

Appendix E

Licensing Objectives

A: General

This license shall authorise only the event named Paradise Gardens Hydro and Urban Lifestyle Show which shall allow access to public ticket holders on the premises for no more than 6 days

The license shall authorise a cumulative maximum attendance of the event of up to 8,000 to include all public weekend tickets, day tickets as well as staff and complimentary performer passes.

The breakdown of the event shall be:

2000 crew, staff and artists

4000 weekend camping tickets

2000 per day day tickets

Regulated Entertainment shall be restricted within the blue line on the sitemap attached to the license application

Supply of alcohol shall be restricted within the red line on the sitemap attached to the license application

Late night refreshment shall be restricted within the green line on the sitemap attached to the license application

Late night entertainment shall be restricted within the orange line on the sitemap attached to the license application

An initial Event Management Plan (EMP) shall be made available to the Licensing Authority at least 60 days prior to the commencement of the event period.

The EMP shall contain detailed proposals for the event in policies and plans to promote all the licensing objectives of public safety, prevention of crime and disorder, prevention of public nuisance and protection of children from harm.

B: The prevention of Crime and Disorder

The perimeter of the event shall be secured at all reasonable access points prior to public ticket holders being admitted to the main site.

The campsites, car parks and event arena shall be patrolled by security and stewards during the event and license period. There will be a 24 hour a day security presence made up of SIA badged security staff who will carry out regular patrols during the hours of darkness

Security staff will carry out random searches at the entrances to the event for drugs, offensive weapons and other contraband or prohibited items. Signage will be displayed to indicate that No glass containers or bottles shall be allowed inside the main site with the exemption of approved event traders. Bottle banks and amnesty containers shall be placed at the entrances to facilitate disposal.

All sales of alcohol and other drinks shall be provided in non-glass drinking vessels. All glass bottled drinks shall be decanted at point of sale

The designated Premises Supervisor (DPS) or nominated deputies shall be present on the licensed site when alcohol is being supplied under the premises license.

We will have stewards and signage along Cowles Drove to ensure that attendees do not litter the highway as they approach the event.

After the event we will extend our on-site litter collection duties along Cowles Drove to ensure that any litter which may have been dumped despite our best efforts is removed

We are aware that there is concern amongst residents about various forms of illegal behaviours resulting from a previous event along Cowles Drove, however we would like to point out this previous event was an illegal rave event and as such had none of the varied and comprehensive controls in place that we have detailed here and in other parts of the EMP.

We would also like to point out that attendees of an illegal event are by their very nature much more likely to engage in criminal activities than those who attend a legal and fully licensed event with SIA security staff and fencing in place.

C: Public Safety

Road Management has been something that has been raised on many occasions by local residents and the Parish Council. In particular:

Traffic through Hockwold Village

We will be placing signage in the local area directing traffic to avoid the village, we currently expect most attendees to approach from the opposite direction so this should not be too much of a problem.

Additionally we would point out that Hockwold Hall regularly holds large scale events within the village and these levels of additional traffic are something that the residents are accustomed to although we accept that it may be frustrating for them

Station Road being a 60mph road that event traffic will be turning off from and on to We will be posting event signage in this area to ensure that drivers are aware that traffic conditions may be different to normal. We will also have CSAS accredited Marshals in the area of Station Road (not on the highway) to assist with traffic flow – please see Appendix C for more details

Volume of traffic along Cowles Drove and congestion in the wider local area

We accept that this event will of course cause considerable additional traffic along Cowles Drove, however anything within our power is being done to minimise the effect of this on residents and businesses.

We will be asking our attendees to ensure they do not queue outside the entrances to houses and businesses along the Drove.

We have a team of stewards who alongside the CSAS marshals provided by Discreet Security will be working tirelessly to get vehicles on to our site and off the highway as quickly as is safe

We have decided to allow trade vendors to arrive on site early to try and reduce congestion at the busiest times as well as allowing campers to arrive on Thursday and Friday for the same reason.

We will be communicating with our attendees to advise them to avoid travelling during the busiest periods and also to advise them of the best routes to avoid congestion.

Again we would like to point out that there are regular large events held at Hockwold Hall which presumably attract large volumes of traffic to the local area and which presumably do not cause dangerous levels of congestion

Damage to Cowles Drove

Although this is not technically a licensing objective we are aware of the concerns of residents of Cowles Drove that our event traffic may cause damage to the unadopted road sections of the Drove. We have already promised residents that we will pay for repairs to the

drove after the event and would be happy for this to be made a condition of the license if it would provide some reassurance to those residents.

We would however like to point out that several businesses along the Drove do have articulated lorries driving up and down the Drove along with various heavy farm machinery without damage so unless weather conditions are especially poor we do not anticipate excessive damage to be caused.

Landowners ponds and lack of street lighting along Drove

As stated elsewhere the event will be fenced and patrolled by security. We plan to provide all the amenities that are needed on site to minimise the needs for attendees to travel off site, especially during hours of darkness

We will also advise attendees of the dykes, lack of pathways and other hazards in the areas surrounding the site.

Risk assessments shall be carried out by suitably competent and experienced persons to identify appropriate levels of medical, welfare and other public health resources to provide initial on-site treatment for a range of reasonably foreseeable conditions and incidents

No animals other than assistance dogs, helper dogs and dogs from security or Police are to be allowed onto the main site during the event period

A suitably qualified and competent person shall prepare and implement a Crowd Dynamics Plan which shall be included as part of the EMP and will demonstrate how public safety risks shall be properly assessed and mitigated

A suitably qualified competent person shall prepare and implement a Trader Information Management Plan which shall be included as part of the EMP.

Details of food and drink vendors shall be provided to the licensing authority at least 14 days prior to the event, to include:

Location of each vendor on the sitemap provided to the licensing authority

Details of each vendor to include: trading name, contact details, local authority to which the vendor is registered

Any vendor found to be contravening any of the conditions of the operating schedule, the EMP or other part of the premises license shall be prohibited from trading during the event of license period

A suitably qualified and experienced person shall prepare and implement a Campsite Management Plan which shall be included as part of the EMP

Toilet facilities shall be provided in sufficient numbers, above those required within the relevant guidelines. They shall be emptied and cleaned on a regular basis and shall be distributed across the entire event site

A ready supply of wholesome drinking water shall be made available free of charge at water points throughout the site during public occupation

A suitably competent person shall prepare and implement On and Off Site traffic Management Plans which shall be included as part of the EMP

Measures to limit the exposure of the public to excessive musical noise shall be included in the Noise Management Plan

Adequate lighting shall be provided to all access/exit routes to and from the licensed site, campsites and toilet blocks when the public are in attendance

D: The Prevention of Public Nuisance

We have been made aware of some concerns that attendees will park along the Drove, we believe this stems from the illegal event that took place some years ago.

We have set aside 2 entire fields for parking only. This space we have estimated to be sufficient for approximately 2000 cars. Additionally, a percentage of our camping attendees will be arriving in campervans which will be parked on the campsite area of our site and disabled attendees will be able to park their cars next to their camping pitch further reducing

pressure on our parking area.

Attendees will be advised in very strong terms that there is to be NO parking along the Drove in any circumstances – we have CSAS Marshals along the Drove who will help enforce this.

Additionally we do not think it likely that any of our attendees would wish to camp along Cowles Drove – we are providing approximately 10 acres of field for camping.

We would again like to point out the difference between an illegal event with no provision for these things and a properly planned and licensed event.

Our communications to attendees will advise that no camping is permitted outside of the camping site.

We will have a steward presence along the Drove during the event and any attendees attempting to camp along here will be moved on.

Amplified music will be played only between 2pm and 11pm each day and at levels set by the Noise Management Plan – please see Appendix D for further details.

The dB level imposed by the council's noise and nuisance team is lower than that set for other events of this type precisely because of its rural location.

Litter bins shall be provided throughout the campsites, the main event arena and around the campsites and shall be regularly emptied by the litter teams to prevent a build up of waste
Temporary lighting shall be located and directed as far as is practicable to minimise risk of nuisance caused by noise and light spillage to the occupiers of residential properties

E: The Protection of Children from Harm

The event is for over 18s only.

The only exception may be children of core crew who will be required to remain in the crew camping area at all times and under the direct supervision of their parent or guardian at all times. Therefore no under 18s will at any time be in the area of a licensable activity – please refer to the sitemap as referenced under section A of this document.

Checks shall be carried out at the gates and also at any bars should someone appear to be under 18.

“Challenge 25” sign which is a retailing strategy that encourages anyone who is over 18 but looks under 25 to carry acceptable ID (a card bearing the PASS hologram, a photographic driving license or a passport) if they wish to buy alcohol

The DPS or person on their behalf shall ensure that all staff engaged in the sale of alcohol have received suitable training or instruction in relation to the prevention of sales to person under 18 years of age.

No person under the age of 18 shall be permitted to serve alcohol

Soft drinks and free drinking water shall be available on site as an alternative to alcohol