

Premises Licence Review – Statement from Licence Holder

Chaplin's & The Cellar Bar, 529–533 Christchurch Road, Bournemouth

1. I became involved with Chaplin's in 2005 and have now spent approximately twenty years operating and managing the venue alongside Nicholas Humphrey, who is the Designated Premises Supervisor.
2. Throughout this period, Chaplin's & The Cellar Bar has operated to a consistent and well-established model. The venue runs a seven-day-a-week live music programme, with quieter acoustic and small-scale performances in Chaplin's during the week and full bands at weekends in the Cellar Bar. The Cellar Bar is purpose equipped for amplified live music, including drum kits, amplifiers, a professional sound desk and sound engineers.
3. The venue opens at 11:30am daily and typically closes at 1:00am on weekdays and 3:00am at weekends. Although the premises licence allows flexibility, the business generally follows this consistent and long-standing operating pattern.
4. Live music typically finishes at midnight, after which weekend evenings move into a DJ-led wind-down period where music volume is gradually reduced during the final half hour prior to closing. The venue uses staggered closing procedures, first closing the upstairs bar and then the Cellar Bar, allowing a gradual dispersal of customers. Door supervisors remain on duty throughout dispersal and customers are actively encouraged to leave the area quietly.
5. The premises goes significantly beyond licence requirements in its approach to security. Since reopening after the pandemic, door supervisors have been present seven days a week, with three door supervisors at weekends. This is a voluntary measure taken at considerable cost to maintain order, promote safety and minimise nuisance.

Noise Management and Operational Controls

6. The front door of the Cellar Bar is kept closed during all live music performances. Customers are directed to exit via Chaplin's, which provides a double-door sound buffer before reaching the street.
7. Customers who wish to smoke are directed to the rear beer garden and discouraged from gathering at the front of the premises. Where queuing is necessary, customers are directed eastwards away from neighbouring residential windows, beneath properties owned by the premises, to minimise disturbance.
8. Signage is displayed at exits asking customers to respect neighbours and leave quietly. Door staff actively manage queues, dispersal and customer behaviour outside the premises.
9. Louder music and any performances involving drum kits or amplifiers are always located in the Cellar Bar, which benefits from superior sound insulation. Music in Chaplin's is positioned centrally within the building and

was relocated away from the front windows in 2009 specifically to reduce sound escape.

10. The venue employs professional sound engineers for almost all performances and monitors sound levels internally using handheld noise monitoring equipment. Readings are recorded and action is taken immediately if levels approach internal thresholds.
11. Following the recent complaints in October, additional measures were implemented including tightening dispersal procedures, strengthening smoking management and introducing routine external noise monitoring.
12. Initial building investigations have also been carried out to identify potential routes of sound escape, including chimney cavities and structural gaps.

Contact with Environmental Health and Complainant

13. Environmental Health made contact once regarding two complaints in October. Contact details were provided and the concerns were taken seriously. No visits have taken place and no warning letters or abatement notices have been issued.
14. The next contact was the formal notification of the licence review.
15. I have known the complainant for most of the time she has lived at the neighbouring premises. We have communicated directly on many occasions and she has had my phone number and WhatsApp contact details for several years. Where concerns were raised, they were acted upon immediately.
16. There have been no formal written complaints, solicitor letters or enforcement actions prior to this review. After a brief period of complaints many years ago, the venue operated for approximately a decade with little or no complaint history until recent months.

Commitment to Responsible Operation

17. Chaplin's & The Cellar Bar has operated for over twenty years as a live music venue with a strong community focus and a long record of responsible management.
18. The premises has completed the Licensing SAVI accreditation process to a five-star level across all policies and procedures and is awaiting the final certification visit. This programme provides independent scrutiny of licensing compliance, staff training and operational standards.
19. The business invests heavily in staff training and structured HR support, including first aid training and ongoing internal training to ensure consistent standards of responsible operation.

Closing Statement

20. The licence holder takes the licensing objectives extremely seriously and has consistently operated the premises in a proactive and responsible manner.
21. Where concerns have been raised, action has been taken. The venue remains committed to working constructively with residents, Environmental

Health and the Licensing Authority to ensure the continued promotion of the licensing objectives.

Awards and Recognition

Chaplin's & The Cellar Bar has been a finalist in the Great British Pub Awards every year from 2013 to 2025, with the exception of 2020 and 2021 during the pandemic. The venue won Best Community Pub in the UK in 2015, 2017 and 2025, and won Best Pub for Entertainment in 2019. In 2024 David Seccombe and Nicholas Humphrey were semi finalists in the British Institute of Innkeeping Licensee of the Year Awards. In 2025 David Seccombe and General Manager Geoff Pople were finalists, reaching the final six nationally. The venue has also received Dorset Tourism Awards and Bournemouth, Christchurch and Poole Tourism Awards including Best Pub and Best Night Out, alongside multiple runner up awards for food and hospitality. Chaplin's won Best Original Live Music Venue at the Original Music Awards and has continued to be recognised as a finalist in subsequent years. Chaplin's has been featured in national press including The Times for its food and The Guardian for its open mic night, alongside many positive regional and national articles over more than 15 years.

Community and Professional Background

David Seccombe founded East Bournemouth PubWatch and has chaired the scheme for most of its existence. He co founded the Boscombe and Pokesdown Community Forum and currently serves as Chair. He also chaired the Boscombe and Pokesdown Neighbourhood Plan Forum, leading a five year process that culminated in a successful referendum. He currently sits on the Boscombe Towns Fund Board overseeing the delivery of £20 million of regeneration investment in the area. He and the Community Forum received a Mayors Award in recognition of their voluntary contribution to the community. During a reception at the House of Lords in 2012, Lord Redesdale described Chaplin's as pioneering for transforming a challenging area into a safe, award winning social hub, praising its standards, policies and contribution to reducing alcohol related crime while remaining a vibrant community venue.

Licensing SAVI Assessment

Your current Licensing SAVI assessment rating is shown below. Please **view your recommendations** at step 4 to improve the rating if required, or **submit for accreditation** at step 5.



Dispersal Policy

Why?

As a late-night business that operates in a residential area, we have a responsibility to be aware of how we affect our neighbors relating to the noise levels that may occur as people leave the venue.

Procedure

When we call time in Chaplin's we offer customers the opportunity to move out to the garden or to the Cellar Bar which is open slightly later to stagger customers leaving the venue.

The first area that is closed down after Chaplin's is the back of the garden, customers from there are moved either to the covered smoking area or to the Cellar Bar and are allowed to enjoy their drinks there. Chairs are put against tables, ash trays cleared off and access to the back area is restricted.

Once time is called in the Cellar Bar we allow customers a 20 minute "drinking up time" as to let customers who have just bought a drink take their time and not all leave in one go. This minimizes larger groups leaving at the same time and causing noise and other related issues. One member of staff moves to the front door of the Cellar Bar to supervise people leaving the venue ensuring noise is kept to a minimum and people do not leave with their drinks.

While this is ongoing we slowly clear the sheltered areas of the garden as people finish their drinks wiping down the tables and clearing ash trays asking customers to politely make their way inside the Cellar Bar as the garden is closing.

Once the garden is empty we allow customers to make their way out of the venue while monitoring the numbers that leave at the same time and staggering this. Reminding customers as they leave about being mindful of the noise they make on leaving.

Date:

Signed:

Reviewed:

Date:

Noise Policy

Why?

As a business that operates in a residential area, we have a responsibility to be aware of how we affect our neighbors relating to the noise levels that may occur in the venue.

General Customer Noise Procedure

All staff are to monitor the inside and outside of the venue for any possible noise related issues. These could be from groups playing their own music via instruments, phones or speakers, or groups singing or shouting. Occasionally we will have events in the venue where this is agreed previously and when this does happen it will be monitored and under strict guidelines. For example Charity days which include performances in our garden space.

If a group is found to be making too much noise they are to be spoken to by an on duty member of staff and told to be mindful of the noise they are making and to turn off/down any music equipment they have. If the group persists after being warned they will be asked to leave the venue and repeated issues could lead to a barring from the venue.

Performers are asked not rehearse/tune up in the garden space to be mindful when doing so and not to after 9pm.

Any issues are recorded in the Managers book and discussed at regular managers meetings.

The venue also operates a dispersal policy when closing down to ensure groups of customers do not make too much noise when exiting or leaving certain areas.

Music Procedure

The volume of our performers are monitored by our in house sound engineer and management team. We have noise recording equipment to test if levels are too high, and levels specified on our sound engineers desk so as to not push the volume beyond acceptable levels. Currently 90 decibals.

Doors are kept closed as much as possible and on busy nights/weekends customers/performers exit via Chaplin's front door so as to not open the Cellar Bar door onto the street.

If volume levels are deemed to be too high the manager on duty will talk to the sound engineer on the night to rectify the situation and bring the noise down to acceptable levels. The sound engineer can then take action themselves or talk to the performers to take appropriate action from there. Repeated issues could lead to the night being stopped.

Background music and jukebox will also be kept at a reasonable level at all times.

Date:

Signed:

Reviewed:

Date:

Capacity and Queuing Policy

Why?

It is important to limit the capacity of the venue because it enables customers to safely move around the venue.

Procedure

We are extremely careful with this issue, on busy nights such as Friday and Saturday. On these nights the door supervisor will carry two clickers, one to count the number of customers entering and one to count the number of customers leaving. By doing so we know exactly how many people are in the venue. With this procedure in place we do not find ourselves in a situation of being overcrowded.

On occasions where we find ourselves at capacity a queuing system can be put into place. Customers will then be asked to queue outside the venue until someone leaves, then they can enter operating a one out one in system

Revised: 07/03/24 [redacted] - 09/04/2

Challenge 25 Declaration

LICENSING ACT 2003 AGE VERIFICATION POLICY

NAME AND ADDRESS OF PREMISES:

Chaplins and Cellar Bar, 529 Christchurch Road, BH1 4AG

NAME OF STAFF MEMBER:

The sale of alcohol to a child or young person (that is to say, a person aged under 18) is an offence which may lead to a potentially unlimited fine. Such a sale will also lead to a review of the premises licence and could result in the licence being suspended or revoked.

Chaplins and Cellar Bar's licence holders operate an 'age verification policy', in terms of which you must require production of an acceptable proof-of-age document if you are in any doubt as to whether a person seeking to buy alcohol is less than 25 years of age.

Only the following documents are acceptable for proof-of-age purposes:

- A passport
- A valid photocard driving licence
- A national identity card issued by a European Union member state (other than the United Kingdom), Norway, Iceland, Liechtenstein or Switzerland, or
- A PASS card

If no such document is produced or if you have a suspicion that the document presented is not genuine, or has been tampered with or has been altered, then you must refuse the sale or refuse to authorise the sale.

Declaration: I have read and understood the foregoing policy. I understand that failure to comply with its terms will be treated as gross misconduct and may lead to my dismissal from my employment.

Signed:

Date:

Age Awareness and Acceptable Identification Policy

Why?

Anyone under the age of 18 should not be able to buy or consume alcohol within the venue.

Procedure

It is all staff members duty to check the age of our customers.

We operate a Challenge 25 Policy; this means that if anyone looks under the age of 25 they must be asked for valid identification before receiving an alcoholic drink. If you are unsure as to whether you should ask for identification, staff are instructed to ask. Staff are instructed to not assume another member of the team has seen a person's identification they should double check for themselves.

All staff are required to read and sign a Challenge 25 declaration which details appropriate and valid forms of identification, they are also trained in how to identify fake/fraudulent identifications.

They are also instructed to be vigilant that adults are not buying alcoholic drinks for under 18's.

Reviewed: 07/03/24

09/04/25



DATE	AREA	S. CHECK	START	SET 2	DS	NOTE
31/10	TOP STAIRS	84-93	89-94	84-96	84-88	
1/11	" "	98-102	83-87	85-93	78-83	
2/11	CHAPLINS	85	85.9			JAZZ
3/11	TOP STAIRS	77-81	77-81	75-79	82-84	
4/11	CHAPLINS	83-88	83-88			
5/11	CHAPLINS	77-84	85-91			
6/11	TOP STAIRS	98-102	97	96		TURNED DOWN
7/11	TOP STAIRS	96-102	88-97	93-97	84-91	
8/11	TOP STAIRS	88-96	92-97		89-91	BAND PLAYED THROUGH
9/11	CHAPLINS	92				JAZZ
9/11	CELLAR	85-87	88	86-88		SUN SESSIONS
10/11	TOP STAIRS	/	88-91	83-91		
11/11	FRONT	/	74-80	/		
12/11	" "	/	83-94			
13/11	TOP STAIRS	86-890	88-93	93-96	X	ASKED TO TURN DOWN
14/11	TOP STAIRS	86-88	86-89		89-93	
15/11	" "	98-103	92-97	91-96	79-84	BASSY DUE TO STYLE
16/11	" "			66.7		V. QUIET
20/11	" "	94-99	90-92	89-96	80-83	
21/11	" "	90-94	104-106	90-96	80-86	
22/11	" "	88-95	88-94	87-90	85-90	
24/11	" "	84-86	—	—	—	
26/11	FRONT	80-84				OPEN MIC
27/11	TOP STAIRS	70-75	84-87	90-95	—	OUTLANDISH
28/11	" "		88-92	88-92	84-88	
29/11	" "	/	89-93	90-95		
2/12	FRONT	/	80-87	75-89		ROMEO ETC

DATE	TIME	PERSON	REPORTED BY	WITHIN	NOTES
30/10	22:00	UNSTAYED	ASN	GRV	
31/10	19:16	DUI ALCOHOL	ASN	GRV	3 GUNS
31/10	20:02	UNSTAYED	ASN	GRV	
31/10	22:49	BAD	ASN	GRV	4 REMOVED
1/11	01:04	TAKING PHOTOS	ASN	GRV	1 GOLF REMOVED taking pics of site
1/11	01:20	UNSTAYED	ASN	GRV	VETERAN - GOT THREATENING AND AGGRESSIVE POWER CAUSES
2/11	02:05	UNSTAYED	ASN	GRV	
"	23:47	POSSIBLE DUIS USE	CONV	GRV	2 women in Carolina men toilet cubicles
"	23:50	ERAPTIC	CONV	GRV	PAWLEN BEING WERID
3/11		ERAPTIC	ASN	GRV	DRIVEN MAN ASKED TO GO AFTER EDD BEHAVIOR.
5/11	21:15	BANNED	ASN	GRV	MALICE
"	20:40	BANNED	ASN	GRV	PHONIC MAN SHARED PREVIOUS NIGHT
6/11	21:34	BANNED	CONV	GRV	CRASH KERRY MAN STRUCK ASLEP
"	22:20	UNSTAYED	CONV	GRV	COURTS
8/11	01:21	BANNED	ASN	GRV	
7/11	22:30	BANNED	(T)U	GRV	
8/11	23:05	UNSTAYED	ASN	GRV	
"	23:15	"	ASN	GRV	LIT FIRE IN BAK
9/11	02:40	UNSTAYED	ASN	GRV	
"	02:57	GENERAL UNSTAYED	ASN	GRV	PROPANE WITH OS EQUIPMENT BEING STRUCK
9/11	18:00	NO I.D	GRV	GRV	KELLY WITH TOWN & DANLIND MAN RETURNED
11/11	21:05	BANNED	CONV	GRV	
11/11	22:15	UNSTAYED	"	GRV	CORPSE
11/11	22:10	WERID BEHAVIOR	ASN	GRV	GOVT FACILITY WOMEN
14/11	23:49	UNSTAYED	ASN	GRV	2 CAPTIVES
15/11	23:58	UNSTAYED	ASN	GRV	2 MILES
15/11	00:43	UNSTAYED	ASN	GRV	1 CAPTIVE
16/11	00:01	WERID BEHAVIOR	ASN	GRV	MAN ACCUSING PEOPLE OF NERD EXITMENT OFFENSE

All incidents must be recorded. Where an incident may lead to further action, for example an accident or injury to a customer or team member it is crucial that any Company incident reporting procedure is followed in full, that all relevant details are recorded, and CCTV retained at site to assist investigation.

Where there are no incidents on any date please ensure that the log clearly shows that this is the case and that it is not left blank

Time	Type of Incident	Details & Action Taken (Note if police / ambulance called)	Name / Badge No.	Signature	Reporter
21:14	Removal	TWO LADIES Removed For Beans in mens toilets	1036	[Redacted]	
23:58	Removal	101 MALE Removed From Venue For	1036	[Redacted]	
00:38	Removal	TWO LADIES Removed For Beans in mens Leo	1036	[Redacted]	

Refusals at door:

Drunk:

No I.D.:

Day SATURDAY

2801716

Date 21 / 02 / 26

Door Supervisors on Duty

Name	Badge No.	Expiry Date	Time on	Time off	Signature
ZEEZHAN ASLAM	[REDACTED]	27/10/27	21:00	03:30	[REDACTED]
D. Denny	[REDACTED]	28/03/28	21:00	03:30	[REDACTED]
S. Williams	[REDACTED]	24/11/28	22:00	03:30	[REDACTED]

Fire Exit Check

I confirm that all fire exits are clear and unobstructed by any obstacle

Time Checked	Initials	Time	Initials	Time	Initials
Start of Shift		22:30		01:30	
20:00		23:00	SV	02:00	Z
20:30		23:30		02:30	
21:00	OO	00:00	SV	03:00	
21:30		00:30		03:30	OO
22:00	SV	01:00	Z	04:00	

Capacity Check Log

Time	In	Out	Net	Time	In	Out	Net	Time	In	Out	Net
19:30				22:30	158	08		01:30			
20:00				23:00	187	33		02:00	310	211	
20:30				23:30	195	45		02:30			
21:00				00:00				03:00			
21:30				00:30				03:30	310	310	
22:00	150	0		01:00	290	166		04:00			

Floor / Toilet Check Log

Floor & Toilet Areas check for spillages / glass every day at the following times, and any hazards reported to Duty Manager for action.

Time	Initial	Time	Initial	Time	Initial
19:30		22:30		01:30	
20:00		23:00	SV	02:00	Z
20:30		23:30		02:30	
21:00	OO	00:00	SV	03:00	
21:30		00:30	Z	03:30	OO
22:00	SV	01:00		04:00	

AM Informed