

**DANCING JUG****2 SOUTHBOURNE GROVE, BOURNEMOUTH BH6 3RB****APPLICATION FOR NEW PREMISES LICENCE****REPRESENTATIONS FROM OTHER PERSONS IN SUPPORT OF**

	<b>NAME &amp; ADDRESS</b>	<b>REPRESENTATION</b>
1	Jack France Stourvale Road	<p>To whom it may concern,</p> <p>As a resident of Southbourne, I think the Dancing Jug will be fantastic for the Southbourne area - the area is in desperate need of a casual cocktail bar, and this addition will begin to give Southbourne the variety of offerings found in well-established areas of BCP, such as Westbourne. Currently the offering is limited to pubs and restaurants - we have had 4 new Italian restaurants open in the last couple of years, which is just silly - Southbourne has been on the up, but if we don't continue to support new types of offering, any growth will stall, and ground will be lost. I strongly support the application, and think it is a no-brainer for the area. The license until 1.30am at weekends is proportionate - other popular areas in Bournemouth have some form of night offering until 3am, 1.30am is a good medium which will allow Southbourne to become a valid option for a night out (currently people avoid it, as they would need to travel elsewhere to continue an evening beyond 11pm/midnight) without becoming a 'nightlife' area.</p> <p>Yours faithfully, Jack (Stourvale Road)</p>