Appendix B.

RESTRICTED



The governing principles of the Licensing Act are the four Licensing Objectives. All organisations and individuals involved in the running of Licensed Premises, must do so with a view to promoting these Objectives:

The Prevention of Crime and Disorder Public Safety
The Prevention of Public Nuisance
The Protection of Children from Harm

This representation is made by Hertfordshire Constabulary in relation to the time limited Premise Licence Application for the 2nd September 2023 and 3rd September 2023 to cover licensable activities in a large field at Silver Leys Polo Club, Millfield Lane, Little Hadham, Herts, SG11 2ED. The applicant, Joshua Silver is applying for a licence for up to 9,999 people under the business name 'Harrier 12 Ltd'. Although the application states 9,999 people Joshua Silver has stated that the number of attendees will not be over 8,500 and staff will be an additional 499, Meaning the number being asked for is 8,999.

The licensable activities requested are;

- live and recorded music and the performance of dance 1100-2300 hours each day and
- the sale of alcohol, for consumption on the premise only, 1100-2300 hours on the 2nd September and 1100-2200 hours on the 3rd September.

The following documents were supplied as part of the application –

- 1. Event Management Plan (46 page document)
- 2. Premises Plan AMA Fest Area Plan (now updated to include separate PUDO area) Update version attached to this representation.
- 3. Traffic Management Signage plans (Now adapted to include a route reversal after 2000 hours) Update versions attached to this representation.

During the consultation period a number of documents have been supplied on request, they are the following –

- 1. Site Plan
- 2. Security Management Plan (Not updated with the change of PUDO location). The security management plan is a detailed document but it does not include security deployment dot plans which I had requested for ingress to the event, during the event and for egress from the event but these have not been supplied. I was verbally told there would be around 100 SIA employed for the event. This sounds like a sufficient number however it is difficult to assess without dot plans.
- 3. Bomb threat and response plan
- 4. Crime reduction plan
- 5. Conflict management plan
- 6. Crime scene management plan
- 7. Security check list

- 8. Move to critical incident plan
- 9. Terrorist, firearms and weapons attack plan

It is believed that if it this application was granted with the capacity of 8,500 attendees and 499 staff the licensing objectives around public safety and prevention of public nuisance would be undermined for the reasons detailed in this report. Hertfordshire Constabulary believe that reducing the number to 3,000 attendees plus staff would stop the licensing objectives being undermined. This has been discussed with Joshua Silver, he has stated it would not be financially viable to run the event for 3,000 attendees.

The location is in a rural area, it is accessed via Millfield Lane, a narrow single track lane with a few passing places, such as entrances to fields. It is about 750 metres to the start of the site area from Hadham Road. There is a residential property around 170 metres from the site entrance. Alternatively it can be accessed from the opposite direction via an unnamed road from Hadham Road which goes through the village of Cradle End before meeting Millfield Lane. Again this route is a single track lane. It is approximately 1600 metres to the start of the site area from Hadham Road. This route passes a number of residential properties both within Cradle End village and along the rest of the unnamed lane and into Millfield Lane. None of these lanes have street lighting or pavements. There are some grass verges, mostly outside peoples' properties. See POLICE MAPS and PHOTOS document for photos of Millfield Lane, pages 4 and 5.

Joshua Silver has stated that the intention behind this application is to enable him to hold a music festival called AMA FEST for 8,500 attendees and 499 staff. AMA FEST will showcase Amapiano music. Amapiano is a subgenre of house music that emerged in South Africa. It is a hybrid of deep house, jazz and lounge music characterised by synths and wide percussive baselines. The music will be a mixture of live and recorded music, with a variety of DJ's, MC's, Bands and Artists across 3 stages. Although the application is for two days, Joshua Silver has stated they only plan to run one event on Saturday 2nd July 2023. It will be a single day event with no camping on site. He stated the event would open from midday and would run until 2200 hours. With the headline act being on stage between 2100 and 2200 hours. He stated they work on people attending for roughly 6 hours. He felt the majority would not arrive until later in the afternoon up until around 1800 hours.

AMA FEST is currently being advertised as taking place at Silver Leys Polo Club and tickets are being sold. Joshua has stated they have sold around 2000 tickets so far. AMA FEST has run for the last 2 years and was previously held at the South of England Showground near the village of Ardingly which is in a rural location south east of Crawley. The Event Manager at the site, Mrs Konge, has stated to Herts Police that they had 4,000 attendees the first year and 6,000 the second year. Issues arose due to attendees parking on verges outside the venue and within the village. There were also issues with littering and waste management. They received a number of complaints from residents and so feel the event is not suitable for a 'sleepy village' so decided not to host the event again.

Traffic management signage maps have been supplied, but the written Traffic Management Plan to accompany the plans has not been supplied. The signage maps have been verbally explained to us, there are two plans, one to be used up until 2000 hours and one to be used from 2000 hours onwards.

The plan to be used until 2000 hours; Please refer to the maps on page 1 and 2 of the POLICE MAPS and PHOTOS document when reading the below.

- Traffic approaching on the A120 from the west will be directed to use the new A120 rather than travelling through Little Hadham.
- All traffic will then be directed to travel from the East along Hadham Road.

- All traffic will turn left into Millfield Lane which will be one way towards the site
- Traffic that does travel through Little Hadham will not be able to turn right into Millfield Lane (cones will be placed along the central reservation to prevent this). They will have to continue traveling east along Hadham Road up to the roundabout with the A120 to turn and come back
- Cars, taxi's and shuttle buses leaving the site before 2000 hours will turn right onto Millfield Lane (road will be made one way only), then left at the end of Millfield Lane onto the unnamed road that travels through Cradle End Village and back to Hadham Road (road will be made one way only) up to Hadham Road.
- Residents in the area will need to follow the one way system to access their houses.
- The crossroad junction with Hadham Road and unnamed roads (one from Cradle End) will be manually controlled by stop / go signals.

The plan to be used from 2000 hours;

- One way system will be reversed on Millfield Lane and the unnamed road through Cradle End Village.
- Cars, taxi's and shuttle buses entering the site after 2000 hours will approach from the east along Hadham Road and will turn left onto the unnamed road through Cradle End Village. Then turn right onto Millfield Lane and left into the site entrance.
- Residents in the area will need to follow the reversed one way system to access their houses.
- All traffic will leave the site by turning left onto Millfield Lane, travelling north to Hadham Road.
- All traffic will turn right out of Millfield Lane onto Hadham Road
- Stortford Road will be closed both ways east of Millfield Lane and west of Church End Lane.
- Traffic approaching on the A120 from the west will be advised of the road closure and that there is no access passed Little Hadham

A sterile route for emergency access was discussed with Joshua Silver as this had not been included. He stated that there was a separate access point from Acremore Street. We are yet to receive a map showing this access route.

Joshua Silver has stated that the majority of attendees will travel from London to the event as well as some from around the Country. He has stated that for the previous events,

- 60% have travelled by car,
- 20% by organised coaches from UK towns and cities and
- 20% by other transport (this would include taxi's, shuttle buses from train stations, personal drop off).

These percentages translate to the following numbers if 8,500 people attend. (Does not include staff and artists). To estimate the number of cars, it is accepted that the number of people travelling by car is divided by 2.4. The estimated number of cars is also shown in the table below.

Mode of Transport	Percentage	Number of people	Number of vehicles
Car	60%	5100	2125 cars
Organised Coaches	20%	1700	29 coaches (59 / 60 seaters)
Taxi / Shuttle bus	20%	1700	See below

In relation to taxi's and shuttle buses it is difficult to know how this split will look however Joshua Silver has stated that he plans to have 8 shuttle buses running from Bishops Stortford train station to the event. The last train South out of this train station on a Saturday night is at 0039 hours. Each

shuttle bus can take a maximum of 30 people. A full cycle; of load, travel, unload and return will take a minimum of 45 minutes. (The journey time is at best 12 minutes each way). Realistically each shuttle would be able to do two loads at the end of the event (if leaving from 2210 hours onwards) in order to ensure people reach the station in time for the final train at 0039 hours. A few of the shuttles may be able to do 3 loads (assuming they start their first journey before 2220 and do not get delayed). Two journeys per shuttle equates to a maximum of 480 people if all shuttles are full.

Mode of Transport	Number of people	
Shuttle bus	480	16 loads / journeys
Taxi	1700 – 480 = 1220	508 taxi's (if 2.4 per vehicle is used)
		407 taxi's (if 3 per vehicle is used)

Total number of vehicles entering and leaving the site – excluding staff and performers

Cars	2125
Organised Coaches	29
Shuttle buses	16
Taxi's	407
Total	2577

The purple guide states the typical rate of entrance / exit per minute is 12-20 cars.

It would therefore take 2577 vehicles between 2 hours 9 minutes and 3 hours 34 minutes to enter / leave the site. This is a significant amount of time. Joshua Silver has not supplied any documents that show how they have worked out that the access and egress routes are capable of managing the level of traffic created by 8,500 attendees.

The ingress to the site will be over a 6 hour period however the majority are likely to arrive between 1500-1700 hours making these 2 hours very busy. The potential for traffic to build up on Millfield Lane back to Hadham Road is high. Where there are delays entering a site, people look for parking on route to the site and will then walk. There is a risk that people will leave their vehicles on Hadham Road or Stortford Road and then attempt to walk to the site along Millfield Lane. People walking on the narrow access lanes amongst the flow of traffic attending the event is dangerous and is a public safety concern. The risk of this happening increases with larger numbers of attendees.

The event is finishing relatively early at 2200 hours and so the majority of people are likely to remain until the end. The adverts for the event state that it finishes at 2200 hours and the headline act will be last on stage between 2100 and 2200 hours. This will result in large numbers of people queuing to firstly get out of the car parking area and out onto Millfield Lane but also along Millfield Lane to Hadham Road. The site will not be clear of vehicles until between midnight (at best) and 0130 hours. These times would increase if there was a blockage for any reason along Millfield Lane. It is not acceptable to run an event knowing that some people will be stuck on site for this length of time. The welfare of those stuck on site is of concern and is a public safety issue. Having one egress route simply does not work for this site and 8,500 attendees.

Pick Up, Drop Off (PUDO)

There are a number of points to consider in relation to the PUDO location. Taxi's will not use the designated PUDO unless it is simple to get to and relatively traffic free. Where taxi's actively avoid using the designated PUDO issues arise as a result. The taxi's will opt to drop people on surrounding roads, meaning people with be walking to the event along the road. Again on pick up, taxi's will

encourage people to meet them on a road away from the site again meaning that people with be walking on the roads away from the event. Joshua Silver's original plan was to have the PUDO sited within the car parking field or the overflow car parking field. Both these options meant a significant drive for taxi's around the one way system within the site that they would need to drive around in order to use the PUDO – the route is around 1.1km long and is on hardcore tracks not tarmac. Additionally the taxi's would have to join the queue of traffic exiting the car park at the end of the event. It is nearly 1km from the car park, through the exit and along Millfield Lane to reach Hadham Road where the traffic will be able to move more quickly. Please refer to birds eye view map on page 3 of the POLICE MAPS and PHOTOS document.

An area nearer to the site entrance on Millfield Road was identified as a possible PUDO location however the area is not that big and it is unclear how it would cater for the expected numbers looking to get taxi's (around 1200 people). It is triangular in shape, the three sides measure 55m, 70m and 85m. Plans to show how this area would be laid out have been requested but have not yet been supplied. Joshua Silver has also suggested that this area would be used by the shuttle buses and coaches which would add another 2000 people. I do not believe there would be room to manage around 3000 people in this area as well as having room for all the shuttle buses and coaches in addition to the taxis'. If this area is not suitable then the only option will be for the original plan, which involves taxi's using the long route, show in purple on the below plan. Please refer to birds eye view map on page 3 of the POLICE MAPS and PHOTOS document.

It will be dark during egress, due to this and the narrowness of the lane traffic will move slowly along this road. It is 200 metres from the car park exit to Millfield Lane and a further 750 metres to Hadham Road. Taxi's, shuttle buses and coaches leaving the PUDO area also have to travel along Millfield Lane to Hadham Road, there is no other route out. The slow moving queue of traffic is likely to put off taxi drivers from picking up at the PUDO and will result in people walking to other locations to meet their taxi, such as, Cradle End Village (1km away) or elsewhere on the unnamed road that joins Millfield Lane (400m from the site entrance).

Millfield Lane between the site entrance and the unnamed road is particularly narrow other than a few areas where there are residential driveways. As this is the access route post 2000 hours, taxi's and shuttle buses will be travelling along this road during egress in order to collect people from the site. Anyone walking along this road would find it very difficult to get out of the way of oncoming traffic. Those leaving the event are likely to be under the influence of alcohol and so are more likely to take risk and will be more vulnerable if they are unsteady on their feet and not fully in control of their actions. This is a significant public safety issue. See POLICE MAPS and PHOTOS document page 7 for photos of this stretch of road.

Taxi's will look to park up along the road and across residential driveways in order to collect their passengers. This will cause a public nuisance to residents in the area and a danger to other road users. The taxi's will then look to find alternative ways out to avoid joining the queue on Millfield Lane. A likely route is to travel to Acremore Street where you can turn right and head towards Little Hadham. See POLICE MAPS and PHOTOS document pages 8-10 for photos of areas where taxi's are likely to wait.

The areas of risk highlighted above are not identified within the event risk assessment that has been supplied. The security plan includes 2 pages on the egress and dispersal. I have copied this section and attached it to this representation. There is no specific detail about how the PUDO area will be managed and no diagrams to show the pedestrian routes from the site to their mode of transport ie car park or PUDO area. The management of pedestrians crossing traffic routes is not covered. This is a key part of the event as it will involve thousands of people vacating the contained site area and

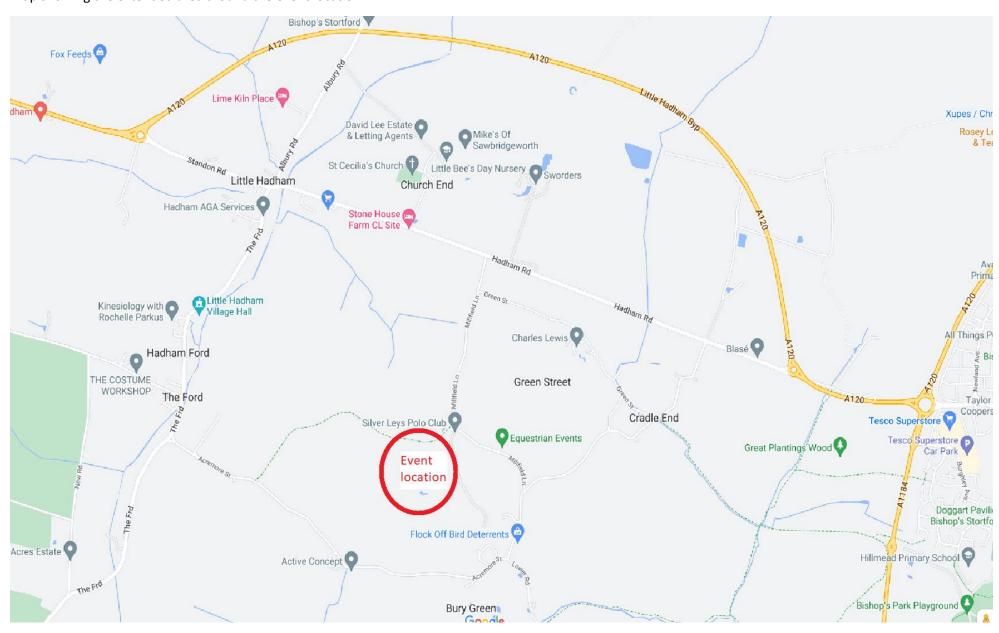
moving to the car park and PUDO areas. There will be areas where there will be conflict with moving vehicles as they exit the site. It is unclear how this stage of the event will be managed safely. This stage of the event will be manageable if the numbers are restricted to 3000 attendees.

In summary, the location is not suitable for a single day event for 8,500 attendees plus staff. This number of attendees creates issues around public safety and public nuisance. Hertfordshire Constabulary's submission is that this application for a premises license should only be granted if the numbers attending are reduced and conditioned to a maximum of 3000 plus 499 staff / performers.

Report completed by Police Sergeant Clare Ramirez, Licensing Sergeant and Police Licensing Officer, Sarbjit Minichiello.

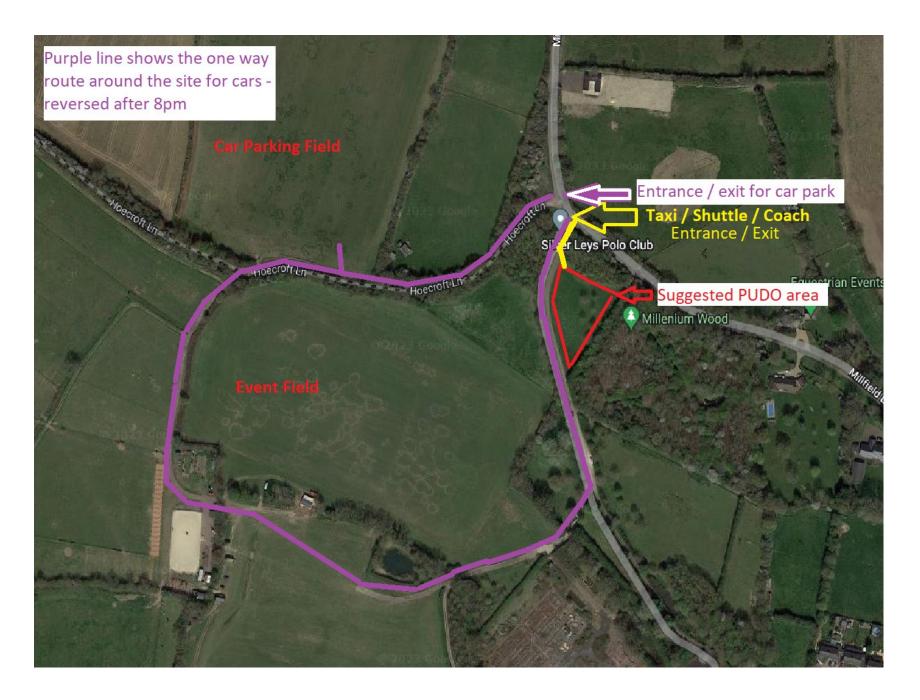
POLICE MAPS and PHOTOS Document

Map showing the extended area around the event location



Birds eye view map of the area showing key roads referred to





Photos of Millfield Lane at differing locations between Hadham Road and the site entrance.



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Further photos of Millfield Lane at differing locations between Hadham Road and the site entrance.



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Below - photos show the two entrances / exits to the site from Millfield Lane.





Below - photos of Millfield Lane between the site entrance and the unnamed road





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Unamed Road junction with Millfield Lane



Below - Unamed Road near to the junction with Millfield Lane showing areas where taxi's could wait



POLICE MAPS and PHOTOS Document

Below - Unamed Road near to the junction with Millfield Lane showing areas where taxi's could wait

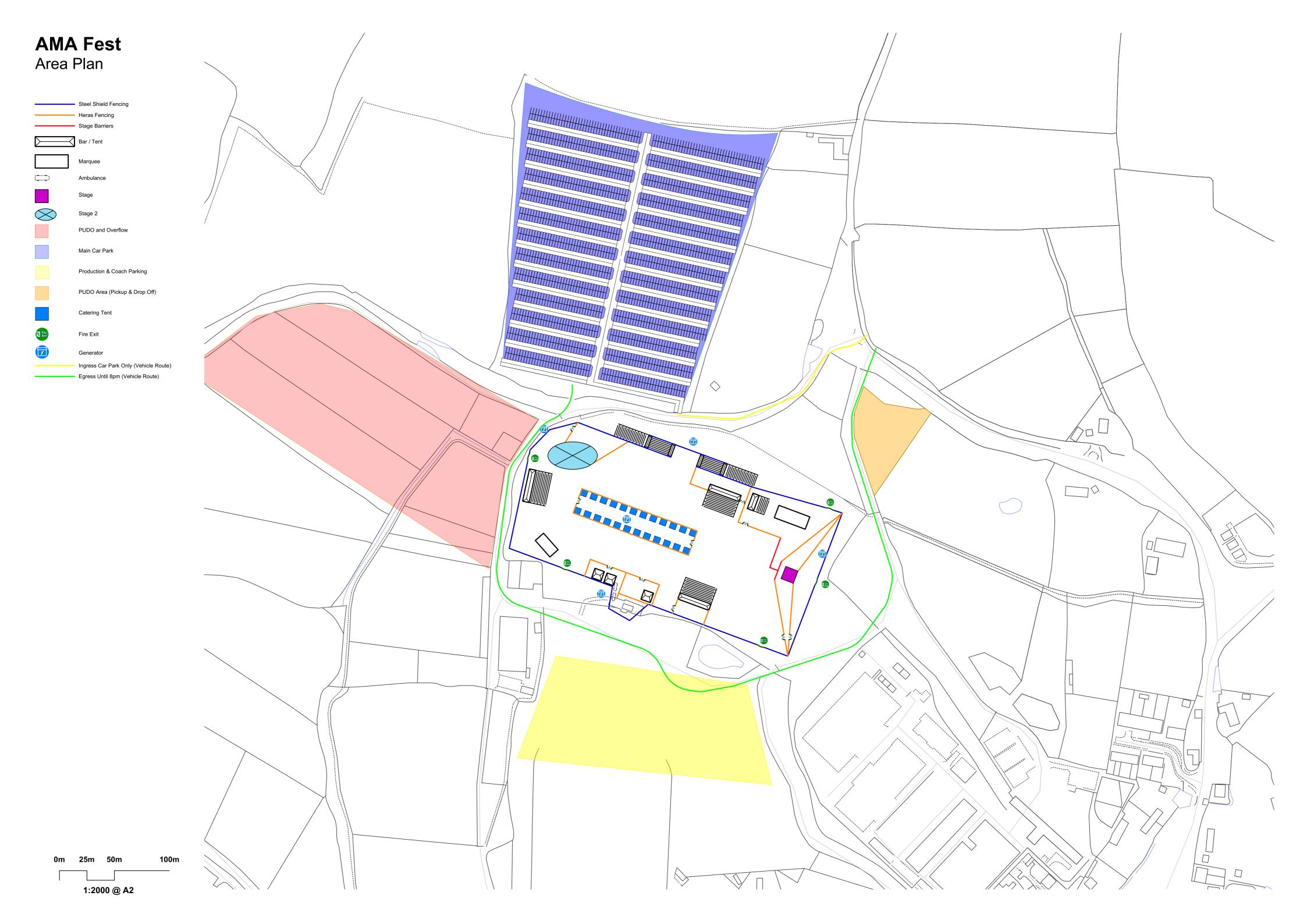




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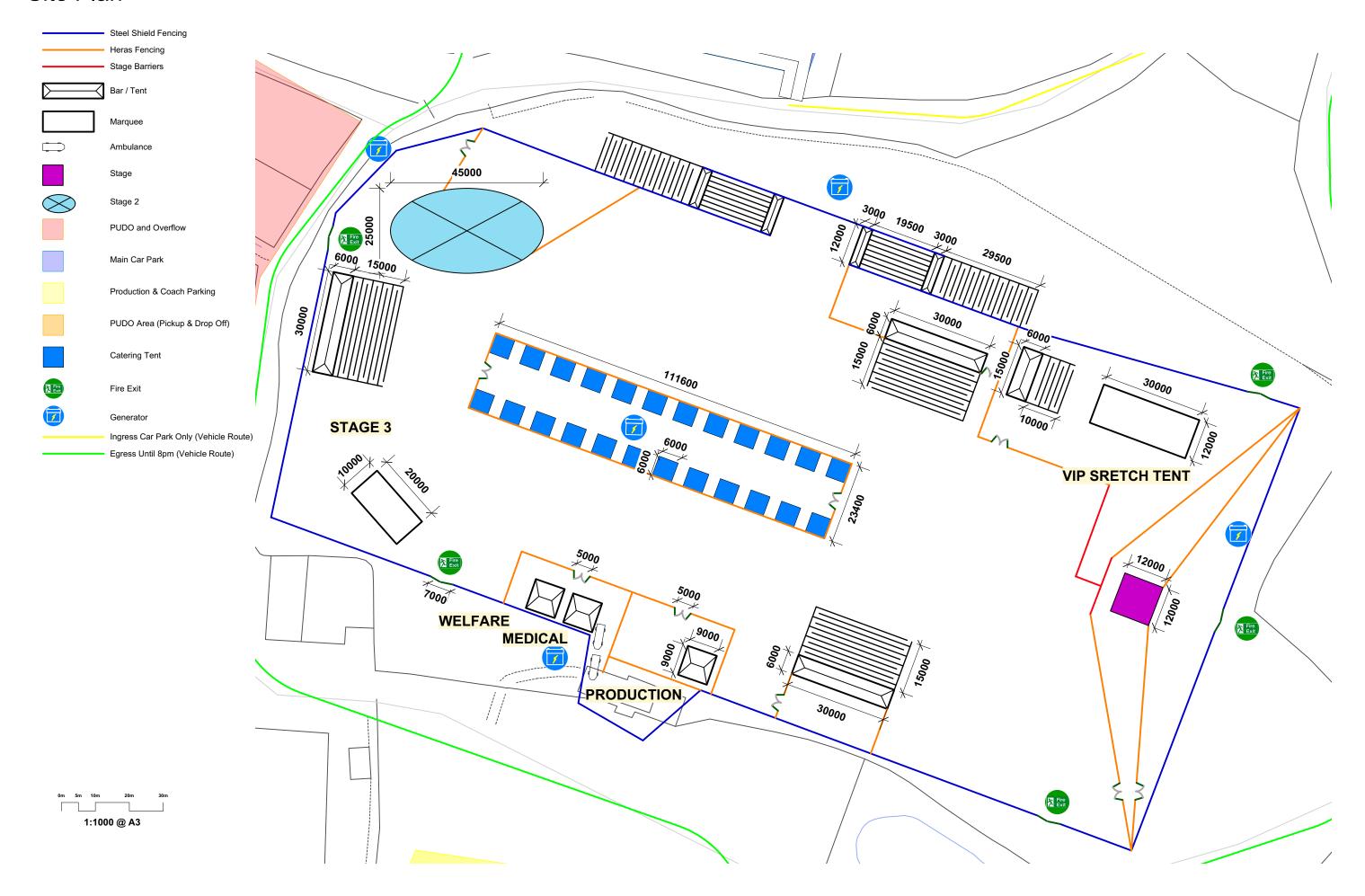
Below - Unamed Road near to the junction with Millfield Lane showing areas where taxi's could wait





AMA Fest

Site Plan



18.5 Egress & Dispersal

We will activate egress deployment formations so that we are ready 30 Minutes before show end to receive the public to exit drawing all surplus resources from within the arena whilst not compromising the deployment infrastructure within the arena. We will request a staggered stop to allow stages furthest from exit to finish sooner to allow attendees to migrate further towards the exit organically. Stages will stop with performances and security will be required to clear this section and man the cordoned off area to prevent people from entering.

There will be a 30-minute period where lighting is increased before the end of the provision of live or recorded music. At the end of the event all available Security Staff will be allocated duties.

IT IS IMPORTANT THAT ALL SECURITY STAFF PREVENT PEDESTRIANS FROM LEAVING THE VENUE ON FOOT ONTO THE ROADWAY DUE TO THE LOCATION AND THERE BEING NO PUBLIC FOOTPATHS OR PAVEMENTS ALONG THAT STRETCH OF ROAD

All other Security Personnel will help direct Visitors leaving the premises will be directed towards the main exit (was the search area will now be cleared of tables and other obstructions) they will then be directed towards the car park / bus pick up point, all exits will be lit up with relevant signs showing the visitors where they need to go.

It is expected that a high proportion of the attendees will be arriving and leaving by coach which means approximately 2000+ patrons attending the event by this method of transport which will allow for a managed and controlled method for these attendees leaving the local area. Only once all coaches are fully loaded they will leave in a convoy in unison following the access road to Silver Leys Polo Club main exit and continue along the main road which flows around the perimeter of Silver Leys Polo Club leading directly to the pre-designated coach route.

Other emergency exits will not be opened at this time security personnel will be positioned at the main car park entry and exit points While other security staff will be told to sweep all the areas of the arena, checking toilets, tents etc.



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There will be signs up on site letting people know phone numbers for taxi companies. Local taxi companies have been informed about the event to make sure there are cars available on the day.

IMPORTANT!! - It is recommended that the event organiser arranges all main taxi apps to mark their pinpoint location to automatically draw to the location in the field that they desire the drop off and collection point to be in the field to prevent the public leaving the field in search of their taxi.

Such apps include (But not limited to) -

- UBER
- Bolt
- Taxi app
- Gett
- Addison Lee

Clear and legible notices will be prominently displayed at all exits requesting customers to respect residents and leave the area quietly.

Staff and security members will keep an eye-out for anyone who looks as though they may be over the alcohol limit to drive. Only when the arena and Car Park is declared free from visitors then the security will be stood down, this decision will be given by the silver cell. If any vehicles are left on site with no public remaining, then we will determine that these have been abandoned for the evening and information of these vehicles will be forwarded to Control. We would recommend the event organiser has notices on the site entrance to outline steps of how attendees can arrange collection of their vehicle post closure of the site.

