



Meeting Licensing Sub-Committee

Date and Time Monday, 20th January, 2020 at 10.00 am.

Venue Walton Suite, Guildhall, Winchester

S U P P L E M E N T A R Y A G E N D A

The attached documents were not available when the agenda was published, but it was received within the statutory timescale and therefore should be taken into consideration.

Agenda Item.

2. LR530 - Appendix 5 (Supporting Document provided by the Applicant)
(Pages 3 - 10)

(LR530 - Appendix 5)
3. LR530 - Appendix 6 (Supporting Plan provided by the Applicant) (Pages 11 - 12)

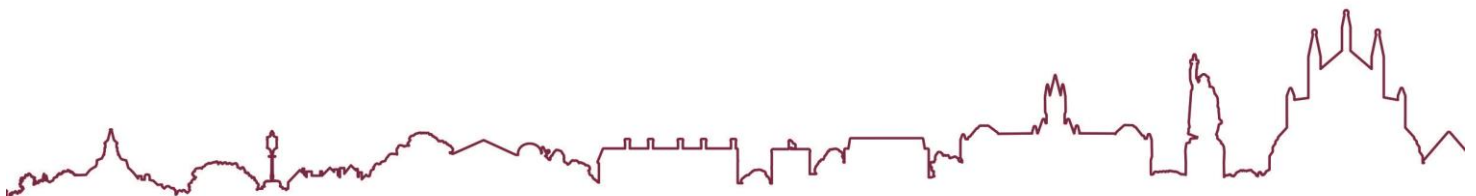
(LR530 - Appendix 6)

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17 January 2020

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Supporting Document provided by Applicant

ChefStock – The Grange

Brand Events TM Ltd

Brand Events is a company that has been staging live events for 20 years. Its current portfolio includes CarFest North and CarFest South (held at the nearby Laverstoke Park Farm), each with over 30,000 visitors per day, the Tom Kerridge presents Pub in the Park tour of events, The Handmade Festival with Kirsty Allsop, The Classic Car Show and RunFestRun with Chris Evans.

Background

Brand Events has a long and successful history with launching food festivals; we launched the first ever Taste of London event in 2004 and rolled the event out to fifteen cities around the world. In 2011 we then launched Big Feastival with Alex James and Jamie Oliver. Following the sale of that portfolio of events to IMG in 2013 we made our next move in the food festival world by launching 'Tom Kerridge presents Pub in the Park' in May 2017. The event debuted to an overwhelmingly positive reaction; all tickets sold out in 24 hours with the event bringing 18,000 foodie fans together to enjoy the first festival of its kind, which delivered a winning combination of the country's best chefs, Michelin-starred pubs and restaurants and chart-topping musical acts. In 2018 three new locations were added to the tour and in the summer of 2019 the tour expanded to eight locations with over 110,000 visitors. Tickets for these events are sold in timed sessions of around five hours.

Event Summary

In close collaboration with The Grange Hampshire, Brand Events are planning a brand-new addition to the British food festival scene. The event is planned to take part in the summer holidays over the weekend of the 7th – 9th August 2020.

ChefStock will be an extension of our portfolio of high-end gourmet food festivals where we will invite some of our guests to stay the weekend with us to enjoy a selection of immersive and memorable dining options. We will be curating a line-up of the nation's most-loved chefs who will put together an array of banquets, feasts and immersive dining experiences. Alongside the eating there will be activities such as cooking classes, foraging, food talks and Q&A's, chef demonstrations and interactive skills classes. We will be promoting this as the ultimate foodie escape. There will also be musical entertainment throughout the weekend alongside the food activities.

The audience will be a mix of weekend campers (up to 5,000), weekend non-camping visitors and day visitors. We expect there to be up to 10,000 people onsite at any one time. For clarity, the premises license application states 19,999 to allow for future growth however we have already agreed with the relevant licensing individuals that there will be a cap of 12,000 in year one, and our internal forecasts are expecting 10,000.

The event site will be fenced and managed to control entry and exit for those with tickets to the event. All festival activities will be contained within this fenced area.

Supporting Document provided by Applicant

Key Information

Event Dates: Friday 7th – 9th August
Build days: Tuesday 28th July – Thursday 6th August
Break days: Monday 10th – Friday 14th August

Main Festival Site Opening Hours: Friday 7th August: 12:00 – 23:30
 Saturday 8th August: 10:00 – 23:30
 Sunday 9th August: 10:00 – 23:30

Live Music times*:
 Friday 7th August: 12:00 – 23:00
 Saturday 8th August: 12:00 – 23:00
 Sunday 9th August: 12:00 – 23:00

**Live music will be programmed to end at 23:00 each day. A 30 minute contingency window has been added to our license application to cover any delays or over-runs to take us to 23:30, as agreed with the WCC Environmental Health Officer.*

Recorded Music times*:
 Friday 7th August: 12:00 – 23:00
 Saturday 8th August: 12:00 – 23:00
 Sunday 9th August: 12:00 – 23:00

**Our application states an end time of 02:00. This will be only be within The Grange building should any late-night dinner experiences be planned.*

Campsite Access Times

Friday 7th August: 10:00 – 24:00
 Saturday 8th August: 08:00 – 24:00
 Sunday 9th August: 08:00 – 24:00

**It may be considered a need to provide a minimal number of refreshment outlets within the campsites. This would not be to provide entertainment nor alcohol, but purely necessary food and soft beverages*

Maximum participants: The license application makes a request for 19,999. It has been agreed in year one the capacity will not exceed 12,000 however our expectations and forecasts are for no more than 10,000.

Overview of Operation

Event Build

The event build will commence on Tuesday 28th July at 07:00 and work each day will be carried out until 19:00. A perimeter fence will be installed to control access onto site protecting public safety. As the principal designer our event site fully complies with CDM regulation 2015 ensuring each person entering site is inducted and that all workers are competent for the task they are undertaking. During the build phase work

Supporting Document provided by Applicant

is constantly monitored and altered should it be necessary to ensure H&S onsite is upheld. The build phase will continue until 19:00 on Thursday 6th August, with the de-rig commencing on Monday 10th August, clearing site by 19:00 on Friday 14th August. All vehicles accessing or leaving site will be controlled and monitored by our Traffic Management Team.

Event Days

Each festival day will see a combination of campers (up to 5,000) and day visitors (up to 5,000). The entrance ticket grants access to the festival site with much free content with a clear focus on food. This will include chef cooking demonstrations, cooking classes, skills classes, tasting sessions and food debates. Additional bookable options will include a number of dining experiences within The Grange and around the festival site such as intimate Chef Table dinners and Banquets.

The main music stage will see live music from pop acts (previous artists at Pub in the Park events - which we would look to emulate - include Tom Odell, Will Young, Scouting for Girls, Squeeze and Billy Ocean).

Crowd Management

An competent security company (Gainsborough) will be responsible for crowd management and will provide SIA security staff – approx. 60 security staff would be on site at any one time during opening hours to help manage the event and public safety. Bag Searches take place prior to entry to the event site and no patrons are allowed to leave site with open vessels of alcohol. No visitors under the age of 16 are allowed on site unless accompanied by an adult.

Health & Safety Procedures

An experienced H&S consultancy (Redwood Events) is contracted to produce a comprehensive Event Safety Plan (ESP) to ensure we have planned for every feasible possibility and will be controlled by the Operations Director. Other supporting documents would include:

- Event Risk Assessment
- Contingency Planning including adverse weather
- Medical Provisions
- Alcohol Management Plan
- Radio and Communications Plan
- Major Incident Management Plan including Crowd Management Plan
- Dispersal Plan
- Lost/ Found Child Policy
- Sponsor and Supplier Risk Assessments

Supporting Document provided by Applicant

Alongside the pre-event planning support provided we will have an onsite health and safety advisor to ensure we are fully compliant with our health and safety procedures. We also engage the services of a food hygiene consultant (GAGE) to ensure full compliance with food hygiene regulations.

All plans will be reviewed, discussed and agreed with the Safety Advisory Group managed by Winchester City Council. We have scheduled to attend the next SAG meeting in April 2020. Liaison with emergency services, licensing, EHO and other relevant local authorities will be ongoing.

Noise Management

Brand Events TM Ltd has appointed Joynes and Nash as our noise management consultant. The company is a leading consultancy for the live events industry. They have extensive experience of live music events and a proven track record of working with event organisers to enhance the audience's experience, whilst preserving the image of events and venues with local residents. They consider, despite the many technical challenges' events bring, that relationships between all interested parties are of paramount importance. Joynes and Nash will independently produce a noise management strategy that will be a live document and will evolve alongside the site plans, feedback from the Safety Advisory Group and the Environmental Protection Officer. There will be on-site consultant throughout the live event days who will be constantly monitoring the noise levels from the front of house desk supported by static receptors in locations that will be agreed once the final stage position has been agreed with the Environmental Protection Officer. A noise level has been agreed with the relevant EHO officer for this event which is well within National Guidelines for such events. The noise limit agreed is 65dB LAeq.

There will be one main stage and potentially two additional stages – the sound on these stages would be much lower and the stages would be much smaller (band-stands etc.). The purpose of these smaller stages is to ensure a safe flow of traffic throughout the festival site and will be plotted onto the site map to co-ordinate with our food content.

For any recorded music to be played between the hours of 23:30 – 02:00 within The Grange building would be played at a low level. To ensure that we don't disturb our campers we would ensure that this music is not audible across the festival site and would be extremely localised.

Campsites

All camping areas would be fully managed with appropriate security and stewards as well as lighting, toilet and shower facilities.

Alcohol

Monitoring sale and supply of alcohol and use of Challenge 25 scheme with agreed forms of documentary evidence will be undertaken in all bar outlets. Advanced and

Supporting Document provided by Applicant

technical alcohol policy is distributed to all bars and alcohol vendors along with daily check lists and proactive spot checks. Appropriate signage and briefing to bar managers will be undertaken. A refusals register will be maintained and all incidents reported to Event Control to be fully logged.

Bar Operation Timings: Friday 12:00 – 23:00
 Saturday: 11:00 – 23:00
 Sunday 11:00 – 23:00

All bars must stop serving 15 minutes prior to the above times.

**Our application has requested a license until 02:00 however this would be restricted to late-night dining experiences within The Grange building and would not be festival-wide.*

Light Pollution

We are in close communication with The Grange Hampshire owners and Estate Manager, who will advise us on protected areas and feed into the design of low-level lighting to prevent any disturbance. The event uses 3 different types of lighting; tower lights, festoon and floodlights. The event will take place at the start of August with a forecasted sunset time of 20:40 and with twilight lasting until 21:18. Based on this, we anticipate little reliance on artificial lighting within the main festival site for the majority of the weekend, but plan to have appropriate levels of lighting on routes to the campsites, as well as within the campsites and car parks/ Egress routes.

Sustainability

Brand Events are committed to delivering our events with the minimal level of environmental impact as possible. Our aim is for our events to be ISO 20121 compliant. Sustainability is at the centre of our festival planning throughout the cycle of the event. We only use bamboo disposable items from our catering outlets and continue to look at alternative options. We will use crockery and cutlery in all seated dining experiences. We do not permit single use plastic bottles and only offer water from taps for people to fill their refillable bottle, which they are instructed to bring with them. We will have a full cleaning team who sort each piece of rubbish collected, recycle appropriately and remove all rubbish from site.

The Key performance Indicators are as follows:

Waste Volume

- Reduction of waste in general
- Reduction of waste to landfill
- Increase composting amounts each year
- Resource recovery prior to waste disposal

Energy Usage

- Measure and review efficiencies
- Reduce total volume of fuel
- Increase use of bio-diesel

Supporting Document provided by Applicant

- Move to alternative energy production disposal

Transport

- Aim to positively influence travel choices by offering incentive for public transport use
- Encourage low carbon modes of travel such as cycling
- Reduce product miles by sourcing locally
- Measure production transport to see where efficiencies can be made

Local Environment

We will work closely with both the Environmental Health officer from Winchester City Council as well as our colleagues at The Grange Hampshire to ensure full care and consideration is given to the local environment, especially in relation to littering and pollution. We will have a vast cleaning operation to ensure that we leave no trace on the festival site. We will refer to the SSSI and SAC designations of some of the valley floor in the park and the environmental advice will be designed to protect these appropriately.

Environmental Impact

We are aware of the challenges festivals encounter in terms of environmental impact and as such will take advice from the Environment Agency.

Traffic Management

Brand Events TM Ltd has contracted Alpha Event Traffic Solutions as our traffic management consultant. Alpha Event Traffic Solutions to produce a traffic management plan that will address; production, trader and visitor access and parking. This TMP will be a live document which will be updated following feedback from the safety advisory group meetings and relevant interested parties. A preliminary report is sent along with this document. Based upon 5,000 campers and 5,000 day visitors using an average of 2.2 passengers per vehicle, expected numbers of cars are:

Friday: 1,818 cars from campers
 2,272 cars from day Visitors

**Day Visitor numbers are expected to be lower on Friday however we have based the above number on a maximum of 5,000 day visitors*

Saturday 454 cars from campers
 2,272 cars from day visitors

Sunday 2,272 cars from day visitors

**These numbers could be reduced depending on the number of tickets purchased from local residents so act as a guide only.*

Supporting Document provided by Applicant

Resident and Business Communications

We will actively engage with local businesses and residents and will provide ongoing consultation to ensure their concerns are managed. We will also engage with local businesses to invite them to be a part of the festival so that we can help promote local businesses to our visitors. We will also seek to employ locally where possible and invite local catering students to volunteer at the event to gain the opportunity to work with some of the best chefs in the country.

We will offer all houses within the park itself complimentary tickets to the weekend, and those residents in neighbouring villages access to priority booking and a 10% ticket discount.

We can and will if needed openly share details of our planning and will work closely with them to ensure issues are avoided. A resident's letter is issued in the weeks leading up to the event which outlines key operating hours. Additionally, we will promote an onsite telephone number (HOTLINE) for those living close by should they have any concerns with the event. This will connect directly with Event Control who will take the appropriate action.

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Supporting Plan provided by Applicant



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