

Cheltenham Borough Council

Licensing Sub Committee-Alcohol and Gambling

Meeting date: 28 August 2025

Meeting time: 4.00 pm

Meeting venue: Council Chamber - Municipal Offices

Membership:

Councillor Dilys Barrell, Councillor Dr Steve Steinhardt and Councillor Simon Wheeler

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Agenda

1 Election of Chair

2 Apologies

3 Declarations of interest

4 Minutes of the previous meeting (Pages 5 - 8)

5 Determination of a New Application for a Premises Licence (Pages 9 - 60)

6 Any other items the Chairman determines to be urgent and which requires a decision

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Cheltenham Borough Council

Licensing Sub Committee-Alcohol and Gambling

Minutes

Meeting date: 4 June 2025

Meeting time: 1.30 pm – 14:50

In attendance:

Councillors:

Dr Steve Steinhardt, Simon Wheeler and Dr David Willingham

Also in attendance:

Jacob Doleman (Licensing Officer) Vikki Fennel (Senior Lawyer – One Legal)

1 Election of Chair

Councillor Wheeler was elected as the Chair prior to the meeting.

2 Apologies

There were none.

3 Declarations of interest

All Members present had attended a site visit to the premises.

4 Determination of a New Application for a Premises Licence

The Licensing Officer introduced the report as published.

The responses to Member questions were as follows:

- 10 am will be the start of the hours that the applicant can sell alcohol.
- The premises is classed as being located in the town centre area.

- The applicant queried the times listed for the sale of alcohol in the report with the Licensing Officer, as these were not the times detailed in the application. The Licensing Officer confirmed the sale of alcohol would be permitted from 09.00-23.30 Monday – Thursday, if the application was granted.

There were no questions from the applicant or the objectors in relation to the report.

The objectors then addressed the committee and made the following points:

- The main concern was that the premises will create a noise problem for the residential properties.
- The requested hours seem too long, they were hoping that there would be a better balance between the premises and the residential properties.
- There were concerns that if outdoor seating is allowed at the premises this would have an effect on the residential properties in the area.

The Licensing Officer explained to the objector that if the premises did want tables and chairs there would have to be a separate application and that would be looked at as a separate issue. Any conditions imposed on the premises regarding the external areas, however, would take effect regardless.

The responses to the Members questions to the objectors were as follows:

- There were complaints made to environmental health in relation to the previous tenants. There were also complaints with regard to the noise level from the outside seating.
- The conditions suggested by environmental health were not as concrete as the objectors would have liked. There remains to be concerns about the amount of noise that will be created by customers leaving the premises.
- The objectors were advised to contact the licensing department or environmental health with any complaints about noise should the application be granted.

The applicant then stated that there would be a decibel meter installed at the property. He also clarified that they may look at an outdoor seating area. They want to have a good relationship with the residents and the businesses in the area. The restaurant will be on the first floor.

The applicant then addressed the committee and made the following points:

- The premises will be a small tapas restaurant. The music will be background ambient music, the imagined scenario is this will be a venue where people can still talk across the table at a normal level.
- Whilst at the Q&A with residents they have offered the mobile number of the DPS to enable them to have immediate contact with someone if there is a problem with noise at the premises.
- They want the restaurant to add value to the community, Montpellier is a really nice area and they support keeping it that way.
- The last place that operated from the premises was not good for the community and they want to be the opposite.

- The applicant really believes in dealing with situations head on which is why they held the Q & A session, this session seemed to quell some of the residents fears.

The responses to Member questions were as follows:

- With regard to the Q & A session this was held at All Bar One at midday the previous week. It was advertised in the windows of the premises and there was a leaflet drop to nearby residential premises. The issues of noise and rubbish were both addressed. There was the understanding that the premises will be a restaurant and not a bar. The session seemed to quell the concerns of the objectors.
- The sound of the music will be set at 50 decibels which will be adequate for the purposes that they want. There will be decibel meters installed.
- They will put in all the mechanisms that are required with regard to sound.
- Sound from customers leaving the premises will be monitored, also the noise level from smokers standing outside.

The responses to the objectors questions were as follows:

- The sale of alcohol will cease prior to closing and then there will be a 30 minute drinking up period.
- The business is a different type of business to the other types businesses in the area, they are aware that there have been complaints about noise in respect of the other properties in the area and they do not want this.
- The 1am closing time is based on travel through Europe and the closing time is based on how successful these types of restaurants are there. The Applicant stated that he is hoping to bring city living to Cheltenham.
- The premises will be a late night bar where customers can have wine and tapas. It will be a premises where you can be sociable with friends rather than a bar to get drunk in.
- When the business opens hopefully the residents will see that there will be no issues.

The applicant was given the right to reply, they had nothing else to add.

The Members and Senior Lawyer retired to make the decision notice as follows:

Having considered the application; the evidence provided; the representations made by all parties, including those made at the hearing and the written representations of the Other Persons received who were not present at the hearing; the provisions of the Licensing Act 2003, the obligation to promote the four licencing objectives; the relevant sections of the Council's Statement of Licensing Policy and the Statutory Guidance it was resolved that the premises licence be GRANTED in accordance with the application set out, subject to additional conditions agreed with Gloucestershire Constabulary and the Environmental Health Authority being added to the licence.

The reasons behind this decision were as follows: -

- The opening hours mirror other establishments in the area

- The Applicant has been willing to engage with local community and has already done so
- The Applicant has agreed conditions in advance of the committee with the two responsible authorities
- The Committee considered the PSED as disability had been raised in one of the objections. The objector had not attended and if the committee deemed that if they were to be in the premises opposite this establishment is not a nightclub, the objector has chosen to live a town centre location, there will be no low frequency vibration going through the walls and the noise level was likely not to be an issue
- The premises is in the designated town centre area so it would not be reasonable to refuse on that ground
- The Applicant had taken less hours than entitled to and there was nothing to say they need to use those hours all the time
- The Applicant has moved position to try and respond to those that have engaged with them
- Some of the objectors seem to have misunderstood the aim of this being a food linked business, it is town centre and the business can only be responsible for those on their premises not those passing by on the street
- The Applicant has been responsible applicants from what the committee have seen
- Environmental Health can monitor if there were to be issues and it is open to review if there are issues
- The Applicant is actively looking to monitor it themselves which suggests they are a responsible licensee
- The Applicant has held a consultation which is a very positive action by the Applicant – they have tried to have community engagement with the residents to dispel any misunderstandings, it seems that the Applicant has been tarnished with the brush of previous licensee who had different business model.

5 BRIEFING NOTES

There were none.

6 Any other items the Chairman determines to be urgent and which requires a decision

There were none.

Licensing Sub - Committee (Alcohol and Gambling) – 28 August 2025

Licensing Act 2003: Determination of a New Application for a Premises Licence

Cheltenham Tribute Festival - 25/01441/PRMA

Heli Field, Cheltenham Racecourse, Evesham Road, Cheltenham

Report of the Licensing Officer

1. Introduction

- 1.1 The Licensing Act 2003 (LA2003) allows an applicant to apply for a premises licence under Part 3 which, if granted, authorises the premises to be used for one or more licensable activities.
- 1.2 Where an application is made by an individual, they must be a person who 'carries on, or proposes to carry on, a business which involves the use of the premises for the licensable activities to which the application relates'.
- 1.3 An application for a new premises licence was submitted by Mr Darren McClure on 8th July 2025. The application concerns the Cheltenham Tribute Festival, due to be held at Heli Field, Cheltenham Racecourse, Evesham Road, Cheltenham. The application was considered received in full on 11th July 2025.
- 1.4 The application is made for the following licensable activities on 30th August 2025 only:

Supply of alcohol	Saturday	12:00 – 23:00
Performance of dance	Saturday	12:00 – 23:00
Performance of live music	Saturday	12:00 – 23:00
Performance of recorded music	Saturday	12:00 – 23:00
- 1.5 The consultation period for the application ended on 12th August 2025. The was extended from the original end date of 8th August 2025 following an error observed on the site notices at the beginning of the consultation period.
- 1.6 During the consultation period for the application, relevant representations were received. The authority is required to hold a hearing; have regard to the representations; and take such steps as below as is considered appropriate for the promotion of the licensing objections.

1.7 The authority may:

- 1.7.1 **Grant the licence as applied for; or**
- 1.7.2 **Grant the licence subject to modified conditions considered appropriate for the promotion of the licensing objectives; or**
- 1.7.3 **Exclude from the scope of the licence any of the licensable activities to which the application relates; or**
- 1.7.4 **Refuse to specify a person in the licence as the premises supervisor; or**
- 1.7.5 **Reject the application.**

1.8 In determining the application, the authority must promote the licensing objectives, which are defined as follows in section 4(2) of the LA2003:

- 1.8.1 **The prevention of crime and disorder;**
- 1.8.2 **Public safety;**
- 1.8.3 **The prevention of public nuisance; and**
- 1.8.4 **The protection of children from harm.**

1.9 Implications

Legal

A sub committee is required to discharge its duty and determine an application with a view to promoting the licensing objectives as outlined in section 1.8 of the report.

The applicant has a right of appeal where the authority:

- a) Rejects an application for a premises licence; or
- b) Imposes conditions on the licence; or
- c) Excludes a licensable activity or refusal of specifying a person as a premises supervisor.

A person who made relevant representations has a right of appeal where they contend:

- a) The licence ought not to have been granted; or
- b) That, on granting the licence, the authority ought to have imposed different or additional conditions; or
- c) That, on granting the licence, the authority ought to have excluded a licensable activity or refused to specify a person as a premises supervisor.

In all circumstances, an appeal is made to the magistrates' court within 21 days beginning with the day on which the appellant was notified of the decision of the authority.

Contact officer: One Legal

E-mail: legalservices@onelegal.org.uk

Tel no: 01684 272015

1.9 To aid Members in their determination, the following appendices are included with this report:

APPENDIX 1 – A copy of the original application.

APPENDIX 2 – A copy of the conditions agreed with Gloucestershire Constabulary.

APPENDIX 3 – A copy of the final noise management plan for the event.

APPENDIX 4 – A copy of Environmental Health's final response and recommendation for the application.

APPENDIX 5 – A copy of the objection from Tewkesbury Borough Council Environmental Health.

APPENDIX 6 – A copy of the objection from Cheltenham Borough Council Health & Safety.

APPENDIX 7 – A copy of the representations from members of the public and Southam Parish Council.

2. Application (Cheltenham Tribute Festival - 25/01441/PRMA)

- 2.1 Applicant: Mr Darren McClure
- 2.2 Agent: N/A
- 2.3 Premises: Heli Field, Cheltenham Racecourse, Evesham Road, Cheltenham

3. Representations

- 3.1 Relevant representations were received from both responsible authorities and other interested parties:

Responsible authorities

- 3.2 Responses were received from both Gloucestershire Constabulary and Environmental Health.
- 3.3 Gloucestershire Constabulary has agreed a set of conditions with the applicant. These are attached at Appendix 2 of this report.
- 3.4 Environmental Health, early in the consultation period, submitted a representation in objection to the application in which it was recommended the application was refused.
- 3.5 Following discussions with the applicant across two Safety Advisory Groups (SAGs) and having reviewed the final noise management plan for the event (attached at Appendix 3 of this report), Environmental Health has confirmed it remains in objection to the application and is suggesting the committee should refuse the application.
- 3.6 A copy of the final response from Environmental Health is included as Appendix 4 of this report.

Interested parties

- 3.7 A further six representations were received from interested parties. This comprises five objections and one general comment.
- 3.8 Two of these comments were received from local authorities. Environmental Health at Tewkesbury Borough Council submitted an objection to the application in which they recommend refusal, and their comment is attached at Appendix 5 of this report.
- 3.9 Health & Safety at Cheltenham Borough Council also submitted an objection to the application. They have highlighted the objection will stand unless the applicant addresses the areas of concern they have raised. A copy of this objection is included as Appendix 6 to this report.
- 3.10 The final four representations comprised three objections from members of the public and one general representation from Southam Parish Council. A copy of these submissions are included at Appendix 7 of this report.

4. Policy considerations

4.1 Every five years, a licensing authority is required to determine and publish a policy with respect to the exercise of its licensing functions.

4.2 Members should familiarise themselves with Cheltenham Borough Council's *Licensing Policy Statement* in full, and [a copy is available online](#).

4.3 The policy seeks to outline the processes the authority will adopt in dealing with its functions under the LA2003, and does so in accordance with the following objectives:

- a) *Promote the four licensing objectives;*
- b) *Ensure that the premises are appropriate for their proposed use;*
- c) *Ensure that the premises layout and condition is acceptable for the proposed use;*
- d) *Ensure that the premises are being managed responsibly; and*
- e) *Promote the policy vision statement.*

4.4 For reference, the policy vision statement is as follows:

We want Cheltenham to be a safe and clean town that offers a greater diversity in the nighttime economy that is less focused on alcohol and protects the quality of life for residents.

4.5 The policy also seeks to promote the council's wider priorities, including that:

- *Cheltenham has a clean and well-maintained environment;*
- *Cheltenham has a strong and sustainable economy;*
- *Communities feel safe and are safe;*
- *People are able to lead healthy lifestyles; and*
- *Our residents enjoy a strong sense of community and are involved in resolving local issues.*

4.6 Whilst the policy should be used as the basis of consistent and transparent decision making, the overriding principle adopted by the authority is that each application must be determined on its own merits.

4.7 In doing so, Members must give equal importance to each of the four licensing objectives and should have regard to wider considerations affecting the area including littering, noise, street crime, and the capacity of infrastructure.

4.8 The applicant should be able to demonstrate compliance with all four of the licensing objectives.

Crime and disorder

4.9 The applicant should be able to demonstrate they have addressed factors that impact on crime and disorder, including:

- a) *Underage drinking;*
- b) *Drunkenness on premises;*
- c) *Public drunkenness;*
- d) *Drugs;*
- e) *Violent behaviour; and / or*
- f) *Anti-social behaviour*

4.10 Members should be confident the applicant has identified suitable and sufficient measures to deal with the factors outlined above.

Public safety

4.11 The applicant must be able to satisfy the authority that members of the public, and their staff, will be safe when visiting and working at the premises.

Public nuisance

4.12 Members can expect the applicant to outline the proposed steps to be taken to deal with the potential for public nuisance arising from the operation of the premises.

4.13 Applicants are expected to have included measures that:

- a) *Restrict the generation of noise within the premises and from activities associated with the premises in the vicinity, or from an open air site;*
- b) *Limit the escape of noise from the premises or open air site;*
- c) *Restrict noise emissions to below levels that could affect people in the vicinity going about their business, at work and when at home both while relaxing and while sleeping;*
- d) *Minimise and control noise from customers arriving at the premises, or open air site outside it and departing from it;*
- e) *Minimise and control noise from staff, contractors and suppliers and their activities;*
- f) *Minimise and control noise from vehicles associated with and providing services to the premises or open air site and their customers;*
- g) *Determine whether people standing or sitting outside premises are likely to cause obstruction or other nuisance;*
- h) *Whether the premises are under or near to residential accommodation;*
- i) *The hours of the sale of alcohol in open containers or food for consumption outside the premises;*
- j) *Measures to make sure that customers move away from outside premises when such sales cease;*
- k) *Measures to collect drinking vessels and crockery, cutlery and litter;*
- l) *The extent and location of areas proposed to be set aside for the consumption of food and alcohol drink and for smoking;*
- m) *Whether there is a need for door supervisors to prevent or to control customers congregating in outdoor areas to smoke, consume food or drink (whether supplied from the premises or not);*
- n) *Adequate measures to prevent the following arising from the proposed licensable activity that may cause disturbance to people in the vicinity:*
 - a. *Litter, smells, fumes, dust, smoke, or other emissions;*
 - b. *Street fouling;*
 - c. *Light pollution.*

4.14 Members should be mindful that noises can be particularly intrusive at night when ambient noise levels are lower. It is the authority's role, accordingly, to maintain a balance between the aspirations of the applicant and the needs of residents, other businesses, workers, shoppers, and visitors.

Protection of children from harm

4.15 Members must be satisfied that there are appropriate measures in place to protect children from harm.

4.16 It is an offence to sell alcohol to children; in this context, individuals under 18.

5. National Guidance

- 5.1 A licensing authority 'must ... have regard to' any guidance issued by the Secretary of State under section 182 of the LA2003.
- 5.2 The guidance considers each of the licensing objectives in detail, highlighting that they are of equal importance and that their promotion should be a paramount consideration at all times.

Crime and disorder

- 5.3 The authority should look to the police as the main source of advice on crime and disorder.
- 5.4 Where it is felt appropriate to impose conditions relating to the control of crime and disorder, they should be, by design, focussed on deterrence and prevention.
- 5.5 The presence of CCTV cameras, for example, can actively deter disorder, nuisance, anti-social behaviour and crime generally. The inclusion of radio links could also be considered an appropriate condition for those premises operating in town centre leisure areas to assist in facilitating a rapid response to any disorder.

Public safety

- 5.6 Licence holders have a responsibility to ensure the safety of those using their premises. As outlined in section 2.9, considerations should include:
 - *Fire safety;*
 - *Ensuring appropriate access for emergency services such as ambulances;*
 - *Good communication with local authorities and emergency services;*
 - *Ensuring the presence of trained first aiders on the premises and appropriate first aid kits;*
 - *Ensuring the safety of people when leaving the premises (for example, through the provision of information on late-night transportation);*
 - *Ensuring appropriate and frequent waste disposal;*
 - *Ensuring appropriate limits on the maximum capacity of the premises; and*
 - *Considering the use of CCTV in and around the premises.*
- 5.7 Conditions related to public safety may also promote the crime and disorder objection highlighted above.

Public nuisance

- 5.8 When considering public nuisance, the licensing authority and responsible authorities should focus on the effect of the licensable activities at the specific premises on persons living and working in the area around the premises which may be disproportionate and unreasonable. The issues will mainly concern noise, light, odour and litter.
- 5.9 Within the LA2003, public nuisance retains its broad common law meaning, rather than a statutory meaning as in other pieces of legislation.
- 5.10 Where applications have generated representations, any appropriate conditions should normally focus on the most sensitive time periods, such as the night and early morning when residents in adjacent properties may be attempting to sleep or are sleeping.
- 5.11 Conditions which are imposed with the intention of preventing public nuisance will usually concern the control of noise; this may be achieved by a simple measure, such as ensuring that doors and windows are kept closed after a certain time. They can, however, be more sophisticated measures like the installation of acoustic curtains or rubber speaker mounts.

- 5.12 As always, conditions should be appropriate and proportionate, and should be tailored to the type, nature, and characteristics of the specific premises and its licensable activities.
- 5.13 Beyond the immediate area surrounding the premises, public nuisance is a matter for the personal responsibility of individuals under the law – if they choose to engage in anti-social behaviour, they are accountable in their own right. It would, however, be perfectly reasonable for the authority, following relevant representations, to impose conditions relating to the display of signs encouraging patrons to leave the area quietly, or that they smoke at designated places on the premises instead of outside, and to respect the rights of people living nearby to a peaceful night.

Protection of children from harm

- 5.14 The protection of children from harm includes the protection of children from moral, psychological and physical harm. This includes the harms associated directly with alcohol consumption, but also wider harms such as exposure to strong language and sexual expletives.
- 5.15 Licensing authorities and responsible authorities should expect applicants to set out the steps to be taken to protect children from harm.

Representations

- 5.16 Where representations are made in respect of an application under the LA2003, they must be relevant, insofar as they relate to the likely effect of the grant of the licence on the promotion of at least one of the licensing objectives.
- 5.17 Where relevant representations are received from a responsible authority, they should be the authority's main source of advice in relation to a particular licensing objective.
- 5.18 Determination should take into account any relevant representations and must be considered on a case-by-case basis. It should be evidence-based and justified as being appropriate for the promotion of the licensing objectives and proportionate for what it is intended to achieve.
- 5.19 Where it is felt appropriate to attach conditions to a premises licence, the authority must be satisfied that they promote one of the four licensing objectives.
- 5.20 It may be that no additional conditions will be appropriate to promote the licensing objectives.
- 5.21 However, where the applicant has proposed conditions in their operating schedule, it is not acceptable for the licensing authority to simply replicate the wording from the operating schedule. A condition should be interpreted in accordance with the applicant's intention and be appropriate and proportionate for the promotion of the licensing objectives.

6. Licensing Comments

6.1 Members must determine this application on its individual merits with a view to promoting the licensing objectives. These are:

The prevention of crime and disorder;
Public safety;
The prevention of public nuisance; and
The protection of children from harm.

6.2 The consultation period attracted a total of eight representations, six of which were objections. The main concern raised within the representations related to public nuisance. Cheltenham Borough Council's Health & Safety did, however, highlight some issues in relation to public safety and the protection of children from harm.

6.3 Environmental Health at Cheltenham Borough Council should be considered the leading authority regarding the prevention of public nuisance in relation to this application.

6.4 An application for a new premises licence may be refused if this is appropriate for the promotion of the licensing objectives. Any decision taken by the committee, however, should be evidence-based and justified as being appropriate and proportionate.

6.5 In determining the application, the Committee must give weight to:

- The steps that are appropriate to promote the licensing objectives;
- The representations (including supporting information) presented by all the parties;
- S182 Guidance; and
- Its own statement of licensing policy.

6.6 Each application must be considered on its own merits.

[Licensing Act 2003](#)

[Revised Guidance issued under section 182 of the Licensing Act 2003](#)

[Cheltenham Borough Council's Licensing Act 2003 Licensing Policy Statement](#)

Report Author

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E-mail: licensing@cheltenham.gov.uk
Tel no: 01242 264135

Appendix List

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New Premises Licence

Premises Details

Premises Address *

HELI FIELD, CHELTENHAM RACECOURSE EVESHAM
ROAD CHELTENHAM GLOUCESTERSHIRE GL50 4SH

Telephone number at premises (if any)

Non-domestic value of premises. *

£ 2470000

Applicant Details

I/We 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.

Please state whether you are applying for a premises licence as:

an individual or individuals

Applicant Details

If you are applying as a person described in one of the above please confirm: *

I am carrying on or proposing to carry on a business which involves the use of the premises for licensable activities; or

Individual Applicant

Title *

Mr

First name *

Darren

Surname *

McClure

Street address *

The Crown Inn Norton Road

Individual Applicant

Town/City *

Iverley / Stourbridge

County

Postcode *

DY8 2RX

Date of Birth *

☒

I am 18 years old or over

Nationality *

Daytime Contact Telephone Number *

Email *

Operating Schedule

When do you want the premises licence to start? *

30/08/2025

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

30/08/2025

Please give a general description of the premises. *

Helifield at Cheltenham racecourse surrounded on one side by Cheltenham racecourse and open fields on the other

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

8000

Operating Schedule

What licensable activities do you intend to carry on from the premises? * (Please see sections 1 and 14 of the Licensing Act 2003 and Schedules 1 and 2 to the Licensing Act 2003)

Provision of regulated entertainment (please read guidance note 2) *

☐

Plays

Operating Schedule

☐

Films

☐

Indoor Sporting Events

☐

Boxing or Wrestling

☒

Live Music

☒

Recorded Music

☒

Performances of Dance

☐

Anything of a similar description falling under Music or Dance

☐

Provision of late night refreshment

☒

Supply of Alcohol

Live Music Standard Times

Standard days and timings, where you intend to use the premises for the performance of live music. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Saturday

12:00

23:00

Live Music

Will the Performance of Live Music take place indoors or outdoors or both? (please read guidance note 3) *

Outdoors

Please provide further details. (please read guidance note 4)

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Live Music

State any seasonal variations for the Performance of Live Music. (please read guidance note 5)

Please state any non-standard timings, where you intend to use the premises for the performance of live music at different times from the Standard days and times listed? (please read guidance note 6)

Recorded Music Standard Times

Standard days and timings, where you intend to use the premises for the performance of recorded music. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

Recorded Music

Will the playing of recorded music take place indoors or outdoors or both? (please read guidance note 3) *

Please provide further details.(please read guidance note 4)

State any seasonal variations for the playing of recorded music. (please read guidance note 5)

Please state any non-standard timings, where you intend to use the premises for the performance of recorded music at different times from the Standard days and times listed? (please read guidance note 6)

Dance Standard Times

Standard days and timings, where you intend to use the premises for the performance of dance. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *

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Performances of Dance

Will the performances of dance take place indoors or outdoors or both? (please read guidance note 3) *

Outdoors

Please provide further details. (please read guidance note 4)

State any seasonal variations for the performances of dance. (please read guidance note 5)

Please state any non-standard timings, where you intend to use the premises for the performance of dance at different times from the Standard days and times listed? (please read guidance note 6)

Supply of Alcohol Standard Times

Standard days and timings, where you intend to use the premises for the supply of alcohol. (please read guidance note 7) *
Please enter times in 24hr format (HH:MM)

Day *

Saturday

12:00

23:00

Supply of Alcohol

Will the supply of alcohol be for consumption on premises or off premises or both? (please read guidance note 8) *

Both

State any seasonal variations for the supply of alcohol. (please read guidance note 5)

Please state any non-standard timings, where you intend to use the premises for the supply of alcohol at different times from the Standard days and times listed? (please read guidance note 6)

Designated Premises Supervisor

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)

Title *

Mr

First name *

Darren

Designated Premises Supervisor

Surname *	McClure
Street address *	<div></div> <div></div> <div></div>
Town/City *	<div></div>
County	<div></div>
Postcode *	<div></div>
Personal Licence Number (if known)	05/00228/Lapert
Issuing Licensing Authority (if known)	Lichfield

Adult Entertainment

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 (please read guidance note 9).	NA
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Opening Hours Standard Times

Standard days and timings, where the premises are open to the public. (please read guidance note 7) * Please enter times in 24hr format (HH:MM)

Day *	Saturday
	12:00
	23:00

Licensing Objectives

Describe any additional steps you intend to take to promote the four licensing objectives as a result of the proposed variation:

Page 25

Licensing Objectives

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

Sufficient competently trained staff on duty. All staff trained in Challenge 25. Records kept of all training of bar staff pre event. Alcohol and soft drinks will be served in plastic glasses. Customers carrying open or sealed bottles or glasses will not be admitted to the premises at any time.

b) The prevention of crime and disorder

Door supervisors shall be correctly registered with the SIA Will display the correct name / identification badge. Female door supervisors shall be available if searches are to be conducted on female customers. Door supervisors will be issued with multi-channel radios capable with communicating with other door supervisors & the DPS. We have a capacity limit of 2500 – the event shall be ticketed in advance.

c) Public safety

We have conducted a suitable Fire Risk Assessment at the premises and implemented necessary control measures. Notices detailing the actions to be taken in the event of fire or other emergency are prominently displayed and maintained in good condition. Access is provided for emergency vehicles and kept clear and free from obstruction at all times. First aid provision on site. First aiders are trained to deal with drug and alcohol related problems

d) The prevention of public nuisance

A continuous and accurate record is maintained of the number of patrons within the premises. Searching as a condition of entry will be considered at all times.

e) The protection of children from harm

The premises will operate a Proof of age policy – Challenge 25

Declarations

Declaration Type *

Sole Applicant - Individual or Other

Declarations

I have uploaded a copy of the plan of the premises. I have uploaded a copy of the consent form completed by the individual I wish to be designated premises supervisor, if applicable. I understand 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 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 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.

Declarations

Signature/Declaration of applicant or applicant's solicitor or other duly authorised agent (see Guidance Note 11 & 12). If signing/applying on behalf of the applicant, please state your name and in what capacity you are authorised to sign/apply. When submitting an on-line application form the 'Declaration made' checkbox must be selected.

- ☒ 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).
- ☒ 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).

Full Name *

Darren Patrick McClure

Date *

08/07/2025

Capacity *

Applicant

☒ Declaration made

Do you wish to provide alternative correspondence details? *

No

Email confirmation

On submission an email confirmation will be sent using the details below

Forename

Darren

Surname /Company Name

McClure

Email *

Telephone

1. If the event is to exceed 499 in attendance the exact dates of the event each year will be notified in writing to the licensing authority and Gloucestershire Constabulary not less than 2 months prior to the first date on which licensable activities are due to take place in any given year.
2. This notification will be accompanied by an up to date Event Management Plan (EMP) and a up to date site layout plan. This layout plan will show relevant matters, including where any temporary structures, stalls, toilets, car parking and fire precautions will be located on site during the event.
3. If the event is to exceed 499 in attendance the licence holder will engage with the local Safety Advisory Group (SAG) prior to the event in any year in which it takes place and will comply with all reasonable requests of the SAG membership.
4. All events expected to exceed 1000 attendees shall be a 'ticketed' event in order to manage expected numbers
5. The 'Challenge 25' scheme shall be adopted, so that any customer attempting to purchase alcoholic liquor who appears to be under the age of 25 shall be asked for an accredited photographic proof of their age (e.g. passport, photo driving licence or a PASS approved card) and that a sale shall not be made unless this evidence is produced. This will only be treated as a breach where the customer subsequently turns out to be under 18 years of age.
6. An incident log be will kept which will include the date, time and details of incident that has taken place. The DPS shall check the book once a month ensuring that it is up to date. The DPS will sign and date the book each time it is checked. The book shall be made available for inspection upon the request of a duly authorised officer of the Licensing Authority or Police.

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Project:	Social Eats Events - Cheltenham Race Course	Noise Management Assessment
Date:	08 August 2025	
Author:	Matt Trigg	Site Address: Cheltenham Race Course, GL50 4SH
Job Start Date:	30 Aug 25	Description: Single day family food & music festival
Duration:	12pm - 10pm (Expected)	
Client Contact:	Darren McClure	

Data Protection Statement

The information and data provided herein applies only to the contract for which it was written, it shall not be duplicated, disclosed or disseminated by the recipient in whole or in part for any purpose whatsoever without the prior written permission of Pacific Sound & Light Ltd.

1. Introduction

- 1.1. The proposed event is entertainment at the outdoor family orientated music and food festival event to be held at Cheltenham Race Course, Evesham Road, Cheltenham, GL50 4SH
- 1.2. The event is to begin around 12 noon, and finish by 10pm, Saturday 30th August 2025.
- 1.3. The purpose of this document is to provide an assessment of the noise impact of the event on existing nearby properties and to describe suitable sound control and monitoring scheme that could be put in place to minimise the music noise level disturbance. The practical measures to be adopted to achieve compliance are described in a later section.
- 1.4. The map below shows the event location and the nearest noise sensitive receptors located on Spring Lane and Southam Lane . The yellow pin notes the intended stage positioning, directed North-West along the event field. Identified noise sensitive locations detailed later in the document,



2. Entertainment Noise Control Criteria

- 2.1. The established guidance for noise from outdoor music events is the Noise Council's Code of Practice on Environmental Noise Control at Concerts (1995).
- 2.2. The recommended noise limits contained within the code of practice for events taking place between 09:00 – 23:00 can be seen in Table 1 below.

Concert Days per Calendar Year per Venue	Venue Category	Guideline (measured 1 meter from the façade of the nearest noise sensitive premises)
1-3	Urban stadia or arenas	The MNL should not exceed 75 dB(A) measured over 15 minutes
1-3	Other urban and rural venues	The MNL should not exceed 65 dB(A) measured over 15 minutes
4-12	All venues	The MNL should not exceed the background noise level by more than 15 dB(A) over a 15 minute period

- 2.3. The recommended noise control method contained within the Code of Practice for events held between the hours of 23:00 and 09:00 hours are:

Music noise should not be audible within noise sensitive premises with windows open in a typical manner for ventilation. Control can be exercised in this situation by limiting the music noise so that it is just audible outside the noise sensitive premises. When that is achieved it can be assumed that the music noise is not audible inside the noise sensitive premises

- 2.4. The Code of Practice recognises that noise in terms of dB(A) may underestimate the intrusiveness of low frequency noise and concludes that it may be necessary to set an additional criterion in terms of low frequency noise or apply additional controls.

IOA Technical Paper: Proc IOA Vol. 28 Pt. 7 2006; Griffiths & Staunton

- 2.5. This paper gives further clarification on the Code of Practice's recommendations on noise from events regarding night time noise and low frequency limits.
- 2.6. The conclusions of the research regarding night time noise state that:

The absolute criterion of 45dB(A) outside premises is sufficient to achieve the World Health Organisation's internal L(A)eq guidance level of 30dB to preserve the restorative process of sleep.

The onset of noise complaints at all night music events closely correlates to the transgression of the 45dB level outside noise sensitive premises.

Many events and authorities have successfully adopted the 45dB night time noise limit. The use of this objective criterion is therefore recommended for further consideration when dealing with an infrequent all night event.

- 2.7. Subsequently, the noise from the proposed event should be adequately controlled by the provision of condition based on 45 dB(A) at the façade of the nearest noise sensitive premises after 23:00.
- 2.8. The conclusions of the research regarding Low Frequency Noise state that:

At open air venues, the increase over background 'A' weighted criterion works well at minimising complaints near to venue. The 'A' weighted criterion can underestimate annoyance a greater distances from the venue (in excess of 2km) as the mid to high frequency energy is quickly attenuated with respect to low frequency and the expectation of people living some distance from the event being that the concert should be inaudible.

- 2.9. Subsequently, the noise from the proposed event should adequately be controlled by the provision of condition based on an A-weighted LAeq.

3. Noise Assessment Criteria

- 3.1. The guidance from the Code of Practice advises that for other urban or rural areas used for more than 12 events per calendar year, a Music Noise Level of 15dB 15min LAeq over the measured Background Level at the nearest noise sensitive premises is recommended for events finishing no later than 23:00.
- 3.2. An onsite front-of-house mix position has been assumed to be situated 40m in front of the stage front edge.
- 3.3. An ambient noise consultant will be employed on Saturday 30th August to manage the ambient noise created by the event.
- 3.4. Background noise measurements will be taken on the morning of the event to determine the current off site background noise levels and recorded at the identified noise sensitive locations by the Noise Consultant.
- 3.5. They will then be required to monitor the Music Noise Levels during sound checks to gain a baseline as to what internal levels will achieve at the specified noise sensitive locations.
- 3.6. The noise consultant will move between the agreed locations taking 15 minute LAeq readings, reporting these levels to the event FOH sound engineers by way of mobile phones / WhatsApp group.
- 3.7. Using a predicted background noise level at the nearest noise sensitive locations of 50db 15min LAeq, an offsite generated noise level of not more than 65dB(A) will be achieved with worst case conditions with a monitored Front-of-house level of 100.8db(A) 15minute LAeq and is therefore within the guidance of the Code of Practice on Environmental Noise Control at Concerts.
- 3.8. The guidance from the IOA technical paper in quantifying the Code of Practice's criterion for events running between 23:00 and 09:00 recommends Music Noise Level of 45dB(A) over a fifteen-minute period at the nearest noise sensitive premises is sufficient to prevent nuisance. This condition will be met by no Music Noise being caused after the licence curfew of 23:00. Suggested event curfew of 22:00 to enable a small time buffer for unforeseen overrun and customer satisfaction.

4. Noise Predictions

- 4.1. Noise predictions have been made based on keeping with guidance at the nearest noise sensitive location.
- 4.2. The predictions have been made using manufacturer loudspeaker simulation software to accurately represent the loudspeaker systems to be deployed to ensure accurate SPL modelling data.
- 4.3. Noise predictions have been based upon a worst case scenario and the intended coverage of the sound system to the audience area.
- 4.4. Stage position and sound system design has been optimised at event design to provide greatest on-site to offsite differential.
- 4.5. Distance attenuation is based upon progressive attenuation under neutral meteorological conditions, clear line of sight with no physical barriers and can therefore be considered a worse case scenario. Real world values will have substantially more attenuation based on terrain and natural absorption barriers.
- 4.6. Maximum sound system output has been calculated based upon achieving 65dB 15min LAeq criteria 1m from the facade of the noise sensitive properties.
- 4.7. 100.8dbA Front-of-house onsite level predicts a 65dbA criterion at the nearest receptor.

fig.1 Site / Stage Layout:

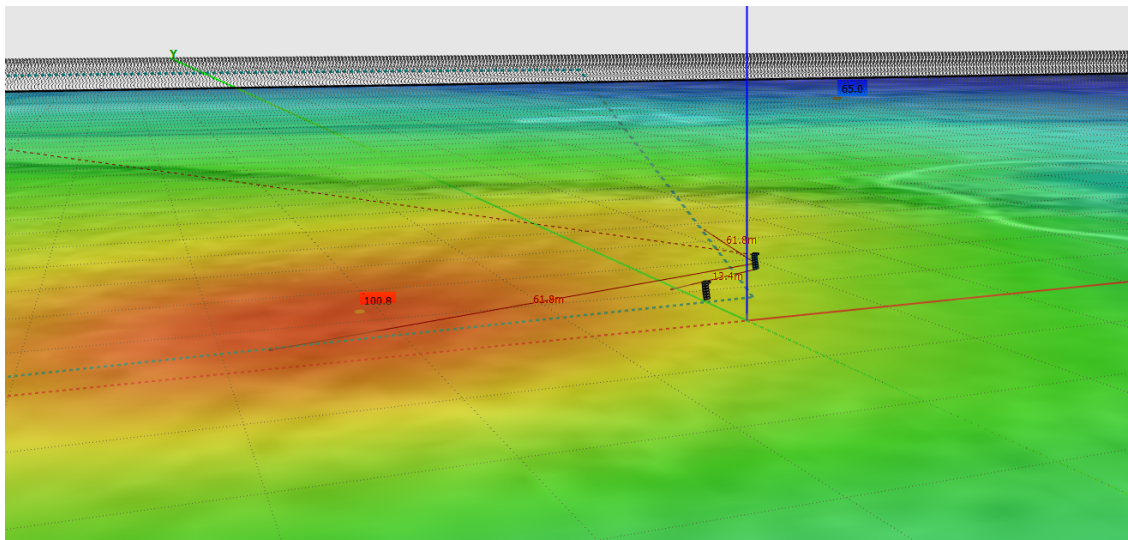
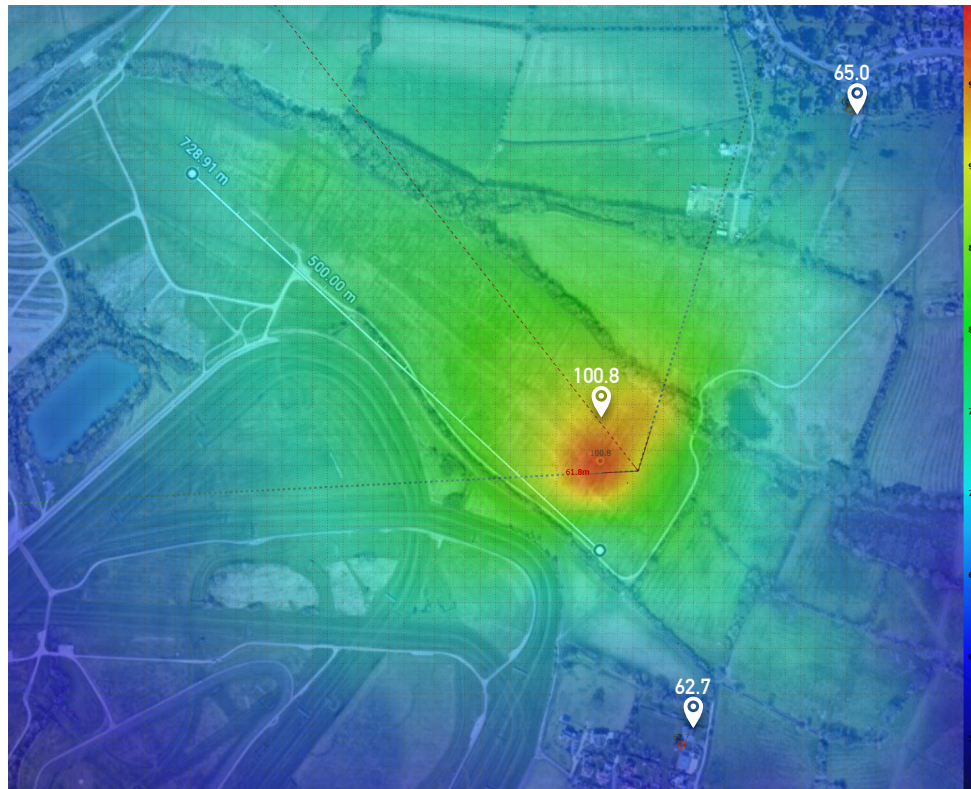


fig.2 Simulated system at maximum capable output:



5. Event Noise Management Guidance

- 5.1. Careful consideration will be given to implementing and exercising a noise control program during sound checks and the event to control entertainment noise from the venue. Soundcheck times outside of licenced hours to be kept to an absolute minimum, and as close to event opening times to minimise resident disruption.
- 5.2. A member of the event management team will be responsible for the management of noise during the event.
- 5.3. That member will have direct communication with all required parties through site radios and/or mobile phones. This will include, but not be limited to: The Event Director, The Noise Consultant, The FOH Sound Engineer.
- 5.4. Should the licence limits be at risk of breach at any of the noise sensitive locations, the consultant will request immediate action from the on-site sound engineers.
- 5.5. Should any noise complaints be received, the Noise Consultant will be notified and investigate the complaint so timely and suitable action can be taken. The Noise Consultant will use his or her expertise to advise on what action is necessary and to provide the most effective solution.
- 5.6. A complaints log will be maintained throughout the event, detailing names and addresses of complaints, times and actions taken by the organisers. All complaints will be taken seriously and investigated by the Noise Consultant. Issues that are backed by data will be remedied in a timely fashion, but perception and disruption by noise is highly subjective and the event being audible will not necessarily correlate with a breach of licence.

- 5.7. The organisers will advise the local Environmental Health Department of the likely times of any rehearsal or sound-checks, although this is unlikely to be known until near the production set-up.
- 5.8. The sound engineers present will be informed of the offsite music noise levels and immediate instructions will be issued if it appears that the limit may be exceeded at any point.
- 5.9. The Noise Consultant will use his or her expert opinion, and will usually aim to attenuate problematic frequencies as a primary measure of control first, before resorting to an overall onsite level reduction. This aims to control site specific or meteorological propagation anomalies on the day.
- 5.10. FOH sound level monitoring will be implemented to adhere to the outlined maximum levels: **98db 15min LAeq at 40m FOH control position**. Value agreed as to meet expectation of in person customers for this style of family oriented event, and maintain a ~3db offsite noise margin at all times but may be adjusted as per the Noise Consultants advise during the course of the event. This limit will be managed during the day with input from the off site Noise Consultant as to provide a reasonable increase in level towards a headline act during the event, and maintain the licence conditions.
- 5.11. Noise measurements outside of site will be taken on a rotating basis of the identified locations, as necessary and under the professional judgement of the Noise Consultant, in addition to in response to any complaints that may be received allowing for comfort breaks and welfare of the Noise Consultant.
- 5.12. Event programming suggested to finish at 22:00 to allow suitable safety margin to adhere to licence conditions and allow for minor timing fluctuation and error.
- 5.13. The Noise Consultant will at all times work in consultation with the Event Director and FOH sound engineer with their professional judgement and experience to ensure that responses are appropriate and measured, ensuring that the organisers comply with guidance and licence conditions as far as is reasonably practicable.

6. List of identified Noise Sensitive Locations

What3words location	Description
///locker.fats.blueberry	B4632
///loyal.mimic.repay	Southam Lane
///punk.drill.pots	Southam Lane
///shiny.badly.codes	Spring Lane
///smoke.aims.grow	Park Lane



6. This list is not exhaustive and may be modified based on the professional opinion of the Noise Consultant present, and in response to any objections, council guidance or received complaints on the day.

6. Glossary

- 6.1. Noise is defined as unwanted sound. The range of audible sound is from 0dB to 140dB, which is taken to be the threshold of pain. The sound pressure detected by the human ear covers an extremely wide range. The decibel (dB) is used to condense this range into a manageable scale by taking the logarithm of the ratio of the sound pressure and reference sound pressure.
- 6.2. The unit of frequency is Hz. 1 Hz is one pressure fluctuation in one second. The frequency response of the ear is usually taken to be about 16Hz (number of oscillations per second) to 18,000Hz. The ear does not respond equally to different frequencies at the same level. It is more sensitive in the mid---frequency range than at the lower and higher frequencies and because of this, the low and high frequency component of sound are reduced in importance by applying a-weighting (filtering) circuit to the noise measuring instrument. The weighting which is most used and which correlates best with the subjective response to noise is the dB(A) weighting. This electronic filter matches the variation in the frequency sensitivity of the meter to that of the human ear. This is an internationally accepted standard for noise measurements.
- 6.3. The ear can just distinguish difference in loudness between two noise sources when there is a 3dB(A) difference between them. Also when two sound sources of the same noise level are combined the resultant level is 3dB(A) higher than the single source. When two sounds differ by 10dB(A) one is said to be twice as loud as the other.
- 6.4. LAeq: Equivalent Continuous Sound Pressure Level. The A---weighted sound pressure level of steady sound that has, over a given period, the same energy as the fluctuating sound under investigation. It is in effect the energy average level over the specified measurement period (T) and is the most widely used indicator for environmental noise.
- 6.5. Ambient Noise Level - The 'normal' sound level at a given location, measured in terms of LAeq when no event propagation is taking place.
- 6.6. LAeq - The A-weighted equivalent continuous sound level in decibels measured over a stated period of time, usually 15 minutes.

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Dear Licensing,

Thank you for forwarding on the noise management plan for the Cheltenham Tribute Festival, as prepared by “Pacific Sound and Light”, dated 12th July 2025.

The Environmental Protection team have now had an opportunity to review this plan and have the following comments/queries to make in relation to the plan and the Licence application itself.

Firstly, it should be noted that we have been given a very short time frame to review this application. In normal circumstances a license application would be made some months before the event to allow full consultation and consideration of issues in due time to allow additional or clarifying information to be provided by the licence applicant and event operator. In those normal circumstances, once the licence is agreed it is common for the operator to prepare a noise management plan for agreement with our Environmental Health Team some weeks before the event, this allows both parties to make suitable arrangements for management of noise and monitoring of levels around the site. In this case the application has been made at the eleventh hour which has left little or no scope for advising the applicant on deficiencies in their event planning.

The noise management plan (NMP) was provided on 4th August by the applicant, prepared by Pacific Sound and Light. A revised NMP was provided on 11th August which contained minor changes to monitoring arrangements. The report author, who is not named, does not appear to be an expert in noise or acoustics and does not quote any relevant qualifications. So it may not be surprising that the NMP has significant failings, which I will itemise below using the paragraph numbering from the revised report:

1.4 The site plan doesn't contain key information in any detail including the stage location / orientation, and is cropped to remove most of the noise sensitive property potentially affected by this event. The initial plan also fails to identify suitably accessible & representative monitoring locations, although some further information was provided in the revised plan (see below).

2.3 This is irrelevant, as the event is not due to run after 23:00.

2.4 Suggests controls on low frequency noise, but does not offer any suggested limits or methods of monitoring.

2.5 – 2.7 “Night-time” noise provisions are irrelevant

2.8 – 2.9 This indicates that the event should operate to a condition relating to low-frequency noise, which is generally monitored using “C-weighted” noise measurements, denoted by L_c in guidance. The C-weighting applies extra value to low-frequency noise when measuring noise in a broad frequency range, as is generated by music.

3.2 The mixer position is an assumption, no evidence is provided for the value used, and no scale plan is available.

3.3 This event will not generate ambient noise. This is the wrong terminology.

3.4 This approach is not acceptable. A plan for one-off monitoring on the day of the event leave no contingency for weather affecting the measurement. The measurement will not be representative of evening noise levels, which are likely to be lower and when the event is in operation. Monitoring of background levels needs to take place over a prolonged period to identify the worst case scenario, and may need to be repeated at multiple locations to assess the impact of variable and unpredictable wind directions.

3.7 Predicted background noise level of LA_{eq} 50dBA is a considerable over-estimate, and uses the wrong measurement of background noise. Background noise should use the L90 measure – IE the noise exceeded for 90% of an extended monitoring period, not an L_{eq},

which is an average. I have measured an LA90 outside noise sensitive residential premises in the area and found a value of 40dBA. Using the limits specified in the Code of Practice cited would therefore produce an off-site noise limit of 55dBA. This erroneous and unjustified assumption by the writer of the report then makes all the following calculations worthless, as on-site noise levels will need to be considerably lower than those calculated. 3.8 Again, this is irrelevant and superfluous. The event operator needs to determine the hours the event will operate, and be in a position to implement a “hard stop” in the event of an over-run of the licensed time.

4 etc. The data used to produce these figures has not been reported, so we can not be confident that the data is actually representative of set-up for this event. IE: Stage / rig height and location, distance to receptor, volume of rig, frequency distributions etc. The software used is not specified but appears to be designed to assess sound in a performance arena, not designed to predict overspill.

4.5 The predictions are based on “neutral meteorological conditions” these are not specified. We can’t expect any day to meet “neutral conditions”, and weather is liable to change rapidly and without notice. The “neutral conditions” are certainly not the “worst case”. “Real world values will have substantially more attenuation based on terrain and natural absorption barriers” This statement is not valid - real world values will depend most significantly on wind direction, strength, temperature / cloud cover.

4.6 The maximum output needs to meet a considerably lower threshold and the plan doesn’t identify these “noise sensitive properties”.

4.7 To be clear, this front of house level is not agreed, and is likely to be far too loud to achieve off-site compliance. I would also suggest that the applicant considers the on-site noise levels nearer the stage if operating at this level.

Fig 1 & 2 – These figures are not labelled or explained. They don’t show stage position or orientation, which is a key consideration.

5.2 “A member of the event management team will be responsible for the management of noise during the event.” – This individual needs to be named, and contactable for the duration of the event. They must also be available to deal with any noise issues, not tied-up with other matters at the event.

5.10 For clarity: that on-site noise value is not agreed and is likely to be too high to achieve off-site compliance.

5.11 Monitoring locations off-site will need to be flexible to respond to complaints and changes in weather.

5.12 As above, the event operator needs to set a finish time, which can be put in the licence, and be able to ensure compliance. If required they should implement a “hard stop” curfew.

6 The list of monitoring locations is not appropriate. The site identified as “B4632” is on the side of a busy road, where the dominant noise source will be traffic, so measuring a music noise level will not be possible. As identified at the start of this response, details like this could have been confirmed with this department well in advance, if more notice of the event had been provided.

Other issues not in the NMP:

The event is advertising “Spectacular Pyrotechnics”, but the noise impact of these are not mentioned in NMP. We have attempted to discuss this at a Safety Advisory Group, but the operator was not clear on what effects he is planning to use.

The NMP contains no mention of communications to nearby residents. I would expect an event of this scale to implement a letter drop to residential property liable to be affected by noise, to include the hours of operation, and contact details for anyone with complaints, which will be manned and available for the duration of the event.

The main concerns with this plan are as follows:

Inappropriate background noise level used in calculations.

1. The NMP assumes a background noise level at nearby noise sensitive property of 50dB (15mins LAeq). Notwithstanding that background noise is generally quoted using an L90 level, this level is unjustified guesswork, and in my experience of monitoring of that area, excessively high. My measurements on the evening of 11th August at a representative location produced an outdoor background level of 40dB (LA90). This would then make the “background +15dB” limit quoted, 55dBA (LAeq, 15mins). That level is VERY different from the 65dBA proposed.
2. The successful delivery of an event like this, within legal limits, relies on off-site measurement of noise levels, and the ability to take swift, appropriate action to address issues, which are likely to vary throughout the day, according to wind strength and direction, and the characteristics of the acts in progress. The NMP provided does not identify suitable locations, methods, equipment or personnel for any monitoring to be effective.
3. No limits have been proposed for low-frequency noise and no monitoring of low-frequency noise has been proposed. Low frequency noise has the potential to spread considerably further than other frequencies, affecting more properties. Previous events at this site have successfully used an approach using a C-weighted noise measurement which measures low-frequency noise more effectively. This approach is consistent with emerging guidance on noise from events which is likely to replace or update the widely-quoted Noise Council Guidance in the imminent future.

I must therefore recommend that given the information currently available, the application for a premises licence relevant to this event is **REFUSED**, as I consider it likely that it will cause significant public nuisance affecting a broad range of properties in the Prestbury and Southam areas.

However, if the committee is of a mind to grant a premises licence I would recommend the following conditions are attached, which are consistent with other recent events of a similar nature at the same location. Please note that some of these conditions also include phrases which will be of relevance if the event returns to the same location in subsequent years:

OFF-SITE EFFECTS

1. The Licensee shall ensure that a noise control consultant/s is appointed whose name, address and telephone number is provided to the Public Protection Division of the Council at least 10 days prior to the event. The noise control consultant/s shall liaise between all relevant parties on all matters relating to noise control prior to and during the event. The noise control consultant/s must be present on site, or monitoring the event off site, throughout the duration of the regulated entertainment with authority to monitor and control noise levels on site.

2. Sufficient noise propagation tests shall be undertaken prior to the performances in order to set appropriate control limits at the sound mixer position. 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.

3. The control limits set at the mixer position shall be adequate to ensure that a Target Music Noise Level (MNL) of 55dB LAeq (15mins) measured at one metre from the façade of noise sensitive premises shall be achieved between the hours of 0900 hrs to 2300 hrs. Where the Target Level of 55dB LAeq (15mins) is exceeded then suitable and appropriate action shall be taken to meet this Target Level. An Absolute Music Noise Level (MNL) Level of 60dB LAeq (15mins) measured at one metre from the façade of noise sensitive premises shall not

be exceeded between the hours of 0900 hrs to 2300 hrs. The noise levels shall be monitored at noise sensitive locations agreed with the Council. (Note: MNL and noise sensitive properties are as defined in Code of Practice on Environmental Noise Control at Concerts – Noise Council 1995).

4. No licensable activities shall occur on the Licensed Site occurring between 2300 hours and 0900 the following day.

5. The Licensee shall ensure that the promoter, sound system supplier and all individual sound engineers are informed of the sound control limits and that any instructions from the appointed noise control consultant/s regarding noise levels shall be implemented.

6. The appointed noise control consultant/s shall carry out noise level measurements at positions identified in consultation with officers of the Public Protection Division, and control noise levels to comply with conditions 3 and 4 above. The appointed noise control consultant/s shall also continually monitor noise levels during performances at the sound mixer position and advise the sound engineer accordingly to ensure that the noise limits are not exceeded. The Licensing authority shall have access to the results of the noise monitoring at any time.

7. The Licensee shall provide a Noise Management Plan to the Council's Public Protection Division at least 28 days before any event. The Noise Management Plan shall identify how noise arising from the holding of the event will be effectively controlled so as to comply with conditions 3 and 4 above. Inter alia, the plan shall include:

- i) A monitoring regime for numerical levels, subjective levels and low frequency noise targets.
- ii) Response process for any deviations from the Target Level.

8. The Licensee shall keep a documented record of complaints received and resultant actions.

9. A site contact telephone number for complaints which is staffed at all times while the event is taking place shall be made widely available to local residents. The details of all complaints shall be recorded in writing and the appointed noise control consultant be notified of any complaints immediately.

10. The Licensee shall provide a report to the Council's Public Protection Division in order to demonstrate compliance with these conditions within 28 days of the Event.

11. Any reasonable request by an authorised officer of the Council to reduce noise levels as a result of non-compliance with licence conditions shall be complied with immediately.

ON-SITE SOUND

12. The peak noise level must not exceed 140dBC at any point where the public have access. Noise measurements must be taken and recorded during events to ensure this noise limit is not exceeded.

13. In order to protect the hearing of the audience on site, no-one shall be exposed to an Event Leq of more than 107dB(A).

14. Where practicable the audience shall not be allowed within 3 metres of any loudspeaker. Under no circumstances shall the person and loudspeaker separation distance be less than 1 metre.

15. Where the Event Leq is likely to exceed 96dB(A), the audience shall be advised of the risk to their hearing in advance; e.g. either on tickets, advertising, notices on or near the site.

Further Conditions

1. The level of amplified music sound energy emitted from the site shall not exceed a target of 85dB LCeq(15 minutes) with an upper limit of 90dB LCeq (15 minutes) at any time when measured at locations specified in an approved Noise Management Plan.
2. The premises licence holder's acoustic consultants must monitor sound levels during sound checks and throughout the duration of the event.
3. No fireworks or pyrotechnics will be used as part of this event.

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From: Kathryn Griffiths <[REDACTED]>

Sent: 08 August 2025 12:48

To: Licensing (CBC) <Licensing@cheltenham.gov.uk>

Cc: David Etheridge <[REDACTED]>

Subject: New Premises Licence Application Consultation - Cheltenham Tribute Festival // 25/01441/PRMA

Dear Licensing Team,

Following consultation on the premises licence application for the Cheltenham Tribute Festival, the Environmental Health Team at Tewkesbury Borough Council recommends refusal of the application on the grounds that it compromises the licensing objective relating to the prevention of public nuisance.

We have reviewed the Noise Management Plan (NMP) submitted by the applicant on 4th August, which was prepared by Pacific Sound and Light. Unfortunately, the plan does not include any provision for off-site noise monitoring on the day of the event. As such, it does not provide sufficient assurance that noise will be effectively managed to protect residents within Tewkesbury Borough.

Should the committee be minded to approve the application despite these concerns, we would strongly recommend that the same noise control conditions used at the Wychwood Music Festival be attached to this licence. These were implemented successfully following joint monitoring with Cheltenham's Environmental Protection Team and provided a robust framework for managing noise impacts to local residents.

Please let us know if you require any further information.

Kind regards

Kathryn Griffiths
Principal Environmental Health Officer
Tewkesbury Borough Council

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From: Sadie Hawson <[REDACTED]>
Sent: 13 August 2025 16:53
To: Jacob Doleman <[REDACTED]>
Subject: FW: Representation for Tribute Event 30th Aug

Hi Jacob

Apologies, in re-reading my email, I was not clear in my objection to this matter.

I object to the licence being issued unless the matters highlighted below relating to risk assessment (public safety) and safeguarding (Protection of Children from harm) are addressed.

keep safe

Sadie Hawson
SEHO

Mobile: [REDACTED]

Days / time away from the office; [REDACTED]

From: Sadie Hawson
Sent: 12 August 2025 22:17
To: Licensing (CBC) <Licensing@cheltenham.gov.uk>
Subject: Representation for Tribute Event 30th Aug

Dear Licensing

I write in my capacity as health and safety advisory for the Safety Advisory Group and in the interests of public safety for this licence application. I am employed by the council as a Health and Safety Enforcement Officer for at work situations.

I also express my concerns in relation to the protection of children from harm. This is because safeguarding is everyone's business.

These concerns reflect my concerns following the second Safety Advisory Group for this event, held today the 12th

August and my review of the second Event Management Plan (EMP) sent on the 6th August. Italics below are quotes from the Event Management Plan (EMP) or the licence application, as indicated.

Public Safety

The licence application indicates that '*necessary control measures*' are in place. The EMP was found to be lacking in several areas relating to entertainment and at the time of writing, although requested, no risk assessment had been submitted. An improvement notice may be served on the applicant in order to undertake a risk assessment, if one is not provided, this will be done to help ensure the safety of employees and the public.

Darren McClure, the licence applicant, is one of the organisers of this event and has not demonstrated, at the time of writing, that a suitable and sufficient risk assessment has been undertaken. **There are currently inadequate demonstrations of controls** relating to the following risks:-

- **Traffic management.** The plans do not account for the A435 road closure. The method of segregating vehicles and pedestrians on site is not clear. No detailed plan has been provided to indicate safe ingress and egress of vehicles or pedestrians, during the build and the event. **There may be a risk of vehicle pedestrian collision.**

EMP 1.4 Entrance & exit points states:

"All guests shall enter the site via the main entrance off the service road leading on one side to Evesham road and the other side to Southam Lane. A site map shall go out on email to all our guests before the event indicating the entrance & exit / Car parks. Car parking shall be controlled via marshalls, the car parking shall be at the bottom of the heli field located next to the service road. Marshalls shall be directing traffic to car park. Four marshalls shall organise the parking of cars. Rolling breaks are built into the SIA & Marshalls shifts of 20 min every 5 hour shift. . Should this area become full marshalls shall then direct cars to the nearest car park at the race course. Disabled parking shall be left closest to the entrance point.

We find at our events that a large proportion of guests tend to arrive by foot having used local transport links/ buses/ trains & taxis. From 11 am on the event day all vehicular access to the event area shall be stopped.

At the main entrance to the festival field a queuing system shall be put in place in order for security to check tickets and also to carry out bag searches. This shall have four lanes created using pedestrian fencing. Tickets shall be scanned at the starting point of each lane. At the end of the lane security shall carry out bag searches, removing any alcohol from guests and patting down.

Multiple queues shall be created to ingress guests as quickly as possible. From previous experience we find that we normally have around 20 % of our guests arriving at our around opening time. Usually a mixture of families as they tend to dwell on site from 12 – 6. 1 -4 pm we tend to see the next 50% arrive .

4- 7pm 20 % arrive

And our trading history shows that up to 10% of ticket holders do not turn up.

Last ticket entry to site shall be 8pm and this shall be communicated beforehand via an email to ticket holders with DO'S & DON'T'S and FAQ'S/ site map.

Communication in advance to our guests shall detail that no alcohol / or food shall be brought on site.

The main entrance shall be located at the front of the site with fire exit points at the bottom and top corners.

Each fire exit shall be 2 x 3ms panels in with and shall be manned by a trained marshall who in the event of an incident shall open the exits outwards. There are four fire exit points along with the main entrance.

Exiting the site shall be via the main entrance during the event- should any of our guests leave we shall give them a wristband which will be placed upon their wrist as once a ticket is scanned in it cannot be used again. Should the guest return they shall be searched again upon entry. At the end of the evening the main entrance shall be cleared of all barriers and opened up entirely alongside the two fire exits on the service road side."

&

EMP 4.0 Traffic Management states:

"Stewards shall direct cars in the car park to ensure the most efficient safe parking .

Stewards shall be put in place to advise of parking arrangements and ensure parking is safe and also to assist guests in direction to the entrance.

Pedestrian barriers shall be used to create a walkway to the main entrance keeping cars and walkers separated.

Heras fencing shall be installed from the car park entrance to the service road – alongside this pedestrian fencing shall create a separate walkway. Stewards are employed by Sapphire security and have experience in managing car parking.

Should the ambulance need to leave to convey a guest to hospital – the 6 m fire exit shall be opened (as they are parked relatively close to this). Marshall shall walk the ambulance out of the venue under hazard lights."

- **Crowd management** there are no calculations to justify area capacities. The attendance demographic has not been considered (e.g. will the crowd be spread out or want to jump on top of each other). It is not clear how people will move from viewing the stage to the bar or how the layout of the event will facilitate this. **There may be a risk of crowd surging or over excitement leading to injury.**

EMP - 2.0 Crowd Management states:

"Guests shall arrive via the entrance just off the service road from Evesham road to

Southam lane. A separate entrance for cars shall be created and a driveway created to the created to the car park using Heras fencing. A separate on foot entrance shall be created alongside this using pedestrian barriers to keep motorised vehicles and pedestrians Separate.

Along the entrance walkway signs shall be placed advising guests of what the do's and donts of the venue – what they can bring in and what they cant. An email also goes out 48hours before the event to all ticket holders advising them of Do's & Donts and also faq'a. At the entrance pedestrian fencing shall be set up to create 4 queues. Each Queue shall have a team member scanning tickets. The guests shall then move forward to be searched by security. Upon entry each lane shall have a male and female SIA registered staff member searching. 8 in total. As the number of guests increases at our peak time 1-4pm more searching staff shall be positioned on the entrance to speed up the ingress of our guests.

In front of the stage there shall be mojo barriers with security behind them to monitor guest behaviour and be of assistance in the event of an incident.

A crowd spotter shall be placed upon the stage to liase with security and event organisers

At the bars – queueing lanes shall be created using pedestrian barriers to create orderly queues to the bar.

Sia security staff shall be positioned on the bars at either side and one behind the bar to assist with queue management and removal of any underage persons trying to be served.

Our compere announces the acts performing and we have a 30 min changeover period- this allows guests to filter to and from the front of the stage area.

Only having one stage means there isn't much ebb and flow.

The fairground area is located at the far end of the venue alongside the craft stalls encouraging guests to flow around the site.

Toilets are located towards the rear of the site.

Stewards are patrolling the site at all times and there is a steward permanently on each fire exit ready to assist guests to egress should there be an incident.

The site itself shall be harris fenced in with 4 x 6m fire exits built into the 4 corners of the site along with the main entrance. Each fire exit shall be monitored by stewards and should there be an incident shall be opened to egress the site. All security and stewards shall be on a radio with and earpiece to assist with privacy and communicate any issues."

&

EMP 2.2 Barriers states:

"Harris fencing shall be installed around the site with breaks for emergency exits. The emergency fire exits shall be manned at all times and shall open outwards. There are 4 in total measuring 6m in width

Fixed leg pedestrian barriers shall also be used to create a pedestrian walkway to the main

Entrance point . The pedestrian walkway shall be marshalled by the marshalls to

ensure Guest safety. Mojo barriers shall be installed at the front of the stage."

- The **management of utilities** (LPG, electricity and water) on the temporary event site has not been adequately addressed:-

- There is no plan indicating **Liquid Petroleum Gas (LPG) storage** (if required) for caterers who are supplying food for potentially 10-11 hours . No smoking should occur around LPG storage areas, if such an area is required it must not impede escape routes and be secure from tampering. If an LPG storage area is provided and risks are not addressed there is a **risk of fire and explosion**.

- It is not clear if a competent electrician will be onsite to deal with any **electrical supplies** to the bar, fairground, children's entertainment, craft area. The main stage set up by Shazzam productions will have a qualified electrician, but it is not clear if the whole of the site will. **There is a risk of electrocution if the electrical supplies are not safe from danger.**

EMP 1.3 Build and Duration states:...

"Shazzam productions provide sound engineers, and a qualified electrician shall be on site during the build and the event. All electrical equipment used for the event shall be suitably weatherproofed and isolated from the public.

RCD'S shall be used with electrical equipment. All cabling shall be routed to minimise trip hazards and mechanical damage. Where possible cables shall be run along temporary fence lines.

Cable ramps shall be used to run the cabling from the main stage to the production tent."

- '**Potable**' (drinkable) **water provision** has not been established in line with guidelines, the racecourse may be able to supply this information. Only one tap is demonstrated on the plan for potentially 8,000 people. **Inadequate water provision presents a risk of food poisoning and dehydration.**

EMP - 1.12 Catering and Hospitality states ...

"Running water is provided on site as detailed in the site plan in order to be able to top up hand washing facilities.

All traders have had a copy of the PDF doc sent from titled 'Advice for outside caterers at events & festival'. All dirty water is to be dealt with off site at vendors facilities."

The site plan indicates one stand pipe.

&

EMP - 9.1 Extreme weather states...

"Extreme weather could be that we see an spike in the temperatures. Measures taken shall be to ensure our marshalls & staff are giving out free water bottles to our guests should the temperature reach above 25c on the day. Our compère shall advise guests through regular announcements that water is available, don't forget to put sun cream on and to cover up or take regular breaks from the sun and find a shaded area."

- **Adverse weather** precautions are not clear. The weather loading of the different structures present (stage, marquee, inflatable, fairground rides, craft stalls) has not been demonstrated by the organiser. It is unclear what structures will actually be present because there is no diagrammatic plan of all the mentioned provisions to be provided within the licensed area. It is also unclear at what stage of adverse weather development action will be taken. Organisers may be unaware of the precautions to be taken and how to take them. Adverse weather not considered includes wind, hail, thunder and lightning including the appropriate safety margins for action. As the structural loadings under various conditions have not been indicated, there is a risk they are not known and a **risk of structural collapse due to heavy rain or hail, overturning of structures due to strong winds and fire in relation to lighting strike.**

EMP - 8.5 Weather

"Monitoring of weather conditions shall be the responsibility of Darren McClure (Social eats events ltd) to oversee.

Should the weather be unsuitable then a decision to cancel the event shall be made at 9pm on Friday 29th August and communicated to guests via the ticketing service and social media.

Monitoring of the weather shall be carried out in the lead up to the event using Met office and BBC weather apps.

An anemometer shall be placed on top of the stage and provide regular recordings in real time.

Weather monitoring shall be monitored by Shazzam ltd regarding the anemometer and Darren McClure shall be checked hourly. Should the adverse weather include the risk of lightning then the event shall be brought to a close."

&

EMP - 9.1 Extreme weather

"Extreme weather may cause other specific actions to be taken to prevent injury or damage. Please detail here if there are any issues regarding this event and what the arrangements are to ensure that appropriate action is taken to respond to extremes of weather

Extreme weather could be in the form of a substantial downpour or thunder & lightning. Should this occur then the event shall be stopped Extreme weather could be that we see an spike in the temperatures. Measures taken shall be to ensure our marshalls & staff are giving out free water bottles to our guests should the temperature reach above 25c on the day. Our compère shall advise guests through regular announcements that water is available, don't forget to put sun cream on and to cover up or take regular breaks from the sun and find a shaded area.

Do's & Donts

One day before the event we email all of our ticket holders a copy of 'do' & Donts'. This message also goes out on our social media platforms. Included in the dos & Donts is information on the weather ..eg if there is a strong possibility of rain we advise our guests to wear appropriate clothing and to bring an umbrella. If it is going to be hot we advise them to bring sun cream, appropriate clothing, a hat to protect them from the sun, an umbrella to provide shade."

Protection of Children From Harm

The event organisers indicate they are a family friendly event. **An adequate safeguarding policy / risk assessment or procedure has, however, not been seen.** Such a document would be expected at an event for 8,000 persons (licence application). Child collection points are not indicated on the plan (there is no static first aid point marked although referred to). Relevant child protection legislation is not referred to. There is no specific care mentioned for teenagers, apart from a 1:3 adult to child ratio. The type of DBS check required is not stipulated. Usually more than one individual will have an enhanced DBS check and at least 2 staff members (one enhanced DBS checked) will accompany a lone child at any time (this is not indicated). Safeguard training for all staff has not been indicated and safeguarding is unlikely to be embedded into the organisation. It is not clear if the children's entertainer has had relevant enhanced DBS checks with a barred list check. It is not clear if there is a whistle blowing policy in place.

It is not clear how lost children will be found or searched for and if all staff will be trained in how to do so. It is not clear what details will be released in announcements for lost child. It is not clear if a child will be returned to a drunk adult or what ID checks will be undertaken. **With inadequate safeguarding policies in place harm to children may arise.**

EMP 1.6 Audience profile

"The audience profile shall be made up of a variety of age groups.

We are expecting families to enjoy a day out.

Predominately groups of friends 18-70, who enjoy the opportunity to sample street food, listen to live music and partake in our family friendly festival.

No groups of teenagers shall be allowed unless they have a responsible adult. Our policy is 1 adult ticket can cover 3 u-18 tickets. Our security team patrol the event at all times ensuring guest safety." &

EMP - 1.13 Welfare Provision...

"A Found children area shall be set up and signposted throughout the site.

All children shall be given a separate wristband and their parent/ guardian shall be asked to write a contact number on the inside of the wristband.

Should there be a lost/ found child a DBS checked team member shall be the point of contact for any lost child. Should there be a lost child the team member would be called by security/ event organisers and they shall oversee the child's wellbeing and safe return to parents/ guardian."

&

EMP – 2.1 Security / Stewarding arrangements...

"Should there be a lost/ found child they will ask the child for details about their mother / father, gather information on the child.

Then they will contact a steward / security on the radio and an announcement shall be made and the child brought to the designated found children point where a DBS checked member of the social eats team shall take over. They will check all ID of parents/ carers before handing the child back to the carers. Details shall be logged on an incident form and a copy retained for the debriefing document"

&

EMP 10 Lost children / vulnerable persons

"Social Eats shall provide a found children station next to the static first aid point next to the main entrance. All incidents shall be recorded on an incident form with full details being shared to the debrief file at the end of the event. Should there be any concerns over child welfare the event organiser shall contact the police in the first instance.

We shall be providing wrist bands to all children entering site and asking their guardians to detail their mobile phone number on the inside of the wristband

Should there be a found child they will ask the child for details about their mother / father, gather information on the child. Then they will contact a steward / security on the radio and an announcement shall be made. They will check all ID of parents/ carers before handing the child back to the carers. Details shall be logged on an incident form and a copy retained for the debriefing document."

Prevention of Crime and Disorder

Please note on the application this section indicates a capacity of 2500 although the application is for 8,000 persons. The attendance number provided to the Safety Advisory Group was 6,000.

I hope that this email outlines my concerns in relation to the licencing objectives.

Kind regards and keep safe

Sadie Hawson MCIEH CEnvH MSc

Senior Environmental Health Officer

Authorised Officer Section 19 Officer for Cheltenham Borough Council

Objector #1

From: [REDACTED]
Sent: 31 July 2025 16:04
To: Licensing (CBC) <Licensing@cheltenham.gov.uk>
Cc: Internet - Env Health <envhealth@cheltenham.gov.uk>
Subject: Re: Cheltenham Tribute Festival - Public Access Comment // 25/01441/PRMA

Dear Mr Doleman, cc Environmental Health

As there are still no details of proposed/permitted noise limits and/or public nuisance noise monitoring included by the applicant I request that this application is heard before there the CBC Licensing Committee. Thank you for the site plan - please could the link be attached to the application so that other interested parties can see it?

Regard, [REDACTED]

On 18 Jul 2025, at 14:47, Licensing (CBC) <Licensing@cheltenham.gov.uk> wrote:

Good afternoon [REDACTED]

Thank you for your comments in objection to a new premises licence application for Cheltenham Tribute Festival - 25/01441/PRMA.

I have passed your comments to the applicant so they can review these and respond if they wish.

In the meantime, I have attached a copy of the redacted application form to this email. The site plan is also [available online for public view](#).

I will come back to you if the applicant wishes to respond to your comments. Otherwise, please let me know if I can provide any further assistance.

Many thanks

Jacob Doleman
Licensing Officer
Public Protection
Cheltenham Borough Council
Municipal Offices, Promenade, Cheltenham, GL50 9SA
External: 01242 264135
Email: licensing@cheltenham.gov.uk
Website: <https://www.cheltenham.gov.uk/>

1. Under "Conditions"

- A. Noise monitoring not mentioned at all - as this has been an issue with similar events this is vital information for local residents.
- B. There is no site plan included, again vital information for local residents - in 2024 local residents in Park Lane, Spring Lane, Shaw Green Lane and Bowbridge Lane were subjected to unbearable noise nuisance during the Wychwood festival which resulted in a request for a licence review by CBC licensing committee earlier this year - as a result the organisers took mitigating steps to reduce Wychwood 2025 noise nuisance.
- C. How many days before/after event will there be construction noise and are there to time limits when work is carried out? This can be as disruptive for residents as the event, particularly lorry reversing with constant beeping for hours on end.

2.

- A. How many people are to attend?
- B. Will parking in the Prestbury be controlled? During Wychwood 2025 inconsiderate parking by event attendees caused residents, particularly in Park Lane and Bowbridge Lane, considerable difficulties accessing their homes.

Please provide this missing information/answer to these questions so that comments to the application can be made - thank you.

Objector #2

From: [REDACTED]

Sent: 14 August 2025 10:06

To: Licensing (CBC) <Licensing@cheltenham.gov.uk>

Cc: [REDACTED]

Subject: Re: Cheltenham Tribute Festival - Licensing Sub-Committee (Alcohol and Gambling)

Hi Jacob

Have you heard back from the organiser's about how they chose their stage position, and generally how these decisions are made on the helifield at the racecourse? Do you or Environmental Health give guidance and if not, why, given the number of complaints and concerns you received from residents.

We are not against events on the racecourse, we just want to be convinced they have thought about stage position properly. And as of yet, I have not seen evidence to be convinced. I asked the Licensing Team several times to check how they chose their stage position and did not get a good response.

I think I might be able to attend the hearing on the 28th. This might be unnecessary if (a) they have moved the stage position or (b) they convince me that they have considered the stage position properly.

Cheers

[REDACTED]

From: [REDACTED]
Sent: 08 August 2025 12:32
To: Licensing (CBC) <Licensing@cheltenham.gov.uk>
Cc: [REDACTED]
Subject: Re: Premises license application for Cheltenham Tribute festival

Hi Jacob

I had not thought about this! I am not against I events on the racecourse but I am against the stage being so close to the houses.

So until that is changed or properly justified then yes I will be objecting the application.

Cheers

[REDACTED]

On Wed, 6 Aug 2025, 16:04 Licensing (CBC), <Licensing@cheltenham.gov.uk> wrote:

Hi [REDACTED]

Thank you for your questions below – I will pose them to the applicant and ask if they or their noise contractors are able to respond to the points you raise. I will leave Environmental Health to contact you separately if they have any comment to make too.

I take it that, at this current moment, you are not minded to withdraw your objection until you receive answers to the below?

Thanks

Jacob

Jacob Doleman

Licensing Officer

Public Protection

Cheltenham Borough Council

Municipal Offices, Promenade, Cheltenham, GL50 9SA

External: 01242 264135

Email: licensing@cheltenham.gov.uk

Website: <https://www.cheltenham.gov.uk/>

From: [REDACTED]
Sent: 06 August 2025 13:21
To: Licensing (CBC) <Licensing@cheltenham.gov.uk>; Internet - Env Health <envhealth@cheltenham.gov.uk>; [REDACTED]
Subject: Re: Premises license application for Cheltenham Tribute festival

Hi Jacob

Thanks so much for sending this through. It is really useful. My questions on the sound management plan are below. I have CC'ed in Environmental Health and [REDACTED] so I do not need to repeat myself across several email chains.

I am mainly interested in this line:

"Stage position and sound system design has been optimised at event design to provide greatest on-site to offsite differential." It still seems unclear why the stage cannot be further away from the residences and I would like this clarified by either the applicant or the Environmental Health team. They will have a lower probability of having disruption to residences if you move the stage further away. They must know this, so would like to know why they are not doing it.

My other comments and questions are:

- 3.3. Why is 50dB the assumed background noise level? They do not have to assume this. Joynes Nash (and presumably Environmental Health) have data on the background noise level for Prestbury and Southam. Joynes Nash had a monitor on the racecourse for the entirety of Wychwood 2025, so morning hours could be used to calculate this.
- So the limit they have is 65dB? This needs to be stated categorically if so. This is higher than the aim of Wychwood that had an aim for 60dB and an upper limit of 65dB. Having a limit of 65dB makes no distinction in the noise between rural venues with 1-3 and 4-12 days of music in a year (Table 1). Having more days overall means we should have a lower upper limit for noise disruption. If Table 1 is outdated and meaningless, do not include it!
- 4.6 Maximum sound system output has been calculated based upon achieving 65dB 15min LAeq criteria 1m from the facade of the noise sensitive properties. See the point above about Table 1 and having a distinction in noise limits when there are more festival days overall. Unsurprisingly I think this limit could - and should - be lower.
- In the Event Noise Management Guidance (Section 5) there is no description of any active monitoring of sound off site. It is only done in response to complaints. So how will they know if they are adhering or not? They need to do some active monitoring in the most noise sensitive areas.

Many thanks

[REDACTED]

On Wed, 6 Aug 2025 at 12:23, Licensing (CBC) <Licensing@cheltenham.gov.uk> wrote:

Hi [REDACTED]

I hope you are well.

The applicant has now submitted a noise management plan for the event. I have attached a copy of this for you to review.

Please let me know if you have any thoughts, or if there is anything further you wish to comment on regarding the application.

Thanks

Jacob

Jacob Doleman

Licensing Officer

Public Protection

Cheltenham Borough Council

Municipal Offices, Promenade, Cheltenham, GL50 9SA

External: 01242 264135

Email: licensing@cheltenham.gov.uk

Website: <https://www.cheltenham.gov.uk/>

From: Licensing (CBC)

Sent: 23 July 2025 08:55

To: [REDACTED]

Subject: RE: Premises license application for Cheltenham Tribute festival

Hi [REDACTED]

Thank you for the below, and for your comments submitted on PublicAccess too. Happy to confirm they are all safely received and registered on our side.

I will pose the questions you raise to the applicant and ask my colleagues in EH to come back to you with any thoughts or information they have on the sound limits or noise management plan to be imposed. I will revert once I have a response from each of them.

Thanks

Jacob

Jacob Doleman

Licensing Officer

Public Protection

Cheltenham Borough Council

Municipal Offices, Promenade, Cheltenham, GL50 9SA

External: 01242 264135

Email: licensing@cheltenham.gov.uk

Website: <https://www.cheltenham.gov.uk/>

From: [REDACTED]
Sent: 22 July 2025 09:34
To: Licensing (CBC) <Licensing@cheltenham.gov.uk>
Subject: Re: Premises license application for Cheltenham Tribute festival

Hi Jacob

Thank you for your response.

A single day event on the racecourse fields should be fine, but there are omissions to the application which make it hard to know. There is no information on the sound limits or management plan, or on the proposed number of attendees (which will determine how loud the event will be). Re the positioning of the stage, I somehow doubt the application holder has even considered why they cannot put it further down towards the grandstand end of the field.

Is this something you could follow up with them, and with the environmental health team at the council please? I am happy for events to happen at the racecourse, I am just trying to minimise the potential for detrimental effects to my partner's health.

With regards to the stage positioning, it feels like you could use the actual car park for the parking area, and then free up a lot of field at the grandstand end for the stage area and everything else. There is currently a bit of the field that is fenced off but unlicensed at that end which could be utilised to move things away from the residential areas. It would be useful to know why this cannot be done. This seems possible for this event as there is no camping as at Wychwood, so there is much more space to play with.

Many thanks
[REDACTED]

On Fri, 18 Jul 2025 at 11:49, Licensing (CBC) <Licensing@cheltenham.gov.uk> wrote:

Good morning [REDACTED]

Thank you for your enquiries regarding this new application.

I have attached a copy of the redacted application form for you to review, and the scale plan which was submitted in support of the application is [available to view online](#). Any conditions, if agreed between the applicant and responsible authorities, will also be publicly available in the 'operating schedule' section of the [conditions page for the application on PublicAccess](#).

I believe these items should help to answer some of your queries below. It is worth highlighting that the premises licence application is time limited insofar as it is due to commence and expire on the same date – 30th August 2025.

Your question as to the rationale behind the exact positioning of the stage is probably best answered by the applicant. Please let me know if you would like me to pose this, and any other questions or representations, to them for a response.

Finally, we must determine each application on its own merits. Given it is the responsibility of Licensing to administer the application in accordance with the law, it is neither our place nor appropriate for us to comment on the extent that this event may or may not disrupt residents. This is probably a question best posed to Environmental Health, and I understand you already have the contact details for Louise, Gareth and Amy who should be able to guide you on this point.

Please let me know if you have any other queries about the application. I would be happy to discuss by phone if you wish, or can put some time aside to meet in person.

Many thanks

Jacob

From: [REDACTED]
Sent: 18 July 2025 11:16
To: Licensing (CBC) <Licensing@cheltenham.gov.uk>
Subject: Premises license application for Cheltenham Tribute festival

To the Licensing Team

I was wondering if I could have further information on the Cheltenham Tribute Festival that is currently being applied for to happen at Cheltenham Racecourse. At this stage any and all information you can provide would be appreciated.

It is my understanding that it is also due to happen on the helifield. Given this is a new application, it would seem sensible to futureproof the venue at this stage. So I have the following questions:

1. Where are the stages going to be? It would make sense from a sound disruption perspective to design the site - at the earliest stage possible - to be at the grandstand end of the helifield. If not, I would expect to explicitly know why it cannot be.
2. What are the expected numbers at the event?
3. How many days does the festival last?
4. How often is the event?
5. How does having more events at the racecourse impact the overall disruption residents are expected to deal with? And how are you weighing this up?

Many thanks

[REDACTED]

There is a lack of detail in the application in regards to the size of the event and mitigations to prevent noise disturbance.

1. There is no section on sound management and no limits set on sound.
2. There is no mention of how many people can attend, so no way to understand the size of the festival.
3. There needs to be explicit parking restrictions on Park Lane and Shaw Green Lane for these events, as Wychwood resulted in irresponsible parking in these areas, even though parking was free for festival goers in the racecourse.
4. Why is the stage set so close to residents at Shaw Green Lane and Park Lane? Especially as there is no camping so there is much more space at the grandstand end of the field. This would still be the easiest way to limit the risk of sound disturbance and feel like it would be possible here

Objector #3

From: [REDACTED]
Sent: 13 August 2025 10:43
To: Licensing (CBC) Licensing@cheltenham.gov.uk
Subject: Re: Cheltenham Tribute Festival 30 August 2025 - comment on the application for a new premises license

Hi Jacob,

Thanks for pointing this out. I wasn't entirely sure of the process.

My comments are lodged in objection to the application, on the grounds that I don't agree with the stage location being so close to neighbouring residential areas. Kind regards [REDACTED].

On 13 Aug 2025, at 09:19, Licensing (CBC) <Licensing@cheltenham.gov.uk> wrote:

Good morning [REDACTED]

Thank you for your comments concerning an application for a premises licence for Cheltenham Tribute Festival.

I would be grateful if you could confirm whether your comments are a general representation, or whether they are lodged in objection to the application.

Many thanks

Jacob Doleman

Licensing Officer

Public Protection

Cheltenham Borough Council

Municipal Offices, Promenade, Cheltenham, GL50 9SA

External: 01242 264135

Email: licensing@cheltenham.gov.uk

Website: <https://www.cheltenham.gov.uk/>

From: [REDACTED]
Sent: 12 August 2025 15:43
To: Licensing (CBC) licensing@cheltenham.gov.uk
Subject: Cheltenham Tribute Festival 30 August 2025 - comment on the application for a new premises license

I would like to comment that I do not agree with the proposed layout of the event in terms of the positioning of the main stage.

On the applicant's plan, the location of the stage is the same as the location of the main stage at the Wychwood festival i.e. as close as possible within the helifield to the neighbouring houses.

Historically, there have been problems with excessive and intrusive noise levels disturbing nearby residents during Wychwood. This year, largely thanks to measures taken by the organisers to mitigate noise, stringent monitoring by the

Cheltenham Environmental Health team and by an independent noise management company, and thanks to the prevailing wind direction being away from Prestbury and towards Southam, the noise was tolerable. I am not aware if any conditions have been applied to the Tribute Festival licence regarding noise control and noise monitoring and management, but the direction of the wind is a major influencer and not within anyone's control. It is obvious that the organisers will have a lower chance of causing disruption and annoyance if the stage is moved further away from residential areas.

Other open air music events (Oktoberfest, Summertime Live) took place within the helifield in 2024 with no impact on local residents. The location of the stage at both of these events was further away from the nearby residential area and more towards the grandstand of the racecourse. I cannot understand why a similar stage location was not suggested for the Tribute Festival.

Thank you,

[REDACTED]

[REDACTED]

Representation #4

From: Parish Clerk

Sent: 08 August 2025 13:47

To: Licensing (CBC) <licensing@cheltenham.gov.uk>

Subject: Fwd: New Premises Licence Application Consultation - Cheltenham Tribute Festival // 25/01441/PRMA

Dear Licensing I have been asked to pass on the following requests to be taken into consideration when granting the licence

1. Locating the stage and speakers as far from residential properties as feasible.
2. The use of intermediate speakers across the field to reduce noise levels at the source/stage (as used for Wychwood).
3. The event organisers noise management plan, including monitoring noise levels within limits and reasonable timings to be set by Licensing/CBC Environmental Protection Team.
4. The plan for liaison (public reports) with CBC EPT and TBC EH Team during the event, to enable corrective action to be taken to mitigate nuisance
5. A closing time of no later than 11pm

Clerk to Southam Parish Council

