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Further to our client's application for a new premises licence for Wychwood Festival we are writing to you to provide a response to the representations received. The information below is intended for wider circulation to those who have made representations.

We have reviewed all the representations in detail. As part of our ongoing commitment to engagement the information below provides details of our broader responses.

Management of Noise

The festival has appointed a specialist noise management consultant to assist in the planning, design and layout of the festival. Their role is to support the design and operation of the festival to minimise noise disruption and ensure that noise levels remain within those agreed as part of the Premises Licence within the Noise Management Plan.

We are working closely with the Environmental Health Officers at Cheltenham Council who have also received a copy of the application and had the opportunity to object to specifics if they believed the levels will infringe on any of the four licensing objectives.

Noise and frequency levels are monitored throughout the period of the festival. Measurements are taken at agreed points in the surrounding area. These are reported daily to the Licensing Authorities. The noise consultants are constantly in contact with the festival and are able to immediately request changes in the event noise levels are not within the agreed parameters or can be adjusted to deliver improvements.

A 24 hour resident contact number will be in operation from Thursday through till Monday for residents to raise concerns. This number will be staffed 24 hours a day. Noise concerns will be investigated, and measurements of noise levels taken and adjusted if required.

The licence application is for live music at the proposed target and absolute Db levels to run only until 23:00.

We will continue to consult and work with the community, the noise management consultant and Local Authority to mitigate sound wherever possible.

Traffic Management

We note that you also address the point of traffic that should be considered by the committee.

We work with an experienced traffic management company who drafts and operates a Traffic Management Plan for the event. This plan is shared with the Local Authority via the Safety Advisory Group who will flag any concerns regarding highways for us to consider and address. In addition to this the highways officers at Cheltenham Council would have had the

opportunity to object to the licence application if they believed it would infringe on any of the four licensing objectives.

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You mentioned in your representation that the festival does not operate within acceptable limits. Each year our noise management consultant must submit a noise management report to the Local Authority Environmental Health Officers to ensure we operate within the agreed limits.

We are working closely with the Environmental Health Officers at Cheltenham Council who have also received a copy of the application and had the opportunity to object to specifics if they believed the levels will infringe on any of the four licensing objectives.

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You mentioned in your representation that our application will return the festival to 2024 conditions. Whilst the 2024 festival did operate within its licenced conditions we will continue to implement sound mitigation methods as we did in 2025, as additional measures, such as keeping the new stage location, closer and more frequent monitoring, using technical equipment such as delay speakers and more to mitigate sound disturbance as much as possible to the local community.

There is no intention for amplified sound to be on until 05:00 and we are simply mirroring the conditions of the existing licence. The music levels proposed within the application are specifically proposed up until 23:00 and following this music will be virtually not audible as per our existing licence.

We will continue to consult and work with the community, the noise management consultant and Local Authority to mitigate sound wherever possible.

Traffic Management

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At this time there is no proposed amendment to the licensed boundary of the event or taking in a new location that will be closer to elderly or vulnerable residents. The footprint will be as per the 2025 festival.

We will continue to consult and work with the community, the noise management consultant and Local Authority to mitigate sound wherever possible. We acknowledge during the December consultation it had not yet been decided on the proposed change for sound levels however residents were notified of this proposed change in early January prior to the licence application being submitted.

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Camping

During our consultation in December we had discussed moving the campsite to a new location however this is no longer our plan and all camping will be held within the existing site that it has been since the 2023 festival. There will be no event organised wild camping in new areas outside of the licensed site.

We will continue to consult and work with the community, the noise management consultant and Local Authority to mitigate sound wherever possible.

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Whilst an event of this type is not expected to present a significant amount of low frequency noise, we acknowledge that low frequency noise may cause unreasonable disturbance. Condition 2 of the premises licence sets out levels for low frequency noise which we are not proposing to change. These targets will be adopted for the event.

I hope the response above goes some way to address your concerns regarding the application. We in no way are looking to ignore the concerns of the local community and have been forthcoming with our plans at Wychwood Festival. The conditions agreed between Wychwood Festival and the Local Authority are set out to reduce public nuisance with the local community.

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In your representation, you suggest that all mobile generators should be fitted with sound attenuation and all stages should be relocated. We will ensure high specification silent generators will be used on site. Such provision is not seen as significant in terms of off-site contributions with the expectation of inaudibility at the nearest noise sensitive properties. Generator plant noise will be monitored and powered down when not in use.

We will continue to consult and work with the community, the noise management consultant and Local Authority to mitigate sound wherever possible.

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The specific point regarding the increase of volume to 60dB (target level) is to bring the music levels more in line with what we would see at other similar events across the United Kingdom. You mentioned in your representation the complaints associated with the 2024 festival. Whilst the 2024 festival did operate within its licenced conditions we will continue to implement sound mitigation methods as we did in 2025, as additional measures, such as keeping the new stage location, closer and more frequent monitoring, using technical equipment such as delay speakers and more to mitigate sound disturbance as much as possible to the local community.

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Traffic Management

We note that you also address the point of traffic.

We work with an experienced traffic management company who drafts and operates a Traffic Management Plan for the event. This plan is shared with the Local Authority via the Safety Advisory Group who will flag any concerns regarding highways for us to consider and address. In addition to this the highways officers at Cheltenham Council would have had the opportunity to object to the licence application if they believed it would infringe on any of the four licensing objectives.

Additionally by adding a Thursday to the event we expect this to dramatically decrease the number of vehicles on the Friday and instead split these vehicles across two days which will significantly reduce the daily impact of traffic in the surrounding road network.

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Firstly we recognise and confirm that Wychwood Festival is and will continue to be a family focused event. By proposing to add a Thursday we are expecting lower numbers than the other festival days and will continue to manage the festival operations to decrease impact on the local community as much as possible.

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Most of the representations we received raised one of three concerns.

Issue Raised in Representation

Noise (levels and timings)

Thursday Opening

Traffic Management

Responding to Representations

In order to address the representations, we have provided information about what is already planned and discussed with the Licensing Authorities and attempt to address your specific concerns.

Management of Noise

The festival has appointed a specialist noise management consultant to assist in the planning, design and layout of the festival. Their role is to support the design and operation of the festival to minimise noise disruption and ensure that noise levels remain within those agreed as part of the Premises Licence within the Noise Management Plan.

We are working closely with the Environmental Health Officers at Cheltenham Council who have also received a copy of the application and had the opportunity to object to specifics if they believed the levels will infringe on any of the four licensing objectives.

Noise and frequency levels are monitored throughout the period of the festival. Measurements are taken at agreed points in the surrounding area. These are reported daily to the Licensing Authorities. The noise consultants are constantly in contact with the festival and are able to immediately request changes in the event noise levels are not within the agreed parameters or can be adjusted to deliver improvements.

A 24 hour resident contact number will be in operation from Thursday through till Monday for residents to raise concerns. This number will be staffed 24 hours a day. Noise concerns will be investigated, and measurements of noise levels taken and adjusted if required.

The specific point regarding the increase of volume to 60dB (target level) is to bring the music levels more in line with what we would see at other similar events across the United Kingdom. You mentioned in your representation the complaints associated with the 2024 festival. Whilst the 2024 festival did operate within its licenced conditions we will continue to implement sound mitigation methods as we did in 2025, as additional measures, such as keeping the new stage location, closer and more frequent monitoring, using technical equipment such as delay speakers and more to mitigate sound disturbance as much as possible to the local community.

We will continue to consult and work with the community, the noise management consultant and Local Authority to mitigate sound wherever possible.

I hope the response above goes some way to address your concerns regarding the application.



Kind Regards

Harry Feigen
Festival Manager