



Date: Tuesday, 23 January 2024

Time: 2.30 pm

Venue: Shrewsbury/Oswestry Room, Shirehall, Abbey Foregate, Shrewsbury, Shropshire, SY2 6ND

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LICENSING ACT SUB-COMMITTEE

TO FOLLOW REPORT (S)

3 Application for a Premises Licence- Ludlow Castle (Events), Castle Square, Ludlow, SY8 1AY (Pages 1 - 12)

Addendum to original report

Contact Ross O'Neil on 0345 6789026

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**Licensing Sub -
Committee**
23 January 2024
Shrewsbury/ Oswestry
Room

Item

Public

LICENSING ACT 2003

APPLICATION FOR A PREMISES LICENCE

Responsible Officer:	Ross O’Neil, Public Protection Officer (Specialist)		
email:	Ross.Oneil@shropshire.gov.uk	Tel:	0345 6789026
Cabinet Member (Portfolio Holder):	Councillor Chris Schofield, Portfolio Holder for Planning and Regulatory Services		

Addendum to original report

To consider an application for a new Premises Licence.

Premises: Ludlow Castle (Events), Castle Square, Ludlow, SY8 1AY

Background

- 7.4 A document to show all agreed conditions between applicant and authorities, including unamended conditions from the application form has been produced for clarity and to prevent duplication. (A copy of the ‘consolidated proposed conditions’ can be found at **Appendix H**).

Representations received (Other Persons)

- 9.5 Since agenda has been published, supporting information has been received to accompany F 3. (A copy of the ‘Burke supporting information’ can be found at **Appendix I**).

Additional appendices

Appendix H – Consolidated proposed conditions

Appendix I – Burke supporting information

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CONSOLIDATED PROPOSED CONDITIONS

Addendum to report to show all agreed conditions between applicant and authorities, including unamended conditions from the application form. For clarity and to prevent duplication:

- Crime and Disorder – condition 4 within 8.1 of committee report has been moved, now condition 49 of addendum.
- Crime and Disorder - condition 18 within 8.1 of committee report, the second sentence of this condition is now condition 56 of addendum.
- Public Safety - Condition 1 within 8.1 of committee report, can be located as condition 1 within 'General' of addendum as it links to condition 2 from the original application within 'General'.

a) General – all four licensing objectives

1. The Licence Holder will complete and submit Shropshire Council's Notification of an Event documentation for each event no less than four calendar months prior to the event date.
2. The Licence Holder will respond to any requests for additional information relating to the notification within 14 days of such a request.
3. Free drinking water will be easily available on the site and from clearly indicated locations.
4. Attendance within the Premises will be monitored and will not exceed 7000 persons.

b) The prevention of crime and disorder

5. All alcohol sales will be made or authorised by a Personal Licence Holder who will always remain present on the site whilst alcohol is being sold. A contact number will be provided for this person, and they will be always contactable whilst the event is running.
6. There will be an ejection policy formulated that details measures for ensuring duty of care is discharged for any persons ejected from the premises, details and reasons why persons have been ejected or refused entry will be recorded
7. Outside of a clearly marked "VIP Area" there will be a strict no glass policy. All drinks alcoholic or non-alcoholic will be served in non-glass receptacles. Glass receptacles used within the clearly marked "VIP Area" will be strictly managed and supervised by members of the SIA and no glass will be allowed to leave this area.
8. There will be zero tolerance to weapons and drugs. The Licence Holder shall display notices at the entrances to the site advising attendees that a search policy is in place and that the police will be informed if anyone is found in possession of controlled substances or weapons.
9. Seized or found drugs / other prohibited items will be placed in a suitable locked receptacle kept for that purpose. Means for securing and unlocking the receptacle will be held by the premises Licence Holder or a nominated responsible person. A record shall be made of the date and time of the seizure/ find. The person who made the seizure/find and the person who secured the seized/ found item(s). This record will be made available to any authorised authority on request. The Licence Holder shall make suitable arrangements with the police for the collection of any seized or found items. Any weapons or knives that are seized or found at the venue will immediately be reported to West Mercia Police.

10. Adequate lighting systems will be installed and positioned to monitor entrances and exits.
11. Prominent, clear and legible notices warning of potential criminal activity will be displayed within the premises.
12. Any reported suspicious activity and crime will be recorded and reported to the police at the time. Copies of the records will be provided to any authorised authority on request. Records will contain full details of persons reporting and any victims (including name, date of birth, address and contact number) along with times and circumstances of the incident.
13. A full security plan (which will include numbers of SIA security staff that will be present during the event) will be submitted to West Mercia Police licensing department at least one calendar month prior to the event unless by agreement with Police. A copy of this plan will also be sent to West Mercia Ops Planning.
14. Stewards will be always on site with a clear chain of command, designated roles and communication protocol. Stewards will be suitably trained and competent to carry out their duties effectively and will receive a written statement of their duties and, where appropriate, a checklist and a layout plan showing the key features of the Ludlow Castle site. Stewards will not be used for the supervision of entrances and exits. This will be conducted by members of the SIA.
15. A suitably experienced security provider will be contracted who will have experience of the type of event being held. They should have an understanding of how to deal with victims of crime, scene preservation and witnesses.
16. The minimum ratio of SIA staff will be as follows – 2 per public entrance / exit + 1 per 250 attendees (1:250) and 2 per bar.
17. The exact number and locations of SIA shall be determined by risk assessment. This will reflect the audience numbers, demographic, music type and expected behaviour. This risk assessment must include consultation with West Mercia Ops Planning and Licensing Authority and take note of their advice. There must be a mix of male and female staff. The risk assessment shall also determine the appropriateness of additional facilities such as drug detection dogs, body worn CCTV cameras. Where body worn cameras are assessed as necessary these must include at least one member of each entrance. Body-Worn Camera Devices will be docked at the end of duty and any footage retained for a minimum of 30 days. Footage is to be provided to the Police or authorised council officer free of charge on request. On request means at the time of the request, in a format which is viewable away from the premises and not dependant on the premises CCTV system. Advice will be taken from West Mercia Police Ops Planning and the Licensing Authority when formulating the risk assessment and the exact numbers of SIA for the event.
18. All persons attending will be subject to assessment and if required search by SIA staff on entry. Ticket checks will be made by trained personnel. Occupancy figures will be collated and be able to be provided to any authorised authority immediately on request.
19. Tickets will include a message stating that a bag and person search will be a condition of entry and give a list of all prohibited items. This will not only include articles that are legally unlawful to possess but also “legal highs”, alcohol, flares, fire-based wind lanterns and glass etc.
20. All security will be signed in and out of shift with daily briefs and debriefs being carried out and recorded with attendance from site management. Copies of these briefings / de-briefings will be provided to any authorised authority on request.
21. All staff will be issued with identifying wristband, lanyard, or uniform.

22. SIA staff will be used to supervise public entrances to the Premises. Stewards will not be used for the supervision of entrances and exits.
23. SIA will carry out regular patrols of the venue to ensure persons do not attempt entry by climbing over walls.
24. SIA Staff and Stewards will wear high visibility vests to make them distinct and easily identifiable to the public.
25. Stewards, SIA staff, health and safety officer and the events team will communicate via multi-channel 2-way radios.
26. West Mercia Police Ops Planning and Licensing Authority will be given at least 4 months' notice of any planned event at the venue which will give details of the event and proposed numbers of those expected to attend. An initial risk assessment will be sent at this time. This documentation will be sent to West Mercia Police Ops Planning and the Licensing Authority for onward distribution to Shropshire Council's Safety Advisory Group.
27. The need for CCTV shall be determined by risk assessment to reflect audience numbers, demographic, music type and expected behaviour. Advice will be taken from West Mercia Police Ops Planning and Licensing Authority when formulating the risk assessment.
28. CCTV recordings will be retained for a minimum of 30 days and made available in a viewable format to any authorised authority on request. On request means at the time of the request, in a format which is viewable remotely and not dependent on the premises CCTV system.
29. Whilst the event is ongoing there will always be a member of staff on site who is trained in the operation of the CCTV system and is able to provide recordings in a viewable format to any authorised authority on request. On request means at the time of the request, in a format which is viewable remotely and not dependent on the premises CCTV system.
30. There will be signage in the premises, clearly visible to members of the public, which states that CCTV is in operation.

c) Public safety

31. An event specific management plan, including the following as a minimum, will be submitted by the Licence Holder to the Licensing Authority for onward distribution to Shropshire Council's Safety Advisory Group (or members of the Council's events planning partnership in place at the time of the event) no later than two calendar months prior to the first day of the event:
 - a) Event Management Plan & Event Safety Plan
 - b) Counter Terrorism Plan
 - c) Communication and command control arrangements
 - d) Construction Phase Plan (if required by CDM 2015)
 - e) Emergency Plans
 - f) Event Risk Assessment
 - g) Fire Risk Assessment
 - h) Traffic Management Plan
 - i) Crowd Management / Stewarding / Ejection Plan / Crime Prevention & Intervention Plan
 - j) Medical Plan
 - k) Noise Management Plan
 - l) Adverse Weather Plan
 - m) Details of Welfare provision (sanitation, water, etc.)
 - n) Safeguarding Plan including lost and vulnerable persons policy

- o) Drugs and alcohol policy
- p) Scaled & gridded plan of the event area

Note: some of the above plans may be combined in the same document

- 32. If amendments are made to the event management plan, the amended version, which clearly identifies where changes have been made, will be submitted to the Licensing Authority for onward distribution to Shropshire Council's Safety Advisory Group (or members of the Council's events planning partnership in place at the time of the event).
- 33. The Licence Holder will fully engage with Shropshire Council's Safety Advisory Group (or the Council's events planning partnership in place at the time of the event) process. This will include the attendance of key personnel at any meetings, timely and thorough responses to requests for information or questions asked by its members and compliance with instructions given by its members in order to ensure the promotion of any or all of the licensing objectives.
- 34. The Licence Holder will follow guidance and best practice regarding event-specific event management, safety, welfare etc. including following the industry approved guidance The Purple Guide.
- 35. The Licence Holder will deploy SIA Door Supervisors and Safety Stewards externally to the Premises to assist in information and wayfinding within Zone Ex.

d) The prevention of public nuisance

- 36. The Licence Holder will liaise and work closely with the landowner, Town Council, local resident groups, and other interested stakeholders and community groups – or other similar local groups, to ensure that the impact on the area and its key users is minimised.
- 37. The Licence Holder will appoint a suitably qualified and experienced noise consultant no later than 28 days prior to any live music event. The competent person shall liaise with all necessary persons responsible for controlling noise before and during each concert. (For the purpose of the above all necessary persons includes the licensee, promoter, sound system supplier, sound engineer and representatives from the Licensing Authority)
- 38. The maximum Music Noise Level when measured 1m from the façade of noise sensitive properties on Dinham over a 15 minute period to not exceed 70dB(A). For the Headline artist this limit may be increased to 75dB(A).
- 39. Noise propagation tests shall be undertaken prior to the event in order to set appropriate noise control limits at the sound mixer position to comply with the agreed levels.
 - the sound source used for the test shall be similar in character to the music likely to be produced for the event.
 - the sound system shall be configured and operated in a similar manner as intended for the event.
- 40. The Licence Holder shall ensure that the noise consultant, promoter and sound engineers are informed of the sound control limits any instructions from the Licensing Authority regarding noise control shall be implemented.
- 41. The Licence Holder shall require that the appointed competent person shall monitor noise levels at all times and advise the sound engineer(s) accordingly to ensure that noise limits are not exceeded.
- 42. The Licence Holder shall arrange suitable communication links between the Licensing authority, promoter, sound engineer and noise consultant to ensure that communications between all parties can be made during each concert.

43. The result of all noise monitoring during each concert will be made available to the Licensing Authority no later than 28 days after the event.
44. Rehearsals and sound checks will occur only between the hours of 09:00-20:00.
45. The maximum number of events held per annum to be no more than 8 days.
46. Events held on Monday - Friday shall last no more than 6 hours.
47. Events held Saturday and Sunday shall last no more than 8 hours.
48. All Regulated Entertainment to cease by 22:30.
49. Events shall not be held on more than 4 days consecutively.

e) The protection of children from harm

50. The Licence Holder shall ensure that a 'Challenge 25' policy will be in operation at all events where alcohol is sold, with SIA patrols looking at underage drinking, welfare and medical issues.
 - Challenge 25 means, whenever a person who appears to be under the age of 25 is attempting to purchase alcohol no sale will take place until the customer is able to prove that they have attained the age of 18 years.
 - The only documents that are to be accepted as proof of age are Photocard Driving Licence, Passport, or PASS approved card.
51. A challenge log for Challenge 25 and refusals will be maintained and made available to any authorised authority on request. The challenge log can be kept either electronically or in a hard backed/bound book.
52. Training on Challenge 25 procedures, proxy sales and individuals' responsibilities under the Licensing Act 2003 will be held for all persons involved in the supply of alcohol, prior to engaging in the serving of alcohol and within 14 days of them commencing this role.
53. Refresher training on Challenge 25, proxy sales and their responsibilities under the licensing act 2003 to be provided no less than annually. Training records retained and available to any authorised authority on request.
54. Safeguarding Plans - including lost & found children plans, will be included within the event documentation and a welfare point will be created and staffed with DBS approved personnel.
55. All children under the age of 14 years must be accompanied by a person over the age of 18 years and known to the minor; in the event of association not being demonstrated both minor and adult will be refused admission. A person over the age of 18 can accompany a maximum of 4 children
56. Where persons under 16 years of age are admitted, wristbands for parental contacts will be made available.

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Levels and Changes (%) in Numbers of Attendees as Proportion of Population, Footfall and 2023 Event

Simon P. Burke

Summary

1. The purpose of this note is to provide an indication of the scale of the numbers of attendees being sought in the license application by Futuresound Group.
2. An increase of 2000 per day (from 5000 to 7000) is a 40% increase and equivalent to 19% of the population of Ludlow and 31% of the daily footfall in the town centre. That is, if the number of days of events continued to be 4 but the attendance was raised to 7000 then attendance would increase by 40%.
3. Retaining the 2023 event (at 5000 people per day) and adding 15 days of events at 7000 people per day increases the number of attendees by 105,000 from 20,000 to 125,000, an increase of 625%. This **increase** is equivalent to 1000% (one thousand per cent) of the population, 107% of the footfall normally expected for a 15 day period, and 525% of attendance (at the 2023 event).
4. Retaining the 2023 event and adding 8 days of events at 7000 people per day increases the number of attendees by 56,000 from 20,000 to 76,000, an increase of 625%. This **increase** is equivalent to 533% of the population, 107% of the footfall normally expected for a 8 day period, and 280% of attendance (at the 2023 event).
5. If the 2023 is retained in its previous form then with 15 additional days at 7000 people per day, the **total attendance** (125,000) is 1190% (one thousand one hundred and ninety per cent) of the population of Ludlow, equivalent to 101% of the normally expected footfall for a 19 day period, and 625% (over six times) the number allowed for the 2023 event.
6. If the 2023 is retained in its previous form then with 8 additional days at 7000 people per day, the **total attendance** (76,000) is over seven times the population of Ludlow (724%), equivalent to 97% of the normally expected footfall for a 12 day period, and 380% (nearly 4 times) the number allowed for the 2023 event.

The table below provides more details of these calculations. The numbers in bold and underlined are those referred to above.

Table Presenting the Numbers of People Under Various Licensing Scenarios Expressed Relative to the Population of Ludlow, the Footfall in the Central Town Area of Ludlow and the Numbers Allowed for the 2023 Event

Values for 2023 Event	Number of People	% Population	% Footfall	% 2023 Event
4 days @ 5000/day	20000	190	77	100
Table of Changes				
Type of increases	Number of People	% Population	% Footfall	% 2023 Event
Daily (one day)	2000	19	31	40
Aggregate change (15 extra days @ 7000/day) (375% additional days)	105000	1000	107	525
Aggregate change (8 extra days @ 7000/day) (200% additional days)	56000	533	107	280
Table of Aggregates				
Total attendance (4 at 5000/day, 15 at 7000/day): 19 days in all	Number of People	% pop	% footfall	% 2023 Event
	125000	1190	101	625
Aggregate change (4 at 5000/day, 8 at 7000/day): 12 days in all	76000	724	97	380

Data and Sources

Daily Footfall September 2022	6517		Ludlow Town Centre Audit Analysis, 2023	https://www.shropshire.gov.uk/media/26828/ludlow-town-centre-audit-report-2023.pdf
Ludlow Population	10000	(rounded to nearest 100, tables use 10500)	ONS Census 2021	https://www.ons.gov.uk/visualisations/customprofiles/build/#E04011309

Additional Pictures Showing Area Immediately Outside Castle Walls



