



**Application to vary a premises licence under the Licensing Act 2003**

**PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST**

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We Dorchester Town Football Club Ltd

*(Insert name(s) of applicant)*

**being the premises licence holder, apply to vary a premises licence under section 34 of the Licensing Act 2003 for the premises described in Part 1 below**

**Premises licence number**

PL0258

**Part 1 – Premises Details**

Postal address of premises or, if none, ordnance survey map reference or description

Dorchester Town Community Football Club  
The Avenue Stadium  
Dorchester  
Dorset  
DT1 2RY

Post town	Dorchester	Postcode	DT1 2RY
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Telephone number at premises (if any)	N/A
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Non-domestic rateable value of premises	£ 900
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**Part 2 – Applicant details**

Daytime contact telephone number	[REDACTED]
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E-mail address (optional)	[REDACTED]
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Current postal address if different from premises address	Dorchester Town Football Club The Avenue Stadium Dorchester Dorset DT1 2HB
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Post town	Dorchester	Postcode	DT1 2HB
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**Part 3 - Variation**

Please tick as appropriate

Do you want the proposed variation to have effect as soon as possible?       Yes                       No

If not, from what date do you want the variation to take effect?      DD    MM    YYYY  
0   1   0   4   2   0   2   5

**Please describe briefly the nature of the proposed variation (Please see guidance note 1)**

Dorchester Town Community Football Club is committed to fostering a vibrant and inclusive environment for our community. As part of this commitment, we kindly request an amendment to our existing alcohol license to extend its coverage beyond the main structure to include the permanent perimeter area surrounding the pitch.

Additionally, we seek permission to utilize the front car park as part of a proposed Community Fan Zone initiative. This area will serve as a safe and engaging space for supporters and visitors to enjoy pre- and post-match activities, further enhancing the community experience at our club.

We believe these enhancements will contribute positively to our local community by promoting inclusivity, supporting local businesses, and strengthening Dorchester Town’s role as a hub for community engagement. We are happy to provide any further details or discuss this proposal at your convenience.

Thank you for considering our request. We look forward to working with you to ensure the success of these initiatives.

If your proposed variation would mean that 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend:      

N/A
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#### **Part 4 Operating Schedule**

Please complete those parts of the Operating Schedule below which would be subject to change if this application to vary is successful.

##### **Provision of regulated entertainment**

**Please tick all that apply**

- a) plays (if ticking yes, fill in box A)
- b) films (if ticking yes, fill in box B)
- c) indoor sporting events (if ticking yes, fill in box C)
- d) boxing or wrestling entertainment (if ticking yes, fill in box D)
- e) live music (if ticking yes, fill in box E)
- f) recorded music (if ticking yes, fill in box F)
- g) performances of dance (if ticking yes, fill in box G)
- h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H)

**Provision of late night refreshment** (if ticking yes, fill in box I)

**Sale by retail of alcohol** (if ticking yes, fill in box J)

**In all cases complete boxes K, L and M**

***Dorchester Town Community Football Club plans NOT to change its operating schedule and remain within the current licensing hours.***

A

Plays Standard days and timings (please read guidance note 6)			<u>Will the performance of a play take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon	-----	-----			
Tue	-----	-----	<u>State any seasonal variations for performing plays</u> (please read guidance note 4)		
Wed	-----	-----			
Thur	-----	-----	<u>Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Fri	-----	-----			
Sat	-----	-----			
Sun	-----	-----			

## B

Films Standard days and timings (please read guidance note 6)			<u>Will the exhibition of films take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon	-----	-----			
Tue	-----	-----	<u>State any seasonal variations for the exhibition of films</u> (please read guidance note 4)		
Wed	-----	-----			
Thur	-----	-----	<u>Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Fri	-----	-----			
Sat	-----	-----			
Sun	-----	-----			

C

Indoor sporting events Standard days and timings (please read guidance note 6)			<u>Please give further details</u> (please read guidance note 3)
Day	Start	Finish	
Mon	-----	-----	<u>State any seasonal variations for indoor sporting events</u> (please read guidance note 4)
Tue	-----	-----	
Wed	-----	-----	<u>Non standard timings. Where you intend to use the premises for indoor sporting events at different times to those listed in the column on the left, please list</u> (please read guidance note 5)
Thur	-----	-----	
Fri	-----	-----	
Sat	-----	-----	
Sun	-----	-----	

D

Boxing or wrestling entertainments Standard days and timings (please read guidance note 6)			<u>Will the boxing or wrestling entertainment take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon	-----	-----			
Tue	-----	-----	<u>State any seasonal variations for boxing or wrestling entertainment</u> (please read guidance note 4)		
Wed	-----	-----			
Thur	-----	-----	<u>Non standard timings. Where you intend to use the premises for boxing or wrestling entertainment at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Fri	-----	-----			
Sat	-----	-----			
Sun	-----	-----			

E

Live music Standard days and timings (please read guidance note 6)			<u>Will the performance of live music take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon	-----	-----			
Tue	-----	-----	<u>State any seasonal variations for the performance of live music</u> (please read guidance note 4)		
Wed	-----	-----			
Thur	-----	-----	<u>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Fri	-----	-----			
Sat	-----	-----			
Sun	-----	-----			



F

Recorded music Standard days and timings (please read guidance note 6)			<u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<u>Please give further details here</u> (please read guidance note 3)		
Mon					
Tue			<u>State any seasonal variations for the playing of recorded music</u> (please read guidance note 4)		
Wed					
Thur			<u>Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list</u> (please read guidance note 5)		
Fri					
Sat					
Sun					

G

Performances of dance Standard days and timings (please read guidance note 6)			Will the performance of dance take place indoors or outdoors or both – please tick (please read guidance note 2)	Indoors	<input type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Mon	-----	-----	<b>Please give further details here</b> (please read guidance note 3)		
Tue	-----	-----			
Wed	-----	-----	<b>State any seasonal variations for the performance of dance</b> (please read guidance note 4)		
Thur	-----	-----			
Fri	-----	-----	<b>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</b> (please read guidance note 5)		
Sat	-----	-----			
Sun	-----	-----			

H

<b>Anything of a similar description to that falling within (e), (f) or (g)</b> Standard days and timings (please read guidance note 6)			Please give a description of the type of entertainment you will be providing		
Day	Start	Finish	<b>Will this entertainment take place indoors or outdoors or both – please tick</b> (please read guidance note 2)	Indoors	<input type="checkbox"/>
Mon	10:00 -----	00:00 -----		Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Tue	10:00 -----	00:00 -----	<b>Please give further details here</b> (please read guidance note 3)		
Wed	10:00 -----	00:00 -----			
Thur	10:00 -----	00:00 -----	<b>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</b> (please read guidance note 4)		
Fri	10:00 -----	00:00 -----			
Sat	10:00 -----	00:00 -----	<b>Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list</b> (please read guidance note 5)		
Sun	10:00 -----	00:00 -----			

I

<b>Late night refreshment</b> Standard days and timings (please read guidance note 6)			<b>Will the provision of late night refreshment take place indoors or outdoors or both – please tick</b> (please read guidance note 2)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input type="checkbox"/>
Day	Start	Finish	<b>Please give further details here</b> (please read guidance note 3)		
Mon	-----	-----			
Tue	-----	-----			
Wed	-----	-----	<b>State any seasonal variations for the provision of late night refreshment</b> (please read guidance note 4)		
Thur	-----	-----			
Fri	-----	-----	<b>Non standard timings. Where you intend to use the premises for the provision of late night refreshment at different times, to those listed in the column on the left, please list</b> (please read guidance note 5)		
Sat	-----	-----			
Sun	-----	-----			

J

<b>Supply of alcohol</b> Standard days and timings (please read guidance note 6)			<b>Will the supply of alcohol be for consumption – please tick</b> (please read guidance note 7)		On the premises	<input type="checkbox"/>
					Off the premises	<input type="checkbox"/>
Day	Start	Finish	<b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 4)			
Mon						
Tue						
Wed						
Thur						
Fri						
Sat						
Sun						
			<b>Non-standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list</b> (please read guidance note 5)			

K

<p>Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children (please read guidance note 8).</p>
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L

<b>Hours premises are open to the public</b> Standard days and timings (please read guidance note 6)			<b><u>State any seasonal variations</u></b> (please read guidance note 4)          <b><u>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</u></b> (please read guidance note 5)
Day	Start	Finish	
Mon			
Tue			
Wed			
Thur			
Fri			
Sat			
Sun			

Please identify those conditions currently imposed on the licence which you believe could be removed as a consequence of the proposed variation you are seeking.

Please tick as appropriate

- I have enclosed the premises licence Y
- I have enclosed the relevant part of the premises licence Y

If you have not ticked one of these boxes, please fill in reasons for not including the licence or part of it below

Reasons why I have not enclosed the premises licence or relevant part of premises licence.

## **M**

Describe any additional steps you intend to take to promote the four licensing objectives as a result of the proposed variation:

### **a) General – all four licensing objectives (b, c, d and e) (please read guidance note 9)**

#### **Dorchester Town Community Football Club’s Commitment to Alcohol Licensing Objectives**

##### **1. Prevention of Crime and Disorder**

- Employ SIA-accredited security staff and stewards for high-visibility monitoring and rapid response.
- Enforce responsible alcohol service through trained staff and limits on drink purchases.
- Utilize CCTV coverage to monitor the grounds, document incidents, and support law enforcement as needed.
- Maintain close collaboration with local authorities and law enforcement to align on preventive measures and ensure safety.

##### **2. Prevention of Public Nuisance**

- Operate strictly within permitted hours, with no increase in event timings.
- Implement robust noise management practices and control alcohol consumption within designated areas.
- Provide designated waste and smoking areas to prevent littering and related disturbances.
- Engage with local residents to address concerns and minimize the impact on the surrounding community.

##### **3. Public Safety**

- Distribute alcohol sales across multiple areas to reduce congestion and improve crowd flow.
- Ensure equitable treatment for away supporters during segregated matches to reduce frustration and enhance harmony.
- Expand CCTV coverage and stewarding to monitor movement and respond effectively to emergencies.
- Conduct regular risk assessments and maintain clear evacuation routes.

##### **4. Protection of Children from Harm**

- Establish a family-friendly Community Fan Village as a safe space, reducing the need for families to visit higher-risk areas such as the bar.
- Clearly define alcohol-consumption zones to ensure children are not exposed to inappropriate behavior.
- Train staff to identify and address situations that could pose risks to children’s safety.

Through these measures, Dorchester Town Community Football Club demonstrates its commitment to promoting a safe, inclusive, and well-managed environment while fully supporting the four alcohol licensing objectives.

Dorchester Town Community Football Club will develop and review the following documents to support this application; Alcohol License Risk Assessment, Alcohol Management Plan, Event Safety Management Plan. These will be reviewed on an annual basis or when an incident occurs.

### **b) The prevention of crime and disorder**

Dorchester Town Community Football Club prioritizes the safety and security of all attendees, staff, and the surrounding community. To support the prevention of crime and disorder, we will implement the following robust measures:

#### **1. Enhanced Security and Stewarding**



- Employ fully licensed and trained security personnel (SIA-accredited) to oversee matchday operations, including monitoring alcohol sales and crowd behavior.
  - Position stewards strategically around the ground to ensure high-visibility supervision and rapid response to potential incidents.
2. **Controlled Alcohol Service**
    - Enforce responsible alcohol service by training all staff to identify and refuse service to individuals exhibiting signs of intoxication.
    - Limit the number of drinks per purchase to reduce excessive consumption and maintain a calm and orderly environment.
  3. **CCTV Surveillance**
    - Expand CCTV coverage to include the extended alcohol boundary and high-traffic areas, ensuring comprehensive monitoring of the grounds.
    - Use CCTV footage to document incidents, enabling effective collaboration with law enforcement if required.
  4. **Clear Policies and Communication**
    - Clearly communicate a zero-tolerance policy for anti-social behavior, violence, and disorderly conduct through signage and announcements.
    - Provide supporters with guidance on expected behavior and the consequences of non-compliance.
  5. **Segregated Match Management**
    - For segregated matches, ensure clear separation between home and away supporters, with dedicated facilities and services for both groups.
    - Assign additional security personnel to monitor interactions between groups and prevent conflicts.
  6. **Collaborative Approach**
    - Maintain close relationships with local law enforcement, licensing authorities, and community safety teams to ensure coordinated efforts in managing events.
    - Share matchday schedules and crowd estimates with authorities to align on preventive measures.
  7. **Proactive Incident Prevention**
    - Conduct pre-event risk assessments to identify potential issues and deploy resources accordingly.
    - Use crowd management techniques to disperse groups and prevent large gatherings that could escalate into disorder.
  8. **Regular Staff Training**
    - Provide ongoing training for stewards and staff in conflict resolution, crowd control, and de-escalation techniques to handle situations effectively and safely.

By implementing these measures, Dorchester Town Community Football Club is committed to maintaining a safe and welcoming environment for all attendees while minimizing the risk of crime and disorder.

## c) Public safety

### Enhancing Public Safety Through Alcohol Boundary Extension

By extending the areas where Dorchester Town Community Football Club can permit the sale of alcohol, we aim to enhance public safety and the overall matchday experience. This adjustment will contribute to the following key benefits:

1. **Improved Crowd Management**
  - Distributing alcohol sales across multiple areas reduces the concentration of people in one location, alleviating congestion and improving general movement flows around the ground.

- This improved flow minimizes the risk of overcrowding and ensures safer conditions for all attendees.

## 2. **Fair Treatment at Segregated Matches**

- For segregated matches, away supporters will have access to similar facilities, including the opportunity to purchase alcohol within their designated areas.
- This equitable treatment reduces potential frustration or distress among away fans, fostering a more harmonious atmosphere and reducing the likelihood of confrontations or disorder.

## 3. **Enhanced Safety Measures**

- A more evenly distributed crowd allows stewards and security personnel to monitor the grounds effectively, ensuring swift identification and resolution of any potential issues.
- Reduced bottlenecks contribute to safer evacuation routes in the unlikely event of an emergency.

By implementing these changes, Dorchester Town Community Football Club is prioritizing the safety and comfort of all supporters while maintaining a welcoming and inclusive environment for everyone who attends.

## **d) The prevention of public nuisance**

Dorchester Town Community Football Club remains committed to preventing public nuisance as part of its operations, even with the proposed extension of the alcohol boundary lines. We emphasize that this amendment will not impact public nuisance for the following reasons:

### **No Changes to Permitted Operating Hours**

- The extended boundary will continue to operate strictly within the club's currently permitted hours. No additional events or changes to event timings are being proposed.

### **Controlled Alcohol Consumption**

- Alcohol sales will be closely monitored and managed by trained staff to ensure responsible consumption. Patrons will only be permitted to consume alcohol within designated areas, reducing the likelihood of disturbances beyond the club premises.

### **No Smoking Inside The Ground**

### **Proactive Communication with the Community**

- **The club will maintain open lines of communication with local residents, seeking feedback and addressing concerns promptly to ensure continued harmony with the community.**

### **CCTV and Stewarding**

- **Increased CCTV coverage and stewarding will ensure compliance with club policies and prevent behavior that could contribute to public nuisance.**

By implementing these measures, we are confident that the extension of our alcohol boundary lines will not lead to any increase in public nuisance. Instead, it will enhance the overall experience for attendees while maintaining the club's commitment to being a responsible and respectful member of the local community.

**e) The protection of children from harm**

By establishing a Community Fan Village, Dorchester Town Community Football Club is creating a mixed-use space where families can socialize and enjoy matchday activities in a safe and inclusive environment. This initiative is designed to provide an alternative to the club's current bar facilities, reducing the likelihood of children being present in higher-risk environments where alcohol consumption is the primary focus but currently the only socialising space at the club.

The Community Fan Village will:

- **Promote Family Engagement:** Offer family-friendly amenities, activities, and seating areas that encourage a welcoming atmosphere for all age groups.
- **Reduce Congestion in the Bar Area:** Provide a spacious outdoor alternative for fans, alleviating pressure on indoor facilities and minimizing the risk of overcrowding.
- **Enhance Safety for Children:** Create a dedicated area where children can enjoy matchday festivities, significantly lowering their exposure to potentially disruptive behavior associated with alcohol consumption.
- **Foster Community Spirit:** Encourage interaction among diverse groups of supporters, strengthening the club's role as a hub for positive community engagement.

This approach aligns with our commitment to prioritizing the safety and well-being of all attendees, ensuring that matchdays remain enjoyable and family-friendly for everyone.

Checklist:

**Please tick to indicate agreement**

- I have made or enclosed payment of the fee.
- I have sent copies of this application and the plan to responsible authorities and others where applicable.
- I understand that I must now advertise my application.
- I have enclosed the premises licence or relevant part of it or explanation.
- I understand that if I do not comply with the above requirements my application will be rejected.

**IT IS AN OFFENCE, LIABLE ON SUMMARY CONVICTION TO A FINE NOT EXCEEDING LEVEL 5 ON THE STANDARD SCALE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION.**

**Part 5 – Signatures** (please read guidance note 10)

**Signature of applicant (the current premises licence holder) or applicant's solicitor or other duly authorised agent** (please read guidance note 11). **If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	1/1/2025
Capacity	License Holder

**Where the premises licence is jointly held, signature of 2nd applicant (the current premises licence holder) or 2nd applicant's solicitor or other authorised agent (please read guidance note 12). If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	1/1/2025
Capacity	Chairman

**Contact name (where not previously given) and address for correspondence associated with this application (please read guidance note 13)**



Dorchester Town Football Club  
The Avenue Stadium

<b>Post town</b>	Dorchester	<b>Post code</b>	DT1 2RY
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<b>Telephone number (if any)</b>	
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**If you would prefer us to correspond with you by e-mail, your e-mail address (optional)**

The council has a duty to protect the public funds it administers, and to do this may use the information you have provided on this form to prevent and detect fraud. It may also share this information with other bodies responsible for auditing or administering public funds for these purposes. Where appropriate, and as part of its commitment to improving customer service, the council may also share the information provided on this form with other council services. For more information, see <http://www.dorsetforyou.com/fraud> or contact Finance Manager on 1305 252292.

### Notes for Guidance

**This application cannot be used to vary the licence so as to extend the period for which the licence has effect or to vary substantially the premises to which it relates. If you wish to make that type of change to the premises licence, you should make a new premises licence application under section 17 of the Licensing Act 2003.**

1. Describe the premises. For example the type of premises, its general situation and layout and any other information which could be relevant to the licensing objectives. Where your application includes off-supplies of alcohol and you intend to provide a place for consumption of these off-supplies, you must include a description of where the place will be and its proximity to the premises.
2. Where taking place in a building or other structure please tick as appropriate (indoors may include a tent).
3. For example state type of activity to be authorised, if not already stated, and give relevant further details, for example (but not exclusively) whether or not music will be amplified or unamplified.
4. For example (but not exclusively), where the activity will occur on additional days during the summer months.
5. For example (but not exclusively), where you wish the activity to go on longer on a particular day e.g. Christmas Eve.
6. Please give timings in 24 hour clock (e.g. 16:00) and only give details for the days of the week when you intend the premises to be used for the activity.
7. If you wish people to be able to consume alcohol on the premises, please tick 'on the premises'. If you wish people to be able to purchase alcohol to consume away from the premises, please tick 'off the premises'. If you wish people to be able to do both, please tick 'both'.
8. Please give information about anything intended to occur at the premises or ancillary to the use of the premises which may give rise to concern in respect of children regardless of whether you intend children to have access to the premises, for example (but not

exclusively) nudity or semi-nudity, films for restricted age groups or the presence of gaming machines.

9. Please list here steps you will take to promote all four licensing objectives together.
10. The application form must be signed.
11. An applicant's agent (for example solicitor) may sign the form on their behalf provided that they have actual authority to do so.
12. Where there is more than one applicant, each of the applicants or their respective agents must sign the application form.
13. This is the address which we shall use to correspond with you about this application.