

Appendix 4

From: [Councillor Marion LePoidevin](#)
To: [Ellie King](#)
Cc: [Councillor Millie Earl](#); [Councillor Sandra Mackrow](#); [Councillor Oliver Walters](#)
Subject: Objection to Licencing application for 209 Ashley Road
Date: 15 June 2026 10:48:25

Submitted on behalf of Cllrs. Millie Earl, Sandra Mackrow and Oliver Walters, BCP councillors for the area.

As local Councillors for the adjacent wards to this site, Penn Hill and Newtown and Heatherlands, we have grave concerns about this application.

The documentation submitted by the applicants seeks to maintain that the site lies in, and would serve, a largely affluent area by only using data for Penn Hill ward. This data is heavily affected by the wealthy areas to the south, further away from Ashley Road; nearer to Ashley Road it is noticeably less affluent. They have also chosen to ignore the fact that Newtown and Heatherlands ward on the opposite side of Ashley Road presents a much less affluent demographic with a greater proportion of smaller semi-detached and terraced houses as well as flats and several HMOs, with pockets of deprivation.

Similarly in listing schools there is no mention of Heatherlands Primary, Livingstone Road schools and St. Aldhelm's Academy, all closer to the site than many of the small number of schools listed. This is a family area, and children and young people are a huge part of the community.

With 3 betting shops already in place close by we are concerned at the prospect of a further gambling facility. While we note the strong words about making sure that there is no visual attraction for young people and that strict age verification will be in place the test will be what happens in practice, should a licence be granted. Inspections and enforcement will be key. There is also concern about the long hours of opening that are envisaged.

Marion Le Poidevin