

**From:** [Deep Blue Facilities](#)  
**To:** [Deep Blue Facilities](#)  
**Subject:** Harry Ramsden Bournemouth - Premise Licence Variation  
**Date:** 02 May 2025 15:57:34  
**Attachments:** [image908296.png](#)  
[image571568.png](#)  
[image424459.png](#)  
[image701252.png](#)  
[image665073.png](#)  
[Harry Ramsden"s.pdf](#)

---

**Dear Neighbours,**

Please find attached a letter regarding the variation of our Premises Licence at Harry Ramsden Bournemouth.

We sincerely hope the contents address any concerns, and that a hearing on Tuesday, 20th May will not be necessary.

Kind regards

Michelle Clark



**Deep Blue Facilities**

Deep Blue Restaurants Ltd.

☎ +44 173 722 2228

🌐 [www.deepbluerestaurants.com](http://www.deepbluerestaurants.com)

✉ [Facilities@DeepBlueRestaurants.com](mailto:Facilities@DeepBlueRestaurants.com)

📍 Chapter House, 33 London Road, Reigate, RH2 9HZ



**Harry Ramsden's Bournemouth**

Undercliff Drive

Bournemouth BH1 2EZ

facilities@deepbluerestaurants.com

Friday 2<sup>nd</sup> May 2025

**Dear Neighbour,**

We hope this letter finds you well. We are writing in relation to our recent application to vary the premises licence at Harry Ramsden's Bournemouth, located on Undercliff Drive. As a valued neighbour, we wanted to reach out directly to clarify some details and address any concerns you may have regarding the proposed changes.

The variation includes two key elements:

- Permission for **off-licence alcohol sales**, allowing customers to purchase sealed alcoholic beverages to take away.
- The inclusion of **outdoor music**, limited to ambient background levels during specific hours.

We want to reassure you that these changes are intended to enhance the customer experience without causing any disruption to the local community. We take our responsibility to our neighbours seriously and would like to offer the following reassurances:

- **Outdoor music** will be restricted to low-level, background recorded music—similar to what you'd hear at an outdoor café. We have no plans to introduce live music. This is intended purely to create a relaxed and welcoming atmosphere for diners on our terrace. Music will be turned off by 10:00 PM each evening.
- **Off-licence alcohol sales** will be carefully managed, with strict policies in place to prevent public nuisance or underage sales. We will follow the Challenge 25 policy. Alcohol will only be available for takeaway when purchased alongside food. Our team is fully trained to refuse service to intoxicated individuals or those attempting to purchase on behalf of others. On busier days, we will have security on site to support these efforts, alongside active management and CCTV monitoring.

We understand the beachfront is a shared public space and acknowledge concerns about public drinking. However, as alcohol consumption is already permitted in the area, our intention is not to encourage excessive drinking but to offer a convenient and controlled option for our guests. All alcohol sales will end at 10:00 PM.

We remain committed to being a respectful and responsible neighbour and ensuring Harry Ramsden's continues to be a family-friendly presence within the community.



+44 173 722 2228



Chapter House, 33 London Road  
Reigate, RH2 9HZ



[www.HarryRamsdens.com](http://www.HarryRamsdens.com)



If you have any concerns or questions, we would be more than happy to speak with you directly. Our hope is to work together with the local community and avoid the need for a formal hearing (Scheduled for Tuesday 20 May 2025), if possible.

Please don't hesitate to get in touch by emailing us at **[facilities@deepbluerestaurants.com](mailto:facilities@deepbluerestaurants.com)**. We genuinely value your feedback and are open to discussing any specific concerns or suggestions.

Thank you for taking the time to read this letter and for your continued support of Harry Ramsden's Bournemouth.

Warm regards,

**Michelle Clark**

Facilities & Compliance Manager  
Deep Blue Restaurants Ltd



+44 173 722 2228



Chapter House, 33 London Road  
Reigate, RH2 9HZ



[www.HarryRamsdens.com](http://www.HarryRamsdens.com)