

Date: 10th April 2023

RE: PREMISES LICENCE APPLICATION – Victoria Park

Dear Sir/Madam,

I am providing a group response to the representations made by some residents of Park Lane in response to our application for a Premises Licence in a section of Victoria Park.

I will try and address any concerns raised specifically around licencing objectives and provide some broader context to the application and planned activity.

Introduction

I was born and raised on Downsway only a 10-minute walk from Victoria Park and grew up playing in the park, playing tennis and watching Salisbury City FC there many years ago. I also attended South Wilts sixth form when it merged classes with Bishop Wordsworth. With this in mind, I can assure residents that the area will be treated with respect. I run a hospitality business in Salisbury alongside my wife and now employ over 50 local people. Salisbury is a very diverse City and I am strong believer that our beautiful spaces should be used for a wide range of uses that residents from all walks of life and with different interests can enjoy.

One of our business interests is 'Salisbury Live'. Salisbury Live is a well organised and successful music organisation that over many years has focused on developing local youth bands and providing excellent, well organised events for local residents. Salisbury Live has put on events in the Market Square, Rugby Club, Alderbury, Laverstock and many other local spaces without any concerns raised by local authorities. We would like to now organise a one-day music event in an area within Victoria Park, as can be seen on the application. This space is largely the football pitch and grass area towards the Co-op. The application is NOT to run the coffee bar or sell alcohol every day of the week. The event is a family friendly event which promotes local bands as well as a Madness and Simon & Garfunkel tribute. There will be kids rides, local food vendors and a bar run by ourselves.

Conditions and expectations of the licence use

- **Usage** – After consultation with the Wiltshire Council we have agreed to add a condition which will only allow us to use the licence for a maximum of 5 events per year. As already mentioned, we only plan to use this once later in 2024. I think its completely reasonable for an event to be used one day out of 365 in a year. Events like this are common place in other Cities such as Winchester, Amesbury, Southampton, and Frome. It also worth noting that we would not be able to use the licence without Salisbury City Council agreeing to hire us the space and also all relevant authorities including Wiltshire Police agreeing to the event management plan (EMP) for said event. In summary – my business would not be legally allowed to operate on the space whenever we decided to.
- **Noise** – I can appreciate that regardless of how many times a year and event is held, excessive noise for residents can be disruptive. With this in mind and on the advice given from Vicky Brown (Senior Environmental Officer, Wiltshire Council) we have agreed the following;
 - 1) A Noise Management Plan (NMP) shall be submitted by the premises license holder to the licencing authority least 30days before the commencement of any event for agreement in writing. The NMP shall be prepared by a suitably qualified person and include details of how all noise related issues will be managed including:

- i) target noise levels, frequency of measurements and a map/plan to show where measurements will be taken;
- ii) details of physical measures required for attenuation of MNL to achieve target noise levels;
- iii) management controls;
- iv) details of how local residents will be communicated with in advance of the event;
- v) complaints policy and procedure.

2) The Noise Management Plan must be adhered to at all times during the event.

- **Security and protecting children from harm** – We have a track record of running small- and large-scale events in the City as well as running four fixed venues in the City Centre. We have not had any concerns raised by authorities regarding how we operate and also only work with approved SIA security contractors.
- **Condition of property** – There were concerns raised about the condition of how the space will be left after an event. We will work closely with the land owner (Salisbury City Council) to agree a robust plan that they are happy to agree to. This will involve a deposit/guarantee of funds to replace and damaged turf etc.
- **EMP** – This will be provided to authorities as legally bound within a reasonable time before any event will take place. This cannot be started until the Premises Licence and conditions have been accepted. In this EMP there will be information such as (but not limited to);
 - Parking Plan
 - Traffic management
 - Site Plan
 - Vendor information
 - Insurance and Risk Assessments
 - Named persons of responsibility
 - Waste management
 - Security personnel
 - Missing persons and children policy

Conclusion

We are proud to be local people trying to put on fun and safe events for local people. Without the sale of food and drink these events simply cannot take place as the costs to organise are astronomical. Our mission is to make Salisbury a vibrant, diverse and exciting City for our residents and their families. With the global economy the way it is, we cannot let other local Cities have more to offer!

Kind Regards



David Hancock
Director
The Immersive Group