

# ***Supplementary Committee Agenda***



**Epping Forest  
District Council**

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## ***Licensing Sub-Committee Tuesday, 2nd February, 2021***

**Place:** Virtual

**Time:** 10.00 am

**Democratic Services:** Laura Kirman, Democratic Services (01992 564243)  
Email: [democraticservices@eppingforestdc.gov.uk](mailto:democraticservices@eppingforestdc.gov.uk)

- 
- 6. APPLICATION FOR A NEW PREMISES LICENCE - WE ARE THE FAIR LTD,  
SHOWGROUND SITE, LEE VALLEY COUNTRY PARK, WALTHAM ABBEY, EN9  
1AB (Pages 3 - 22)**

To consider the attached additional information for a new premises licence.

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Revised operating schedule and conditions

Through discussions with Michael Richardson (Senior Environmental Enforcement Officer, Epping Forest District Council) and Sgt Edward Matthews (Events & Operational Planning, Local Policing Command Hertfordshire Constabulary) we have agreed to adjust the hours within the application. Therefore, the hours now sought by this application are as follows:

## **A - Plays**

Standard days and timings

Sat 11:00 – 22:00

Sun 11:00 – 22:00

Non-standard timings

In 2021 only, performances will cease at 21:30 on Sun

## **B - Films**

Standard days and timings

Sat 11:00 – 22:00

Sun 11:00 – 22:00

Non-standard timings

In 2021 only, exhibitions will cease at 21:30 on Sun

## **C – Indoor sporting events**

N/A

## **D – Boxing or wrestling entertainments**

N/A

## **E – Live music**

Standard days and timings

Sat 11:00 – 22:00

Sun 11:00 – 22:00

Non-standard timings

In 2021 only, entertainment will cease at 21:30 on Sun

## **F – Recorded music**

Standard days and timings

Sat 11:00 – 22:00

Sun 11:00 – 22:00

Non-standard timings

In 2021 only, entertainment will cease at 21:30 on Sun

## **G – Performances of dance**

Standard days and timings

Sat 11:00 – 22:00

Sun 11:00 – 22:00

Non-standard timings

In 2021 only, performances will cease at 21:30 on Sun

**H - Anything of a similar description to that falling within (E), (F) or (G)**

Standard days and timings

Sat 11:00 – 22:00

Sun 11:00 – 22:00

Non-standard timings

In 2021 only, entertainment will cease at 21:30 on Sun

**I – Late night refreshment**

N/A

**J – Supply of alcohol**

Standard days and timings

Sat 11:00 – 22:00

Sun 11:00 – 22:00

Non-standard timings

In 2021 only, sales will cease at 21:30 on Sun

**K – Adult entertainment**

N/A

**L – Hours the premises are open to the public**

Standard days and timings

Sat 11:00 – 23:00

Sun 11:00 – 23:00

We have also agreed and offered amended and additional conditions in order to attend to the concerns raised in the officers' representations. For clarity, the additions and amendments are highlighted in bold text.

**a) General – all four licensing objectives (b, c, d and e)**

**New Condition –**

**“This Licence will permit 1 event per year to take place between the second week of July and the second week of September. The exact dates of the event to be agreed with the SAG and Licensing Authority no later than 12 weeks prior to the planned event date”**

1. This Licence will permit 1 event per calendar year, taking place for a maximum of 2 days (Sat & Sun only).
2. In year one of the Licence only (2021), regulated entertainment will cease at 22:00 on both days.
3. In year one of the Licence only (2021), Sale of Alcohol will cease at 22:00 on both days.
4. Each and every event would be presented individually to the Safety Advisory Group (SAG).
5. The genre and style of musical performances for all events will be provided to the SAG and Police as part of the planning process for each event.

6. A Challenge 25 Policy will be in operation at all bars. Clear signage will be in place informing customers of this policy. The Designated Premises Supervisor (DPS) will ensure that all staff are briefed on the acceptable forms of ID.
7. Events will be categorised as either '18+ Only' or 'Family Friendly'
8. Events categorised 'Family Friendly' will feature a comprehensive Child Welfare Policy which will be detailed in the Event Safety Management Plan.
9. Maximum capacities for events will be agreed with Police and SAG during the planning process.
10. In year one of the Licence only (2021), the maximum capacity of the event will not exceed 15,000 persons on-site.
11. The final site plan layout will be agreed with the SAG a minimum of 28 days prior to the event.
12. The event organisers shall have a means of counting in the people entering the event site to ensure that they are able to provide on request, the number of people on site at any point in time to authorised officers.
13. Locked amnesty bins shall be provided for the disposal of alcohol and other waste.
14. An event and site-specific Event Safety Management Plan (ESMP) will be developed and shared with the Licensing Authority and SAG.
15. The ESMP will include details on subjects such as: Risk Assessments, Site Plan, Fire Risk Assessment, Security Management Plan, Drugs Policy, Alcohol Management Plan, Traffic Management Plan, Medical Management Plan, Adverse Weather Plan, Crisis Communication Plan, Noise Management Plan, Ingress/Egress Plan, Sanitation Plan, Child Welfare/Vulnerable Persons Policy. This document (and appendices) will be 'living' documents which will be reviewed and revised in the planning phases of the events.

#### b) The prevention of crime and disorder

16. A reputable and experienced SIA-accredited security and stewarding company will be appointed to ensure public safety and to prevent crime and disorder.
17. The ESMP Security Management Plan will outline the number, position and roles of the Security and Stewarding staff working at the event. **This will include not just the Premises itself, but also 'The Last Mile / Zone Ex' leading to and from transport hubs and taxi/private hire pick up/drop off locations.**
  - 17a. **The Security Management Plan will be shared and agreed with both Essex and Hertfordshire Police no later than 28 days prior to the event.**
18. All attendees to the event will be subject to search. Full details of the search will be agreed with Police and SAG and will be outlined in the ESMP.
19. Searches will be carried out by SIA Registered staff of the same sex.
20. The Drugs Policy will include New Psychoactive Substances (NPS) and No2/NOS/Nitrous Oxide as well as Controlled Substances. No2 will not be permitted on site and any found on entry will be confiscated.
21. Anyone found with an offensive weapon on entry will be refused admittance and the Police informed immediately.

22. Each bar on site shall have a dedicated bar manager or supervisor and team who shall be conversant with the requirements and responsibilities for the sale of alcohol.
23. All drinks shall be sold in either opened cans, PET containers or decanted into polycarbonate vessels. No glass will be permitted into the public festival arena. Glass bottles will be retained behind bars for disposal.

#### c) Public safety

24. The event site will fully accord with both HSE guidance and also Fire Safety measures – an event and site-specific Risk Assessment and Fire Risk Assessment will be undertaken and implemented.
25. The Premises Licence Holder (PLH) shall carry out a suitable and sufficient risk assessment as well as use the Health and Safety Executive (HSE) "purple guide" (HSG195) on outdoor events to determine the level of first aid provision for the event, such that there is no undue demand on National Health Service resources.
  - 25a. **A suitably qualified and experienced event medical company will be contracted to provide first aid staff and equipment (in line with the risk assessment) for the event. The event medical company will also produce a Medical Management Plan which will be shared with the SAG (including East of England Ambulance Service) no later than 28 days prior to the event.**
26. All EMERGENCY EXITS, TOILETS AND FIRST AID POSTS shall be clearly indicated by means of signage, such that it is visible to attendees.
27. The appropriate type and number of firefighting equipment shall be provided throughout the site. Locations and numbers will be specified in the ESMP.
28. A queuing system will be designed and implemented at the main entrance to minimise waiting time whilst maintaining crowd safety
29. A Traffic and Transport Management Plan will be submitted to relevant authorities (**including both Essex and Hertfordshire Police**). The traffic management plan will include: (a) details of the traffic management measures to be implemented (b) the location and specification of barriers (c) details of the staffing schedule and (d) details of any permits and temporary traffic orders.
  - 29a. **The Traffic and Transport Management Plan and the Ingress/Egress Plan will also consider the various modes of transport that attendees to the event will utilise to access the event site and will detail measures taken to minimise disruption at the nearest main transport hub (Waltham Cross station) by means of staffing/security, event timings, communication, signage, messaging, barriers and the like.**
  - 29b. **Both the Traffic and Transport Management and Ingress/Egress Plans will be agreed with the SAG (including both Essex and Hertfordshire Police) no later than 56 days prior to the event.**

#### d) The prevention of public nuisance

30. A qualified and suitably experienced Noise Management Consultancy will be appointed at least 12 weeks before the proposed event, to produce a Noise Management Plan (NMP) and provide representatives on site during the live

hours of the event. **The Noise Management Consultant shall liaise between all parties, including the DPS, Promoter, Sound System Supplier, Sound Engineer and Licensing Authority on all matters relating to noise control prior to, and during the event.**

31. The NMP will be developed by the Noise Management Consultant in consultation with **the Local Authority's Environmental Enforcement Team.**
32. The NMP will detail the agreed dB Music Noise Levels (MNL) at specified off-site receptor locations. **The agreed MNL will then form part of the licence for the event that year.**
  - 32a. **The NMP shall be finalised and agreed in writing with the Local Authority at least 28 days before the proposed event.**
33. Local residents will receive prior notification of the event including details of the event timings. The distribution radius for the notification letter will be agreed with the Local Authority. This is to include local businesses that may be affected by attendees to the event during ingress and egress
34. A noise "hot line" number **shall be included within the notification letter, and publicised on the event's internet/social media platforms. The number shall also be provided to the Local Authority, Lea Valley Parks Authority and the White-Water Rafting Centre 14 days before the event, should they received complaints. This telephone number will allow residents to contact an event representative should they need to make a complaint during the event.**
  - 34a. **The hotline shall be staffed at all times by the DPS or representative, and shall also be the point of contact for the noise patrols and be responsible for maintaining the level of music and other amplified sound at an appropriate level.**
35. The PLH shall have in place an arrangement (contract) with a reputable Waste Management Company to manage the event site and externally affected areas for the duration of the event and a post event clean up.

#### e) The protection of children from harm

'18+ Events':

36. The event will be a ticketed, 18+ music festival.
37. No person under the age of 18 will be permitted to enter the event site.
38. A Challenge 25 policy will be in force at all festival bars.
39. A Child Welfare and Vulnerable Person procedure will be in place and will be detailed in the ESMP. This will outline action to be taken in the event that under 18's attempt to gain entry to the event or are discovered within the event perimeter.

'Family Friendly Events':

40. Children are to be supervised by an adult at all times. Parents/Carers will be responsible for their children.
41. Any child under the age of 16 must be accompanied by an adult (over the age of 21).
42. Each adult will be allowed to be responsible for a maximum of 4 children.
43. Wristbands will be provided on entry to all children to allow parents/carers to write their phone number on the inside of the wristband.

44. A dedicated Lost Children point will be set up and manned by Disclosure and Barring Service (DBS) checked staff.
45. A Challenge 25 policy will be in force at all festival bars.
46. A Child Welfare and Vulnerable Person procedure will be in place and will be detailed in the ESMP.



Dear Resident / park user,

We are the Production Company who have applied for a Premises Licence for the Showground Site at Lee Valley Park. We're aware of the representation that you have lodged with EFDC Licensing team against the application and thought that it might be of benefit to you to provide some additional information about the Licence application and its current status.

During the Licensing consultation period we received 5 comments on the application from five members of the public, as well as from the Police and Environmental Health team. We have been, and continue to be, engaged in dialogue with the Officers from Police and Environmental Enforcement and anticipate agreeing conditions and further restrictions to the Licence (from those first submitted).

#### **Dialogue with Environmental Enforcement:**

To satisfy concerns raised in his representation, we have agreed with the Environmental Enforcement Officer to include the following additional condition to add clarity regarding the timings of when events will be permitted to take place under this Licence:

*"This Licence will permit 1 event per year to take place between the second week of July and the second week of September. The exact dates of the event to be agreed with the SAG and Licensing Authority no later than 12 weeks prior to the planned event date"*

We have further agreed to amend the following conditions (revised and updated wording to these conditions as follows):

*30. A qualified and suitably experienced Noise Management Consultancy will be appointed at least 12 weeks before the proposed event, to produce a Noise Management Plan (NMP) and provide representatives on site during the live hours of the event. The Noise Management Consultant shall liaise between all parties, including the DPS, Promoter, Sound System Supplier, Sound Engineer and Licensing Authority on all matters relating to noise control prior to, and during the event.*

*31. The NMP will be developed by the Noise Management Consultant in consultation with the Local Authority's Environmental Enforcement Team.*

*32. The NMP will detail the agreed dB Music Noise Levels (MNL) at specified off-site receptor locations. The agreed MNL will then form part of the licence for the event that year.*

*32a. The NMP shall be finalised and agreed in writing with the Local Authority at least 28 days before the proposed event*

*33. Local residents will receive prior notification of the event including details of the event timings. The distribution radius for the notification letter will be agreed with the Local Authority. This is to include local businesses that may be affected by attendees to the event during ingress and egress*

*34. A noise "hot line" number shall be included within the notification letter, and publicised on the event's internet/social media platforms. The number shall also be provided to the Local Authority, Lea Valley Parks Authority and the White-Water Rafting Centre 14 days before the event, should they receive complaints. This telephone*

*number will allow residents to contact an event representative should they need to make a complaint during the event.*

*34a. The hotline shall be staffed at all times by the DPS or representative, and shall also be the point of contact for the noise patrols and be responsible for maintaining the level of music and other amplified sound at an appropriate level.*

We have also agreed to limit regulated entertainment and sale of alcohol to 22:00 and everyone must be off the Premises by 23:00

#### **Dialogue with the Police:**

We have also suggested the following amends to Sgt Edward Matthews from Hertfordshire Police and intend to have these included as conditions on the Licence:

*17. The Event Safety Management Plan (ESMP) Security Management Plan will outline the number, position and roles of the Security and Stewarding staff working at the event. This will include not just the Premises itself, but also 'The Last Mile / Zone Ex' leading to and from transport hubs and taxi/private hire pick up/drop off locations*

*17a The Security Management Plan will be shared and agreed with both Essex and Hertfordshire Police no later than 28 days prior to the event.*

*25. The Premises Licence Holder (PLH) shall carry out a suitable and sufficient risk assessment as well as use the Health and Safety Executive (HSE) "purple guide" (HSG195) on outdoor events to determine the level of first aid provision for the event, such that there is no undue demand on National Health Service resources.*

*25a A suitably qualified and experienced event medical company will be contracted to provide first aid staff and equipment (in line with the risk assessment) for the event. The event medical company will also produce a Medical Management Plan which will be shared with the SAG (including East of England Ambulance Service) no later than 28 days prior to the event.*

*29. A Traffic and Transport Management Plan (TMP) will be submitted to relevant authorities (including both Essex and Hertfordshire Police). The TMP will include: (a) details of the traffic management measures to be implemented (b) the location and specification of barriers (c) details of the staffing schedule and (d) details of any permits and temporary traffic orders*

*29a The TMP and the Ingress/Egress Plan will also consider the various modes of transport that attendees to the event will utilise to access the event site and will detail measures taken to minimise disruption at the nearest main transport hub (Waltham Cross station) by means of staffing/security, event timings, communication, signage, messaging, barriers and the like.*

*29b Both the TMP and Ingress/Egress Plans will be agreed with the SAG (including both Essex and Hertfordshire Police) no later than 56 days prior to the event*

### ***Concerns from Local Residents***

The main themes of concerns raised in the representations from yourselves as local residents and members of the public would appear to be:

Noise  
Traffic/Parking  
Rubbish/Waste  
Wildlife/Environmental concerns (including restricted access to the park)  
Toilets  
Covid 19 / Coronavirus

The amended Licence application now contains 53 legally enforceable conditions, all of which promote the 4 Licensing objectives of the prevention of Crime & Disorder, Public Safety, the prevention of Public Nuisance and the protection of Children from Harm.

#### **Noise**

Prior to submitting this application, we commissioned a suitably qualified acoustic consultant (Three Spires Acoustics Ltd, MIOA, AMIOL, MCIEH, CEnvH) to produce a draft Noise Management Plan (NMP) which demonstrates that the site is considered to be a suitable location for the planned events that will take place under this Licence.

As mentioned above, The NMP has been revised and developed in consultation with Michael Richardson (Senior Environmental Enforcement Officer, Epping Forest District Council) and it is understood that he is now satisfied that the arrangements that will be in place are sufficient to promote the Licensing Objectives and prevent Public Nuisance. The Operating Schedule now includes 7 robust conditions that link to the NMP and mean that the noise levels agreed within the NMP become enforceable.

As organisers we are very experienced at producing and delivering events of this nature in similar locations with residential properties in relatively close proximity to the Premises. We work with trusted suppliers to install sound equipment at our events and insist that they use leading industry brands that specialise in providing PA systems for outdoor events and concerts which have been designed to focus sound on the audience and minimise sound 'bleed' from the event site.

#### **Traffic & Parking**

A further topic of concern is the impact that event related traffic may have on the area. Whilst it is true that the event will no doubt increase the amount of traffic in the area for a short period of time, this is not anticipated to be large volumes, as the majority of our audience are expected to arrive by public transport (primarily train).

We have commissioned an experienced event and festival Traffic and Transport Management Consultancy (The Last Mile) to produce a detailed plan which outlines both the modes of transport that are expected to be utilised as well as detailing the measures that will be in place to minimise disruption to local residents and businesses and promote Public Safety. There will be no parking on site for customers (some of the representations assume that there may be the need to account for some thousands of parking spaces) and we will promote the use of public transport in advance communication to our audience. We will also clearly point out that there will be no availability for parking either on site or nearby.

The Traffic Plan (TMP) forecasts the modes of transport that the audience are expected to use and this confirms that the majority will use the train network. As such, it is unlikely that there will be a significant uplift in parking on nearby residential streets. For customers who will arrive and depart by taxi or private hire vehicle, we will identify a suitable location for a dedicated Pick Up / Drop Off (PUDO) operation. This will be staffed for the duration of the event and will be appropriately signed in advance with Chapter 8 / AA signage.

We are aware that the junction of the A121 and Meridian Way (leading to McDonalds and the retail park) is a busy junction that will require additional measures being put in place to assist in promoting Public Safety and the Prevention of Public Nuisance.

### **Rubbish/Waste**

Concerns have been expressed about excessive amounts of waste that these events may generate, over and above the waste that is already considered problematic, caused both by visitors to the Lee Valley as well as shoppers from the nearby retail park. As with all events that we produce and manage, we have a responsibility to ensure that we do not generate excess waste or leave litter and rubbish either on the event site itself or in the surrounding areas (usually the main routes to transport hubs and around local food/retail businesses). We work with many of the leading festival waste management companies to ensure that we comply with these requirements.

We anticipate that there will likely be two contractors providing both staff, services and equipment at these events. One company will be responsible for the event site (including the wider park) and the other responsible for the routes to and from the site (as well as other nearby locations such as the retail park, train stations and any affected residential streets). This approach has worked well at other locations as it ensures that all areas are given equal consideration in terms of litter picking and waste management, with no delay in staff having to redeploy from inside the park to locations outside and vice versa.

A sufficient number of bins (both general waste and recycling) will be provided within the event site and in the wider park as well as at locations such as the train station.

At the conclusion of the breakdown of the event site we will undertake a hand over with Lee Valley Regional Park Authority (LVRPA) and this will not be concluded until they are satisfied with condition of the site.

### **Wildlife / Conservation area**

Lee Valley Regional Park Authority have confirmed that the Premises have been designated as an 'event site', hence the name 'Showground'. The site itself is not a Site of Special Scientific Interest (SSSI), Special Protection Area (SPA) or Special Area of Conservation (SAC). Nor is it deemed to be a Local Nature Reserve or Local Wildlife Site. However, that is not to say that we will not have to consider our potential impact on the local flora and fauna. We will be working closely with LVRPA, Natural England and their Conservation Managers to ensure that our events cause minimal impact, indeed our site hire contract with LVRPA obliges us to produce a satisfactory Wildlife and Environment Plan.

The fact that we have a dedicated waste management team on site who are continually litter picking the event site and wider park at all times during the event (including ingress and egress) means that litter and rubbish is not left lying around for long periods of time and thus becoming a potential issue for local wildlife.

Concerns have also been raised about events restricting access to the park for local residents and thus impacting on their enjoyment of the park. Whilst this is a consideration, the balanced view would suggest that the relatively short duration on site (2 event days on site with approx. 10 days total for build and break) then access to this area of the Park is only restricted in the region of 12 days out of the entire year.

### **Toilets**

When establishing the requirements of sanitary facilities on site, we use our experience of previous events as well as consulting the Purple Guide and HSG 195. For an audience of 15,000 with a 50/50 M/F split, the quantities of public facing WC facilities on site (the event site only) will be:

Unisex WC – 176  
Urinal – 80  
Unisex Easy Access – 4

In addition to these amounts that are positioned within the event site we will also agree with Local Authorities and LVRPA suitable locations for toilets off site, to help prevent potential incidents of public urination on the way to and from the event site. These will be included in the audience communication plan to let customer know the distance to the next toilet facilities as they are walking to and from the event. There will also be toilets positioned near the main entrance, for customers to use prior to queuing to gain entry to the events, as well as at Waltham Cross train station and the designated taxi and private hire Pick Up and Drop Off (PUDO) location.

### **COVID-19**

It is important to note that if Social Distancing is still a requirement at the time of the event, it is highly unlikely the event will take place. Whilst we are confident it will be possible to implement measures in a fairly short duration of one to two months, we understand there is a need to keep stakeholders and authorities informed of plans and have agreed to review the COVID-19 Management Plan with the SAG and Public Health England (PHE) in March, when the status of the virus is clearer and further scientific information and guidance is available.

We hope that this information is of use to you and if you consider it appropriate/convenient, we would be more than happy to meet with you (via Zoom/Skype) to further explain our plans and answer any questions that you may have. If you would like to speak with us directly, please email: [community@wearethefair.com](mailto:community@wearethefair.com)

Regards,

Rob Dudley  
Director

We Are The Fair

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**From:** Matthew Phipps <matthew.phipps@TLTsolicitors.com>  
**Sent:** 20 January 2021 11:58  
**To:** Matthew Phipps  
**Subject:** Email to LA confirming EHO position with last email from EHO below [TLT-TLT.FID7030683]

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**From:** Rob Dudley <[Rob@wearethefair.com](mailto:Rob@wearethefair.com)>  
**Date:** Monday, 18 January 2021 at 15:30  
**To:** Hannah Gould <[hgould@eppingforestdc.gov.uk](mailto:hgould@eppingforestdc.gov.uk)>  
**Cc:** Michael Richardson <[MRichardson@eppingforestdc.gov.uk](mailto:MRichardson@eppingforestdc.gov.uk)>  
**Subject:** Re: We Are The Fair Ltd - Showground Site, Lee Valley Country Park, Waltham Abbey, EN9 1AB - new premises licence application - responsible authorities & Cllrs

Hi Hannah,

I hope you're well. Following on from our various emails, I thought it would be prudent to finalise our position regarding Michael's representation. Thanks to constructive dialogue between Michael and our Noise Consultant, I am happy to confirm that we can accept the inclusion of the following new/amended conditions. Together with the revised hours now sought (as confirmed on Friday) and the updated Noise Management Plan, I believe we have now attended to all of Michael's concerns.

Regards,  
Rob

***New Condition –***

***“This Licence will permit 1 event per year to take place between the second week of July and the second week of September. The exact dates of the event to be agreed with the SAG and Licensing Authority no later than 12 weeks prior to the planned event date”***

**d) The prevention of public nuisance**

30. A qualified and suitably experienced Noise Management Consultancy will be appointed *at least 12 weeks before the proposed event*, to produce a Noise Management Plan (NMP) and provide representatives on site during the live hours of the event. ***The Noise Management Consultant shall liaise between all parties, including the DPS, Promoter, Sound System Supplier, Sound Engineer and Licensing Authority on all matters relating to noise control prior to, and during the event.***
31. The NMP will be developed by the Noise Management Consultant in consultation with ***the Local Authority's Environmental Enforcement Team.***
32. The NMP will detail the agreed dB Music Noise Levels (MNL) at specified off-site receptor locations. ***The agreed MNL will then form part of the licence for the event that year.***  
***32a. The NMP shall be finalised and agreed in writing with the Local Authority at least 28 days before the proposed event.***
33. Local residents will receive prior notification of the event including details of the event timings. The distribution radius for the notification letter will be agreed with the Local Authority. This is to include local businesses that may be affected by attendees to the event during ingress and egress

34. A noise “hot line” number *shall be included within the notification letter, and publicised on the event’s internet/social media platforms. The number shall also be provided to the Local Authority, Lea Valley Parks Authority and the White-Water Rafting Centre 14 days before the event, should they received complaints. This telephone number will* allow residents to contact an event representative should they need to make a complaint during the event.

*34a. The hotline shall be staffed at all times by the DPS or representative, and shall also be the point of contact for the noise patrols and be responsible for maintaining the level of music and other amplified sound at an appropriate level.*

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**From:** Michael Richardson <[MRichardson@eppingforestdc.gov.uk](mailto:MRichardson@eppingforestdc.gov.uk)>

**Date:** Tuesday, 12 January 2021 at 11:53

**To:** "[chris@threespiresacoustics.co.uk](mailto:chris@threespiresacoustics.co.uk)" <[chris@threespiresacoustics.co.uk](mailto:chris@threespiresacoustics.co.uk)>

**Cc:** Rob Dudley <[Rob@wearethefair.com](mailto:Rob@wearethefair.com)>, Hannah Gould <[hgould@eppingforestdc.gov.uk](mailto:hgould@eppingforestdc.gov.uk)>

**Subject:** RE: We Are The Fair Ltd - Showground Site, Lee Valley Country Park, Waltham Abbey, EN9 1AB - new premises licence application - responsible authorities & Cllrs

Dear Chris

Thanks for the update, and the amended NMP – sorry for the delay in getting back to you regarding the proposed amendments to the NMP and addition of conditions to the operating schedule – as you can appreciate, it has been a very busy first week back!

Thanks for agreeing all the conditions. If Rob can amend the operating schedule accordingly, all my representations have been adequately addressed, and they can be withdrawn.

However, I thought it would be a good point to clarify the “inaudible” criteria – the line which you have removed **“The Premises Supervisor (or representative) can ensure that music from the premises does not cause a public nuisance by ensuring that the music is inaudible at the boundary of any properties where the occupiers are likely to be sensitive to noise”** forms advice within the condition (ie, if you can’t hear it, it’s not going to cause a public nuisance). I appreciate with this event, residents will be able to hear the noise from the event, but the decision then will need to be made if the volume of the music is causing a public nuisance (even if it does comply with the noise limit).

I am happy, however, for the inaudibility advice to be removed, from the condition.

#### **S.4 – Absolute noise limits**

This is a commentary on the monitoring of the noise limits and the NMP, and ensuring that you/the applicant and the committee are aware of where the responsibility primarily lies for compliance with the license, and what the remit of the Council will be for monitoring the event. I am, however, grateful for your clarity regarding this.

Regards

Mike

Michael Richardson  
Senior Environmental Enforcement Officer  
Community Resilience Team



Communities & Partnerships Directorate  
Epping Forest District Council  
High Street  
Epping  
Essex  
CM16 4BZ

(01992) 564422

[mrichardson@eppingforestdc.gov.uk](mailto:mrichardson@eppingforestdc.gov.uk)



Are you doing the right thing with your waste? Find out or you could end up with a criminal record.  
[www.recycleforessex.com/crimenottocare](http://www.recycleforessex.com/crimenottocare)



Handing your waste to somebody else? Click here to view our [Crime Not to Care](#) films.

Check, consider, record to protect yourself and reduce fly-tipping by rogue traders.

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## Laura Kirman

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**From:** Matthew Phipps <matthew.phipps@TLTsolicitors.com>  
**Sent:** 20 January 2021 16:58  
**To:** Matthew Phipps  
**Subject:** Responses to Herts Police rep [TLT-TLT.FID7030683]

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**From:** Rob Dudley <[Rob@wearethefair.com](mailto:Rob@wearethefair.com)>  
**Date:** Tuesday, 19 January 2021 at 11:56  
**To:** "MATTHEWS, Edward 518" <[edward.matthews@herts.pnn.police.uk](mailto:edward.matthews@herts.pnn.police.uk)>  
**Cc:** Yasmin Galletti di Cadilhac <[Yas@wearethefair.com](mailto:Yas@wearethefair.com)>, "HARRISON, Gerald 1998" <[Gerald.HARRISON@Herts.pnn.police.uk](mailto:Gerald.HARRISON@Herts.pnn.police.uk)>, "WESTOBY, Frankie 1810" <[Frankie.Westoby@herts.pnn.police.uk](mailto:Frankie.Westoby@herts.pnn.police.uk)>  
**Subject:** Re: Herts Police rep

Morning Eddie,

Hope you are well. Following on from our previous emails I thought I'd bring you up to date with our conversations with Michael Richardson from EFDC Environmental Enforcement. We have agreed additional conditions and operating hours as well as revising our Noise Management Plan and as such have satisfied the concerns that were raised in his representation.

I attach the revised Operating Schedule and amended conditions that I will be forwarding to the Licensing Officer today.

With this in mind, together with the detail provided in our previous emails and the updated Traffic Management Plan, I would be grateful if you could let me know if you still have any outstanding concerns?

I appreciate this is a busy time for you and look forward to hearing from you in due course.

Cheers  
Rob

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**From:** Rob Dudley <[Rob@wearethefair.com](mailto:Rob@wearethefair.com)>  
**Date:** Wednesday, 6 January 2021 at 14:03  
**To:** "MATTHEWS, Edward 518" <[edward.matthews@herts.pnn.police.uk](mailto:edward.matthews@herts.pnn.police.uk)>  
**Cc:** Yasmin Galletti di Cadilhac <[Yas@wearethefair.com](mailto:Yas@wearethefair.com)>, "HARRISON, Gerald 1998" <[Gerald.HARRISON@Herts.pnn.police.uk](mailto:Gerald.HARRISON@Herts.pnn.police.uk)>, "WESTOBY, Frankie 1810" <[Frankie.Westoby@herts.pnn.police.uk](mailto:Frankie.Westoby@herts.pnn.police.uk)>  
**Subject:** Re: Herts Police rep

Hi Eddie,

Hope you are well. As discussed previously, it would be great to have another call at some point convenient to you to talk through the concerns raised in your written representation and outline the measures we propose to alleviate these.

As a starting point, to address the concern regarding audience transport following Sunday's event, we will now be closing at 21:30 on Sunday, with the main stage finishing at 21:00. This staggered closure and additional 30 minutes will provide sufficient capacity on the train network to accommodate all of the expected guests. Additionally, a number of tickets for the Sunday event have also been sold at a discounted rate on the proviso that customers arrive at site prior to 14:30. Previous experience tells us that this measure encourages a percentage of customers to leave the event early, rather than staying until curfew, thus helping to reduce pressure during the peak egress phase.

The draft Traffic Management Plan (TMP) is being revised to reflect the amended Sunday hours and I'll get this over to you shortly.

In terms of the points you raised relating to the Medical and Welfare Plan (MOP), we have already engaged an experienced and CQC registered event medical company to provide staffing and equipment for the event and I attach their draft MOP for your attention. As with the TMP, this document is also being adjusted to reflect the fact that we will be redeploying one of the Emergency Ambulances (with crew) just before the conclusion of the event to be based in the vicinity of Waltham Cross station to enable us to respond quickly to any medical or first aid issues that may occur in 'Zone Ex' during egress. A point I think you raised with my colleagues previously.

With regards to security and security providers, we are currently tendering these contracts. However, we are used to working with all of the leading companies (both large scale and smaller) such as Showsec, G4S, AP, Specialized, Alliance, Blueline, FGH, KH and Kingfisher and will select them based on their suitability for the event, location and audience. We often utilise more than one company and designate specific roles and areas of responsibility. For instance we will have one company dedicated purely to the exterior of the event (with SIA and Stewards at static positions at transport hubs and key locations along the ingress/egress routes with additional roaming response teams), another company will then be solely responsible for the main entrance of the event (searching, queue lanes, ejections etc) and a further company responsible for the rest of the site (fire exits, wayfinding, stage access, crowd management etc).

Your representation also touches on Noise, ASB and Public Urination.

In relation to Public Nuisance which may be caused by noise from the event, we have brought on board a suitably experienced and qualified acoustic consultant who has developed a Noise Management Plan (NMP) and is currently engaged in dialogue with Michael Richardson (Senior Environmental Enforcement Officer, Epping Forest District Council) regarding additional conditions to satisfy concerns relating to noise.

Both ASB, Public Urination and Nuisance possibly caused by noise from customers on the perimeter of the site will be addressed satisfactorily in the Security Management, Ingress/Egress and Sanitation Plans. These will indicate the role, position and number of Security and Stewarding staff located at various points on the routes to and from the site as well as the positioning, number and servicing of external portable toilets.

To discourage this type of behaviour, we operate a communication campaign with our audience which reminds them to be considerate to local residents in a light hearted yet impactful way. This messaging lets our customers know that their behaviour has the potential to jeopardise the longevity of these events. The messaging is both digital (via website and social media in advance of the event) as well as through posters and staffed 'lollipop' type notices on the ingress/egress route. The messaging covers several topics such as informing customers of the location and distance of the nearest portaloos, reminding them not to interact with 'balloon' sellers and to be mindful they are in a residential neighbourhood and to keep noise to a respectful level.

We've drafted the following amends/additions to the Licensing conditions (which we believe are suitable, achievable, and enforceable):

17. The ESMP Security Management Plan will outline the number, position and roles of the Security and Stewarding staff working at the event. *This will include not just the Premises itself, but also 'The Last Mile / Zone Ex' leading to and from transport hubs and taxi/private hire pick up/drop off locations.*

*17a. The Security Management Plan will be shared and agreed with both Essex and Hertfordshire Police no later than 28 days prior to the event.*

25. The Premises Licence Holder (PLH) shall carry out a suitable and sufficient risk assessment as well as use the Health and Safety Executive (HSE) "purple guide" (HSG195) on outdoor events to determine the level of first aid provision for the event, such that there is no undue demand on National Health Service resources.

*25a. A suitably qualified and experienced event medical company will be contracted to provide first aid staff and equipment (in line with the risk assessment) for the event. The event medical company will also produce a Medical Management Plan which will be shared with the SAG (including East of England Ambulance Service) no later than 28 days prior to the event.*

29. A Traffic and Transport Management Plan will be submitted to relevant authorities (*including both Essex and Hertfordshire Police*). The traffic management plan will include: (a) details of the traffic management measures to be implemented (b) the location and specification of barriers (c) details of the staffing schedule and (d) details of any permits and temporary traffic orders.

*29a. The Traffic and Transport Management Plan and the Ingress/Egress Plan will also consider the various modes of transport that attendees to the event will utilise to access the event site and will detail measures taken to minimise disruption at the nearest main transport hub (Waltham Cross station) by means of staffing/security, event timings, communication, signage, messaging, barriers and the like.*

*29b. Both the Traffic and Transport Management and Ingress/Egress Plans will be agreed with the SAG (including both Essex and Hertfordshire Police) no later than 56 days prior to the event.*

Hopefully the above demonstrates our desire to not just work with you collaboratively to deliver a safe and enjoyable event, but also fairly reflect and address the concerns you have articulated. It would be great to talk through in more detail once you've had chance to review these points. Do you have any availability for a call towards the end of this week at all?

As you may know, we've been given a Licensing Sub Committee time and date of 10:00 02/02/2021 and a deadline of 20/01/2021 to provide supplementary documentation to the Committee, so we're keen to push on with resolution of any outstanding concerns ASAP.

Look forward to hearing from you.

Thanks  
Rob

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