

# Supplementary Papers for Licensing Sub-Committee

Date: Thursday, 2 October 2025



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## 5. **Cameo, Fir Vale Road, Bournemouth, BH1 2JA**

3 - 12

Please find below supplementary documentation submitted on behalf of the applicant in respect of this application.

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## BEFORE THE BCP COUNCIL LICENSING SUB-COMMITTEE

### IN THE MATTER OF AN APPLICATION FOR A VARIATION OF THE PREMISES LICENCE

**Cameo Bournemouth BH1 2JA ('The Premises')**

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#### SUBMISSIONS

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##### **Submission to Council: Summary**

1. This document has been prepared to aid the Licensing Sub-Committee in relation to the application to vary the premises licence at The Premises.

##### **The Premises and vicinity**

1. The Premises has undergone significant refurbishment, which also reduced the venue's capacity from by around 40%. As part of this, the entrance was moved to Glen Fern Rd
2. The Premises has three sets of doors forming a sound lobby, which are kept shut to prevent music escaping. Additional soundproofing was added as part of the refurbishment. The management at the premises can confirm that there is no significant noise outbreak from inside the premises.
3. On busy nights, queues can form, however, the management seek to encourage a staggered entry to avoid anyone queuing for too long. Door staff actively manage queues and encourage quiet behaviour. The queue management policy has been codified and can be found below. It specifies practices such as door staff monitoring queues, keeping noise down, and informing patrons about wait times.
4. Door staff actively manage people away from the premises, including distributing lollies. Dispersal is phased by gradually lowering music volume about half an hour before closing, encouraging patrons to leave in smaller groups rather than all at once. Most customers leave quickly, often

heading to nearby takeaways. In general, because of the measures in place, dispersal is well managed and orderly. The Dispersal Policy can also be found below.

5. Noise in the area is also generated by other venues with smoking areas backing onto Glen Fern Road, as well as by people gathering in the public car park, both of which are not associated with The Premises and as such are outside the venue's control. Management witness music levels from other venues behind The Premises that can be heard from Glen Fern Road.
6. On busy nights, The Premises employs approximately 25 staff (excluding security), with a minimum of nine security staff, equating to roughly one security staff member per 100 patrons. Staffing and security levels are adjusted seasonally based on event demand.
7. The Premises uses an online ticketing system, which is used to stagger entry and manage crowd flow. This includes free entry before 11:00, pre-midnight tickets, and anytime entry tickets. The system allows the venue to adjust ticket allocations in real time to manage entry flow and reduce queuing. The ticketing system provides advance notice of busy nights, enabling The Premises to increase staffing and security as needed. On busy nights, management expect over half of attendees are ticketed, allowing for better crowd management.
8. The premises has received a single complaint from Saint Peter's Court since the refurbishment. This was during a Thursday under-18s international night, which ended at 11:00 pm. The source of the noise was unclear, and staff were surprised by the complaint. It was unclear whether the source of the complaint originated from The Premises and could not be identified at the time of the complaint.

#### **Summary of Issues Raised in the representations**

9. Four objections were received, primarily concerning noise, disruption, crime and disorder, and health and safety following the relocation of the entrance from the front to the back of the premises. The Applicants comment as follows:

#### **Queue Management and Noise Mitigation on entrance and dispersal**

10. Queues are managed by door staff, who direct them away from residential windows and monitor behaviour. The smoking area is at the back of the building, separate from the queue.
11. Door staff actively manage noise, encourage respectful behaviour, and use measures like handing out lollies to aid dispersal. Incidents are rare and addressed promptly.

#### **Car Park and External Noise**

12. The adjacent car park is for general use. Other venues in the area, especially those with late-night smoking areas also contribute to noise.
13. Residents may perceive noise coming from the premises, but the smoking shelter is around the back, away from the road and sheltered by the building from Glen Fern road. Queue management and dispersal policies are actively used to mitigate noise from customers coming and going and there is a public car park between The Premises and the residents in St Peter's Court. This is a busy car park used by people with no association with The Premises. This continues late into the night- beyond the trading hours of The Premises. The presence of door supervisors, if anything, is more likely to deter poor behaviour in the area when The Premises is open.

#### **Music and Internal Noise**

14. The venue has a triple-door sound lobby system, which is kept closed to prevent music breakout. There have been no substantiated complaints about music escaping the premises.

#### **Dispersal and Taxi Management**

15. Dispersal is phased by gradually lowering music volume before closing, preventing a mass exit. Most customers leave quickly, often heading to nearby takeaways, and taxi pickups are not a significant issue- there are no queues of taxis waiting outside the premises, for instance. Most people arrive and depart by foot.

#### **Conditions agreed with officers**

16. The following conditions were agreed between the applicant and the licensing authority as part of the pre-application and consultation process:

#### **Drinks in the smoking area**

- *No drinks will be permitted in the smoking area. The DPS/ general manager will risk assess (in writing) the number of smokers permitted at any one time and in particular at noise sensitive times and the number identified will be maintained. The risk assessment will be made available to the Responsible Authorities on request.*

#### **Queues**

- *The licence holder shall ensure that any queue to enter the premises which forms outside the premises is supervised by door staff with the responsibility of encouraging customers to queue in a considerate and orderly manner so as to prevent public nuisance or obstruction to the public highway.*

- *The designated queuing area shall be enclosed within appropriate barriers to ensure that the footway is kept clear*
- *All staff engaged outside the entrance to the premises, or supervising or controlling queues shall wear high visibility yellow jackets or vests*

#### **Pub and town Watch**

- *The premises shall maintain membership of the Townwatch scheme (or any successor scheme) a senior member of staff shall attend all Townwatch meetings unless an emergency arises preventing such attendance and the premises will support Townwatch initiatives*

#### **Meetings with local residents**

- *A representative of the premises shall, at the request of the ward councillor or local residents, meet with the local residents on a monthly basis. A representative from the licensing authority and relevant responsible authorities will be invited to any meetings that are held*

#### **Phone Number**

- *A direct telephone number for the manager at the premises shall be publicly available at all times the premises is open*
- *This telephone number is to be made available to residents and businesses in the vicinity*

#### **Dispersal**

- *The premises shall maintain a written dispersal policy*
- *A copy of the policy shall be made available to the licensing authority and authorised officer of the responsible authorities on request*
- *The dispersal policy shall include (but not limited to) the following:*
  - During the last thirty minutes of trading - volume levels shall be reduced and the music tempo slowed, lighting levels shall be raised to encourage the gradual dispersal of patrons during the last part of trading.*
  - DJ announcements shall be used to both encourage a gradual dispersal and to remind customers of consideration to neighbours.*
  - Notices shall be displayed in prominent positions at the exit of the premises requesting customers to leave quietly.*
  - During the closure of the premises the Premises Licence Holder shall provide SIA registered security staff, wearing hi-vis arm-bands, jackets or vests, externally to assist with managing*

*customers leaving the vicinity of the premises. Any customers congregating or loitering outside after the premises has closed shall be encouraged to depart quickly and quietly.*

- e. Security staff shall supervise customers leaving the premises for at least an additional 15 minutes after the conclusion of licensable activities or until persons are dispersed from the immediate area.*
- f. Door supervisors shall receive training to familiarise them with the dispersal procedure.*
- g. Training records regarding the dispersal procedure shall be maintained and shall be signed and dated by the member of staff receiving the training. Records of training shall be kept on the premises for 12 months and made available immediately to Police or representatives of the Licensing Authority upon request.*

## **Conclusion**

- 17. The Premises has taken significant steps to address the concerns raised, including managing queues and dispersal. In addition, the significant staffing and door supervisor numbers on busy nights mean that customers are monitored on their way in, within the premises and on leaving. The Applicants take their roles seriously and are proactive in dealing with issues at The Premises.
- 18. The fact that none of the Responsible Authorities have objected to this application, it is submitted, should be given substantial weight in determining this matter.
- 19. The additional agreed conditions, detailed above, demonstrate the Applicant's commitment to promoting the licensing objectives and best practice in managing The Premises.

**PIERS WARNE**

**TLT LLP**

## **Cameo – Bournemouth**

### **Queue management policy**

#### **Method statement**

THIS QUEUE MANAGEMENT POLICY IS TO ENSURE THAT CUSTOMERS ARE PROPERLY SUPERVISED WHEN QUEUEING TO REDUCE UNREASONABLE DISTURBANCE TO OUR NEIGHBOURS

***It is the duty of all members of staff who are responsible for any element of queueing policy as detailed above to read and understand this policy.***

**It is important to recognise that customers can cause a disturbance to residents in the local vicinity and that it is the responsibility of the management to minimise this.**

**When employed, door supervisors are to work with management to ensure that queues are managed to avoid causing disturbance. It is not expected that customers will be silent, but it is expected that they will behave in a respectful way.**

The longer the queue and closer it is to residential properties, the more care needs to be taken to prevent disturbance- in particular when people may be asleep.

#### **POLICY**

If there are people waiting outside, door supervisors must ensure the following:

- Any queue is managed toward the car park side of the building
- Customers are not drinking alcohol in the queue
- If there are search procedures in place, that customers are aware bags will be searched
- If there is likely to be a long wait, customers are told this is the case
- Customers acting in a way that might cause a nuisance are reminded to respect our neighbours or they will not be permitted entry
- Any customers who will not be let in (for whatever reason) are notified early to prevent confrontation after having waited
- Particular attention is to be paid to customers who have already been into the premises, have left and then are coming back, in case they have been purchasing drugs.

**On nights that are expected to be particularly busy, the manager will issue additional instructions as needed to ensure that the queue is properly managed.**



**Complaints**

Complaints about bad behaviour, whether from other customers or from our neighbours must be taken seriously and reported to the manager as soon as possible to ensure that quick action is taken.

Any complaints should be noted in the complaints log, along with the action taken to deal with the complaint.

## **Cameo – Bournemouth**

### **Dispersal/street policy**

#### **Method statement**

Whilst operational Cameo nightclub will employ the use of SIA registered door staff to minimise the effects from the following

1. Excessive noise – generated by the venue
2. Excessive noise – generated by customers
3. Anti Social behaviour
4. Litter

#### **Noise generated by the venue**

A 3-tier door entry system is in place to minimise the direct travel of sound from the venue. Staff will be deployed in the foyer making sure people do not hold doors open, so the noise impact is neglected. External doors have been fitted as not to slam and make noise in the street. At no point will these doors be permanently open.

Noise levels will be monitored inside the venue to ensure consistency and clarity with levels.

#### **Noise generated by customers**

Entry process will be designed to be as quick as possible, with the encouragement of tickets purchasing (quicker entry) and box office set up entry will be as efficient as possible.

Door staff will keep customers flowing as easy and as quickly as possible into and out of the venue. Any conflict will be dealt with as quietly as possible. Customers will be asked to move on as quickly as possible once exiting the venue as all the takeaway shops and alike are located on old Christchurch road, which is the direction where people will be directed.

#### **Anti-social behaviour**

All anti-social behaviour will be dealt with quickly and as quietly as possible. Door staff have been trained (via SIA) to deal with situations verbally and as efficiently and possible.

An event log will be held recording any instance of ASB and any noise outbreak detailing the time and nature of the incident. All ejections are recorded by venue as a matter of course.

With the presence of SIA staff in the area we will also have visual (not jurisdiction) over Glen fern car park and report to the police any gatherings or illegal activity.

#### **Litter**

We will employ litter pick during and at the end of any sessions. Bins will be provided for customers outside, we will not engage in exit flyering out customers.

## **Dispersal**

Security staff will disperse customers moving them on politely and quietly during and at the end of each session. There is no need for customers to hang around on Glen fern road, so a swift dispersal policy will be in force throughout the session.

Notices shall be displayed in prominent positions at the exit of the premises requesting customers to leave quietly.

The venue will close at 4am, in the case of earlier closure the venue will only close once the number of customers falls below 200 as to not put too many people out in the street at any once time.

Dispersal will move people towards old Christchurch road where the takeaways are.

4 to 5 security staff wearing hi-vis arm-bands, jackets or vests, will be deployed into the street to disperse customers away from the venue. Security staff shall supervise customers leaving the premises for at least an additional 15 minutes after the conclusion of licensable activities or until persons are dispersed from the immediate area.

An event record will be kept by the venue recording any noise related incidents in the street.

A taxi call button has been installed in venue to call for transport quickly.

Door supervisors shall receive training to familiarise them with the dispersal procedure.

Training records regarding the dispersal procedure shall be maintained and shall be signed and dated by the member of staff receiving the training. Records of training shall be kept on the premises for 12 months and made available immediately to Police or representatives of the Licensing Authority upon request.

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