



Licensing and Gambling Acts Sub-Committee

Date: Tuesday, 29 September 2026
Time: 3.00 pm
Venue: County Hall, Dorchester Dorset DT1 1XJ

Members (Quorum: 3)

Derek Beer, Jon Andrews and Chris Tomes

Chief Executive: Catherine Howe, County Hall, Dorchester, Dorset DT1 1XJ

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Agenda

Item		Pages
4.	APPLICATION FOR A NEW PREMISES LICENCE FOR RUM LIFE, UNIT B, LONGCLOSE FARM, WIMBORNE ROAD, WIMBORNE MINSTER, BH21 1NR	3 - 12
	An application has been made for a new premises licence for Rum Life, Unit B, Longclose Farm, Wimborne Road, Wimborne Minster, BH21 1NR. The application has been out to public consultation. Representations have been received. A Licensing Sub-Committee must therefore consider the application and representations at a public hearing.	

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This report is a brief outline of what the rum life is as a business, and what we are trying to create at our premises in Longclose Yard, Wimborne.

To clear up one area of confusion, we are an entirely separate company to Brewers Folly, who operate a microbrewery in the unit next door, and have their own premises licence.

Throughout the summer we have operated our mobile bar business from our trailer parked in the yard to offer a wide range of refreshments that supplement the offering from the brewery.

Since November 29th 2025, we have hosted a variety events at our unit. Including pop up markets, art workshops, supper clubs, breakfast clubs with activities for children, and a range of wellness events on Sunday mornings, including yoga, Pilates, breath work and mindfulness, and sound baths. We are a meeting point for running clubs and cycling groups and are a popular spot for dog walkers and users of the newly adopted green space and existing public footpath. We are working alongside Wimborne council to offer free community sound baths as part of the Dorset town of culture 2026 scheme.

Every one of these events has been very well received and the feedback entirely positive. We have in fact received no complaints at all for the events we have put on.

The music we play has always been at such a volume to make sure we do not disturb the local residents, as per our noise management plan. At one of our summer markets, we invited one of our neighbours, a resident of Wimborne Chase, to play with his band.

We are very much trying to be inclusive of all community members and in the future, we will invite more local people to join our events and be part of what we're offering at Longclose yard. It is worth mentioning that neither ourselves or the brewery next door have any interest or plans to become a late-night live music venue. Any and all music has always stopped at 8pm and will continue to do so.

For the past 10 months we have operated our business with no complaints or incidents.

The work done by the landowner to improve access and parking has been beneficial to all users of the site and local residents. He has tidied up the yard and improved its appearance massively. Adding to the enjoyment of the area and much improving the appearance of the farm. The yard is now an enjoyable place to be, and the fact that there are now businesses operating over the weekend has put a stop to the anti-social behaviour and illegal fly tipping which had previously been a problem in the area.

In regard to the worries that a licence would cause a public nuisance, the operation of the business over the last 10 months, (using temporary events notices in order to conform to licensing laws) shows The Rum Life as business, is an asset to the local area and not a cause for concern.

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Premises licence app 167692

Town council objection comments

“Given the proximity to residential housing, noise impact should be given due consideration. The premises should not operate during unsociable hours, and appropriate measures should be in place to prevent anti-social behaviour, including issues arising from intoxicated customers.”

Consideration of noise impact has been addressed with a noise management plan for the business. This has been well received by Environmental Health who had initially voiced concerns but were satisfied that the business will not cause disturbance to nearby housing and have removed their representation.

Please note that no drinks will be served nor music played outside beyond 8pm. This is to be included as a condition of the licence.

The business does not operate at unsociable hours. And although selling alcohol forms a part of our business, we are predominantly a place for coffee and breakfast in the mornings, and community activities and workshops in the afternoons and evenings. Our standard opening hours will be until 8pm, and 2pm on Sundays unless it's a special event or a bank holiday weekend.

Anti-social behaviour from intoxicated customers therefore should not be a cause for concern. I believe the comments have been made without a proper understanding of what we hope to achieve as a business.

There are plans drafted by the landowner that include extensive planting of hedgerows along the edge of the site as well as changing access routes to reduce pedestrian footfall along access road closest to the houses on Acres close.

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This statement in in regard to comments received by a relative of a local resident, in objection to our premises licence.

To clear up one area of confusion, we are an entirely separate company to Brewers Folly, who operate a micro brewery in the unit next door, and have their own premises licence.

I understand that this person may have heard people enjoying the yard throughout the summer, and on occasions there was some live music. However, on more than one occasion Brewers Folly received a noise complaint when the yard was closed. Any noise that is heard coming from the yard is only ever for a short time and always finishes at a reasonable hour. The brewery now close their business at 7pm on a Friday and 8pm on a Saturday.

The Rum Life did not receive any noise complaints or complaints about anti social behaviour throughout the summer.

The agricultural building in which we are based has been extensively converted included an insulated wooden structure within the building, which lessens the noise coming from any activities inside.

Namely low level recorded music as background music in the coffee shop, occasional acoustic music from local artist, yoga and sound bath sessions. None of which take place at unsocial hours.

As part of our noise management plan we will take noise level readings from outside the yard to ensure we are not disturbing local residents.

Use of the public footpath and access road by local people to visit our business has not yet caused any problems. There is plenty of available parking so no customers are using the roads nearby. All are encouraged to use the town centre car parks. Bike racks are spaces for bikes to be locked have been provided within the yard. Walking and cycling to the site in encouraged.

Issues of public safety are a matter for planning and therefore not applicable to this licence application.

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We are very much trying to be inclusive of all community members and in the future we will invite more local people to join our events and be part of what we're offering at Longclose yard. It is worth mentioning that neither ourselves or the brewery next door have any interest or plans to become a late night live music venue. Any and all music has always stopped at 8pm and will continue to do so.

The work done by the landowner to improve access and parking has been beneficial to all users of the site and local residents. He has tidied up the yard and improved it's appearance massively. Adding to the enjoyment of the area and much improving the appearance of the farm. The yard is now an enjoyable place to be, and the fact that there are now businesses operating over the weekend has put at stop to the anti social behaviour and illegal fly tipping which had previously been a problem in the area.

In regards to the worries that a licence would cause a public nuisance, the operation of the business over the last 10 months, (using temporary events notices in order to conform to licensing laws) shows the The Rum Life is an asset to the local area and not a cause for concern.

There is overwhelming support for our business from almost all local residents and visitors to the site.

RE: Rum Life, Wimborne Road, Wimborne - WMTC Comments

From Deputy Town Clerk [REDACTED]
Date Fri 25/09/2026 11:35
To Licensing [REDACTED]
Cc Deputy Town Clerk [REDACTED]; Office Manager [REDACTED]
Councillor Wheeler [REDACTED]; Councillor Richmond [REDACTED]
[REDACTED]

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Good day Kathryn,

Thank you for forwarding the applicant's further comments regarding the Rum Life premises licence application.

Wimborne Minster Town Council wishes to clarify that its concerns regarding noise and disturbance were not based solely on the previous Environmental Health representation. While Environmental Health has since withdrawn its representation following satisfaction with the proposed noise management arrangements, the Town Council has also received direct concerns from local residents regarding noise, disturbance, vehicle movements, and increased activity associated with the site.

We welcome the applicant's proposed restrictions on outdoor drinks and music after 8pm. However, given the applicant's acknowledgement that the site has previously operated outside the approved times, the Town Council considers it reasonable that the business should first demonstrate consistent compliance with its existing conditions before any extension of operating hours is considered.

The applicant has also referred to special events and bank holiday weekends, but the Town Council has not been provided with sufficient information regarding their frequency or duration to assess their potential impact on neighbouring residents.

The Town Council wishes to emphasise that it recognises and supports the contribution the business can make to the community. Its comments are intended to balance this support with concerns raised by residents and should not be interpreted as a lack of understanding of the business or its objectives.

Similarly, proposed future mitigation measures, such as additional hedgerow planting and changes to access routes, may be beneficial but are not yet in place and therefore should not be relied upon when assessing the current application.

The Town Council therefore remains of the view that the impact on neighbouring residential amenity requires careful consideration. We consider it reasonable for the business to operate within its existing approved conditions for a reasonable period, allowing actual compliance and impacts on residents and local traffic to be assessed before any extension or variation of operating hours is considered.

We would be grateful if these comments could be considered in the Licensing Team's consideration of the application.

Thank you

Kev

Kind Regards

Kevin Brooks, CiLCA, GCGI
Deputy Town Clerk

Wimborne Minster Town Council
The Town Hall
37 West Borough
Wimborne Minster
BH21 1LT

My normal working hours: 9.00 am – 1.00 pm Monday - Friday



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From: Licensing [REDACTED]
Sent: 23 September 2026 11:43
To: Office Manager [REDACTED]
Subject: Rum Life, Wimborne Road, Wimborne
Importance: High

Dear Jam, following the representation by Wimborne Town Council in relation to the new premises licence application for Rum Life, Unit B, Longclose Farm, Wimborne Road, Wimborne Minster, the applicant has provided the attached document to address the concerns raised by the Town Council.

I am required under the Licensing Act to ask if the above points have, or have not, alleviated your concerns and if you are now satisfied with the application. Due to the time constraints surrounding an application I would be grateful if you could please let me know by **25 September 2026** whether or not you wish to have your representation withdrawn.

I would also like to inform you that any premises that holds a licence under the Licensing Act 2003, can be subject to a review at any time if an establishment fails to satisfy one or all of the four licensing objectives. (The prevention of crime and disorder, public safety, prevention of public nuisance and the protection of children from harm). A review would be heard at a Licensing Sub Committee where conditions or restrictions may be added to the licence to resolve outstanding issues.

Please do not hesitate to contact me if you have any additional queries or would like to discuss the matter further.

Many thanks

Kathryn Miller
Senior Licensing Officer

Licensing Team
Licensing
Dorset Council

[REDACTED]
Phone line is open between 9am and 12pm
dorsetcouncil.gov.uk



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