

# APPENDIX 3

Thursday 25<sup>th</sup> May 2023

I am writing to you as the organiser and proposed Designated Premises Supervisor for the *Oktoberfest* event that is planned to take place annually on the field adjacent to *The Kitchen* and lake at Poole Park.

Firstly, I would like to thank you for your representation in respect of the Application for a Premises Licence for the event, which has led to me examining and scrutinising the Event Management Plan and conditions that I have offered for the event before making some changes both the operating schedule and conditions initially offered. I hope that the below measures and concessions detailed below will reassure you that the event can be delivered in a safe and respectful manner.

I am an experienced licence holder and resident of Poole. My experience of many years in this sector ranges from operating event sites of all sizes to being responsible for established, reputable, night time and other hospitality venues. As a mother of a young boy, I am acutely aware of the impact that irresponsible events can have if they are not delivered in promotion of all of the licensing objectives and if I did not believe that I could deliver this event without adversely impacting neighbouring properties then I would not have invested any time or effort in moving forward with this event.

I have specific experience of delivering an *Oktoberfest* event in Southampton. Whilst that event is held at a City Centre location, there are residential properties nearby and the site is culturally important to Southampton residents, which is reflected in the attention to detail in our care for the site and the surrounding areas both during and after the event. We continue to have a strong working relationship both with the City Council, local authorities, and the local residents, providing additional employment opportunities for local people alongside an exciting a vibrant annual event.

I would now like to take the opportunity to address some of the primary concerns that you have raised which I consider to be relevant to the Application for a Premises Licence submitted and the Licensing objectives of Protecting Children from Harm, Prevention of Crime & Disorder, Reducing Public Nuisance and maintaining the Safety of the Public. I will then try to address some of your other concerns and may also highlight some additional concerns, and proposed remedies, that have been raised by other local residents.

## Noise Management

You have understandably identified concerns with the levels of sound emanating from the event. This is a key concern for all open-space events, particularly when they are located near to residential properties. I have initially mitigated this impact by reducing the hours of licensable activities to 10.30pm to allow sufficient time for a gradual dispersal up to approximately 11.00pm.

Additionally, there will be a Noise Management Plan implemented at the event which will principally ensure that music sound levels are restricted to levels agreed with the BCP Council Environmental Health Officers (EHO's), who are the independent regulatory experts in this field, and are the primary enforcement agency for any public complaints relating to sound. Delivering sound mitigation to their requirements, based on established guidelines, ensures that the sound levels are appropriate for the site.

In addition to providing the 'Out of Hours' telephone number for Environmental Health Officers, I am also pleased to provide the direct contact number for my head of operations for the event, which will

also be advertised at the entrance of the site, as per the conditions being offered as part of the application.

#### Number of consecutive days of activity

Concerns have been raised relating to the number of consecutive days of activity. This event will principally take place over the Friday and Saturday evenings when demand for late evening events is at its peak.

The inclusion of a third day, the Sunday, is to reflect our future vision to offer a final session which will either cater for private corporate events or a dedicated 'NHS' event or similar, to appreciate and acknowledge the high levels of NHS staff that live in this area.

The operating hours of the third day of licensable activity has deliberately been constrained to be much earlier than the preceding two days of activity to reduce the impact on nearby residents, many of whom will be preparing for work the following day.

To further address this concern, **I will be offering a further condition to remove the option for a third day for the first year of activity, namely the event in 2023, with the third day only being available from 2024.** This will provide any interested parties, including yourselves, the opportunity to assess our performance and the impact of our event on the community before the potential delivery of a third day of activity.

Whilst I will of course respond and act on any concerns that you raise following the event, you will of course have the option to submit an Application for Review of the Premises Licence to seek remedies to the concerns that you have experienced.

#### Dispersal Policy

There have been several concerns raised that this event will further exacerbate the issues of late-night Anti-Social Behaviour (ASB) in the park. It is always disappointing to hear that this is happening in such a beautiful location and I am whilst I believe that we can reduce the ASB in the park during our event, we will certainly not add to the existing issues being experienced.

I am committed to delivering an event which showcases this beautiful open space and I have an experienced team of Qualified Security staff who will be tasked with maintaining order and behaviour both inside and outside the event.

A condition has been offered in the application which requires that we prepare and implement a Dispersal Policy for the event to respond and reduce any adverse impact from guests on local residents. The focus will be at the conclusion of the event; however, dedicated patrols will also be taking place outside the event throughout the entire period of the event.

I am certain that the high-visibility presence of my Security staff will manage any guests arriving/leaving the event and will have an additional benefit of deterring ASB not associated with event.

If you have any further factors for me to consider when formulating the Dispersal Policy, I would be pleased and grateful to receive details at your convenience for inclusion in the final policy.

### Focus on Beer / Excessive Consumption

It has been highlighted that the theme of the event is associated with 'beer' and whilst this is a large factor in the overall theme of 'Oktoberfest', this event is intended to celebrate the atmosphere, social 'togetherness', food and music which makes this event so special.

My reputation as a Licensee of many years is built on my commitment to delivering responsible premises and events. I have a proven track record of being at the forefront of initiatives which help improve the welfare of guests and staff attending events.

There is legislation and guidance to support licensees to deliver responsible and compliant licensable activities, including the provision of alcohol, which will be fully implemented at this event, including 'Challenge 25' and ensuring that no intoxicated persons are served alcohol.

It is worth noting that alcohol free- de-alcoholised and low alcohol drinks have, in recent years , become many peoples first choice when it comes to drinking . Our event will ofcourse have an extensive range to cater for such an audience.

Whilst Poole A&E is only a short distance from the site, I will be introducing a dedicated Medical and Welfare Team for the event to cater for any unexpected illnesses or injuries during the event. This is best-practice within the events industry and will be complemented by comprehensive staff training relating to safe and responsible dispensing of alcohol to ensure that guests do not get intoxicated during the limited timed sessions over the two days.

### Use of Glass/Plastic and Impact on Environment

The use of glass will be prohibited for guests at this event, in line with recommended best-practice across all outdoor events. This approach is largely safety-related and minimises the risk of glass being used as a weapon or being a slip/trip or an accidental cut hazard.

Those operating within the events industry support the wider concern around plastic waste and single-use plastic polluting our environments. We pride ourselves on being environmentally-aware and will always seek to reduce our carbon footprint where possible.

In respect of the concerns raised regarding the litter/waste impact on the park from this event, there are clear stipulations within the permission for the use of the Park, that require any event to ensure that all waste is collected and correctly disposed prior to the site being returned to BCP Council.

The event is intended to permit the sale of alcohol for the consumption only within the boundary of the event. Whilst this will confine the majority of used drinking vessels to within the site, I am aware that some may escape the boundary of the site and I will ensure that waste collectors regularly patrol the periphery of the site.

I have experience of operating on one of our beautiful beaches for the past 14 years and I can assure you that I take my responsibility to leave no waste behind very seriously and I will be happy to receive any feedback from you after the event if I have failed to meet my own high expectations in this regard.

### Traffic Management

As recommended during the Safety Advisory Group Meetings that we attend with several Responsible Authorities (Dorset Police, South West Ambulance, Environmental Health etc.) during the planning phase of any event, we have employed an experienced Traffic Management company to

support us to ensure that guests arriving at the event do so in an orderly manner and do not adversely affect the local community.

Guests are encouraged to utilise the fantastic transport links at the nearby Train and Bus Stations and many of our guests will arrive either by foot or bicycle, with many utilising the Beryl facilities available throughout BCP Council area.

I am confident that there will be adequate parking facilities for guests arriving car at the Dolphin Centre and Pitwines Car Parks nearby and they will be directed accordingly to the nearest available parking locations throughout the event.

We will be communicating with guests in the weeks leading up the event and will be strongly discouraging any illegal or inconsiderate parking, using our Security and Parking Management staff to tackle this proactively where possible.

#### Summary and Conclusion

Thank you once again for taking time to both submit your concerns regarding the event and for reading my response, which will hopefully have addressed your concerns.

In addition to the explanations and reassurances above, I hope that you can also take some comfort from the lack of representations submitted by the Responsible Authorities, those that specialise in overseeing events and licensed premises throughout Dorset. Dorset Police have been satisfied with the conditions and Draft Event Management Plan submitted when assessing the impact of the event on matters relating to Crime & Disorder and Public Safety, whilst Environmental Health Officers have made no representation against the event as they are satisfied that we can meet legal requirements to ensure that we do not undermine the licensing objective to reduce Public Nuisance.

I want to reiterate that I am keen for this event to complement this beautiful park. I am a resident of Poole and am proud of our open spaces and want events such as this to celebrate these open spaces in unique and diverse ways to ensure that Poole remains a destination of choice for residents and visitors.

I am always keen to get ideas from residents before and after events to help me to improve the event. I hope that, in addition to considering the withdrawal of your representation against the premises licence, that you will agree to continue contact with me both leading up to the event and beyond the event to help me to develop and improve the event.

If you would like to discuss the above further or have further concerns that you would like to discuss with me, please feel free to respond to this email or to contact me on [REDACTED]. This is my personal mobile number and, whilst I welcome you to make use of the number, please do not share this number with anyone else.

Once again, thanks for taking time to respond to the application and for reading this response.

Regards,

Victoria Sheppard