

Dear Madam,

Thank you again for the opportunity to respond. I'd like to clarify one additional point in the **nature and purpose of the licence** and make a corresponding tweak to the proposed conditions.

1) Nature and purpose of the licence

It appears there has been a misunderstanding that I am seeking to operate a wine/cocktail bar open daily from morning to late evening. That is **not** the case.

As noted, this is **not** an application to operate a daily wine/cocktail bar. It is to permit **occasional, invitation-only art gallery events** (approximately **25 per year**) where modest alcohol service is **ancillary** to the cultural activity. There will be **no general, walk-in bar service**.

Alongside on-sales for those events, the application **includes limited off-sales**. The sole purpose is to allow, on occasion, **sealed, limited-edition bottles** (e.g., artist-collaboration/label editions connected to exhibitions) to be **sold or gifted to invited guests to take home**. There is **no intention** to run a general retail alcohol outlet, and no consumption off the premises will be allowed.

2) Hours and frequency

The hours applied for were intended to provide flexibility so that events can be held either in the daytime or early evening on occasion—not to permit continuous alcohol service from 09:00–23:00. In practice, events are **infrequent and time-limited** (typically 2-3 hours). Alcohol service would only occur **during** such events and **within** the permitted window.

3) Noise and public nuisance

I fully recognise Market Hall is primarily residential and I am committed to preventing nuisance:

- **No amplified live “gig” music.** On rare occasions there may be **unamplified, acoustic** background music suited to a gallery setting (e.g., piano, violin, cello) or low-level recorded background music at conversation level.
- **Doors/windows closed** during evening events (except access/egress), **no external speakers, no outdoor drinking**.
- **Small, invite-only** attendance; **dispersal policy** and a direct contact number for any concerns.

4) Crime and disorder / guest behaviour

These are curated, adult-oriented art events with valuable works on display. The audience profile is very different from late-night drinking venues. Nevertheless, I will implement:

- Alcohol served **only as ancillary** to the event; **no “shots”, no promotions** encouraging rapid consumption.
- **Challenge 25**, refusals/incident log, and staff training on responsible retailing.
- **CCTV** covering entry/exit and serving points.
- **Capacity control** appropriate to the space so it does not become crowded.
- Clear **no loitering** and **quiet departure** expectations.

5) Food, hygiene, pests

There is **no kitchen on the premises** and **no plan to install one**. For some events, **light food** may be provided by **external, registered caterers** and served as canapés/platters. All waste will be **removed promptly** after events and the premises will maintain **high hygiene standards**. The scenario of pests/vermin is not admissible in a properly run gallery and will not be tolerated.

6) Parking and locality

Events are small and occasional; guests will be encouraged to **walk or use public transport/taxis**.

7) Willing licence conditions

To give assurance, I am willing to accept proportionate conditions such as:

- Alcohol to be sold/served **only** to persons attending **pre-booked/invitation-only events** and **only** during those events.
- **Restricted off-sales**: sealed, **limited-edition bottles** linked to gallery exhibitions; **no open containers**;
- **No amplified live music**; background music only, at conversation level.
- Doors/windows **kept closed** during events (save for access/egress).
- **Event log** on site (date, times, nature of event).
- **Dispersal policy**, **Challenge 25**, refusals/incident log, and **CCTV** covering entry/exit.

I hope this clarifies that the application remains for **occasional, controlled events within an existing art gallery**, with narrowly defined off-sales solely to allow guests to take home a **sealed, limited-edition** item associated with an exhibition. I remain fully committed to being a considerate neighbour and upholding the licensing objectives, especially the **prevention of public nuisance** and **prevention of crime and disorder**.

I'm happy to meet on site to agree any proportionate conditions.

Yours faithfully,

Angelo Fichera

Market Hall, 2 Crown Square, Poundbury - new premises licence application

From Licensing [REDACTED]

Date Tue 30/09/2025 09:25

Bcc [REDACTED]

 1 attachment (17 KB)

objections.docx;

Following your recent representation in relation to the new premises licence for Market Hall, 2 Crown Square, Poundbury, I forwarded your comments to the applicant, and I have attached his letter of response to this email.

In addition, Dorset Police have requested the following conditions be added to the licence if granted:, which the applicant has agreed to:

- The premises shall install and maintain a CCTV system. The CCTV system shall continually record whilst the premises is open for licensable activities and during all times when customers remain on the premises. All recordings shall be stored for a minimum period of 28 days with correct date and time stamping. Recordings shall be made available immediately upon the request of Police or authorised officer throughout the preceding 28 day period.
- A staff member from the premises who is conversant with the operation of the CCTV system shall be on the premises at all times when the premises is open. This staff member must be able to show a Police or authorised council officer recent data or footage with the absolute minimum of delay when requested.
- CCTV shall be downloaded on request of the Police or authorised officer of the council.
- Appropriate signage advising customers of CCTV being in operation, shall be prominently displayed in the premises.
- A documented check of the CCTV shall be completed weekly to ensure all cameras remain operational and the 28 days storage for recordings is being maintained.
- Challenge 25 shall be operated at the premises where the only acceptable forms of identification are recognised photographic identification cards, such as a driving licence or passport, or holographically marked PASS scheme identification cards.
- Appropriate signage advising customers of the policy shall be prominently displayed in the premises.
- All staff involved in the sale of alcohol shall receive training on the law relating to prohibited sales, the age verification policy adopted by the premises and the conditions attaching to the premises licence. Refresher training shall be provided at least once every 6 months. A record shall be maintained of all staff training and that record shall be signed by the person receiving the training and the trainer. The records shall be kept for a minimum of 12 months and made available for inspection by police, licensing or other authorised officers.
- A Personal Licence Holder shall be on site at all times when alcohol sales are taking place.
- An incident log shall be kept at the premises. The log should include the date and time of the incident and the name of the member of staff involved. The log to be made available immediately on request to an authorised officer of the Council or the Police, which will record the following:
 - All crimes reported to the venue
 - All ejections of patrons
 - Any complaints received
 - Any incidents of disorder
 - All seizures of drugs or offensive weapons

- Any faults in the CCTV system or searching equipment or scanning equipment
- Any refusal of the sale of alcohol
- Any visit by a relevant authority or emergency service
- The holder of the licence shall undertake a risk assessment with regard to the deployment of SIA Door Supervisors at different times of the day and on different days of the week to determine whether it is appropriate to deploy door staff on those days and/or at any other time(s) and to then implement the outcome of the risk assessment. A copy of the risk assessment should be made available to an authorised officer of the Licensing Authority or Dorset Police upon request and for a period of up to 6 months.
- Only Door Supervisors who are accredited by the Security Industry Authority (SIA) shall be employed to undertake door supervision activities. When deployed, a record shall be maintained on the premises by the Door Staff.
- The record will contain consecutively numbered pages, the full name and full 16-digit registration number of each person on duty, the employer of that person and the date and time he/she commenced duty and finished duty (verified by the individual's signature).
- The record will be retained on the premises for a period of twelve months from the date of the last entry and made available to an authorised officer from the Licensing Authority or Police on request.

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 **6 October 2025** whether or not you wish to have your representation withdrawn.

If you wish to continue with your representation, I arranged for a Licensing Sub Committee hearing to take place on 15 October 2025, at Dorset Council Offices, County Hall, Dorchester, DT1 1XJ, a formal invite with a time will be sent out to you in due course

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
Public Health & Prevention
Dorset Council

[dorsetcouncil.gov.uk](https://www.dorsetcouncil.gov.uk)

Lines are open:

Mon – Friday - 9am-12pm

