



**CHELTENHAM**  
BOROUGH COUNCIL  
**Licensing Act 2003**  
**Cheltenham Borough Council**

**Premises Licence Number**

25/00368/PRMR

**Part 1 – Premises Details**

**Postal address of premises, or if none, ordnance survey map reference or description, including Post Town, Post Code**

Wychwood Festival  
Cheltenham Racecourse  
Evesham Road  
Cheltenham  
GLOS  
GL50 4SH

**Telephone number** 01993 772580

**Where the licence is time limited the dates**

Not applicable

**Licensable activities authorised by the licence and the times the licence authorises the carrying out of licensable activities**

Sale/Supply of Alcohol	Friday to Sunday	09:00 - 05:00
Performance of Dance	Friday to Sunday	09:00 - 05:00 Both
Exhibition of a Film	Friday to Sunday	09:00 - 05:00 Both
Performance of Live Music	Friday to Sunday	09:00 - 05:00 Both
Performance of Recorded Music	Weekends	09:00 - 05:00
Other/Similar Entertainment	Friday to Sunday	09:00 - 05:00 Both
Performance of a Play	Friday to Sunday	09:00 - 05:00 Both
Late Night Refreshment	Friday to Sunday	23:00 - 05:00 Both

**The opening hours of the premises**

Opening Hours Not Restricted -

**Non Standard Timings**

Not Applicable

**Where the licence authorises supplies of alcohol whether these are on and / or off supplies**

Both

LICENSING : PUBLIC PROTECTION

CHELTENHAM BOROUGH COUNCIL • P.O. BOX 12 • MUNICIPAL OFFICES • PROMENADE • CHELTENHAM • GLOS GL50 1PP  
TELEPHONE 01242 262626 • www.cheltenham.gov.uk

**Part 2**

**Name, (registered) address, telephone number and email (where relevant) of holder of premises licence**

[REDACTED]  
Tribe Festivals Ltd  
46 Market Square  
Witney  
Oxfordshire  
OX28 6AL

Electronic Mail [REDACTED]  
Business Phone Number [REDACTED]

**Registered number of holder, for example company number, charity number (where applicable)**

05214219

**Name, address and telephone number of designated premises supervisor where the premises licence authorises for the supply of alcohol**

[REDACTED]  
[REDACTED]  
[REDACTED]  
[REDACTED]

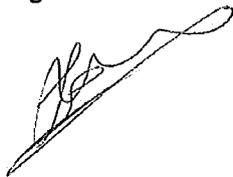
Business Phone Number [REDACTED]

**Personal licence number and issuing authority of personal licence held by designated premises supervisor where the premises licence authorises for the supply of alcohol**

Party Reference: PL527

Licensing Authority: West Oxfordshire District Council

**Signature of Issuing Officer**



Louis Krog  
Head of Public Protection

**Date of issue**

11 April 2025

## Annex 1 – Mandatory conditions

### 1 Annex 1 - Mandatory conditions

Premises licensed for the sale of alcohol

#### Condition 1

(1) No retail sale of alcohol may be made under the premises licence:

- (a) at a time when there is no designated premises supervisor in respect of the premises licence, or
- (b) at a time when the designated premises supervisor does not hold a personal licence or his personal licence is suspended.
- (c) Every retail sale of alcohol under the premises licence must be made or authorised by a person who holds a personal licence.
- (d) The other conditions are any conditions specified in an order under section 19A and applicable to the premises licence.

#### Condition 2 - Irresponsible promotions

(1) The responsible person must ensure that staff on relevant premises do not carry out, arrange or participate in any irresponsible promotions in relation to the premises.

(2) In this paragraph, an irresponsible promotion means any one or more of the following activities, or substantially similar activities, carried on for the purpose of encouraging the sale or supply of alcohol for consumption on the premises -

- (a) Games or other activities which require or encourage, or are designed to require or encourage, individuals to-
  - (i) Drink a quantity of alcohol within a time limit (other than to drink alcohol sold or supplied on the premises before the cessation of the period in which the responsible person is authorised to sell or supply alcohol), or
  - (ii) Drink as much alcohol as possible (whether within a time limit or otherwise);
- (b) Provision of unlimited or unspecified quantities of alcohol free or for a fixed or discounted fee to the public or to a group defined by a particular characteristic in a manner which carries significant risk of undermining a licensing objective;
- (c) Provision of free or discounted alcohol or any other thing as a prize to encourage or reward the purchase and consumption of alcohol over a period of 24 hours or less in a manner that which carries significant risk of undermining a licensing objective;
- (d) Selling or supplying alcohol in association with promotional posters or flyers on, or in the vicinity of, the premises which can reasonably be considered to condone, encourage or glamorise anti-social behaviour or to refer to the effects of drunkenness in any favourable manner;
- (e) Dispensing alcohol directly by one person into the mouth of another (other than where that other person is unable to drink without assistance by reason of a disability).

#### Condition 3 - Free tap water

The responsible person must ensure that free potable water is provided on request to customers where it is reasonably available.

#### Condition 4 - Age verification policy

- (1) The premises licence holder or club premises certificate holder must ensure that an age verification policy is adopted in respect of the premises in relation to the sale or supply of alcohol.
- (2) The designated premises supervisor in relation to the premises licence must ensure that the supply of alcohol at the premises is carried on in accordance with the age verification policy.
- (3) The policy must require individuals who appear to the responsible person to be under 18 years of age (or such older age as may be specified in the policy) to produce on request, before being served alcohol, identification bearing their photograph, date of birth and either -
  - (a) a holographic mark, or
  - (b) an ultraviolet feature.

#### Condition 5 - Availability of certain measures of alcohol

The responsible person must ensure that-

- (a) Where any of the following alcoholic drinks is sold or supplied for consumption on the premises (other than alcoholic drinks sold or supplied having been made up in advance ready for sale or supply in a securely closed container) it is available to customers in the following measures-
  - (i) Beer or cider: ½ pint;
  - (ii) Gin, rum, vodka or whisky: 25 ml or 35 ml; and
  - (iii) Still wine in a glass: 125 ml; and
- (b) These measures are displayed in a menu, price list or other printed material which is available to customers on the premises; and
- (c) Where a customer does not in relation to a sale of alcohol specify the quantity of alcohol to be sold, the customer is made aware that these measures are available.

Conditions 1, 2 and 4 do not apply where the licence or certificate authorises the sale by retail or supply of alcohol only for consumption off the premises.

#### Condition 6 - Minimum pricing

- (1) A relevant person shall ensure that no alcohol is sold or supplied for consumption on or off the premises for a price which is less than the permitted price.
- (2) For the purposes of the condition set out in 3 above-
  - (a) "duty" is to be construed in accordance with the Alcoholic Liquor Duties Act 1979
  - (b) "permitted price" is the price found by applying the formula -  $P = D + (D \times V)$   
Where -
    - i) P is the permitted price,
    - ii) D is the amount of duty chargeable in relation to the alcohol as if the duty were charged on the date of the sale or supply of the alcohol, and
    - iii) V is the rate of value added tax chargeable in relation to the alcohol as if the value added tax were charged on the date of the sale or supply of the alcohol;
  - (c) "relevant person" means, in relation to premises in respect of which there is in force a premises licence -
    - i) the holder of the premises licence,
    - ii) the designated premises supervisor (if any) in respect of such a licence, or
    - iii) the personal licence holder who makes or authorises a supply of alcohol under such a licence;

(d) "relevant person" means, in relation to premises in respect of which there is in force a club premises certificate, any member or officer of the club present on the premises in a capacity which enables the member or officer to prevent the supply in question; and

(e) "valued added tax" means value added tax charged in accordance with the Value Added Tax Act 1994(b).

(3) Where the permitted price given by Paragraph (b) of paragraph 2 would (apart from this paragraph) not be a whole number of pennies, the price given by that subparagraph shall be taken to be the price actually given by that sub-paragraph rounded up to the nearest penny.

(4) Sub-paragraph (2) applies where the permitted price given by Paragraph (b) of paragraph 2 on a day ("the first day") would be different from the permitted price on the next day ("the second day") as a result of a change to the rate of duty or value added tax. The permitted price which would apply on the first day applies to sales or supplies of alcohol which take place before the expiry of the period of 14 days beginning on the second day.

#### Premises licensed to show films

##### Exhibition of films:-

(a) Where a premises licence authorises the exhibition of films, the licence must include a condition requiring the admission of children to the exhibition of any film to be restricted in accordance with the following paragraphs.

(b) Where the film classification body is specified in the licence, unless paragraph c below applies, admission of children must be restricted in accordance with any recommendation by that body:

(c) Where,

(i) the film classification is not specified in the licence, or

(ii) the Licensing Authority has notified the holder of the licence that this paragraph applies to the film in question, admission of children must be restricted in accordance with any recommendation made by the Licensing Authority.

(d) In this section:- "children" means persons aged under 18; and "film classification body" means the person or persons designated as the authority under section 4 of the Video Recordings Act 1984 (authority to determine suitability of video works for classification).

#### Premises which have door supervision requirements

This applies to all premises except theatres, cinemas, bingo halls and casinos.

(1) Where a premises licence includes a condition that at specified times one or more individuals must be at the premises to carry out a security activity, each such individual must:

(a) be authorised to carry out that activity by a licence granted under the Private Security Industry Act 2001; or

(b) be entitled to carry out that activity by virtue of section 4 of the Act.

(2) But nothing in subsection (1) requires such a condition to be imposed:

(a) in respect of premises within paragraph 8(3)(a) of Schedule 2 to the Private Security Industry Act 2001 (c12) (premises with premises licences authorising plays or films); or

(b) in respect of premises in relation to:

(i) any occasion mentioned in paragraph 8(3)(b) or (c) of that Schedule (premises being used exclusively by club with club premises certificate, under a temporary event notice authorising plays or films or under a gaming licence), or

(ii) any occasion within paragraph 8(3)(d) of that Schedule (occasions prescribed by regulations under that Act.

(3) For the purposes of this section:

(a) "security activity" means an activity to which paragraph 2(1)(a) of that Schedule applies, and, which is licensable conduct for the purposes of that Act, (see Section 3(2) of that Act) and

(b) paragraph 8(5) of that Schedule (interpretation of references to an occasion) applies as it applies in relation to paragraph 8 of that Schedule.

2Where a programme includes a film which has been classified by the British Board of Film Classification as 12 A, 15 or 18 category no person appearing to be under 12 (and accompanied in that case), 15 or 18 as appropriate shall be admitted to any part of the programme; and the licence holder shall display in a conspicuous position a notice in the following terms -

PERSONS UNDER THE AGE OF \*\*\*\* CANNOT BE ADMITTED TO ANY PART OF THE PROGRAMME

Exemption

The above condition does not apply to members of staff under the relevant age while on duty provided that the prior written consent of the person's parents or legal guardian has been obtained.

## **Annex 2 – Conditions consistent with the Operating Schedule**

1a) The Festival shall be a family-focused event and shall operate over no more than three days each year.

b) The specific dates for the 3 days of the event will be notified to the Police and Cheltenham BC with at least 30 days notice.

c) Entry to the event shall be by ticket only. Wristbands are to be worn by attendees to denote which areas of the festival they have access to and their age.

2a) The number of stewards shall be in accordance with the events safety guide.

b) Where changes are intended revised copies of the event plans shall be supplied to the Licensing Authority and copied to the responsible authorities no later than 30 working days before the first day of the Festival.

c) The maximum number of persons that are permitted on the site at any one time shall be 9,999

### **3. 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. In the particular case of licensable activities on the Licensed Site occurring between 2300 hours and 0500 the following day, such sound sources shall be virtually not audible or discernible. "Virtually not audible or discernible" shall be interpreted as the noise being barely audible and discernible at the façade of any noise sensitive dwelling and as a consequence would be inaudible within that dwelling.

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 by 1st April 2008. 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.

4Children under 16 years old shall not be allowed un-accompanied into areas where alcohol is served.

### **Annex 3 – Conditions attached after a hearing by the licensing authority**

Conditions added by Licensing Sub Committee 25.03.25

1. The level of amplified music sound energy emitted from the site shall not exceed a target of 85dB L<sub>Ceq</sub>(15 minutes) with an upper limit of 90dB L<sub>Ceq</sub> (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.

### **Annex 4 – Plans**

1 See drawing attached:

1. WYCHWOOD 2023 V1a dated 31/01/2023
2. Dwg 001 dated 31/01/2023