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To: [REDACTED]
Cc: [Ellie King; Operations.](#) [REDACTED]
Subject: AFC Bournemouth License Applications.
Date: 16 August 2024 15:27:47
Attachments: [image949398.png](#)

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 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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