

# Notice of Licensing Sub-Committee

Date: Monday, 2 September 2024 at 10.00 am

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



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## Membership:

Cllr M Dower

Cllr G Farquhar

Cllr M Howell

## Reserve:

Cllr C Matthews

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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=6217>

If you would like any further information on the items to be considered at the meeting please contact: 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 August 2024

**DEBATE  
NOT HATE**



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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

- |  |          |
|--|----------|
| <b>1. Election of Chair</b><br>To elect a Chair of this meeting of the Licensing Sub-Committee.  |          |
| <b>2. Apologies</b><br>To receive any apologies for absence from Members.  |          |
| <b>3. Declarations of Interests</b><br>Councillors are requested to declare any interests on items included in this agenda. Please refer to the workflow on the preceding page for guidance.<br>Declarations received will be reported at the meeting.   |          |
| <b>4. Protocol for Public Speaking at Licensing Hearings</b><br>The protocol for public speaking at Licensing Sub Committee hearings is included with the agenda sheet for noting.   | 5 - 10   |
| <b>5. Application for a Premises Licence at AFC Bournemouth - Match Days</b><br>The Licensing Authority has received an application on behalf of AFC Bournemouth Ltd for a new premises licence at Vitality Stadium, Dean Court, Kings Park, Bournemouth, for Match Days.<br><br>This matter is brought before the Licensing Sub Committee for determination.          | 11 - 64  |
| <b>6. Application for a Premises Licence at AFC Bournemouth - Non- Match Days</b><br>The Licensing Authority has received an application on behalf of AFC Bournemouth Ltd for a new premises licence at Vitality Stadium, Dean Court, Kings Park, Bournemouth, for Non Match Days.<br><br>This matter is brought before the Licensing Sub Committee for determination. | 65 - 122 |

No other items of business can be considered unless the Chair 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>Application for a Premises Licence at AFC Bournemouth - Match Days</b>
Meeting date	2 September 2024
Status	Public Report
Executive summary	<p>Mr Paul Fudge has made an application on behalf of AFC Bournemouth Ltd for 2 new premises licences at Vitality Stadium, Dean Court, Kings Park, Bournemouth.</p> <p>The venue currently benefits from one premises licence covering all licensable activity at the premises. AFC Bournemouth Ltd have made the decision to apply for 2 premises licences, one to cover match day activities and one to cover non match day activities.</p> <p>These applications have been made to enable the existing licence to be split between match day events and non-match day entertainment events and reflect the licensable activity, hours and conditions that are appropriate for each type of event.</p> <p>The Licensing Authority has received representations from 2 other persons in respect of each of the applications on the grounds that to grant the application would undermine the prevention of public nuisance licensing objective. The representations are identical for each application. No representations have been made by a Responsible Authority.</p>
Recommendations	<p><b>It is RECOMMENDED that:</b></p> <p><b>a) Grant the application for a premises licence as made;</b></p> <p><b>b) Refuse the application for a premises licence;</b></p> <p><b>c) Grant the premises licence subject to additional conditions.</b></p> <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 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</p>

	<p>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>
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Portfolio Holder(s):	Cllr Kieron Wilson – Portfolio Holder for Housing, and Regulatory Services.
Corporate Director	Jillian Kay – Corporate Director for Wellbeing
Report Authors	Ellie King – Licensing Officer
Wards	Littledown & Iford;
Classification	For Decision

## Background

1. Application was made by Mr Paul Fudge on behalf of AFC Bournemouth Ltd on 15 July 2024 for 2 premises licences. As set out in the executive summary above these applications have been made to split the existing licence to cover match day and non-match day activities.
2. The table below sets out the differences between the existing licence and the applications being considered.

Licensable activity	Existing Licence – All events	Match day application	Non-Match Day application
Films (Indoors and Outdoors)	Mon – Thur 10:00 to 01:00 Fri – Sat 10:00 to 01:30 Sun 10:00 to 00:00	Mon-Sun 09:30 to 23:00	Mon – Thur 09:00 to 01:00 Fri – Sat 09:00 to 01:30 Sun 09:00 to 00:00
Indoor Sporting Events	Not included on this licence	Mon-Sun 09:30 to 23:00	Mon – Thur 09:00 to 01:00 Fri – Sat 09:00 to 01:30 Sun 09:00 to 00:00
Live Music (Indoors and Outdoors)	Mon – Thur 10:00 to 01:00 Fri – Sat 10:00 to 01:30 Sun 10:00 to 00:00	Mon-Sun 09:30 to 23:00	Mon – Thur 09:00 to 01:00 Fri – Sat 09:00 to 01:30 Sun 09:00 to 00:00
Recorded Music (Indoors and	Mon – Thur 10:00 to 01:00	Mon-Sun 09:30 to 23:00	Mon – Thur 09:00 to 01:00

Outdoors)	Fri – Sat 10:00 to 01:30 Sun 10:00 to 00:00		Fri – Sat 09:00 to 01:30 Sun 09:00 to 00:00
Performances of Dance (Indoors and Outdoors)	Mon – Thur 10:00 to 01:00 Fri – Sat 10:00 to 01:30 Sun 10:00 to 00:00	Mon-Sun 09:30 to 23:00	Mon – Thur 09:00 to 01:00 Fri – Sat 09:00 to 01:30 Sun 09:00 to 00:00
Activity like Music and Dance  (Indoors and Outdoors)	Mon – Thur 10:00 to 01:00 Fri – Sat 10:00 to 01:30 Sun 10:00 to 00:00	Not included on this application	Not included on this application
Late Night Refreshment  (Indoors and Outdoors)	Mon – Thur 23:00 to 01:30 Fri – Sat 23:00 to 02:00 Sun 23:00 to 00:00	Not included on this application	Mon – Thur 23:00 to 01:30 Fri – Sat 23:00 to 02:00 Sun 23:00 to 00:00
Supply of Alcohol (On and Off sales)	Mon – Thur 10:00 to 01:00 Fri – Sat 10:00 to 01:30 Sun 10:00 to 00:00	Mon-Sun 09:30 to 23:00	Mon – Thur 09:00 to 01:00 Fri – Sat 09:00 to 01:30 Sun 09:00 to 00:00

3. The licence conditions attached to each licence application have also been amended to reflect conditions appropriate to the event type.
4. A copy of the existing licence is attached at appendix 1
5. A copy of the application for match day events is attached at appendix 2
6. A location plan is attached at appendix 3.

### Consultation

7. The applications were served on all responsible authorities. The applicant confirmed that the statutory notices were displayed on site and published in the local newspaper.
8. The applications prompted representations from 2 other persons under the prevention of public nuisance Licensing objective.
9. A copy of the representations received is attached at appendix 4.



10. Mr Fudge has contacted the other persons who have made representation against the applications with a view to mediation, however at the time of preparing this report mediation has not been successful and the representations stand.
11. Copies of the emails sent from Mr Fudge to the other persons are attached at appendix 5 and 6.
12. There are no representations from any of the Responsible Authorities.

### **Options Appraisal**

13. Before making a decision, Members are asked to consider the following matters:
  - The representations made by the 2 other persons
  - The relevant licensing objectives, namely the prevention of public nuisance
  - The Licensing Act 2003, appropriate Regulations, Statutory Revised Guidance issued under Section 182 of the Licensing Act 2003 (December 2023) and the Council's Statement of Licensing Policy

### **Summary of financial implications**

14. 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**

15. If Members decide to determine the application or attach conditions to the licence, in a way which the applicant or those making representations do not agree to, then those parties may appeal to the Magistrate's Court within a period of 21 days beginning with the day such parties are notified in writing, of the decision.

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

16. There are no human resources implications.

### **Summary of sustainability impact**

17. There are no sustainability impact implications.

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

18. There are no public health implications.

### **Summary of equality implications**

19. There are no equality implications.

### **Summary of risk assessment**

20. 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/ukxi/2005/44/made>

## **Revised Guidance issued under Section 182 of the Licensing Act 2003 (December 2023)**

[Revised Guidance issued under section 182 of the Licensing Act 2003  
\(publishing.service.gov.uk\)](https://publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/123456/Revised_Guidance_issued_under_section_182_of_the_Licensing_Act_2003.pdf)

## **Appendices**

Appendix 1 - Existing AFC Bournemouth Licence

Appendix 2 - Application form - Match Day Events

Appendix 3 - Location Plan

Appendix 4 - Copy of representations

Appendix 5 - Applicant response to James and Carol Hartley

Appendix 6 - Applicant response to Jon Hartley

## Premises Licence Part A

Premises licence number: BH149278

<b>Postal address of premises, or if none, ordnance survey map reference or description:</b>	
AFC Bournemouth Dean Court Kings Park Drive	
<b>Post town:</b> Bournemouth	<b>Post Code:</b> BH7 7AF
<b>Telephone number:</b> [REDACTED]	

<b>Licensable activities authorised by the licence:</b>
Films Live Music Recorded Music Performances of Dance Activity like Music / Dance Late Night Refreshment Supply of Alcohol

<b>The times the licence authorises the carrying out of licensable activities:</b>
<b>Films</b> Monday - 10:00 to 01:00 Tuesday - 10:00 to 01:00 Wednesday - 10:00 to 01:00 Thursday - 10:00 to 01:00 Friday - 10:00 to 01:30 Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00 Exhibition of films will take place indoors and outdoors <b>Live Music</b> Monday - 10:00 to 01:00 Tuesday - 10:00 to 01:00 Wednesday - 10:00 to 01:00 Thursday - 10:00 to 01:00 Friday - 10:00 to 01:30 Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00 Performance of live music will take place indoors and outdoors <b>Recorded Music</b> Monday - 10:00 to 01:00 Tuesday - 10:00 to 01:00 Wednesday - 10:00 to 01:00 Thursday - 10:00 to 01:00 Friday - 10:00 to 01:30 Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00 Playing of recorded music will take place indoors and outdoors <b>Performances of Dance</b> Monday - 10:00 to 01:00 Tuesday - 10:00 to 01:00 Wednesday - 10:00 to 01:00 Thursday - 10:00 to 01:00 Friday - 10:00 to 01:30 Saturday - 10:00 to 01:30

Sunday - 10:00 to 00:00

Performance of dance will take place indoors and outdoors

**Activity like Music / Dance**

Monday - 10:00 to 01:00

Tuesday - 10:00 to 01:00

Wednesday - 10:00 to 01:00

Thursday - 10:00 to 01:00

Friday - 10:00 to 01:30

Saturday - 10:00 to 01:30

Sunday - 10:00 to 00:00

Entertainment will take place indoors and outdoors of anything of a similar description that falls within live music, recorded music and performance of dance

**Late Night Refreshment**

Monday - 23:00 to 01:30

Tuesday - 23:00 to 01:30

Wednesday - 23:00 to 01:30

Thursday - 23:00 to 01:30

Friday - 23:00 to 02:00

Saturday - 23:00 to 02:00

Sunday - 23:00 to 00:30

Provision of late-night refreshments will take place indoors and outdoors

**Supply of Alcohol**

Monday - 10:00 to 01:00

Tuesday - 10:00 to 01:00

Wednesday - 10:00 to 01:00

Thursday - 10:00 to 01:00

Friday - 10:00 to 01:30

Saturday - 10:00 to 01:30

Sunday - 10:00 to 00:00

Non-Standard timings for all above licensable activities

An additional hour on Bank holiday weekends (Friday to Monday inclusive) St Valentine's, St George's, St Patrick's, St Andrew's and St David's days; 10-14 December and Boxing Day and from terminal hour on New Year's Eve to commencement of hours on New Year's Day. An additional hour to terminal hour on change from GMT to BST.

**The opening hours of the premises:**

Monday - 07:00 to 01:30

Tuesday - 07:00 to 01:30

Wednesday - 07:00 to 01:30

Thursday - 07:00 to 01:30

Friday - 07:00 to 02:00

Saturday - 07:00 to 02:00

Sunday - 07:00 to 00:30

Non-standard timings

An additional hour on Bank holiday weekends (Friday to Monday inclusive) St Valentine's, St George's, St Patrick's, St Andrew's and St David's days; 10-14 December and Boxing Day and from terminal hour on New Year's Eve to commencement of hours on New Year's Day. An additional hour to terminal hour on change from GMT to BST.

**Where the licence authorises supplies of alcohol whether these are on and/ or off supplies:**

Alcohol will be consumed on and off the premises

## Part 2

**Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:**

Vitality Stadium  
AFC Bournemouth Limited  
Dean Court  
Kings Park  
Bournemouth  
BH7 7AF  
Tel: [REDACTED]

**Registered number of holder, for example company number, charity number (where applicable):**

06632170

**Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol:**

Mr Paul Andrew Fudge

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

Tel: [REDACTED]

Email: [REDACTED]

**Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol:**

[REDACTED]

Bournemouth Borough Council



## **Annex 1 – Mandatory conditions**

### Mandatory Conditions (Sections 19,20,21 LA 2003)

- 1.1. There shall be no sale or supply of alcohol when there is no designated premises supervisor in respect of this premises licence or at a time when the said premises supervisor does not hold a personal licence or when his/her licence is suspended.
- 1.2. Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.
- 1.3. Any person used to carry out a security activity as required under conditions 2.2.3, 2.6.1, 2.11, 2.25, 2.26 and 2.34 below must be licensed by the Security Industry Authority.
- 1.4. Admission of children (under the age of 18) to any exhibition of films must be restricted in accordance with the film classification body designated as the authority under Section 4 of the Video Recordings Act 1984.
- 1.5. Where the film classification is not specified, or the relevant licensing authority has notified the premises licence holder under Section 20 (3)(b) of the Licensing Act 2003, the admission of children must be restricted in accordance with any recommendation made by the Licensing Authority.

### The Licensing Act 2003 (Mandatory Licensing Conditions) (Amendment) Order 2014

- 1.6.
  1. The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
  2. In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises –
    - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to -
      - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
      - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
    - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
    - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;
    - (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti- social behaviour or to refer to the effects of drunkenness in any favourable manner;
    - (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).
- 1.7. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.

1.8.

1. The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
2. The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
3. The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either -
  - (a) a holographic mark, or
  - (b) an ultraviolet feature.

1.9. The responsible person must ensure that -

- (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—
  - (i) beer or cider: ½ pint;
  - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
  - (iii) still wine in a glass: 125 ml;
- (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
- (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

The Licensing Act 2003 (Mandatory Conditions) Order 2014

1.10.

1. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
2. For the purposes of the condition set out in paragraph 1 -
  - (a) “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
  - (b) “permitted price” is the price found by applying the formula —

$$P = D + (D \times V)$$

Where —

- (i) P is the permitted price,
- (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
- (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

- (c) “relevant person” means, in relation to premises in respect of which there is in force a premises licence -
    - (i) the holder of the premises licence,
    - (ii) the designated premises supervisor (if any) in respect of such a licence, or
    - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
  - (d) “relevant person” means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
  - (e) “value added tax” means value added tax charged in accordance with the Value Added Tax Act 1994.
3. Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
  4. (1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day (“the first day”) would be different from the permitted price on the next day (“the second day”) as a result of a change to the rate of duty or value added tax.  
  
 (2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

## **Annex 2 – Conditions consistent with the operating schedule**

### General (External Areas)

- 2.1. With the exception of the areas edged blue on the licence plans, use of temporary facilities in the external area will be subject to agreement with the Licensing Authority, Police and Environmental Health Team at least 21 days before the event (or 28 days if a major event) as to the use of the area, size, layout including barriers, security, capacity, and means of control (including any necessary noise controls).
  - 2.1.1 A Noise Management Plan shall be submitted to and approved in writing by the Environmental Health team at least 21 days prior to the event or 28 days if a major event.
  - 2.1.2 A ‘major event’ is one where capacity is expected to exceed 500.
- 2.2. The use of the external areas edged blue on the licence plans shall be subject to the following additional conditions:-
  - 2.2.1 The area shall be physically demarked by barriers as indicated on the attached plan and covered by CCTV which shall be operational (subject to unforeseen fault) at all times the area is open to the public.
  - 2.2.2 Only home fans shall be admitted to the area on production of the match ticket.
  - 2.2.3 Whilst the area is available to the public SIA licensed security personnel wearing high visibility top shall be deployed as follows: two at the entrance to the area and one at the exit gate.
  - 2.2.4 All drinks must be served in plastic bottles or drinking vessels which cannot be removed from the area.

2.2.5 The bar shall close, and the barriers shall be removed no later than 15 minutes before kick-off, and the structure housing the bar shall be secured.

2.2.6 A clicker or similar device shall be used to ensure that the agreed maximum capacity of the area is not exceeded.

2.2.7 No provision of regulated entertainment shall be permitted in this area.

#### Prevention of Crime and Disorder

2.3. The CCTV system shall remain installed. CCTV recordings/images shall be retained for at least a calendar month and these shall be made available to the Police on request (subject to the Data Protection Act 1998).

2.4. The operators shall attend such Safety Advisory Group (SAG) meetings as the appropriate authorities may require in respect of designated sporting events, and shall implement the controls agreed at such meetings/with the SAG members.

2.5. On match days and when an event involving musical regulated entertainment is held at the premises with a terminal hour of or later than midnight, the operators shall implement the Dispersal Policy agreed with the Police and Environmental Health team.

2.6.1 Names and badge numbers of all SIA licensed security personnel to be provided by promoters will be forwarded to the Police at least 7 days in advance of an event with external regulated entertainment.

#### Designated Sporting Events (Match days)

2.6. The operator shall use best practicable means to ensure that those attending designated sporting events (match days) do not commit an offence under the Sporting Events (Control of Alcohol etc) Act 1985 whilst they are on the licensed premises.

2.7. On match days, the sale and supply of alcohol shall be limited as set out below or for any longer hours that may be agreed with the Police and Licensing authority :

2.7.1. Stand facilities in view of the playing area - no alcohol shall be sold during the restricted period (15 minutes before the start of the event to 15 minutes after the end of the event).

2.8. On match days, any area from which the playing area may be viewed at any time during the restricted period will be "prohibited areas". In the event that alcohol is sold in any area on the concourse which has direct access to any prohibited area signage must be clearly displayed advising of this prohibition. Staff shall regularly check areas where alcohol is being supplied during the restricted period to prevent alcohol being taken into the prohibited areas.

2.9. Alcohol sold from structures and facilities on the ground floor concourses shall be dispensed in plastic or waxed paper containers.

2.10. Security personnel (licensed with the SIA where necessary) shall be provided and deployed as agreed at SAG meetings.

2.11. A Personal Licence holder (or such other person agreed by the Police) whose details shall be made known to relevant SAG members shall be on duty during the restricted period.

#### Prevention of Public Nuisance

2.12. Regulated entertainment shall only be permitted (unless otherwise authorised by the Police and Licensing Authority) in the West Stand, in the Main Stadium outside or in such outdoor areas as may be agreed by the Environmental Health Team.

2.13. Adequate parking and access shall be maintained.

- 2.14. The public-address system and external microphone/s used on match days shall only operate from approximately 1 hour before kick off, during half time and immediately after the match.
- 2.15. A restrictive barrier in the form of lockable posts shall be installed and thereafter maintained across the Thistlebarrow Road entrance to the football ground.
- 2.16. Access and egress through the restrictive barrier shall only be available on match days up to 2 hours after the end of a match and at any time for use by emergency vehicles.
- 2.17. Prominent notices shall be displayed within the premises directing persons to exit towards Kings Park Drive and to respect the residential nature of the area and to leave the area quickly and quietly.

#### Indoor Regulated Entertainment

The following steps shall be implemented when amplified musical regulated entertainment (the event) is scheduled to be provided after 22:59:

- 2.18. Any doors or windows from the room where the event is being held which open directly to the outside shall be kept closed, except to allow people to enter and leave.
- 2.19. Air circulation or conditioning shall be provided in such rooms.
- 2.20. A member of staff shall have the responsibility of monitoring noise levels from the event at the boundaries near neighbouring noise sensitive premises at least hourly. If music noise from the event can be heard, immediate steps shall be taken to turn the music down to an acceptable level.
- 2.21. Residents of neighbouring noise sensitive premises shall be given a telephone contact number which shall ensure that they can speak to a responsible member of management and/or staff if they have any complaints. Any such complaints received shall be investigated immediately and appropriate remedial action taken if and as necessary.
- 2.22. A log shall be maintained of monitoring results and any complaints, and shall be produced on request to a Police or Local Authority authorised officer.
- 2.23. Performers shall be advised of the need to keep music output at acceptable levels and to respond immediately to any request from staff to reduce the volume.
- 2.24. Staff and/or any door supervisors on duty shall remind customers on leaving of the need to do so quickly and quietly and to have regard to those living in the area. Notices shall also be displayed near the exits to this effect and additionally asking those customers with vehicles to leave by the Kings Park Drive exit.
- 2.25. A risk assessment shall be affected if the event proposes to have the entertainment until the terminal hour permitted by the Licence and the appropriate number of door supervisors shall be engaged. Their responsibilities shall include monitoring the customers as they leave the premises and encouraging them to leave the premises and the area quickly and quietly. Details of any customer unwilling to respond to such requests shall be taken and given to management with a view to a future bar.

#### Outdoor Regulated Entertainment

- 2.26. Entertainment shall only be permitted in the area, for the event and during the daylight hours (not starting prior to 10:00 nor ending after 22:00) agreed with the Environmental Health team, the Licensing Authority and the Police.
- 2.27. Unless agreed with the Environmental Health team, the Licensing Authority and the Police (with the exception of sporting events):
  - 2.27.1 There shall be no amplification of the musical regulated entertainment.



2.27.2 Such entertainment shall be limited to a maximum duration of 4 hours on no more than 15 days in each calendar year on dates agreed with the Environmental Health team.

2.27.3 No outside entertainment shall be permitted until the plan relating to outside entertainment has been submitted to and agreed by the Environmental Health team at least 21 days prior to the (first) event. The said Plan shall be adhered to at all times during outside entertainment.

2.28. If the outside entertainment for which permission is sought is of the nature of an open-air concert, and/or involves amplified musical regulated entertainment (with the exception of sporting events held in the stadium), a noise assessment to determine the suitability of the stadium for the same shall be undertaken in relation to residential properties, and shall accompany the request for agreement for such an event. If appropriate, that assessment shall specifically refer to the Noise Council's Code of Practice on the Control of Noise from Concerts or any such Code that may have superseded the same.

#### Protection of Children from Harm

2.29. Bar staff shall be trained to prevent underage sales, which shall include a requirement to request identification from any persons who look under 21 years before they are sold alcohol.

2.29.1 The only forms of ID that are acceptable shall be those required by mandatory condition.

2.29.2 Signs shall be displayed that clearly state the forms of ID that shall be required and accepted.

2.30. When operating an under 18 event, a risk assessment shall be effected and made available to a Police officer on request. The assessment shall take account of, amongst other things, the number and deployment of staff including security personnel, and the measures to be put into place to prevent alcohol being brought onto site or available for under 18s on site.

#### Public Safety

2.31. The appropriate Health & Safety Risk Assessment will be effected in respect of the erection of any temporary structure to be used to ensure its suitability and details will be provided to and agreed with the Environmental Health Team before the event. Overall responsibility for such health and safety will remain with the Premises Licence holder.

#### **Annex 3 – Conditions attached after a hearing by the licensing authority**

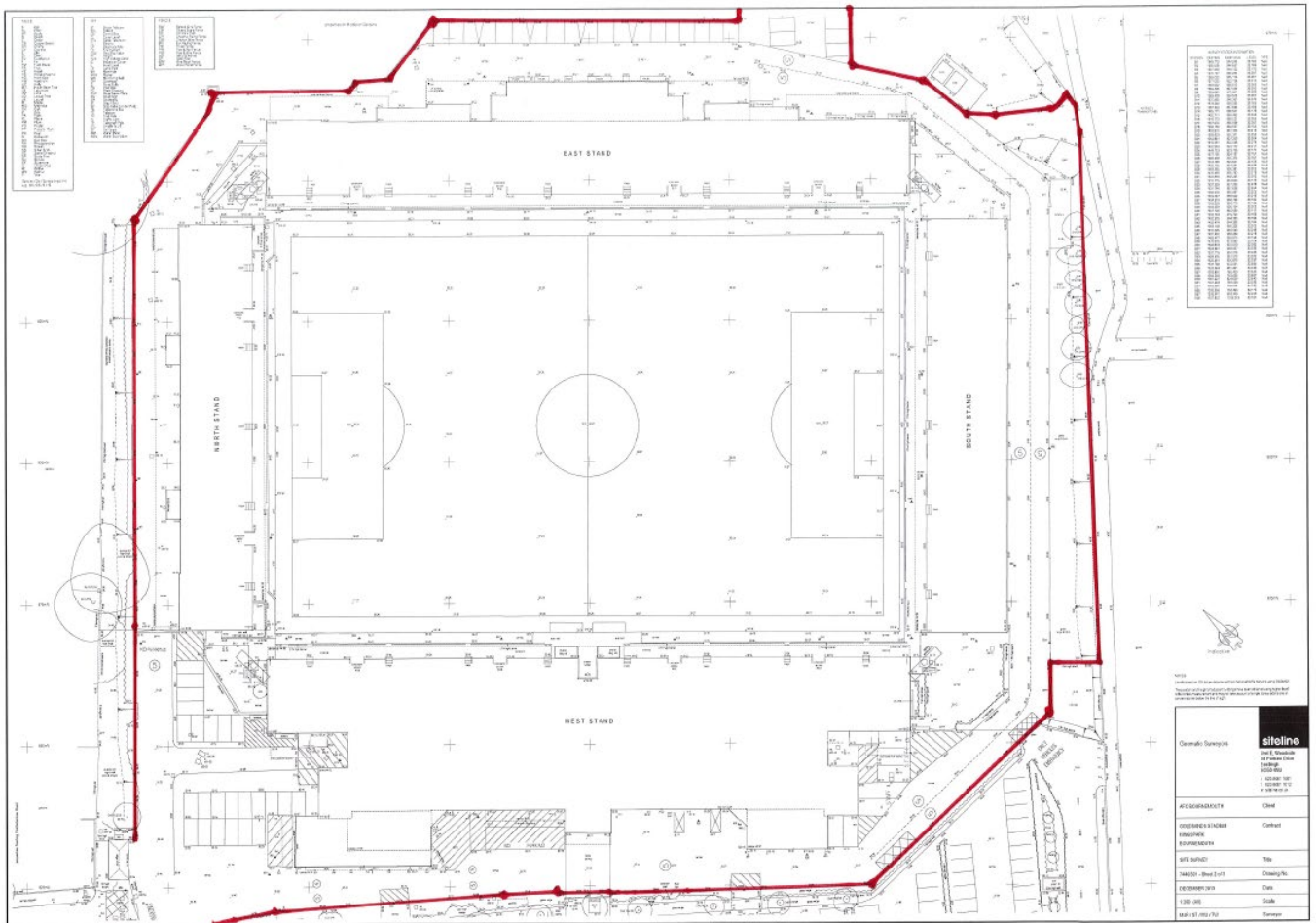
None

#### **Annex 4 – Plans**

This licence is issued in accordance with the following plans –

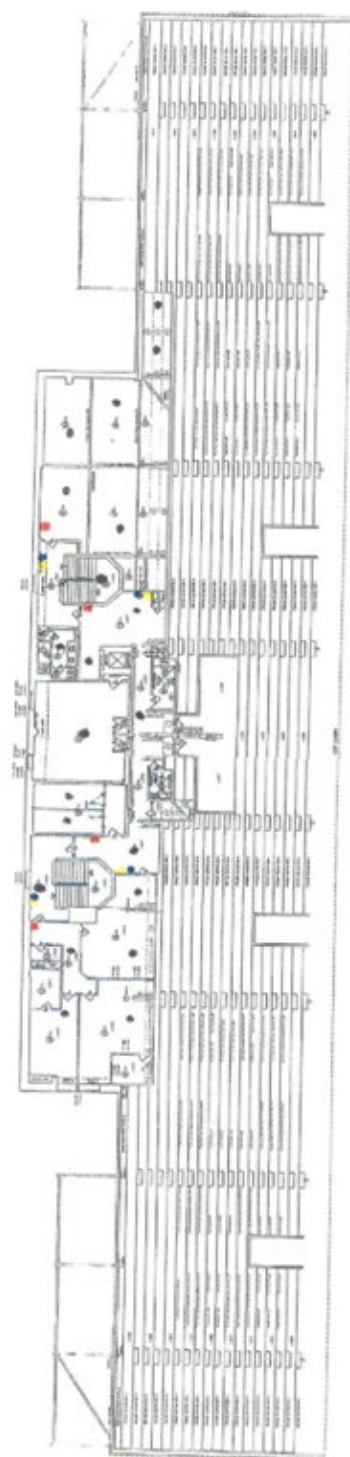
Perimeter and South Stand site plans M205631 dated 28.04.23

Layout plans dated 04 Feb 2016, 05 Feb 2016 and 14 Jan 2017 M149278 A-D / M149278 E- E3 and M154770 A.



**Perimeter Site Plan**  
M205631 dated 28.04.23



[illegible]

- CAME FANST
- OPTICAL SENSOR
- CO<sub>2</sub> EST
- LET CHEMICAL
- POWDER EST

ROTHSCHILD BOROUGH COUNCIL  
LICENSING SECTION  
05 FEB 2016  
APPROVED  
REF. No. M149278a

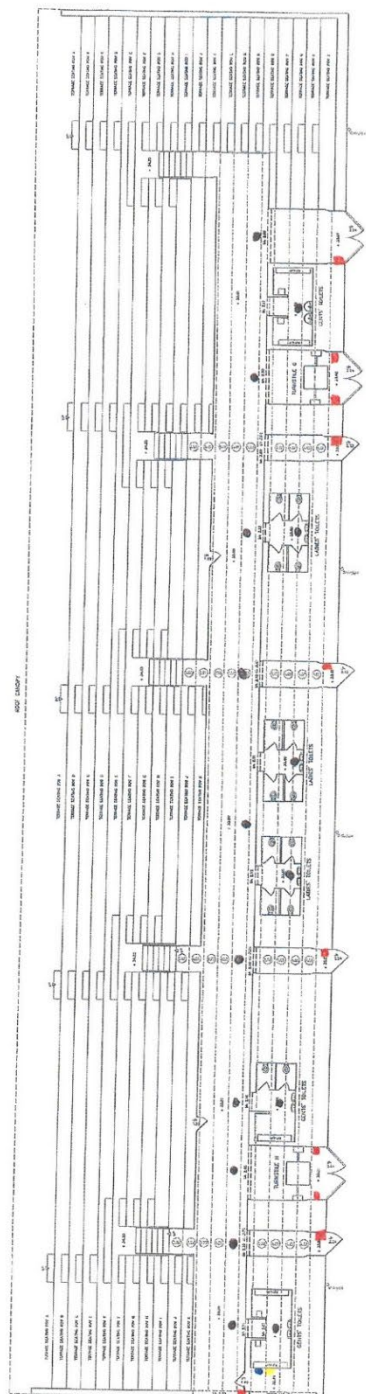




- Annotations
- 2.07 - Ceiling heights
  - 2.07 sus - Ceiling heights to suspended / false ceiling
  - X 20.00 - Floor levels
  - f/c - Floor to ceiling height
  - c/h - Ceiling to head height
  - dh - Door head height
  - dc - Door sill height
  - bs - Beam soffit height
  - bsl - Beam soffit height level
  - cl - Ceiling height
  - clh - Ceiling height level
  - fl - Floor level
  - u/s - Understorey
  - s - Arch spring height
  - u - Arch apex height

- Call Point
- OPTICAL SENSOR
- CO2 DETECTOR
- MFC (KIA) OTHERS

BOURNEMOUTH BOROUGH COUNCIL  
LICENSING SECTION  
05 FEB 2016  
APPROVED  
REF. NO. M149278D

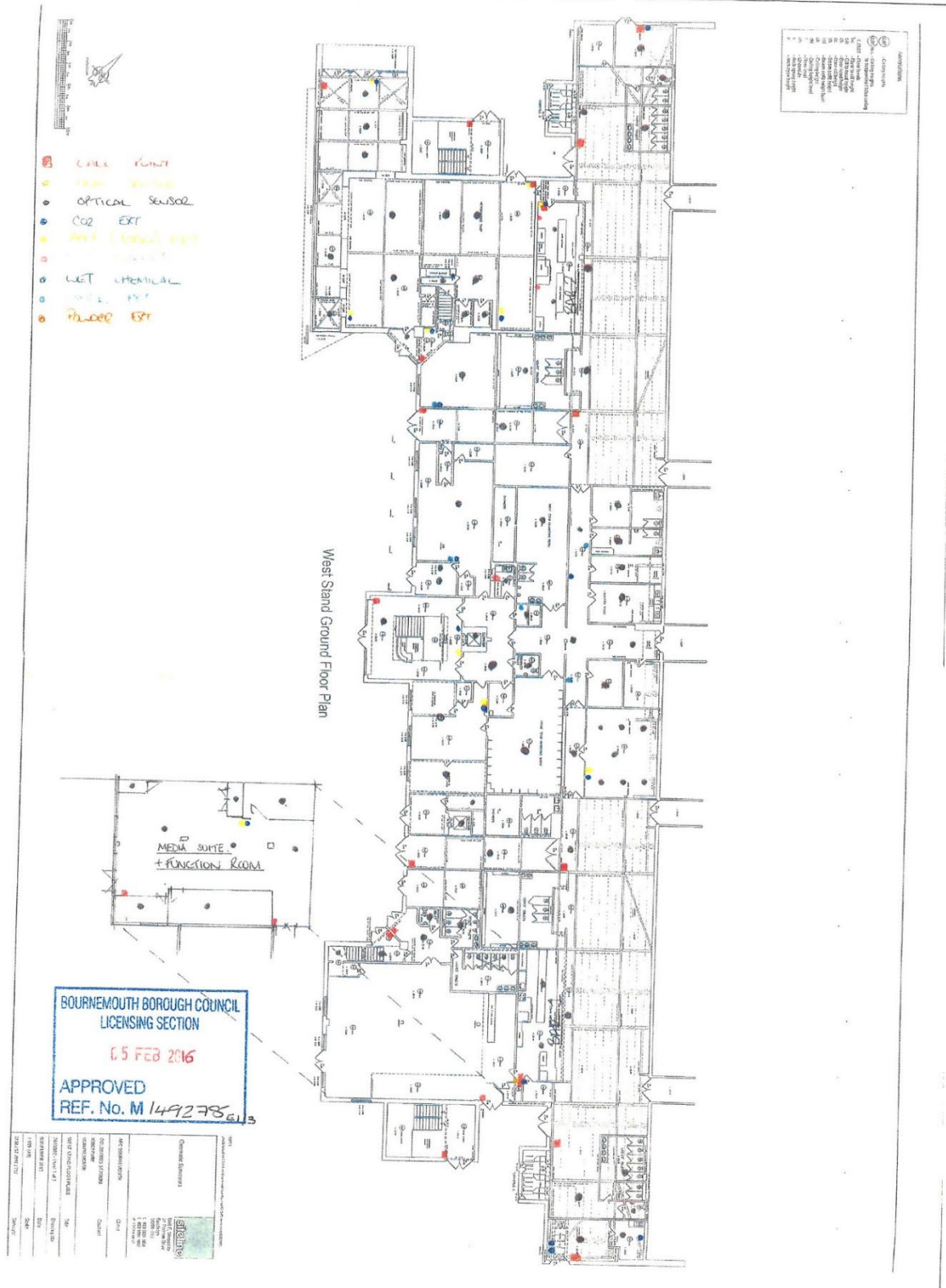


South Stand  
Ground Floor Plan

NOTES

1. All dimensions are to the face of the work unless otherwise stated.

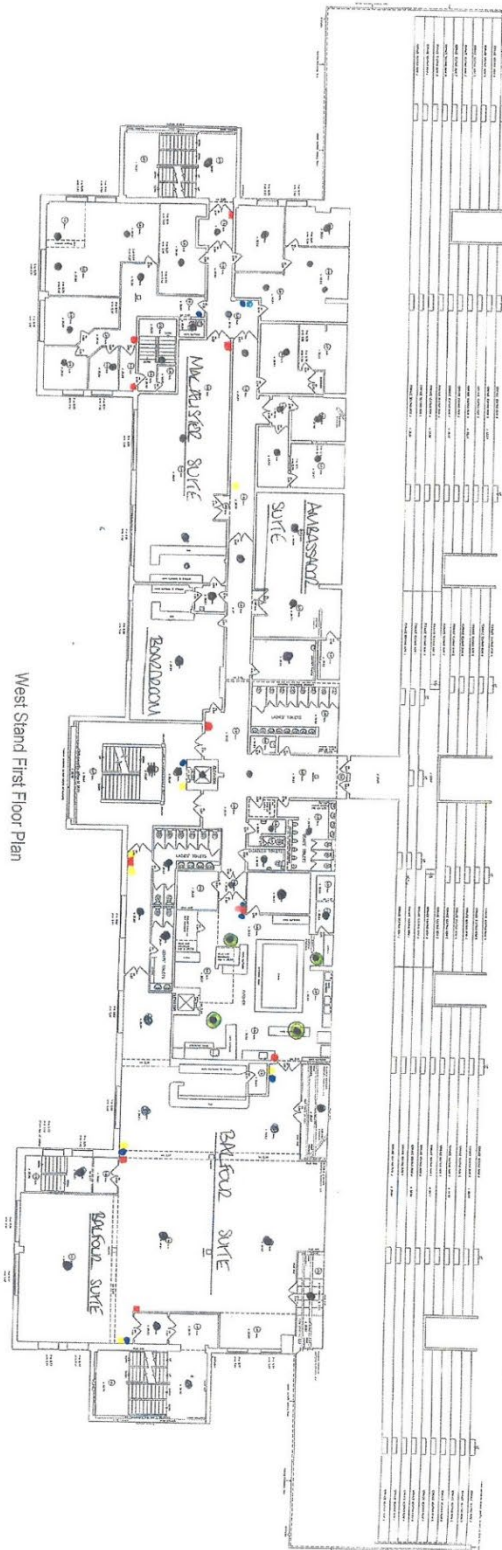
Geomatic Surveys	sateline
Unit 6, Woodside 34 Park Avenue Frimley GU10 4LQ Tel: 01256 888118 Fax: 01256 888119 www.sateline.co.uk	
APC Bournemouth	Client
BOURNEMOUTH STADIUM KINGPARK BOURNEMOUTH	Contract
SOUTH STAND FLOOR PLAN	Title
2/2008 - Sheet 1 of 1	Drawing No.
DECEMBER 2015	Date
1:100 (A1)	Scale
MAR/JUN/JUL/AUG	Surveyor



Our ref: LEAPv1: Misc. Act.: 149278: MRF01191

Legend
1. 200mm x 200mm x 200mm
2. 200mm x 200mm x 200mm
3. 200mm x 200mm x 200mm
4. 200mm x 200mm x 200mm
5. 200mm x 200mm x 200mm
6. 200mm x 200mm x 200mm
7. 200mm x 200mm x 200mm
8. 200mm x 200mm x 200mm
9. 200mm x 200mm x 200mm
10. 200mm x 200mm x 200mm

① HEAVY SMOKE  
 ② OFFICE SMOKE  
 ③ CHEMICAL BT  
 ④ FIRE BT  
 ⑤ CRITICAL SMOKE  
 ⑥ CRITICAL SMOKE  
 ⑦ CRITICAL SMOKE  
 ⑧ CRITICAL SMOKE  
 ⑨ CRITICAL SMOKE  
 ⑩ CRITICAL SMOKE



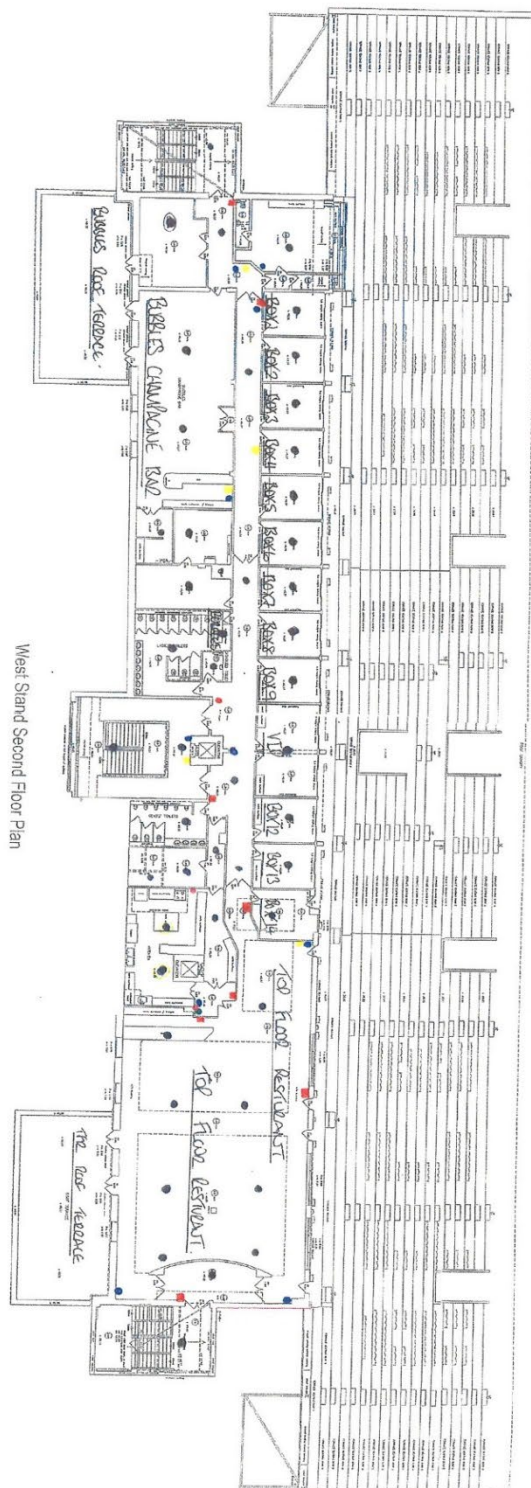
West Stand First Floor Plan

BOURNEMOUTH BOROUGH COUNCIL  
 LICENSING SECTION  
 05 FEB 2016  
 APPROVED  
 REF. NO. M149278/13

Contractor Name:	STC (S) Ltd
Contractor Address:	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 111, 112, 113, 114, 115, 116, 117, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500, 501, 502, 503, 504, 505, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000

Our ref: LEAPv1: Misc. Act.: 149278: MRF01191





BOURNEMOUTH BOROUGH COUNCIL  
LICENSING SECTION  
04 FEB 2016  
APPROVED  
REF. NO. M149278637

1. Name of the person 2. Type of release 3. Date 4. Signature 5. Title		6. Date 7. Signature
8. Name of the person 9. Type of release 10. Date 11. Signature	12. Name of the person 13. Type of release 14. Date 15. Signature	16. Name of the person 17. Type of release 18. Date 19. Signature

Our ref: LEAPv1: Misc. Act.: 149278: MRF01191

# Premises Licence Part B

Premises licence number: BH149278

<b>Postal address of premises, or if none, ordnance survey map reference or description:</b>	
AFC Bournemouth Dean Court Kings Park Drive	
<b>Post town:</b> Bournemouth	<b>Post Code:</b> BH7 7AF
<b>Telephone number:</b> [REDACTED]	

<b>Licensable activities authorised by the licence:</b>
Films, Live Music, Recorded Music, Performances of Dance, Activity like Music / Dance, Late Night Refreshment and Supply of Alcohol

<b>The times the licence authorises the carrying out of licensable activities:</b>	
<b>Films</b> (Indoors and Outdoors) Monday to Thursday - 10:00 to 01:00 Friday and Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00 <b>Live Music</b> (Indoors and Outdoors) Monday to Thursday - 10:00 to 01:00 Friday and Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00 <b>Recorded Music</b> (Indoors and Outdoors) Monday to Thursday - 10:00 to 01:00 Friday and Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00 <b>Performances of Dance</b> (Indoors and Outdoors) Monday to Thursday - 10:00 to 01:00 Friday and Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00 <b>Activity like Music / Dance</b> (Indoors and Outdoors) Monday to Thursday - 10:00 to 01:00 Friday and Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00	<b>Late Night Refreshment</b> (Indoors and Outdoors) Monday to Thursday - 23:00 to 01:30 Friday and Saturday - 23:00 to 02:00 Sunday - 23:00 to 00:30 <b>Supply of Alcohol</b> Monday to Thursday - 10:00 to 01:00 Friday and Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00 <b>Non-Standard timings for all above licensable activities</b> An additional hour on Bank holiday weekends (Friday to Monday inclusive) St Valentine's, St George's, St Patrick's, St Andrew's and St David's days; 10-14 December and Boxing Day and from terminal hour on New Year's Eve to commencement of hours on New Year's Day. An additional hour to terminal hour on change from GMT to BST.

<b>The opening hours of the premises:</b>
Monday to Thursday 07:00 to 01:30, Friday and Saturday - 07:00 to 02:00, Sunday - 07:00 to 00:30
<u>Non-standard timings:</u> An additional hour on Bank holiday weekends (Friday to Monday inclusive) St Valentine's, St George's, St Patrick's, St Andrew's and St David's days; 10-14 December and Boxing Day and from terminal hour on New Year's Eve to commencement of hours on New Year's Day. An additional hour to terminal hour on change from GMT to BST.

<b>Where the licence authorises supplies of alcohol whether these are on and/ or off supplies:</b>
Alcohol will be consumed on and off the premises


<b>Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:</b>
Vitality Stadium, AFC Bournemouth Limited, Dean Court, , Kings Park, Bournemouth, BH7 7AF

<b>Registered number of holder, for example company number, charity number (where applicable):</b>
06632170

<b>Name of designated premises supervisor where the premises licence authorises the supply of alcohol:</b>
Mr Paul Andrew Fudge

<b>State whether access to the premises by children is restricted or prohibited:</b>
Conditions 1.4 and 1.5

Issued: 5 February 2016  
Revised: 2 August 2023 (Minor Variation)

  
Mrs Nananka Randle  
Licensing Manager

## BCP Council

### 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 AFC Bournemouth Ltd.

*(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			
Vitality Stadium Dean Court Kings Park			
Post town	Bournemouth	Postcode	BH7 7AF

Telephone number at premises (if any)	[REDACTED]
Non-domestic rateable value of premises	£655,000

#### 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                         | <input checked="" type="checkbox"/> | please complete section (B) |
| ii. as a partnership                            | <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 ☐ 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:

Please tick yes

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)	
<b>Surname</b>			<b>First names</b>		
I am 18 years old or over				<input type="checkbox"/>	Please tick yes
Current postal address if different from premises address					
Post town				Postcode	
<b>Daytime contact telephone number</b>					
<b>E-mail address (optional)</b>					

**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		
I am 18 years old or over					<input type="checkbox"/> Please tick yes
Current postal 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 AFC Bournemouth Ltd.
Address  Vitality Stadium Dean Court Kings Park Bournemouth
Registered number (where applicable)  06632170
Description of applicant (for example, partnership, company, unincorporated association etc.)  Limited Company
Telephone number (if any) [REDACTED]
E-mail address (optional)



### Part 3 Operating Schedule

When do you want the premises licence to start?

As soon as possible

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

DD	MM	YYYY
<input type="text"/>	<input type="text"/>	<input type="text"/>

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

This Premises Licence is intended to be utilised when delivering licensable activities alongside **football** events/fixtures at the stadium. All other legislation relating to football events will be met separately to this Premises Licence.

Alongside a separate Premises Licence intended to meet the requirements for Hospitality and Corporate Events at this stadium, this Premises Licence is intended to replace Premises Licence No. BH149278 which will be surrendered upon grant of the two replacement licences. No additional provision is being sought through this application process.

It is anticipated that two separate Premises Licences to meet the different purposes of the stadium and associated hospitality spaces will ensure that appropriate conditions can be attributed for each bespoke type of event, whether a football or corporate / hospitality event.

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

14,999

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

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

Provision of regulated entertainment

Please tick any that apply

- |   |                                     |
|---|-------------------------------------|
| a) plays (if ticking yes, fill in box A)  | <input type="checkbox"/>            |
| b) films (if ticking yes, fill in box B)  | <input checked="" type="checkbox"/> |
| c) indoor sporting events (if ticking yes, fill in box C)   | <input checked="" 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 checked="" 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 checked="" 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

## B

<b>Films</b> Standard days and timings (please read guidance note 6)			<b><u>Will the performance of live music take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
Day	Start	Finish		Both	<input checked="" type="checkbox"/>
Mon	0930	2300	<b><u>Please give further details here</u></b> (please read guidance note 3)		
Tue	0930	2300			
Wed	0930	2300	<b><u>State any seasonal variations for the films</u></b> (please read guidance note 4)		
Thur	0930	2300			
Fri	0930	2300	<b><u>Non standard timings. Where you intend to use the premises for the films at different times to those listed in the column on the left, please list</u></b> (please read guidance note 5)		
Sat	0930	2300	This provision shall be extended for one further hour beyond the terminal hour for occasions when the scheduled start time of the football match is 1900hrs or later.		
Sun	0930	2300			

# C

<b>Indoor Sporting Events</b> Standard days and timings (please read guidance note 6)			<b><u>Please give further details here</u></b> (please read guidance note 3)
Day	Start	Finish	
Mon	0930	2300	
Tue	0930	2300	
Wed	0930	2300	<b><u>State any seasonal variations for the indoor sporting events</u></b> (please read guidance note 4)
Thur	0930	2300	
Fri	0930	2300	<b><u>Non standard timings. Where you intend to use the premises for the indoor sporting events at different times to those listed in the column on the left, please list</u></b> (please read guidance note 5)  This provision shall be extended for one further hour beyond the terminal hour for occasions when the scheduled start time of the football match is 1900hrs or later.
Sat	0930	2300	
Sun	0930	2300	



# E

<b>Live music</b> Standard days and timings (please read guidance note 6)			<b>Will the performance of live music take place indoors or outdoors or both – please tick</b> (please read guidance note 2)	
			Indoors	<input type="checkbox"/>
			Outdoors	<input type="checkbox"/>
			Both	<input checked="" type="checkbox"/>
Day	Start	Finish	<b>Please give further details here</b> (please read guidance note 3)	
Mon	0930	2300		
Tue	0930	2300		
Wed	0930	2300	<b>State any seasonal variations for the performance of live music</b> (please read guidance note 4)	
Thur	0930	2300		
Fri	0930	2300		
Sat	0930	2300	<b>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</b> (please read guidance note 5)  This provision shall be extended for one further hour beyond the terminal hour for occasions when the scheduled start time of the football match is 1900hrs or later.	
Sun	0930	2300		

# F

<b>Recorded music</b> Standard days and timings (please read guidance note 6)			<b>Will the playing of recorded music take place indoors or outdoors or both – please tick</b> (please read guidance note 2)		Indoors	<input type="checkbox"/>
					Outdoors	<input type="checkbox"/>
					Both	<input checked="" type="checkbox"/>
Day	Start	Finish	<b>Please give further details here</b> (please read guidance note 3)			
Mon	0930	2300				
Tue	0930	2300				
Wed	0930	2300	<b>State any seasonal variations for the playing of recorded music</b> (please read guidance note 4)			
Thur	0930	2300				
Fri	0930	2300				
Sat	0930	2300	<b>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</b> (please read guidance note 5)  This provision shall be extended for one further hour beyond the terminal hour for occasions when the scheduled start time of the football match is 1900hrs or later.			
Sun	0930	2300				

# G

<b>Performances of dance</b> Standard days and timings (please read guidance note 6)			<b><u>Will the performance of dance take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)		Indoors	<input type="checkbox"/>
					Outdoors	<input type="checkbox"/>
					Both	<input checked="" type="checkbox"/>
Day	Start	Finish	<b><u>Please give further details here</u></b> (please read guidance note 3)			
Mon	0930	2300				
Tue	0930	2300				
Wed	0930	2300	<b><u>State any seasonal variations for the performance of dance</u></b> (please read guidance note 4)			
Thur	0930	2300				
Fri	0930	2300				
Sat	0930	2300	<b><u>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</u></b> (please read guidance note 5)  This provision shall be extended for one further hour beyond the terminal hour for occasions when the scheduled start time of the football match is 1900hrs or later.			
Sun	0930	2300				

# J

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 6)			<b>Will the supply of alcohol be for consumption – please tick</b> (please read guidance note 7)	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 4)		
Mon	0930	2300			
Tue	0930	2300			
Wed	0930	2300			
Thur	0930	2300	<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 5)  This provision shall be extended for one further hour beyond the terminal hour for occasions when the scheduled start time of the football match is 1900hrs or later.		
Fri	0930	2300			
Sat	0930	2300			
Sun	0930	2300			

**State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor:**

Name	
[REDACTED]	
Address	
[REDACTED]	
[REDACTED]	
[REDACTED]	
Postcode	[REDACTED]
Personal licence number (if known)	
BH16329	
Issuing licensing authority (if known)	
Bournemouth Borough Council (now BCP Council)	

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 8).

L

**State any seasonal variations** (please read guidance note 4)

**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** (please read guidance note 5)

The opening hours shall be extended for one further hour beyond the terminal hour for occasions when the scheduled start time of the football match is 1900hrs or later.



**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 9)**

All relevant Mandatory Conditions will apply to this Application.

Safety Advisory Group (SAG)

The operators shall attend such Safety Advisory Group (SAG) meetings as the appropriate authorities may reasonably require in respect of designated sporting events and shall implement any reasonable controls and policies agreed at such meetings/with the SAG members.

Football Legislation Compliance

The Premises Licence Holder will implement all reasonable measures to ensure that those attending 'designated sporting events' do not commit an offence under the Sporting Events (Control of Alcohol etc) Act 1985 whilst they are present on the licensed premises.

No alcohol shall be sold during the restricted period (15 minutes before the start of the event until 15 minutes after the end of the event) for locations within view of the playing area.

Any area from which the match may be viewed at any time during the restricted period will be "prohibited areas". If alcohol is sold in any area on the concourse which has direct access to any prohibited area signage must be clearly displayed advising of this prohibition. Staff shall regularly check areas where alcohol is being supplied during the restricted period to prevent alcohol being taken into the prohibited areas.

**b) The prevention of crime and disorder**

SIA Security

The holder of the licence shall undertake a risk assessment regarding the deployment of SIA Door Supervisors at different times of the day and on different days of the event to determine the appropriate number of SIA staff are deployed on those days and/or at any other time(s) and to then implement the outcome of the risk assessment. A copy of the risk assessment should be made available to an authorised officer of the Licensing Authority or Dorset Police upon request and for a period of up to 6 months.

The Premises Licence Holder (PLH)/Designated Premises Supervisor (DPS) will ensure that a written record of all SIA staff deployed to the event is maintained on the premises.

The Premises Licence holder will ensure that all SIA staff are clearly identifiable to the public, through wearing high-visibility outer garments whilst on duty, and that a minimum of 4 x SIA Door Supervisors shall be on the premises whilst licensable activities are taking place. Additional staff to be deployed in accordance with the Risk Assessment, which include advice and guidance from Dorset Police and other Responsible Authorities.

Incident Log / Refusal Log

All bars will have a Refusal Record which will be available on request to any authorised authority, including Dorset Police and BCP Licensing Authority officers. This record will include reasons for refusal and what action was taken. This record will be retained by the Premises Licence Holder for a minimum

period of 6 months.

An Incident Record shall be kept and maintained at the premises whilst licensable activities are taking place. The log should include the date and time of the incident and the name of the staff and other individuals involved (where known). The record will be made available on request to an authorised officer of BCP Council or Dorset Police and will record the following:

- (a) all crimes reported to the site staff
- (b) all ejections of patrons from the site
- (c) any complaints received
- (d) any incidents of disorder known to the staff or security
- (e) all seizures of drugs or offensive weapons at the entrance or elsewhere within the site
- (f) any visit by a relevant authority or emergency service.

#### Personal Licence Holder

There shall always be a Personal Licence Holder (PLH) on duty on the premises when the premises are providing licensable activities. The DPS will maintain a record of all PLH's throughout each event and this record will be retained by the Premises Licence Holder for a minimum of 6 months.

#### South Stand Hospitality (denoted Blue on the attached plan)

This area shall be subject to the following additional conditions: -

The bar shall close, and the barriers shall be removed no later than 15 minutes before kick-off, and the structure housing the bar shall be secured.

A clicker or similar device shall be used to ensure that the agreed maximum capacity of the area is not exceeded.

#### CCTV

A Closed-Circuit Television (CCTV) system will be always operational at the premises when licensable activities are being carried out and at any other times when members of the public associated with the event are present on the premises.

The CCTV system will cover all areas of the premises occupied by the public under the terms of the licence, excluding WCs and changing rooms and will cover the main entrance/s and exit/s and designated emergency egress routes from the premises.

The CCTV system will have sufficient storage retention capacity for a minimum of 28 days' continuous footage.

A staff member from the premises who is conversant with the operation of the CCTV system shall be always on the premises when the premises are offering licensable activities. This staff member must be able to show a Police Officer or Authorised Person any footage with the minimum of delay when requested.

#### Storage of Alcohol

Outside of the hours authorised for the sale of alcohol, all alcohol within the trading area is to be appropriately secured as to prevent the theft of any alcohol.

### **c) Public safety**



### Structure Safety

The appropriate Health & Safety Risk Assessment will be affected in respect of the erection of any temporary structure to be used to ensure its suitability and details will be provided to and agreed with the Environmental Health Team before the event. Overall responsibility for such health and safety will remain with the Premises Licence holder.

### Medical / Welfare

A qualified medical company providing personnel to be employed and a medical point will be positioned clearly on site when public are present and licensable activities are taking place.

This medical provision will be detailed within the Medical Plan and be agreed with the SAG Members during the preceding SAG Meeting.

A procedure for dealing with unwell members of the public will be in place including those who appear to be affected by alcohol or drugs. Staff will be appropriately trained in such procedures.

### Glass

Alcohol sold from external areas or structures and facilities within the ground floor general admission concourse areas shall be dispensed in plastic or non-glass containers.

## d) The prevention of public nuisance

Regulated entertainment shall only be permitted (unless otherwise authorised by the Police and Licensing Authority) in the West Stand, in the Main Stadium outside or in such outdoor areas as may be agreed by the Environmental Health Team.

Adequate parking and access shall be maintained.

The public-address system and external microphone/s used on match days shall only operate from approximately 90 minutes in advance of kick off, during half time and immediately after the match.

A restrictive barrier in the form of lockable posts shall be installed and thereafter maintained across the Thistlebarrow Road entrance to the football ground whilst licensable activities are taking place within the external footprint of the site.

### Dispersal

The PLH/DPS will operate to a written dispersal policy which ensures the safe and gradual dispersal of customers from the stadium at the conclusion of each fixture. The policy will aim to minimise any residual impact on the local community caused by spectators leaving the site.

The PLH/DPS will ensure that staff receive training on the policy and a record of training shall be kept/made available to an authorised officer upon request. The record will be retained for a minimum of 6 months.

### Noise Pollution

Bottles will not be placed in any external receptacle beyond the permitted hours for the sale of alcohol or before 08.00 hours to minimise noise disturbance to neighbouring properties.

## e) The protection of children from harm



### Underage Sales of Alcohol

*Challenge 25* shall be operated at the premises at the point of entry and at the bars 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 be prominently displayed within the premises with particular focus on the points of sales and entry points to the site.

### Staff Training

All staff involved in the sale of alcohol shall receive training on the law relating to prohibited sales, the age verification policy adopted by the premises and the conditions attaching to the premises license. A record shall be maintained of all staff training and that record shall be signed by the person receiving the training and the individual delivering the training. The records shall be kept for a minimum of 6 months and made available for inspection by Dorset Police, BCP Licensing Authority, or other authorized officers on request.

### 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. ☒

**IT IS AN OFFENCE, LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING 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.**

### Part 4 – Signatures (please read guidance note 10)

Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 11).  
If signing on behalf of the applicant, please state in what capacity.

Signature	
Date	10 <sup>th</sup> July 2024
Capacity	

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 12). 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 13)			
AFC BOURNEMOUTH, VITALITY STADIUM, DEAN COURT, KINGS PARK			
Post town	BOURNEMOUTH	Postcode	BH7 7AF
Telephone number (if any)			
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)			

#### Notes for Guidance

1. 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.
2. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
3. For example the type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.
4. For example (but not exclusively), where the activity will occur on additional days during the summer months.
5. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
6. Please give 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.
7. If you wish people to be able to consume alcohol on the premises, please tick 'on the premises'. If you wish people to be able to purchase alcohol to consume away from the premises, please tick 'off the premises'. If you wish people to be able to do both, please tick 'both'.
8. Please give 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 or the presence of gaming machines.
9. Please list here steps you will take to promote all four licensing objectives together.
10. The application form must be signed.
11. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
12. Where there is more than one applicant, each of the applicant or their respective agent must sign the application form.
13. This is the address which we shall use to correspond with you about this application.

# APPENDIX 3



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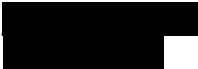



# Appendix 4

**AFC BOURNEMOUTH, DEAN COURT, KINGS PARK DRIVE,**

**BOURNEMOUTH, BH7 7AF**

## **APPLICATION FOR NEW PREMISES LICENCES**

### **REPRESENTATIONS FROM OTHER PERSONS**

	NAME & ADDRESS	REPRESENTATION
1	James & Carol Hartley    Email:   Tel: 	<p><u>1<sup>st</sup> Email</u> Licensing no reference: 219361 AFC Bournemouth</p> <p>We wish to object strongly to the above licensing application ref:219359 on the grounds of the noise from the people leaving the venue late at night either on foot or by the noise which would be generated by the increase in traffic Leaving the venue.</p> <p>The surrounding streets will have increased traffic and parking and littering issues of those leaving the venue on foot.</p> <p>We have already experienced the noise and traffic generated by people leaving the venue by a previous Boxing Evening as we live on the main route of Holdenhurst Rd/Ashley Rd from AFC Bournemouth when our sleep was Disturbed late at night.</p> <p>Please consider our objection carefully.</p> <p>James and Carol Hartley</p> <p><u>2<sup>nd</sup> Email</u></p> <p>Hello Ellie,</p> <p>Our address is:  T: </p> <p>Licensing no references: 219359 and 219361 AFCBournemouth</p> <p>We wish to object strongly to the above licensing applications ref:219359 and 219361 on the grounds of the noise from the people leaving the venue late at night either on foot or or by the noise which would be generated by the increase in traffic leaving the venue. The surrounding streets will have increased traffic and parking and littering issues of those leaving the venue on foot.</p> <p>We have already experienced the noise and traffic generated by people leaving the venue by a previous Boxing Evening as we live on the main route of Holdenhurst Rd/Ashley Rd from AFC Bournemouth when our sleep was disturbed late at night.</p> <p>Please consider our objection carefully.</p>

2	<p>Jon Hartley</p> <p>Email: [REDACTED]</p>	<p>Hello,</p> <p>There are already issues with parking in the surrounding areas on match days, living as I do in a road off Ashley Road. The potential for late night events on non-match days will increase these issues and those of noise and traffic in what is a public park and the surrounding areas.</p> <p>I object to the applications on the grounds of the hours going into the early morning.</p> <p>Regards, Jon Hartley</p>
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**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [Ellie King; Operations.](#) [REDACTED]  
**Subject:** AFC Bournemouth License Applications.  
**Date:** 16 August 2024 15:27:47  
**Attachments:** [image949398.png](#)

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Good afternoon James & Carol

I write to you in response to the representation that you have submitted to BCP Council in response to the applications for licensed premises submitted by AFC Bournemouth for Matchday and Non-Matchday licensable activities at the Vitality Stadium at Kings Park.

Firstly, thank you for bringing your concerns to my attention, as the Vice President for Business and Hospitality for AFC Bournemouth I welcome any concerns from nearby residents and the opportunity to address those concerns as quickly as possible. I would like to put some context to these applications, which are intended to replace the existing premises licence which is considered somewhat difficult to interpret following a series of amendments over the past few years. In submitting these applications, no additional licensable activities are being sought. There are some small amendments to the operating hours, however, these are not anticipated to impact on the licensing objectives (prevent public nuisance, prevent crime & disorder, prevent harm to children or risk public safety) and the intention has been to simply ensure that all public authorities (Police, Fire Service, Ambulance Service, Local Authority) and the public can have a clear understanding of the conditions that apply to each of the activities that occur within the Stadium. In short, attributing bespoke conditions to each type of event will ensure that as a business we can be confident that we are complying with the licence conditions, and secondly, we are more accountable to the responsible authorities (some of which are listed above) to ensure that we are consistently meeting our legal and social obligations to the community.

In advance of submitting this application to BCP Council, AFC Bournemouth engaged with the key responsible authorities, namely Environmental Health (responsible for noise and pollution) and Dorset Police (responsible for preventing crime & disorder and maintaining public safety) for them to suggest any additional conditions and to ensure that, in their professional opinion, the licensing objectives would likely be promoted by these applications. Following a period of mediation, AFC Bournemouth were able to make additions and amendments to the applications which led to both authorities being sufficiently satisfied with the applications resulting in no representations against the applications being submitted by them. No other responsible authority has submitted a representation against these applications, and I hope that you may be able to draw sufficient confidence that these applications have withstood the scrutiny of those professionals in their various capacities.

I am, however, keen to address the specific concerns that you have raised in your representation. I am disappointed that you are adversely affected by the increased noise from people and traffic leaving the stadium. This is a concern for AFC Bournemouth, and we are constantly working with our staff, contractors, partners, and public authorities to minimise the impact of large volumes of people leaving the Stadium following an event. To demonstrate our commitment to tackling this issue I can advise that during our periodical Safety Advisory Group meetings with the emergency services the issue of ensuring a safe dispersal is regularly discussed and improvements made to

our procedures where possible.

Additionally, the following conditions have been created and offered within the applications to ensure that AFC Bournemouth maintain appropriate accountability for the safe dispersal of guests –

#### Football Events

*The PLH/DPS will operate to a written dispersal policy which ensures the safe and gradual dispersal of customers from the stadium at the conclusion of each fixture. The policy will aim to minimise any residual impact on the local community caused by spectators leaving the site.*

*The PLH/DPS will ensure that staff receive training on the policy and a record of training shall be kept/made available to an authorised officer upon request. The record will be retained for a minimum of 6 months.*

#### Any other events

*Where any regulated entertainment is held at the premises with a terminal hour of or later than 11.00pm, the PLH/DPS will operate to a written dispersal policy which ensures the safe and responsible dispersal of customers from the stadium at the conclusion of the event. The policy will aim to minimise any residual impact on the local community caused by spectators leaving the site.*

*Within this policy, staff and/or any door supervisors on duty shall remind customers on leaving of the need to do so quickly and quietly and to have regard to those living in the area. Notices shall also be displayed near the exits to this effect and additionally asking those customers with vehicles to leave by the Kings Park Drive exit.*

*The PLH/DPS will ensure that senior/supervising staff receive training on the policy and a record of training shall be kept/made available to an authorised officer upon request. The record will be retained for a minimum of 6 months.*

You will note that the conditions relating to dispersal are bespoke for both applications to manage the anticipated impact of both types of events. I hope that this will reassure you that we are not simply applying a ‘one size fits all’ approach to this issue. Once again, these conditions have been scrutinised by Dorset Police and Environmental Health and I hope that their agreement to these enhanced conditions will help to address the concerns that you have been experiencing to date. We recognise and regularly exceed the lawful responsibilities expected of a Stadium which delivers football and other events. We are very keen to minimise any adverse impact from our activities, but I hope that you will understand that there is also a limit to what is within our reasonable control, particularly regarding the noise and nuisance caused by guests leaving our site. Despite our requests for guests to respect the surrounding area, regrettably the behaviour of a minority of guests may at times fall short of our expectations.

To support the above, the Revised Guidance, issued by the Home Office under Section 182 of the Licensing Act 2003 offers some direction to support operators and to provide reassurance to the community. The Guidance document is available online; however, the key parts are as follows –

*2.16 Licence holders should make provision to ensure that premises users safely leave*

*their premises. Measures that may assist include:*

- Providing information on the premises of local taxi companies who can provide safe transportation home; and*
- Ensuring adequate lighting outside the premises, particularly on paths leading to and from the premises and in car parks*

Both measures are currently in place and will be maintained in the future.

*2.27 Beyond the immediate area surrounding the premises, these are matters for the personal responsibility of individuals under the law. **An individual who engages in anti-social behaviour is accountable in their own right.** However, it would be perfectly reasonable for a licensing authority to impose a condition, following relevant representations, that requires the licence holder or club to place signs at the exits from the building encouraging patrons to be quiet until they leave the area, or that, if they wish to smoke, to do so at designated places on the premises instead of outside, and to respect the rights of people living nearby to a peaceful night*

The above applies to all licensed premises and whilst this is a challenge for a site of our size, we fully endorse the need to promote this approach for all licensed premises to take all reasonable steps to reduce the impact of our events on the community. The detailed dispersal policies that are required as part of the new applications will ensure that the necessary measures are in place to promote a safe and responsible dispersal of guests from the Stadium, including those that are recommended above. You have noted that the Vitality Stadium is in a busy area of Bournemouth and unfortunately, whilst we work closely with the Highways Department at BCP Council through the Safety Advisory Group to minimise the disruption and impact of those arriving and leaving the area to nearby residents, there will inevitably be increased use of the road network for short periods both before and following an event.

Finally, I note that you refer to your experience following the previous Boxing Event. I can reassure you that Boxing / Wrestling are not licensable activities that have been included in these applications. AFC Bournemouth is committed to delivering the highest standard of experience for the benefit of guests, residents and those choosing to visit the Vitality Stadium for an event.

I am grateful for you bringing your concerns to my attention. I hope that the above additional explanation will provide you with the necessary reassurance that these applications will promote the licensing objectives to the benefit of the local community, including yourself. If you are reassured by the information above, I would be grateful if you could discuss any increased reassurance with the Licensing Authority at BCP Council who can advise you further.

If you wish to discuss your concerns with me further, please do not hesitate to contact me on 01202 726381 or by email at [paul.fudge@afcb.co.uk](mailto:paul.fudge@afcb.co.uk) and I will be pleased to answer any further concerns.

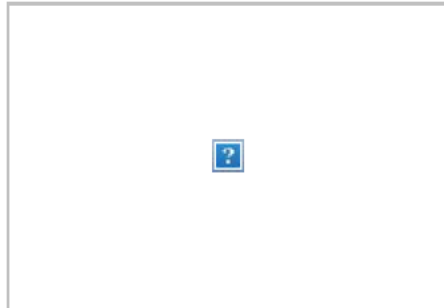
Kind Regards,

Paul

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**Paul Fudge**

Vice President, Business and Hospitality



**AFC Bournemouth**

Vitality Stadium

Dean Court

Kings Park

Bournemouth

BH7 7AF

01202 726300

[www.afcb.co.uk](http://www.afcb.co.uk)

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AFC Bournemouth Limited, Registered in England No. 6632170

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [Ellie King](#); [REDACTED]  
**Subject:** AFC Bournemouth License Applications  
**Date:** 16 August 2024 17:19:48  
**Attachments:** [image759749.png](#)

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Good Afternoon Jon

I write to you in response to the representation that you have submitted to BCP Council in response to the applications for licensed premises submitted by AFC Bournemouth for Matchday and Non-Matchday licensable activities at the Vitality Stadium at Kings Park. Firstly, thank you for bringing your concerns to my attention. As the Vice President for Business and Hospitality for AFC Bournemouth I welcome any concerns from nearby residents and the opportunity to address those concerns as quickly as possible. I would like to put some context to these applications, which are intended to replace the existing premises licence which is considered somewhat difficult to interpret following a series of amendments over the past few years. In submitting these applications, no additional licensable activities are being sought other than Indoor Sporting events, which will be limited and will not have any external impact. There are some small amendments to the operating hours, however, these are not anticipated to impact on the licensing objectives (prevent public nuisance, prevent crime & disorder, prevent harm to children or risk public safety) and the intention has been to simply ensure that all public authorities (Police, Fire Service, Ambulance Service, Local Authority) and the public can have a clear understanding of the conditions that apply to each of the activities that occur within the Stadium. In short, attributing bespoke conditions to each type of event will ensure that as a business we can be confident that we are complying with the licence conditions, and secondly, we are more accountable to the responsible authorities (some of which are listed above) to ensure that we are consistently meeting our legal and social obligations to the community.

In advance of submitting this application to BCP Council, AFC Bournemouth engaged with the key responsible authorities, namely Environmental Health (responsible for noise and pollution) and Dorset Police (responsible for preventing crime & disorder and maintaining public safety) for them to suggest any additional conditions and to ensure that, in their professional opinion, the licensing objectives would likely be promoted by these applications. Following a period of mediation, AFC Bournemouth were able to make additions and amendments to the applications which led to both authorities being sufficiently satisfied with the applications resulting in no representations against the applications being submitted by them. No other responsible authority has submitted a representation against these applications, and I hope that you may be able to draw sufficient confidence that these applications have withstood the scrutiny of those professionals in their various capacities.

I am, however, keen to address the specific concerns that you have raised in your representation. I am disappointed that you are adversely affected by the increased noise from people and traffic leaving the stadium. This is a concern for AFC Bournemouth, and we are constantly working with our staff, contractors, partners, and public authorities to minimise the impact of large volumes of people leaving the Stadium following an event. To demonstrate our commitment to tackling this issue I can advise that during our periodical Safety Advisory Group meetings with the emergency services the issue of ensuring a safe dispersal is regularly discussed and improvements made to

our procedures where possible.

Additionally, the following conditions have been created and offered within the applications to ensure that AFC Bournemouth maintain appropriate accountability for the safe dispersal of guests –

#### Football Events

*The PLH/DPS will operate to a written dispersal policy which ensures the safe and gradual dispersal of customers from the stadium at the conclusion of each fixture. The policy will aim to minimise any residual impact on the local community caused by spectators leaving the site.*

*The PLH/DPS will ensure that staff receive training on the policy and a record of training shall be kept/made available to an authorised officer upon request. The record will be retained for a minimum of 6 months.*

#### Any other events

*Where any regulated entertainment is held at the premises with a terminal hour of or later than 11.00pm, the PLH/DPS will operate to a written dispersal policy which ensures the safe and responsible dispersal of customers from the stadium at the conclusion of the event. The policy will aim to minimise any residual impact on the local community caused by spectators leaving the site.*

*Within this policy, staff and/or any door supervisors on duty shall remind customers on leaving of the need to do so quickly and quietly and to have regard to those living in the area. Notices shall also be displayed near the exits to this effect and additionally asking those customers with vehicles to leave by the Kings Park Drive exit.*

*The PLH/DPS will ensure that senior/supervising staff receive training on the policy and a record of training shall be kept/made available to an authorised officer upon request. The record will be retained for a minimum of 6 months.*

You will note that the conditions relating to dispersal are bespoke for both applications to manage the anticipated impact of both types of events. I hope that this will reassure you that we are not simply applying a 'one size fits all' approach to this issue. Once again, these conditions have been scrutinised by Dorset Police and Environmental Health and I hope that their agreement to these enhanced conditions will help to address the concerns that you have been experiencing to date.

We recognise and regularly exceed the lawful responsibilities expected of a Stadium which delivers football and other events. We are very keen to minimise any adverse impact from our activities, but I hope that you will understand that there is also a limit to what is within our reasonable control, particularly regarding the noise and nuisance caused by guests leaving our site. Despite our requests for guests to respect the surrounding area, regrettably the behaviour of a minority of guests may at times fall short of our expectations.

To support the above, the Revised Guidance, issued by the Home Office under Section 182 of the Licensing Act 2003 offers some direction to support operators and to provide reassurance to the community. The Guidance document is available online; however, the key parts are as follows –

*2.16 Licence holders should make provision to ensure that premises users safely leave their premises. Measures that may assist include:*

- Providing information on the premises of local taxi companies who can provide safe transportation home; and*
- Ensuring adequate lighting outside the premises, particularly on paths leading to and from the premises and in car parks*

Both measures are currently in place and will be maintained in the future.

*2.27 Beyond the immediate area surrounding the premises, these are matters for the personal responsibility of individuals under the law. **An individual who engages in anti-social behaviour is accountable in their own right.** However, it would be perfectly reasonable for a licensing authority to impose a condition, following relevant representations, that requires the licence holder or club to place signs at the exits from the building encouraging patrons to be quiet until they leave the area, or that, if they wish to smoke, to do so at designated places on the premises instead of outside, and to respect the rights of people living nearby to a peaceful night.*

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I am grateful for you bringing your concerns to my attention. I hope that the above additional explanation will provide you with the necessary reassurance that these applications will promote the licensing objectives to the benefit of the local community, including yourself. If you are reassured by the information above, I would be grateful if you could discuss any increased reassurance with the Licensing Authority at BCP Council who can advise you further.

If you wish to discuss your concerns with me further, please do not hesitate to contact me on 01202 726381 or by email at [paul.fudge@afcb.co.uk](mailto:paul.fudge@afcb.co.uk) and I will be pleased to answer any further concerns.

Kind Regards,

Paul

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**Paul Fudge**

Vice President, Business and Hospitality



**AFC Bournemouth**

Vitality Stadium

Dean Court

Kings Park

Bournemouth

BH7 7AF



[www.afcb.co.uk](http://www.afcb.co.uk)

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## LICENSING SUB-COMMITTEE



Report subject	<b>Application for a Premises Licence at AFC Bournemouth - Non- Match Days</b>
Meeting date	2 September 2024
Status	Public Report
Executive summary	<p>Mr Paul Fudge has made an application on behalf of AFC Bournemouth Ltd for 2 new premises licences at Vitality Stadium, Dean Court, Kings Park, Bournemouth.</p> <p>The venue currently benefits from one premises licence covering all licensable activity at the premises. AFC Bournemouth Ltd have made the decision to apply for 2 premises licences, one to cover match day activities and one to cover non match day activities.</p> <p>These applications have been made to enable the existing licence to be split between match day events and non-match day entertainment events and reflect the licensable activity, hours and conditions that are appropriate for each type of event.</p> <p>The Licensing Authority has received representations from 2 other persons in respect of each of the applications on the grounds that to grant the application would undermine the prevention of public nuisance licensing objective. The representations are identical for each application. No representations have been made by a Responsible Authority.</p>
Recommendations	<p><b>It is RECOMMENDED that:</b></p> <p><b>a) Grant the application for a premises licence as made;</b></p> <p><b>b) Refuse the application for a premises licence;</b></p> <p><b>c) Grant the premises licence subject to additional conditions.</b></p> <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 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</p>

	<p>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>
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Portfolio Holder(s):	Cllr Kieron Wilson – Portfolio Holder for Housing, and Regulatory Services.
Corporate Director	Jillian Kay – Corporate Director for Wellbeing
Report Authors	Ellie King – Licensing Officer
Wards	Littledown & Iford;
Classification	For Decision

## Background

1. Application was made by Mr Paul Fudge on behalf of AFC Bournemouth Ltd on 15 July 2024 for 2 premises licences. As set out in the executive summary above these applications have been made to split the existing licence to cover match day and non-match day activities.
2. The table below sets out the differences between the existing licence and the applications being considered.

Licensable activity	Existing Licence – All events	Match day application	Non-Match Day application
Films (Indoors and Outdoors)	Mon – Thur 10:00 to 01:00 Fri – Sat 10:00 to 01:30 Sun 10:00 to 00:00	Mon-Sun 09:30 to 23:00	Mon – Thur 09:00 to 01:00 Fri – Sat 09:00 to 01:30 Sun 09:00 to 00:00
Indoor Sporting Events	Not included on this licence	Mon-Sun 09:30 to 23:00	Mon – Thur 09:00 to 01:00 Fri – Sat 09:00 to 01:30 Sun 09:00 to 00:00
Live Music (Indoors and Outdoors)	Mon – Thur 10:00 to 01:00 Fri – Sat 10:00 to 01:30 Sun 10:00 to 00:00	Mon-Sun 09:30 to 23:00	Mon – Thur 09:00 to 01:00 Fri – Sat 09:00 to 01:30 Sun 09:00 to 00:00
Recorded Music (Indoors and	Mon – Thur 10:00 to 01:00	Mon-Sun 09:30 to 23:00	Mon – Thur 09:00 to 01:00

Outdoors)	Fri – Sat 10:00 to 01:30 Sun 10:00 to 00:00		Fri – Sat 09:00 to 01:30 Sun 09:00 to 00:00
Performances of Dance (Indoors and Outdoors)	Mon – Thur 10:00 to 01:00 Fri – Sat 10:00 to 01:30 Sun 10:00 to 00:00	Mon-Sun 09:30 to 23:00	Mon – Thur 09:00 to 01:00 Fri – Sat 09:00 to 01:30 Sun 09:00 to 00:00
Activity like Music and Dance  (Indoors and Outdoors)	Mon – Thur 10:00 to 01:00 Fri – Sat 10:00 to 01:30 Sun 10:00 to 00:00	Not included on this application	Not included on this application
Late Night Refreshment  (Indoors and Outdoors)	Mon – Thur 23:00 to 01:30 Fri – Sat 23:00 to 02:00 Sun 23:00 to 00:00	Not included on this application	Mon – Thur 23:00 to 01:30 Fri – Sat 23:00 to 02:00 Sun 23:00 to 00:00
Supply of Alcohol (On and Off sales)	Mon – Thur 10:00 to 01:00 Fri – Sat 10:00 to 01:30 Sun 10:00 to 00:00	Mon-Sun 09:30 to 23:00	Mon – Thur 09:00 to 01:00 Fri – Sat 09:00 to 01:30 Sun 09:00 to 00:00

3. The licence conditions attached to each licence application have also been amended.
4. A copy of the existing licence is attached at appendix 1
5. A copy of the application for non-matchday events is attached at appendix 2
6. A location plan is attached at appendix 3.

### Consultation

7. The applications were served on all responsible authorities. The applicant confirmed that the statutory notices were displayed on site and published in the local newspaper.
8. The applications prompted representations from 2 other persons under the prevention of public nuisance Licensing objective.
9. A copy of the representations received is attached at appendix 4.

10. Mr Fudge has contacted the other persons who have made representation against the applications with a view to mediation, however at the time of preparing this report mediation has not been successful and the representations stand.
11. Copies of the emails sent from Mr Fudge to the other persons are attached at appendix 5 and 6.
12. There are no representations from any of the Responsible Authorities.

### **Options Appraisal**

13. Before making a decision, Members are asked to consider the following matters:
  - The representations made by the 2 other persons
  - The relevant licensing objectives, namely the prevention of public nuisance
  - The Licensing Act 2003, appropriate Regulations, Statutory Revised Guidance issued under Section 182 of the Licensing Act 2003 (December 2023) and the Council's Statement of Licensing Policy

### **Summary of financial implications**

14. 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**

15. You must engage legal services to complete/agree this section of the report as early as possible during the drafting stage. This should include the Council's legal powers to make and implement the decision and a summary of the legal advice taken, including reference to any legal risks associated with it and corresponding steps taken / to be taken to mitigate those risks.]

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

16. There are no human resources implications.

### **Summary of sustainability impact**

17. There are no sustainability impact implications.

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

18. There are no public health implications.

### **Summary of equality implications**

19. There are no equality implications.

### **Summary of risk assessment**

20. There are no risk assessment implications

### **Background papers**

BCP Council – Statement of Licensing Policy

<https://democracy.bcpccouncil.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 (December 2023)**

[Revised Guidance issued under section 182 of the Licensing Act 2003 \(publishing.service.gov.uk\)](#)

## **Appendices**

Appendix 1 - Existing AFC Bournemouth Licence

Appendix 2 - Application Form - Non - Matchday Events

Appendix 3 - Location Plan

Appendix 4 - Copy of representations

Appendix 5 - Applicant response to James and Carol Hartley

Appendix 6 - Applicant response to Jon Hartley



## Premises Licence Part A

Premises licence number: BH149278

<b>Postal address of premises, or if none, ordnance survey map reference or description:</b>	
AFC Bournemouth Dean Court Kings Park Drive	
<b>Post town:</b> Bournemouth	<b>Post Code:</b> BH7 7AF
<b>Telephone number:</b> [REDACTED]	

<b>Licensable activities authorised by the licence:</b>
Films Live Music Recorded Music Performances of Dance Activity like Music / Dance Late Night Refreshment Supply of Alcohol

<b>The times the licence authorises the carrying out of licensable activities:</b>
<b>Films</b> Monday - 10:00 to 01:00 Tuesday - 10:00 to 01:00 Wednesday - 10:00 to 01:00 Thursday - 10:00 to 01:00 Friday - 10:00 to 01:30 Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00 Exhibition of films will take place indoors and outdoors <b>Live Music</b> Monday - 10:00 to 01:00 Tuesday - 10:00 to 01:00 Wednesday - 10:00 to 01:00 Thursday - 10:00 to 01:00 Friday - 10:00 to 01:30 Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00 Performance of live music will take place indoors and outdoors <b>Recorded Music</b> Monday - 10:00 to 01:00 Tuesday - 10:00 to 01:00 Wednesday - 10:00 to 01:00 Thursday - 10:00 to 01:00 Friday - 10:00 to 01:30 Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00 Playing of recorded music will take place indoors and outdoors <b>Performances of Dance</b> Monday - 10:00 to 01:00 Tuesday - 10:00 to 01:00 Wednesday - 10:00 to 01:00 Thursday - 10:00 to 01:00 Friday - 10:00 to 01:30 Saturday - 10:00 to 01:30

Sunday - 10:00 to 00:00

Performance of dance will take place indoors and outdoors

**Activity like Music / Dance**

Monday - 10:00 to 01:00

Tuesday - 10:00 to 01:00

Wednesday - 10:00 to 01:00

Thursday - 10:00 to 01:00

Friday - 10:00 to 01:30

Saturday - 10:00 to 01:30

Sunday - 10:00 to 00:00

Entertainment will take place indoors and outdoors of anything of a similar description that falls within live music, recorded music and performance of dance

**Late Night Refreshment**

Monday - 23:00 to 01:30

Tuesday - 23:00 to 01:30

Wednesday - 23:00 to 01:30

Thursday - 23:00 to 01:30

Friday - 23:00 to 02:00

Saturday - 23:00 to 02:00

Sunday - 23:00 to 00:30

Provision of late-night refreshments will take place indoors and outdoors

**Supply of Alcohol**

Monday - 10:00 to 01:00

Tuesday - 10:00 to 01:00

Wednesday - 10:00 to 01:00

Thursday - 10:00 to 01:00

Friday - 10:00 to 01:30

Saturday - 10:00 to 01:30

Sunday - 10:00 to 00:00

Non-Standard timings for all above licensable activities

An additional hour on Bank holiday weekends (Friday to Monday inclusive) St Valentine's, St George's, St Patrick's, St Andrew's and St David's days; 10-14 December and Boxing Day and from terminal hour on New Year's Eve to commencement of hours on New Year's Day. An additional hour to terminal hour on change from GMT to BST.

**The opening hours of the premises:**

Monday - 07:00 to 01:30

Tuesday - 07:00 to 01:30

Wednesday - 07:00 to 01:30

Thursday - 07:00 to 01:30

Friday - 07:00 to 02:00

Saturday - 07:00 to 02:00

Sunday - 07:00 to 00:30

Non-standard timings

An additional hour on Bank holiday weekends (Friday to Monday inclusive) St Valentine's, St George's, St Patrick's, St Andrew's and St David's days; 10-14 December and Boxing Day and from terminal hour on New Year's Eve to commencement of hours on New Year's Day. An additional hour to terminal hour on change from GMT to BST.

**Where the licence authorises supplies of alcohol whether these are on and/ or off supplies:**

Alcohol will be consumed on and off the premises

## Part 2

**Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:**

Vitality Stadium  
AFC Bournemouth Limited  
Dean Court  
Kings Park  
Bournemouth  
BH7 7AF  
Tel: [REDACTED]

**Registered number of holder, for example company number, charity number (where applicable):**

06632170

**Name, address and telephone number of designated premises supervisor where the premises licence authorises the supply of alcohol:**

Mr Paul Andrew Fudge

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

Tel: [REDACTED]

Email: [REDACTED]

**Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol:**

[REDACTED]

Bournemouth Borough Council

## **Annex 1 – Mandatory conditions**

### Mandatory Conditions (Sections 19,20,21 LA 2003)

- 1.1. There shall be no sale or supply of alcohol when there is no designated premises supervisor in respect of this premises licence or at a time when the said premises supervisor does not hold a personal licence or when his/her licence is suspended.
- 1.2. Every supply of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.
- 1.3. Any person used to carry out a security activity as required under conditions 2.2.3, 2.6.1, 2.11, 2.25, 2.26 and 2.34 below must be licensed by the Security Industry Authority.
- 1.4. Admission of children (under the age of 18) to any exhibition of films must be restricted in accordance with the film classification body designated as the authority under Section 4 of the Video Recordings Act 1984.
- 1.5. Where the film classification is not specified, or the relevant licensing authority has notified the premises licence holder under Section 20 (3)(b) of the Licensing Act 2003, the admission of children must be restricted in accordance with any recommendation made by the Licensing Authority.

### The Licensing Act 2003 (Mandatory Licensing Conditions) (Amendment) Order 2014

- 1.6.
  1. The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.
  2. In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises –
    - (a) games or other activities which require or encourage, or are designed to require or encourage, individuals to -
      - (i) drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
      - (ii) drink as much alcohol as possible (whether within a time limit or otherwise);
    - (b) provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries a significant risk of undermining a licensing objective;
    - (c) provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner which carries a significant risk of undermining a licensing objective;
    - (d) selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti- social behaviour or to refer to the effects of drunkenness in any favourable manner;
    - (e) dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of disability).
- 1.7. The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.

1.8.

1. The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
2. The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
3. The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either -
  - (a) a holographic mark, or
  - (b) an ultraviolet feature.

1.9. The responsible person must ensure that -

- (a) where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures—
  - (i) beer or cider: ½ pint;
  - (ii) gin, rum, vodka or whisky: 25 ml or 35 ml; and
  - (iii) still wine in a glass: 125 ml;
- (b) these measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
- (c) where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

The Licensing Act 2003 (Mandatory Conditions) Order 2014

1.10.

1. A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
2. For the purposes of the condition set out in paragraph 1 -
  - (a) “duty” is to be construed in accordance with the Alcoholic Liquor Duties Act 1979;
  - (b) “permitted price” is the price found by applying the formula —

$$P = D + (D \times V)$$

Where —

- (i) P is the permitted price,
- (ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
- (iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;

- (c) “relevant person” means, in relation to premises in respect of which there is in force a premises licence -
    - (i) the holder of the premises licence,
    - (ii) the designated premises supervisor (if any) in respect of such a licence, or
    - (iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;
  - (d) “relevant person” means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and
  - (e) “value added tax” means value added tax charged in accordance with the Value Added Tax Act 1994.
3. Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that sub-paragraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.
  4. (1) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day (“the first day”) would be different from the permitted price on the next day (“the second day”) as a result of a change to the rate of duty or value added tax.  
  
(2) The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

## **Annex 2 – Conditions consistent with the operating schedule**

### General (External Areas)

- 2.1. With the exception of the areas edged blue on the licence plans, use of temporary facilities in the external area will be subject to agreement with the Licensing Authority, Police and Environmental Health Team at least 21 days before the event (or 28 days if a major event) as to the use of the area, size, layout including barriers, security, capacity, and means of control (including any necessary noise controls).
  - 2.1.1 A Noise Management Plan shall be submitted to and approved in writing by the Environmental Health team at least 21 days prior to the event or 28 days if a major event.
  - 2.1.2 A ‘major event’ is one where capacity is expected to exceed 500.
- 2.2. The use of the external areas edged blue on the licence plans shall be subject to the following additional conditions:-
  - 2.2.1 The area shall be physically demarked by barriers as indicated on the attached plan and covered by CCTV which shall be operational (subject to unforeseen fault) at all times the area is open to the public.
  - 2.2.2 Only home fans shall be admitted to the area on production of the match ticket.
  - 2.2.3 Whilst the area is available to the public SIA licensed security personnel wearing high visibility top shall be deployed as follows: two at the entrance to the area and one at the exit gate.
  - 2.2.4 All drinks must be served in plastic bottles or drinking vessels which cannot be removed from the area.



2.2.5 The bar shall close, and the barriers shall be removed no later than 15 minutes before kick-off, and the structure housing the bar shall be secured.

2.2.6 A clicker or similar device shall be used to ensure that the agreed maximum capacity of the area is not exceeded.

2.2.7 No provision of regulated entertainment shall be permitted in this area.

#### Prevention of Crime and Disorder

2.3. The CCTV system shall remain installed. CCTV recordings/images shall be retained for at least a calendar month and these shall be made available to the Police on request (subject to the Data Protection Act 1998).

2.4. The operators shall attend such Safety Advisory Group (SAG) meetings as the appropriate authorities may require in respect of designated sporting events, and shall implement the controls agreed at such meetings/with the SAG members.

2.5. On match days and when an event involving musical regulated entertainment is held at the premises with a terminal hour of or later than midnight, the operators shall implement the Dispersal Policy agreed with the Police and Environmental Health team.

2.6.1 Names and badge numbers of all SIA licensed security personnel to be provided by promoters will be forwarded to the Police at least 7 days in advance of an event with external regulated entertainment.

#### Designated Sporting Events (Match days)

2.6. The operator shall use best practicable means to ensure that those attending designated sporting events (match days) do not commit an offence under the Sporting Events (Control of Alcohol etc) Act 1985 whilst they are on the licensed premises.

2.7. On match days, the sale and supply of alcohol shall be limited as set out below or for any longer hours that may be agreed with the Police and Licensing authority :

2.7.1. Stand facilities in view of the playing area - no alcohol shall be sold during the restricted period (15 minutes before the start of the event to 15 minutes after the end of the event).

2.8. On match days, any area from which the playing area may be viewed at any time during the restricted period will be "prohibited areas". In the event that alcohol is sold in any area on the concourse which has direct access to any prohibited area signage must be clearly displayed advising of this prohibition. Staff shall regularly check areas where alcohol is being supplied during the restricted period to prevent alcohol being taken into the prohibited areas.

2.9. Alcohol sold from structures and facilities on the ground floor concourses shall be dispensed in plastic or waxed paper containers.

2.10. Security personnel (licensed with the SIA where necessary) shall be provided and deployed as agreed at SAG meetings.

2.11. A Personal Licence holder (or such other person agreed by the Police) whose details shall be made known to relevant SAG members shall be on duty during the restricted period.

#### Prevention of Public Nuisance

2.12. Regulated entertainment shall only be permitted (unless otherwise authorised by the Police and Licensing Authority) in the West Stand, in the Main Stadium outside or in such outdoor areas as may be agreed by the Environmental Health Team.

2.13. Adequate parking and access shall be maintained.

- 2.14. The public-address system and external microphone/s used on match days shall only operate from approximately 1 hour before kick off, during half time and immediately after the match.
- 2.15. A restrictive barrier in the form of lockable posts shall be installed and thereafter maintained across the Thistlebarrow Road entrance to the football ground.
- 2.16. Access and egress through the restrictive barrier shall only be available on match days up to 2 hours after the end of a match and at any time for use by emergency vehicles.
- 2.17. Prominent notices shall be displayed within the premises directing persons to exit towards Kings Park Drive and to respect the residential nature of the area and to leave the area quickly and quietly.

#### Indoor Regulated Entertainment

The following steps shall be implemented when amplified musical regulated entertainment (the event) is scheduled to be provided after 22:59:

- 2.18. Any doors or windows from the room where the event is being held which open directly to the outside shall be kept closed, except to allow people to enter and leave.
- 2.19. Air circulation or conditioning shall be provided in such rooms.
- 2.20. A member of staff shall have the responsibility of monitoring noise levels from the event at the boundaries near neighbouring noise sensitive premises at least hourly. If music noise from the event can be heard, immediate steps shall be taken to turn the music down to an acceptable level.
- 2.21. Residents of neighbouring noise sensitive premises shall be given a telephone contact number which shall ensure that they can speak to a responsible member of management and/or staff if they have any complaints. Any such complaints received shall be investigated immediately and appropriate remedial action taken if and as necessary.
- 2.22. A log shall be maintained of monitoring results and any complaints, and shall be produced on request to a Police or Local Authority authorised officer.
- 2.23. Performers shall be advised of the need to keep music output at acceptable levels and to respond immediately to any request from staff to reduce the volume.
- 2.24. Staff and/or any door supervisors on duty shall remind customers on leaving of the need to do so quickly and quietly and to have regard to those living in the area. Notices shall also be displayed near the exits to this effect and additionally asking those customers with vehicles to leave by the Kings Park Drive exit.
- 2.25. A risk assessment shall be affected if the event proposes to have the entertainment until the terminal hour permitted by the Licence and the appropriate number of door supervisors shall be engaged. Their responsibilities shall include monitoring the customers as they leave the premises and encouraging them to leave the premises and the area quickly and quietly. Details of any customer unwilling to respond to such requests shall be taken and given to management with a view to a future bar.

#### Outdoor Regulated Entertainment

- 2.26. Entertainment shall only be permitted in the area, for the event and during the daylight hours (not starting prior to 10:00 nor ending after 22:00) agreed with the Environmental Health team, the Licensing Authority and the Police.
- 2.27. Unless agreed with the Environmental Health team, the Licensing Authority and the Police (with the exception of sporting events):
  - 2.27.1 There shall be no amplification of the musical regulated entertainment.

2.27.2 Such entertainment shall be limited to a maximum duration of 4 hours on no more than 15 days in each calendar year on dates agreed with the Environmental Health team.

2.27.3 No outside entertainment shall be permitted until the plan relating to outside entertainment has been submitted to and agreed by the Environmental Health team at least 21 days prior to the (first) event. The said Plan shall be adhered to at all times during outside entertainment.

2.28. If the outside entertainment for which permission is sought is of the nature of an open-air concert, and/or involves amplified musical regulated entertainment (with the exception of sporting events held in the stadium), a noise assessment to determine the suitability of the stadium for the same shall be undertaken in relation to residential properties, and shall accompany the request for agreement for such an event. If appropriate, that assessment shall specifically refer to the Noise Council's Code of Practice on the Control of Noise from Concerts or any such Code that may have superseded the same.

#### Protection of Children from Harm

2.29. Bar staff shall be trained to prevent underage sales, which shall include a requirement to request identification from any persons who look under 21 years before they are sold alcohol.

2.29.1 The only forms of ID that are acceptable shall be those required by mandatory condition.

2.29.2 Signs shall be displayed that clearly state the forms of ID that shall be required and accepted.

2.30. When operating an under 18 event, a risk assessment shall be effected and made available to a Police officer on request. The assessment shall take account of, amongst other things, the number and deployment of staff including security personnel, and the measures to be put into place to prevent alcohol being brought onto site or available for under 18s on site.

#### Public Safety

2.31. The appropriate Health & Safety Risk Assessment will be effected in respect of the erection of any temporary structure to be used to ensure its suitability and details will be provided to and agreed with the Environmental Health Team before the event. Overall responsibility for such health and safety will remain with the Premises Licence holder.

### **Annex 3 – Conditions attached after a hearing by the licensing authority**

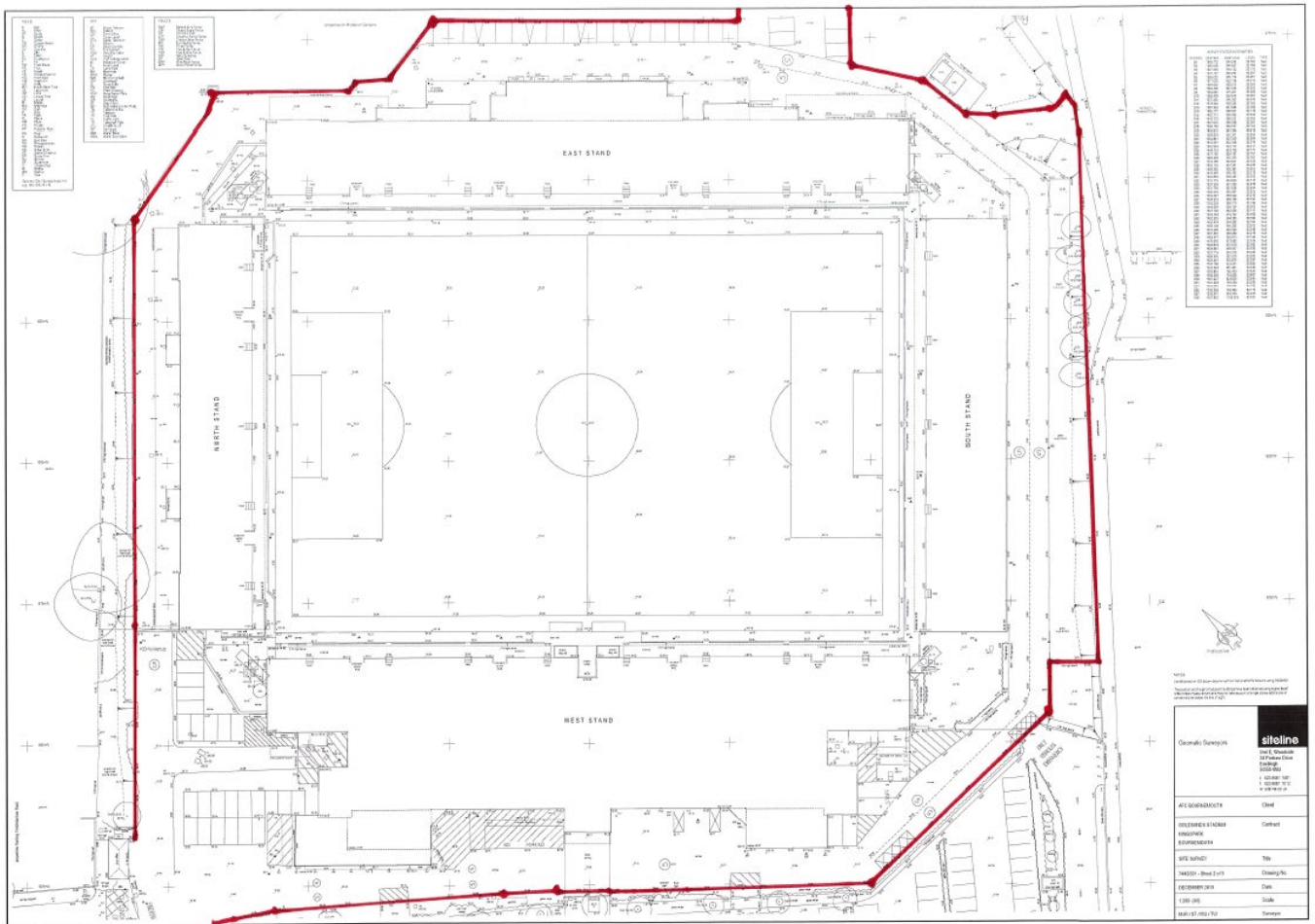
None

### **Annex 4 – Plans**

This licence is issued in accordance with the following plans –

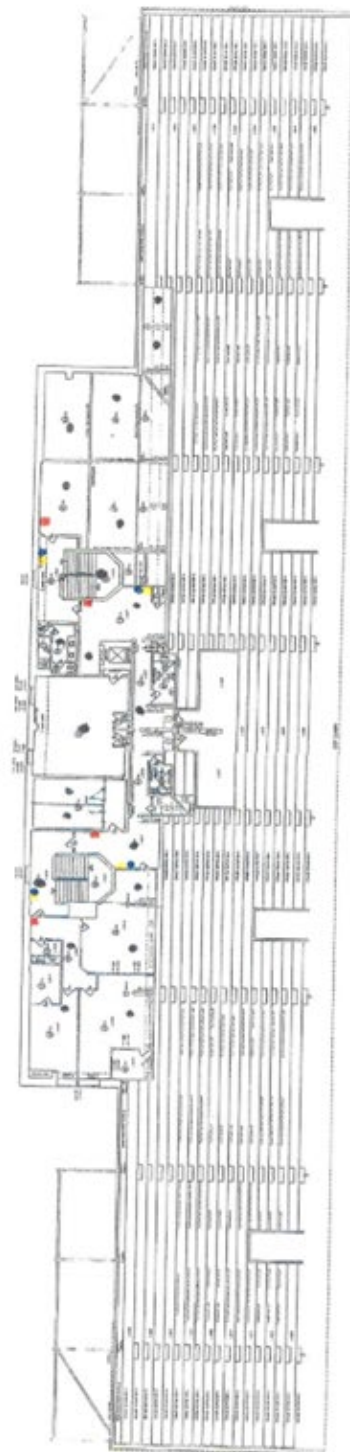
Perimeter and South Stand site plans M205631 dated 28.04.23

Layout plans dated 04 Feb 2016, 05 Feb 2016 and 14 Jan 2017 M149278 A-D / M149278 E- E3 and M154770 A.



**Perimeter Site Plan**  
M205631 dated 28.04.23

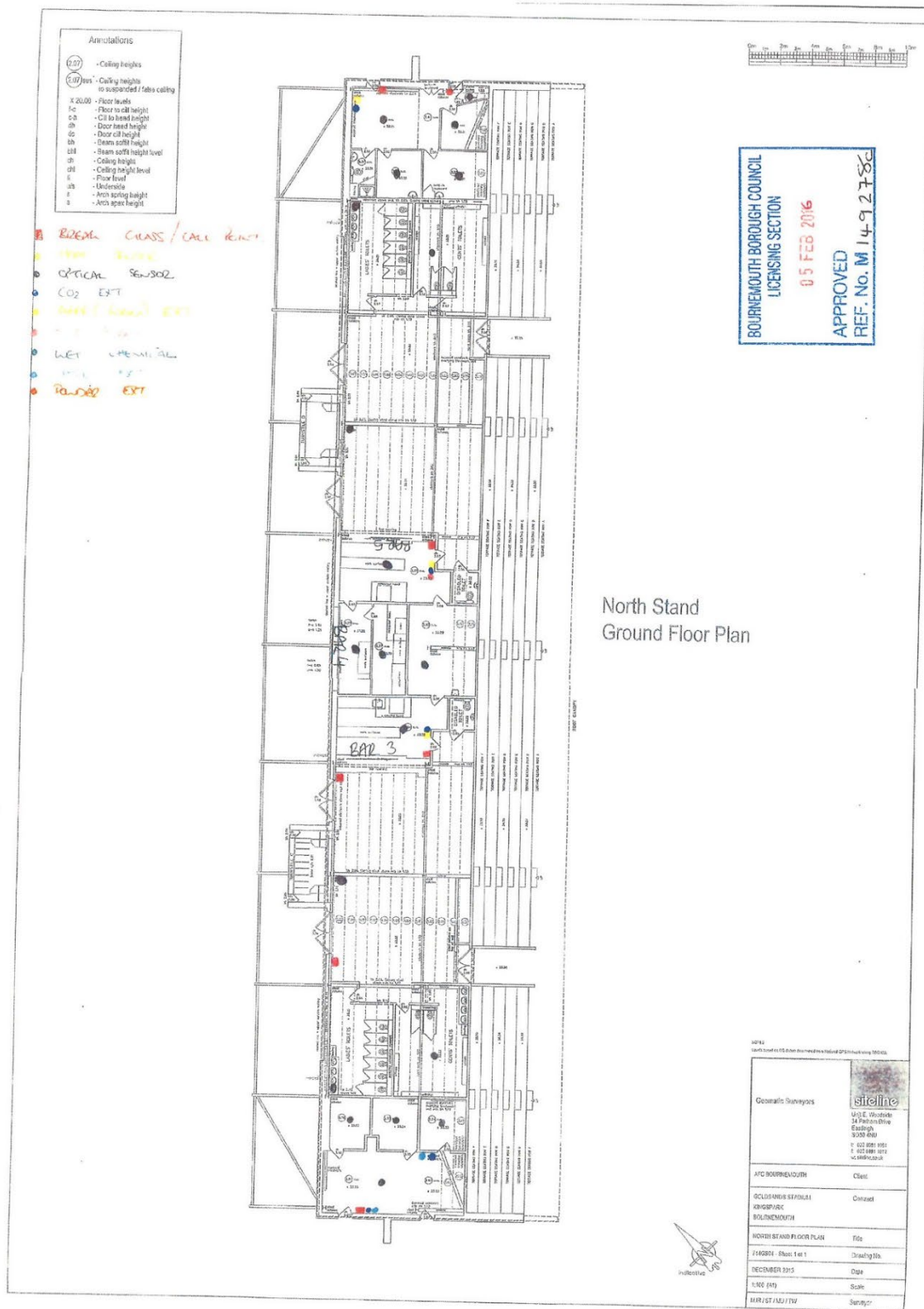


[illegible]

- CALL FINGER
- OPTICAL SENSOR
- CO<sub>2</sub> EN
- WIRELESS COMMUNICATION
- LET CHEMICAL
- POWER EN

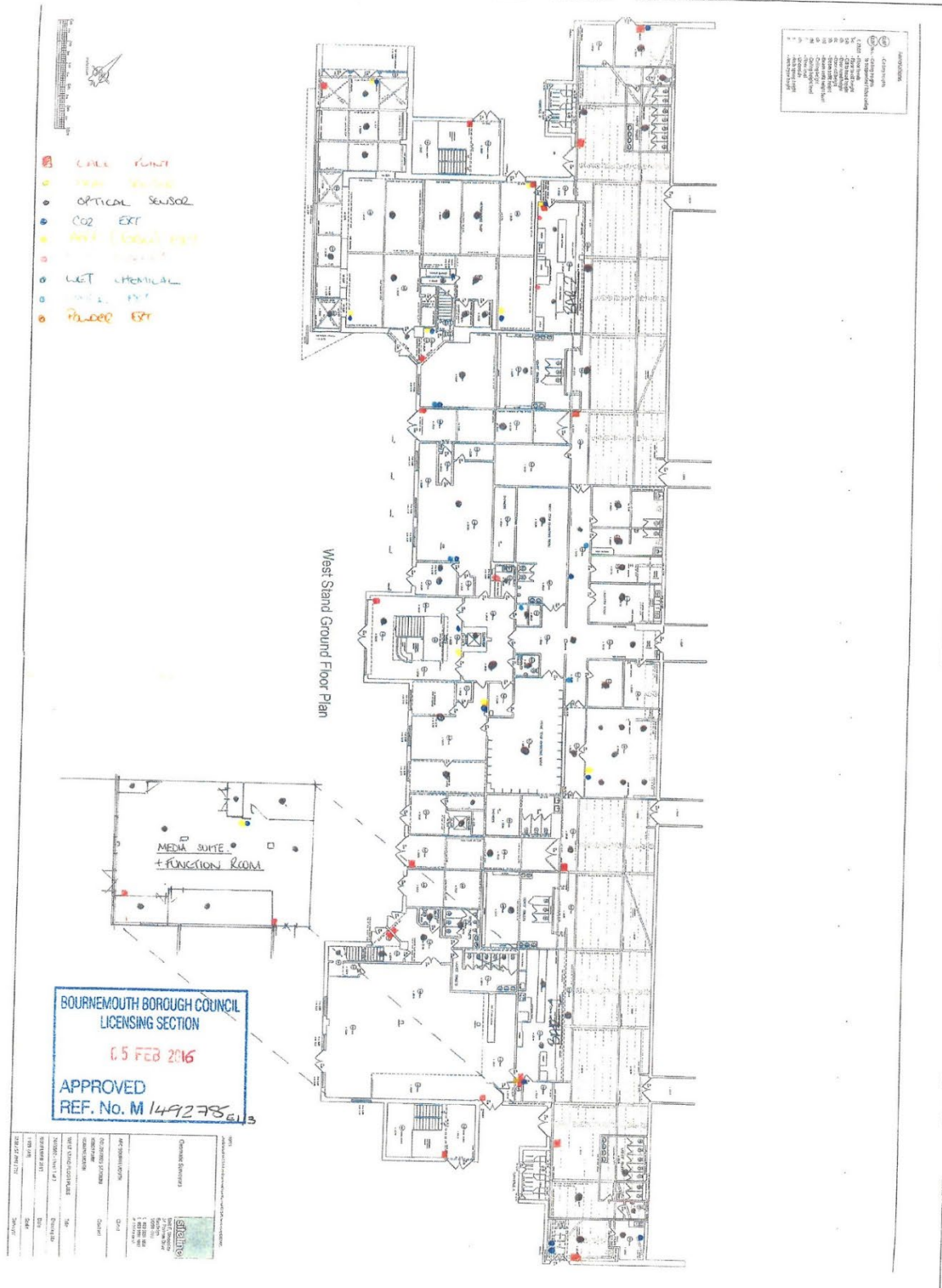
ROTHSCHILD BOROUGH COUNCIL  
LICENSING SECTION  
05 FEB 2016  
APPROVED  
REF. No. M149278a



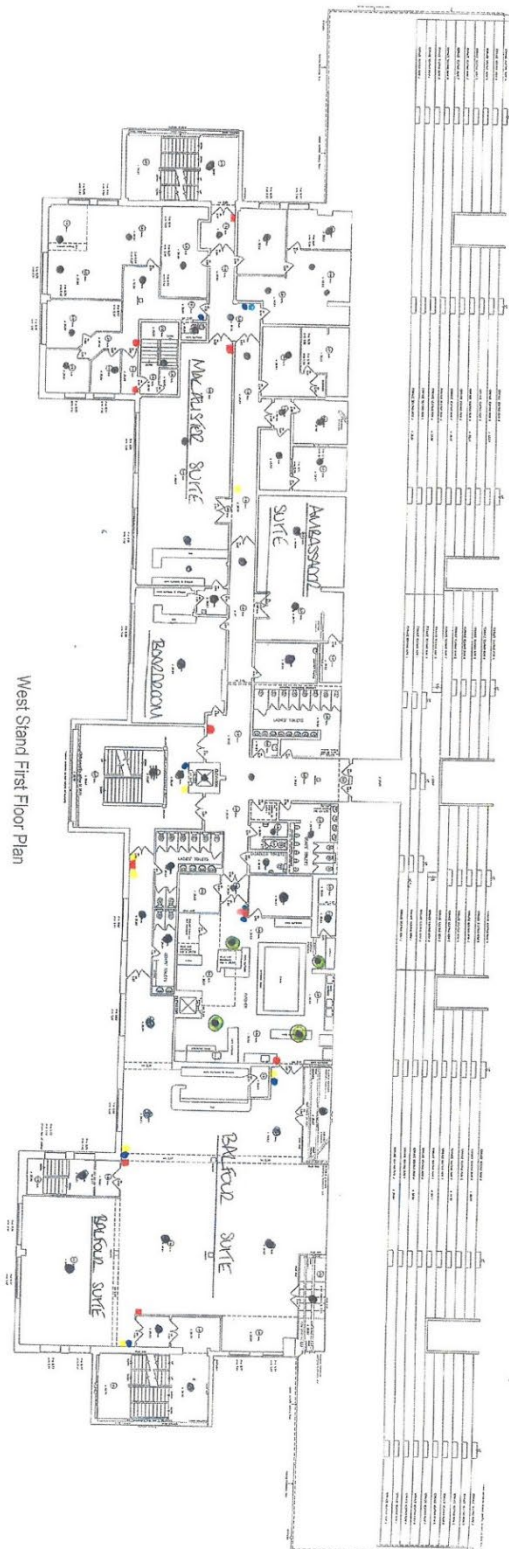


Our ref: LEAPv1: Misc. Act.: 149278: MRF01191





Our ref: LEAPv1: Misc. Act.: 149278: MRF01191



**Answers:**

237. • On a number line

238. • Call by letter  
to improve a flying club

239. • 23.04. From bank

240. • From 1 to 1000

241. • Call by letter

242. • On a number line

243. • From 1 to 1000

244. • From 1 to 1000

245. • From 1 to 1000

246. • Call by letter

247. • From 1 to 1000

248. • Call by letter

249. • From 1 to 1000

250. • Call by letter

251. • From 1 to 1000

252. • Call by letter

253. • From 1 to 1000

254. • Call by letter

255. • From 1 to 1000

256. • Call by letter

257. • From 1 to 1000

258. • Call by letter

259. • From 1 to 1000

260. • Call by letter

261. • From 1 to 1000

262. • Call by letter

263. • From 1 to 1000

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266. • Call by letter

267. • From 1 to 1000

268. • Call by letter

269. • From 1 to 1000

270. • Call by letter

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272. • Call by letter

273. • From 1 to 1000

274. • Call by letter

275. • From 1 to 1000

276. • Call by letter

277. • From 1 to 1000

278. • Call by letter

279. • From 1 to 1000

280. • Call by letter

281. • From 1 to 1000

282. • Call by letter

283. • From 1 to 1000

284. • Call by letter

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286. • Call by letter

287. • From 1 to 1000

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290. • Call by letter

291. • From 1 to 1000

292. • Call by letter

293. • From 1 to 1000

294. • Call by letter

295. • From 1 to 1000

296. • Call by letter

297. • From 1 to 1000

298. • Call by letter

299. • From 1 to 1000

300. • Call by letter

③ then sensat.  
optical sensor

BOURNEMOUTH BOROUGH COUNCIL  
LICENSING SECTION  
15 FEB 2016  
APPROVED  
REF. No. M149278  
E213

[illegible]





## Premises Licence Part B

Premises licence number: BH149278

<b>Postal address of premises, or if none, ordnance survey map reference or description:</b>	
AFC Bournemouth Dean Court Kings Park Drive	
<b>Post town:</b> Bournemouth	<b>Post Code:</b> BH7 7AF
<b>Telephone number:</b> [REDACTED]	

<b>Licensable activities authorised by the licence:</b>
Films, Live Music, Recorded Music, Performances of Dance, Activity like Music / Dance, Late Night Refreshment and Supply of Alcohol

<b>The times the licence authorises the carrying out of licensable activities:</b>	
<p><b>Films</b> (Indoors and Outdoors) Monday to Thursday - 10:00 to 01:00 Friday and Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00</p> <p><b>Live Music</b> (Indoors and Outdoors) Monday to Thursday - 10:00 to 01:00 Friday and Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00</p> <p><b>Recorded Music</b> (Indoors and Outdoors) Monday to Thursday - 10:00 to 01:00 Friday and Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00</p> <p><b>Performances of Dance</b> (Indoors and Outdoors) Monday to Thursday - 10:00 to 01:00 Friday and Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00</p> <p><b>Activity like Music / Dance</b> (Indoors and Outdoors) Monday to Thursday - 10:00 to 01:00 Friday and Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00</p>	<p><b>Late Night Refreshment</b> (Indoors and Outdoors) Monday to Thursday - 23:00 to 01:30 Friday and Saturday - 23:00 to 02:00 Sunday - 23:00 to 00:30</p> <p><b>Supply of Alcohol</b> Monday to Thursday - 10:00 to 01:00 Friday and Saturday - 10:00 to 01:30 Sunday - 10:00 to 00:00</p> <p><u>Non-Standard timings for all above licensable activities</u> An additional hour on Bank holiday weekends (Friday to Monday inclusive) St Valentine's, St George's, St Patrick's, St Andrew's and St David's days; 10-14 December and Boxing Day and from terminal hour on New Year's Eve to commencement of hours on New Year's Day. An additional hour to terminal hour on change from GMT to BST.</p>

<b>The opening hours of the premises:</b>
Monday to Thursday 07:00 to 01:30, Friday and Saturday - 07:00 to 02:00, Sunday - 07:00 to 00:30
<u>Non-standard timings:</u> An additional hour on Bank holiday weekends (Friday to Monday inclusive) St Valentine's, St George's, St Patrick's, St Andrew's and St David's days; 10-14 December and Boxing Day and from terminal hour on New Year's Eve to commencement of hours on New Year's Day. An additional hour to terminal hour on change from GMT to BST.

<b>Where the licence authorises supplies of alcohol whether these are on and/ or off supplies:</b>
Alcohol will be consumed on and off the premises


<b>Name, (registered) address, telephone number and email (where relevant) of holder of premises licence:</b>
Vitality Stadium, AFC Bournemouth Limited, Dean Court, , Kings Park, Bournemouth, BH7 7AF

<b>Registered number of holder, for example company number, charity number (where applicable):</b>
06632170

<b>Name of designated premises supervisor where the premises licence authorises the supply of alcohol:</b>
Mr Paul Andrew Fudge

<b>State whether access to the premises by children is restricted or prohibited:</b>
Conditions 1.4 and 1.5

Issued: 5 February 2016  
Revised: 2 August 2023 (Minor Variation)

  
 Mrs Nananka Randle  
 Licensing Manager

# APPENDIX 3

BCP Council

## 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 AFC Bournemouth Ltd.

*(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			
Vitality Stadium Dean Court Kings Park			
Post town	Bournemouth	Postcode	BH7 7AF

Telephone number at premises (if any)	██████████
Non-domestic rateable value of premises	£655,000

#### 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                         | <input checked="" type="checkbox"/> please complete section (B) |
| ii. as a partnership                            | <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 ☐ 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:

Please tick yes

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)	
<b>Surname</b>			<b>First names</b>		
I am 18 years old or over				<input type="checkbox"/>	Please tick yes
Current postal address if different from premises address					
Post town				Postcode	
<b>Daytime contact telephone number</b>					
<b>E-mail address (optional)</b>					

**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)	
<b>Surname</b>			<b>First names</b>		
I am 18 years old or over					<input type="checkbox"/> Please tick yes
Current postal address if different from premises address					
Post town				Postcode	
<b>Daytime contact telephone number</b>					
<b>E-mail address (optional)</b>					

**(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 AFC Bournemouth Ltd.
Address  Vitality Stadium Dean Court Kings Park Bournemouth
Registered number (where applicable)  06632170
Description of applicant (for example, partnership, company, unincorporated association etc.)  Limited Company
Telephone number (if any) [REDACTED]
E-mail address (optional)

### Part 3 Operating Schedule

When do you want the premises licence to start?

As soon as possible

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)

This Premises Licence is intended to be utilised when delivering licensable activities as part of a **non-matchday** event at the stadium.

Alongside a separate Premises Licence intended to meet the requirements for Football events at this stadium, this Premises Licence is intended to replace Premises Licence No. BH149278 which will be surrendered upon grant of the two replacement licences. No additional provision is being sought through this application process.

It is anticipated that two separate Premises Licences to meet the different purposes of the stadium and associated hospitality spaces will ensure that appropriate conditions can be attributed for each bespoke type of event, whether a football or corporate / hospitality event.

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

14,999

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

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

Provision of regulated entertainment

Please tick any that apply

- |   |                                     |
|---|-------------------------------------|
| a) plays (if ticking yes, fill in box A)  | <input type="checkbox"/>            |
| b) films (if ticking yes, fill in box B)  | <input checked="" type="checkbox"/> |
| c) indoor sporting events (if ticking yes, fill in box C)   | <input checked="" 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 checked="" 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 checked="" 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

## B

<b>Films</b> Standard days and timings (please read guidance note 6)			<b>Will the performance of live music take place indoors or outdoors or both – please tick</b> (please read guidance note 2)	Indoors <input type="checkbox"/> Outdoors <input type="checkbox"/> Both <input checked="" type="checkbox"/>	
Day	Start	Finish	<b>Please give further details here</b> (please read guidance note 3)		
Mon	0900	0100			
Tue	0900	0100			
Wed	0900	0100	<b>State any seasonal variations for the films</b> (please read guidance note 4)		
Thur	0900	0100			
Fri	0900	0130			
Sat	0900	0130	<b>Non standard timings. Where you intend to use the premises for the films at different times to those listed in the column on the left, please list</b> (please read guidance note 5)  An additional hour on Bank holiday weekends (Friday to Monday inclusive) St Valentine's, St George's, St Patrick's, St Andrew's, St David's days, Christmas Eve, Boxing Day and from terminal hour on New Year's Eve to commencement of hours on New Year's Day. An additional hour to terminal hour on change from GMT to BST.		
Sun	0900	0000			



# C

<b>Indoor Sporting Events</b> Standard days and timings (please read guidance note 6)			<b><u>Please give further details here</u></b> (please read guidance note 3)
Day	Start	Finish	
Mon	0900	0100	
Tue	0900	0100	
			<b><u>State any seasonal variations for the indoor sporting events</u></b> (please read guidance note 4)
Wed	0900	0100	
Thur	0900	0100	<b><u>Non standard timings. Where you intend to use the premises for the indoor sporting events at different times to those listed in the column on the left, please list</u></b> (please read guidance note 5)  An additional hour on Bank holiday weekends (Friday to Monday inclusive) St Valentine's, St George's, St Patrick's, St Andrew's, St David's days, Christmas Eve, Boxing Day and from terminal hour on New Year's Eve to commencement of hours on New Year's Day. An additional hour to terminal hour on change from GMT to BST.
Fri	0900	0130	
Sat	0900	0130	
Sun	0900	0000	

# E

<b>Live music</b> Standard days and timings (please read guidance note 6)			<b><u>Will the performance of live music take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)		Indoors <input type="checkbox"/>
					Outdoors <input type="checkbox"/>
Day	Start	Finish	Both <input checked="" type="checkbox"/>		
Mon	0900	0100	<b><u>Please give further details here</u></b> (please read guidance note 3)		
Tue	0900	0100			
Wed	0900	0100	<b><u>State any seasonal variations for the performance of live music</u></b> (please read guidance note 4)		
Thur	0900	0100			
Fri	0900	0130	<b><u>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</u></b> (please read guidance note 5)		
Sat	0900	0130	An additional hour on Bank holiday weekends (Friday to Monday inclusive) St Valentine's, St George's, St Patrick's, St Andrew's, St David's days, Christmas Eve, Boxing Day and from terminal hour on New Year's Eve to commencement of hours on New Year's Day. An additional hour to terminal hour on change from GMT to BST.		
Sun	0900	0000			

# F

<b>Recorded music</b> Standard days and timings (please read guidance note 6)			<b><u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)	
			Indoors	<input type="checkbox"/>
			Outdoors	<input type="checkbox"/>
			Both	<input checked="" type="checkbox"/>
Day	Start	Finish	<b><u>Please give further details here</u></b> (please read guidance note 3)	
Mon	0900	0100		
Tue	0900	0100		
Wed	0900	0100	<b><u>State any seasonal variations for the playing of recorded music</u></b> (please read guidance note 4)	
Thur	0900	0100		
Fri	0900	0130	<b><u>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</u></b> (please read guidance note 5)	
Sat	0900	0130	An additional hour on Bank holiday weekends (Friday to Monday inclusive) St Valentine's, St George's, St Patrick's, St Andrew's, St David's days, Christmas Eve, Boxing Day and from terminal hour on New Year's Eve to commencement of hours on New Year's Day. An additional hour to terminal hour on change from GMT to BST.	
Sun	0900	0000		



# G

<b>Performances of dance</b> Standard days and timings (please read guidance note 6)			<b><u>Will the performance of dance take place indoors or outdoors or both – please tick</u></b> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input checked="" type="checkbox"/>
Day	Start	Finish	<b><u>Please give further details here</u></b> (please read guidance note 3)		
Mon	0900	0100			
Tue	0900	0100			
Wed	0900	0100	<b><u>State any seasonal variations for the performance of dance</u></b> (please read guidance note 4)		
Thur	0900	0100			
Fri	0900	0130	<b><u>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</u></b> (please read guidance note 5)		
Sat	0900	0130	An additional hour on Bank holiday weekends (Friday to Monday inclusive) St Valentine's, St George's, St Patrick's, St Andrew's, St David's days, Christmas Eve, Boxing Day and from terminal hour on New Year's Eve to commencement of hours on New Year's Day. An additional hour to terminal hour on change from GMT to BST.		
Sun	0900	0000			

# I

<b>Late Night Refreshment</b> Standard days and timings (please read guidance note 6)			<b>Will the late night refreshment take place indoors or outdoors or both – please tick</b> (please read guidance note 2)		Indoors <input type="checkbox"/>
					Outdoors <input type="checkbox"/>
Day	Start	Finish			Both <input checked="" type="checkbox"/>
Mon	2300	0130	<b>Please give further details here</b> (please read guidance note 3)		
Tue	2300	0130			
Wed	2300	0130	<b>State any seasonal variations for the late night refreshment</b> (please read guidance note 4)		
Thur	2300	0130			
Fri	2300	0200	<b>Non standard timings. Where you intend to use the premises for late night refreshment at different times to those listed in the column on the left, please list</b> (please read guidance note 5)		
Sat	2300	0200	An additional hour on Bank holiday weekends (Friday to Monday inclusive) St Valentine's, St George's, St Patrick's, St Andrew's, St David's days, Christmas Eve, Boxing Day and from terminal hour on New Year's Eve to commencement of hours on New Year's Day. An additional hour to terminal hour on change from GMT to BST.		
Sun	2300	0030			

# J

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 6)			<b>Will the supply of alcohol be for consumption – please tick</b> (please read guidance note 7)	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 4)		
Mon	0900	0100			
Tue	0900	0100			
Wed	0900	0100			
Thur	0900	0100	<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 5)  An additional hour on Bank holiday weekends (Friday to Monday inclusive) St Valentine's, St George's, St Patrick's, St Andrew's, St David's days, Christmas Eve, Boxing Day and from terminal hour on New Year's Eve to commencement of hours on New Year's Day. An additional hour to terminal hour on change from GMT to BST.		
Fri	0900	0130			
Sat	0900	0130			
Sun	0900	0000			

**State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor:**

Name	
[REDACTED]	
[REDACTED]	
[REDACTED]	
[REDACTED]	
[REDACTED]	
Postcode	[REDACTED]
Personal licence number (if known)	
[REDACTED]	
Issuing licensing authority (if known)	
[REDACTED]	

# 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 8).**

No such licensable activities are required.

# L

<b>Hours premises are open to the public</b> Standard days and timings (please read guidance note 6)			<b><u>State any seasonal variations</u></b> (please read guidance note 4)
Day	Start	Finish	
Mon	0700	0200	
Tue	0700	0200	
Wed	0700	0200	
Thur	0700	0200	
Fri	0700	0200	
Sat	0700	0200	
Sun	0700	0200	<b><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></b> (please read guidance note 5)  An additional hour on Bank holiday weekends (Friday to Monday inclusive) St Valentine's, St George's, St Patrick's, St Andrew's, St David's days, Christmas Eve, Boxing Day and from terminal hour on New Year's Eve to commencement of hours on New Year's Day. An additional hour to terminal hour on change from GMT to BST.



**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 9)**

All relevant Mandatory Conditions will apply to this Application.

Safety Advisory Group (SAG)

A SAG shall be convened for any event that is anticipated to host 5,000 or more attendees, including staff or such an event that the responsible authorities reasonably deem appropriate for a SAG, and shall implement the controls agreed at such meetings/with the SAG members.

In respect of any such event, there will be liaison with the Police and Licensing Authority concerning any necessary additional provision of CCTV coverage, anti-terrorism protocols, security arrangements (including the provision of SIA licensed security personnel) and entrance and exit arrangements, and agreed provisions will be in place throughout the event.

**b) The prevention of crime and disorder**

SIA Security

The holder of the licence shall undertake a risk assessment regarding the deployment of SIA Door Supervisors at different times of the day and on different days of the event to determine the appropriate number of SIA staff are deployed on those days and/or at any other time(s) and to then implement the outcome of the risk assessment, which shall include any advice and guidance from Dorset Police and other Responsible Authorities.

A copy of the risk assessment should be made available to an authorised officer of the Licensing Authority or Dorset Police upon request and for a period of up to 6 months.

The Premises Licence Holder (PLH)/Designated Premises Supervisor (DPS) will ensure that a written record of all SIA staff deployed to the event is maintained on the premises and will be available for inspection by Dorset Police or Authorised Persons for a period of 6 months following any event.

The Premises Licence holder will ensure that all SIA staff are clearly identifiable to the public, through wearing high-visibility outer garments or other uniform, which will be determined by the PLH as part of the Risk Assessment.

Incident Log / Refusal Log

All bars will have a Refusal Record which will be available on request to any authorised authority, including Dorset Police and BCP Licensing Authority officers. This record will include reasons for refusal and what action was taken. This record will be retained by the Premises Licence Holder for a minimum period of 6 months.

An Incident Record shall be kept and maintained at the premises whilst licensable activities are taking place. The log should include the date and time of the incident and the name of the staff and other individuals involved (where known). The record will be made available on request to an authorised officer of BCP Council or Dorset Police and will record the following:

(a) all crimes reported to the site staff

- (b) all ejections of patrons from the site
- (c) any complaints received
- (d) any incidents of disorder known to the staff or security
- (e) all seizures of drugs or offensive weapons at the entrance or elsewhere within the site
- (f) any visit by a relevant authority or emergency service.

#### Personal Licence Holder

There shall always be a Personal Licence Holder (PLH) on duty on the premises when the premises are providing licensable activities. The DPS will maintain a record of all PLH's throughout each event and this record will be retained by the Premises Licence Holder for a minimum of 6 months.

#### CCTV

A Closed-Circuit Television (CCTV) system shall always be operational at the premises when licensable activities are being carried out and at any other times when members of the public associated with the event are present on the premises.

The CCTV system will cover all areas of the premises occupied by the public under the terms of the licence, excluding WCs and changing rooms. The coverage will include the main entrances and exits and designated emergency egress routes from the premises.

The CCTV system will have sufficient storage retention capacity for a minimum of 28 days' continuous footage.

A staff member from the premises who is conversant with the operation of the CCTV system shall be always on the premises when the premises are offering licensable activities. This staff member must be able to produce footage to a Police Officer or authorised person with the minimum delay when requested.

#### Storage of Alcohol

Outside of the hours authorised for the sale of alcohol, all alcohol within the trading area is to be appropriately secured as to prevent the theft of any alcohol.

### c) Public safety

#### Structure Safety

The appropriate Health & Safety Risk Assessment will be affected in respect of the erection of any temporary structure to be used to ensure its suitability and details will be provided to and agreed with the Environmental Health Team before the event. Overall responsibility for such health and safety will remain with the Premises Licence holder.

#### Medical / Welfare

A currently qualified first aider must be always employed on the premises when the premises are open to the public. The venue will also provide first aid facilities commensurate with the type of event and customers expected.

A procedure for dealing with unwell members of the public will be in place including those who appear to be affected by alcohol or drugs. Staff will be appropriately trained in such procedures.

#### Glass

Plastic or toughened polycarbonate (or similar) glasses/bottles will be used in all **outdoor** areas. The collection of glass and bottles shall be undertaken at regular intervals from the internal areas.

#### Litter

The PLH/DPS will ensure that litter arising from people using the premises is cleared away daily and that promotional materials such as flyers do not create litter.

### d) The prevention of public nuisance



Regulated entertainment shall only be permitted (unless otherwise authorised by the Police and Licensing Authority) in the West Stand, in the Main Stadium outside or in such outdoor areas as may be agreed by the Environmental Health Team.

Adequate parking and access shall be maintained for the event alongside appropriate signposting for public transport commensurate to the scale and nature of the event.

The public-address system and external microphone/s used during the event shall only operate for the duration of the operating hours for the premises.

The following steps shall be implemented for **indoor** amplified musical regulated entertainment taking place beyond 2300hrs:

- Any doors or windows from the room where the event is being held which open directly to the outside shall be kept closed, except to allow people to enter and leave.
- Air circulation or conditioning shall be provided in such rooms.
- Residents of neighbouring noise sensitive premises shall be given a telephone contact number which shall ensure that they can speak to a responsible member of management and/or staff if they have any complaints. Any such complaints received shall be investigated immediately and appropriate remedial action taken if and as necessary.
- A log shall be maintained of monitoring results and any complaints and shall be produced on request to a Police or Local Authority authorised officer.
- Performers shall be advised of the need to keep music output at required levels and to respond immediately to any request from staff to reduce the volume.

**Outdoor** entertainment shall only be permitted during daylight hours (not starting prior to 10:00 nor ending after 23:00) unless agreed with the Environmental Health team, the Licensing Authority and the Police.

Noise from live/recorded music event shall not exceed 75 dBA measured at 1 metre from the façade of the closest noise sensitive receptor. This location to be determined in agreement with the Environmental Health team prior to the event.

**Outdoor** entertainment shall be limited to a maximum duration of 8 hours on no more than 15 days in each calendar year.

Notification of any outdoor entertainment with an anticipated public audience of greater than 5,000 shall be made to the Environmental Health team and Dorset Police at least 21 days prior to the event.

No **outside** entertainment with an anticipated audience greater than 5,000 shall be permitted until the Noise Management Plan relating to outside entertainment has been submitted to and agreed by the Environmental Health team.

If the outside entertainment for which permission is sought is of the nature of an open-air concert, and/or involves amplified musical regulated entertainment, a noise assessment to determine the suitability of the stadium for the same shall be undertaken in relation to residential properties and shall accompany the notification for such an event.

If appropriate, that assessment shall specifically refer to the Noise Council's Code of Practice on the Control of Noise from Concerts or any such Code that may have superseded the same.

### Dispersal

Where any regulated entertainment is held at the premises with a terminal hour of or later than 11.00pm, the PLH/DPS will operate to a written dispersal policy which ensures the safe and responsible dispersal of customers from the stadium at the conclusion of the event. The policy will aim to minimise any residual impact on the local community caused by spectators leaving the site.

Within this policy, staff and/or any door supervisors on duty shall remind customers on leaving of the need to do so quickly and quietly and to have regard to those living in the area. Notices shall also be displayed near the exits to this effect and additionally asking those customers with vehicles to leave by the Kings Park Drive exit.

The PLH/DPS will ensure that senior/supervising staff receive training on the policy and a record of training shall be kept/made available to an authorised officer upon request. The record will be retained for a minimum of 6 months.

### Noise Pollution

A Noise Management Plan shall be submitted to and approved in writing by the Environmental Health team at least 21 days prior to the event or 28 days if a major event.

A 'major event' is one where capacity is expected to exceed 5,000.

Bottles will not be removed to any external receptacle beyond midnight or before 08.00 hours to minimise noise disturbance to neighbouring properties. All outdoor external receptacles will be stored at the South West corner of the site to maximise the distance from neighbouring residential properties.

## e) The protection of children from harm

### Underage Sales of Alcohol

*Challenge 25* shall be operated at the premises at the point of entry and at the bars 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 be prominently displayed within the premises with particular focus on the points of sales and entry points to the premises.

### Under-18 Events

When operating an under-18 event, a risk assessment shall be completed and made available for inspection by Dorset Police, BCP Licensing Authority, or other authorised officers on request. The assessment shall take account of, amongst other things, the number and deployment of staff including security personnel, and the measures to be put into place to prevent alcohol being available for under-age guests on the premises.

### Staff Training

All staff involved in the sale of alcohol shall receive training on the law relating to prohibited sales, the age verification policy adopted by the premises and the conditions attaching to the premises license. A record shall be maintained of all staff training and that record shall be signed by the person receiving the training and the individual(s) delivering the training. The records shall be kept for a minimum of 6 months and made available for inspection by Dorset Police, BCP Licensing Authority, or other authorised officers on request.

## **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. ☒

**IT IS AN OFFENCE, LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING 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.**

**Part 4 – Signatures** (please read guidance note 10)

Signature of applicant or applicant's solicitor or other duly authorised agent (see guidance note 11).  
If signing on behalf of the applicant, please state in what capacity.

Signature	[REDACTED]
Date	10 <sup>th</sup> July 2024
Capacity	[REDACTED]

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 12). 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 13)

AFC BOURNEMOUTH  
VITALITY STADIUM  
DEAN COURT,  
KINGS PARK,

Post town	BOURNEMOUTH	Postcode	BH7 7AT
Telephone number (if any)	[REDACTED]		
If you would prefer us to correspond with you by e-mail, your e-mail address (optional)			
[REDACTED]			

## Notes for Guidance

1. 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.
2. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
3. For example the type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.
4. For example (but not exclusively), where the activity will occur on additional days during the summer months.
5. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
6. Please give 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.
7. If you wish people to be able to consume alcohol on the premises, please tick 'on the premises'. If you wish people to be able to purchase alcohol to consume away from the premises, please tick 'off the premises'. If you wish people to be able to do both, please tick 'both'.
8. Please give 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 or the presence of gaming machines.
9. Please list here steps you will take to promote all four licensing objectives together.
10. The application form must be signed.
11. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
12. Where there is more than one applicant, each of the applicant or their respective agent must sign the application form.
13. This is the address which we shall use to correspond with you about this application.





# APPENDIX 3



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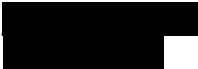



# Appendix 4

**AFC BOURNEMOUTH, DEAN COURT, KINGS PARK DRIVE,**

**BOURNEMOUTH, BH7 7AF**

## **APPLICATION FOR NEW PREMISES LICENCES**

### **REPRESENTATIONS FROM OTHER PERSONS**

	NAME & ADDRESS	REPRESENTATION
1	James & Carol Hartley    Email:   Tel: 	<p><u>1<sup>st</sup> Email</u> Licensing no reference: 219361 AFC Bournemouth</p> <p>We wish to object strongly to the above licensing application ref:219359 on the grounds of the noise from the people leaving the venue late at night either on foot or by the noise which would be generated by the increase in traffic Leaving the venue.</p> <p>The surrounding streets will have increased traffic and parking and littering issues of those leaving the venue on foot.</p> <p>We have already experienced the noise and traffic generated by people leaving the venue by a previous Boxing Evening as we live on the main route of Holdenhurst Rd/Ashley Rd from AFC Bournemouth when our sleep was Disturbed late at night.</p> <p>Please consider our objection carefully.</p> <p>James and Carol Hartley</p> <p><u>2<sup>nd</sup> Email</u></p> <p>Hello Ellie,</p> <p>Our address is: </p> <p>T: </p> <p>Licensing no references: 219359 and 219361 AFCBournemouth</p> <p>We wish to object strongly to the above licensing applications ref:219359 and 219361 on the grounds of the noise from the people leaving the venue late at night either on foot or or by the noise which would be generated by the increase in traffic leaving the venue. The surrounding streets will have increased traffic and parking and littering issues of those leaving the venue on foot.</p> <p>We have already experienced the noise and traffic generated by people leaving the venue by a previous Boxing Evening as we live on the main route of Holdenhurst Rd/Ashley Rd from AFC Bournemouth when our sleep was disturbed late at night.</p> <p>Please consider our objection carefully.</p>

2	<p>Jon Hartley</p> <p>Email: [REDACTED]</p>	<p>Hello,</p> <p>There are already issues with parking in the surrounding areas on match days, living as I do in a road off Ashley Road. The potential for late night events on non-match days will increase these issues and those of noise and traffic in what is a public park and the surrounding areas.</p> <p>I object to the applications on the grounds of the hours going into the early morning.</p> <p>Regards, Jon Hartley</p>
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**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [Ellie King; Operations.](#) [REDACTED]  
**Subject:** AFC Bournemouth License Applications.  
**Date:** 16 August 2024 15:27:47  
**Attachments:** [image949398.png](#)

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Good afternoon James & Carol

I write to you in response to the representation that you have submitted to BCP Council in response to the applications for licensed premises submitted by AFC Bournemouth for Matchday and Non-Matchday licensable activities at the Vitality Stadium at Kings Park.

Firstly, thank you for bringing your concerns to my attention, as the Vice President for Business and Hospitality for AFC Bournemouth I welcome any concerns from nearby residents and the opportunity to address those concerns as quickly as possible. I would like to put some context to these applications, which are intended to replace the existing premises licence which is considered somewhat difficult to interpret following a series of amendments over the past few years. In submitting these applications, no additional licensable activities are being sought. There are some small amendments to the operating hours, however, these are not anticipated to impact on the licensing objectives (prevent public nuisance, prevent crime & disorder, prevent harm to children or risk public safety) and the intention has been to simply ensure that all public authorities (Police, Fire Service, Ambulance Service, Local Authority) and the public can have a clear understanding of the conditions that apply to each of the activities that occur within the Stadium. In short, attributing bespoke conditions to each type of event will ensure that as a business we can be confident that we are complying with the licence conditions, and secondly, we are more accountable to the responsible authorities (some of which are listed above) to ensure that we are consistently meeting our legal and social obligations to the community.

In advance of submitting this application to BCP Council, AFC Bournemouth engaged with the key responsible authorities, namely Environmental Health (responsible for noise and pollution) and Dorset Police (responsible for preventing crime & disorder and maintaining public safety) for them to suggest any additional conditions and to ensure that, in their professional opinion, the licensing objectives would likely be promoted by these applications. Following a period of mediation, AFC Bournemouth were able to make additions and amendments to the applications which led to both authorities being sufficiently satisfied with the applications resulting in no representations against the applications being submitted by them. No other responsible authority has submitted a representation against these applications, and I hope that you may be able to draw sufficient confidence that these applications have withstood the scrutiny of those professionals in their various capacities.

I am, however, keen to address the specific concerns that you have raised in your representation. I am disappointed that you are adversely affected by the increased noise from people and traffic leaving the stadium. This is a concern for AFC Bournemouth, and we are constantly working with our staff, contractors, partners, and public authorities to minimise the impact of large volumes of people leaving the Stadium following an event. To demonstrate our commitment to tackling this issue I can advise that during our periodical Safety Advisory Group meetings with the emergency services the issue of ensuring a safe dispersal is regularly discussed and improvements made to

our procedures where possible.

Additionally, the following conditions have been created and offered within the applications to ensure that AFC Bournemouth maintain appropriate accountability for the safe dispersal of guests –

#### Football Events

*The PLH/DPS will operate to a written dispersal policy which ensures the safe and gradual dispersal of customers from the stadium at the conclusion of each fixture. The policy will aim to minimise any residual impact on the local community caused by spectators leaving the site.*

*The PLH/DPS will ensure that staff receive training on the policy and a record of training shall be kept/made available to an authorised officer upon request. The record will be retained for a minimum of 6 months.*

#### Any other events

*Where any regulated entertainment is held at the premises with a terminal hour of or later than 11.00pm, the PLH/DPS will operate to a written dispersal policy which ensures the safe and responsible dispersal of customers from the stadium at the conclusion of the event. The policy will aim to minimise any residual impact on the local community caused by spectators leaving the site.*

*Within this policy, staff and/or any door supervisors on duty shall remind customers on leaving of the need to do so quickly and quietly and to have regard to those living in the area. Notices shall also be displayed near the exits to this effect and additionally asking those customers with vehicles to leave by the Kings Park Drive exit.*

*The PLH/DPS will ensure that senior/supervising staff receive training on the policy and a record of training shall be kept/made available to an authorised officer upon request. The record will be retained for a minimum of 6 months.*

You will note that the conditions relating to dispersal are bespoke for both applications to manage the anticipated impact of both types of events. I hope that this will reassure you that we are not simply applying a 'one size fits all' approach to this issue. Once again, these conditions have been scrutinised by Dorset Police and Environmental Health and I hope that their agreement to these enhanced conditions will help to address the concerns that you have been experiencing to date. We recognise and regularly exceed the lawful responsibilities expected of a Stadium which delivers football and other events. We are very keen to minimise any adverse impact from our activities, but I hope that you will understand that there is also a limit to what is within our reasonable control, particularly regarding the noise and nuisance caused by guests leaving our site. Despite our requests for guests to respect the surrounding area, regrettably the behaviour of a minority of guests may at times fall short of our expectations.

To support the above, the Revised Guidance, issued by the Home Office under Section 182 of the Licensing Act 2003 offers some direction to support operators and to provide reassurance to the community. The Guidance document is available online; however, the key parts are as follows –

*2.16 Licence holders should make provision to ensure that premises users safely leave*

*their premises. Measures that may assist include:*

- Providing information on the premises of local taxi companies who can provide safe transportation home; and*
- Ensuring adequate lighting outside the premises, particularly on paths leading to and from the premises and in car parks*

Both measures are currently in place and will be maintained in the future.

*2.27 Beyond the immediate area surrounding the premises, these are matters for the personal responsibility of individuals under the law. **An individual who engages in anti-social behaviour is accountable in their own right.** However, it would be perfectly reasonable for a licensing authority to impose a condition, following relevant representations, that requires the licence holder or club to place signs at the exits from the building encouraging patrons to be quiet until they leave the area, or that, if they wish to smoke, to do so at designated places on the premises instead of outside, and to respect the rights of people living nearby to a peaceful night*

The above applies to all licensed premises and whilst this is a challenge for a site of our size, we fully endorse the need to promote this approach for all licensed premises to take all reasonable steps to reduce the impact of our events on the community. The detailed dispersal policies that are required as part of the new applications will ensure that the necessary measures are in place to promote a safe and responsible dispersal of guests from the Stadium, including those that are recommended above. You have noted that the Vitality Stadium is in a busy area of Bournemouth and unfortunately, whilst we work closely with the Highways Department at BCP Council through the Safety Advisory Group to minimise the disruption and impact of those arriving and leaving the area to nearby residents, there will inevitably be increased use of the road network for short periods both before and following an event.

Finally, I note that you refer to your experience following the previous Boxing Event. I can reassure you that Boxing / Wrestling are not licensable activities that have been included in these applications. AFC Bournemouth is committed to delivering the highest standard of experience for the benefit of guests, residents and those choosing to visit the Vitality Stadium for an event.

I am grateful for you bringing your concerns to my attention. I hope that the above additional explanation will provide you with the necessary reassurance that these applications will promote the licensing objectives to the benefit of the local community, including yourself. If you are reassured by the information above, I would be grateful if you could discuss any increased reassurance with the Licensing Authority at BCP Council who can advise you further.

If you wish to discuss your concerns with me further, please do not hesitate to contact me on 01202 726381 or by email at [paul.fudge@afcb.co.uk](mailto:paul.fudge@afcb.co.uk) and I will be pleased to answer any further concerns.

Kind Regards,

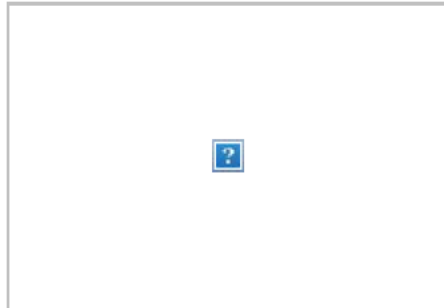
Paul



--

**Paul Fudge**

Vice President, Business and Hospitality



**AFC Bournemouth**

Vitality Stadium

Dean Court

Kings Park

Bournemouth

BH7 7AF

01202 726300

[www.afcb.co.uk](http://www.afcb.co.uk)

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AFC Bournemouth values the individuality and contribution of all its staff and persons engaged in club activities and is committed to ensuring that all are treated with dignity, respect, sensitivity and equality. The club is committed to safeguarding and promoting the welfare of children and vulnerable adults and will ensure its actions and activities reflect this.

AFC Bournemouth Limited, Registered in England No. 6632170

**From:** [REDACTED]  
**To:** [REDACTED]  
**Cc:** [Ellie King](#); [REDACTED]  
**Subject:** AFC Bournemouth License Applications  
**Date:** 16 August 2024 17:19:48  
**Attachments:** [image759749.png](#)

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Good Afternoon Jon

I write to you in response to the representation that you have submitted to BCP Council in response to the applications for licensed premises submitted by AFC Bournemouth for Matchday and Non-Matchday licensable activities at the Vitality Stadium at Kings Park. Firstly, thank you for bringing your concerns to my attention. As the Vice President for Business and Hospitality for AFC Bournemouth I welcome any concerns from nearby residents and the opportunity to address those concerns as quickly as possible. I would like to put some context to these applications, which are intended to replace the existing premises licence which is considered somewhat difficult to interpret following a series of amendments over the past few years. In submitting these applications, no additional licensable activities are being sought other than Indoor Sporting events, which will be limited and will not have any external impact. There are some small amendments to the operating hours, however, these are not anticipated to impact on the licensing objectives (prevent public nuisance, prevent crime & disorder, prevent harm to children or risk public safety) and the intention has been to simply ensure that all public authorities (Police, Fire Service, Ambulance Service, Local Authority) and the public can have a clear understanding of the conditions that apply to each of the activities that occur within the Stadium. In short, attributing bespoke conditions to each type of event will ensure that as a business we can be confident that we are complying with the licence conditions, and secondly, we are more accountable to the responsible authorities (some of which are listed above) to ensure that we are consistently meeting our legal and social obligations to the community.

In advance of submitting this application to BCP Council, AFC Bournemouth engaged with the key responsible authorities, namely Environmental Health (responsible for noise and pollution) and Dorset Police (responsible for preventing crime & disorder and maintaining public safety) for them to suggest any additional conditions and to ensure that, in their professional opinion, the licensing objectives would likely be promoted by these applications. Following a period of mediation, AFC Bournemouth were able to make additions and amendments to the applications which led to both authorities being sufficiently satisfied with the applications resulting in no representations against the applications being submitted by them. No other responsible authority has submitted a representation against these applications, and I hope that you may be able to draw sufficient confidence that these applications have withstood the scrutiny of those professionals in their various capacities.

I am, however, keen to address the specific concerns that you have raised in your representation. I am disappointed that you are adversely affected by the increased noise from people and traffic leaving the stadium. This is a concern for AFC Bournemouth, and we are constantly working with our staff, contractors, partners, and public authorities to minimise the impact of large volumes of people leaving the Stadium following an event. To demonstrate our commitment to tackling this issue I can advise that during our periodical Safety Advisory Group meetings with the emergency services the issue of ensuring a safe dispersal is regularly discussed and improvements made to

our procedures where possible.

Additionally, the following conditions have been created and offered within the applications to ensure that AFC Bournemouth maintain appropriate accountability for the safe dispersal of guests –

#### Football Events

*The PLH/DPS will operate to a written dispersal policy which ensures the safe and gradual dispersal of customers from the stadium at the conclusion of each fixture. The policy will aim to minimise any residual impact on the local community caused by spectators leaving the site.*

*The PLH/DPS will ensure that staff receive training on the policy and a record of training shall be kept/made available to an authorised officer upon request. The record will be retained for a minimum of 6 months.*

#### Any other events

*Where any regulated entertainment is held at the premises with a terminal hour of or later than 11.00pm, the PLH/DPS will operate to a written dispersal policy which ensures the safe and responsible dispersal of customers from the stadium at the conclusion of the event. The policy will aim to minimise any residual impact on the local community caused by spectators leaving the site.*

*Within this policy, staff and/or any door supervisors on duty shall remind customers on leaving of the need to do so quickly and quietly and to have regard to those living in the area. Notices shall also be displayed near the exits to this effect and additionally asking those customers with vehicles to leave by the Kings Park Drive exit.*

*The PLH/DPS will ensure that senior/supervising staff receive training on the policy and a record of training shall be kept/made available to an authorised officer upon request. The record will be retained for a minimum of 6 months.*

You will note that the conditions relating to dispersal are bespoke for both applications to manage the anticipated impact of both types of events. I hope that this will reassure you that we are not simply applying a ‘one size fits all’ approach to this issue. Once again, these conditions have been scrutinised by Dorset Police and Environmental Health and I hope that their agreement to these enhanced conditions will help to address the concerns that you have been experiencing to date.

We recognise and regularly exceed the lawful responsibilities expected of a Stadium which delivers football and other events. We are very keen to minimise any adverse impact from our activities, but I hope that you will understand that there is also a limit to what is within our reasonable control, particularly regarding the noise and nuisance caused by guests leaving our site. Despite our requests for guests to respect the surrounding area, regrettably the behaviour of a minority of guests may at times fall short of our expectations.

To support the above, the Revised Guidance, issued by the Home Office under Section 182 of the Licensing Act 2003 offers some direction to support operators and to provide reassurance to the community. The Guidance document is available online; however, the key parts are as follows –

*2.16 Licence holders should make provision to ensure that premises users safely leave their premises. Measures that may assist include:*

- Providing information on the premises of local taxi companies who can provide safe transportation home; and*
- Ensuring adequate lighting outside the premises, particularly on paths leading to and from the premises and in car parks*

Both measures are currently in place and will be maintained in the future.

*2.27 Beyond the immediate area surrounding the premises, these are matters for the personal responsibility of individuals under the law. **An individual who engages in anti-social behaviour is accountable in their own right.** However, it would be perfectly reasonable for a licensing authority to impose a condition, following relevant representations, that requires the licence holder or club to place signs at the exits from the building encouraging patrons to be quiet until they leave the area, or that, if they wish to smoke, to do so at designated places on the premises instead of outside, and to respect the rights of people living nearby to a peaceful night.*

The above applies to all licensed premises and whilst this is a challenge for a site of our size, we fully endorse the need to promote this approach for all licensed premises to take all reasonable steps to reduce the impact of our events on the community. The detailed dispersal policies that are required as part of the new applications will ensure that the necessary measures are in place to promote a safe and responsible dispersal of guests from the Stadium, including those that are recommended above. You have noted that the Vitality Stadium is in a busy area of Bournemouth and unfortunately, whilst we work closely with the Highways Department at BCP Council through the Safety Advisory Group to minimise the disruption and impact of those arriving and leaving the area to nearby residents, there will inevitably be increased use of the road network for short periods both before and following an event.

Finally, I note that you refer to your experience following the previous Boxing Event. I can reassure you that Boxing / Wrestling are not licensable activities that have been included in these applications. AFC Bournemouth is committed to delivering the highest standard of experience for the benefit of guests, residents and those choosing to visit the Vitality Stadium for an event.

I am grateful for you bringing your concerns to my attention. I hope that the above additional explanation will provide you with the necessary reassurance that these applications will promote the licensing objectives to the benefit of the local community, including yourself. If you are reassured by the information above, I would be grateful if you could discuss any increased reassurance with the Licensing Authority at BCP Council who can advise you further.

If you wish to discuss your concerns with me further, please do not hesitate to contact me on 01202 726381 or by email at [paul.fudge@afcb.co.uk](mailto:paul.fudge@afcb.co.uk) and I will be pleased to answer any further concerns.

Kind Regards,

Paul

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**Paul Fudge**

Vice President, Business and Hospitality



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AFC Bournemouth values the individuality and contribution of all its staff and persons engaged in club activities and is committed to ensuring that all are treated with dignity, respect, sensitivity and equality. The club is committed to safeguarding and promoting the welfare of children and vulnerable adults and will ensure its actions and activities reflect this.

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