

We Out Here

Dear [REDACTED]

By way of introduction, my name is Joe Barnett and I am the Event Director and one of the founding partners of We Out Here festival. I have been forwarded a copy of the representation that you have made to the application for a premises licence for St Giles Park, and thought that it would be helpful if I were to set out some of the background to the planning for the festival and to answer the points raised in your representation.

WOH

We Out Here is a four day, family friendly music festival curated by Gilles Peterson of BBC Radio 6. Launched in 2019 the event brings the best in the UK jazz scene together with a wide breadth of genres that Gilles has been celebrating over the last 30 years. We celebrate musical legends and emerging talent together and aim to offer our music loving audience a range of other offerings while at the event, from talks and cinema, kids, yoga and wellness activities, clothing, craft and record markets, and even roller skating and open water swimming!

As organisers we have been running events in the UK and abroad for 20 years and have brought together a team of event professionals with a wealth of experience across large scale event production to deliver this festival.

Background and relocation

The previous three editions of the festival took place in Abbots Ripton, Cambridgeshire after which we chose to relocate the event once the land owners decided to bring back their own festival that had previously run on the land.

We have been liaising with Dorset Council and the Safety Advisory Group (SAG) since Autumn 2022 and would like to assure you that every stage of our event planning goes through a robust internal and SAG review process to ensure adherence to all licensing objectives, including that which you have raised concerns over. An event specific Event Management Plan has been developed, and will continue to be developed, in consultation with the regulatory authorities, including the Police and EHO.

We built strong relationships and a solid reputation with Huntingdonshire District Council Licensing and SAG teams over our 4 years of operating in Cambridgeshire, and have facilitated introductions between both police forces and relevant council departments in the 2 locations, inviting Dorset Police and Council to do their 'due diligence' to add wider context to our direct liaison during the pre-application consultation we have undertaken with them.

We have outlined some information below that we hope you find useful and would be happy to discuss further if required.

1. Traffic

The management of the event will be subject to an Event Management Plan (EMP) which is the subject of on-going scrutiny by the SAG and statutory authorities

Part of the EMP includes a Traffic Management Plan. We have appointed CTM, one of the country's leading event traffic operational teams to manage traffic internally and externally to the perimeter of the site.

We will also be promoting the use of public transport through our website and social media channels as well as providing national coaches and shuttles from Salisbury and Bournemouth train stations.

We will also be liaising with the local Highways teams to ensure that traffic management is co-ordinated effectively.

2. Light Pollution

We are very conscious of the positioning of St Giles Park within the AONB and its inclusion within the IDSR and the responsibility that comes with delivering an event in these conditions.

We are liaising with the Cranborne Chase representatives of AONB and will be developing our Ecological Impact Report with them that will form part of our EMP.

Within that report, light pollution will be a key consideration and will cover mitigating measures around hours that lights will be operating during the build and break, the direction of safety flood lighting and the type of bulbs being used.

3. Sound Management

A Sound Management Plan has been developed in conjunction with and approval from the Environmental Health Officer of Dorset Council, who to clarify, have not served a representation against this application.

We have contracted Electric Star as one of the best sound consultants in the UK with direct experience of working in Dorset to produce and deliver this plan for us. They have engaged in the design of the site through sound modelling from the very start of the planning process and both have, and will continue to, liaise closely with Environmental Health on levels, monitoring and reporting.

During the event fixed sound monitoring equipment will be recording all the sound levels to ensure we do not exceed the levels set by EHO. We will also have a team of 6 sound monitoring staff who will be ensuring all stages are within our set limits and responding to any concerns raised by our local community who will be able to contact us 24/7 over the weekend.

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4. Publicity of application

I am sorry that you feel that there has been no publicity about the proposal.

We have an extensive Community Engagement strategy aimed at those who could be affected by the event and liaise via Parish Councils (Knowlton and Cranborne and Edmondsham), Community Meetings and Letter Drops to ensure relevant details have been distributed to everyone.

We have been utilizing the local Round Robin newsletter and will be sharing information via The Circle magazine in future also. We welcome any suggestions of how we can better reach local communities as this is really important to us.

There were a total of 94 Blue Notices put up as per Licensing Act guidelines, and an advertisement was placed in the Stour and Avon Gazette on Friday 10th February.

If you do require any further information about the festival then please do not hesitate to contact me.
I can be reached on [REDACTED]

Joe Barnett