

# **We Are The Fair – Application for a premises licence**

## **Bundle for hearing on the 2<sup>nd</sup> February 2021**

- Application for the premises licence
- DPS consent
- Plan of the premises
- Blue Notice
- Newspaper advert
- Objection from Hertfordshire Police
- Response from Essex Police
- Responses from Trading Standards, Planning & Child protection / Safeguarding
- Resident objections
- Agreed conditions with Community Resilience Team
- Letter from the organiser to the resident objectors
- Map of the area

# Application for the premises licence

## Application for a premises licence to be granted under the Licensing Act 2003

### PLEASE READ THE FOLLOWING INSTRUCTIONS FIRST

Before completing this form please read the guidance notes at the end of the form. If you are completing this form by hand please write legibly in block capitals. In all cases ensure that your answers are inside the boxes and written in black ink. Use additional sheets if necessary.

You may wish to keep a copy of the completed form for your records.

I/We We Are The Fair Ltd

*(Insert name(s) of applicant)*

**apply for a premises licence under section 17 of the Licensing Act 2003 for the premises described in Part 1 below (the premises) and I/we are making this application to you as the relevant licensing authority in accordance with section 12 of the Licensing Act 2003**

#### Part 1 – Premises details

Postal address of premises or, if none, ordnance survey map reference or description Showground Site Lee Valley Country Park			
<b>Post town</b>	Waltham Abbey	<b>Postcode</b>	EN9 1AB
Telephone number at premises (if any)		N/A	
Non-domestic rateable value of premises		£0.00	

#### Part 2 - Applicant details

Please state whether you are applying for a premises licence as      Please tick as appropriate

- a) an individual or individuals \*       please complete section (A)
- b) a person other than an individual \*
- i) as a limited company/limited liability partnership       please complete section (B)
- ii) as a partnership (other than limited liability)       please complete section (B)
- iii) as an unincorporated association or       please complete section (B)
- iv) other (for example a statutory corporation)       please complete section (B)
- c) a recognised club       please complete section (B)

- d) a charity  please complete section (B)
- e) the proprietor of an educational establishment  please complete section (B)
- f) a health service body  please complete section (B)
- g) a person who is registered under Part 2 of the Care Standards Act 2000 (c14) in respect of an independent hospital in Wales  please complete section (B)
- ga) a person who is registered under Chapter 2 of Part 1 of the Health and Social Care Act 2008 (within the meaning of that Part) in an independent hospital in England  please complete section (B)
- h) the chief officer of police of a police force in England and Wales  please complete section (B)

\* If you are applying as a person described in (a) or (b) please confirm (by ticking yes to one box below):

- I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or
- I am making the application pursuant to a  
 statutory function or   
 a function discharged by virtue of Her Majesty's prerogative

**(A) INDIVIDUAL APPLICANTS** (fill in as applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
<b>Surname</b>			<b>First names</b>		
<b>Date of birth</b> over		I am 18 years old or		<input type="checkbox"/>	Please tick yes
<b>Nationality</b>					
Current residential address if different from premises address					
Post town				Postcode	
<b>Daytime contact telephone number</b>					
<b>E-mail address (optional)</b>					

**SECOND INDIVIDUAL APPLICANT** (if applicable)

Mr <input type="checkbox"/>	Mrs <input type="checkbox"/>	Miss <input type="checkbox"/>	Ms <input type="checkbox"/>	Other Title (for example, Rev)	
<b>Surname</b>			<b>First names</b>		
<b>Date of birth</b> over		I am 18 years old or		<input type="checkbox"/>	Please tick yes
<b>Nationality</b>					
Current postal address if different from premises address					
Post town				Postcode	
<b>Daytime contact telephone number</b>					
<b>E-mail address (optional)</b>					

**(B) OTHER APPLICANTS**

**Please provide name and registered address of applicant in full. Where appropriate please give any registered number. In the case of a partnership or other joint venture (other than a body corporate), please give the name and address of each party concerned.**

<b>Name</b> We Are The Fair Ltd
<b>Address</b> c/o Smith Cooper 158 Edmund Street Birmingham B3 2HB
<b>Registered number (where applicable)</b> 09327525
<b>Description of applicant (for example, partnership, company, unincorporated association etc.)</b> Limited Company
<b>Telephone number (if any)</b> [REDACTED]
<b>E-mail address (optional)</b> rob@wearethefair.com

**Part 3 Operating Schedule**

When do you want the premises licence to start?

DD MM YYYY  
0 1 0 8 2 0 2 1

If you wish the licence to be valid only for a limited period, when do you want it to end?

DD MM YYYY  
[ ][ ][ ][ ][ ][ ][ ][ ][ ]

Please give a general description of the premises (please read guidance note 1)

Lee Valley Showground is an area of land within the wider Lee Valley Country Park. The Showground is located to the North of the A121, between the River Lea and the River Lee Navigation.

This application relates to an area of the Park as shown on the accompanying site plan.

If 5,000 or more people are expected to attend the premises at any one time, please state the number expected to attend.

19999

What licensable activities do you intend to carry on from the premises?

(please see sections 1 and 14 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2)

Please tick all that apply

- |   |                                     |
|---|-------------------------------------|
| a) plays (if ticking yes, fill in box A)  | <input checked="" type="checkbox"/> |
| b) films (if ticking yes, fill in box B)  | <input checked="" type="checkbox"/> |
| c) indoor sporting events (if ticking yes, fill in box C)   | <input type="checkbox"/>            |
| d) boxing or wrestling entertainment (if ticking yes, fill in box D)  | <input type="checkbox"/>            |
| e) live music (if ticking yes, fill in box E)   | <input checked="" type="checkbox"/> |
| f) recorded music (if ticking yes, fill in box F)   | <input checked="" type="checkbox"/> |
| g) performances of dance (if ticking yes, fill in box G)  | <input checked="" type="checkbox"/> |
| h) anything of a similar description to that falling within (e), (f) or (g) (if ticking yes, fill in box H) | <input checked="" type="checkbox"/> |

**Provision of late night refreshment** (if ticking yes, fill in box I)

**Supply of alcohol** (if ticking yes, fill in box J)

**In all cases complete boxes K, L and M**

**A**

Plays Standard days and timings (please read guidance note 7)			<b>Will the performance of a play take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
				Both	<input checked="" type="checkbox"/>
Mon			<b>Please give further details here</b> (please read guidance note 4) Performances may take place in open air or within marquee type structures.		
Tue				Performances may be stand-alone entertainment, or form part of a wider programme of entertainment.	
Wed			<b>State any seasonal variations for performing plays</b> (please read guidance note 5)		
Thur					
Fri			<b>Non standard timings. Where you intend to use the premises for the performance of plays at different times to those listed in the column on the left, please list</b> (please read guidance note 6) Sundays preceding Bank Holiday Mondays will cease entertainment at 23:00  In <b>2021 only</b> , performances will cease at 22:00 on both Sat and Sun		
Sat	11:00	23:00			
Sun	11:00	22:00			

**B**

Films Standard days and timings (please read guidance note 7)			Will the exhibition of films take place indoors or outdoors or both – please tick (please read guidance note 3)	Indoors	<input type="checkbox"/>
Day	Start	Finish		Outdoors	<input type="checkbox"/>
Mon			<b>Please give further details here</b> (please read guidance note 4) Exhibitions may take place in open air or within marquee type structures.	Both	<input checked="" type="checkbox"/>
Tue					
Wed			<b>State any seasonal variations for the exhibition of films</b> (please read guidance note 5)		
Thur					
Fri			<b>Non standard timings. Where you intend to use the premises for the exhibition of films at different times to those listed in the column on the left, please list</b> (please read guidance note 6) Sundays preceding Bank Holiday Mondays will cease entertainment at 23:00  In <b>2021 only</b> , exhibitions will cease at 22:00 on both Sat and Sun		
Sat	11:00	23:00			
Sun	11:00	22:00			

**E**

<b>Live music</b> Standard days and timings (please read guidance note 7)			<b>Will the performance of live music take place indoors or outdoors or both – please tick</b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input checked="" type="checkbox"/>
Day	Start	Finish			
Mon			<b>Please give further details here</b> (please read guidance note 4) Performances may take place in open air or within marquee type structures.		
Tue			Performances may be stand-alone entertainment, or form part of a wider programme of entertainment.		
Wed			<b>State any seasonal variations for the performance of live music</b> (please read guidance note 5)		
Thur					
Fri			<b>Non standard timings. Where you intend to use the premises for the performance of live music at different times to those listed in the column on the left, please list</b> (please read guidance note 6)		
Sat	11:00	23:00	Sundays preceding Bank Holiday Mondays will cease entertainment at 23:00		
Sun	11:00	22:00	In <b>2021 only</b> , entertainment will cease at 22:00 on both Sat and Sun		



**F**

<b>Recorded music</b> Standard days and timings (please read guidance note 7)			<b><u>Will the playing of recorded music take place indoors or outdoors or both – please tick</u></b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
				Outdoors	<input type="checkbox"/>
				Both	<input checked="" type="checkbox"/>
Day	Start	Finish			
Mon			<b><u>Please give further details here</u></b> (please read guidance note 4) Performances may take place in open air or within marquee type structures.		
Tue					
Wed			<b><u>State any seasonal variations for the playing of recorded music</u></b> (please read guidance note 5)		
Thur					
Fri			<b><u>Non standard timings. Where you intend to use the premises for the playing of recorded music at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6) Sundays preceding Bank Holiday Mondays will cease entertainment at 23:00		
Sat	11:00	23:00			
Sun	11:00	22:00			
			In <b>2021 only</b> , entertainment will cease at 22:00 on both Sat and Sun		

## G

Performances of dance Standard days and timings (please read guidance note 7)			<b><u>Will the performance of dance take place indoors or outdoors or both – please tick</u></b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
Day				Start	Finish
Day	Start	Finish		Outdoors	<input type="checkbox"/>
Mon			<b><u>Please give further details here</u></b> (please read guidance note 4) Other entertainments may be accompanied by Dance or encourage members of the public to participate in Dance. Performances may take place in open air or within marquee type structures.	Both	<input checked="" type="checkbox"/>
Tue				Performances may be stand-alone entertainment, or form part of a wider programme of entertainment.	
Wed			<b><u>State any seasonal variations for the performance of dance</u></b> (please read guidance note 5)		
Thur					
Fri			<b><u>Non standard timings. Where you intend to use the premises for the performance of dance at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6) Sundays preceding Bank Holiday Mondays will cease entertainment at 23:00  In <b>2021 only</b> , performances will cease at 22:00 on both Sat and Sun		
Sat	11:00	23:00			
Sun	11:00	22:00			

## H

<b>Anything of a similar description to that falling within (e), (f) or (g)</b> Standard days and timings (please read guidance note 7)			Please give a description of the type of entertainment you will be providing MC, Host, Compere and the like.		
Day	Start	Finish	<b><u>Will this entertainment take place indoors or outdoors or both – please tick</u></b> (please read guidance note 3)	Indoors	<input type="checkbox"/>
Mon				Outdoors	<input type="checkbox"/>
				Both	<input checked="" type="checkbox"/>
Tue			<b><u>Please give further details here</u></b> (please read guidance note 4) Performances may take place in open air or within marquee type structures.		
Wed			Performances may be stand-alone entertainment, or form part of a wider programme of entertainment.		
Thur			<b><u>State any seasonal variations for entertainment of a similar description to that falling within (e), (f) or (g)</u></b> (please read guidance note 5)		
Fri					
Sat	11:00	23:00	<b><u>Non standard timings. Where you intend to use the premises for the entertainment of a similar description to that falling within (e), (f) or (g) at different times to those listed in the column on the left, please list</u></b> (please read guidance note 6) Sundays preceding Bank Holiday Mondays will cease entertainment at 23:00		
Sun	11:00	22:00	In <b>2021 only</b> , entertainment will cease at 22:00 on both Sat and Sun		

**J**

Supply of alcohol Standard days and timings (please read guidance note 7)			Will the supply of alcohol be for <u>consumption – please tick</u> (please read guidance note 8)	On the premises	<input checked="" type="checkbox"/>
Day	Start	Finish		Off the premises	<input type="checkbox"/>
Mon			<b>State any seasonal variations for the supply of alcohol</b> (please read guidance note 5)	Both	<input type="checkbox"/>
Tue					
Wed					
Thur			<b>Non standard timings. Where you intend to use the premises for the supply of alcohol at different times to those listed in the column on the left, please list</b> (please read guidance note 6) Sundays preceding Bank Holiday Mondays will cease sale of alcohol at 23:00  In <b>2021 only</b> , sales will cease at 22:00 on both Sat and Sun		
Fri					
Sat	11:00	23:00			
Sun	11:00	22:00			

State the name and details of the individual whom you wish to specify on the licence as designated premises supervisor (Please see declaration about the entitlement to work in the checklist at the end of the form):

Name	Robert James Dudley
Date of birth	[REDACTED]
Address	[REDACTED] [REDACTED] t
Postcode	[REDACTED]
Personal licence number (if known)	733/6
Issuing licensing authority (if known)	Birmingham City Council

K

<p><b>Please highlight any adult entertainment or services, activities, other entertainment or matters ancillary to the use of the premises that may give rise to concern in respect of children</b> (please read guidance note 9). NONE – N/A</p>
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<b>Hours premises are open to the public</b> Standard days and timings (please read guidance note 7)			<b>State any seasonal variations</b> (please read guidance note 5)
Day	Start	Finish	
Mon			<p><b><u>Non standard timings. Where you intend the premises to be open to the public at different times from those listed in the column on the left, please list</u></b> (please read guidance note 6)</p> <p>Sundays preceding Bank Holiday Mondays will be open to the Public until 23:59:59</p> <p>In <b>2021 only</b>, the premises will be open to the public until 23:00 on both days</p>
Tue			
Wed			
Thur			
Fri			
Sat	11:00	23:59:59	
Sun	11:00	23:00	

**M** Describe the steps you intend to take to promote the four licensing objectives:

**a) General – all four licensing objectives (b, c, d and e) (please read guidance note 10)**

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.
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.
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. 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

**d) The prevention of public nuisance**

30. A qualified and suitably experienced Noise Management Consultancy will be appointed to produce a Noise Management Plan (NMP) and provide representatives on site during the live hours of the event.
31. The NMP will be developed by the Noise Management Consultant in consultation with Environmental Health Officers.
32. The NMP will detail the agreed dB Music Noise Levels at specified off-site receptor locations
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 will also be included to allow residents to contact an event representative should they need to make a complaint during the event.
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.

**Checklist:**

**Please tick to indicate agreement**

- I have made or enclosed payment of the fee.
- I have enclosed the plan of the premises.
- I have sent copies of this application and the plan to responsible authorities and others where applicable.
- I have enclosed the consent form completed by the individual I wish to be designated premises supervisor, if applicable.
- I understand that I must now advertise my application.
- I understand that if I do not comply with the above requirements my application will be rejected.
- [Applicable to all individual applicants, including those in a partnership which is not a limited liability partnership, but not companies or limited liability partnerships] I have included documents demonstrating my entitlement to work in the United Kingdom (please read note 15).

**IT IS AN OFFENCE, UNDER SECTION 158 OF THE LICENSING ACT 2003, TO MAKE A FALSE STATEMENT IN OR IN CONNECTION WITH THIS APPLICATION. THOSE WHO MAKE A FALSE STATEMENT MAY BE LIABLE ON SUMMARY CONVICTION TO A FINE OF ANY AMOUNT.**


**IT IS AN OFFENCE UNDER SECTION 24B OF THE IMMIGRATION ACT 1971 FOR A PERSON TO WORK WHEN THEY KNOW, OR HAVE REASONABLE CAUSE TO BELIEVE, THAT THEY ARE DISQUALIFIED FROM DOING SO BY REASON OF THEIR IMMIGRATION STATUS. THOSE WHO EMPLOY AN ADULT WITHOUT LEAVE OR WHO IS SUBJECT TO CONDITIONS AS TO EMPLOYMENT WILL BE**

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**LIABLE TO A CIVIL PENALTY UNDER SECTION 15 OF THE IMMIGRATION, ASYLUM AND NATIONALITY ACT 2006 AND PURSUANT TO SECTION 21 OF THE SAME ACT, WILL BE COMMITTING AN OFFENCE WHERE THEY DO SO IN THE KNOWLEDGE, OR WITH REASONABLE CAUSE TO BELIEVE, THAT THE EMPLOYEE IS DISQUALIFIED.**

**Part 4 – Signatures** (please read guidance note 11)


**Signature of applicant or applicant’s solicitor or other duly authorised agent** (see guidance note 12). **If signing on behalf of the applicant, please state in what capacity.**

<b>Declaration</b>	<ul style="list-style-type: none"> <li>[Applicable to individual applicants only, including those in a partnership which is not a limited liability partnership] I understand I am not entitled to be issued with a licence if I do not have the entitlement to live and work in the UK (or if I am subject to a condition preventing me from doing work relating to the carrying on of a licensable activity) and that my licence will become invalid if I cease to be entitled to live and work in the UK (please read guidance note 15).</li> <li>The DPS named in this application form is entitled to work in the UK (and is not subject to conditions preventing him or her from doing work relating to a licensable activity) and I have seen a copy of his or her proof of entitlement to work, if appropriate (please see note 15)</li> </ul>
Signature	
Date	25/11/2020
Capacity	Director – We Are The Fair

**For joint applications, signature of 2<sup>nd</sup> applicant or 2<sup>nd</sup> applicant’s solicitor or other authorised agent** (please read guidance note 13). **If signing on behalf of the applicant, please state in what capacity.**

Signature	
Date	
Capacity	

<p>Contact name (where not previously given) and postal address for correspondence associated with this application (please read guidance note 14)</p> <p>Rob Dudley                  We Are The Fair Ltd                  Unit 301 – Brickfields                  37 Cremer Street</p>
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Post town	London	Postcode	E2 8HD
Telephone number (if any)			
If you would prefer us to correspond with you by e-mail, your e-mail address (optional) rob@wearthefair.com			

## DPS Consent

### Consent of individual to being specified as premises supervisor

I Robert James Dudley  
*[full name of prospective premises supervisor]*

of 

.....  
*[home address of prospective premises supervisor]*

hereby confirm that I give my consent to be specified as the designated premises supervisor in relation to the application for

Premises Licence - new application

.....  
*[type of application]*

by We Are The Fair Ltd

.....  
*[name of applicant]*

relating to a premises licence .....  
*[number of existing licence, if any]*

for

Showground Site  
Lee Valley Country Park  
Waltham Abbey  
EN9 1AB

.....  
*[name and address of premises to which the application relates]*

and any premises licence to be granted or varied in respect of this application made by

We Are The Fair Ltd

-----  
*[name of applicant]*

concerning the supply of alcohol at

Showground Site  
Lee Valley Country Park  
Waltham Abbey  
EN9 1AB

-----  
*[name and address of premises to which application relates]*

I also confirm that I am entitled to work in the United Kingdom and am applying for, intend to apply for or currently hold a personal licence, details of which I set out below.

Personal licence number

733/6

-----  
*[insert personal licence number, if any]*

Personal licence issuing authority

Birmingham City Council

-----  
*[insert name and address and telephone number of personal licence issuing authority, if any]*

Signed



Name (please print)

Robert James Dudley

Date

24/11/2020























## Plans of the premise





WE ARE THE FAIR  
 Client: Columbo Star  
 Event: EASTERN ELECTRICS &  
 MAIDEN VOYAGE  
 Venue: Lea Valley Showground  
 Grid Size: 25m

Version	Date	Author	Check
V1.0	21/10/2020	Millie.D	Yas.G
V1.1	24/11/2020	Millie.D	Yas.G

-  Heras Fence
-  Ped Fence
-  Blue Route
-  Steel-Shield
-  Met Barrier
-  MOJO
-  Marquee
-  Trader
-  Bars
-  Fire Exit
-  Toilets
-  Tower Lights
-  Generator
-  Cabins
-  Dressing Room
-  Trackway
-  Stretch Tent
-  Flags
-  Picnic Bench
-  Pylon
-  Toilet Trailer 4+2
-  FFE Point

**THE FAIR**

Copy of blue notices





Newspaper advert




al Notices

Public Notices



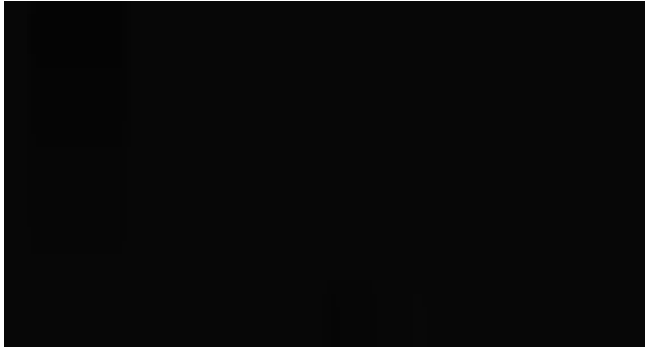

**Self-Serve online**  
Any item any price free online

ny price free online




wait around,  
online today

place**live**.co.uk



@Eastherts  
EastHertsDC  
easthertscouncil  
www.eastherts.gov.uk



01279 655261

**Notice of Application for a Premises Licence under the Licensing Act 2003**

Notice is given this day 27.11.2020 that We Are The Fair Ltd has applied to the Licensing office at Epping Forest District Council for a Premises Licence in respect of Showground Site, Lee Valley Country Park, Waltham Abbey, EN9 1AB

The proposed licence looks to allow the following activities:  
•Plays •Films •Live music •Recorded music •Performance of dance •Supply of alcohol

The licence will permit 1 event per calendar year, taking place for a maximum of 2 days (Sat & Sun only).  
Hours of the above licensable activities:  
Saturday from 11:00 to 23:00 hours  
Sunday from 11:00 to 22:00 hours  
Sunday preceding bank holiday Mondays from 11:00 to 23:00 hours  
Opening hours:  
Saturday from 11:00 to 24:00 hours Sunday from 11:00 to 23:00 hours Sunday preceding bank holiday Mondays from 11:00 to 24:00 hours

In year one of the Licence the maximum capacity of the event will not exceed 15,000 persons on-site.  
The register of licensed premises is maintained at the Licensing Office of Epping Forest District Council, Civic Offices, High Street, Epping, Essex, CM16 4BZ.  
Applications for premises licences may be inspected at this office during office hours. Anyone wishing to oppose this application must give written notice to the Licensing Office within 28 days of this notice.  
It is an offence knowingly or recklessly to make a false statement in connection with an application which could lead to a fine on summary conviction (maximum £5000)

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# Objection from Hertfordshire Police

## Appendix A.

## **RESTRICTED**



HERTFORDSHIRE

CONSTABULARY

The governing principles of the Licensing Act are the four Licensing Objectives. All organisations and individuals involved in the running of Licensed Premises, must do so with a view to promoting these Objectives:

- The Prevention of Crime and Disorder
- Public Safety
- The Prevention of Public Nuisance
- The Protection of Children from Harm

This representation is made by Hertfordshire Constabulary in relation to the time limited Premise Licence Application to cover a two- day event on 28<sup>th</sup> & 29<sup>th</sup> August 2021 for a site described as the Showground Site, Lee Valley Country Park, Waltham Abbey EN9 1AB. The applicant, one event per calendar year, to take place for a maximum of two days (Sat & Sun only) from 1100 hours to 2300 hours for the Sat and 1100-2200hrs for the Sun. for music, alcohol and other entertainment including, dance, plays and films.

This is an initial application for this event by the applicants and is for a capacity of 19999, but the applicants have indicated that this will be capped at 15000 for the first event.

The location is a green open space of part of the larger Lee Valley Park. This particular area is located on the outskirts of Waltham Abbey, Essex but on the boarder of Hertfordshire. The main access to the site will be via the A121 which, is a busy road that runs between Waltham Abbey and Waltham Cross. Also on the same side of the road but in Hertfordshire is the Lee Valley White Water Centre (Hertfordshire).

It is accepted by the applicant/promoter that the main access route to the site will be from the main transport hubs in Waltham Cross with attendees using the train network alighting at Waltham Cross and walk to the site. Then post event use the same to return to their home addresses. It has also been suggested that due to limited parking public car parks in Waltham Cross would be promoted for use and again using the main pedestrian route, the applicant/promoter expects a high number of attendees to use this route to attend the event. There are a number of residential properties within the immediate area of this route. Waltham Cross area is seen as the main transport hub for the event.

It is believed that if it this application was granted the licensing objectives around public safety, prevention of public nuisance and prevention of crime and disorder would be undermined for the reasons detailed below.

The applicant/promoter did produce some modelling of methods of travel for those attending and returning post event. Following this meeting further modelling was to take place, as it was felt that the model did not provide a true reflection of numbers and capacities of modes of travel, which causes concern with attendees potentially being stranded in the Waltham Cross area with no immediate method of returning home post event.

Page 1 of 2

Any event held in the area has an impact on those living in the area or on the route of travel, this was seen with the Lee Valley White Water Centre being an Olympic venue in 2012. It is anticipated that there will be an increase in traffic coming to the location, it is likely the event would create a level of noise not just at unsociable hours but throughout the day, if not by the event itself but from all those using the network between Waltham Cross and the site.

Though documentation has been circulated and it is accepted that this will be updated as time progresses. We believe that at this time the applicant has not produced sufficient information or detail of how they would minimise the risk crime & disorder involving patrons of the event. Minimise the risk of public nuisance by anti- social behaviour, noise of patrons, litter, or preventing patrons urinating in public areas.as patrons at the main transport hub, and the route to and from the event, and finally public safety in that at the moment we are not convinced the current modelling allows for all those attending especially by train would be able to secure a return journey post event thereby stranded in the Waltham Cross area. We believe the applicant/promoter has a duty of care and responsibility to their patrons. This is on occasions called 'the last mile'.

In summary

It is our view that we cannot support this application at the current time. To be considered, we require suitable, achievable, and enforceable conditions to be set; thereby negating our concerns as outlined above.

These amendments would need to cover traffic/transport plan, security plan, medical/welfare plan and incorporate what is called 'the last mile'.

Without this significant input from the Police, there are concerns that the organisers of the event will not manage the issues raised; thereby potentially resulting in a potential risk to public safety.




Alongside this, Hertfordshire Constabulary's submission is that this application for a premises license is rejected, unless suitable conditions can be agreed or included

Report completed by Police Sergeant Edward Matthews, Events & Operational Planning for the Local Policing Command Hertfordshire Constabulary.

Page 2 of 2


# Response from Essex Police

RE: EPP Application Received - Premises Licence

 Licensing Epping and Brentwood <licensing.epping.and.brentwood@essex.police.uk>  
To  Lisa Lipscombe;  Hannah Gould

 Reply  Reply All  Forward 

Mon 14/12/2020 14:04

 You forwarded this message on 23/12/2020 12:27.




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Good afternoon ,

As agreed in the SAG meeting today .

I have reviewed he conditions offered by the applicant and at this point Essex Police do not wish to make any representations.



**Ronan McManus (80692)**  
County Licensing Officer  
 101 (Ext: 406363)   
 Braintree Police Station, Blyth's Meadow, Braintree. CM7 3DJ

## Responses from Trading Standards, Planning & Child protection / Safeguarding

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



Caroline Dickenson - Business Support Administrator <Caroline.Dickenson@essex.gov.uk>  
To: Licensing

Reply Reply All Forward

Fri 27/11/2020 13:36

The actual sender of this message is different than the normal sender. Click here to learn more.

Detailed plan EE MV 2021 V1.1 LICENCE (002).pdf 1 MB	epping-forest-1024335-DPS RD Schedule_15_-_6_3_17_Consent_of_individual_to_being_specified_as_premises_supervisor.pdf CAN 018155 E4100.pdf 62 KB
epping-forest-1024335-Licensed Boundary .pdf 2 MB	epping-forest-1024335-v1.4 EE LV Application_Form__Premises_Licence.pdf 430 KB

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Dear Sir/Madam,

Acknowledging receipt copy of application premises licence for the above premises

Kind Regards

Caroline

Caroline Dickenson  
Business Support Administrator – Trading Standards, BC3  
Business Support

**Transformation, Delivery and Support**  
Essex County Council | Address: County Hall Chelmsford  
 03330 131511 [caroline.dickenson@essex.gov.uk](mailto:caroline.dickenson@essex.gov.uk) | [www.essex.gov.uk](http://www.essex.gov.uk)

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



Graham Courtney  
To: Hannah Gould  
Cc: Contact Planning

Reply Reply All Forward

Fri 27/11/2020 07:48

Dear Hannah,

Planning have no objection to this licence application.

Kind regards,

Graham

We Are The Fair Ltd



Licence Applications CYP <LicenceApplications@essex.gov.uk>(Licence Applications CYP via eppingforestdc.gov.uk)

To Rob@wearthefair.com

Cc 'licensing.applications@essex.pnn.police.uk'; Licensing

The actual sender of this message is different than the normal sender. Click here to learn more.



Licensed business premises CSE I Didn't Know leaflet.pdf 2 MB

Reply Reply All Forward

Thu 03/12/2020 15:09

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RE: Licensing Act 2003 - We Are The Fair Ltd

The licensing application received on 26<sup>th</sup> November 2020 has been assessed and we can confirm we have no objections in relation to the child protection / safeguarding element of this licence application.

As a license holder it is important for you to be aware and cited on risks to children from sexual exploitation (CSE). The I Didn't Know leaflet for license holders and licensed business owners is attached to provide you with further information and recommendations to ensure children are appropriately safeguarded. For further information about CSE please visit <http://www.escb.co.uk/engb/workingwithchildren/licensingguidelines.aspx>

Local Authority Designated Officer (LADO)  
FAO: Licensing  
Quality Assurance & Safeguarding Service  
Family Operations  
70 Duke Street  
Chelmsford  
Essex CM1 1JP



Regards

Sent on behalf of Rebecca Scott, LADO

Nicky Merrell  
Business Support

Corporate and Customer Services  
Essex County Council | Address: County Hall Chelmsford



## Resident objections

1.

Gregory Mews  
Waltham Abbey  
Essex

Epping Forest District Council  
Civic Offices  
High Street  
EPPING Essex  
CM16 4BZ

14<sup>th</sup> December 2020

Dear Sir

We are writing to strongly oppose the application for a Premises Licence by "We are the Fair Ltd" with regard to the Showground site on Lee Valley Country Park, EN9 1AB

We are home owners living in a residential space within a designated conservation area less than a quarter of a mile from the showground; if this application were to proceed, this would raise issues about which we are most concerned. That is, traffic, noise and rubbish pollution, in addition to sanitary concerns that an organised event of 15,000 people attracts and we believe such a Licence would be contrary to the law's outline of peaceful enjoyment of our property.

A concern is that the traffic on and around the Highbridge Retail Park at the top of Beaulieu Drive on a day-to-day basis totally exceeds capacity. At busy times, such as Christmas and every single weekend, with outlets such as TKMaxx, Poundland, Home Bargains and a drive-through McDonalds, the flow of the traffic is adversely affected in both the car park and surrounding roads. In the normal course of events, this traffic spills over into Beaulieu Drive.

The land either side of Beaulieu Drive is owned by the residents and as the situation is now, we are plagued by rubbish left by customers of the food outlets in the retail park, thereby encouraging vermin, customers using the road to park up on grass verges and damaging them, thereby incurring extra costs for the people who live here. Having an event for 15,000 people would undoubtedly cause significantly more rubbish than that left now, with no recourse to the company for being responsible for its clear up or disposal.

When we think about the parking situation, Lee Valley Park hosts marathon/run events throughout the year involving over 400 people; when this happens, the lower field is jammed with vehicles. 15,000 people would never be able to park in LVP and it is hard to see what additional capacity could be found to facilitate further parking, so it is assumed a significant amount of vehicles would be forced onto local roads to park.

Our experience shows that when strangers to an area come for a short period of time, they are not aware of the locale and time and again, there is plenty of inappropriate and downright dangerous parking, blocking the flow of traffic and indeed the entrances to the six closes of Beaulieu Drive. If there were to be a 999 emergency and such vehicles were unable to get down Beaulieu Drive because of dangerous parking, the consequences could quite literally be life or death.

Whilst it's stated in the application that in the first year that there would only be one planned event for 15,000 people, there is no indication that these are static numbers - that is, whether the number of events will increase over time or whether the numbers would be restricted to and would be capped at 15,000.

The Lee Valley White Water Centre bar area (The Terrace) is some distance from the Showground and further from our property and is permitted to host a music event in the Summer, every Friday evening for somewhere in the region of 100 people. The music for just a few hours is very audible from our development. We are particularly concerned at the disruption and noise a significant event such as outlined in the Planning Application would attract, even with the most stringent constraints placed on "We are the Fair Ltd".

The application states that the event would take place over "a Bank Holiday weekend". So possibly a Spring or Summer Bank holiday. The noise from a music event, along with 15,000 people less than a quarter of a mile away would make it impossible for people in an established residential area to sit in their gardens and enjoy the weekend without being massively impacted.

In order to live in such a relatively quiet and peaceful area, we paid a significant premium for our house, we are in the highest council tax band and pay a large maintenance charge to cover the private land, which currently is being damaged and littered by a comparatively small number of people.

If this application were to succeed, our right to peaceful enjoyment of our home would be lost and worse, the land that the whole development owns may well be damaged through no fault of our own yet it will fall to the residents to repair any such damage.

No mention is made of how adequate toilet and hand washing facilities, especially during these Covid times, would be provided for so many people. Again, it is the local residents who would bear the brunt of unsanitary practices, similar to those exhibited during the 2012 Olympics.

Our family use Lee Valley Park to ride our bikes, walk with friends and family and generally appreciate the wildlife LVP is famous for. When the Park hosts events, rubbish bins are overflowing, takeaway cups, wrappers and boxes are just abandoned, all where the wildlife wander. What would 15,000 people do to the wildlife living in the Park and which the staff and volunteers there work so hard to maintain?

We would urge you to reject this application.

Yours faithfully



A S JONES & J A ALLAN-JONES & FAMILY



## 2.

██████████ Gregory Mews,  
Waltham Abbey,  
Essex, ██████████  
30<sup>th</sup> November 2020.

Dear Sir/Madam

I wish to oppose the application for a Premises licence by 'We are the Fair Ltd' in respect of the Showground site, Lee Valley County Park, Waltham Abbey, EN9 1AB.

I am a resident living in a designated conservation area. The noise, traffic, rubbish pollution and general chaos that an event with potentially 15,000 people attending is totally unacceptable.

In the summer the Lee Valley White Water Centre, which is further than the showground has music on on a small scale, maybe 100 people, on a Friday evening in the bar area. The music can be clearly heard on our estate. For quiet evenings in our homes in the summer we have to keep windows closed. I am very concerned about the potential noise that a much larger event on the showground would generate.

The traffic in and around the Highbridge retail park at the top of Beaulieu Drive is generally chaotic. People often park on Beaulieu Drive to shop or visit MacDonald's making access to our estate sometimes difficult. People will park on the grass verges damaging them, which we as residents pay a considerable service charge to maintain. MacDonald's wrappers and Costa coffee cups are often discarded on the floor ending up in the River Lee or being consumed by local wildlife. Again an event with potentially 15,000 people attending would cause severe traffic and rubbish problems.

There are at the moment increasing numbers of people using the Lee Valley walkways and green areas due to covid 19. People walk, run, ride bikes, have picnics etc which is great because the Lee Valley Park is a fantastic place to come to. The increased numbers in the park however, has led to more litter strewn over the walkways which the local wildlife, to their detriment, will try and consume. Again, many plastic bags, wrappers, coffee cup, bottles do end up in the River Lee. I see it all the time. It is heart breaking to see such a lovely park treated with such disregard. I would estimate that the extra footfall amounts to maybe 800 / 1000 people over the lockdown period. What amounts of litter would potentially 15,000 people bring over two days? What would be the consequences for the local wildlife? Do they have a say in this application?

We bought our house primarily because of the proximity to the Lee Valley and the quietness of the area. We utilise it daily, walking our dog, running and cycling. To have this restricted because of an event such as the proposed one would be unfair for all local residents and

those that travel to use it. We regularly delight in the wildlife we see: deer, foxes, badgers, pheasant and many, many more different types of birds and animals. The showground area is where we often catch sight of them. What effect will your proposed event have on the wildlife, not just from the rubbish that will inevitably be left behind and the noise of the events themselves but from the disruption to their habitats?

There are a few 10km / half marathon events a year on the showground with maybe 400/500 runners. This fills up the lower field with vehicles. Not everyone uses cars to travel but with 15,000 people there is no way the park can accommodate increased numbers of vehicles. The surrounding roads will have to take the overflow which will cause further disruption.

The licence will permit 1 event per year. This will probably be the spring/ summer bank holiday. The increased noise, traffic, rubbish on a weekend when the local residents may wish to have a peaceful relaxing time, maybe with family/friends in their gardens will be ruined. This is simply not acceptable. It was also unclear whether the number of events could increase over time or if the number of people coming to the events could also increase.

We paid a premium for our house and pay a large council tax and service charge to live in a relatively quiet place that we can enjoy. We should enjoy all the weekends of the year both in the privacy of our own home and enjoying the lovely Lee Valley Park. This will not happen if this application is approved. That would be scandalous.

We strongly urge you to reject this application.

Yours Faithfully

A large black rectangular redaction box covering the signature and name of the sender.


James, Lynda, Daniel, Katie and Stanley Collins.

3.

## Representation for the planning application - WK/202044509

 JF Weyl  (JF Weyl via eppingforestdc.gov.uk)  
To Licensing

Orange Category

 You replied to this message on 08/01/2021 16:53.  
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 Reply  Reply All  Forward 

Mon 14/12/2020 17:19

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Hi

I live in Beaulieu Drive by the Lea Valley Park and I have just seen the following planning application:

<http://planpub.eppingforestdc.gov.uk/NorthgatePublicDocs/00768089.pdf>

I understand I have until the 25<sup>th</sup> Dec to send my comments. Here they are:

### Noise

1. We already suffer from numerous 1 or 2 day events in the LV White Water Centre during the summer. The noise isn't just from the event itself (crowd noise and the public announcements/commentary), it's from the set up and dismantling days before and after, and on the actual event days after the event has closed, as the organisers often stay on site, camp and play music late into the night to entertain themselves.  
In this application it will be the event organisers AND potentially, the attendees, that could stay on site after the event closes, so there could still be an unacceptable noise level well after 11.00 pm or midnight!
2. In this application, it's for up to 15,000 people over 2 days, so we are likely to be disrupted for at least 4 days, assuming they only take 1 day either side to set up and dismantle.
3. As above, in item 1, although the event may cease at 11.00 pm, how do they intend to manage/control the noise created by that many people (who have had access to alcohol served on site) if they are staying on site and want to continue their own 'parties'?
4. On the final day, when the event closes at (the earliest) 11.00pm, it will still be noisy as the attendees will then be packing up and joining a very long queue of cars to leave the site, or they will be staying overnight and leaving the next day, so it will be prolonged noise and will go on after 11.00 pm on every night.
5. The noise of the event will affect the Beaulieu Drive residents, but also the Powder Mill estate residents and the new flats by Jewson's and the Holbrook residents so it's a significant number of people.

### Traffic

1. The entrance to the site is a single track. Entry and exit here will cause severe blockages onto/off the main road, which will impact on the junction with MacDonalds which is already very busy (at all hours) and has been the location for many accidents over the years, including several deaths, especially when people get impatient, stuck in queues and jump the lights.
2. Even with traffic management marshalls, the local roads and the junction are not fit for this number of concentrated visitors and will be overloaded and even more dangerous.

**Parking:**

1. The Showground site is also the overspill car park for the LV White water Centre. I'm not sure what capacity of cars it can hold, but I doubt that there is sufficient space for potentially 10,000+ cars plus a large scale event, which means that any surrounding roads (of which there are few) could become completely packed with cars for at least 2-4 days.
2. Assuming these are largescale events (as indicated), there will be HGV lorries delivering to and from the site, before and after the event. Again, the roads and narrow entrance were not designed for this.

**Smell:**

1. I assume that part of the 'package' is to make money by providing on site catering for 15,000 people, so the smell of mass catering will be in the air for the period of the event, over and above that of MacDonalds!

**Refuse/effect on wildlife in the park:**

1. The rubbish created by that many people will be immense, as highlighted recently by the summer 'flash parties' in public parks. Although the organisers will (hopefully) be obliged to clear the site at the end of the event, the park is a refuge for a wide variety of wildlife and there is a safety risk of that much rubbish being left for any period.

**Effect on residents:**

1. Loss of amenity during the event - The park will effectively become 'no go' area for all the local residents that use it and those that travel to use it, particularly at the weekends because of the noise, traffic, lack of parking etc.

Best regards

Jean-Francois Weyl

Gregory Mews

Waltham Ab bey



Licensing Office  
Epping Forest District Council  
Hight Street  
Epping  
Essex  
CM16 4BZ

By post and email ([licensing@eppingforestdc.gov.uk](mailto:licensing@eppingforestdc.gov.uk))

18<sup>th</sup> December 2020.

Dear Sirs

**Re: Application for a Premises License under the Licensing Act 2003. Application Reference WK/202044509 - Showground Site, Lee Valley Country Park, Waltham Abbey, Essex, EN9 1AB.**

With reference to the above application, made by We The Fair Ltd, we wish to object to the application for a Premises Licence on the following grounds:

#### Noise

1. We already 'suffer' from numerous one or two day summer events in the Lee Valley White Water Centre during the summer (when it's warm and residents generally have their windows open, even at night). The noise isn't just from the event itself (crowd noise and the continual public announcements/commentary), it's from the set up and dismantling on the days and nights before and after, and on the actual event days after the event has officially closed, as the organisers often stay on site, camp and play music late into the night to entertain themselves.  
In this application it will be the event organisers AND potentially the attendees, that could stay on site after the event officially closes, so there could still be an unacceptable noise level continually during the daytime as well after 11.00 pm or midnight.
2. As above, in item 1, although the event may officially cease at 11.00 pm, if event attendees stay on site, how can the organisers manage/control the noise created by that many people (who have had access to alcohol on site) and want to continue their own 'parties' in their tents?
3. On the final day, or when the event closes daily at (the earliest) 11.00pm, it will still be noisy as the attendees that are leaving will then be packing up and joining a very long queue of cars waiting to leave the site via the single-track road in the park, or they will be staying overnight and leaving the next day, so it will be prolonged noise and will go on well after 11.00 pm on every night.
4. The application is for up to 15.000 people, for two days, so we are likely to be disrupted (day and night) for at least four days, assuming they only take one day either side to set up and dismantle the event.
5. The noise of the event will not only affect the directly adjacent Beaulieu Drive residents, but also the Powder Mill estate residents, the new flats by Jewson's and the Holbrook residents which is a significant number of people (all mainly in Epping Forest – see item below).
6. Unfortunately, when there was a very loud event at the Lee Valley White Water Centre last summer, that went on (unofficially) through two nights, we contacted Environmental Health

at Epping for assistance and they told us that although we were Epping Council residents, they couldn't do anything because the event was under Broxbourne's authority. When we contacted Broxbourne's Environmental Health, they told us that although the event was under their authority, they couldn't help because we were Epping Forest residents not Broxbourne residents, so neither authority was able to assist in managing the noise or the timing breaches.

This does not bode well for any event under this application, as the Showground site seems to sit within in a no man's land, on the two Council boundaries where neither Council seems to be able to control any disruption to Epping Forest residents, only Broxbourne residents.

#### **Traffic**

1. The entrance road into the site is a single track, which is insufficient to deal with the numbers stated, especially if they intend to all arrive or leave at the same time.
2. It should also be noted that the park track actually joins the main road on the bridge over the Lee, just below the brow, which makes visibility difficult when leaving the site to join the main road in either direction, as cars travelling towards Waltham Abbey (from Waltham Cross) often travel at some speed over the brow.
3. Entry and exit here will cause severe blockages onto/off the main road, which will impact the road itself and the nearby junction with MacDonalds and the Highbridge Business Park, which is already very busy (at all hours).  
This junction has been the location of many accidents over the years, including several deaths, especially when people get impatient, stuck in queues and jump the lights.
4. Even if traffic management Marshalls were to be provided by the event organisers, the local roads and the junction are not fit for this number of concentrated visitors and will be overloaded, even more dangerous and will cause a nuisance for locals and residents.
5. It is unclear how events will be planned on this site, if they clash with events at the Lee Valley White Water Centre, the whole area will become congested, not to mention the combined noise and disruption locally.
6. Assuming these are large scale events (as indicated), there will also be HGV lorries delivering to and from the site, before and after the event. Again, the roads, the bridge and the narrow entrance were not designed for this size of vehicle and it will cause significant local disruption and nuisance.

#### **Parking:**

1. The Showground site is currently the overspill car park for the Lee Valley White Water Centre. We are not sure what capacity of cars it can hold, but doubt that there is sufficient space for potentially 10,000+ cars, plus a large-scale event itself, which means that any nearby surrounding roads (of which there are only a few) could become congested with parked cars for at least 2 - 4 days.

#### **Smell:**

1. We assume that part of the commercial event 'package' would be to provide on-site catering for 15,000 people, so the smell of mass catering will be in the air for the continual period of the event, over and above that of MacDonalds!

#### **Refuse/effect on wildlife in the park:**

1. The rubbish created by that many people will be immense, as highlighted recently by the summer 'flash parties' in public parks. Although the organisers will (hopefully) be obliged to clear the site at the end of the event, the park is a refuge for a wide variety of wildlife and there is a safety risk from this volume of rubbish, especially if left for any period, particularly

if it's windy, blows around the area and ends up spread outside the designated site and in the rivers.

**Effect on local residents and regular park users:**

1. The park will effectively become a 'no go' area before, during and after the event for all the local residents that use it, and for those that travel to use it, due to the location of the site near to the main park entrance. Users will also be disrupted by the noise of the event itself, the traffic, lack of access, parking and general local disruption.
2. The recent pandemic and lockdowns have highlighted how popular the park already is and how many people now use it as a means of recreation and exercise, particularly in the areas of the park that are directly nearby to access points, such as the Showground site.
3. User numbers increase significantly in the summer and at every weekend throughout the year, when this event is intended to be held, so it will cause maximum disruption to users at a popular time.

In light of the numerous reasons set out above, we hope that this application will be considered but rejected.

Yours faithfully,

Christine Sillis and Steven Owers

## 5.

**From:** Sheila Rowe <[REDACTED]>  
**Sent:** 30 November 2020 18:51  
**To:** LV Information Service - e-mail <[info@leevalleypark.org.uk](mailto:info@leevalleypark.org.uk)>  
**Subject:** We Are The Fair Ltd. - Lee Valley Showground.

To whom it may concern,

It has come to our notice that "We Are The Fair Ltd." have made an Application to Epping Forest District Council for a Licence to hold large outdoor entertainment activities on the Lee Valley Showground (adjacent to the White Water Centre).

As nearby Residents, before considering any representations to EFDC, we would like to know if:-

- 1) Lee Valley Park Authority have already come to an Agreement with "We Are The Fair Ltd" to hold such events (subject to them obtaining the necessary EFDC Licence).
- 2) Will all parking for such event (both participants and public attendees) be provided within the boundaries of Lee Valley Park as there is no other suitable local "off street" parking.

Your early reply would be appreciated bearing in mind the time limits for representations to EFDC.

Thank you.

Brian and Sheila Rowe.  
Gregory Mews.  
[REDACTED]

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On 3 Dec 2020, at 15:58, Events <[events@leevalleypark.org.uk](mailto:events@leevalleypark.org.uk)> wrote:

Dear Mr and Mrs Rowe,

Thank you for your email.

I can confirm that we have been in discussion with We Are The Fair for several months about their proposal and we are finalising discussions to enter into a formal agreement, **in addition, the organisers will need to successfully apply for a license from EFDC** as you have mentioned.

The Organisers will **have to** publicise that attendees should arrive by public transport **and that** no parking **will be** available onsite or in the near vicinity. The Organisers have a good record of encouraging public transport use and we have worked with them for many years in other areas of the Park. **The organisers may make plans for a drop off/pick up point, and this will potentially take place on LV owned land or on private land away from residential areas. All this is subject to a very detailed traffic management plan to be agreed with EFDC.**

I hope this answers both of your queries.

Kind regards,

**Sophie Stone**

On 7 Dec 2020, at 19:49, Sheila Rowe [REDACTED] wrote:

We see from a Notice displayed within the Lee Valley Park that "We Are The Fair Ltd." have applied to yourselves for a Licence to hold large scale outdoor entertainment (including the sale of alcohol) on the Lee Valley Park Showground (adjacent to the White Water Centre). You will see below our email to the Lee Valley Park - as a concerned very local resident - and their response.

Please therefore accept this email as an objection to this Licence Application due to the lack of any parking provision within the Lee Valley Park or elsewhere (currently no other local provision is available and most local roads are "yellow lined") for these events.

However well intentioned We Are The Fair are in trying to persuade attendees (up to 15,000) to use public transport, this obviously will not be followed by all attendees thus causing large scale traffic problems on local roads, and particularly at the already dangerous traffic light controlled junction at the foot of Beaulieu Drive. Also the provision of public transport would in no way be sufficient for large scale exit of attendees (up to 15,000) possibly at a time up to 23.00 on a weekend, causing late night disturbance in the local residential area.

Thank you,  
Brian and Sheila Rowe.

[REDACTED] Gregory Mews [REDACTED]

Re: Lee Valley Park - We Are The Fair Ltd



Sheila Rowe <[REDACTED]>  
To Hannah Gould

Reply Reply All Forward ...

Tue 08/12/2020 11:37

Orange Category

You replied to this message on 08/12/2020 15:40.

**CAUTION: This Message originated outside of Epping Forest District Council. Do not click links or open attachments unless you recognise the sender and know the content is safe.**

Hello,  
Thanks for your email this morning regarding this Licence Application.  
Following my voice mail yesterday I called again to the EFDC switchboard and was given an email address for the Licensing Office. **The email below however did not reach you.**

I believe my email to you yesterday and those to and from the Lee Valley Park (all below) demonstrate the concern of myself and others in our community regarding such large scale events.

From your email this morning I see we must specify the grounds of our objection against a list of specific headings. We would object therefore on the basis of:

- 1) Crime and disorder - probable volume of people (max 15000) exiting venue late at night following attendance of an event at which alcohol has been available.
- 2) Public safety - increase in road use in the area by large numbers of vehicles. Also large numbers of persons using pavements and waiting for busses. Note also reference in my email to the junction at Beaulieu Drive which has been the site on numerous vehicle accidents - some very serious)
- 3) Prevention of public nuisance - same reasons as above. Also general late evening noise nuisance. This is evidenced by the fact that we can hear even the normal PA system used at the White Water Centre (adjacent to the Showground) and also in the past loud music from the Friday evening music events that used to be held.

Thank you.  
Brian and Sheila Rowe



## Agreed conditions with Community Resilience Team

From: [chris@threespiresacoustics.co.uk](mailto:chris@threespiresacoustics.co.uk) <[chris@threespiresacoustics.co.uk](mailto:chris@threespiresacoustics.co.uk)>

Sent: 23 December 2020 12:11

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

Cc: 'Rob Dudley' <[Rob@wearethefair.com](mailto:Rob@wearethefair.com)>

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

**CAUTION: This Message originated outside of Epping Forest District Council. Do not click links or open attachments unless you recognise the sender and know the content is safe.**

Hi Mike

Thanks for the email sent through to Rob, who is leading on the licence application. He's asked me to respond on the NMP elements/ I've put my comments in **bold below** your text (not in bold) which hopefully all make sense. Happy to speak on this today or 29<sup>th</sup>, 30<sup>th</sup> or 31st Dec if you are available. Otherwise anytime w/s 04/01/2021.

If we don't speak, have a Merry Christmas.

As such, I would recommend that the following conditions are applied (numbers are the same as within the application for ease of reference, italics are the changes):

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.* – **This can be agreed and I will ask Rob (on copy) to advise the Licensing Authority licencing team to treat this as an amendment to the operating schedule (conditions).**

31. The NMP will be developed by the Noise Management Consultant in consultation with *the Local Authority's Environmental Enforcement Team*. **This can be agreed and I will ask Rob (on copy) to advise the Licensing Authority licencing team to treat this as an amendment to the operating schedule (conditions).**

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.* **This can be agreed and I will ask Rob (on copy) to advise the Licensing Authority licencing team to treat this as an amendment to the operating schedule (conditions).**

*32a. The NMP shall be finalised and agreed in writing with the Local Authority at least 28 days before the proposed event.* **This can be agreed and I will ask Rob (on copy) to advise the Licensing Authority licencing team to treat this as an amendment to the operating schedule (conditions).**

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 **This can be agreed and I will ask Rob (on copy) to advise the Licensing Authority licencing team to treat this as an amendment to the operating schedule (conditions).**

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.* **This can be agreed and I will ask Rob (on copy) to advise the Licensing Authority licencing team to treat this as an amendment to the operating schedule (conditions).**

*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.* **This can be agreed and I will ask Rob (on copy) to advise the Licensing Authority licencing team to treat this as an amendment to the operating schedule (conditions).**

If more detailed conditions are required, I would suggest the following are implemented, but they may also form part of the NMP: **I suggest that these points are more appropriate to be included within the NMP, and if agreeable I will amend the draft NMP that you've seen to embrace these points within that document..**

1) Setting up the sound system - A noise propagation test shall be undertaken at least 24 hours prior to the start of the event in order to set appropriate control limits at the venue. The sound system shall be configured and operated in a similar manner as intended for the event. The sound source used for the test shall be similar in character to the music likely to be produced during the event. *Reason: In order to set noise levels before the event occurs to ensure that a public nuisance does not exist.* **Agreed – I will amend NMP accordingly**

2) Control of DJs/Bands/Artists - The DPS shall ensure that the promoter, sound system supplier and all individual sound engineers/DJs are informed of the sound control limits and that any instructions from the noise control consultant and/or DPS (or representative) are implemented immediately. *Reason: In order to ensure adequate control over the volume of music played to prevent a public nuisance from occurring -* **Agreed – I will amend NMP accordingly**

### 3) Preventing public nuisance from amplified sound 3a) Overarching condition

It is important that the volume of any music including the bass content is adjusted accordingly to a level that does not cause a public nuisance. Whilst the venue is some distance from residents, as it is in the open air, there is no means of physically controlling the noise from the music, especially the bass beat of the music. I would, therefore recommend the following condition to control the overall noise from the event. **This is all agreed but the second part of the proposed overarching condition contradicts the proposed conditions above and the proposed amends to the NMP. Can I suggest that we retain the first part only. After all it is Public Nuisance that the Licensing Objectives are concerned with, and as this event does not go beyond 11pm, (earlier in fact) the inaudibility test is unreasonable (particularly as we have such prescriptive and enforceable conditions within the Licence and the NMP).**

**Therefore the wording would be. Therefore:**

The Premises Supervisor (or representative) shall monitor the volume of music emanating from the premises and adjust the volume to ensure that any amplified sound or other music from the licensed premises does not cause a public nuisance. *Reason: To ensure that any music and amplified sound from the licensed premises does not cause a public nuisance.*

### 3b) Monitoring of the noise

Whilst the above condition ensures that the applicant should not cause a public nuisance, the event needs to be monitored adequately to ensure that this does not occur. I would, therefore recommend the following conditions to ensure that adequate monitoring of the event occurs: **This can all be agreed, save that I have deleted reference to audible, as it's not appropriate for the reasons above. I will amend NMP accordingly.**

The Premises Supervisor (or named representative) shall monitor the volume of music emanating from the venue at two hourly intervals from the start of the event until 21.00 hours, and then hourly until the event finishes. This will occur at various locations in and around the event site at points agreed with the Licensing Authority. The specific locations should be agreed no later than 28 days before the event is scheduled to take place. **Agreed – I will amend NMP accordingly**

If the music is above the MNL at the set locations the Premises Supervisor (or representative) shall contact the venue immediately discuss the matter with the person responsible on site and they shall decide if the volume of the music shall be reduced so that it does not cause a public nuisance at the monitoring points. The ultimate decision shall rest with the person responsible on the site. **Agreed – I will amend NMP accordingly**

A written log of site visits should be made and kept for inspection by the Licensing Authority if requested. This should include any a record of any telephone conversations with the responsible person on site and any remedial action taken to reduce the noise level. If no action is taken, reasons for this shall also be recorded. **Agreed – I will amend NMP accordingly** *Reason: To prevent a public nuisance*

### 4) Absolute noise limits

If the Licensing Committee are minded granting the application, and would prefer specific noise limits at this stage of the application, these levels would need to be agreed with the applicant, and managed by their consultant on the night as it is not be the responsibility of the Local Authority to monitor the noise as a consultant. Any specific noise limits would form part of the Noise Management Plan, as detailed above. Spot checks may be carried out during the event, by the duty noise officer, but it is the applicant's responsibility to ensure that they comply with any such levels imposed.

**I'm not quite sure if this is to be a commentary within the NMP itself, or merely an observation from you, but to be clear I am perfectly happy with the point made. To be clear, I propose that there are specific levels, that we monitor and manage those levels, with the clear aim of ensuring that no public nuisance is created as a result of the operation of this event. And that is to be done in a transparent manner, offering officers and residents the opportunity to fully engage.**

I hope that these additions can be agreed, so that my representations can be withdrawn, however I feel that the matter is likely to need to go to committee for the conditions to be agreed by members should further representations be received by members of the public.

Any questions, please do not hesitate to contact me.

Regards

Mike

Kind Regards

**Chris Hurst**

Director & Consultant

Three Spires Acoustics Ltd

2 SykeIngs | Richings Park | Iver| Bucks | SL0 9ET

Tel: 0

email:

**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.

#### **5.4 – 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

**From:** Rob Dudley <[Rob@wearethefair.com](mailto:Rob@wearethefair.com)>

**Sent:** 12 January 2021 14:34

**To:** Michael Richardson <[MRichardson@eppingforestdc.gov.uk](mailto:MRichardson@eppingforestdc.gov.uk)>; Hannah Gould <[hgould@eppingforestdc.gov.uk](mailto:hgould@eppingforestdc.gov.uk)>

**Cc:** [chris@threespiresacoustics.co.uk](mailto:chris@threespiresacoustics.co.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

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Hi Michael,

Thanks for this. I am happy to confirm that we can agree to the operating hours being amended to 22:00 on both days as well as agreeing to all of the conditons previously discussed with Chris.

Hannah, I will send you a separate email with the revised detail of the application/operating schduel, but for the time being, please accept this email as confirmation.

Regards,

Rob





Rob Dudley <Rob@wearethefair.com>

To Hannah Gould

Cc Michael Richardson

Reply Reply All Forward

Mon 18/01/2021 15:26

**CAUTION: This Message originated outside of Epping Forest District Council. Do not click links or open attachments unless you recognise the sender and know the content is safe.**

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.***


## Letter from the organiser to the resident objectors (sent 19/01/21)




### Information for residents

 Rob Dudley <Rob@wearethefair.com>  
To:  Hannah Gould

TO DO

 You forwarded this message on 19/01/2021 15:23.

 LV Licence - Letter to residents and park users.pdf  
78 KB

 Reply  Reply All  Forward 

Tue 19/01/2021 12:57

**CAUTION: This Message originated outside of Epping Forest District Council. Do not click links or open attachments unless you recognise the sender and know the content is safe.**

Hi Hannah,

Hope you are well. Would you be able to forward the attached to the Local Residents who lodged representations against the application please?

Thanks  
Rob

**ROBERT J DUDLEY MBII, Tech IOSH**  
Director

**We Are The Fair**  
Unit 301, Brickfields  
37 Cremer St, Hackney  
London  
E2 8HD

[wearethefair.com](http://wearethefair.com)

PDF attachment....

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.

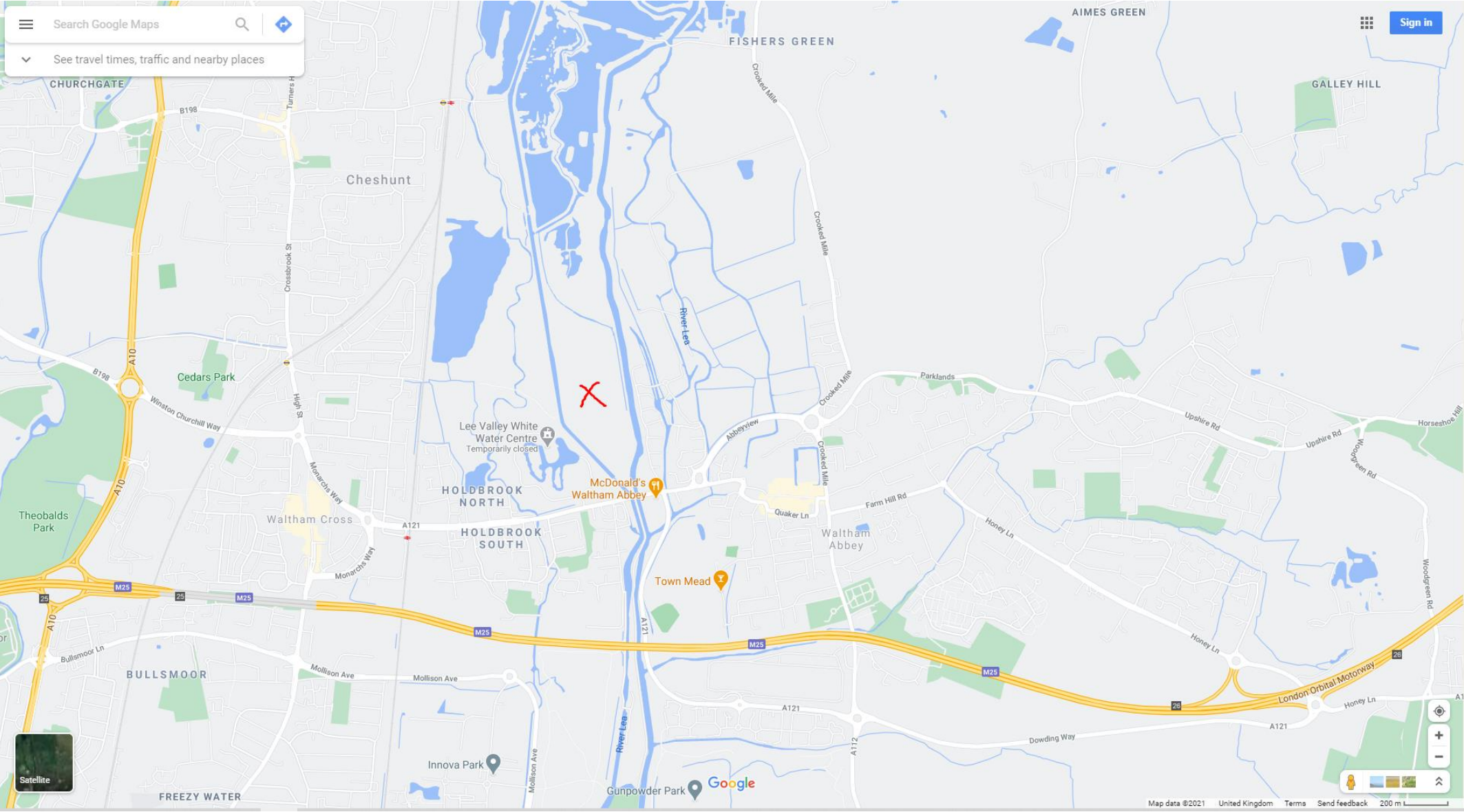
We hope that this information is of use to you and if you consider it appropriate/convenient, we would be more than happy to meet with you (via Zoom/Skype) to further explain our plans and answer any questions that you may have. If you would like to speak with us directly, please email: [community@wearethefair.com](mailto:community@wearethefair.com)

Regards,

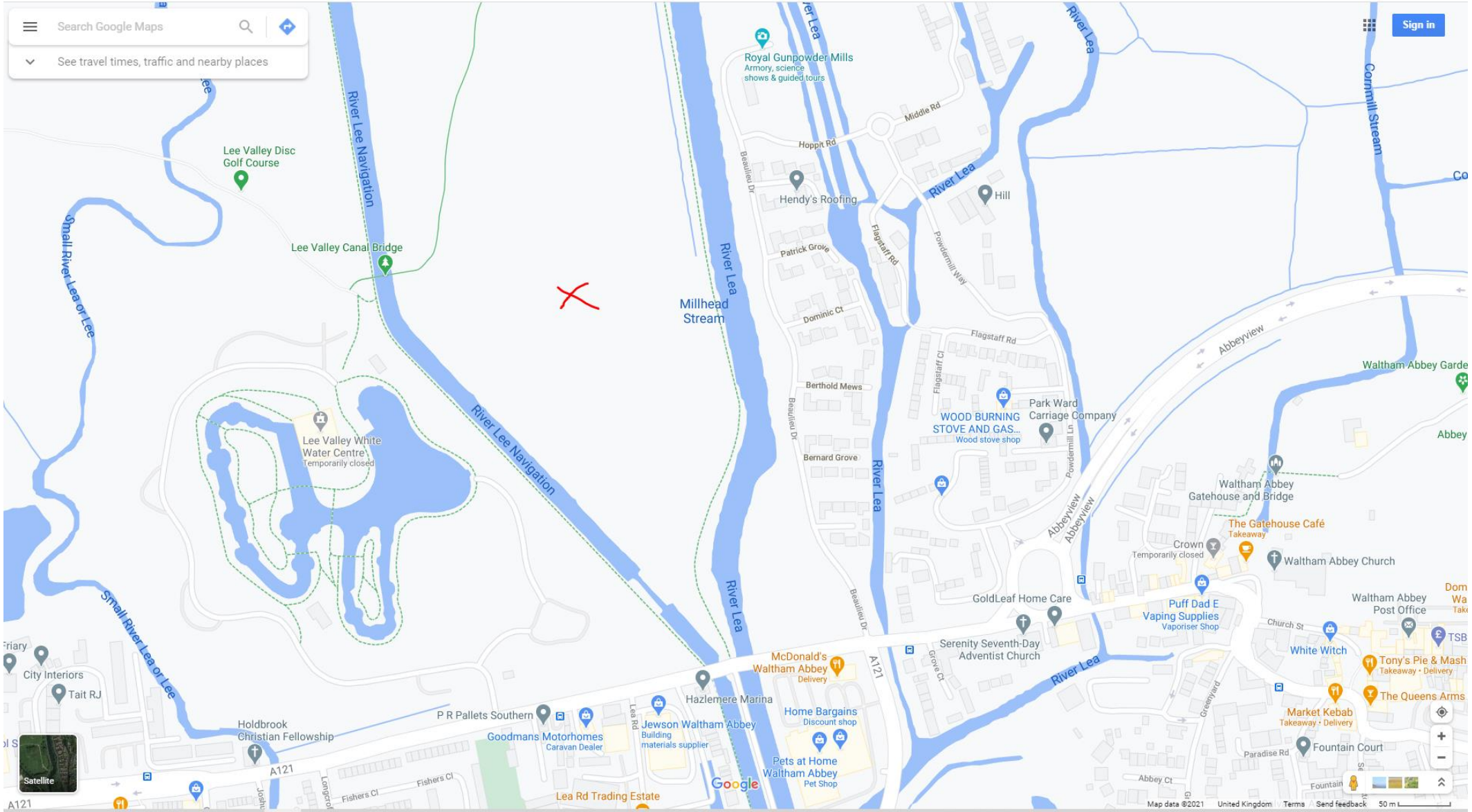
Rob Dudley  
Director

We Are The Fair

# Map of the area







End