

SOUND LIVE PRESENTS



**NOTES TO ACCOMPANY  
PREMISES LICENCE V3.2**

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## 1.0 SUMMARY OF THE EVENT

Sound Live Limited are submitting an application for a Premises Licence to hold one event per year, over 2 days comprising music and ancillary entertainment plus other activities such as funfair rides. This event will be held in either June or July 2026, and each year thereafter. The dates of the event for 2027 onwards will be confirmed to the Safety Advisory Group six months before the event takes place each year.

The event will comprise of 5 stages:

- SL 1- An open-air main stage
- SL2 - it is proposed this is within an open sided tent, such as a saddle span.
- SL3 - it is proposed this is a big top tent
- SL4 - it is proposed this is within an open sided tent, such as a saddle span
- SL5 - a small stage in the VIP area

We are applying for the following licensable activities at the event:

- Films
- Live Music
- Recorded Music
- Performance of Dance
- Anything of similar description to above
- Supply of alcohol

### 1.1 Sound Live Limited

Sound Live Limited is a newly formed entertainment business. The director is Francis Warren, boxing manager and promoter. Francis has over 20 years experience in boxing, broadcasting and producing stadium events, and has played a pivotal role in Queensberry's market leading position in the UK.

In 2023, Francis founded Champion Sports Management and leads the careers of heavyweight sensation Moses Itauma and lightweight star Sam Noakes.

Steve Durham is the Festival Director. Steve was Founder and CEO of We Are FSTVL, a dance music event that he launched as a one-day festival in 2013 for 15,000 fans. Within five years it grew to a three-day camping festival with 70,000 attendees, winning several awards along the way including 'Best Dance Festival' and 'Best International Festival'. Steve has also run shows in Mexico, Ibiza and Spain.

The Premises Licence Holder for the event will be Sound Live Limited.

### 1.2 Event Capacities

The maximum capacity shall not exceed 19,999 to include ticket holders, guests, artists, staff and contractors.

For year 1 of the event in 2026 the ticket types will be:

Ticket Types	Number
General Admission*	17,000
VIP	1,999
Staff	1,000
<b>Total</b>	<b>19,999</b>

\*Within the general admission capacity there would be complimentary tickets to local residents, essential companions and guests.

### 1.3 Hours of Operation

We have detailed these below

Details	Day 1		Day 2	
	Open	Close	Open	Close
Doors	12:00	23:00	12:00	23:00
Recorded Music	12:00	23:00	12:00	23:00
Live Music	12:00	23:00	12:00	23:00
Performance of Dance	12:00	23:00	12:00	23:00
Films	12:00	23:00	12:00	23:00
Alcohol served	12:00	23:00	12:00	23:00

### 1.4 Public Tickets

Sound Live Limited will sell tickets via Live IT. <https://liveit.io> Live IT is a proven ticketing solution for venues, attractions and live events, with over a decade of experience supporting clients across Europe and North America. Their platform is trusted by leading cultural venues, visitor attractions and top-tier festivals for its hands-on support, flexibility, and cutting-edge technology.

All public tickets will be digital. These will be scanned on entry to accurately record and monitor the numbers that have entered the site. The entry numbers will be available at Event Control if required by the responsible authorities.

### 1.5 Accreditation for staff, crew and artists

There will be an accreditation system onsite for all staff, crew and artists. This will be either a wristband, lanyard or similar to identify they are working at the event.

There will be different levels of accreditation depending on the area of the site, for example arena access only, production access (for back of house areas) and stage access.

### 1.6 Music Genre

The event will cover a range of music including pop, dance and rock. The 2nd day of the event will be programmed to suit a family audience.

### 1.7 Audience Profile

We expect the audience to come to the event in small groups, with a 50:50 male / female split.

With the exception of children aged 2 years and under all those attending the event will need a valid ticket. Anybody aged under 18 will need to be accompanied by a responsible adult aged 18 and over. Proof of age may be requested upon entry.

We will include a Safeguarding Policy within our Event Management Plan and will have welfare teams onsite.

### 1.8 Terms and Conditions of entry

The event will have detailed Terms and Conditions of entry which will be available to the public at the point of sale of tickets and at the arena entrance. They will be included as an Appendix in the Event Management Plan.

These will include:

- Restricting bags to a maximum of A4 size only which will be searched on entry.
- Customers will not be permitted to bring food or drinks onto the site,
- Customers will not be permitted to leave and re-enter the site.
- Customers would not be permitted to bring glass onto the site

### 1.9 Funfair Rides

There will be 4 funfair rides at the event. We will provide details of these in the Event Management Plan.

We will also provide for each ride:

- Public Liability
- Rescue Plan
- ADIPS
- Risk Assessment
- Method Statement

#### 1.10 Pyrotechnics, Fireworks and Special Effects

Some of the acts may have pyrotechnics, fireworks, lasers or special effects as part of their performance.

We will provide the details of these to the agencies 10 days ahead of the event.

#### 1.11 Bars

We will provide an Alcohol Management Plan as part of the Event Management Plan. Each bar will have a bar manager who will work under the direction of the Designated Premises Supervisor.

All drinks will be sold in paper, PET, cardboard or cans except for agreed dedicated areas (e.g. VIP area where there will be security preventing any glass leaving the area into the arena)

There will be bars on the site offering a range of alcoholic, low alcohol and soft drinks. No super strength beer, lagers or ciders above 5.5% shall be sold at the Premises.

We will include a Summary of Products being sold at each bar, along with their price and ABV within the Alcohol Management Plan.

Clearly visible signage will be displayed at the entrances to the queuing lanes and at the point of sale indicating it is illegal to sell alcohol to people under the age of 18.

We will operate Challenge 25 and Ask Angela Campaigns at each of the bars, including the use of licensing connect or a digital platform of a similar kind to promote the licensing objectives.

#### 1.12 Food Traders

We will have a number of food traders at the event - details of these will be included in the Event Management Plan. We will supply all agreed paperwork for them 28 days before the event.

We will ensure there is a wide range of food offerings to cater for all dietary requirements including vegetarian, vegan, gluten free etc.

#### 1.13 Non Food Traders and Merchandise

We will sell official event merchandise at the event and have other non-food traders on site selling for example clothing and accessories.

#### 1.14 SAG Meetings

We will work with the statutory agencies with the planning of this event which includes:

- East Hertfordshire District Council

- Hertfordshire Constabulary
- Hertfordshire Fire and Rescue Service
- East of England Ambulance Service

We propose that SAG meetings are held monthly in the months leading up to the event: normally 4 to 6 months before the event.

#### 1.15 Event Management Plan

The event will be produced to comply with all current legislation. We will produce a final Event Management Plan 28 days before the first event day.

This will include the following Appendices:

- Overall Site Plan - along with plans for power, lighting, water, CCTV, site hazards
- Event Risk Assessment
- Terms and Conditions for the event - including prohibited items
- Fire Safety Plan - to include Fire Risk Assessment and Fire Extinguisher Allocation
- Security Placement Schedule detailing staffing numbers
- Security Plan - to include ingress and egress and crowd management details
- Counter Terrorism Plan
- Organisational Chart of key personnel
- Transport Plan
- Sound Management Plan - which will include control measures.
- Waste Plan
- Medical Plan
- Welfare Plan to including Safeguarding Plan
- Major Emergency Plan - to include an Emergency Contact Sheet
- Emergency Exit Calculations for structures onsite
- Alcohol Management Plan
- Adverse Weather Plan - to include wind policy
- Show Stop Policy
- Running Order for the stages
- Site Rules
- Details of Pyros and Special Effects
- Details of Food Traders
- Details of Funfair Rides
- Details of structures onsite

This will be available via an online portal for the statutory agencies with emails circulated to notify updated information.

## 2.0 PUBLIC SAFETY

### 2.1 Crowd Management

The event will be designed in such a way as to keep the ticket holders entertained with



staggered stage times.

A queuing system at the arena entrance will be defined by use of crowd barrier. Several lanes will be set up for both speed and ease of entry staffed by stewards who will scan tickets and security who will manage the crowd and carry out searches.

All infrastructure will be designed and erected with public safety in mind. Tent poles, lighting towers, VMS etc in key public areas will be fenced off and trip hazards will be minimised where unavoidable.

## 2.2 Capacity Management

Tickets will be mobile tickets and will carry a number of security features and unique identifiers. These will be scanned on entry to the event.

## 2.3 Evacuation and Emergency Access

We will include the emergency exit calculations within the Event Management Plan.

We propose a Tabletop exercise takes place in the month before the event to rehearse emergency scenarios within the multi-agency forum.

A Major Emergency Management Plan will be submitted as part of the Event Management Plan and will include a key personnel emergency contact sheet.

All reasonable efforts will be made to eliminate the presence of unauthorised vehicles on site by operating an accreditation system. There will be a complete vehicle curfew during the times when the arena is open to ticket holders.

## 2.4 Orientation and Information

All access and egress routes, sanitary accommodation, drinking water, first aid points and welfare points, will be adequately signed. Signs will be clear, visible and adequately illuminated at night and safety signs will conform to legislative requirements.

All emergency exit gates will be provided with relevant gate letters identifiable from both inside and outside the arena and these will correspond with the site plan. We will have a lost property / information team based at the Welfare Tent.

## 2.5 Medical and Welfare Facilities

The Premises Licence Holder will appoint a suitably competent organisation to provide medical cover to the levels as recommended in the Purple Guide. The aim of the on-site medical provision is to ensure the strain on local resources is minimised.

We will also have a welfare tent onsite.

Medical, Welfare and Safeguarding plans and onsite operations will be included in the Event Management Plan

## 2.6 Fire Safety

### 2.6.1 Fire Equipment and Fire Points

Appropriate firefighting equipment and exit signs will be provided. All fire points will be clearly signed and visible.

We will provide a Fire Safety Plan and Fire Risk Assessment for the event. The fire extinguishers allocation schedule will be included in the Event Management Plan.

All food traders, non-food traders, and the bar operator are responsible for their own firefighting equipment subject to inspection by our onsite Fire Safety Team. All generators on site will be diesel.

Fire Exits will be provided in all structures. Tent exit calculations will be included in the Event Management Plan. The means of escape from structures will be by signed and lit exits.

### 2.6.2 Fire Safety for Traders

Traders will be limited to the amount of LPG that can be brought onto site and we will give accreditation to an authorised LPG supplier to supply all traders as required.

We will create a secure storage area for this LPG during the event in a non-public area. All trader's LPG will be checked by the onsite Fire Safety Team and / or by gas safety engineers and they will prohibit the use of any unsafe equipment that they find.

Pre and post event we will create a secure compound for any LPG containers found on site.

## 2.7 Structures

The Site Manager and Health and Safety Manager will take all reasonable steps to ensure that all temporary structures are suitable and fit for their intended purpose and installed in accordance with the competent contractor's plans.

The Premises Licence Holder will obtain documents, plans and calculations relating to the stages and other relevant temporary structures. Stages will be designed to provide for a minimum of two exits.

An Adverse Weather Plan and a Wind Management Plan will be prepared and included in the Event Management Plan. It will include an outline of actions to be taken at specific

wind speed trigger points. The Health & Safety Manager will check that periodic wind speed measurements are taken throughout the event.

## 2.8 Lighting

All access/exit ways leading to and from the licensed site, gates out onto the main highways, toilet blocks and first aid points will be illuminated by the provision of suitable lighting systems. Sufficient portable lighting equipment will be available to address any areas of inadequate lighting.

Lighting will be provided in all marquees. Walkways will be lit with festoon style lighting mounted on scaffolding poles and temporary lighting towers or equivalent.

In the week leading up to the event we will hold a Lighting Check on an evening prior to the event to ensure there is sufficient lighting onsite and agencies are welcome to attend this.

## 2.9 Electrics

A temporary electrical system will be set up on site using temporary generators and cable systems. All work will be carried out by competent and experienced electrical contractors. Emergency lighting will be provided on all arena and tent exits and other key areas and will have a separate power supply to the primary lighting supply.

All relevant staff and contractors will be briefed to perform routine visual checks for any problems with wiring, plugs etc. The Premises Licence Holder will make it a condition of contract with the electrical contractor and other relevant contractors that all electrical installations are certified by an approved electrician and comply with legislative requirements.

## 2.10 Sanitary Facilities and drinking water

Sufficient drinking water points will be placed around the licensed site for the adequate supply of free, potable and wholesome drinking water for ticket holders throughout the event.

Provisions will be made for an alternative supply of drinking water in case of failure of planned sources of drinking water. The water systems will be installed by competent contractors.

Installations will be cleaned, sterilised and free from debris prior to connection to the mains supply.

Sufficient WC units will be placed in suitable locations around the licensed site for ticket holders throughout the event. This will be in accordance with guidance laid out in the

Event Safety Guide. Details will be included in the Event Management Plan. These will be monitored on a regular basis throughout the event

#### 2.11 Waste Management

A Litter and Waste Management Strategy will be provided as an Appendix to the Event Management Plan.

#### 2.12 Facilities for Accessible Customers

The Premises Licence Holder will arrange provisions for Accessible Customers. Accessible infrastructure will include:

- Dedicated ingress/egress routes,
- Accessible sanitary facilities
- Dedicated car parking
- Accessible viewing areas

#### 2.13 Internal checks and inspections

Regular and ongoing inspections of structural and health and safety issues, emergency exits, the arena entrance and egress, emergency lighting, fire warning systems, stopping the music plans, emergency access lanes, trip hazards, décor, lights, sound systems, curtains, drapes, furnishings, fabrics, floor surfaces, sanitary facilities, drinking water, stage safety, fire points, traders and general housekeeping will be carried out by the Health & Safety Manager, Site Manager, Event Manager Fire Safety Team and other key personnel.

#### 2.14 Health & Safety

We are fully committed to safe working practices. We will comply with all relevant health and safety legislation. All contractors supply their own method statements and risk assessments.

All persons working onsite will be required to complete the event Health and Safety link which will include the Site Rules. Work onsite will be monitored by the Event Manager, Site Manager and Health & Safety Manager and safety inspections will take place regularly.

Areas of the event where noise levels are expected to exceed 80 dBA on a continuous basis and where staff are subject to that impact for long periods of time will be designated as Ear Protection Zones.

#### 2.15 Accident and Incident Reporting

All near misses and accidents will be recorded and any serious incidents or dangerous occurrences will require a RIDDOR report. Any RIDDOR reportable accidents involving ticket holders will also be reported directly to the Health and Safety Executive's Incident Contact Centre. In the event of a serious incident or dangerous occurrence, materials and equipment will be left undisturbed, providing they do not create a hazard.

### **3 THE PREVENTION OF CRIME AND DISORDER**

#### **3.1 Hertfordshire Constabulary**

Regular meetings will be welcome with Hertfordshire Constabulary to facilitate liaison and co-operation during the planning, the festival itself and post event to debrief.

#### **3.2 Security and Stewards**

The security operation will be led by a security coordinator. The security contractor(s) will be selected as being some of the most professional and competent operators in the field of event security. Their company resume will be included in the Event Management Plan.

The management and staff will therefore have many years previous experience at ensuring safe and secure environments at major events.

- No person under the age of 18 years will be employed onsite.
- A register of the security and stewards employed on the site will be kept. Details recorded in the register will include:
  - The full name of each individual employed
  - Their date of birth
  - Home address
  - Employer and ID number

Records will be kept by the contractor of each shift placement throughout the event so that should the need to find out any information from a particular location occur post event, individuals can be contacted.

The register will be retained on the licensed site during the event and will be available for inspection. All security and stewarding personnel will be readily identifiable to others by means of a tabard bearing a job title and a conspicuous unique personal identification number.

The number and location of SIA trained personnel will be in the Security Placement Schedule which will be submitted as an Appendix to the Event Management Plan.

#### **3.3 Eviction**

We will operate an eviction process onsite.

Persons will be liable for eviction under the following circumstances:

- Entering or being onsite without a ticket or relevant pass
- Any persons who are found causing any disruptive or antisocial behaviour.
- Any person who is arrested and charged by Hertfordshire Constabulary.

### 3.4 CCTV

CCTV will be installed at various locations across the site to give good coverage of key areas in the arena and at the arena entrance gates. These locations will be marked on a CCTV map which will be submitted within the Event Management Plan.

The CCTV will be fed into the Event Control Tent to allow for agencies, management, security contractors and CCTV controllers to monitor situations and incidents and deploy staff appropriately.

### 3.5 Searching

Searching will take place at the public entry gates. The priority of the searching operation is to deter, disrupt and detect those attempting to enter the event with items that are prohibited onsite or illegal items, while simultaneously maintaining good order and public safety as well as an efficient flow rate of customers through the entrance gate. If identified, any items which may reasonably be considered for use as a weapon, or which may cause danger or disruption to any other persons at the event will be confiscated.

Glass will not be allowed in the arena and all reasonable efforts will be made to enforce this policy through searches and confiscations.

Persons suspected of carrying items that may be used in an offensive or dangerous manner or carrying out illegal activities within the arena or other parts of the site may also be searched. The event does not condone the use of, or the dealing in, illegal drugs on site. The policy on drugs is structured around the “3 Ps”:

- Pursue
- Prevent
- Protect

Information on searching measures and prohibited items is provided to ticket holders in advance of the event and there will be signage displaying this message at the entrances.

## **4 THE PREVENTION OF PUBLIC NUISANCE**

### 4.1 Communication with residents

We will hold a residents meeting ahead of the event to ensure they are aware of the plans for the event.

14 days ahead of the event we will notify residents within close proximity of the event with the following information:

- Details of the residents hotline telephone number and the times it will be operational
- Details of road closures
- Details of sound checks

- Details of pyros and special effects.

## 4.2 Sound Management

A Sound Management Plan will be produced for the event by a suitably qualified acoustic consultant. This will be submitted to the Environmental Health team for approval 6 weeks before the event and included in the Event Management Plan.

We have had noise modelling carried out by Electric Star <https://electricstar.live/> and their findings are included as **Appendix 01**

## **5 THE PROTECTION OF CHILDREN FROM HARM**

All reasonable efforts will be made to ensure that there are no unaccompanied under 18's onsite. Ticket terms and conditions will state this and this will be pointed out at the time of selling and random checks will be made by spotters and security along with checks at the entrances to the site.

Within our Welfare Plan we will include the procedures for lost and found children

## **6 MANAGEMENT STRUCTURE**

The event will operate the following management structure

### 6.1 Event Gold (or Silver in their absence)

The following identifies some of the responsibilities of the Event Gold (or Silver in their absence):

- In charge of the operational management of the event
- Takes the leadership role ensuring that safety and security are integral and priority elements at the event

### 6.2 Health & Safety Manager

- Co-ordinating and checking the collection of health and safety information prior to and then during the event.
- Coordinating and directing the safety management of the festival including monitoring of standards, liaison with agencies, reporting, auditing.
- Co-ordinating and carrying out site inductions and imparting safety information.
- Ensuring that the load in, the event and the load out have safety and security as integral and priority elements.

### 6.3 Event Manager

- The planning and delivery of the festival via the event production team and contractors.

#### 6.4 Security Coordinator

- The security Coordinator and their assistant represent the event in the management, briefing and co-ordination of all onsite security and stewarding resources.
- They are independent of the security contractors.
- They manage security via the Event Control Tent.

#### 6.5 Site Manager

- To be responsible for overseeing site preparation prior to the event, including the erection of all structures.
- To ensure that the site is organised so that work is carried out with the minimum risk after proper assessment of all factors.

#### 6.6 Medical Coordinator

- The delivery of the Medical Management Plan and the management of the onsite medical response for attendees and staff.

#### 6.7 Trader Manager

- Co-ordinating all trading activity including layout, position, compliance with licence conditions, trader health and safety, control of trader vehicle movement.

#### 6.8 Transport Manager

- To oversee all aspects of the traffic and pedestrian routes to and from site including all signage and external Infrastructure. To liaise with all other transport hubs including train stations.

### 7.0 COMMUNICATIONS

#### 7.1 Radios

Key staff will be issued with an event radio, radio contact list and instructions for radio use. Any contractors wishing to internally issue their staff with their own set of radio communication must check that the frequencies do not clash. Staff who work in noisier areas or those required to do a lot of manual work will be issued with earpieces. Repeaters will be installed if required to facilitate a good signal.

#### 7.2 Telephones and Wifi

Wireless networks or equivalent will be installed at various locations throughout the site subject to survey.

#### 7.3 PA announcements



All stages will have PA systems that will be able to provide PA announcements to the public if required. Some stages will have screens that can also be used to display emergency messages. These would be pre programmed in advance of the show

Loud hailers will be provided to security in key locations to be able to provide announcements to the public if required.

#### 7.4 Event Control

An Event Control Room will operate onsite on show days. This will operate 1 hour before the public arrive onsite until 1 hour after the show ends.

All onsite communications will operate during the onsite show times from Event Control under the direction of the Event Control Manager.

It is our intention that Event Control will contain event representatives which may include:

- Event Control Manager
- Security Co-ordinator
- Security & stewarding contractor control desks
- Medical Control
- CCTV and operator
- Hertfordshire Constabulary
- East Hertfordshire District Council
- Transport Team

Each of the control desks in the Event Control room will be appropriately equipped. The control room will have access to all the necessary communication facilities including CCTV, telephone, and radio communication. A space will also be available to facilitate onsite statutory agency meetings.

#### 8.0 SITE PLAN AND DESIGN

We have included an indicative plan of the site layout. This is included as **Appendix 02**. As the planning of the event takes place over the coming months there will be changes to this.

The event site will be secured with a perimeter steel shield fence with controlled entry and exit points into the event.

The Site Plan also details:

- The proposed stage locations (subject to the sound modelling taking place)
- Bars
- Food and non food traders

- Emergency Exits
- Production marquee and artist areas
- VIP Area
- Event Control

We are also looking to utilise the hard standing at Tewinbury Farm for vehicle parking and non licensable activities.

## 9.0 **TRANSPORT**

A Transport plan will be produced for the event. This will include:

- Onsite parking arrangements for the public (VIP), staff and artists
- Ingress and egress routes for the public, staff, artists and contractors
- Shuttle bus operation to and from stations
- Train time table
- External signage plan

## **APPENDICIES**

**Appendix 01 - Noise Modelling Report**

**Appendix 02 - Site Plan showing red line boundary**





VIP  
Entrance

nram