description of the premises?

- Address     OS map reference     Description

**Postal Address Of Premises**

Building number or name

Street

District

City or town

County or administrative area

Postcode

Country

**Premises Contact Details**

Telephone number

*Continued from previous page...*

Non-domestic rateable value of premises (£)

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#### VARIATION

Do you want the proposed variation to have effect as soon as possible?  Yes  No

Do you want the proposed variation to have effect in relation to the introduction of the late night levy?

Yes  No

You do not have to pay a fee if the only purpose of the variation for which you are applying is to avoid becoming liable to the late night levy.

If your proposed variation would mean that 5,000 or more people are expected to attend the premises at any one time, state the number expected to attend

#### Describe Briefly The Nature Of The Proposed Variation

Describe the premises. For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.

This variation is being requested to support the growing demand for the farm and brewery to be used as a safe, structured community space, and to allow these activities to operate consistently without repeated reliance on Temporary Event Notices. We currently serve alcohol until 18:00, however we are seeking to extend this to 23:00 to better accommodate community groups and organised evenings such as Young Farmers, Round Table, darts teams, local meet-ups and brewery tours, which we have increasingly been asked to host. We are also applying to extend the licensed area to the specific sections of the wider site where events and community engagement activity take place, namely the barns used for the monthly farmers market, the camping field (50 pitches, operating for up to 60 days), the new agriculture education field, the orchard (including planned community apple pressing days), and the walled garden which the estate intends to hire for corporate and private functions. All of these areas are clearly identified on the enclosed site plan. The farmers market can see 500–600 visitors throughout the day, and the education field may host 50–100 participants at any one time during summer months, where we intend to provide food and a limited drinks offering to support the experience. Any outdoor bar service would remain staffed at all times, with clear boundaries in place to ensure alcohol consumption remains within designated areas, and the site benefits from CCTV coverage and robust operational controls already in place. This variation will support planned community-focused activity across the summer period, reduce unnecessary administrative burden caused by multiple TEN applications, and allow us to continue providing a well-managed, family-friendly environment. Recent well-attended 'locals nights' during the Christmas period required five TENs in just over a month, demonstrating both demand for the space and our ability to manage later opening responsibly and without issues.

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#### PROVISION OF PLAYS

[See guidance on regulated entertainment](#)

Will the schedule to provide plays be subject to change if this application to vary is successful?

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Yes

No

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#### PROVISION OF FILMS

[See guidance on regulated entertainment](#)

Will the schedule to provide films be subject to change if this application to vary is successful?

Yes

No

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#### PROVISION OF INDOOR SPORTING EVENTS

[See guidance on regulated entertainment](#)

Will the schedule to provide indoor sporting events be subject to change if this application to vary is successful?

Yes

No

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#### PROVISION OF BOXING OR WRESTLING ENTERTAINMENTS

[See guidance on regulated entertainment](#)

Will the schedule to provide boxing or wrestling entertainments be subject to change if this application to vary is successful?

Yes

No

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#### PROVISION OF LIVE MUSIC

[See guidance on regulated entertainment](#)

Will the schedule to provide live music be subject to change if this application to vary is successful?

Yes

No

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#### PROVISION OF RECORDED MUSIC

[See guidance on regulated entertainment](#)

Will the schedule to provide recorded music be subject to change if this application to vary is successful?

Yes

No

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#### PROVISION OF PERFORMANCES OF DANCE

[See guidance on regulated entertainment](#)

Will the schedule to provide performances of dance be subject to change if this application to vary is successful?

Yes

No

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**PROVISION OF ANYTHING OF A SIMILAR DESCRIPTION TO LIVE MUSIC, RECORDED MUSIC OR PERFORMANCES OF DANCE**

[See guidance on regulated entertainment](#)

Will the schedule to provide anything similar to live music, recorded music or performances of dance be subject to change if this application to vary is successful?

- Yes  No

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**PROVISION OF LATE NIGHT REFRESHMENT**

Will the schedule to provide late night refreshment be subject to change if this application to vary is successful?

- Yes  No

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**SUPPLY OF ALCOHOL**

Will the schedule to supply alcohol be subject to change if this application to vary is successful?

- Yes  No

**Standard Days And Timings**

MONDAY

Start

End

Start

End

Provide timings in 24 hour clock (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

Continued from previous page...

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

Will the sale of alcohol be for consumption?

- On the premises       Off the premises       Both

If the sale of alcohol is for consumption on the premises select on, if the sale of alcohol is for consumption away from the premises select off. If the sale of alcohol is for consumption on the premises and away from the premises select both.

State any seasonal variations.

For example (but not exclusively) where the activity will occur on additional days during the summer months.

Non-standard timings. Where the premises will be used for the supply of alcohol at different times from those listed above, list below.

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

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**ADULT ENTERTAINMENT**

Highlight any adult entertainment or services, activities, or other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children.

Provide information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children, regardless of whether you intend children to have access to the premises, for example (but not exclusively) nudity or semi-nudity, films for restricted age groups etc gambling machines etc.

N/A

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**HOURS PREMISES ARE OPEN TO THE PUBLIC**

**Standard Days And Timings**

Continued from previous page...

MONDAY

Start

End

Start

End

Provide timings in 24 hour clock (e.g., 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.

TUESDAY

Start

End

Start

End

WEDNESDAY

Start

End

Start

End

THURSDAY

Start

End

Start

End

FRIDAY

Start

End

Start

End

SATURDAY

Start

End

Start

End

SUNDAY

Start

End

Start

End

State any seasonal variations.

For example (but not exclusively) where the activity will occur on additional days during the summer months.

N/A

Non standard timings. Where you intend to use the premises to be open to the members and guests at different times from those listed above, list below.

For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.

31st December - 09.00 - 24.00  
1st Jan - 00.00 - 01.00

*Continued from previous page...*

Identify those conditions currently imposed on the licence which you believe could be removed as a consequence of the proposed variation you are seeking.

N/A

- I have enclosed the premises licence
- I have enclosed the relevant part of the premises licence

Reasons why I have failed to enclose the premises licence or relevant part of premises licence.

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### LICENSING OBJECTIVES

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

a) General – all four licensing objectives (b,c,d,e)

List here steps you will take to promote all four licensing objectives together.

We operate the premises as a well-managed, community-focused brewery tap room and take our responsibilities under the Licensing Act seriously. In seeking to extend opening hours and increase the licensed area, we intend to maintain and strengthen the controls already in place to promote all four licensing objectives collectively. The premises will continue to be run by experienced personal licence holders, with a clear management presence on site during trading hours. Staff are fully trained in responsible alcohol retailing, conflict management, and customer care, with refresher training carried out regularly and records maintained. Clear operational procedures are in place and are reviewed as the business develops. We will continue to foster a calm, well-supervised environment where customers feel safe and welcome. The later opening hours Monday to Thursday are intended to support a relaxed, social atmosphere rather than high-intensity drinking, and the nature of the premises as a brewery tap room naturally encourages responsible consumption. Good communication with local residents, authorities, and partners will remain a priority. Any concerns raised will be addressed promptly and constructively. The layout and operation of the premises will be managed to ensure that the extended licensed area and hours do not negatively impact the local area. Overall, our approach is preventative rather than reactive. By maintaining high standards of management, staff training, supervision, and communication, we believe the proposed variation can be delivered in a way that positively promotes the prevention of crime and disorder, public safety, the prevention of public nuisance, and the protection of children from harm.

b) The prevention of crime and disorder

The prevention of crime and disorder is a key consideration in the day-to-day operation of the premises. We operate as a brewery tap room with a strong emphasis on responsible drinking, good supervision, and a relaxed, community-led atmosphere. A personal licence holder will be on site during licensable activities, with clear management responsibility at all times. Staff are trained to recognise and manage intoxication, refuse service where appropriate, and deal calmly and confidently with any challenging behaviour. Any refusal of service or incident of note is recorded and reviewed by management. The premises benefits from CCTV coverage in key areas. CCTV is maintained in good working order, images are retained for an appropriate period, and footage is made available to the authorities upon request. The presence of CCTV acts as both a deterrent and a management tool. We actively promote responsible alcohol consumption through the availability of lower-strength beers, soft drinks, and food offerings, and by avoiding promotions that encourage excessive or rapid drinking. The layout and operation of the premises allow staff to maintain clear lines of sight and effectively monitor customer behaviour, including within the extended licensed area. Clear house rules are displayed and enforced, and customers are encouraged to treat staff, other customers, and the surrounding area with respect. Should any issue

**Continued from previous page...**

arise, it will be dealt with promptly, proportionately, and, where necessary, in liaison with the police or relevant authorities. Through strong management, trained staff, effective monitoring, and a preventative approach, we believe the proposed variation can operate without increasing the risk of crime or disorder and will continue to provide a safe and well-run environment.

**c) Public safety**

Public safety is central to the operation of the premises and is considered in both the day-to-day running of the business and in any proposed changes to hours or licensed area. The premises is operated as a brewery tap room, with a controlled environment and active staff supervision at all times. The premises is maintained to a high standard, with regular checks carried out on all public areas, fixtures, and fittings to ensure they are safe and in good working order. Clear access and egress routes are maintained, and capacity levels are monitored to avoid overcrowding, including within the extended licensed area. Staff are trained in emergency procedures, first aid awareness, and incident management. Clear procedures are in place for dealing with accidents, medical issues, or emergencies, and staff are confident in contacting emergency services where required. An accident and incident log is maintained and reviewed by management. The sale and consumption of alcohol is managed responsibly to reduce risks associated with intoxication. Customers who appear unwell or overly intoxicated will be supported appropriately, including arranging safe transport home where necessary. Fire safety and health and safety procedures are fully in place and regularly reviewed. Emergency lighting, fire exits, and signage are kept clear and functional, and staff are familiar with evacuation procedures. By maintaining strong management oversight, trained staff, safe premises design, and clear procedures, we are confident that the proposed variation will not compromise public safety and will allow the premises to continue operating in a safe and responsible manner.

**d) The prevention of public nuisance**

The prevention of public nuisance is taken seriously, and the premises is operated in a way that is respectful to neighbouring properties and the wider local area. We recognise that later opening hours and an increased licensed area require continued careful management to ensure there is no negative impact on residents. Noise levels within the premises are actively managed, with music kept at a background level appropriate to a brewery tap room. Doors and windows are kept closed when appropriate, and any external areas are supervised by staff to ensure noise is controlled, particularly later in the evening. Deliveries, waste collections, and general operations are managed to minimise disturbance, with late-night or early-morning activity avoided wherever possible. Smoking areas, if used, are monitored to prevent excessive noise and to ensure they are used considerately. The extended weekday hours are intended to support a relaxed, sociable environment rather than high-volume or late-night activity, and the nature of the premises does not lend itself to large-scale or disruptive events during these times. Through active supervision, sensible noise management, clear communication with customers, and a proactive approach to dispersal, we believe the proposed variation can operate without causing public nuisance and will continue to be a positive presence in the local area.

**e) The protection of children from harm**

The protection of children from harm is a priority, and the premises is operated in a way that provides a safe and appropriate environment for families and young people when they are present. As a brewery tap room, we take a responsible and measured approach to alcohol retailing and supervision. A Challenge 25 policy is in place and strictly enforced. All staff are trained to request valid photographic identification where age is in doubt, and refusals of service are recorded and reviewed by management. Staff receive regular training to ensure they are confident in applying the policy consistently. Children are permitted on the premises only when accompanied by a responsible adult, and staff remain vigilant to ensure that children are supervised at all times. Areas of the premises are laid out to allow clear visibility and effective supervision by both staff and parents or guardians. Alcohol is not promoted or marketed in a way that is likely to appeal to children. No unaccompanied children are permitted, and no alcohol is sold to anyone under the age of 18 under any circumstances. Any events, activities, or changes to the use of the premises are planned with consideration for the presence of children, and appropriate controls are put in place where necessary. Staff are trained to challenge and address any behaviour or situations that may put children at risk. By maintaining strong age-verification procedures, clear supervision policies, staff training, and responsible management, we believe the proposed variation will not compromise the protection of children from harm and will continue to provide a safe and well-managed environment.

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**NOTES ON REGULATED ENTERTAINMENT**

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In terms of specific **regulated entertainments** please note that:

- Plays: no licence is required for performances between 08:00 and 23.00 on any day, provided that the audience does not exceed 500.
- Films: no licence is required for 'not-for-profit' film exhibition held in community premises between 08.00 and 23.00 on any day provided that the audience does not exceed 500 and the organiser (a) gets consent to the screening from a person who is responsible for the premises; and (b) ensures that each such screening abides by age classification ratings.
- Indoor sporting events: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000.
- Boxing or Wrestling Entertainment: no licence is required for a contest, exhibition or display of Greco-Roman wrestling, or freestyle wrestling between 08.00 and 23.00 on any day, provided that the audience does not exceed 1000. Combined fighting sports – defined as a contest, exhibition or display which combines boxing or wrestling with one or more martial arts – are licensable as a boxing or wrestling entertainment rather than an indoor sporting event.
- Live music: no licence permission is required for:
  - o a performance of unamplified live music between 08.00 and 23.00 on any day, on any premises.
  - o a performance of amplified live music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, in a workplace that is not licensed to sell alcohol on those premises, provided that the audience does not exceed 500.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - o a performance of amplified live music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school or (iii) the health care provider for the hospital.
- Recorded Music: no licence permission is required for:
  - o any playing of recorded music between 08.00 and 23.00 on any day on premises authorised to sell alcohol for consumption on those premises, provided that the audience does not exceed 500.
  - o any playing of recorded music between 08.00 and 23.00 on any day, in a church hall, village hall, community hall, or other similar community premises, that is not licensed by a premises licence to sell alcohol, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance from a person who is responsible for the premises.
  - o any playing of recorded music between 08.00 and 23.00 on any day, at the non-residential premises of (i) a local authority, or (ii) a school, or (iii) a hospital, provided that (a) the audience does not exceed 500, and (b) the organiser gets consent for the performance on the relevant premises from: (i) the local authority concerned, or (ii) the school proprietor or (iii) the health care provider for the hospital.

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- Dance: no licence is required for performances between 08.00 and 23.00 on any day, provided that the audience does not exceed 500. However, a performance which amounts to adult entertainment remains licensable.
- Cross activity exemptions: no licence is required between 08.00 and 23.00 on any day, with no limit on audience size for:
  - o any entertainment taking place on the premises of the local authority where the entertainment is provided by or on behalf of the local authority;
  - o any entertainment taking place on the hospital premises of the health care provider where the entertainment is provided by or on behalf of the health care provider;
  - o any entertainment taking place on the premises of the school where the entertainment is provided by or on behalf of the school proprietor; and
  - o any entertainment (excluding films and a boxing or wrestling entertainment) taking place at a travelling circus, provided that (a) it takes place within a moveable structure that accommodates the audience, and (b) that the travelling circus has not been located on the same site for more than 28 consecutive days.

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**PAYMENT DETAILS**

This fee must be paid to the authority. If you complete the application online, you must pay it by debit or credit card.

Variation Fees are determined by the non-domestic rateable value of the premises.

To find out a premises non domestic rateable value go to the Valuation Office Agency site at [http://www.voa.gov.uk/business\\_rates/index.htm](http://www.voa.gov.uk/business_rates/index.htm)

Band A - No RV to £4300 £100.00

Band B - £4301 to £33000 £190.00

Band C - £33001 to £8700 £315.00

Band D - £87001 to £12500 £450.00\*

Band E - £125001 and over £635.00\*

\*If the premises rateable value is in Bands D or E and the premises is primarily used for the consumption of alcohol on the premises then your are required to pay a higher fee

Band D - £87001 to £12500 £900.00

Band E - £125001 and over £1,905.00

If you own a large premise you are subject to additional fees based upon the number in attendance at any one time

Capacity 5000-9999 £1,000.00

Capacity 10000 -14999 £2,000.00

Capacity 15000-19999 £4,000.00

Capacity 20000-29999 £8,000.00

Capacity 30000-39000 £16,000.00

Capacity 40000-49999 £24,000.00

Capacity 50000-59999 £32,000.00

Capacity 60000-69999 £40,000.00

Capacity 70000-79999 £48,000.00

Capacity 80000-89999 £56,000.00

Capacity 90000 and over £64,000.00

\* Fee amount (£)

190.00

**ATTACHMENTS**

**AUTHORITY POSTAL ADDRESS**

*Continued from previous page...*

**Address**

Building number or name	<input type="text"/>
Street	<input type="text"/>
District	<input type="text"/>
City or town	<input type="text"/>
County or administrative area	<input type="text"/>
Postcode	<input type="text"/>
Country	<input type="text" value="United Kingdom"/>

**DECLARATION**

\* I/we understand it is an offence, liable on conviction to a fine up to level 5 on the standard scale, under section 158 of the licensing act 2003, to make a false statement in or in connection with this application.

Ticking this box indicates you have read and understood the above declaration

This section should be completed by the applicant, unless you answered "Yes" to the question "Are you an agent acting on behalf of the applicant?"

* Full name	<input type="text" value="[REDACTED]"/>
* Capacity	<input type="text" value="[REDACTED]"/>
Date (dd/mm/yyyy)	<input type="text" value="[REDACTED]"/>

Once you're finished you need to do the following:

1. Save this form to your computer by clicking file/save as...
2. Go back to <https://www.gov.uk/apply-for-a-licence/premises-licence/north-norfolk/change-1> to upload this file and continue with your application.

Don't forget to make sure you have all your supporting documentation to hand.

**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.**