

To: The local resident at West Raynham

**Sent via North Norfolk Licensing
North Norfolk District Council**

5th January 2024

Dear sir / madam,

Reference: Your Representation dated 1st November 2023, relating to the Application for the Premises Licence on the grounds of Raynham Estate, East Raynham

I write to you in response to your representation on 1st November 2023 in connection with the above application. Thank you for your feedback and interest in the application.

In addition to being a life-long Norwich resident, I'm one of the founders of Voodoo Daddy's Showroom, the live music venue in Norwich that programmes and hosts up and coming local and national talent. The venue has grown to become an important community hub. We work closely with the local authorities to uphold the 4 licensing objectives. I'm aware that live music isn't everyone's cup of tea, but at the same time, I'm 100% committed to preventing crime and anti-social behaviour. Public safety and the protection of children are also paramount in my mind when my team and I have run all our live events over the years.

Along with my business partners at ATC Live, I'm confident that Wild Fields Events will be able to put on a safe and controlled festival event that adheres to the proposed licence conditions and upholds the four licensing objectives. Looking at the details of your representation, here are my responses, which I hope will reassure you of our intentions and our commitments to our festival guests as well as the local community.

1. The prevention of crime, disorder and public nuisance

How are we dealing with the risks of

- *'criminal damage and trespass to properties in the village of West Raynham'*
- *'traffic issues created for a small rural village'.*
- *'campers descending on a small village'.*
- *'disruption caused to residents caused by loud music and consumption of alcohol'.*

The following details respond to the above concerns:

Provision of Security and Crowd Management

The event will be a camping event with up to 90% of attendees staying onsite and there will not be large numbers of people arriving and leaving site each day.

There will be no re-entry for guests, except in emergency cases. Once you're in, you're in. This will be the primary driver for mitigating late night crime and public nuisance in the surrounding community. See FAQ's at: <https://wildfields.co.uk/faqs>

As part of our licence conditions, we would be required to submit a Security and Crowd Management plan for the event, which is reviewed by the Responsible Authorities through the Safety Advisory Group.

Our Security and Crowd Management Plan outlines how the security will manage any anti-social behavior that occurs at the event site.

As part of our Security and Crowd Management Plan, we will submit a deployment plan, which outlines the security positions agreed for the event, where trained operatives shall be positioned around the site to ensure festival attendees only leave via organised transport. For the event, there will be a temporary fence installed around the perimeter of the event site and security personnel positioned at all entry and exit points.

Should local residents have any concerns, they will be able to contact the festival team via an email address or contact number that will be made available prior to the event. The festival management team will then investigate the concern and liaise with the complainant. We will also have a response vehicle and security team that can be deployed if required.

We will work closely with the Police during the planning of the event and most likely be assigned a police liaison who we will have contact with across the event, should, on the rare occasion, we require any additional support.

Provision of Parking and Management of Traffic

The onsite provision of car parking delivers a safe, secure and manageable solution for event guests.

We are working with a trusted and experienced Traffic Management provider to look at the site and work through our plans for the management of traffic and the provision of parking at the event site. Our Traffic Management provider made an initial assessment that the site is suitable and more than capable of managing the expected capacities, whilst causing minimal impact to those local to the festival site.

The Traffic Management provider is giving special consideration to the concerns raised in the resident's representation.

We will work with our Traffic Management provider to ensure event traffic can access the site easily off the main highway and have any check points offset from the gate entrance to ensure there is no back up. We will also create holding pens within the site to hold traffic should we experience a busy period during ingress to ensure there is no traffic back up onto the highway.

Through the festival's marketing and the information that is shared with those attending, we will advise customers of how best to get to the event site, which will include directing people away from West Raynham and onto the A1065 in order to access the event site.

We will work with our Traffic Management provider to produce a plan for external signage that will be used on the surrounding roads to direct people to the event along the preferable routes.

It is important to the festival to promote eco-friendly options for attendees to use in order to get to the event site, which will ultimately reduce the amount of traffic at this event. These options include a shuttle service which will be scheduled to-and-from the local train stations and encourage those attending to use public transport. A liftshare scheme will also be promoted through the festival's marketing and web page to promote sharing vehicles to those who are planning to drive.

These additional services are safe, secure and will significantly reduce the amount of traffic at the event with up to 40% of attendees expected to use the shuttle services alone.

As part of our licensing conditions, we are also required to submit a Traffic Management Plan for our event and will work closely with our Traffic Management provider and Local Highways to produce plans that are reviewed by the Responsible Authorities.

Provisions for managing noise nuisance.

The following details summarise aspects of the Sound Control Plan (created by Big Sky Acoustics, and submitted to NNDC), where working with the local community is the focus. The latest draft specifically considers residents of West Raynham.

The event phone line is (TBC) and will be publicised on www.wildfields.co.uk , via a leaflet drop to residents and also on any relevant social media channels for the local community.

The event phone line will be staffed from 16:00hrs on Thursday 18th until 02:00hrs on Monday 19th August and any calls to this number regarding noise complaints will be logged and investigated.

Any additional complaints reported by environmental health officers or police officers will also be logged and investigated by Wild Fields and Big Sky Acoustics Ltd.

Investigation of a noise complaint can include a visit to the local resident if they wish and assessment of the sound from that location by a competent person. Results from sound measurement equipment and subjective evaluation will be recorded. Where action is deemed necessary corrective measures will be taken as quickly as possible.

It is important to reassure the public that this is an event with powerful licensing controls over the operation, including very specific controls on noise levels and a defined finish time for amplified music each day. It is not an unlicensed party (rave) nor is it a nightclub with inadequate soundproofing causing ongoing disturbance every night until the early hours.

It will be well-publicised so that local residents are aware of the event in advance. Controls will be put in place to minimise disturbance as far as is reasonably practical and ensure compliance with the premises licence conditions. It is also recognised that residents have a right not to be unduly disturbed by reason of noise regardless of the nature of an event.

4 x Sound receptors will be located outside and around the event site. One of these would be located in West Raynham, at a location which could be agreed with the local residents.

2. Public safety & the protection of children from harm

Risk of 'drunken festival goers wandering around the village [West Raynham] in the early hours may pose a risk to the safety of those in the village, many of whom are elderly'.

See FAQ's at: <https://wildfields.co.uk/faqs>

CAN I GO OUT AND COME BACK IN?

There shall be no re-admissions or pass-outs of any kind so please ensure you bring everything you need with you.

For those with accessibility issues, local residents or other specific requirements pass-outs may be issued. Please contact info@wildpaths.co.uk

There will be no re-entry for guests, except in emergency cases. This will be the primary driver for mitigating late night ASB in the surrounding community.

There will be dedicated security officers on and off-site to help deal with ASB. See further details above.

There will be contact details for reporting concerns of ASB, as described above.

3. Combining wellness aspects with live music, late night & alcohol

See FAQs on the web site: <https://wildfields.co.uk/faqs>

There will be no age restrictions. The festival is for everyone. However, every attendee under the age of sixteen will need to be accompanied by a parent / guardian over the age of 21.

I believe that the concept of a wellness event can sit side by side with a music festival. As a practicing yoga teacher, I, along with many of my peers, also share a love of live music. The diversity of interests doesn't necessarily have to clash and can actually attract a wide range of age groups, including families. Initial interest in the festival has already shown this to be the case.

A focus on sustainability will permeate through the heart of the festival and into the workshops, panels and wellness experiences on offer - including yoga sessions, ecstatic dance, massages, gong baths and a horsebox sauna. We have already confirmed the inclusion of a number of revered wellness practitioners and therapists and will be announcing the full wellness schedule in the next month.

The festival's official charity partner is [Climate Live](#), a youth-led climate education movement which uses music to engage, educate and empower. The festival will host the bright pink Climate Live bus, powered by solar with a stage on top for bands and talks. It will be an educational hub featuring climate workshops for festival attendees to engage with and learn a little more about the climate crisis.

The site itself features one of the largest solar farms in the UK and the team at Raynham Estate share the festival's vision to move towards a circular model and integrate more regenerative practices into their operations. See more on the festival sites green credentials [here](#)

Shuttle buses will run from nearby train stations and the festival team are looking to partner with local car-share company Liftshare to tackle travel-based carbon emissions.

We have always looked to cultivate a sense of inclusivity, providing safe spaces on site and opportunities for women, ethnic minorities and LGBTQ+ performers. As proud signatories of the 50/50 Key change Pledge we are committed to shifting the tide within the events industry and providing platforms for a truly diverse range of festival performers.

We are so happy to have found such a beautiful site as Raynham with its historic walled gardens, secret wooded paths and lush wild meadows. The Raynham team share our vision for delivering a groundbreaking new festival in the region and bringing some world-renowned artists, performers and practitioners to this stunning stretch of North Norfolk.

Summary

We recognise that Wild Fields needs to work through and solve problems that concern to the local community. We are committed to mitigating problems. Thank you again for the feedback we've received from you.

Please contact either myself or Jeremy Ledlin from ATC (my business partner) using the details below, if you'd like to discuss any of the above. We would also be happy to meet with anyone from the local community who had concerns about the above or would just like to know more about the event, at a mutually agreed time and location.

Yours sincerely,



Ben Street

(Event Organiser, Wild Fields Events Ltd)

Contact details:

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