

Site License Objections and points

Please see below a tabled list of the objection points for the increased Premises Site License Application number 232728 for Highcliffe from Stir Events CIC.

The table lists the noted objections and the response from Stir Events CIC.

We believe we have addressed all 20 objection points, noting that several were identical and therefore have been responded to once.

We have placed a summary of findings below the table.

	Objections Noted	Stir Response
1	The event will impose extra traffic to the area	<p>The event encourages extra people to the area, but we have systems in place to guide all attendees to a park & ride car park totally away from the area. The only extra traffic is the Park & Ride bus which arrives and departs from the Cliff Top Car Park and goes to the designated park and ride area. The only extra vehicle traffic, except the bus, are for the traders and the equipment drop off. None of this is in one go and not all on the same day.</p> <p>There is a parking reinforcement order (TRO) on Wharncliffe Rd where cones are put out whilst the event is on to ensure there is no parking at any time.</p> <p>The police have been consulted and are happy with Stir events arrangements to minimise disruption due to traffic.</p>
2	The event will lead to extra loud music noise	<p>The noise levels are set low at 65 dB(A). There is a dedicated sound engineer always monitoring the sound. Additional measures in place to protect the residents from disruption are:</p> <ol style="list-style-type: none">1. All future stages will be located facing the sea.2. Sound / high quality directional speakers will be directed away from the residential area.3. A sound cushion has previously been and will continue to be placed behind the stage to reduce the sound bleed towards the residents.4. Regular breaks from sound between bands are planned.5. There is a minimum of 40m gap between the source of noise and the boundary of the closest resident so expected noise level at site boundary is 65 dB(A) or less.6. The music will only be from 11am to 8pm.7. We will employ a consultant to assist with managing the noise management plan for 2026.8. We will notify all residents immediately opposite the site of the times of bands, breaks etc.9. The noise is only on 2 days per annum not 6.10. The duration on the Saturday is reduced to only 9 hours from 11:00 to 20:00. It will be from 11:00 to 17:00 on Sunday.11. We have agreed all necessary measures required by the EHO and they have withdrawn their objection.

3	There are potential problems with the sale of Alcohol	<p>All alcohol sales are monitored by dedicated SIA Security at each bar area. The challenge 25 rule is enforced with our bar teams and SIA.</p> <p>We have had no Alcohol related issues or complaints since we started this event 3 years ago.</p> <p>We have discussed measures with the police to for alcohol management and they have no further objections in this area.</p>
4	The event will cause at least 6 days of inconvenience to residents increased to eight days with set up and break down.	<p>The license application is for two events per year including a Friday night, Saturday and Sunday.</p> <p>We recognise from the objections that this may be too much for the residents and therefore are willing to remove the Friday night request making it 2 x 2 days per year. If this is not acceptable to the residents, then Stir events would be willing to reduce further to just one 2-day event per year but would prefer the opportunity for 2 different events. We believe most people in the area would benefit from the events.</p> <p>We do not see how we are physically inconveniencing anyone except from background noise?</p> <p>We have now withdrawn our application for 2 events per annum and will confine it to one 2 day event per year.</p>
5	This will make the event a large commercial event from the original one-day community event.	<p>Stir events is a CIC (Community Interest Company) Not for profit.</p> <p>Any 'profits' are ploughed back into the next years events as per our CIC remit.</p> <p>The cost of the event is considerable and the actual gate fees only cover the cost of equipment, staff and entertainment etc.</p> <p>If the event was viewed in comparison with many other costing events in the area it would be clear that prices are in line with community rates and not large commercial fees.</p>
6	Hours will be increased from 7pm until 10 pm at night.	<p>Stir events recognise from the objections that the plan to increase timings may be too late.</p> <p>We have already stated that we would be willing to drop the number of days per event from 3 to 2 days.</p> <p>We would also be willing to finish at 20:00 (8 pm) on day one and finish at 17:00 (5 pm) on day 2. Hopefully this would then be acceptable to the residents.</p> <p>We have now withdrawn our application for 2 events per annum and will confine it to one 2 day event each year..</p>
7	The area must not be treated as an overflow car park.	<p>The site the event is held on is a council designated overflow car park.</p> <p>Stir events uses the site as an entertainment space with only necessary vehicles entering the site.</p> <p>By law there is no parking allowed at all on Sundays so team, traders and band members will be guided to park elsewhere.</p>

		We are not treating it as a car park but rather as an event space.
8	The area must not be fenced.	<p>It is not possible to have a paid event and not fence the area.</p> <p>While a few people are against it there are many people who are not.</p> <p>Martyn's law came into force in April 2025 and having the area fenced to better protect people from potential security issues is an important consideration.</p> <p>If the area was not fenced or ticketed there could not be an event as someone has to pay for the entertainment booked etc.</p> <p>Which would then not be possible unless the residents and community donated a large sum of money to enable a free event.</p> <p>Fencing the site enable better control of security issues, it prevents person under the influence from entering site along with any weapons etc.</p>
9	The area will be fenced off behind green screens placed on the Heras fence.	<p>See above relating to the fence.</p> <p>The screened mesh was in fact black and placed on the fence to prevent people watching a free show which many people had paid for. (Seems only fair) It also deters any would be terrorist or activist from easy reconnaissance of the area due to poor clarity of what is happening.</p>
10	The area is only accessible to Paying attendees	<p>Yes, we pay a healthy sum of money to the council to rent the site for the duration of the event.</p> <p>We keep the site open and accessible until site set up is complete and then secure it.</p> <p>All pathways around the site are always accessible, we do not block any access points.</p> <p>We remove the fence as soon as the event is finished. It would not be fair to people who have paid for a ticket to let anyone in for free and neither could the organisers afford to do this.</p> <p>As previously stated, we must pay for equipment facilities, artists etc.</p>
11	Several 1100 litre bins were left on the site after the event in 2025 for many days	<p>The bins were rented and delivered by the council in Sep 2025.</p> <p>After the event was finished, the Stir team gathered the bins together in one accessible area and notified the council team. The council team did not come and collect them for more than one week even though they were supposed to collect them on the Monday morning.</p>

		<p>The council were notified several times of the need to collect the bins.</p> <p>In future years we will get a written agreement by the council of a collection date or use an alternative supplier.</p>
12	Alcohol linked aggressive behaviour and vandalism should be considered.	<p>This is highly considered as per the EMP (Event Management Plan) and reviewed by SAG (Safety Advisory Group).</p> <p>Stir events employ additional SIA during the event to ensure that there is no aggression, reduced likelihood of theft or trouble etc.</p> <p>Stir policies require us to manage, and if necessary, invite to leave, any person found to be displaying signs of drunkenness or aggressive behaviour.</p> <p>We also have a welfare team to support personnel who are unwell or in danger of self-harm etc.</p> <p>The area is fenced and access to personnel under the influence of alcohol will be stopped at that point.</p> <p>We have discussed our control measures with the police who have reviewed our procedures and have no further objections.</p>
13	This is a site of special scientific interest and increased footfall causes damage to the area	<p>There are protected wildflowers on the site which we are always aware of and carefully plan around.</p> <p>These flowers are managed by placing a barrier around them to prevent any person from entering the area and causing damage.</p> <p>It should be noted that when the site is open there are only a few cones and sometimes simple barrier tape to protect the flowers.</p> <p>The fact that Highcliffe encourages many people to visit the area, walk the footpaths and enjoy the knowledge that many fossils have been found along the coast is great. Our event does NOT encroach on those paths, the cliffs or inhibit any access. If the field or any activity on it, was in any way to be a route to damaging the special scientific interests, Then We are wholly certain it would not be used as an overflow car park and permitted by the council or any other organisation. But it is !</p>
14	In 2025 the area was left in a sorry state for many weeks.	<p>This is strongly refuted by Stir events.</p> <p>The only area untidy was the failure to collect the bins.</p> <p>We work closely with volunteers – New Forest litter pickers who are active all day and assist us with ensuring the site is clean before handing it back over to the Council.</p> <p>We left the site as we found it, we strongly respect this space and took photos of the site clean and clear and placed on Facebook to show that we love and respect it.</p>

		Stir managers are residents and care about this green space. One of the objectors (Number 20) is a volunteer litter picker, who states the area was being cleaned throughout the weekend, even though they were fed up.
15	The event could fall foul of public nuisance regulations	<p>See above in section 2.</p> <p>We do not see how we could fall foul of local regulations unless we failed to manage our noise as per the EMP or fail to manage our bars and alcohol regulations as per our procedures set out in the EMP.</p> <p>As part of the SAG meeting the Stir team must satisfy that all precautions and considerations are given to any nuisance aspect the event may cause.</p> <p>This aspect discussed with both Police and EHO who have reviewed Stir controls and have no further objection on this matter.</p>
16	The 2025 event caused a lot more unacceptable disruption to the local area	<p>Stir events do not agree with this statement. The event brought much joy to many people.</p> <p>When the event finished for a brief period, there were many people in a short period of time leaving the site together. Many caught the bus and went to the park and ride site.</p> <p>Many got in their cars at the Cliff Top Car Park, and many went left, right and centre on foot heading away from the area towards the town and their homes.</p> <p>It should be noted that many people live nearby to the site. Apart from people passing by over a short period of time we cannot understand “Unacceptable disruption”.</p>
17	The area is highly populated residential area and creates significant noise disturbance.	<p>See section 2 above. We do accept that for the few properties immediately adjacent to the site (Cliff Top Overspill Car Park) that there is an increased level of noise.</p> <p>The area is very open with exception of 11 properties directly opposite the field where the event is held, these are at the closest point to source of noise 40m away.</p> <p>To this end we put letters through ALL residents' doors on Wharncliffe Road giving a free ticket to the event when the letter was produced in 2025.</p> <p>See section 2 above.</p>
18	3-day events will encourage people from much further afield who will endeavour to camp or sleep in campervans.	<p>The event site does not lend itself to masses of people from other areas due to its size.</p> <p>Visitors are welcome to park in local camping sites which we guide them to on request. We also guide to local hotels and guest houses.</p>

		<p>There is no camping on the site.</p> <p>There is a designated Park & Ride system in place.</p> <p>There is a parking order in place on Wharncliffe Rd which disallows any parking.</p> <p>We have agreed to only one 2 day event per year so even less encouragement to camp nearby.</p>
19	Please refuse this application and keep the event for local folk as originally intended.	<p>How can you refuse the application and then allow it for local people / folk?</p> <p>The event was originally set up to boost the local economy, bring additional footfall into the Highcliffe area and raise the tourism profile of the town.</p> <p>It was originally planned by Christchurch and East Dorset Council Economic development personnel to support businesses and growth to the area. It has since been funded by BCP Council with ARG 4 funding to help encourage growth in the area.</p> <p>Surveys and discussions in the area support the idea that the event does just that.</p>
20	Please refuse because I am a volunteer litter picker and I am fed up of commercial events like this relying on litter picking volunteers.	<p>Firstly, as an event we are very grateful for all the volunteers who help with litter picking. They do a sterling job which cannot be denied. This is the first complaint we have ever had from any volunteer but as it says "Volunteers", We are a CIC not a super commercial corporation making even bigger amounts of money because we have volunteer support instead of paying all the assisting staff members. We do however support all our volunteers and provide free tea and refreshments. As a CIC to date, we have not made any money on this event however we do not solely rely on volunteer litter pickers. The scout's team are also helpful in this area along with all our other team members.</p> <p>I do not agree that because someone does not want to volunteer any longer and indeed, they are fed up, that this is grounds for objection. We are sorry that the person feels fed up about voluntary litter picking, we are grateful for their previous support and wish them well.</p>

Summary:

Stir Events CIC has worked hard to make the Highcliffe-based Cliff Top Music Festival an enjoyable community event, and growing demand from many attendees has led to calls for it to become a full weekend festival.

Considering the eleven objections received regarding our application to extend the Premises Licence period, Stir Events has carefully reviewed the concerns raised. While we recognise that some disruption may be unavoidable,

we are committed to minimising any impact on residents and therefore feel it is reasonably practicable to reduce the timings and days requested in our application.

We suggest that we:

- Reduce the number of days per event from 2 days and one evening to only 2 days (Saturday and Sunday) with no Friday evening – twice a year.
- Or - Reduce to one, two-day event per year and now twice, if that is what residents wish.
- Reduce the times from 11:00 to 22:00 on the Saturday to just 11:00 to 20:00 (Reduction of 2 hours)
- Keep the Sunday timing: 11:00 to 17:00.
- No noise on Friday.

With thanks

Mandy Polkey

Managing Director

Stir Events CIC