

# **Licensing Sub Committee**

## **Supplementary Agenda**

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**Date:** Friday, 12th September, 2025

**Time:** 10.30 am

**Venue:** The Capesthorne Room - Town Hall, Macclesfield, SK10 1EA

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3. **To consider an application for a new premises licence - Ashley Hall, Ashley, Cheshire, WA14 3QA** (Pages 3 - 18)

Additional information from the applicant.

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Please contact Karen Shuker on 01270 686459

E-Mail: [cheshireeastdemocraticservices@cheshireeast.gov.uk](mailto:cheshireeastdemocraticservices@cheshireeast.gov.uk)

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Great British Festivals Limited was founded in November 2022 by brothers Anthony and Edward Prophet who between them have over 20 years experience in the hospitality and licensed victuallers arena.

The company has been established to introduce music and artisan food and products by means of community fairs and events and to benefit the local area by charitable involvement (**Appendix A - Seashell & Children's Adventure Farm**)

The current offering from Great British Festivals Limited is known as The Brit Fest and was developed to create a Cheshire centric event for the benefit of the local community and to be nationally recognised as a positive model for how festivals can deliver positive impact.

The inaugural three day event held in 2024 was applied for in April 2023 and the relevant Licensing Act 2003 procedures for a Licensed Premises application were adhered to. As no representations were received from any responsible authority or local resident, the licence was granted.

**(PREM1489 – Appendix B).** The event was attended by 8,957 attendees, had no incidents or accidents attributable to the event and there were no complaints registered with Cheshire East Council post event. There are plenty of favourable statements and recognitions for the event (**Appendix C (1).**

In April 2024 a new licensed Premises application was submitted for a four day event and the relevant Licensing Act 2003 procedures for a Licensed Premises application were adhered to. Again, as no representations were received from any of the responsible authorities or neighbouring residents, the licence was granted. **(PREM1574 – Committee Papers pages 13 through 37).** The event was attended by 15,629 (a 74% increase on 2024). There were no significant incidents or accidents and no post event complaints brought to the applicants attention, however, this year's event generated more favourable statements and recognition by way of awards (**Appendix C (2).**

The applicant also offers Testimonials and Recognition from two influential bodies in the local area (**Appendix D (1) Altrincham Bid & Appendix D (2) - Altrincham Court Leet**).

In July 2025 a third application for a licensed Premises was submitted for a four day event and the relevant Licensing Act 2003 procedures for a Licensed Premises application were adhered to.

On this occasion a representation was received from a local resident **(Committee Papers – pages 59-60)**. This came as somewhat of a surprise to the applicant as the resident had not objected to the application on two prior instances and was also included in the neighbourhood engagement undertaken by Great British Festivals over the previous two years applications **(Appendix E – Example promotional inclusion for neighbours)**.

The neighbour promotional inclusion has been taken up by the majority of residents surrounding the representor and neighbourhood feedback has resulted in local residents being willing to promote The Brit Fest – Cheshire and Great British Festivals by becoming Board members of the company.

It became apparent that the representor had not received or seen the full extent of the application including the Schedule of conditions, Item M. So in an effort to mediate the situation and in line with Great British Festivals principle of engagement with neighbours and residents, a letter was hand delivered including the schedule and a request to reconsider the representation in light of the content of the letter **(Appendix F – Letter to Representor and Location Map)**.

**No response has been received from the representor.**

The following is noted from the representation :

- Of all residents this is the only one to raise objection and indeed after two years previous events.
- Regular noise monitoring on South Downs Drive/South Road has been undertaken for each event and has remained within tolerance by an independent - Cathddu Festivals and Event Safety
  - *“Our independent monitoring of The Brit Fest confirmed that levels remained within licensing thresholds. Organisers responded promptly to all observations, showing best practice in noise management.”*

**(Appendix G – 2025 Noise Control)**

- Significant traffic works outwith the applicants control have been underway on the bridge and road at the Hale side approach to Ashley Hall.
- On site parking is sufficient for capacity at the event and therefore no parking on external roads has been highlighted to the applicant. The representors property is more detached from the event than on site parking. No other resident has raised this issue with organisers and we would therefore suggest this is a one-off, unforeseen instance.
- Shuttle buses (provided by GMPTE), pick up zones for taxis and car parking are well indicated and substantially marshalled. Event notices had been posted advising respect for neighbours but unfortunately these were removed.
- We respectfully suggest that Item 3 of the representation “increase risk and overuse of an already busy area” does not fall within the purview of the Licensing Act 2003 .
- The application has been accepted and processed for the relevant period under the Licensing Act 2003 and at no time has Cumulative Impact been raised by the Licensing Authority or any Responsible Authority and therefore we suggest is not an aspect that can be considered.

We offer the following in mitigation of Public Nuisance concerns :

- *“It was inspiring to see so many local volunteers involved. The festival is clearly part of the fabric of the community now”* **Hale Civic Society**
- *“The Brit Fest created a real buzz across Altrincham. We do more footfall in those three days as a result.”* **Visit Altrincham**
- *Neighbourhood Supporting Statement : “The organisers were proactive in reaching out to us directly. They made it clear they wanted to work with us, not against us, which reassured many of us that the festival is being run responsibly.”* **Local Hale Resident**

We now request the committee see fit to issue the license as applied for and ensure you of our best endeavours at all times.



## APPENDIX A

### CHARITABLE PARTNERS – Seashell and Childrens Adventure Farm

To be present at The Brit Fest for the last two years has been priceless for us at The Children's Adventure Farm Trust, @CAFTcharity: a safe, inclusive space for us to shine a light on our charitable work, with all who attend the festival.

The chance to be embedded in The Brit Fest community, with huge support from Anthony & Edward Prophet and their amazing team, alongside the incredible festival community's understanding of our specific local charity challenges, has been priceless. Our work supports children across the North West who are living challenging lives, and each year, day in, day out, we increase the number of children we support, with a free day visit or residential stay here. That means we need to spread the word about our work and having the free opportunity, for us to welcome children and the parents to engage at our stall at the festival, and to be able to share information regarding how people can support our work, is of enormous benefit to us!

Our engagement with The Brit Fest has extended support further than the days of the festival itself: new volunteers have come forward, meaningful connections with other businesses and charities present across the festival have been made, revenue was contributed: we had had positive reactions from so many. For any small charity, building strong personal relationships and providing a personal, responsive, and caring approach, creates strong local networks which connect in so many positive ways. This is exactly what happened due to the space we had, and the engagement from all staff & volunteers at the festival and beyond.

Finally, I must add that the free passes you offered for those who volunteered for us at our stand across the festival, allowed us to reward the many wonderful people who contribute their time freely, to support our work. We are cautious with all funds we raise and make sure they are spent ethically & wisely, so to be able to reward them for their commitment and kindness with free passes (extended beyond their volunteering time), made such a huge difference for us. Thank you for truly understanding what we do it and how to extend the community impact of your generosity. We love The Brit Fest – here's to 2026!

I hope that's what you wanted. If you need to tweak or re-write this in any way, feel free. Just let me know.

I see you signed up for 5<sup>th</sup> October BBQ too. Who's coming with you? It will be good to catch up then if not before! PS Jason Manford is signed up to attend too (shhshh. fingers crossed you can meet then and have a chat re him doing Brit Fest set)!

Let's have a cuppa soon ☺

Hannah Graham  
Fundraising Lead



Office: 01565 830053 / 07770428334  
Email: [hannah@caft.co.uk](mailto:hannah@caft.co.uk)  
Web: [www.caft.co.uk](http://www.caft.co.uk)



The Children's Adventure Farm Trust, Booth Bank Farm, Reddy Lane, Millington, Cheshire, WA14 3RE is a registered charity.

We were absolutely delighted to be the charity partner for Brit Fest 2025. The festival created so many meaningful moments for Seashell, and its impact on our students, families, and wider community was truly profound.

One of the most powerful outcomes was the opportunity for some of our students to attend a music festival, an experience that had previously felt out of reach. For many families, the uncertainty around accessibility and whether their child could cope with the environment made attending such events a risk they weren't willing to take. Brit Fest changed that.

Thanks to the inclusive and supportive atmosphere of the festival, our students were able to attend. One standout moment was we had one student who along with their family managed to attend both days. Not only did they stay until the end each day, but the entire family enjoyed two full days out together, something they had rarely experienced. We have since found out his sibling, who has autism, found the confidence through Brit Fest to attend another music festival that they had always been keen to attend but never thought they could.

Being Brit Fest's chosen charity also gave us a vital platform to raise awareness about the work we do to supporting children and young adults with complex disabilities. We were able to connect with attendees who may know someone who could benefit from our support, share our mission, and raise much-needed funds. The money raised over the three days will go directly toward providing life-enhancing experiences, specialist support, and essential equipment for our students. We are incredibly grateful to Brit Fest for their generosity, inclusivity, and commitment to making a difference. Their support has helped us open doors to new possibilities and create lasting memories for the children and young adults we work with.

Lorna Thompson  
Events and Community Manager

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# Seashell



## APPENDIX B

## PREM1489 – Premises Licence Summary



## Premises Licence

Premises Licence Number:

PREM1489

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

Ashley Hall Showground  
Ashley Road, Ashley, Cheshire

Post Town: Ashley

Post Code: WA14 3QA

Telephone Number:

Where the Licence is time limited, the dates:

With Effect from 5<sup>th</sup> July 2024 to 7<sup>th</sup> July 2024

Licensable activities authorised by the Licence:

Films  
Live music  
Recorded music  
Performance of dance  
Entertainment of a similar description  
Sale/supply of alcohol

The times the Licence authorises the carrying out of licensable activities:

**Films - Outdoor**

Friday 10:00 - 20:00  
Saturday 10:00 - 20:00  
Sunday 10:00 - 20:00

**Live music - Outdoor**

Friday 10:00 - 23:00  
Saturday 10:00 - 23:00  
Sunday 10:00 - 23:00

**Recorded music - Outdoor**

Friday 10:00 - 23:00  
Saturday 10:00 - 23:00  
Sunday 10:00 - 23:00

**Performance of dance - Outdoor**

Friday 10:00 - 23:00  
Saturday 10:00 - 23:00  
Sunday 10:00 - 23:00



Entertainment of a similar description - Outdoor

Friday 10:00 - 23:00

Saturday 10:00 - 23:00

Sunday 10:00 - 23:00

Sale/supply of alcohol - For consumption on and off the premises

Friday 10:00 - 23:00

Saturday 10:00 - 23:00

Sunday 10:00 - 23:00

The opening hours of the Premises:

Friday to Sunday 08:00 - 00:00

Where the Licence authorises supplies of alcohol, whether these are on and/or off supplies:

For consumption on and off the premises

Part 2

Name, (registered) address, telephone number and email (where relevant) of holder of Premises Licence:

Great British Festivals Ltd  
Office 7 Conservation House  
116 Darwen Road  
Bromley Cross  
Bolton  
BL7 9BQ

Registered number of holder, for example company number, charity number (where applicable):

14462606

Name, address and telephone number of Designated Premises Supervisor where the Premises Licence authorises for the supply of alcohol:

Mr Edward Robert Prophet

Personal Licence number and issuing authority of Personal Licence held by designated Premises Supervisor where the Premises Licence authorises for the supply of alcohol:

Personal Licence Number: PA1357

Issuing Authority: Trafford

Licence Granted: 14<sup>th</sup> April 2023

Signed By: *A. Scott*

Amy Scott

On Behalf of Cheshire East Borough Council

## **APPENDIX C (1)**

### **2024 Recognition & Awards**

#### **High Sheriff of Greater Manchester Special Recognition Award 2024 – *Outstanding Community Contribution (Winner)***

This award highlighted The Brit Fest's commitment to social value, not just as an entertainment event, but as a force for good. It reflected the festival's family ethos, its accessibility, and its positive impact across Greater Manchester.

#### **UK Festival Awards 2024 – *Best New Festival (Nominee) & Best Medium Festival (Nominee)***

These nominations placed The Brit Fest in the company of the UK's most respected and long-established festivals, validating its delivery standards and reputation nationally.

#### **This Is MCR Awards 2024 – *Outstanding Debut of the Year (Nominee) & Leading Live Event (Nominee)***

These shortlists confirmed what audiences and partners already knew: that The Brit Fest was not only a superb debut but a brilliantly executed large-scale live event, instantly recognised as one of the region's best.

## **APPENDIX C (2)**

### **2025 Recognition & Awards**

#### **North West Family Business Awards 2025 – *Judges' Choice Award (Winner)***

This prestigious award celebrated The Brit Fest as a shining example of a family-led organisation achieving extraordinary results. Judges praised its creativity, strong values, and community impact, making it a beacon for how family businesses can shape culture and industry.

#### **Manchester & North West England Prestige Awards 2025/26 – *New Events Company of the Year (Winner)***

Awarded to Great British Festivals Ltd., the team behind The Brit Fest, this accolade confirms the festival's quality of delivery, innovation, and professionalism. It acknowledges that within just its first editions, The Brit Fest has set new standards for excellence in event management across the region.

#### **Altrincham Court Leet Spring Assize 2025 – *Civic Award and Freedom of Altrincham (Winner)***

This civic honour, rarely awarded, recognised The Brit Fest's outstanding cultural and economic contribution to the town. It underlined the festival's role in enriching local identity, supporting businesses, and uniting the community in celebration.

## APPENDIX D (1)

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**Altrincham**BID

VISIT**Altrincham**

To Whom It May Concern,

On behalf of Altrincham BID (Business Improvement District), the organisation behind Visit Altrincham, I am writing to express our support for The Brit Fest and to outline the positive impact the festival has on the town. Altrincham BID represents and supports over 500 businesses in the town centre, with a core focus on promoting Altrincham, driving footfall, and strengthening the local economy.

The Brit Fest has proven to be an extremely positive addition to Altrincham's calendar of events. It attracts a significant number of visitors to the area, benefitting local businesses particularly retail and hospitality, while also providing a platform for Altrincham-based businesses to be directly involved on-site. The Visit Altrincham stand at The Brit Fest also provides an excellent opportunity to showcase the town, promoting everything Altrincham has to offer to festival-goers and encouraging repeat visits throughout the year.

The festival is a strong example of partnership working, with local organisations and businesses coming together to deliver an engaging, large-scale event for the community and visitors alike.

In addition to the economic benefits, The Brit Fest raises the profile of Altrincham on a wider scale. The media coverage and publicity generated by the event reinforce the town's reputation as a thriving, welcoming, and culturally vibrant destination, helping to attract further interest and investment.

For these reasons, Altrincham BID is proud to be the official tourism partner for The Brit Fest and is grateful to the organisers for the contribution it makes to both the business community and the wider town.

**Mandy White**  
**Altrincham BID Director**

## APPENDIX D (2)

### Altrincham Court Leet

Constituted in accordance with the Charter given under the hand of the Baron Hamon de Massey of Dunham in the year of our Lord 1290



*January 2025*

Dear Anthony & Edward,

The Barony of Dunham Massey along with the Provost of Altrincham and the Freemen Burgesses of the Ancient Township of Altrincham have by the virtue of the charter which was given under the hand of the Baron Hamon de Massey of Dunham in the year of our Lord, One Thousand, Twelve Hundred and Ninety, rights and privileges to the Lordship of Dunham Massey and the worthy and Honourable Freemen Burgesses reposing in trust, confidence and faith wish to recognise your achievements in and around Altrincham through many ventures but always with a thought for the community of Altrincham.

Last year you brought a huge event to the local area – The BritFest, an event for the locality and one that was followed by so many throughout the country.

In view of this achievement and all that you wish to include for the locality, the court has expressed a desire to award you with an InRecognition Award.

It is hoped that you will accept this honour and should it be acceptable an invitation is extended to attend an Assize. Generally, Altrincham Court Leet hold three assizes a year; Michaelmas, Hilary and Trinity.

The Spring Assize is to be held on Saturday 5<sup>th</sup> April 2025 at 10.30am at Altrincham Town Hall, 25 Market Street, Altrincham. WA14 1QT

At a said Assize the Freedom of Altrincham will be bestowed upon you by the Provost of Altrincham whereby certification will be given.

After the Assize refreshments will be served in the Council Chamber at the Town Hall

Yours in faith and community

Alderman Denise Laver

51 Appleton Road, Hale, Altrincham, Cheshire WA15 9LP

[Altrinchamcourteet@gmail.com](mailto:Altrinchamcourteet@gmail.com) T: 07966449497



## APPENDIX E



Dear Neighbours of Ashley Hall,

We are thrilled to let you know that **The Brit Fest** will be returning to the incredible Ashley Hall from **Thursday 2 July to Sunday 5 July 2026**, bringing with it a fabulous line up and an array of first class entertainment.

We are so grateful for the love and support the local community have shown us over the past two years and we are delighted with how you have embraced **The Brit Fest**. Visitors always comment on how special Ashley and Hale are – from the beautiful surroundings to the welcoming community – and it is a privilege for us to share this with so many people each year. The festival also brings a real boost to local shops, restaurants and businesses, with thousands of visitors enjoying what our area has to offer.

You're Receiving This Because You're Within the Neighbour Catchment Area that qualifies for **neighbour tickets at a heavily subsidised rate**. This exclusive ticket for the 2026 festival will be priced at **£20 per person for a weekend ticket with children under 16 £5**.

To apply, please scan the **QR code** at the bottom of this letter and complete the short form. This request for neighbour tickets will remain open until **30 September 2025**. After this date, the option will no longer be available and tickets will need to be purchased via our main ticket site at the standard rate. Once our full line up is announced on 16 October, you will receive your link and a unique code to purchase your neighbour tickets.

We are expecting our biggest and best festival yet and we cannot wait to celebrate with you next summer.

Warm regards

A handwritten signature in black ink, appearing to read 'Anthony Prophet', is written over a light blue horizontal line.

Anthony Prophet  
**The Brit Fest**



[tinyurl.com/vs2chujs](https://tinyurl.com/vs2chujs)



## APPENDIX F



Mrs Theresa Keane

Dear Mrs Keane,

Re: The Brit Fest 2026 – Ashley Showground

I am writing further to your objection to The Brit Fest 2026 taking place at Ashley Showground.

We fully appreciate the importance of ensuring the event is managed responsibly and with consideration for our neighbours. **To that end, we have included a detailed schedule with the conditions we are imposing on the event, which we hope will go a long way to addressing the concerns you raised.**

Our team is committed to working closely with the local community to minimise any disruption and to ensure that The Brit Fest continues to be a positive and inclusive celebration for all. We trust that the measures we have outlined will alleviate your concerns and provide reassurance.

We therefore hope you may now feel satisfied with the arrangements in place and be prepared to withdraw your objection. Should you wish to do so, we kindly ask that you contact Cheshire East directly to confirm. [licensing@cheshireeast.gov.uk](mailto:licensing@cheshireeast.gov.uk)

Thank you for your time and consideration, and for helping us make The Brit Fest a safe and successful event for everyone involved.

Yours sincerely,

Anthony Prophet  
Director  
07534537163  
[anthony@thebritfest.co.uk](mailto:anthony@thebritfest.co.uk)



Location Map showing Representor Premises in relation to Event Arena







## APPENDIX G

## Independent Noise Level Report – 2025



## Noise Level Report

<b>Event:</b>	<b>Brit Fest 2025</b>			<b>Created by:</b>
<b>Event date:</b>	<b>03/07/2025</b>	<b>to</b>	<b>06/07/2025</b>	<i>J Whitby H&amp;S Consultant, Cathddu Ltd.</i>

dB Testing locations			
Ref No.	Location WTW	Description	
1	///hills.normal.placed	Production tower	
2	///rise.taken.deck	Back of main arena	
3	///porch.exact.frog	Back of main stage	
4	///formal.fool.loose	Camping field	
5	///power.incomes.linen	Main site entrance	
6	///trip.mental.curl	South Road, Hale	

Date	Time	Ref No.	Level dB
03/07/2025	16:04	2	42.6
03/07/2025	16:07	1	52.4
03/07/2025	16:09	3	43.1
03/07/2025	16:12	4	36.3
03/07/2025	16:13	5	34.3
03/07/2025	16:18	6	30
03/07/2025	18:19	1	61.8
03/07/2025	18:22	3	40
03/07/2025	18:25	4	38.4
03/07/2025	18:25	5	38.2
03/07/2025	18:35	2	52.4
03/07/2025	18:47	6	38.2
03/07/2025	21:28	1	67.4
03/07/2025	21:35	3	58
03/07/2025	21:47	4	49.2
03/07/2025	21:58	5	47
03/07/2025	22:04	2	56.7
03/07/2025	22:15	6	30
04/07/2025	16:00	6	43.6
04/07/2025	16:20	2	57.5
04/07/2025	16:23	3	70.2
04/07/2025	16:29	1	98.9
04/07/2025	17:34	1	100.7
04/07/2025	17:41	3	57.5
04/07/2025	17:43	2	56.7
04/07/2025	18:03	6	44.4
05/07/2025	14:38	2	51.3
05/07/2025	14:50	1	94
05/07/2025	16:08	3	62.2
05/07/2025	16:29	6	30

05/07/2025	16:33	5	39.5
05/07/2025	21:55	6	30
05/07/2025	22:07	3	61.8
05/07/2025	22:08	1	65.8
05/07/2025	22:12	4	50.1
06/07/2025	15:54	6	30
06/07/2025	15:59	5	49.5
06/07/2025	16:04	2	61.8
06/07/2025	16:07	1	65.8
06/07/2025	16:08	3	95.9
06/07/2025	19:51	6	30
06/07/2025	19:55	5	48.3
06/07/2025	19:57	3	65.1
06/07/2025	19:59	2	61.8
06/07/2025	20:08	1	69.5
06/07/2025	20:13	4	62.7
06/07/2025	22:06	2	68.5
06/07/2025	22:20	6	30