
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 While Environmental Health has since withdrawn its representation following satisfaction with the proposed noise management arrangements, the Town Council has also received direct concerns from local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



www.wimborne.gov.uk

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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



Phone line is open between 9am and 12pm
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