

**Representation 3**  
**Hardwick Parish Council**

Dear Hardwick Parish Council,

Thank you for taking the time to respond to our premises licence application, which has been referred to us by South Cambridgeshire Licensing Authority. We note your comments and have provided some further information below.

Prior to submitting the application, we have been working with the Licensing Authority and other Responsible Authorities sharing plans that will form the basis of the Event Management Plan referred to in the application. You will note from the application that detailed plans are required to be considered by a multi-agency forum (currently called the Safety Advisory Group) prior to the events taking place. If the Premises Licence is granted, this requirement will be a condition of the Licence and must be satisfied each year.

I note in your response that you have 3 main concerns, those relating to Noise, Traffic and the capacity of 25,000 patrons in close proximity to Hardwick and I would like to take this opportunity to explain our plans to allay your concerns.

Prevention of Disturbance from Music Noise

We have appointed a highly experienced Noise Management Consultant who we will continue to work closely with through both the planning and delivery of our events to produce, implement and monitor a robust sound management plan which will be agreed with the Licencing Authority and South Cambridgeshire District Council's Environment and Waste Commercial Team in advance of the events.

As part of our planning, a lot of work is done on agreeing maximum sound levels and ensuring the site is designed in a way to minimise the escape of sound so that disturbance to our neighbours is limited as much as reasonably possible. However, as Event Organisers, although we implement a number of measures, we are aware that it is impossible to completely reduce all sound traveling and believe in the importance of open communication so that residents can always get in touch with the event team if they have any concerns.

I wanted to highlight the below condition which is part of our premises licence:

- *A dedicated resident complaint and information phone line and email service will be established and operational throughout each event. Residents and local business will be able to use the service to report their concerns regarding noise, antisocial behaviour, litter etc.*

It is incredibly important to us that local residents are able to contact us if there are any concerns during the event weekends. In addition to a resident phone line and email service, our Noise Management Consultant will have a team on the ground who are able to respond to any noise related complaints and as part of their service, offer a home visit to discuss these and record sound levels to ensure the agreed limits are not exceeded.

## Traffic

In order to ensure that as little disruption as reasonably possible is caused by traffic, we have appointed an experienced transport management team who we will continue to work closely with throughout the planning and who will manage the overall transport operations for the events.

We have also included in our plans provisions so that customers will be able to arrive directly at the event site and access will only be permitted via a pre-booked coach or a shuttle bus service that is provided by the event from a local car park and Train station. By doing this it allows us to control the flow of customers and eliminates traffic build up around the event site.

Based on our capacity of 14,999 for the event in 2021 and the detailed transport plans around this, the highest number of shuttle buses we will have onsite at one time is 14, which is a small number of additional vehicles around the event site. It is also worth pointing out that this number (14) is at the end of the event when the roads will be quieter – throughout the day, our current plans have a rotation of between 6-7 shuttle buses at the site at any one time, to get our customers safely to and from the event site.

As part of our extensive planning around transport for the event, we have also set up a sub-transport group, who meet regularly to discuss proposed plans. This group consists of our Transport Manager, our Traffic Management company, our shuttle bus provider and South Cambs local highways. This group was set up to ensure that our plans are scrutinised so that minimal disruption is caused to the local highways.

## Capacity

In regards to your concern of a gathering of 25,000 people, this will not be the case for 2021. If the events go ahead this year the maximum capacity for the event, including all patrons, guests, staff, contractors, volunteers and artists would be 14,999 which is included as a condition within the proposed Premises Licence as per the below:

### Premises Capacity

*The maximum capacity permitted under this Premises Licence is 24,999 including all patrons, guests, staff, contractors, volunteers and artists. However, this maximum number is subject to the following conditions:*

- *In the first year of the events, the maximum capacity for the premises will be 14,999 including all including all patron, guests, staff, contractors, volunteers and artists.*
- *In the second year of the events, the maximum capacity for the premises may be increased to 19,999 including all patrons, guests, staff, contractors, volunteers and artists, if agreed in writing by the Licensing Authority.*
- *In the third year of the events and thereafter, the maximum capacity for the premises may be increased to 24,999 including all patrons, guests, staff, contractors, volunteers and artists, if agreed in writing by the Licensing Authority*

The below is also a condition within our premises licence to ensure an adequate review of the events takes place before plans for the following year are made:

- *A Multi Agency debrief shall be held within 3 months of the last event day each year.*

By including the above condition, it allows us as the Event Organisers and both the Licencing Authority and Responsible Authorities to share feedback and review the event in detail with regard to traffic, noise and capacity before any plans are made for future years. It is one of our key aims to engage in this process to improve delivery of our events year on year.

We hope that our response has been helpful and has eased your concerns regarding the events, which will enable you to withdraw your representation. We are committed to working with you throughout and if there is anything you would like to discuss further please do not hesitate to get in touch.

We would be very happy to arrange a meeting on zoom or on the telephone to discuss in more detail. If you would like to arrange a meeting with us please let us know via email to [ccandsc@proudevents.co.uk](mailto:ccandsc@proudevents.co.uk)

Thank you for your input into our application which is appreciated, and we look forward to hearing back from you.

Regards,

Aisha Francis