

Sophie Rix

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# Wimborne

## Dorset

BH21 1DQ

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25 June 2025

Licensing Team

BCP Council Civic Centre

Bourne Avenue

## Bournemouth

BH2 6DY

Subject: Formal Objection to Alcohol Licence Application — Bigwigs, 9 Marlow Drive,  
Christchurch, BH23 2RR

Dear Sir/Madam,

I am writing to formally object to the alcohol licence application submitted by Bigwigs, located at 9 Marlow Drive, Christchurch, BH23 2RR.

Although I now reside in Wimborne, I was a local resident of Christchurch until recently and I continue to work and regularly stay in the area due to strong family connections. I remain closely connected to the community and have a vested interest in the safety, character, and future of this neighbourhood.

While I support responsible business development, I have serious concerns about the suitability of this premises for alcohol sales and the broader impact such a licence could have on this small, residentially integrated commercial area.

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## 1. Inappropriate Setting for Alcohol Consumption

The premises in question is a takeaway bakery with no in-house seating and no facilities to support safe or supervised alcohol consumption. If the licence is granted, alcohol sold would likely be:

- Consumed in public, increasing the risk of antisocial behaviour;
- Taken away by car, raising the possibility of drink-driving incidents.

Furthermore, the business lacks public bins and toilet facilities, heightening the likelihood of littering, public nuisance, and unsanitary conditions should alcohol be consumed nearby.

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## 2. Residential Location – Impact on Community and Local Character

Bigwigs is located in a predominantly residential area, with dwellings directly above and beside the premises. Alcohol sales from this location could result in:

- Noise and disruption to residents, particularly during evenings;
- A shift away from the safe, family-friendly character of the neighbourhood;
- Increased and potentially unwelcome foot traffic during unsociable hours.

This peaceful, community-focused setting is not suited to takeaway alcohol sales, particularly from a business not designed or licensed for on-site consumption.

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## 3. Overprovision and Unnecessary Competition

Within walking distance, the area already has:

- A licensed café bar offering on-site alcohol consumption;
- A convenience store providing takeaway alcohol.

With only a small number of commercial premises in the vicinity, adding another outlet for alcohol undermines the balance of services and places unfair pressure on existing responsible providers. A bakery is not a traditional or expected setting for alcohol sales, and this application risks setting a problematic precedent.

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## 4. Inadequate Public Consultation

There has been minimal effort to ensure public awareness or engagement in the licensing process. The only visible notice was displayed inside the bakery window — not clearly visible to passersby or nearby residents.

No notices were posted in common community spaces, and no other forms of outreach appear to have taken place. This restricts community involvement and raises concerns regarding the transparency and accessibility of the application process.

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#### 5. Inappropriate Business Model Shift and Unfair Competition

In addition to the alcohol licence, the proposed changes reportedly include extended opening hours and licensing for music. These changes represent a significant departure from the premises' original purpose as a daytime bakery, instead shifting it toward a late-opening venue more commonly associated with nightlife.

This creates direct and unfair competition with the neighbouring business — located immediately next door — which already operates responsibly with both an alcohol licence and music provision. That business has consistently complied with its licensing terms and manages its music offering responsibly, in a manner that supports the surrounding community without causing disruption.

Introducing music and alcohol at Bigwigs would not only duplicate services but would result in conflict in sound levels, overlapping customer activity, and general disruption, especially given the immediate proximity of the two venues. Two neighbouring premises offering music simultaneously in such a compact and residentially sensitive setting is neither feasible nor appropriate.

Moreover, music and alcohol are not typically associated with a bakery, and this shift in use raises concerns over long-term enforcement, identity confusion, and the erosion of traditional business roles in the area.

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#### Conclusion

For all the reasons outlined — including the unsuitability of the premises, lack of appropriate facilities, residential setting, overprovision of alcohol services, inappropriate shift in business model, the risk of direct conflict with a neighbouring business, and inadequate public consultation — I respectfully urge the licensing committee to refuse this alcohol licence application in full.

Please confirm receipt of this objection and ensure it is included in the formal consultation and decision-making process.

Yours faithfully,

Sophie Rix

## Reconfirmation of Objection to Alcohol Licence Application – Bigwigs Bakery Ltd

Application No. M228375

Premises Address: Bigwigs Bakery, 9 Marlow Drive, Christchurch, BH23 2RR

Sophie Rix

[REDACTED]

Wimborne

BH21 1DQ

[REDACTED]

[REDACTED]

Date: 28 June 2025

To:

Tania Jardim

Licensing Department

BCP Council

Dear Ms Jardim,

I am writing to formally reconfirm my objection to the alcohol licence application submitted by Bigwigs Bakery Ltd (Application No. M228375) at 9 Marlow Drive, Christchurch, BH23 2RR. While I acknowledge your recent correspondence, I must stress that my concerns remain fully unresolved. I object in the strongest possible terms on the basis that the applicant is already in breach of existing legislation and standards, particularly regarding the provision of customer toilet facilities.

As noted in their application, Bigwigs Bakery Ltd accommodates approximately 25 covers. As per regulatory guidance, any premises with more than 10 covers must provide appropriate, publicly accessible toilet facilities. The applicant fails to do this.

Currently, customers are redirected to a staff-only toilet accessed via the rear of the premises — an area intended exclusively for private use by residents and neighbouring

businesses. This arrangement is not only inappropriate but also poses significant risks and breaches:

- • Unauthorised use of private property for public access;
- • Security and safeguarding risks for residents and local businesses;
- • The rear access is unlit, increasing the risk to personal safety, particularly during darker mornings or seasonal hours;
- • Health and hygiene violations, as the only alternative access would require customers to walk through staff service and food preparation areas — which is entirely unacceptable;
- • For more than 20 covers, there is an expectation for more than one toilet — yet only a single staff facility is being shared, which is wholly inadequate;
- • There are no suitable alternative public toilet or litter bin provisions in the locality — the only nearby facilities are those provided and maintained by a neighbouring café exclusively for their own customers, and not for general public use.

Moreover, the premise of a bakery selling alcohol, particularly on a takeaway basis, is fundamentally misaligned with the nature and purpose of this type of business. The bakery currently operates between 7:30am and 4:00pm, and there is no justifiable need for alcohol provision within this model. This proposal represents a departure from what would be considered a conventional bakery operation and should be viewed as an inappropriate change of use.

The application is also internally contradictory: it states there are no plans to open late, yet refers to extended hours during school holidays, which affects a minimum of 11 weeks per year. This inconsistency raises concerns over transparency and reliability.

Beyond the legal and procedural breaches, there are several other failings that point to a wider disregard for the local community:

- • There are no accessible facilities for disabled customers or those with mobility needs;
- • There are no external rubbish bins provided by the applicant, despite encouraging takeaway consumption — and no appropriate alternatives in the vicinity;
- • The space is not equipped to support the number of covers it currently provides;
- • And most importantly, there has been no consideration given to the increased risk of drink-driving, particularly in a predominantly residential or family-oriented area, where alcohol could be purchased casually and consumed irresponsibly.

When all of these concerns are considered together — the breach of toilet provision laws, lack of accessibility, absence of appropriate public infrastructure, disregard for private access rights, hygiene issues, unlit and unsafe access routes, increased public risk, and promotion of alcohol without due need — it is clear that this application does not reflect a responsible, community-minded business. There appears to be little regard for the impact on the neighbourhood as a whole, and instead a focus on what is ultimately a profit-driven

and unlawful practice.

I would also like to make it absolutely clear that I do not wish to enter mediation on this matter, and this should not be viewed as an isolated, personal complaint. My objection reflects the concerns of others in the local area and is rooted in wider public interest regarding health, safety, infrastructure, and responsible licensing. Until the premises is brought into full compliance with legal and regulatory expectations, this application must be refused.

Thank you for your time and attention. Please confirm that this objection remains on record and will be considered fully as part of the licensing review.

Yours sincerely,

Sophie Rix

## **REPRESENTATION 2**

Laura Firpi

■ Bosley Close

Dorset

BH23 2HQ

■

■

10 July 2025

Licensing Team

BCP Council Civic Centre

Bourne Avenue

Bournemouth

BH2 6DY

Subject: Bigwigs, 9 Marlow Drive, Christchurch, BH23 2RR Formal Objection to Alcohol License Application —

Dear Sir/Madam,

I am writing to formally object to the alcohol licence application submitted by Bigwigs, located at 9 Marlow Drive, Christchurch, BH23 2RR.

I have very serious concerns about the suitability of this premises for alcohol sales and the broader impact such a licence could have on this small, residentially integrated commercial area. The Bunker Café is already in this space and should be protected from such applications

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1. Inappropriate Setting for Alcohol Consumption

The premises in question is a **takeaway bakery** and as such should have no in-house seating and no facilities to support safe or supervised alcohol consumption. If the licence is granted, alcohol sold would likely be:

- Consumed in public, increasing the risk of antisocial behaviour;
- Taken away by car, raising the possibility of drink-driving incidents.

The business lacks public bins and **toilet facilities**, heightening the likelihood of littering, public nuisance, and unsanitary conditions should alcohol be consumed nearby.

By law I believe seating should be at a minimum due to the lack of essential facilities

The Bunker is supporting the Big wigs customers as it is with both toilets and litter accumulated by the Bigwigs takeaway concept and no crockery or cutlery approach

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## 2. Residential Location – Impact on Community and Local Character

Bigwigs is located in a predominantly residential area, with dwellings directly above and beside the premises. Alcohol sales from this location could result in:

- Noise and disruption to residents, particularly during evenings;
- A shift away from the safe, family-friendly character of the neighbourhood;
- Increased and potentially unwelcome foot traffic during unsociable hours.

This peaceful, community-focused setting is not suited to takeaway alcohol sales, particularly from a business not designed or licensed for on-site consumption.

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## 3. Overprovision and Unnecessary Competition

Within walking distance, the area already has:

- A licensed café bar offering on-site alcohol consumption;
- A convenience store providing takeaway alcohol.

With only a small number of commercial premises in the vicinity, adding another outlet for alcohol undermines the balance of services and places unfair pressure on existing responsible providers. **A bakery is not a traditional or expected setting for alcohol sales**, and this application risks setting a problematic precedent.

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## 5. Inappropriate Business Model Shift and Unfair Competition



In addition to the alcohol licence, the proposed changes reportedly include extended opening hours and licensing for music. These changes represent a significant departure from the premises' original purpose as a daytime bakery, instead shifting it toward a late-opening venue more commonly associated with nightlife.

This creates direct and unfair competition with the neighbouring business — located immediately next door — which already operates responsibly with both an alcohol licence and music provision. That business has consistently complied with its licensing terms and manages its music offering responsibly, in a manner that supports the surrounding community without causing disruption.

Introducing music and alcohol at Bigwigs would not only duplicate services but would result in conflict in sound levels, overlapping customer activity, and general disruption, especially given the immediate proximity of the two venues. Two neighbouring premises offering music simultaneously in such a compact and residentially sensitive setting is neither feasible nor appropriate.

Moreover, music and alcohol are not typically associated with a bakery, and this shift in use raises concerns over long-term enforcement, identity confusion, and the erosion of traditional business roles in the area.

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## Conclusion

For all the reasons outlined — including the unsuitability of the premises, lack of appropriate facilities, residential setting, overprovision of alcohol services, inappropriate shift in business model, the risk of direct conflict with a neighbouring business, and inadequate public consultation — I respectfully urge the licensing committee to refuse this alcohol licence application in full.

Please confirm receipt of this objection and ensure it is included in the formal consultation and decision-making process.

Yours faithfully,

Laura Firpi

## **REPRESENTATION 3**

Carrie Sykes

■ Hillside Drive

Dorset

BH23 2RU

■

■

10 July 2025

Licensing Team

BCP Council Civic Centre

Bourne Avenue

Bournemouth

BH2 6DY

Subject: Bigwigs, 9 Marlow Drive, Christchurch, BH23 2RR Formal Objection to Alcohol License Application —

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- Taken away by car, raising the possibility of drink-driving incidents.

The business lacks public bins and **toilet facilities**, heightening the likelihood of littering, public nuisance, and unsanitary conditions should alcohol be consumed nearby.

By law I believe seating should be at a minimum due to the lack of essential facilities

The Bunker is supporting the Big wigs customers as it is with both toilets and litter accumulated by the Bigwigs takeaway concept and no crockery or cutlery approach

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- Noise and disruption to residents, particularly during evenings;
- A shift away from the safe, family-friendly character of the neighbourhood;
- Increased and potentially unwelcome foot traffic during unsociable hours.

This peaceful, community-focused setting is not suited to takeaway alcohol sales, particularly from a business not designed or licensed for on-site consumption.

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## 3. Overprovision and Unnecessary Competition

Within walking distance, the area already has:

- A licensed café bar offering on-site alcohol consumption; the bunker has worked hard over 5 years of trading to establish a safe and supported environment for the local community. It offers full facilities as required by license laws and environmental health
- A convenience store providing takeaway alcohol.

With only a small number of commercial premises in the vicinity, adding another outlet for alcohol undermines the balance of services and places unfair pressure on existing responsible providers. **A bakery is not a traditional or expected setting for alcohol sales**, and this application risks setting a problematic precedent.

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## 5. Inappropriate Business Model Shift and Unfair Competition

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Moreover, music and alcohol are not typically associated with a bakery, and this shift in use raises concerns over long-term enforcement, identity confusion, and the erosion of traditional business roles in the area.

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## Conclusion

For all the reasons outlined — including the unsuitability of the premises, lack of appropriate facilities, residential setting, overprovision of alcohol services, inappropriate shift in business model, the risk of direct conflict with a neighbouring business, and inadequate public consultation — I respectfully urge the licensing committee to refuse this alcohol licence application in full.

Please confirm receipt of this objection and ensure it is included in the formal consultation and decision-making process.

Yours faithfully,

Carrie Sykes

## **REPRESENTATION 4**

Angela MacDougall

[REDACTED]

[REDACTED] stourcliffe Ave

Bournemouth

BH6 3PX

[REDACTED]

[REDACTED]

11<sup>th</sup> July 2025

Licensing Team

BCP Council Civic Centre

Bourne Avenue

Bournemouth

BH2 6DY

Subject: Formal Objection to Alcohol Licence Application — Bigwigs, 9 Marlow Drive, Christchurch, BH23 2RR

Dear Sir/Madam,

I am writing to formally object to the alcohol licence application submitted by Bigwigs, located at 9 Marlow Drive, Christchurch, BH23 2RR.

I am all in favour of local businesses, but I have concerns about the suitability of this premises for selling alcohol.

### 1. Inappropriate Setting for Alcohol Consumption

This is a takeaway bakery with no seating and no toilets. If the licence is granted, alcohol sold would likely be:

- Consumed in public, increasing the risk of antisocial behaviour;

- Taken away by car, raising the possibility of drink-driving incidents.

There are also no bins.

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## 2. Residential Location

Bigwigs is located with homes above and close by, Alcohol sales from this location could result in:

- Noise and disturbance to residents, particularly during evenings;
- Increased and potentially unwelcome foot traffic during unsociable hours.

## 3. Overprovision and Unnecessary Competition

Within walking distance, the area already has:

- A licensed café bar offering on-site alcohol consumption;
- A convenience store providing takeaway alcohol.

With only a small number of commercial premises in the vicinity, adding another outlet for alcohol undermines the balance of services and places unfair pressure on existing responsible providers.

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For all the reasons outlined — including the unsuitability of the premises, lack of appropriate facilities, residential setting, overprovision of alcohol services, inappropriate shift in business model, the risk of direct conflict with a neighbouring business, and inadequate public consultation — I respectfully urge the licensing committee to refuse this alcohol licence application in full.

Please confirm receipt of this objection and ensure it is included in the formal consultation and decision-making process.

Yours sincerely

Angela MacDougall