



COMITTEE REPORT

2025

Wiggle
Bournemouth

Bournemouth
City Council

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1. About Wiggle

Who we are

Wiggle is a professionally managed group of adult entertainment venues, operating responsibly across the United Kingdom with 5 SEV premises — for nearly 25 years.

Founded in 2000 by Jaspal Singh Ojla, Wiggle remains a family-run business, now under supervision by his son Taran Singh Ojla.

At Wiggle, we understand the sensitivities of our industry and prioritise respectful, sophisticated adult entertainment. Our operations are guided by stringent licensing objectives designed to ensure the safety and well-being of our customers, performers, staff and the wider community.

Through comprehensive staff training, rigorous security protocols, and robust welfare initiatives, we proactively address community concerns and uphold the highest standards of conduct.

We are proud of our licensing record, with no refusals or revocations, reflecting our longstanding dedication to responsible management, community cooperation, and empathetic, accountable operation within the night-time economy.

[Wiggle Website](#)

[About Us](#)

2. Table of Contents

1. About Wiggle	2
Who we are.....	2
3. Alcohol Licensing Objectives	4
3.1. Prevention of Crime and Disorder	4
3.2. Public Safety	4
3.3. Prevention of Public Nuisance	5
3.4. Protection of Children from Harm	5
4. SEV Licensing	6
4.1. Performer Safety	6
4.2. Guest Safety	6
4.3. Safeguarding Community Sensitivities	7
4.4. SEV Licensing.....	7
4.5. Wiggle's Enhanced SEV Standards	8
5. Response to Objections.....	11
5.1. Key Points	11
Regulatory & Compliance	11
Crime & Public Safety.....	11
Public & Community Engagement	12
Economic & Social Contribution	12
Locality Considerations	12
5.2. Objection 1 response	13
Objectification of Women.....	13
Alleged Rise in Sexual Offences in the Vicinity	13
Public Sector Equality Duty (PSED)	14
Impact on Women's Freedom to Use Public Space.....	14
5.3. Objection 2 Response	15
Introduction	15
Appendix 1 - Non-Local Councillor Objections and Employment Contracts	16
Appendix 2 – Objection Related to Heritage	16
Appendix 3 – Objection by Westminster Businesses	16
Appendix 4 – Objections by Council Departments	17
Appendix 5 – Metropolitan Police Objection	17
Appendix 6 – Former Objection by Councillor Dunlop	17
Appendix 7 – Bournemouth BID	17
Appendix 8 – White Ribbon Campaign	17
Additional Assertions by the Objector.....	18
Alleged Breach of the Mystery Shopper Condition	18
Historical HMO Fine	18
Alleged Building Control Breach (Southampton).....	18
Nitrous Oxide Canisters on the Premises	19
Ventilation and Disabled Access	19
Allegations of Prostitution	19
Local Rehabilitation Centre.....	20
Protection of Children from Harm	20
Character of Old Christchurch Road	20
Pre-Purchased Packages	21
Public Sector Equality Duty (PSED)	21
Promotional Tokens and Wristbands	21
Online Promotions and Themed Events	21

3. How Wiggle Upholds the Four Licensing Objectives

3.1. Prevention of Crime and Disorder

- Extensive training for staff in responsible alcohol retailing and refusal procedures.
- High ratio of SIA-trained security to pro-actively prevent incidents from occurring.
- Monitored, police-approved CCTV systems with 31-day retention for investigation support.
- Zero-tolerance drug policy with random entry searches, frequent toilet checks, and co-operation with police initiatives.
- Active participation in local schemes such as PubWatch, Best Bar None, promoting community-wide standards.
- Clear refusal of irresponsible drinks promotions and vigilant monitoring of customer sobriety.
- Enforcement of a strict refusal of entry policy for intoxicated individuals.

3.2. Public Safety

- All venues employ at least one qualified first aider.
- Premises designed with high safety standards—non-slip flooring, ergonomic design, and regular safety assessments.
- Compliance with rigorous fire safety, electrical, and gas safety regulations.
- Staff trained in health and safety practices, regularly refreshed, with thorough accident reporting systems.

- Glass management policy including the use of toughened glass or polycarbonate glassware and frequent clearing to avoid hazards.
- Availability of chaperone support, use of venue phones for emergencies, and welfare-focused staff culture.

3.3. Prevention of Public Nuisance

- Robust dispersal policy: reducing music volume, increasing lighting at closing time to facilitate quiet, orderly exit.
- Active management of customer dispersal by security, including assisting customers with taxis or safe transportation home.
- Clear signage reminding customers to respect local residents upon departure.
- High-quality venue soundproofing ensuring minimal noise disturbance to neighbours.
- Premium pricing structure to discourage excessive alcohol consumption, thereby reducing antisocial behaviour.
- Waste management systems to ensure public spaces near the venue remain clean and safe.

3.4. Protection of Children from Harm

- Strict adherence to Challenge 25 age-verification policy, consistently trained and refreshed for all staff.
- Rigorous ID checks for customers and performers to verify age and eligibility.
- Marketing and promotional materials designed responsibly, avoiding nudity or salacious imagery to maintain a tasteful brand image.
- Print marketing materials are not displayed on the external premises, to maintain a discreet premises.

- Online marketing materials, including social media and ticketing platforms make clear reference to the premises being 18+ and inform users that entry will be refused if they arrive intoxicated.
- Procedures in place to confiscate and report false or altered ID to authorities.

4. SEV Licensing

4.1. Performer Safety

- **Monitored CCTV:** All Wiggle venues feature comprehensive, police-approved CCTV systems, monitored in real-time by trained staff to ensure continuous oversight and performer safety.
- **Chaperone Service:** Performers can request assistance from same-gender staff to enhance comfort and security, ensuring they feel fully supported and protected while on premises.
- **Taxi Escort Service:** At the end of shifts, dedicated SIA-trained security personnel provide safe escort services to taxis or transport, ensuring performers leave the premises securely.
- **Zero-Tolerance Drugs and Conduct Policy:** Strict enforcement of a zero-tolerance policy towards drug use and inappropriate customer behaviour. Regular searches, vigilant supervision, and immediate action on any breaches uphold performer safety.
- **Wellness and Pastoral Care:** Wiggle provides wellness support through established chaplaincy partnerships (Citylife Church, Harbour Church, Amber Chaplains) offering confidential emotional and pastoral care, actively prioritising performer welfare beyond licensing requirements.

4.2. Guest Safety

- **Enhanced Security Presence:** Wiggle operates with an industry-leading ratio of SIA-trained security staff, typically three per hundred customers,

significantly exceeding recommended standards to proactively prevent incidents.

- **Responsible Alcohol Management:** Premium pricing, absence of irresponsible promotions, comprehensive staff training on responsible alcohol retailing, and vigilant sobriety monitoring ensure customers consume alcohol safely and responsibly.
- **Qualified First Aid Provision:** Every Wiggle venue has at least one qualified first-aider on duty, equipped to swiftly respond to any medical incidents, ensuring guest safety at all times.
- **Promotion of Hydration and Sobriety:** Free potable water and clear promotion of non-alcoholic beverages are always available, particularly to customers displaying signs of intoxication, proactively preventing alcohol-related issues.
- **Safety and Support Initiatives:** Active participation in city-wide safety schemes such as PubWatch, Best Bar None accreditation, and the Ask Angela initiative to ensure customers have trusted mechanisms for seeking assistance.

4.3. Safeguarding Community Sensitivities

- **Clear and Strict Code of Conduct:** Wiggle operates under a detailed code of conduct enforced by highly trained staff and security personnel, ensuring performers and customers uphold standards of appropriate behaviour at all times.
- **Venue Design and Privacy:** Premises layout designed specifically for discretion and decency, maintaining privacy for performers and ensuring entertainment is contained fully within regulated and licensed areas.
- **Proactive Management of Behaviour:** Regular staff patrols, reinforced by rigorous training, promptly identify and address any behaviour that could compromise decency, dignity, or compliance with SEV conditions.

4.4. SEV Licensing

- **Mandatory Licensing Conditions:** Wiggle rigorously adheres to nationally set SEV licensing conditions, including strict age restrictions, performer protection measures, CCTV requirements, privacy standards, and restrictions on visibility into venues from the street.
- **Attached Licensing Conditions:** In addition to mandatory conditions, Wiggle complies with specific conditions imposed by local licensing authorities to meet locality-based requirements, ensuring tailored compliance at every venue.

- **Regular Compliance Inspections:** Wiggle welcomes and actively facilitates regular inspections by local Licensing Departments and relevant authorities to demonstrate ongoing adherence to both mandatory and specific licensing conditions, maintaining transparent communication and accountability.

4.5. Wiggle's Enhanced SEV Standards

Security and Incident Prevention

- Operates with **three SIA-licensed door supervisors per 100 customers**, far exceeding the standard 1:100 industry ratio.
- Security staff are specially trained in **performer safeguarding, customer management, and venue-specific SEV conditions**.
- Regular **internal and third-party audits** to assess security effectiveness and incident trends.
- Staff undergo conflict resolution and de-escalation training to **prevent disorder before it arises**.

Performer Welfare and Support

- **Private welfare and changing spaces** are provided at every venue, with clean, secure and professional facilities.
- **Chaperone system** in place—same-gender staff available to accompany performers on request.
- End-of-shift **taxi escort service** for performers, organised and supported by venue security personnel.
- **Zero-tolerance policy** on harassment and inappropriate customer conduct, strictly enforced.
- **Performer eligibility checks**, including identity verification and right-to-work compliance.
- **Partnerships with chaplaincy and support organisations** (Citylife Church, Harbour Church, Amber Chaplains) offering voluntary, confidential wellness support.

Customer Safety and Care

- **Free potable water** available to all customers at any time.
- Staff trained to identify and manage **signs of intoxication**, encouraging uptake of non-alcoholic alternatives.
- Intoxicated customers are **refused service and entry**, even if they have pre-purchased packages—fully refunded as part of our responsible retailing ethos.

- Guests offered assistance with **safe travel**, including taxi escort and access to communication facilities for emergency needs.
- Access to venue **telephone and first aid** support for any guest in distress or requiring assistance.

Community Engagement and Public Sensitivity

- Active participation in community initiatives such as **PubWatch, Best Bar None**, and **Ask Angela**.
- Clear signage and staff-led **dispersal strategy** to reduce public nuisance, including dimming music, increasing lighting, and direct customer engagement.
- **Online-only marketing**, clearly marked 18+, with no external print advertising or public-facing salacious content.
- All promotional names and content are **playful and light-hearted**, without breaching public decency or licensing conditions.
- Discreet, **neutral exterior presentation** with no visibility into entertainment areas from public space.
- Dedicated internal team for **lost property tracking and guest support**, integrated with our contact page system.

Accessibility and Inclusivity

- One of very few SEV venues in the UK with **full disabled access** and accessible washroom facilities.
- Regularly welcome **wheelchair users and patrons with limited mobility**, many of whom travel from across the South Coast.
- Venue design ensures **inclusive comfort and safety for all guests**, regardless of gender, orientation, or mobility needs.

Operational Best Practice

- **Staff licensing and compliance training** includes the Licensing Act 2003, SEV-specific regulations, safeguarding, alcohol retail, and customer service.
- Continuous **internal staff development** programme with inductions, refreshers, and licensing updates.
- Daily cleaning schedules, hygiene protocols, and waste disposal procedures to maintain a clean, presentable venue and surrounding area.
- Transparent cooperation with all **statutory agencies**, including police, licensing officers, planning, and environmental health.
- **31-day CCTV retention**, real-time monitoring, and police-approved camera systems, enhancing safety and supporting accountability.

Reputation and Record

- Wiggle has operated SEV premises for nearly 25 years without a single licence revocation or refusal.
- Actively engaged in **dialogue with local stakeholders** to ensure that concerns are addressed and the premises remains a positive part of the night-time economy.

5. Response to Objections

5.1. Key Points

Regulatory & Compliance

- **No objections from statutory bodies** – No concerns raised by the police, licensing authority, fire department, environmental health, or other relevant bodies.
- **No recorded license breaches**– No warnings, penalties, or license breaches within the past year.
- **Consistent renewal history** – License successfully renewed in previous years without issue.
- **No changes to the premises** – No alterations to the layout, operation, or nature of the business since the last renewal.
- **Venue remains fully compliant with SEV conditions** – All licensing conditions are adhered to, ensuring responsible operation.
- **Regular and successful inspections** – All required inspections have been passed without issue.

Crime & Public Safety

- **No increase in crime linked to the venue** – Local police data shows no direct correlation between the venue and any increase in crime.
- **Strict security policies in place** – Trained door staff, ID checks, metal detectors (if applicable), and CCTV coverage inside and outside the premises ensure safety.
- **Strong working relationship with police and licensing authorities** – Management proactively engages with law enforcement and licensing officers to uphold best practices.
- **No incidents of disorder or antisocial behaviour linked to the venue** – No recorded complaints from local businesses, residents, or authorities regarding disturbances.
- **Strict zero-tolerance policy on drugs and criminal activity** – Clear policies in place to prevent any illegal activity within or around the premises.
- **Robust dispersal policy** – Ensuring customers leave quietly and responsibly to prevent late-night disturbances.

Public & Community Engagement

- **No complaints from local residents or businesses** – No known objections from those living or working in the immediate vicinity.
- **Ongoing commitment to responsible management** – Venue management ensures high operational standards and engages with local authorities on best practices.
- **Regular engagement with stakeholders** – The club maintains a professional relationship with law enforcement, licensing officers, and local businesses.
- **Venue is well-integrated within the area** – No evidence that it negatively impacts the community, character of the area, or local economy.

Economic & Social Contribution

- **The venue supports local employment** – Jobs provided for staff, security personnel, and performers, contributing to the local economy.
- **Positive impact on surrounding businesses** – The club contributes to the nighttime economy, benefiting local taxi firms, restaurants, and bars.
- **Encourages safe and regulated entertainment** – The presence of a licensed venue prevents the demand for unregulated or illegal entertainment venues.
- **Performs a social function in a controlled environment** – The venue provides adult entertainment in a lawful and well-regulated setting, preventing unlicensed alternatives.

Locality Considerations

- **Highly controlled and regulated environment** – Unlike unlicensed establishments, the club operates under strict regulations ensuring responsible conduct.
- **Performer welfare is a priority** – Staff and performers are protected by clear policies on working conditions, safety, and consent.
- **No evidence of public nuisance or indecency** – No complaints regarding inappropriate behaviour, lewd conduct, or breaches of public decency laws.
- **Venue adheres to strict advertising guidelines** – No inappropriate promotions or signage that could be deemed offensive or contrary to local policies.

5.2. Objection 1 response

Objectification of Women

The assertion that Sexual Entertainment Venues (SEVs) inherently objectify women is both unfounded and reductionist. It disregards the agency of the women who choose to work within this licensed sector and perpetuates the stereotype that their decision to do so lacks autonomy or legitimacy. Wiggle offers a structured, voluntary, and professionally managed working environment in which performers are treated with dignity and afforded meaningful protections.

It is also incorrect and, arguably, sexist to suggest that SEVs cater exclusively to male patrons. Internal venue data shows that approximately **one-third of our clientele is female**, reflecting a diverse customer base. Women attend SEVs for a variety of reasons—social, celebratory, or personal—and this reality directly contradicts the assumption of a male-only audience engaging in the objectification of women.

The objection also references the **UK Government's 2021 Tackling Violence Against Women and Girls Strategy**. While the strategy rightly emphasises the need for safer public spaces, it makes **no reference** to SEVs as a causative factor in gender-based violence. There is no evidence to suggest a direct correlation between the operation of lawfully licensed SEVs and an increase in misogyny or harm to women in the community.

It should be noted that the **design and regulatory structure of SEV licensing exists precisely to mitigate any potential risks**. Venues are subject to rigorous controls, including performer protection standards, code of conduct enforcement, CCTV surveillance, and licensed door supervision. The effectiveness of these measures is reflected in Wiggle's exemplary record: over two decades of operation without any license refusals or criminal association.

Alleged Rise in Sexual Offences in the Vicinity

The objection draws attention to a rise in sexual offences within the Bournemouth Central area, implying a connection to Wiggle's presence. This claim is unsupported by evidence. Sexual offence trends in urban centres are complex and multi-faceted, involving factors such as social behaviour, law enforcement resourcing, nightlife density, and broader societal trends. There is **no evidential link between Wiggle and any of the cited incidents**.

The objector lists six separate incidents, none of which were associated with Wiggle's premises, staff, or clientele. Importantly, **Dorset Police have raised no objection to this licence renewal**. Were there legitimate concerns linking Wiggle to any such incidents, it would be expected—indeed, procedurally required—for police to submit a formal objection. That they have not done so is indicative of our venue's safe and compliant operation.

Wiggle maintains proactive cooperation with police and local authorities through schemes such as **Town Watch**, and our security protocols are regarded by local enforcement as model practice.

Public Sector Equality Duty (PSED)

The objector suggests that the operation of SEVs constitutes a breach of the Public Sector Equality Duty. We submit that this interpretation is both narrow and inconsistent with the purpose of the PSED.

The **PSED obliges public authorities to eliminate discrimination, advance equality of opportunity, and foster good relations between different groups**. It does not grant the power to prohibit lawful economic activity based on ideological objections. In fact, we argue that the **removal of SEV licensing would infringe on the rights of individuals who freely choose to work in this lawful sector**, including many female performers who value the independence and structure provided by SEV employment.

Wiggle provides a **safe, regulated, and supportive environment** for its staff and performers. We are one of the very few SEVs in the region that offers **full wheelchair access and accessible facilities**, and we regularly welcome **disabled customers from across the South Coast**. Denying the operation of such a facility would, in itself, raise questions regarding equitable access to regulated, inclusive venues for disabled individuals.

Impact on Women's Freedom to Use Public Space

The objection implies that the presence of SEVs compromises the freedom of women to enjoy public space. This claim is not supported by incident data, police reports, or complaints linked to Wiggle. Our operations are conducted within the premises, under license, and with no public-facing promotional content or activity that intrudes upon or alters the use of public space.

The objector's own submission contradicts their argument. The table included lists a number of **late-night venues with equal or later operating hours**,

including **Bar Republic and Camel**, both of which are nightclubs, not SEVs. The existence of various types of venues provides consumers with freedom of choice and ensures that individuals can select nightlife environments that align with their preferences and comfort.

Wiggle contributes to this diversity responsibly and transparently, operating a venue that is fully licensed, discreet, and effectively managed.

5.3. Objection 2 Response

Introduction

Susan Stockwell is a known and regular objector to Sexual Entertainment Venue (SEV) licensing applications across the South Coast. She has objected to multiple venues, often irrespective of location, policy context, or the individual merits of the premises under consideration.

To our knowledge, Ms Stockwell has **never visited any Wiggle venue**, including the premises subject to this application. Her objections are part of a broader **personal campaign against the SEV industry** and frequently include assertions that are either unsubstantiated, unrelated to the venue in question, or demonstrably inaccurate.

In previous licensing processes—such as her objection in Weymouth—Susan Stockwell submitted material that was later found to be **factually incorrect and irrelevant** to the application at hand. This current objection continues that pattern. It includes material drawn from unrelated licensing jurisdictions (such as Westminster and Sheffield), generalised ideological arguments, and references to alleged incidents or imagery **not associated with the Wiggle Bournemouth premises**.

While all representations must be considered, we respectfully submit that the Committee should assess the weight of this objection in light of the objector's documented history of speculative, generalised, and non-evidentiary submissions, which do not materially assist in evaluating this specific licence renewal.

Appendix 1 - Non-Local Councillor Objections and Employment Contracts

The objector refers to objections raised by a Green Party councillor in Sheffield concerning a separate SEV in that city. This venue operates under a different local authority, a different SEV licensing policy, and within an entirely separate social and commercial context. These circumstances are not applicable to Bournemouth and are therefore of limited relevance to this renewal application.

With regard to **employment contracts and right to work**, Wiggle fully complies with Home Office requirements. All staff, managers, and self-employed contractors undergo right-to-work checks as standard. There are **no reported breaches** relating to employment or immigration law, and the objector acknowledges that no evidence of wrongdoing exists.

The reference to licensing policies for **other Bournemouth SEV premises** is also immaterial. This application concerns the renewal of a specific licence for Wiggle at 159 Old Christchurch Road, and must be considered independently on its own merits.

Appendix 2 – Objection Related to Heritage

Appendix 2 refers to an objection raised in a different jurisdiction concerning heritage concerns. The premises at 159 Old Christchurch Road are not subject to heritage restrictions, and no planning or conservation authorities have raised objections in relation to this renewal. The relevance of this appendix to the current application is therefore negligible.

Appendix 3 – Objection by Westminster Businesses

Appendix 3 presents a summary of objections raised by businesses and property owners in Westminster City Council to a separate SEV application. There are **no such objections from local businesses or property owners** in Bournemouth regarding this renewal.

It is worth emphasising that SEVs **contribute positively to the local economy**, providing custom to taxis, takeaways, hotels, cleaning services, and licensed security providers. This indirect economic value should be considered when assessing the overall impact of Wiggle on the town centre.

Appendix 4 – Objections by Council Departments

The objector refers to objections by departments within other councils. In contrast, **no statutory authorities or departments within BCP Council have objected to this application**. Licensing, environmental health, and police have all declined to raise any formal concern.

The objector also refers to ventilation suitability. Wiggle operates with a **full air conditioning and mechanical ventilation system**, in compliance with health and safety requirements. Assertions to the contrary are unfounded, and the objector acknowledges she has never visited the premises.

With regard to internal council communications, we cannot comment on why departments may not have responded to the objector, though we trust officers are focusing on more prioritised workloads.

Appendix 5 – Metropolitan Police Objection

This reference relates to a Metropolitan Police objection in London and cites the City of Bristol's SEV policy, which attempted to introduce a zero-SEV stance. This policy was subsequently overturned after legal challenge due to concerns that it did not protect the rights of performers. These policy contexts are not applicable to Bournemouth, which retains a lawful SEV framework.

Appendix 6 – Former Objection by Councillor Dunlop

Councillor Beverley Dunlop submitted an objection in 2022 but **did not attend the relevant committee hearing**, nor has she submitted a representation to this renewal application. We note that failure to engage with the committee undermines the weight and continuity of the objection.

Appendix 7 – Bournemouth BID

The objector refers to a BID objection but has not provided documentation. For this renewal, **Bournemouth BID has not submitted an objection**, and thus this appendix is not relevant to current proceedings.

Appendix 8 – White Ribbon Campaign

No documentation has been submitted with Appendix 8, and **White Ribbon UK has not submitted an objection to this licence renewal**.

Additional Assertions by the Objector

Alleged Breach of the Mystery Shopper Condition

The objector refers to an alleged breach of a "mystery shopper" licence condition but offers **no date, details, or evidence** of such an incident. Wiggle rigorously adheres to all SEV and premises licence conditions. If a breach had occurred, it would be a matter of public record and would have likely triggered a review or formal warning by the licensing authority. No such action has ever been taken.

Furthermore, Wiggle welcomes regular visits and assessments by both council officers and independent assessors. We actively encourage mystery shopper exercises as part of maintaining high standards and transparency. If any substantiated concern exists, we request that the objector provide formal documentation so that it may be appropriately investigated. In the absence of such evidence, we consider this point unsubstantiated and speculative.

Historical HMO Fine

The objector continues to reference a historical HMO (House in Multiple Occupation) fine levied against a director of the company. This matter has been raised before several local authorities and has been repeatedly found **not to be grounds for refusal** of a Sexual Entertainment Venue licence. It is unrelated to the conduct, management, or licensing of the Wiggle premises in Bournemouth. The licensing system rightly focuses on compliance with the four licensing objectives and the specific conditions of the SEV licence. There have been **no breaches of licensing law or operating standards** at Wiggle that would justify drawing conclusions from a completely unrelated matter. The continued reference to this fine appears to serve no licensing purpose and instead borders on personalisation of the objection process.

Alleged Building Control Breach (Southampton)

The objector claims that Southampton City Council had concerns regarding building control compliance. However, this assertion is **unsupported by any formal record**. The premises in question have since had their SEV licence **renewed by the same authority**, which demonstrates continued regulatory confidence in our operations.

There is no known enforcement history, building prohibition, or planning breach relevant to this or any other Wiggle-operated venue. Our venues are subject to regular checks by building control officers, fire safety assessors, and licensing enforcement teams, all of whom would raise immediate concerns if any

significant issue existed. The repetition of this claim, without documentation, cannot be considered credible in the context of a licensing decision.

Nitrous Oxide Canisters on the Premises

The objector references the presence of nitrous oxide canisters discovered outside the premises. It is acknowledged that such littering was **identified during the COVID-19 pandemic**, at a time when the venue was **closed to the public** in accordance with national restrictions.

This demonstrates that the issue was not connected to our operation or clientele. Since reopening, there have been **no further incidents of this kind**, and routine cleaning of the vicinity is carried out as part of our operational procedures. Moreover, our door supervisors and management team conduct regular perimeter checks to ensure that our immediate surroundings remain safe and presentable.

Ventilation and Disabled Access

Wiggle Bournemouth is among the **very few SEV venues in the UK with full disabled access**, including step-free entry, wide corridors, accessible toilets, and suitable seating arrangements. The venue complies fully with equality and accessibility standards. The objector's suggestion that the absence of a lift equates to non-compliance is **legally incorrect**. There is **no statutory requirement** for a lift where full ground-floor access is already provided. In regard to ventilation, Wiggle has a **professionally maintained HVAC (Heating, Ventilation, and Air Conditioning) system**, which is regularly serviced and meets health and safety regulations. Our ventilation setup provides a comfortable and safe environment for staff, performers, and customers alike. Assertions to the contrary are again speculative and appear to be based on assumption, not inspection or fact.

Allegations of Prostitution

The objector implies, without any evidence, that illegal sexual services may be occurring at or in connection with the venue. We categorically reject this implication. There has never been **any investigation, complaint, or intelligence report** linking Wiggle Bournemouth to prostitution or related activity.

The operation of SEVs is heavily regulated. Our venues are under continuous CCTV monitoring, staffed with licensed door supervisors, and subject to regular inspections. In addition, our performers operate under a clear and strictly enforced code of conduct. Customers are reminded verbally and via signage that

sexual contact is not permitted and any breach of this rule results in immediate removal and a permanent ban.

Local Rehabilitation Centre

The objector references a rehabilitation centre operating in the area but fails to note that **no objection has been submitted** by the management or governing body of that facility. Wiggle is unaware of any concern expressed by the centre and has maintained a respectful and law-abiding presence in the local community.

In our view, it would be improper to speculate on the views of a separate organisation that has elected not to make a formal representation. The absence of objection from such a body should be seen as tacit recognition that our venue does not present a problem in terms of community health or welfare.

Protection of Children from Harm

The objector alleges that SEVs inherently present a risk to children. Wiggle implements comprehensive measures to ensure the **protection of children from harm**, in accordance with licensing objectives. These include:

- The **absence of any external advertising** on the premises.
- The use of **blacked-out windows and neutral external frontage** to avoid public visibility of any adult-themed material.
- A **Challenge 25 policy** to prevent underage access, enforced by trained staff and electronic ID verification.
- Performer age checks and legal right-to-work assessments.

Wiggle operates in a manner that is discreet, responsible, and completely appropriate within its setting in a licensed nightlife area. There are **no grounds to claim that children are at risk** from the lawful operation of our venue.

Character of Old Christchurch Road

Old Christchurch Road is an established part of Bournemouth's licensed leisure district, containing bars, nightclubs, takeaways, and late-night entertainment venues. The presence of an SEV is **consistent with the mixed-use character** of the area and has been accepted in planning and licensing terms for over two decades.

Families seeking alternative leisure options have access to numerous family-oriented attractions and areas elsewhere in Bournemouth, including the seafront, Lower Gardens, and town centre shopping areas. The notion that one licensed adult venue undermines the entire town's family offering is an

overstatement unsupported by either visitor data or council planning designations.

Pre-Purchased Packages

Wiggle offers **pre-purchased entertainment packages**, a standard practice across the hospitality and nightlife sector. All such packages are subject to **strict intoxication checks** upon arrival. If a customer is visibly intoxicated, they are **refused entry** and issued a refund, in line with our responsible alcohol policy and staff training.

This process mirrors protocols used by major nightclubs, event venues, and national bar chains. There is no evidence that this system has ever led to overconsumption or loss of control, and we continue to enforce it with the highest degree of professionalism and care.

Public Sector Equality Duty (PSED)

This point has already been addressed in earlier responses. Wiggle maintains that **performers have the right to lawful work** in a safe, licensed, and regulated environment. Denying such work opportunities based on moral or ideological opposition may itself raise concerns under the PSED, particularly when no evidence of harm exists.

Promotional Tokens and Wristbands

The images submitted by the objector clearly show branding for **Wiggle Portsmouth**, not the Bournemouth premises under consideration. We acknowledge that each location operates under a distinct licence and set of conditions. The submission of unrelated material from a different premises carries no relevance to the current renewal application and risks misleading the committee.

Online Promotions and Themed Events

The objector references a selection of promotional names and online graphics. All advertising is **online only**, aimed at customers aged 18+, and subject to platform age-verification standards. There are **no print materials**, public signage, or flyers in breach of licence conditions. Bournemouth's SEV licence does not regulate digital advertising, and no condition has been violated. The promotional content in question is **light-hearted and clearly satirical in tone**. These types of themes are common across nightlife venues and are not intended to offend. No complaints have been received from the public, and no action has been taken by the licensing authority.