

MUSCLIFF PARK
TASTE OF THE CARIBBEAN EVENT
APPLICATION FOR A PREMISES LICNCE

REPRESENTATIONS RECEIVED

1	<p>I am totally against the proposal for the licence to be granted to S&A Entertainment Ltd on the grounds that the disruption it will cause to the park which is a very family place to enjoy.</p> <p>We are immediately aware of the problems that this will cause. The parking is inadequate for an event of this nature & attendee's with parking a complete nightmare with cars parked on path ways blocking the roads on people's driveways. The noise level will be intolerable for residents who back onto the field & once the organisers gain permission they will gain momentum in organising more events. If this application goes through it will cause lots of distress and unhappiness because of noise, antisocial behavior and drunkenness that we as neighbours will have to endure. We know what it was like when the Gypsies took over Muscliff Park a few years ago with all the noise and the antisocial behaviour. And allowing alcohol to be sold will make the situation worse, who is going to monitor the young underage children from drinking on the field. Who is going to police this event to make sure there are no PROBLEMS with an event like this.</p> <p>SO PLEASE DO NOT GRANT THIS IS LICENCE.</p> <p>From a concerned neighbor to Mucliff Park</p>
2	<p>My garden is on Muscliff Park. THIS IS A RESIDENTIAL AREA</p> <p>Seriously issuing an "Alcohol Licence" for Muscliff Community Centre.... Is an open opportunity for violence, once young people are intoxicated. Once word travels via ALL media...the inevitable fighting...drugs etc happening.</p> <p>Plus who will "POLICE" it once it's issued and mayhem starts...as we all know it will.</p> <p>This will PUT all residents in this area of risk of violence in all sorts of areas!!!</p> <p>We live in an area that has had to deal with gypsies in the past and the "COUNCIL" ended up having to clear up the filth that was left all over the park.</p> <p>Surely it is in the "families interests" who live surrounding Muscliff Park...to feel "SAFE AND FEEL FREE" to enjoy the park, as we all do at the present time.</p>
3	<p>Objection To The Application For A Premises License By S&A Entertainment Ltd For Muscliffe Park</p> <p>I am a resident of Tyndale Close, Muscliffe, BH9 3SF & I live across the road to Muscliffe Park.</p>

I am extremely worried about the above application & I have many reasons for this.

SAFETY:- There is insufficient space for a gathering of this size. There is a small car park by the Community Centre which will no doubt be used to accommodate the Organisers. This would result in people leaving their cars wherever they could park ie, in all of the roads nearby, over residents driveways & it will result in any Emergency Vehicles not being able to access any of the houses nearby or the actual site itself.

THE SALE OF ALCOHOL This will result in the Public drinking & thereby, no doubt, resulting in Antisocial Behaviour & there are numerous family homes here, with young children.

EXCESSIVE NOISE It is due to be held in Summertime & with Climate Change we'll have our windows open & we are so use to the quietness of this whole area that it will be very noticeable to us all.

BCP ISSUES AN ALCOHOL PERMIT Then it will attract many more applications from various institutions & will damage the peace & quiet of the environment where we chose to live in.

LOCAL WILDLIFE that we share the park with ie foxes, badgers etc etc. There will no doubt be litter left & the land, especially the grass & trees will be affected by the large amount of people.

BCP ISSUES AN ALCOHOL PERMIT Then it will attract many more applications from various institutions & will damage the peace & quiet of the environment we chose to live in.

POLICE how are they going to control this occasion? And if it goes awry who will be able to attend to deal with the situation? We are informed that the Police are committed with everyday events without attending a planned & permitted event of this size.

Therefore I strongly **OBJECT** to this Permit.

24.04.26 – Additional Comments

Ref:- Damien's Letter To Local Residents

I am dismayed to read the letter from the Representative of S&A Entertainment which shows that the Company are solely money orientated & have no interest at all in the local community.

They may say that the majority of people attending will be between 35 to 70 when, if you live in the real world the people most interested in attending are the youngsters, aged between 14 to 30 years old & that's because alcohol will be freely accessible if the licence is issued.

Selling alcohol will definitely change this description. Those who attending such an event will consume it in anyway they can. For example, before they arrive or they will get anyone old enough to purchase alcohol for them or they will bring it along with them in disguise & we should all be aware of the effect of alcohol on people.

	<p>Dorset Police are overwhelmed with jobs that they have to attend & I note that Damien say's that they have had no major incidents at any events organised by them. Major incidents are catastrophic so he needs to choose his words carefully because any incident that occurs will be unnecessary.</p> <p>I have lived in this area for all of my life & it is a pleasant, quiet, beautiful place to live. Fortunately we have had very little bad behaviour for which we, the local residents, are immensely grateful for.</p> <p>We are totally flabbergasted at the thought of such an event taking place in the small area that we love & cherish.</p>
4	<p>Dear Licensing Team</p> <p>I refer to the blue BCP licensing application notices posted in Muscliffe Park, Bournemouth concerning the above subject and would very much like to object on so many levels.</p> <p>Muscliffe Park is located in the middle of a large private residential area occupied primarily by local families.</p> <p>The proposed venue is totally unsuitable for the type of event S&A Entertainment have planned.</p> <p>Advertisements are already appearing on social media promoting it as ' Europe's Biggest Caribbean Food & Drink Festival '</p> <p>This in itself is worrying as I understand the license has not yet been granted !</p> <p>This will not be a low key event but one of considerable magnitude that will attract large crowds of people from outside the area, as a consequence my genuine concerns are as follows.</p> <p>Public Safety Located in a quiet residential area the park primarily serves local people and has limited parking available, therefore attendees will be parking as and where they can in residential streets nearby causing congestion and obstruction to occupiers and potential difficulties for Emergency vehicles gaining access if required. Also inadequate exit routes post event from a non traditional venue.</p> <p>Crime & Disorder The sale of Alcohol on site for a period of 10 hours each day has the potential to lead to intoxication and Antisocial Behaviour causing harassment alarm or distress to others not only attending the event but to residents living close by.</p> <p>Public Nuisance Loud noise from music or crowds at an open air event and subsequent litter that entails. Muscliffe Park is blessed with being located in a safe and peaceful environment valued and enjoyed by all who live close by, an annual event such as the one planned is not in keeping with the nature of the area and will have a detrimental affect on it and its residents.</p> <p>I respectfully request that consideration be given to the concerns raised and hope that common sense prevails.</p>

	<p>24.04.26 – Additional Comments</p> <p>I have read the Dear Resident letter attached and as expected it paints such a picture of Nirvana that no one could possibly have a reason to object but in reality there are so many contradictions within it that it lacks credibility.</p> <p>For a start it's not totally family focused as families have children of all ages and as a consequence selling alcohol at the venue is not acceptable.</p> <p>Selling it as an opportunity for people to enjoy this type of festivity who wouldn't normally get the opportunity to do so is a contradiction in terms !</p> <p>Many of us in Muscliffe chose to live there for the peace and quiet it afforded far away from the chaos of the town centre and the problems associated with alcohol. The event is wholly commercial and as a consequence local residents will suffer if this licence is approved and the misery we will have to endure each and every subsequent year from then on.</p> <p>Finally they are offering concerned residents who drop their objections free tickets, this is clear bribery which borders on underhanded and shabby behaviour.</p>
5	<p>Dear BCP</p> <p>I would like to object to the application from SA Entertainment for an alcohol license at their event at Muscliffe Park & object to the event as a whole.</p> <p>I feel this is type of event is inappropriate being that it is in the middle of a housing estate so noise from the event will cause alot of disturbance, suitable parking facilities do not exist, it's a well used children's play area & local family walking area plus the park itself backs onto many private homes.</p> <p>If the event has permission to go ahead I abject to it being licensed as this could have a detrimental effect on the local community. As we know adding alcohol to a large event can require it to be policed correctly or it can cause a lot of disturbance to what is a quiet family oriented area.</p> <p>Please consider my objection.</p>
6	<p>WITHDRAWN – CONDITIONS AGREED WITH EHO</p>
7	<p>I am writing to object to the above event and in particular a drinks license.</p> <p>I walked through the park this morning surrounded by fields, wildlife , cow parsley and where the sound of birdsong is deafening. Who in their right mind at BCP would think this the appropriate venue for such an event. Where are the car parking facilities? The quiet residential roads cannot support such an event.</p> <p>I may sound a NIMBY, but it is not MY backyard, it belongs to nature and wildlife and the river where we can live in peace side by side. Such an event would be more suited to a larger venue which can easily accommodate and service the patrons adequately. Alcohol in my opinion is going to make matters even worse - please leave one of the few naturally beautiful areas in Bournemouth to be enjoyed by the residents and visitors.</p>

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Please register my resident's objection to the above. Apart from the anti social behaviour that might be expected Muscliffe Park is totally unsuitable for this event due to, among other things, the lack of car parking facilities. The park lies in the centre of a purely residential area and the roads are already congested. If you allow an influx of attendee's cars you're going to have gridlocked roads, cars blocking resident's drives and the hostility which will inevitably follow.
It is interesting to note that S & A Entertainment are already heavily advertising this event tickets and ticket sales.

Dear Local Resident,

I hope this message finds you well.

My name is Damien, I am the Event Manager for Taste of the Caribbean Food & Drink Festival. I am writing to you following your recent correspondence with the Bournemouth Council Licensing Department regarding the proposed event and application for a license.

Firstly, I would like to sincerely thank you for taking the time to share your concerns. We fully understand and respect the importance of local residents being informed and reassured about events taking place in their community, and we genuinely appreciate the opportunity to provide you with further context.

Taste of the Caribbean Food & Drink Festival is a family-focused, community-led summer event designed to bring people together in a safe and welcoming environment. Our audience is predominantly adults aged between 35 and 70, with the average attendee being around 45 years old.

The event has been successfully delivered for six years across 18 locations in 15 cities, working closely with multiple local authorities. It is consistently well received and is widely regarded as a positive addition to the communities in which it takes place, offering affordable, family-friendly summer entertainment in areas that often have limited access to this type of experience.

Importantly, this is not a late-night music festival aimed at a younger audience. It is a relaxed, daytime event centred around food, culture, and community. Guests come to enjoy a calm and welcoming atmosphere, explore a wide variety of Caribbean cuisine, listen to live but accessible music, and spend quality time with family and friends in the park.

Alongside food and drink offerings, the festival includes a range of free activities for children such as storytelling, circus skills, puppet shows, arts and crafts, and interactive entertainment. The aim is to create an inclusive space where families of all backgrounds can come together and enjoy a shared experience.

We also have things such as free cooking demonstrations for the older clientele.

We recognise the importance of maintaining a safe and respectful environment. Food and drink festivals of this nature typically have no anti-social behaviour, and we are pleased to say that we have never experienced any major incidents, serious complaints, or required emergency services intervention at our events.

That said, we do not take anything for granted. We work closely with all relevant authorities, including the police and licensing teams, to ensure every aspect of the event is carefully planned and responsibly managed.

Measures in place include professional SIA security, perimeter fencing, mobile CCTV, structured alcohol management procedures, and appropriate search policies where required.

We also place great importance on communication with the local community. In the lead-up to the event, all residents living in the immediate surrounding roads will receive a letter through their door containing full event details, along with a direct contact number for a duty manager should any concerns arise during the event.

I would like to share images from previous Taste of the Caribbean events, as we believe they clearly reflect the relaxed atmosphere, family focus, and diverse but respectful audience that attend.





I truly hope this information helps to address any concerns you may have. Our intention is always to work with and not against the local community, and to ensure the event is a positive experience for everyone involved.

If you feel able to reconsider your objection, I would also be delighted to offer you and your family complimentary tickets to attend the event as our guests. We would genuinely welcome the opportunity to show you first-hand the atmosphere and community spirit it creates.

If you have any further questions, please do not hesitate to contact me via the Licensing Department, and I will be more than happy to respond.

Thank you again for your time and consideration.

Damien

Event Manager

Taste Of The Caribbean Food & Drink Festival