

# Notice of Licensing Sub-Committee

Date: Wednesday, 30 July 2025 at 10.15 am

Venue: HMS Phoebe, BCP Civic Centre, Bournemouth BH2 6DY



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## Membership:

Cllr D A Flagg

Cllr E Harman

Cllr P Hilliard

## Reserves:

Cllr M Howell (R1)

Cllr C Matthews (R2)

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All Members of the Licensing Sub-Committee are summoned to attend this meeting to consider the items of business set out on the agenda below.

The press and public are welcome to view the live stream of this meeting at the following link:

<https://democracy.bcpCouncil.gov.uk/ieListDocuments.aspx?MId=5873>

If you would like any further information on the items to be considered at the meeting please contact: Michelle Cutler 01202 128581 Democratic Services on 01202 096660 or email [democratic.services@bcpCouncil.gov.uk](mailto:democratic.services@bcpCouncil.gov.uk)

Press enquiries should be directed to the Press Office: Tel: 01202 118686 or email [press.office@bcpCouncil.gov.uk](mailto:press.office@bcpCouncil.gov.uk)

This notice and all the papers mentioned within it are available at [democracy.bcpCouncil.gov.uk](https://democracy.bcpCouncil.gov.uk)

GRAHAM FARRANT  
CHIEF EXECUTIVE

22 July 2025

**DEBATE  
NOT HATE**



Available online and  
on the Mod.gov app



## Maintaining and promoting high standards of conduct

### Declaring interests at meetings

Familiarise yourself with the Councillor Code of Conduct which can be found in Part 6 of the Council's Constitution.

Before the meeting, read the agenda and reports to see if the matters to be discussed at the meeting concern your interests



What are the principles of bias and pre-determination and how do they affect my participation in the meeting?

Bias and predetermination are common law concepts. If they affect you, your participation in the meeting may call into question the decision arrived at on the item.

#### Bias Test

In all the circumstances, would it lead a fair minded and informed observer to conclude that there was a real possibility or a real danger that the decision maker was biased?

#### Predetermination Test

At the time of making the decision, did the decision maker have a closed mind?

If a councillor appears to be biased or to have predetermined their decision, they must NOT participate in the meeting.

For more information or advice please contact the Monitoring Officer  
([janie.berry@bcpcouncil.gov.uk](mailto:janie.berry@bcpcouncil.gov.uk))

### Selflessness

Councillors should act solely in terms of the public interest

### Integrity

Councillors must avoid placing themselves under any obligation to people or organisations that might try inappropriately to influence them in their work. They should not act or take decisions in order to gain financial or other material benefits for themselves, their family, or their friends. They must declare and resolve any interests and relationships

### Objectivity

Councillors must act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias

### Accountability

Councillors are accountable to the public for their decisions and actions and must submit themselves to the scrutiny necessary to ensure this

### Openness

Councillors should act and take decisions in an open and transparent manner. Information should not be withheld from the public unless there are clear and lawful reasons for so doing

### Honesty & Integrity

Councillors should act with honesty and integrity and should not place themselves in situations where their honesty and integrity may be questioned

### Leadership

Councillors should exhibit these principles in their own behaviour. They should actively promote and robustly support the principles and be willing to challenge poor behaviour wherever it occurs

# AGENDA

Items to be considered while the meeting is open to the public

**1. Election of Chair**

To elect a Chair of this meeting of the Licensing Sub-Committee.

**2. Apologies**

To receive any apologies for absence from Members.

**3. Declarations of Interests**

Councillors are requested to declare any interests on items included in this agenda. Please refer to the workflow on the preceding page for guidance.

Declarations received will be reported at the meeting.

**4. Protocol for Public Speaking at Licensing Hearings**

5 - 10

The protocol for public speaking at Licensing Sub Committee hearings is included with the agenda sheet for noting.

**5. BigWigs Bakery, 9 Marlow Drive, Christchurch, BH23 2RR**

11 - 50

BigWigs Bakery Limited have made an application for a premises licence at 9 Marlow Drive. The application is to permit recorded music and the supply of alcohol (on and off sales) from 07:30 to 23:00 every day of the week.

This matter is brought before the Sub-Committee for determination.

No other items of business can be considered unless the Chairman decides the matter is urgent for reasons that must be specified and recorded in the Minutes.

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## **LICENSING COMMITTEE AND SUB COMMITTEE – PROTOCOL FOR PUBLIC SPEAKING**

### **1. Introduction**

- 1.1 This protocol for public speaking applies to Licensing Committee and Sub Committee hearings in relation to matters including the licensing of alcohol, regulated entertainment, late night refreshment, gambling, sex establishments and hackney carriage and private hire drivers, vehicles and operators, as set out in Part 3.3 of the Council's Constitution.
- 1.2 These matters are considered in accordance with relevant legislation and associated regulations including the Licensing Act 2003 (as amended by the Police Reform and Social Responsibility Act 2011), the Gambling Act 2005, Part II and Schedule 3 of the Local Government (Miscellaneous Provisions) Act 1982 (as amended by Section 27 of the Policing and Crime Act 2009) and the Local Government (Miscellaneous Provisions) Act 1976.

### **2. Conduct of Hearings**

- 2.1 Chair welcomes everyone, matters of general housekeeping are dealt with, notification that the hearing may be recorded for live and subsequent broadcast on the Council's website, reminder to switch mobile phones to silent, etc.
- 2.2 Chair asks everyone present to introduce themselves and state their role.
- 2.3 Chair checks that all persons who have given notice of their intention to speak and any person who wishes to withdraw a representation or wishes not to speak have been identified.
- 2.4 Chair explains proposed procedure and order of speaking for hearing as set out in Appendix A or B of this protocol as appropriate. All parties confirm agreement or make representations on procedure proposed.
- 2.5 Licensing Officer's report is presented.
- 2.6 Parties speak in the order agreed.
- 2.7 With the exception of hackney carriage and private hire hearings, parties who are speaking should not repeat the information which they have already given in writing in their representation. They will be able to expand on the written information given, provided the information remains relevant. Any additional information should be limited to the grounds of their representation(s). For example, if they are objecting on the grounds of Public Nuisance, then they should confine their comments to matters relating to Public Nuisance.

- 2.8 Members of the Licensing Committee or Sub Committee may ask questions after each party has spoken and once all parties have spoken. Parties will be allowed to ask questions through the Chair.
- 2.9 Once all parties have been heard, the parties will be given the opportunity to sum up. Party who spoke first to go last. The hearing will then conclude.
- 2.10 Members will deliberate in private with the clerk and legal representative as appropriate present.
- 2.11 The decision will be taken by the Committee and notification of the decision will be given as follows:
  - 2.11.1 For Licensing Act 2003 and Gambling Act 2005 hearings, determination must be within the period of five working days beginning with the day or the last day on which the hearing was held in accordance with the relevant Regulations, unless otherwise specified (for example, the issuing of a counter notice following objection to a TEN, in which case the determination must be at the conclusion of the hearing).
  - 2.11.2 For Sex Establishment and other hearings, where possible determination will be within the period of five working days beginning with the day or the last day on which the hearing was held.
  - 2.11.3 For Hackney Carriage and Private Hire hearings, notification of the decision will be given at the conclusion of the hearing, followed by a written decision letter where possible within the period of five working days beginning with the day or the last day on which the hearing was held.
- 2.12 Notification of the decision will include information for all parties of any right of appeal as appropriate.

### **3 General points**

- 3.1 Hearings convened under the Licensing Act 2003 and the Gambling Act 2005 and associated regulations may be held remotely as required, if the Chairman agrees it is expedient to do so in the circumstances.
- 3.2 The hearing may be adjourned at any time at the discretion of the Members.
- 3.3 Members may amend the procedure at any time if they consider it to be in the public interest or in the interest of a fair hearing.
- 3.4 The Sub Committee may decide to conduct all or part of a hearing in non-public session in accordance with the relevant Regulations and/or where exempt information is likely to be disclosed.

- 3.5 The Chair may exclude any person from a hearing for being disruptive.
- 3.6 Meetings of the Licensing Committee in public session are recorded by the Council for live and subsequent broadcast on its website.
- 3.7 The hearing will take the form of a discussion.
- 3.8 Only persons (or their representatives) who have made an application, are subject to an application or have submitted a written representation or objection to the Licensing Authority under the relevant Act are permitted to speak at the hearing.
- 3.9 Any further information to support an application, representation, objection or notice (as applicable) can be submitted before the hearing. It may only be submitted at the hearing with the consent of all parties in accordance with any relevant Regulations. Wherever possible the Licensing Authority encourages parties to submit information at the earliest opportunity to allow sufficient time for this to be considered before the hearing and avoid the need for adjournment.
- 3.10 If a party has informed the Authority that they do not intend to participate, or be represented at the hearing, or has failed to advise whether they intend to participate or not, the hearing may proceed in their absence.
- 3.11 For other matters which are the responsibility of the Licensing Committee and not included in this protocol, the Meeting Procedure Rules in Part 4D of the Council's Constitution in relation to public questions, statements and petitions shall apply. This includes such matters as making recommendations on relevant licensing policies, approving the level of fees charged by the Council, and making decisions on tariffs charged by the Public Carriage Trade.
- 3.12 The Council's Constitution can be accessed using the following link:  
<https://democracy.bcpccouncil.gov.uk/ieListMeetings.aspx?CommitteeID=151&Info=1&bcr=1>

For further information please contact [democratic.services@bcpcouncil.gov.uk](mailto:democratic.services@bcpcouncil.gov.uk)

## Appendix A

### **Proposed procedure and order of speaking for hearings (other than hackney carriage and private hire hearings)**

1. The Licensing Officer presents report.
2. Questions of the Licensing Officer on their report. Members of the Sub-Committee to go first, then the applicant/licence holder.
3. Applicant will make their Application.
4. Questions of the Applicant by all parties, Members of the Committee/Sub-Committee to go first.
5. Responsible Authorities and Other Persons will make their representations.
6. Questions of the Responsible Authorities and Other Persons. Members of the Committee/Sub-Committee to go first.
7. All parties will be given an opportunity to sum up (with the party who spoke last to go first). The hearing will then conclude.
8. Sub-Committee will deliberate in private with Legal Adviser and Clerk present. (Councillors new to Licensing may observe but will not take part in the decision making).
9. Notification of the Sub Committee's decision will be given in accordance with the requirements of the Licensing Act and Gambling Act regulations. For other hearings, where possible determination will be within the period of five working days beginning with the day or the last day on which the hearing was held.
10. The notification of decision will include information about the right of appeal as appropriate.



## Appendix B

### **Proposed procedure and order of speaking for Hackney Carriage and Private Hire hearings**

1. The Licensing Officer presents their report.
2. Questions of the Licensing Officer on their report. Members of the Sub-Committee to go first, then the applicant/licence holder.
3. Applicant/licence holder presents their case.
4. Questions of the applicant/licence holder by all parties, Members of the Committee/Sub-Committee to go first.
5. All parties will be given an opportunity to sum up (with the party who spoke last to go first). The Hearing will then conclude.
6. Sub-Committee will deliberate in private with Legal Adviser and Clerk present. (Councillors new to Licensing may observe deliberations but will not take part in the decision making).
7. Notification of the decision will be given following deliberations at the conclusion of the hearing, to be followed by a written decision letter where possible within the period of five working days beginning with the day or the last day on which the hearing was held.
8. The Legal Adviser will advise parties of any right of appeal as appropriate at the conclusion of the Hearing. Information about the right of appeal as appropriate will also be included in the written decision letter.

Adopted by the Licensing Committee on 7.12.23

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## LICENSING SUB-COMMITTEE



Report subject	<b>BigWigs Bakery, 9 Marlow Drive, Christchurch, BH23 2RR</b>
Meeting date	30 July 2025
Status	Public Report
Executive summary	<p>BigWigs Bakery Limited have made an application for a premises licence at 9 Marlow Drive.</p> <p>The application is to permit recorded music and the supply of alcohol (on and off sales) from 07:30 to 23:00 every day of the week.</p> <p>The application has generated four representations from other persons.</p>
Recommendations	<p><b>It is RECOMMENDED that:</b></p> <ul style="list-style-type: none"> <li><b>a) Grant the application for a premises licence as made;</b></li> <li><b>b) Refuse the application for a premises licence;</b></li> <li><b>c) Grant the premises licence subject to additional conditions.</b></li> </ul> <p><b>Members of the Licensing Sub-Committee are asked to make a decision at the end of the hearing after all relevant parties have been given the opportunity to speak. Members must give full reasons for their decision.</b></p>
Reason for recommendations	<p>The Licensing Authority has received four representations from other persons on the grounds that to grant the application will undermine the licensing objectives of the prevention of crime and disorder, public safety and the prevention of public nuisance.</p> <p>The Licensing Authority may only consider aspects relevant to the application that have been raised in representation.</p> <p>Where representations have been received in relation to an application by a responsible authority or any other person, and the concerns have not been resolved through mediation between all parties, the Scheme of Delegation set out in the Council's Constitution states that these applications should be dealt with by the Licensing Sub-Committee.</p>

Portfolio Holder(s):	Cllr Kieron Wilson – Portfolio Holder for Housing, and Regulatory Services.
Corporate Director	Graham Farrant – Chief Executive
Report Authors	Tania Jardim – Licensing Officer
Wards	Commons
Classification	For Decision

## Background

1. An application for a new premises licence under Section 17 of the Licensing Act 2003 was submitted on 9 April 2025.
2. The application seeks permission to provide recorded music 07:30 to 23:00 and the supply of alcohol for both on and off sales from 07:30 to 23:00 Monday to Sunday. A copy of the application including layout plan is attached at Appendix 1.
3. A plan showing the location of the premises is attached at Appendix 2.

## Consultation

4. The application was served on all responsible authorities.
5. The advertising regulations under the Licensing Act were not initially adhered to which resulted in the 28 day consultation period having to re-start. The applicant subsequently confirmed that the statutory notices were displayed on site and published in the local newspaper.
6. The application resulted in four representations from other persons objecting to the application under the prevention of crime and disorder, public safety and the prevention of public nuisance licensing objectives. A copy of these representations is attached at Appendix 3.
7. The representations also raised several concerns outside the scope of the Licensing Act 2003, including business competition, toilet facilities, health and hygiene issues, and public access. The individuals have been advised accordingly and signposted to the appropriate channels.
8. A query was raised regarding a discrepancy between the hours requested for licensable activities and the stated opening hours on the application form. It was clarified that the 16:00 closing time refers to the premises' regular public closing time, however the applicant has confirmed that during certain periods, such as summer weekends (Friday to Sunday), they intend to remain open in line with the licensable activity hours if granted. Although the Licensing Authority does not regulate opening hours, the applicant has agreed to amend the stated opening hours to match the licensable hours for clarity.
9. In response to the representations, the applicant has offered to reduce the hours for alcohol sales and the premises' opening hours to now terminate at 20:00. A copy of the email mediating conditions is attached at Appendix 4.

10. Mediation took place between the applicant and BCP Council's Environmental Health Department, and the following conditions were agreed which will form part of the licence, should it be granted: -

- Loudspeakers shall not be located in a position internally that will create a nuisance, and loudspeakers shall not be placed outside the premises building or on the outside of any building forming a part of the premises.
- No noise generated on the premises, or by its associated plant or equipment, shall emanate from the premises nor vibration be transmitted through the structure of the premises which gives rise to a nuisance.
- All windows and external doors shall be kept closed after 20:00 hours, except for the immediate access and egress of persons.
- Notices shall be prominently displayed at all exits requesting patrons to respect the needs of local residents and businesses and leave the area quietly
- No waste or recyclable materials, including bottles, shall be moved, removed from or placed in outside areas between 23.00 hours and 07.00 hours on the following day.
- No collections of waste or recycling materials (including bottles) from the premises or deliveries to the premises shall take place between 23.00 and 07.00 on the following day
- The business shall keep the area adjacent to its business clean and tidy and provide adequate litter bins for customer use.
- All audio from the music system will be played at background level only
- Beyond 20.00hrs patrons permitted to temporarily leave and then re-enter the premises, e.g. to smoke, shall not be permitted to take drinks or glass containers with them.
- The premises licence holder shall ensure that any patrons smoking outside the premises do so in an orderly manner and are supervised by staff so as to ensure that there is no public nuisance or obstruction of the public highway.
- All tables and chairs shall be removed from the outside area by 23:00 each day.

11. No other representations were received from any of the other responsible authorities.

### **Options Appraisal**

12. Before making a decision, Members are asked to consider the following matters: -

- The representations made by other persons.
- The submissions made by or made on behalf of the applicant.
- The relevant licensing objectives, namely the prevention of crime and disorder, public safety and prevention of public nuisance.
- The Licensing Act 2003, Regulations, Guidance and Council's Statement of Licensing Policy.

### **Summary of financial implications**

13. An appeal may be made against the decision of the Sub-Committee, by the applicant or any party making representation, to the Magistrates' Court which could have a financial impact on the Council.

### **Summary of legal implications**

14. If Members decide to refuse the application or attach conditions to the licence which the applicant, or the responsible authority who made a representation do not agree to, the applicant or such responsible authority may appeal to the Magistrates' Court within a period of 21 days beginning with the day that the applicant is notified, in writing, of the decision.

### **Summary of human resources implications**

15. There are no human resources implications.

### **Summary of sustainability impact**

16. There are no sustainability impact implications.

### **Summary of public health implications**

17. There are no public health implications.

### **Summary of equality implications**

18. There are no equality implications.

### **Summary of risk assessment**

19. There are no risk assessment implications.

### **Background papers**

#### **BCP Council – Statement of Licensing Policy**

<https://democracy.bcpCouncil.gov.uk/documents/s21122/Statement%20of%20Licensing%20Policy.pdf>

#### **Hearing Regulations**

<https://www.legislation.gov.uk/ukSI/2005/44/made>

#### **Revised Guidance issued under Section 182 of the Licensing Act 2003 (February 2025)**

[https://assets.publishing.service.gov.uk/media/67b73b7b78dd6cacb71c6ac8/Revised\\_guidance\\_issued\\_under\\_section\\_182\\_of\\_the\\_Licensing\\_Act\\_2003\\_-\\_October+2024+\\_1\\_.pdf](https://assets.publishing.service.gov.uk/media/67b73b7b78dd6cacb71c6ac8/Revised_guidance_issued_under_section_182_of_the_Licensing_Act_2003_-_October+2024+_1_.pdf)

### **Appendices**

- 1 – Copy Application
- 2 – Copy Location Plan
- 3 – Representations from Other Persons

4 – Email offering reduction of hours.

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## Application for a premises licence to be granted under the Licensing Act 2003

## PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

**I/we** Big Wigs Bakery Limited  
(Insert name(s) of applicant)

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

## Part 1 – Premises details

Postal address of premises or, if none, ordnance survey map reference or description			
Big Wigs Bakery 9 Marlow drive			
Post town	Christchurch	Postcode	BH23 2RR
Telephone number at premises (if any)			
Non-domestic rateable value of premises	£ 9300		

## Part 2 – Applicant details

Please state whether you are applying for a premises licence as      Please tick as appropriate

- |  |                                     |                             |
|--|-------------------------------------|-----------------------------|
| a) an individual or individuals *                    | <input type="checkbox"/>            | please complete section (A) |
| b) a person other than an individual *               |                                     |                             |
| i as a limited company/limited liability partnership | <input checked="" type="checkbox"/> | please complete section (B) |
| ii as a partnership (other than limited liability)   | <input type="checkbox"/>            | please complete section (B) |
| iii as an unincorporated association or              | <input type="checkbox"/>            | please complete section (B) |
| iv other (for example a statutory corporation)       | <input type="checkbox"/>            | please complete section (B) |
| c) a recognised club                                 | <input type="checkbox"/>            | please complete section (B) |
| d) a charity   | <input type="checkbox"/>            | please complete section (B) |

- e) the proprietor of an educational establishment ☐ please complete section (B)
- f) a health service body ☐ please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales ☐ please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England ☐ please complete section (B)
- h) the chief officer of police of a police force in England and Wales ☐ please complete section (B)

\* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or ☐
- I am making the application pursuant to a statutory function or ☐
- a function discharged by virtue of Her Majesty's prerogative ☐

(A) **INDIVIDUAL APPLICANTS** (fill in as applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
Date of birth			I am 18 years old or over <input type="checkbox"/> Please tick yes		
Nationality					
Current residential address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 9-digit 'share code' provided to the applicant by that service (please see note 15 for information)					

**SECOND INDIVIDUAL APPLICANT** (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
Surname			First names		
Date of birth		I am 18 years old or over		<input type="checkbox"/>	Please tick yes
Nationality					
Where applicable (if demonstrating a right to work via the Home Office online right to work checking service), the 9-digit 'share code' provided to the applicant by that service: (please see note 15 for information)					
Current residential address if different from premises address					
Post town				Postcode	
Daytime contact telephone number					
E-mail address (optional)					

**(B) OTHER APPLICANTS**

Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.

Name	BigWigs Bakery Limited
Address	148 Tuckton Road Bournemouth
Registered number (where applicable)	12043730
Description of applicant (for example, partnership, company, unincorporated association etc.)	Limited Company

Telephone number (if any)	[REDACTED]
E-mail address (optional)	bigwigsbakery@gmail.com

### Part 3 Operating Schedule

When do you want the premises licence to start?

DD	MM	YYYY
01	06	2025

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

DD	MM	YYYY

Please give a general description of the premises (please read guidance note 1)

Cafe/Bakery with tables and chairs inside and out. Small hot kitchen at rear, customer service counter. Glass frontage, tiled floor throughout. Off supplies consumption Approx 25 covers in total on benches in front of premises

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

What licensable activities do you intend to carry on from the premises?

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2)

Please tick all that apply

- |   |                                     |
|---|-------------------------------------|
| a) plays (if ticking yes, fill in box A)  | <input type="checkbox"/>            |
| b) films (if ticking yes, fill in box B)  | <input type="checkbox"/>            |
| c) indoor sporting events (if ticking yes, fill in box C)   | <input type="checkbox"/>            |
| d) boxing or wrestling entertainment (if ticking yes, fill in box D)  | <input type="checkbox"/>            |
| e) live music (if ticking yes, fill in box E)   | <input type="checkbox"/>            |
| f) recorded music (if ticking yes, fill in box F)   | <input checked="" type="checkbox"/> |
| g) performances of dance (if ticking yes, fill in box G)  | <input type="checkbox"/>            |
| h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H) | <input type="checkbox"/>            |

Provision of late night refreshment (if ticking yes, fill in box I)

☐

Supply of alcohol (if ticking yes, fill in box J)

☒

In all cases complete boxes K, L and M



F

Recorded music Standard days and timings (please read guidance note 7)			Will the playing of recorded music take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input checked="" type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Mon	7:30	23:00	Please give further details here (please read guidance note 4) Amplified music through internal ceiling speakers, playing from tablet device.		
Tue	7:30	23:00			
Wed	7:30	23:00	State any seasonal variations for the playing of recorded music (please read guidance note 5) N/A		
Thur	7:30	23:00			
Fri	7:30	23:00	Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list (please read guidance note 6) N/A		
Sat	7:30	23:00			
Sun	7:30	23:00			

**J**

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 7)			<b>Will the supply of alcohol be for consumption</b> – <u>please tick</u> (please read guidance note 8)	
			On the premises	<input type="checkbox"/>
			Off the premises	<input type="checkbox"/>
			Both	<input checked="" type="checkbox"/>
Day	Start	Finish	<b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 5)  <div style="text-align: center; font-size: 1.5em;">N/A</div>	
Mon	7:30	23:00		
Tue	7:30	23:00		
Wed	7:30	23:00		
Thur	7:30	23:00		
Fri	7:30	23:00		
Sat	7:30	23:00		
Sun	7:30	23:00	<b>Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list</b> (please read guidance note 6)  <div style="text-align: center; font-size: 1.5em;">N/A</div>	

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):

Name			
Date of birth			
Address			
Postcode			
Personal licence number (if known)			
Issuing licensing authority (if known)			

K

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

L

Hours premises are open to the public Standard days and timings (please read guidance note 7)			State any seasonal variations (please read guidance note 5)
Day	Start	Finish	
Mon	7:30	16:00	N/A
Tue	7:30	16:00	
Wed	7:30	16:00	
Thur	7:30	16:00	
Fri	7:30	16:00	<u>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</u> (please read guidance note 6)  We may stay open later during the Summer Holidays - until 23:00 Friday/Saturday/Sunday
Sat	7:30	16:00	
Sun	7:30	16:00	



## M

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)

All staff members serving/selling alcohol to undergo full training and use of "Challenge 25" policy. Staff log to be kept and refresher training to be done when necessary. Training log to be kept for minimum of twelve months.

b) The prevention of crime and disorder

The premises will be an active member of the town watch/pubwatch scheme. CCTV will be in 24-hour operation - all recording to be kept for minimum of 31 days. Train staff to clearly communicate with police to aid rapid response.

c) Public safety

Clearly marked fire exits, onsite fire extinguishers. Risk assessments carried out and kept on file on site. Onsite first aid kit and basic first aid training for staff. Wet floor signs in use.

d) The prevention of public nuisance

Use of "Challenge 25" scheme. No external music. Signage to inform patrons to leave the premise quietly and respect neighbours.

e) The protection of children from harm

Challenge 25 shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence, or passport/holographically marked PASS scheme identification cards. Appropriate signage advising customers of the policy shall prominently displayed in the premises. All staff involved in the sale of alcohol shall receive training on the law relating to prohibited sales, the age verification policy adopted

PTO

by the premises and the conditions attaching to the premises licence - Refresher training shall be provided at least once every six months - A record shall be maintained of all staff training and that record shall be signed by the person receiving the training and the trainer - The records shall be kept for a minimum of twelve months and made available for inspection by police, licensing or other authorised officers.

**Checklist:**

Please tick to indicate agreement

- I have made or enclosed payment of the fee. ☒
- I have enclosed the plan of the premises. ☒
- I have sent copies of this application and the plan to responsible authorities and others where applicable. ☒
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable. ☒
- I understand that 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 a 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 or my share code issued by the Home Office online right to work checking service (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.

**Part 4 – Signatures** (please read guidance note 11)

Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 12). If signing on behalf of the applicant, please state in what capacity.

<b>Declaration</b>	<ul style="list-style-type: none"><li>• [Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] 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).</li><li>• 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</li></ul>
--------------------	---

	proof of entitlement to work, or have conducted an online right to work check using the Home Office online right to work checking service which confirmed their right to work (please see note 15)
Signature	[REDACTED]
Date	14/05/2025
Capacity	Director

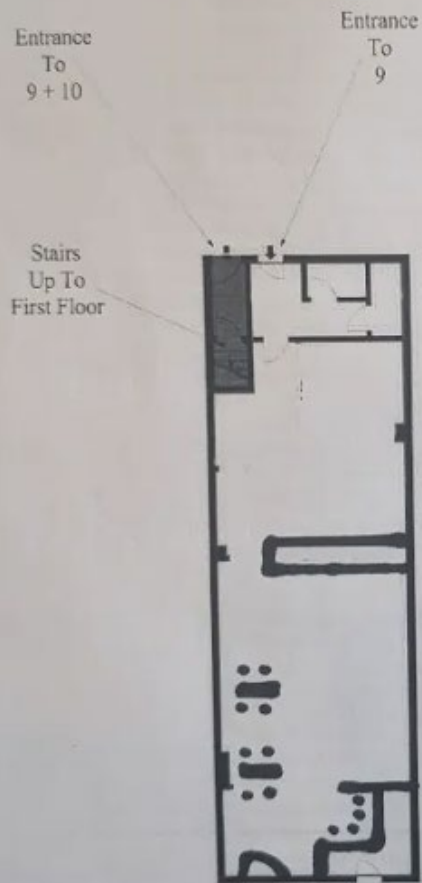
For joint applications, signature of 2<sup>nd</sup> applicant or 2<sup>nd</sup> applicant's solicitor or other authorised agent (please read guidance note 13). If signing on behalf of the applicant, please state in what capacity.

Signature	
Date	
Capacity	







Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)	
[REDACTED]	
Post town	Bournemouth
Postcode	[REDACTED]
Telephone number (if any)	[REDACTED]
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)	
bigwigsbakery@gmail.com	



The OS Map show's the location of the property within the surrounding area.  
The demise of the leased property is shown on the main, larger plan.



GROUND FLOOR

-  - Demise of lease
-  - Building
-  - Access area
-  - Car Park
-  - Accessway
-  - The Estate

9 MARLOW DRIVE, CHRISTCHURCH  
BOURNEMOUTH CHRISTCHURCH POOLE  
BH23 2RR

Print Guide (what print-out contains the site plan will measure 5m)

LEASE PLAN

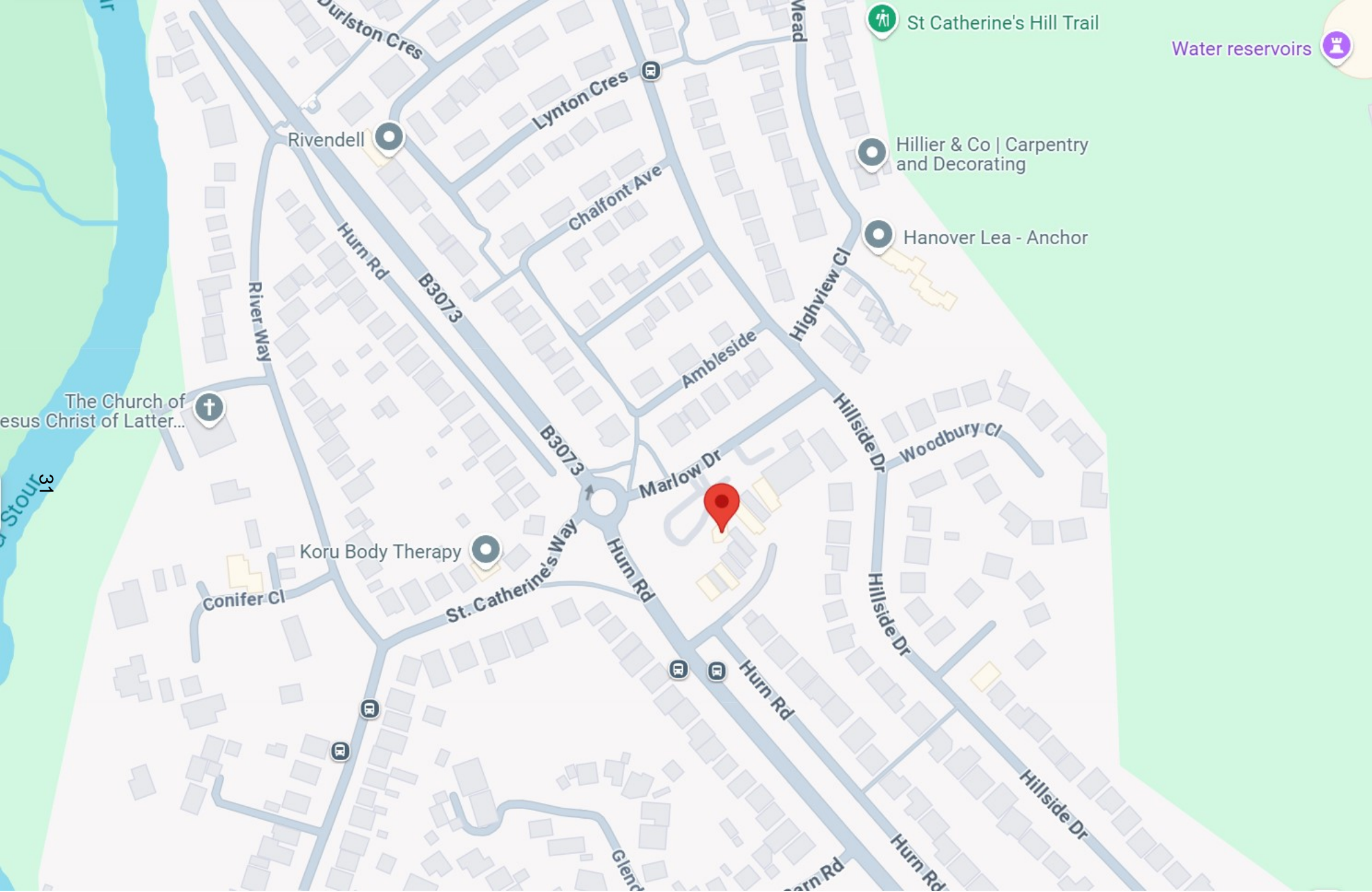
SCALE 1:150  
PRINT AT A4

PLANS DRAWN  
JUNE 2021

V13



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St Catherine's Hill Trail

Water reservoirs

Hillier & Co | Carpentry and Decorating

Hanover Lea - Anchor

The Church of Jesus Christ of Latter...

Koru Body Therapy

St. Catherine's Way

Marlow Dr

Woodbury Cl

Hillside Dr

Hillside Dr

Lynton Cres

Chalfont Ave

Highview Cl

Ambleside

Hurn Rd

B3073

B3073

Hurn Rd

Hurn Rd

Hurn Rd

Glend

arn Rd

Conifer Cl

River Way

Durlston Cres

Rivendell

31

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## 1. Inappropriate Setting for Alcohol Consumption

The premises in question is a takeaway bakery with no in-house seating and no facilities to support safe or supervised alcohol consumption. If the licence is granted, alcohol sold would likely be:

- Consumed in public, increasing the risk of antisocial behaviour;
- Taken away by car, raising the possibility of drink-driving incidents.

Furthermore, the business lacks public bins and toilet facilities, heightening the likelihood of littering, public nuisance, and unsanitary conditions should alcohol be consumed nearby.

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## 2. Residential Location – Impact on Community and Local Character

Bigwigs is located in a predominantly residential area, with dwellings directly above and beside the premises. Alcohol sales from this location could result in:

- Noise and disruption to residents, particularly during evenings;
- A shift away from the safe, family-friendly character of the neighbourhood;
- Increased and potentially unwelcome foot traffic during unsociable hours.

This peaceful, community-focused setting is not suited to takeaway alcohol sales, particularly from a business not designed or licensed for on-site consumption.

---

## 3. Overprovision and Unnecessary Competition

Within walking distance, the area already has:

- A licensed café bar offering on-site alcohol consumption;
- A convenience store providing takeaway alcohol.

With only a small number of commercial premises in the vicinity, adding another outlet for alcohol undermines the balance of services and places unfair pressure on existing responsible providers. A bakery is not a traditional or expected setting for alcohol sales, and this application risks setting a problematic precedent.

---

## 4. Inadequate Public Consultation

There has been minimal effort to ensure public awareness or engagement in the licensing process. The only visible notice was displayed inside the bakery window — not clearly visible to passersby or nearby residents.

No notices were posted in common community spaces, and no other forms of outreach appear to have taken place. This restricts community involvement and raises concerns regarding the transparency and accessibility of the application process.

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#### 5. Inappropriate Business Model Shift and Unfair Competition

In addition to the alcohol licence, the proposed changes reportedly include extended opening hours and licensing for music. These changes represent a significant departure from the premises' original purpose as a daytime bakery, instead shifting it toward a late-opening venue more commonly associated with nightlife.

This creates direct and unfair competition with the neighbouring business — located immediately next door — which already operates responsibly with both an alcohol licence and music provision. That business has consistently complied with its licensing terms and manages its music offering responsibly, in a manner that supports the surrounding community without causing disruption.

Introducing music and alcohol at Bigwigs would not only duplicate services but would result in conflict in sound levels, overlapping customer activity, and general disruption, especially given the immediate proximity of the two venues. Two neighbouring premises offering music simultaneously in such a compact and residentially sensitive setting is neither feasible nor appropriate.

Moreover, music and alcohol are not typically associated with a bakery, and this shift in use raises concerns over long-term enforcement, identity confusion, and the erosion of traditional business roles in the area.

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#### Conclusion

For all the reasons outlined — including the unsuitability of the premises, lack of appropriate facilities, residential setting, overprovision of alcohol services, inappropriate shift in business model, the risk of direct conflict with a neighbouring business, and inadequate public consultation — I respectfully urge the licensing committee to refuse this alcohol licence application in full.

Please confirm receipt of this objection and ensure it is included in the formal consultation and decision-making process.

Yours faithfully,

Sophie Rix

## Reconfirmation of Objection to Alcohol Licence Application – Bigwigs Bakery Ltd

Application No. M228375

Premises Address: Bigwigs Bakery, 9 Marlow Drive, Christchurch, BH23 2RR

Sophie Rix

[REDACTED]

Wimborne

BH21 1DQ

[REDACTED]

[REDACTED]

Date: 28 June 2025

To:

Tania Jardim

Licensing Department

BCP Council

Dear Ms Jardim,

I am writing to formally reconfirm my objection to the alcohol licence application submitted by Bigwigs Bakery Ltd (Application No. M228375) at 9 Marlow Drive, Christchurch, BH23 2RR. While I acknowledge your recent correspondence, I must stress that my concerns remain fully unresolved. I object in the strongest possible terms on the basis that the applicant is already in breach of existing legislation and standards, particularly regarding the provision of customer toilet facilities.

As noted in their application, Bigwigs Bakery Ltd accommodates approximately 25 covers. As per regulatory guidance, any premises with more than 10 covers must provide appropriate, publicly accessible toilet facilities. The applicant fails to do this.

Currently, customers are redirected to a staff-only toilet accessed via the rear of the premises — an area intended exclusively for private use by residents and neighbouring

businesses. This arrangement is not only inappropriate but also poses significant risks and breaches:

- • Unauthorised use of private property for public access;
- • Security and safeguarding risks for residents and local businesses;
- • The rear access is unlit, increasing the risk to personal safety, particularly during darker mornings or seasonal hours;
- • Health and hygiene violations, as the only alternative access would require customers to walk through staff service and food preparation areas — which is entirely unacceptable;
- • For more than 20 covers, there is an expectation for more than one toilet — yet only a single staff facility is being shared, which is wholly inadequate;
- • There are no suitable alternative public toilet or litter bin provisions in the locality — the only nearby facilities are those provided and maintained by a neighbouring café exclusively for their own customers, and not for general public use.

Moreover, the premise of a bakery selling alcohol, particularly on a takeaway basis, is fundamentally misaligned with the nature and purpose of this type of business. The bakery currently operates between 7:30am and 4:00pm, and there is no justifiable need for alcohol provision within this model. This proposal represents a departure from what would be considered a conventional bakery operation and should be viewed as an inappropriate change of use.

The application is also internally contradictory: it states there are no plans to open late, yet refers to extended hours during school holidays, which affects a minimum of 11 weeks per year. This inconsistency raises concerns over transparency and reliability.

Beyond the legal and procedural breaches, there are several other failings that point to a wider disregard for the local community:

- • There are no accessible facilities for disabled customers or those with mobility needs;
- • There are no external rubbish bins provided by the applicant, despite encouraging takeaway consumption — and no appropriate alternatives in the vicinity;
- • The space is not equipped to support the number of covers it currently provides;
- • And most importantly, there has been no consideration given to the increased risk of drink-driving, particularly in a predominantly residential or family-oriented area, where alcohol could be purchased casually and consumed irresponsibly.

When all of these concerns are considered together — the breach of toilet provision laws, lack of accessibility, absence of appropriate public infrastructure, disregard for private access rights, hygiene issues, unlit and unsafe access routes, increased public risk, and promotion of alcohol without due need — it is clear that this application does not reflect a responsible, community-minded business. There appears to be little regard for the impact on the neighbourhood as a whole, and instead a focus on what is ultimately a profit-driven

and unlawful practice.

I would also like to make it absolutely clear that I do not wish to enter mediation on this matter, and this should not be viewed as an isolated, personal complaint. My objection reflects the concerns of others in the local area and is rooted in wider public interest regarding health, safety, infrastructure, and responsible licensing. Until the premises is brought into full compliance with legal and regulatory expectations, this application must be refused.

Thank you for your time and attention. Please confirm that this objection remains on record and will be considered fully as part of the licensing review.

Yours sincerely,

Sophie Rix

## **REPRESENTATION 2**

Laura Firpi

■ Bosley Close

Dorset

BH23 2HQ

■

■

10 July 2025

Licensing Team

BCP Council Civic Centre

Bourne Avenue

Bournemouth

BH2 6DY

Subject: Bigwigs, 9 Marlow Drive, Christchurch, BH23 2RR Formal Objection to Alcohol License Application —

Dear Sir/Madam,

I am writing to formally object to the alcohol licence application submitted by Bigwigs, located at 9 Marlow Drive, Christchurch, BH23 2RR.

I have very serious concerns about the suitability of this premises for alcohol sales and the broader impact such a licence could have on this small, residentially integrated commercial area. The Bunker Café is already in this space and should be protected from such applications

---

### 1. Inappropriate Setting for Alcohol Consumption

The premises in question is a **takeaway bakery** and as such should have no in-house seating and no facilities to support safe or supervised alcohol consumption. If the licence is granted, alcohol sold would likely be:

- Consumed in public, increasing the risk of antisocial behaviour;
- Taken away by car, raising the possibility of drink-driving incidents.

The business lacks public bins and **toilet facilities**, heightening the likelihood of littering, public nuisance, and unsanitary conditions should alcohol be consumed nearby.

By law I believe seating should be at a minimum due to the lack of essential facilities

The Bunker is supporting the Big wigs customers as it is with both toilets and litter accumulated by the Bigwigs takeaway concept and no crockery or cutlery approach

---

## 2. Residential Location – Impact on Community and Local Character

Bigwigs is located in a predominantly residential area, with dwellings directly above and beside the premises. Alcohol sales from this location could result in:

- Noise and disruption to residents, particularly during evenings;
- A shift away from the safe, family-friendly character of the neighbourhood;
- Increased and potentially unwelcome foot traffic during unsociable hours.

This peaceful, community-focused setting is not suited to takeaway alcohol sales, particularly from a business not designed or licensed for on-site consumption.

---

## 3. Overprovision and Unnecessary Competition

Within walking distance, the area already has:

- A licensed café bar offering on-site alcohol consumption;
- A convenience store providing takeaway alcohol.

With only a small number of commercial premises in the vicinity, adding another outlet for alcohol undermines the balance of services and places unfair pressure on existing responsible providers. **A bakery is not a traditional or expected setting for alcohol sales**, and this application risks setting a problematic precedent.

---

## 5. Inappropriate Business Model Shift and Unfair Competition



In addition to the alcohol licence, the proposed changes reportedly include extended opening hours and licensing for music. These changes represent a significant departure from the premises' original purpose as a daytime bakery, instead shifting it toward a late-opening venue more commonly associated with nightlife.

This creates direct and unfair competition with the neighbouring business — located immediately next door — which already operates responsibly with both an alcohol licence and music provision. That business has consistently complied with its licensing terms and manages its music offering responsibly, in a manner that supports the surrounding community without causing disruption.

Introducing music and alcohol at Bigwigs would not only duplicate services but would result in conflict in sound levels, overlapping customer activity, and general disruption, especially given the immediate proximity of the two venues. Two neighbouring premises offering music simultaneously in such a compact and residentially sensitive setting is neither feasible nor appropriate.

Moreover, music and alcohol are not typically associated with a bakery, and this shift in use raises concerns over long-term enforcement, identity confusion, and the erosion of traditional business roles in the area.

---

## Conclusion

For all the reasons outlined — including the unsuitability of the premises, lack of appropriate facilities, residential setting, overprovision of alcohol services, inappropriate shift in business model, the risk of direct conflict with a neighbouring business, and inadequate public consultation — I respectfully urge the licensing committee to refuse this alcohol licence application in full.

Please confirm receipt of this objection and ensure it is included in the formal consultation and decision-making process.

Yours faithfully,

Laura Firpi

## **REPRESENTATION 3**

Carrie Sykes

■ Hillside Drive

Dorset

BH23 2RU

■

■

10 July 2025

Licensing Team

BCP Council Civic Centre

Bourne Avenue

Bournemouth

BH2 6DY

Subject: Bigwigs, 9 Marlow Drive, Christchurch, BH23 2RR Formal Objection to Alcohol License Application —

Dear Sir/Madam,

I am writing to formally object to the alcohol licence application submitted by Bigwigs, located at 9 Marlow Drive, Christchurch, BH23 2RR.

I have very serious concerns about the suitability of this premises for alcohol sales and the broader impact such a licence could have on this small, residentially integrated commercial area. The Bunker Café is already in this space and should be protected from such applications

---

### 1. Inappropriate Setting for Alcohol Consumption

The premises in question is a **takeaway bakery** and as such should have no in-house seating and no facilities to support safe or supervised alcohol consumption. If the licence is granted, alcohol sold would likely be:

- Consumed in public, increasing the risk of antisocial behaviour;
- Taken away by car, raising the possibility of drink-driving incidents.

The business lacks public bins and **toilet facilities**, heightening the likelihood of littering, public nuisance, and unsanitary conditions should alcohol be consumed nearby.

By law I believe seating should be at a minimum due to the lack of essential facilities

The Bunker is supporting the Big wigs customers as it is with both toilets and litter accumulated by the Bigwigs takeaway concept and no crockery or cutlery approach

---

## 2. Residential Location – Impact on Community and Local Character

Bigwigs is located in a predominantly residential area, with dwellings directly above and beside the premises. Alcohol sales from this location could result in:

- Noise and disruption to residents, particularly during evenings;
- A shift away from the safe, family-friendly character of the neighbourhood;
- Increased and potentially unwelcome foot traffic during unsociable hours.

This peaceful, community-focused setting is not suited to takeaway alcohol sales, particularly from a business not designed or licensed for on-site consumption.

---

## 3. Overprovision and Unnecessary Competition

Within walking distance, the area already has:

- A licensed café bar offering on-site alcohol consumption; the bunker has worked hard over 5 years of trading to establish a safe and supported environment for the local community. It offers full facilities as required by license laws and environmental health
- A convenience store providing takeaway alcohol.

With only a small number of commercial premises in the vicinity, adding another outlet for alcohol undermines the balance of services and places unfair pressure on existing responsible providers. **A bakery is not a traditional or expected setting for alcohol sales**, and this application risks setting a problematic precedent.

---

## 5. Inappropriate Business Model Shift and Unfair Competition

In addition to the alcohol licence, the proposed changes reportedly include extended opening hours and licensing for music. These changes represent a significant departure from the premises' original purpose as a daytime bakery, instead shifting it toward a late-opening venue more commonly associated with nightlife.

This creates direct and unfair competition with the neighbouring business — located immediately next door — which already operates responsibly with both an alcohol licence and music provision. That business has consistently complied with its licensing terms and manages its music offering responsibly, in a manner that supports the surrounding community without causing disruption.

Introducing music and alcohol at Bigwigs would not only duplicate services but would result in conflict in sound levels, overlapping customer activity, and general disruption, especially given the immediate proximity of the two venues. Two neighbouring premises offering music simultaneously in such a compact and residentially sensitive setting is neither feasible nor appropriate.

Moreover, music and alcohol are not typically associated with a bakery, and this shift in use raises concerns over long-term enforcement, identity confusion, and the erosion of traditional business roles in the area.

---

### Conclusion

For all the reasons outlined — including the unsuitability of the premises, lack of appropriate facilities, residential setting, overprovision of alcohol services, inappropriate shift in business model, the risk of direct conflict with a neighbouring business, and inadequate public consultation — I respectfully urge the licensing committee to refuse this alcohol licence application in full.

Please confirm receipt of this objection and ensure it is included in the formal consultation and decision-making process.

Yours faithfully,

Carrie Sykes

## **REPRESENTATION 4**

Angela MacDougall

[REDACTED]

[REDACTED] stourcliffe Ave

Bournemouth

BH6 3PX

[REDACTED]

[REDACTED]

11<sup>th</sup> July 2025

Licensing Team

BCP Council Civic Centre

Bourne Avenue

Bournemouth

BH2 6DY

Subject: Formal Objection to Alcohol Licence Application — Bigwigs, 9 Marlow Drive, Christchurch, BH23 2RR

Dear Sir/Madam,

I am writing to formally object to the alcohol licence application submitted by Bigwigs, located at 9 Marlow Drive, Christchurch, BH23 2RR.

I am all in favour of local businesses, but I have concerns about the suitability of this premises for selling alcohol.

### 1. Inappropriate Setting for Alcohol Consumption

This is a takeaway bakery with no seating and no toilets. If the licence is granted, alcohol sold would likely be:

- Consumed in public, increasing the risk of antisocial behaviour;

- Taken away by car, raising the possibility of drink-driving incidents.

There are also no bins.

---

## 2. Residential Location

Bigwigs is located with homes above and close by, Alcohol sales from this location could result in:

- Noise and disturbance to residents, particularly during evenings;
- Increased and potentially unwelcome foot traffic during unsociable hours.

## 3. Overprovision and Unnecessary Competition

Within walking distance, the area already has:

- A licensed café bar offering on-site alcohol consumption;
- A convenience store providing takeaway alcohol.

With only a small number of commercial premises in the vicinity, adding another outlet for alcohol undermines the balance of services and places unfair pressure on existing responsible providers.

A bakery is not a traditional or expected setting for alcohol sales, and this application risks setting a problematic

This creates direct and unfair competition with the neighbouring business — located immediately next door — which already operates responsibly with both an alcohol licence and music provision. That business has consistently complied with its licensing terms and manages its music offering responsibly, in a manner that supports the surrounding community without causing disruption.

Introducing music and alcohol at Bigwigs would not only duplicate services but would result in conflict in sound levels, overlapping customer activity, and general disruption, especially given the immediate proximity of the two venues. Two neighbouring premises offering music simultaneously in such a compact and residentially sensitive setting is neither feasible nor appropriate.

Moreover, music and alcohol are not typically associated with a bakery, and this shift in use raises concerns over long-term enforcement, identity confusion, and the erosion of traditional business roles in the area.

---

## Conclusion

For all the reasons outlined — including the unsuitability of the premises, lack of appropriate facilities, residential setting, overprovision of alcohol services, inappropriate shift in business model, the risk of direct conflict with a neighbouring business, and inadequate public consultation — I respectfully urge the licensing committee to refuse this alcohol licence application in full.

Please confirm receipt of this objection and ensure it is included in the formal consultation and decision-making process.

Yours sincerely

Angela MacDougall

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**From:** BigWigs Bakery  
**Sent:** 11 July 2025 14:10  
**To:** Tania Jardim  
**Subject:** Re: BigWigs Bakery 9 Marlow Drive Christchurch BH23 2RR (M228375)

Hi Tania, I am on leave and out the country from 28th July to 10th August. My business partner Dominic Brown can attend the original hearing date though.

Yes the reduced hours also includes the provision of recorded music.

Kind Regards,  
 Tom Bew



BigWigs Bakery Ltd  
 "proving it since 2020"

On Fri, 11 Jul 2025, 14:07 Tania Jardim, <[tania.jardim@bcpcouncil.gov.uk](mailto:tania.jardim@bcpcouncil.gov.uk)> wrote:

Hello Tom,

I am still awaiting a response from our Democratic Services team. In the meantime, could you please advise of any dates between **28 July and 8 August** when you are unavailable, so we can take this into account, if possible, when scheduling the hearing?

Additionally, could you confirm whether your proposed reduction in hours also applies to the provision of recorded music?

For your information, I have now received three further representations regarding your application. I will share more details on these in due course.

Kind regards

Tania



**Tania Jardim**  
**Licensing Officer**  
**Housing & Public Protection**  
 T. 01202 817895  
[tania.jardim@bcpcouncil.gov.uk](mailto:tania.jardim@bcpcouncil.gov.uk)  
[bcpcouncil.gov.uk](http://bcpcouncil.gov.uk)



**From:** BigWigs Bakery  
**Sent:** 10 July 2025 15:02  
**To:** Tania Jardim  
**Subject:** Re: BigWigs Bakery 9 Marlow Drive Christchurch BH23 2RR (M228375)

Hi Tania, I can confirm we are happy to change the opening/serving of alcohol time to 8pm.

I am away on leave on the 30th July so will not be able to attend the hearing. Will this hinder the decision and is it possible to set a different date for the hearing? Thanks

Kind Regards,  
Tom Bew



BigWigs Bakery Ltd  
"proving it since 2020"