

Licensing and Gambling Act Sub-Committee

29 September 2026

Application for a New Premises Licence for Viking Village, St Andrews House, Bridport For Decision

Cabinet Member:

Cllr M Bell, Public Health, Prevention & Communities

Local Councillors: Cllrs. S Williams, P Mooney and B Bolwell

Senior Leadership Team:

S Crowe - Executive Director, Housing, Prevention and Communities

Report author and job title: Aileen Powell, Licensing Team Leader

Email: aileen.powell@dorsetcouncil.gov.uk

Statutory Authority: Licensing Act 2003

Report status: Public

Executive summary

An application has been made for a new Premises Licence for the Viking Village (Seals Cove) St Andrews House, Bridport. The application has been out to public consultation, and representations have been received. A Licensing Sub-Committee must therefore consider the application and representations at a public hearing.

1. Recommendation(s)

The Sub-Committee determines the application in the light of written and oral evidence and resolves to take such steps as it considers appropriate and proportionate for the promotion of the licensing objectives which are:

- a) The prevention of crime and disorder
- b) The prevention of public nuisance
- c) Public safety
- d) The protection of children from harm

2. Reason for the recommendation

The Sub-Committee must consider all the written representations, the oral representations made at the hearing, and any other information given at the hearing before making a decision.

3 Statutory Authority

- 3.1. Section 4 of the Licensing Act 2003 sets out the duties of the Licensing Authority. It states that a Council's licensing functions must be carried out with a view to promoting the four licensing objectives of: -

- (a) the prevention of crime and disorder;
- (b) public safety;
- (c) the prevention of public nuisance; and
- (d) the protection of children from harm.

- 3.2. All applications and decisions must be made with due regard to the [Licensing Act 2003](#) (the Act), the [Revised Guidance issued under Section 182 of the Licensing Act 2003](#) (the Guidance) and the [Dorset Council Statement of Licensing Policy](#) (the DC Policy).

4. Details of the review application

- 4.1. Christopher Seal has made an application for a new premises licence for a The Viking Village, formerly licensed as Seals Cove, St Andrews House, St Andrews Trading Estate, Bridport DT6 3EX. The application form is attached at Appendix 1.
- 4.2. The application is necessary as the previous licence for the premises lapsed when the company that held it was dissolved. This previous licence is attached at Appendix 2.
- 4.3. The current application is for -

Supply of alcohol (on and off the premises)

Everyday 11:00 – 23:00

New Years Eve 11:00 - 01:30

Halloween 11:00 -01:00

The Sunday before every Monday Bank Holiday 09:00 – 01:00

Opening Hours

Everyday 11:00 – 23:00

New Years Eve 09:00 – 02:00

Halloween 09:00 -01:30

The Sunday before every Monday Bank Holiday 09:00 – 01:30

The Friday before Christmas Day 09:00 - 1:30

The Saturday before Christmas Day 9:00 - 1:30 am

- 4.4. The application contains the steps that the applicant intends to take to promote the Licensing Objectives, these steps would become conditions if a licence were granted. A copy of the offered conditions is attached at Appendix 3.

5. Representations from Responsible Authorities

- 5.1. Section 13 of the Licensing Act contains the list of Responsible Authorities who must be consulted on each application. Dorset Police, Dorset and Wiltshire Fire Service, Public Health Dorset, the Immigration Authority, Dorset Council Trading Standards, Dorset Council Children's Services, Dorset Council Planning, Dorset Council Licensing, Dorset Council Environmental Protection and Dorset Council Health and Safety have all been consulted.

- 5.2. Dorset Council's Environmental Protection Team and Planning Team responded that they had no comments.
- 5.3. There were no other representations from any of the other Responsible Authorities.

6. Representations from other people

- 6.1. Four representations have been received from other people. The representations speak of disturbance from late night music, noise from the screening of the World Cup, potentially all-day drinking, vandalism on Happy Island, disturbance to wildlife, noise and light pollution and change of use. The full representations are included at Appendix 4.
- 6.2. Some of these issues, namely the change of use and the protection of wildlife would be matters to be considered under planning but do not relate to any of the four licensing objectives. Any screening of live TV is not a licensable activity so cannot be considered.
- 6.3. The application is only for the sale of alcohol, no permission is being sought for either live or recorded music as these activities would be authorised under the Live Music Act between the hours of 08:00 and 23:00.

7. Live Music Act

- 7.1. The Live Music Act 2012 was introduced to reduce unnecessary regulation and make it easier for venues and community organisations to provide live music performances. The Act amended the Licensing Act 2003 by creating exemptions from the requirement to hold a licence for certain types of live music entertainment.
- 7.2. The Act provides that certain live music performances are no longer treated as licensable regulated entertainment where statutory conditions are met. These exemptions generally apply where live music takes place:
 - Between 08:00 and 23:00 hours.
 - At premises authorised for the sale of alcohol for consumption on the premises.
 - Within the audience limits prescribed by legislation. The original Act applied to audiences of up to 200 persons, although subsequent legislative changes increased certain audience limits to 500 persons.
 - Where unamplified live music is provided within the permitted hours.
- 7.3. The Act does not remove the ability of licensing authorities to take action where live music gives rise to concerns relating to the licensing objectives. Where appropriate, a licensing authority may review a premises licence and impose conditions relating to live music following a review process.

8. Guidance and Policy

- 8.1. Paragraphs 1.2 to 1.5 of the Revised Guidance issued under Section 182 of the Licensing Act 2003 issued in September 2026 (The Guidance) sets out the Licensing Objectives and aims;

The legislation provides a clear focus on the promotion of four statutory objectives which must be addressed when licensing functions are undertaken.

Each objective is of equal importance. There are no other statutory licensing objectives, so that the promotion of the four objectives is a paramount consideration at all times.

However, the legislation also supports a number of other key aims and purposes. These are vitally important and should be principal aims for everyone involved in licensing work. They include:

- protecting the public and local residents from crime, anti-social behaviour and noise nuisance caused by irresponsible licensed premises;
- giving the police and licensing authorities the powers they need to effectively manage and police the night-time economy and take action against those premises that are causing problems;
- recognising the important role which pubs and other licensed premises play in our local communities by minimising the regulatory burden on business, encouraging innovation and supporting responsible premises;
- providing a regulatory framework for alcohol which reflects the needs of local communities and empowers local authorities to make and enforce decisions about the most appropriate licensing strategies for their local area; and
- encouraging greater community involvement in licensing decisions and giving local residents the opportunity to have their say regarding licensing decisions that may affect them.

8.2. Paragraph 1.16 of the Guidance sets out how conditions should be formulated;

Conditions on a premises licence or club premises certificate are important in setting the parameters within which premises can lawfully operate. The use of wording such as “must,” “shall” and “will” is encouraged. Licence conditions:

- must be appropriate for the promotion of the licensing objectives;
- must be precise and enforceable;
- must be unambiguous and clear in what they intend to achieve;
- should not duplicate other statutory requirements or other duties or responsibilities placed on the employer by other legislation;
- must be tailored to the individual type, location and characteristics of the premises and events concerned;
- should not be standardised and may be unlawful when it cannot be demonstrated that they are appropriate for the promotion of the licensing objectives in an individual case;
- should not replicate offences set out in the 2003 Act or other legislation;
- should be proportionate, justifiable and be capable of being met;
- cannot seek to manage the behaviour of customers once they are beyond the direct management of the licence holder and their staff, but may impact

on the behaviour of customers in the immediate vicinity of the premises or as they enter or leave; and

- should be written in a prescriptive format.

8.3. Paragraphs 9.42 – 9.44 of the Guidance set out how the Licensing Authority will determine an application;

Licensing authorities are best placed to determine what actions are appropriate for the promotion of the licensing objectives in their areas. All licensing determinations should be considered on a case by-case basis. They should take into account any representations or objections that have been received from responsible authorities or other persons, and representations made by the applicant or premises user as the case may be.

The authority's determination should be evidence-based, justified as being appropriate for the promotion of the licensing objectives and proportionate to what it is intended to achieve.

Determination of whether an action or step is appropriate for the promotion of the licensing objectives requires an assessment of what action or step would be suitable to achieve that end. While this does not therefore require a licensing authority to decide that no lesser step will achieve the aim, the authority should aim to consider the potential burden that the condition would impose on the premises licence holder (such as the financial burden due to restrictions on licensable activities) as well as the potential benefit in terms of the promotion of the licensing objectives. However, it is imperative that the authority ensures that the factors which form the basis of its determination are limited to consideration of the promotion of the objectives and nothing outside those parameters. As with the consideration of licence variations, the licensing authority should consider wider issues such as other conditions already in place to mitigate potential negative impact on the promotion of the licensing objectives and the track record of the business. Further advice on determining what is appropriate when imposing conditions on a licence or certificate is provided in Chapter 10. The licensing authority is expected to come to its determination based on an assessment of the evidence on both the risks and benefits either for or against making the determination."

9. Options

9.1. The Sub-Committee will determine the application in the light of all the written representations and any oral evidence from the hearing. They will take such steps as they consider appropriate and proportionate for the promotion of the licensing objectives of: -

- a) The prevention of crime and disorder
- b) The prevention of public nuisance
- c) Public safety
- d) The protection of children from harm

9.2. The steps that the Sub-Committee may take are; -

- a) to grant the licence subject to -
 - i. conditions consistent with the operating schedule accompanying the application modified to such extent as the authority considers appropriate for the promotion of the licensing objectives, and,
 - ii. any mandatory conditions

- b) to exclude from the scope of the licence any of the licensable activities to which the application relates,
- c) to refuse to specify an individual as the premises supervisor, or,
- d) to reject the application.

10. Financial Implications

Any decision of the Sub Committee could lead to an appeal by any of the parties involved that could incur costs.

11. Environmental Implications

None.

12. Well-being and Health Implications

None.

13. Other Implications

None.

14. Risk Assessment

HAVING CONSIDERED: the risks associated with this decision; the level of risk has been identified as:

Current Risk: Low

Residual Risk: Low

15. Equalities Impact Assessment

Not applicable

16. Appendices

Appendix 1 – Application

Appendix 2 – Current Licence

Appendix 3 – Conditions

Appendix 4 – Representations

17. Background Papers

[Licensing Act 2003](#)

[Live Music Act 2012](#)

[Home Office Guidance issued under Section 182 of the Licensing Act 2003](#)

[Dorset Council Statement of Licensing Policy 2026 - 2031](#)