

Licensing Act Sub-Committee

Supplementary Agenda

Date: Monday, 3rd October, 2022
Time: 10.00 am
Venue: Council Chamber, Municipal Buildings, Earle Street, Crewe
CW1 2BJ

4. **Cholmondeley Events presentation and additional evidence** (Pages 3 - 20)

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CHOLMONDELEY EVENTS



The Castle Gardens

- Open 90 days per year, from April to October
- 20,000 garden visitors per annum
- Plant Fairs 3,000 per annum
- Classic Car Rallies 5,000 per annum
- Spring, Summer and Autumn Fairs 4,000 per annum
- Charity Events 6,000 per annum

Employment - 9 equivalent full time

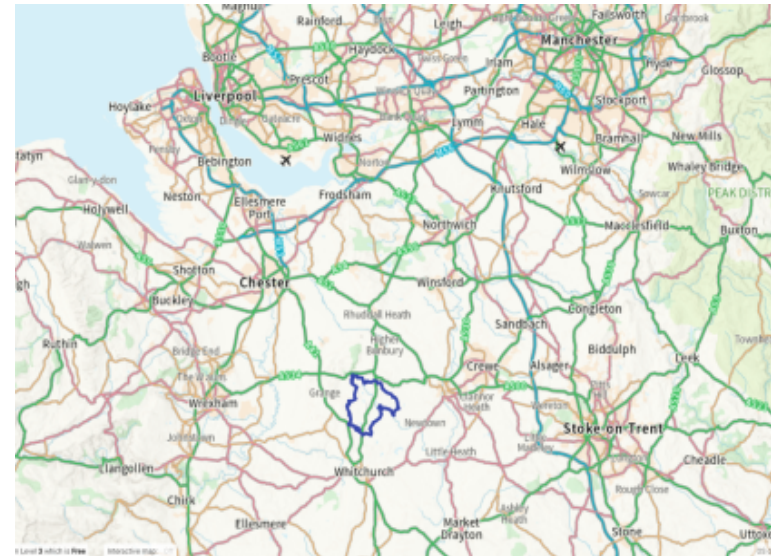


Cholmondeley Park 700 Acres



Events

- Tough Mudder – 15,000
- Outlook Festival – 6,000
- Pony Club Championships – 15,000
- Cholmondeley Pageant of Power – 30,000
- Dogfest – 10,000
- Porsche – 5,000
- Horse Trials – 3,000
- Jaguar – 1,500
- Car Fest – 25,000
- NSPCC Colour Run – 5,000
- One Tribe – 3,000
- Cancer Research NW Fun Run – 2,000
- Castle Triathlon Series – 5,000
- World Rally Championships – 20,000



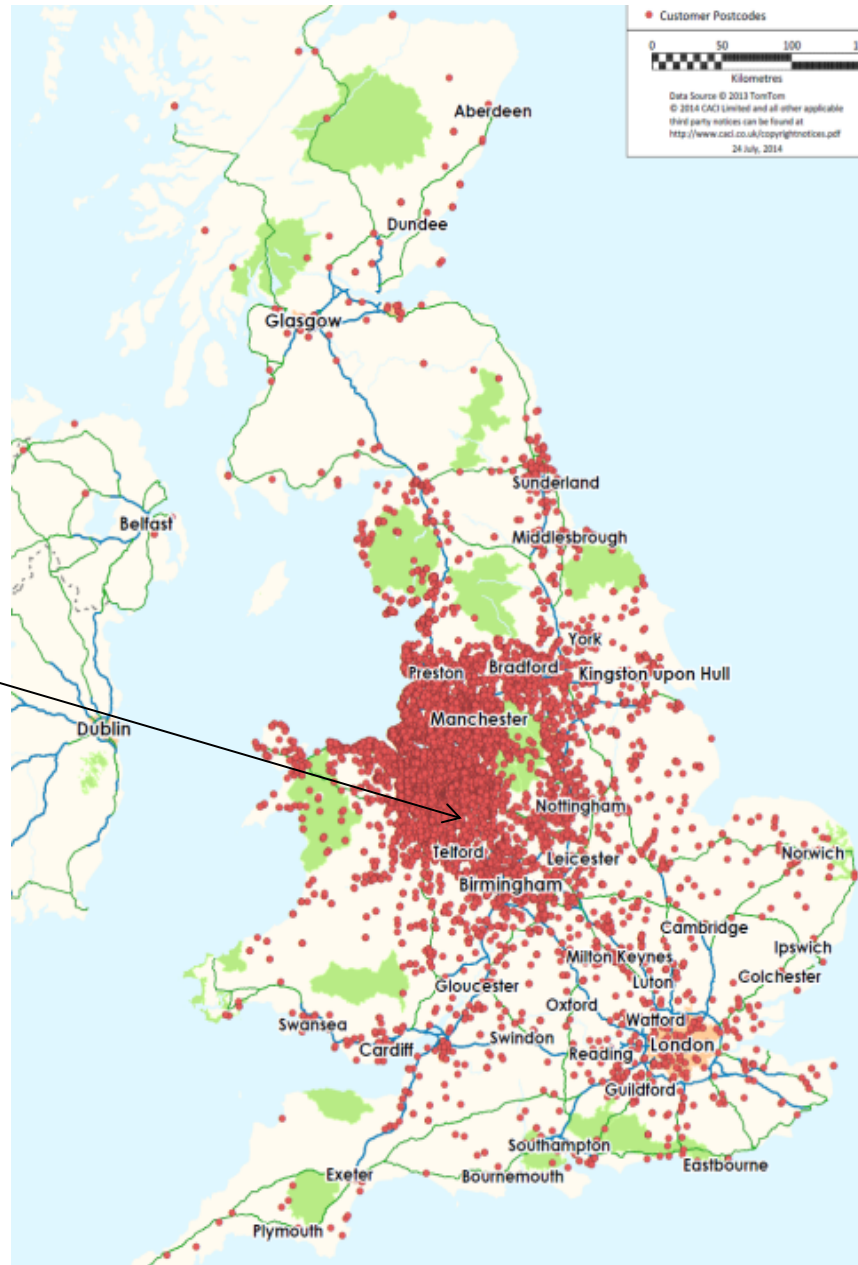
Top 10 Characteristics that Attract Events to Cholmondeley

1. Dynamic Premises Licence
2. Location - 20m people living within 90 minutes drive time
3. On-site infrastructure
4. Access to A49, together with 7 entrance & exit points for traffic flow
5. Wide spaces and scale
6. Free draining
7. Ancient Cheshire Parkland
8. Historic space
9. Castle and Park buildings vernacular
10. Reputation





Cholmondeley
Castle



Heat map for visitors to
Cholmondeley events

Cholmondeley is within 90 minutes
drive for a third of the UK
population



BeWILDerwood opened in April 2021 to great acclaim and almost 200,000 visited in its first season

Employment – 20 full time and 60 seasonal jobs

Consolidated Annual Impact to Visitor Economy - £16,500,000



Additional evidence received 29.09.22 from TLT Solicitors on behalf of New Bohemia Music Group organisers of the Outlook Festival

Compliance checklist (abbreviated) and detail about communications

LICENCE COMPLIANCE

OD_15 of the ESMP provides a matrix of licence conditions attached to Premises Licence 413 which Outlook Festival monitored and checked for compliance throughout the planning and delivery phases of the event.

For the purposes of the committee, this is summarised below:

General - 1

Maximum capacity at any one time is 29,999 - complied to via:

- Ticketed event with auditable entry system for both public and non-public
- 4947 customers on-site
- 1523 staff / artists / traders on-site

General - 2

Limited to no more than 6 days per calendar year - complied to via:

- Event dates span 4 days Thu-Sun

General - 3

Notice with accompanying draft ESMP to be provided to RAs and ESAG no later than 6 months prior - complied to via:

- ESAG registration form submitted 8 Dec 2021
- ESMP V1 submitted to ESAG and Licensing 29 Dec 2021

Where agreed, recommendations made by ESAG will be incorporated into the ESMP - complied to via:

- ESMP V2 submitted to ESAG (via Jane Longley) 23 March 2022. Version history notes cite updates 'following liaison with Cheshire East Council'.
- ESAG meeting attended 20 April 2022
- Table Top meeting hosted 9 May 2022
- ESMP V3 submitted to ESAG (via Jane Longley) 15 June 2022. Version history notes cite updates to 2.5 and 4.1 as a result of ESAG feedback.
- ESMP V3.1 submitted to ESAG (via Jane Longley) 28 June 2022..
- Proactive liaison sought with Agencies throughout the planning process via both ESAG Chair and individually (EHO, Public Health, Highways, Police, Fire & Rescue, NWAS, BTP) to varying degrees of success with engagement

Any changes to the ESMP will be notified on at least a fortnightly basis:

- Emails sent to Licencing (Kim Evans) and ESAG (Jane Longely) 23 February, 22 March, 25 April 2022 to request written confirmation as discussed on phone. The PLH will attend ESAG meetings - complied to via:

During the week prior, access to the site will be granted to ESAG / RA - complied to via:

- Invitation to site for inspections extended to ESAG 18 March 2022 - Weds 29th @ 12:30 and July 1st @ 12:30
- Representatives from Police, Fire and EHO attended site

General - 4

No nuisance shall be caused by noise coming from the premises

General - 5

14 days notice given to ESAG and RAs - complied to via the timeline outlined against 'General - 3'

General - 6

All bar staff will be trained in the basic law relating to the sale / supply of alcohol - complied to via:

- Development and delivery of Alcohol Management Plan as part of ESMP by One Circle Events Ltd
- Assignment of DPS Lee Phimister of One Circle Events (15/00406/LAPER) via DPS Variation approved 29 June 2022

General - 7

Supply of sufficient, competent staff for fulfilling licence and preventing crime and disorder - complied to via:

- Deployment and staffing schedules developed across all departments
- Contractors audited for competence (security, bars, medical, welfare, traffic, noise, stewarding, etc)
- Staff audited for competence (event control, management, etc)

The PLH will increase steward, paramedic and security deployment against attendance, in liaison with Cheshire Police - complied to via:

- Deployment schedules shared as part of ESMP with ESAG and Cheshire Police

- Deployment schedules shared as part of ESMP with ESAG and NWS

General - 8

The PLH will not encourage excessive consumption of alcohol - complied to via:

- Development and delivery of Alcohol Management Plan as part of ESMP by One Circle Events Ltd
- Assignment of DPS Lee Phimister of One Circle Events (15/00406/LAPER) via DPS Variation approved 29 June 2022

General - 9

An adequate number of staff to oversee Egress, reminding them of public responsibilities - complied to via:

- Security, traffic and event control / management staffing & signage deployed for egress

General - 10

Anyone appearing u18 shall be requested to provide photographic proof of age - complied to via:

- Ticket purchase and entry processes per ticketing T&Cs and Entry Procedures
- Development and delivery of Alcohol Management Plan as part of ESMP by One Circle Events Ltd
- Assignment of DPS Lee Phimister of One Circle Events (15/00406/LAPER) via DPS Variation approved 29 June 2022

General - 11 and 13

Signage must be on display at point of entry and all points of sale re production of age evidence and restrictions to U18s - complied to via:

- Signage in place at entrances
- Signage in place at all bars
- No under 18s permitted at the event as per ticketing T&Cs and Entry Procedures

Licensing Act 2003 - Prem Licence

Duty to notify change of name or address - complied to via:

- DPS Variation approved and recieved 29 June 2022

Duty to keep and display licence - complied to via:

- Physical copy of licence available in Event Control, Site Office, all Bars and Entrance

Form ref S.57

Sign over custody of Permits Licence - complied to via:

- Joe and James

EVENT DATA

There were a total of 4947 customers and 1523 non-customers at Outlook Festival 2022.

Crime and Disorder

- 2 customers had entry denied
- 31 customers had prohibited items confiscated before entry permitted
- 1 fence jumper was deflected
- 3 evictions took place - 1 for graffiti and 2 for theft
- 0 arrests took place

Public Safety

- 0 water rescues took place
- The H&S team reported on, reviewed and monitored control measures against 11 H&S occurrences (all minor)

Medical, Welfare and Safeguarding

- 0 safeguarding issues reported
- 80 seen by the Medical team
- 1 patient advised to go to hospital (via their own means)
- 71 customers attended to by the Welfare team
- A further 355 customers used the Welfare facilities for supplies (sanitary, suncream, etc), signposting, general queries, etc.

Public Nuisance

- 233 noise complaints were received
- 0 highways issues reported

SOUND SYSTEM SUPPLIER AUDIT

There were a total of 8 stages and 11 audio suppliers. Each were requested to complete a form in advance of the show.

2 failed to comply.

CHRONOLOGY OF COMMUNICATIONS

November 2021

- 4 Nov 2021 - Email received from Mark Vyse feeding back on monitoring and controls around ‘no nuisance shall be caused by noise coming from the premises’
- Acoustic consultant and Mark Vyse in dialogue
- 16 Nov 2021 - Email sent to Parish Councils (introductory and requesting feedback on intended communications process)

December 2021

- 8 Dec 2021- ESAG registration form submitted
- 29 Dec 2021 - ESMP V1 submitted to ESAG and Licensing

January 2022

- 5 Jan - 21 Feb 2022 - Emails between Jane Longley and Lou Woodward confirming ESAG info dissemination process, ESAG meeting dates, Table Top, etc
- Throughout January (and February / March), various emails attempting to proactively engage with local agencies (to varying degrees of success).
- As soon as lines of communication opened, meetings were offered and conducted where accepted.

February 2022

- 21 Feb 2022 - Email sent to Cheshire East EHO ref 'check in with regards to anything specific to EHO that you'd like to discuss or highlight for our planning in advance of submitting our ESMP in March, and to ensure we're aligned and how we can best work together'.
- Specific reference to the Noise Management Plan. No reply received.
- 23 Feb 2022 - Call between Jane Longley and Lou Woodward to discuss ESAG comms process, Table Top and requesting direct contacts for Police, EHO, Public Health, Licensing.
- 23 Feb 2022 - Email sent to Jane Longley to follow up request for direct contact for Police ref '*We've not had any response and are keen to liaise in advance of submitting our ESMP for ESAG*'
- 23 Feb 2022 - Emails received from Jane Longley providing contacts for Emergency Planning, Public Health and Police.

March 2022

- 3 March 2022 - Email sent to Parish Councils, requesting attendance to upcoming meetings.
- 4 - 17 March 2022 - Various emails exchanged between Clerk to Cholmondeley and Chorley Parish Council and Lou Woodward regarding attendance to upcoming meeting
- 22 March 2022 - Event Director attends Cholmondley and Chorley Parish Council meeting
- 23 March 2022 - ESMP V2 submitted to ESAG (via Jane Longley)
- 23 March 2022 - Email sent to Parish Councils, providing pdf document with information
- 23 March - 8 April 2022 - Emails sent to EHO ref outstanding ESMP documentation, food trader inspections and COVID. No reply received.

April 2022

- 14 April 2022 - Local Residents virtual meeting hosted
- 20 April 2022 - Local Residents virtual meeting minutes distributed
- 20 April 2022 - ESAG meeting attended. Minutes requested (never received).

- 21 April 2022 - Email received from Clerk to Cholmondeley and Chorely Parish Council providing email addresses of all councilors. All contacts were then added to the distribution list.
- 22 April 2022 - Email received from Clerk to Cholmondeley and Chorely Parish Council confirming that invitation to Local Residents virtual meeting had gone into her spam. Lou Woodward reply (now including all councillor contacts provided) includes *'If there is anything that you or any of your parishioners would like clarification on, or to discuss further, I am very happy to pick up with you'*
- 25 April 2022 - Email sent to ESAG ref 'Outlook ESAG 20 April - Follow up and round up'

May 2022

- 4 May 2022 - Email sent to Jane Longley with meeting link, introduction to and resources for Table Top meeting
- 9 May 2022 - Table Top meeting hosted
- 11 - 12 May 2022 - Email between Mark Vyse and Lou Woodward re early conversations with Chris Beale (acoustic consultant) that have provided basis for NMP and checking Mark Vyse satisfied.
- 16 May 2022 - Brioni Turner (EHO ref food safety) engaged via email. Ongoing email communications and submission of food safety documentation followed.
- 20 May 2022 - Email received from Jane Longley ref Police concerns. Replied to same day.

June 2022

- 1 June 2022 - Email sent to Jane Longley ref liaison with Police around concerns raised.
- 1 June 2022 - Email sent to Jane Longley ref changes to the event ahead of final ESMP submission in reflection of lower than expected ticket sales. Comments invited.
- 8 June 2022 - Email sent to Parish Councils, providing pdf document with information
- 10 - 13 June 2022 - Contractor carried out letter drop to villages identified in the Local Residents Engagement Plan
- 10 June & 28 June - Email sent to Mark Vyse to confirm CE contact for sound portal access, provide contact details for the event, etc
- 15 June 2022 - ESMP V3 submitted to ESAG (via Jane Longley)
- 28 June 2022 - ESMP V3.1 submitted to ESAG (via Jane Longley)
- 28 June 2022 - Mark Vyse confirmed his email address for Sound Log Portal access. This was set up by Chris Beale same day.

LIVE EVENT

- 1 July 2022 - Call between Chris Beale and Mark Vyse ref noise complaints
- 1 July 2022 - Email between Lou Woodward and Mark Vyse ref noise complaints and attendance numbers
- 1 July 2022 - Email 'Statement from organisers following local disturbance' sent to Parish Councils and Local Residents Distribution List, in addition to all complainants who had requested feedback.

- 2 July 2022 - Email between Lou Woodward, Chris Beale and Mark Vyse ref noise complaints

July 2022

- 7 July 2022 - Email sent to Parish Councils and Local Residents ref event feedback and upcoming meeting
- 8 July 2022 - Noise Management Report sent to Mark Vyse and Jane Longley

September 2022

- 2 September 2022 - Email sent to Parish Councils and Local Residents ref meeting location and attendees
- 13 September 2022 - Local Residents in-person meeting hosted
- 14 September 2022 - ESAG meeting attended. Minutes requested (*not yet received*).
- 15 September 2022 - ESAG meeting follow up email sent to Jane Longley.
- 15 September 2022 - Email sent to Mark Vyse introducing Joe Barnett.

Note this doesn't disclose individual agency contact/comms and dialogue- e.g. Clare's with Police and Fire etc

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Additional evidence received 29.09.22 from TLT Solicitors on behalf of New Bohemia Music Group organisers of the Outlook Festival

Email contact with residents from organisers of the Outlook Festival - 1 July 2022

----- Forwarded message -----

From: **Event Control - Outlook Festival** <eventcontroloutlook@gmail.com>

Date: Fri, Jul 1, 2022 at 4:39 PM

Subject: Outlook Festival - Statement from organisers following local disturbance

To:

Dear local community,

We would like to offer our sincerest apologies to anyone that has been disturbed by the off-site sound levels.

We are aware of issues regarding sound levels in the local area and have been monitoring this closely, reducing sound levels and removing bass to reduce impact.

A number of the complaints received came from a substantial distance from the site. This was due to environmental conditions whereby a temperature inversion created higher sound levels at distance than locally to the site. It may be that we experience similar conditions over the weekend therefore we aim to ensure that any location at which the festival is detectable does not suffer bass impact. It will not be possible to guarantee that the festival will be undetectable but we do aim to ensure that disturbance is kept to a minimum.

Regrettably, alongside this we experienced some technical issues with our temporary phone system which meant we weren't able to take calls or call out for a period of time on Thursday late afternoon into part of the evening. We were however able to investigate all reports that were left via answerphone or the Sound Log Portal which has remained fully operational throughout.

Additional resources have been secured to ensure that internet services on the site are sufficient to guarantee that the phone lines remain accessible.

For the remainder of the weekend we will be working to ensure that minimum disturbance is caused. In order to achieve this we are initiating a number of procedures including:

- Removal of sub-bass elements from the loudspeaker systems
- Reduction in noise level from all systems on the site
- Increased management presence to ensure there are no mistakes

Sunday evening - taking into consideration comments regarding disturbance before a working day. We have taken this on board and have curtailed operating hours to midnight on Sunday.

Our teams will continue to monitor levels on-site and off, taking regular readings and logging these on our system.

We invite open communication between the local community and Outlook Festival. Further details for local residents are available via our website: <https://outlookfestival.com/local-residents>. On this page you'll find details on our sound reporting portal and additional contact information.

We absolutely accept our responsibilities to the community and we wish to assure you that every effort is going into making sure that your amenity is respected, and in the meantime thank you for your patience and cooperation.

Regards,

Event Control | Outlook UK Festival