

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.

Hours and numbers

A licence for 24,999 has been applied for as a long-term absolute maximum capacity. This number includes performers, guests, staff and officials.

- Year 1 (2023), this number will not exceed 17,999
- Subsequent years

Should it be deemed that the event and venue are suitable for organic growth following prior year analysis and consultation with the local Safety Advisory Group (SAG which includes representatives of the licensing authority and statutory authorities,, total on-site numbers would be limited to 19,999 in year 2 (2024), 22,999 in year 3 (2025) and 24,999 in year 4 (2026).

The local communities will be consulted as a part of this feasibility analysis to ensure that growth is organic and sustainable for all affected.

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.

Timings

The timings for the provision of regulated entertainment and the sale of alcohol will be no later than midnight on Thursday and Sunday in respect of working days on Friday and Monday.

On Friday and Saturday nights, operating hours of venues and bars will be staggered to finish from 21:00 to 05:00 (the following morning), with programming and site layout aimed at designing-out late night impact of off-site levels which will be closely monitored via the sound monitoring team as outlined above.

We Out Here

In line with changes to the capacity of the event (as set out above), any proposal for changes to the timings laid out for year 1 will be considered against prior year analysis and SAG and local community consultation to ensure that any extension of hours within the maximum hours applied for will not increase the risk of public nuisance.

Community Engagement

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.

Our reduced priced tickets are offered to those in the immediate vicinity of the site, and we will of course consider any requests within the wider locality on a case by case basis.

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