

APPENDIX P

FIRED UP

W O O D F I R E D P I Z Z A

January 29th 2019

Re : S&C / Cambridge Club 2019

I write with reference to the above event, as an attendee and a stallholder for the last 3 years.

Throughout our last 7 years of trading at over 100+ events I have to say this is one of my favourites for many reasons. I am a local, I grew up in Haslingfield, I studied my GCSEs at Comberton Village College, and attended Long Road Sixth Form – this was all back in the 90s. We spent all of our younger years trying to run away from the boring countryside as there was completely nothing to do. Times have changed, thank goodness, this festival has very much put Cambridge back on the 'trendy spot' attracting an age range from over 2 days of newborn – 100, Cambridge Students and locals too, somehow managing to cover something for everyone in just 2 days – remarkable!

I have attended as a trader and attendee, this event is so organised the whole things runs so smoothly, the staff and volunteers go above and beyond, in my opinion they really care – my children 10 & 11 cannot wait for this years Sunday event, and I hope that we will be able to trade, dance and have fun for many years to come.

Yours sincerely

From: Ben Casement-Stoll
Sent: 04 February 2019 16:41
To: Licensing
Subject: Strawberries & Creem Premises Licence Application

Hello,

I am writing in support of the Strawberries & Creem festival's Premises Licence Application to hold an outdoor music event at Haggis Farm on 15-16 June 2019 as they have done in the past.

For the past 3 years, we have sold tickets for Strawberries & Creem and The Cambridge Club through the Cambridge Live Tickets box office. They are a valued promotional partner. The service we provide for outside events is a critical part of the Cambridge Live business model and it contributes significant support to our core events programme.

These events are valuable additions to Cambridge's summertime cultural offer, which complement the outdoor music events (Cambridge Folk Festival, The Big Weekend, Jazz & Brass in the Parks, and Midsummer Fair) organised by Cambridge Live.

Together, they work to create a rich and varied cultural offering which enhances quality of life for Cambridge residents. It is my view that if these events were not to go ahead, it would be a significant blow to the attractiveness of Cambridge's summertime cultural offering.

Many thanks for your consideration on this matter.

Kind regards,

Marketing & Communications Manager

Cambridge Live
3 Parson's Court, Wheeler Street, Cambridge CB2 3QE



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