



Monday 10th July 2023

Dear Tim Watton (Clerk) and Members of the Studland Parish Council,

I am writing to you re your objections to our recent application for Premises Licence to sell alcohol at The Sandy Salt Pig, Middle Beach, Studland. I feel it is important to give you some background and context to our application. Firstly I think it is important to make clear that the days and times we have applied for are exactly the same as the former Middle Beach Café's Premises Licence that was previously accepted and granted., as with most licences the hours of actual operation can be completely different to the full extent allowed , both our licenced premises in Swanage and Wareham have full licences and neither use them to their limit , with Sandy salt pig having only outdoor seating this would limit the demand considerably even at the height of summer ?

We are a local family, lucky enough to grow up in the Purbecks, as well as previous generations of our families. We live in Wareham and started the Wareham Salt Pig over 15 years ago now, to promote food from the farms and fields we are all lucky enough to live amongst . Since then and with popularity we have grown and also have the Salt Pig Too in Swanage and some smaller outlets at Tyneham, Carey and most recently Corfe.

Being part of the local community, we completely understand the need to protect local residents from any disturbance as well as ensuring the beautiful landscapes of the Purbecks are protected and respected. Sustainability is at the heart of our business decisions throughout all of our sites and this can be seen through our considered use of packaging and not to use glass at the Sandy Salt Pig, as well as providing local people with local provenance food from within the Purbecks (thus reducing food miles, supporting local farmers and businesses) as well as supporting the local community by providing employment opportunities within the local community.

When a person / company applies for a Premises Licence you have to apply for any hours that you may ever wish to serve alcohol. Our intentions are certainly not to be open late on a regular basis but we do wish to have the option for one off events if and when required hence the days and hours stated on our Premises Licence Application.

I too would like to reiterate Kathryn Miller's response in regards to your initial reasons why you were rejecting our applications.

1. The dangers associated with selling alcohol from these premises, given their proximity to the sea and foreshore. **Public safety. Public safety only applies to the premises that is to be licensed.**
2. Fire risks presented by carelessly discarded glass items in a heathland area which is particularly sensitive – and a high fire risk. **Public safety; and the prevention of environmental damage. The applicant has stated on their form that they will not use any glass.**
3. Members were also surprised at the time span for this licence request, 08:00-22:00, which is far in excess of the old Middle Beach Café. They felt the proposed time span also presented a potential problem of noise which would have an adverse effect on nearby residents – particularly in Marine Terrace. **Prevention of public nuisance. Although each application is considered on its own merits, the licensable hours for Middle Beach Café were Monday to Saturday 0800-2300 hrs and Sunday 0800-2230 hours.**
4. Finally, it was also observed that the submitted application appears to be incomplete and lacking in detail – with some sections left blank. **Please can you let me know which parts of the application were lacking detail, as the pages which list the licensable activities are blank as they will not be having these activities at the premises.**

Your main concern seems to be local residents being disturbed, I would like to reiterate the previous cafe at Middle Beach held a full licence with the same hours for the premises licence as we have applied for. Also the village has a very busy pub, “the Bankes Arms” as well as its own community run bar right in the residential heart of the village. Both these establishments will operate more hours and late nights, and sell much more alcohol than our beach side cafe, while being far more residentially located than our small beach cafe with only outdoor seating.

Our licence should have been granted on the 5th of July just in time for what we all know is the busiest part of the year, and when lots of local small businesses have to make the money to see them and their employees through the winter. All of our premises remain open year round to service the local residents, not just the tourists. We lose money in the winter months (many shut during the quieter months) so the potential loss of sales over the next month before a hearing is a serious blow. I would ask you please to put this to the parish council and reconsider your objection.

If it would help to understand more about the Salt Pig and why we started, or just take a look if you haven't already been. Then I would be happy to meet you to show you around the site or to discuss any of the points further with any of the Parish Council or local residents. Please do get in touch via email at thesaltpig@hotmail.com

Many thanks,

James Warren
The Sandy Salt Pig Ltd