

LYTHAM FESTIVAL 2024

Executive Summary Premises Licence Application

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Introduction

Lytham Proms began in 2010 and hosted 5,000 people for one concert. Over ten years of growth has seen Lytham Festival transform into a nationally recognised festival with a firm place in the summer music calendar attracting international mega stars to perform in front of up to 20,000 people each night. In 2022, Lytham Festival hosted 10 concerts featuring artists such as Diana Ross, Lewis Capaldi, Simply Red and Snow Patrol. 2023 saw a return to 5 concert days and featured an array of renowned artists including Jamiroquai, Sting, Lionel Richie, Mötley Crüe, Def Leppard, Kaiser Chiefs and Blondie amongst others.

Lytham Festival provides a significant financial benefit to the local economy with the independent impact survey carried out this year noting c.£3.8 million of additional income for businesses in Fylde.

Customers have several ticket options including General Admission and VIP. General Admission customers are given the options to purchase a ticket for a single event or a 'Pass' which permits entry to all 5 concerts. The Garden offers a VIP experience which secures a spot at the front of the stage and access to premium facilities such as toilets, private bar and food concessions. Regardless of their ticket, the experience for the customers is secured by the impressive stage and production with the Estuary in the background.

Lytham Festival 2024 will continue to provide a familiar environment to customers returning to the festival and aims to provide an unforgettable experience for new customers.

The festival in 2024 will continue to host 5 concerts and will begin on 3rd July and finish on the 7th July.

To continue to attract world renowned mega stars, the festival requires an increase in the capacity from the current 19,999 licence. This makes the festival more attractive to artists who regularly pull in audiences over 20,000 around the UK and at international destinations. Adjustments to the site plan for the 2023 concert saw the removal of the large VIP Lounge structure and adjusting the layout of the bars to allow more field space for the audience. Toilet facilities, parking provision, food and beverage options will also adjust to service the additional capacity. This is reflected on the new site plan with minor revisions to locations of facilities as part of continuous improvement and detailed in the Event Management Safety Plan (EMSP).

In 2023, we were permitted a capacity of 22,500 people for two concerts, Sting & Blondie (Friday) and Def Leppard and Mötley Crüe (Sunday). We reached capacity for Sting & Blondie and saw no operational challenges. The customer flow worked extremely well and the event site could safely accommodate 25,000 people.

An event of this nature requires a significant number of support staff which provides an excellent opportunity for temporary work for the local community, for example, in hospitality of stewarding. Our event partners are key to the continuing success of the event.

Lytham Festival partners with a different local charity each year providing an opportunity to raise much needed funds for their cause. The festival in 2022 continued these relationships and welcomed 10 different local charity partners and helped them to raise a combined total of over £21,000.

The charity partners for 2023 included, Park View 4U which is a popular local family park in the heart of Lytham; Lytham Rotary, a fund-raising organisation who benefit multiple local charities; Northwest Blood Bikes, an essential voluntary service benefitting the wider community; Mary O’Gara, a mental health charity concentrating on the wellbeing of young women and finally Trinity Hospice a returning partner for 2023. In total, Lytham Festival generated over £19,000 for our charity partners. In addition, we donated £1,500 to the RNLI and £1,500 to The Windmill and Lifeboat Museum as well as issuing thousands of pounds worth of tickets for local charity raffles and auctions.

Applications for Lytham Festival 2024 Charity Partners will open early next year.

Event Safety Management Plans

A detailed Event Safety Management Plan (EMSP) has been prepared in draft and, should the licence be granted will be finalised in consultation with the statutory authorities and relevant agencies for any event. The EMSP will include detailed plans and risk assessments to include the following:

- Crowd Management & Security Plan
- Transport Management Plan
- Health & Safety Risk Assessment
- Fire Risk Assessment
- Contingency & Emergency Planning
- Medical Plan
- Adverse Weather Plan
- Alcohol Management Plan
- Noise Management Plan

The event plans are working documents and specific details may change as part of the consultation process for a particular event and by agreement with the relevant authorities.

Relevant extracts from the Draft Event Management Plan for Lytham Festival 2024 event have been included in this Executive Summary document to provide details of the proposal for the benefit of members of the committee considering the licence application.

Detailed pre-event meeting will be held with the Council and statutory agencies as part of the Safety Advisory Group process to ensure that all relevant bodies are happy with the planning arrangements for a particular event.

Event Site Plan - See Appendix 1

Crowd Management & Security

Planning

A suitably qualified and experienced crowd management contractor has been appointed to plan and manage Security and Crowd Management at the event and will secure approximately 280 security personnel.

Consistent with previous events, Cuffe & Taylor will request and pay for Special Police Services for the duration of the event. Below is an account of the Police deployment and summary of actions from the debrief after Lytham Festival 2023 provided by the Events and Planning Sgt, Paul Smart:

“With the planning and events for 2023 behind us and looking forward to 2024, please find below a snapshot of Lytham Festival 2023, to provide an overview of the event from a policing perspective.

Lytham Festival 2023 was held over 5 days, with planning for the event beginning in January, with an early planning meeting with organisers followed by the usual SAG and internal planning meetings held at regular intervals prior to the event. This culminated in a multi-agency tabletop exercise to test plans for the event.

Police Commanders and operations team were in regular contact with the organisers allowing all viewpoints to be shared throughout the planning of and the actual event itself.

As per previous years the organiser was fully in support of the installation of HVM in the shape of the national barrier asset-financed by the event organiser. However, going into 2024 and listening to community feedback, it is advised that the installation and removal takes place early evening rather than daytime to reduce the impact on the local community.

Police Resources were deployed across the event and wider Lytham footprint. For obvious security reasons I will not divulge the exact numbers, but the response was proportionate and scalable dependent upon the act and anticipated numbers. As was the case previously this was supported by armed assets deployed on the operation. This was also supplemented by the local Neighbourhood Team using this event as a further opportunity to engage with the community. Lytham Festival organisers also contributed to the policing costs as per SPS guidance under Section 25 of the Police Act 1996.

Incident wise, the Police dealt with 31 incidents related to Lytham festival over the five days-this is not a significant number when considered in excess of 90,000 people attended the festival. Over the 5 days there were a total of 11 arrests for offences ranging from drunk and disorderly, drink driving, public order, domestic violence, and sexual assault.

From a policing perspective and with early planning and consultation I am satisfied that a safe well-run event can again be delivered for those attending Lytham Festival in 2024. The increase in the license number for 2023 caused no significant policing and or public safety concerns. But as ever we will through the de-brief obtain any learning that can be used to improve the event. If there was to be an application to increase the capacity of the event further, I would have no objections based on the previous running of the event with the assurance, as is the case already, that we and other key partner are involved in the early planning of the event.”

Roles & Responsibilities

The following roles and responsibilities form the basis of the requirements issued by Cuffe & Taylor;

- To provide adequate numbers of Security / Stewarding personnel for the ingress, egress and fixed security positions during the event;
- To implement an appropriate search procedure for patrons during ingress into the event;
- To monitor the ingress of the public into the event in a safe and orderly fashion and where reasonably practicable, proactively employ crowd management methods to ensure the safe population of the event space;
- To monitor patrons and report incidents of public disorder to the Event Control Centre upon which it will be logged accordingly;
- To resolve incidents of Public Disorder;
- To monitor and deter audience members from committing acts of crime. Where it is suspected an incident of crime has occurred to report this to the Event Control Centre and assist the Police in their investigation;
- To enforce accreditation systems as outlined by Cuffe & Taylor;
- To have a representative on the Event Liaison Team (ELT) and assist as instructed in the response to a Major incident by either the Event Safety Manager, Event Manager, Company Director or Emergency Services.

In addition to these specific roles the Crowd Management Contractor will also have a responsibility to report any issues to Cuffe & Taylor that they feel are specific to the event for resolution prior to the event.

Crowd Management Risk Assessment

A detailed crowd management plan and risk assessment will be developed by the appointed contractor. And will be added as an appendix to the Event Safety Management Plan.

Audience Admission Policy*General*

- a) These Terms and Conditions (T&Cs) incorporate, and should be read together with, any Vendor's and / or Agents T&Cs or regulations, which you can obtain from the point of purchase from the Official Agent.
- b) Artists and billed attractions may be subject to change.
- c) No trading allowed within the venue without the prior consent of Cuffe & Taylor.
- d) Goods using unauthorised event logos and unauthorised professional recording equipment must be surrendered to staff.
- e) Do not buy tickets or goods from unlawful street traders/touts. They are invalid.
- f) You give your express consent to your actual / simulated likeness to be included for no fee within any audio or visual recording to be used in any media for any purpose at any time, This includes filming by the Police or security staff which may be carried out for the security of customers and / or the prevention of crime.
- g) No unauthorised buses, coaches or trucks will be allowed on site.

Age Policy

- a) No one under 16 will be admitted to site unaccompanied. Under 16's must be accompanied by a ticket holder over the age of 18 at all times whilst on site.

Tickets

- a) Tickets & Passes are non-transferable and only valid when purchased from ticket agents authorised by Cuffe & Taylor.
- b) Tickets & Passes purchased from unauthorised sources will be rendered invalid and admission will be refused.
- c) Tickets must be valid, presented in full, with stubs and not tampered with (in the event of accidental damage, refer to point of purchase prior to the event). Tickets remain the property of Cuffe & Taylor.
- d) Cuffe & Taylor will not issue duplicate tickets for lost or stolen tickets.
- e) Tickets cannot be used as part of any marketing, media, sales or promotion, without the prior written consent of Cuffe & Taylor.
- f) The ticket holder is responsible for the ticket until scanned at the gate. At no time will pass – outs be permitted.

Security

- a) Cuffe & Taylor reserves the right to evict a customer without refund and/or refuse admission. See Eviction Policy.
- b) You may be bag/body searched at the entrances, on site or when leaving.
- c) Any item(s), reasonably considered for use as a weapon, which may cause danger, offence or disruption to any other person, must be surrendered to staff.
- d) Any person carrying illegal items or carrying out illegal activities will be handed over to Police and admission will be refused.
- e) Anti-social behaviour will lead to eviction (please see eviction policy)

Damage / Losses

- a) Cuffe & Taylor are unable to accept any liability for personal or property damages, losses (including surrendered items) or injuries sustained at this event – other than caused as a result of our negligence.

Prohibited Items

- a) The following is prohibited from all event dates; Gas canisters, Aerosols over 250ml, airhorns, fireworks, flares, illegal substances, drugs, 'Legal Highs' inclusive of N2O and associated equipment such as balloons, Laser Equipment & Pens, Megaphones, sources of ignition (with the exception of lighters), hi-viz jackets, spray cans, professional camera equipment, cans of any kind, umbrellas, open drinks.
- b) The following is prohibited from all event dates, with the exception of advertised picnic events; glass, large drinks over 500ml and soft drinks, food and drink purchased outside of the arena.
- c) Anyone who does not surrender any of the above prohibited items on entry will be refused access to the event.

Fire & Safety

- a) Fires are not permitted anywhere on site.
- b) Smoking is not permitted in the enclosed public spaces including bars, concessions & hospitality areas. This includes E- Cigarettes.
- c) Excessive exposure to loud music may cause damage to your hearing.
- d) Pyrotechnics, Lasers, Smoke Machines, Strobe Lighting & Special Effects may take place during performances.
- e) The use of Drones or similar equipment for any reason is not permitted on or near the event site.

Housekeeping

- a) Please use the bins and recycling points provided on site.
- b) Please remember our neighbours and leave the site quietly.
- c) No animals, with the exception of Assistance Dogs are permitted on site at any time.

Eviction Policy

The licence is granted under strict conditions of attendance and public safety, prevention of disorder and prevention of public nuisance. Any person who disrupts the event under any of the below sections will leave themselves liable for eviction from site. If you are evicted, we will take a photograph of you as part of the eviction process (with your consent).

The decision as to the eviction will be at the discretion of the Security Manager following advice from security staff and line managed by the Security Co-ordinator.

Persons will be liable for eviction under the following circumstances:

- Entering or being onsite without a ticket or relevant pass.
- Unacceptable, disruptive or anti-social behaviour as outlined below.
- Having been arrested or cautioned in connection with a criminal offence, pending or post hand-over to the Police.

Unacceptable Behaviour that can Lead to Eviction

Includes but not limited to;

- a) Illegal activity;
- b) Breaching the terms and conditions of entry;
- c) Failing to submit to a search upon entry to the site;
- d) Offensive behaviour;
- e) Throwing hard objects in the direction of people;
- f) Encouraging others to behave badly by incitement;
- g) Preventing our security or emergency services reacting to a situation;
- h) Building or fuelling fires;
- i) Committing a criminal offence but not arrested by the police;
- j) In possession of unlawful drugs, including legal highs;
- k) Unofficially selling alcohol, tobacco, counterfeit or any unauthorised goods;
- l) Ticket touting.

Eviction Procedure

- a) You will be evicted from site and not allowed re-admission for any further events. Anyone who is evicted is liable to a lifetime ban from Cuffe & Taylor events.

Contingency & Emergency Planning

A major emergency situation will require a multi-agency approach in which the Event Safety Manager, The Event Manager, The Police, Ambulance Service, Fire Service, Event Medical Provider and Event Security Provider all play a part. A clear demarcation of duties and responsibilities will be agreed and understood at the planning stage. Agreed emergency procedures will be issued in writing to all relevant parties.

Major Incident Planning

Various Major Incident Plans are provided in APP 04 - Major Incident Policy & Procedures with arrangements for;

- Identification of key decision-making personnel
- Details of the script of coded messages for management and stewards
- Details of the script of public announcements to the audience
- An outline of roles of those involved
- Major Incident Master Plan

Adverse Weather Plans are available in APP 09 – *Adverse Weather Plans*

Definition of an Emergency

An emergency is defined as:

'An event or situation (occurring anywhere) which threatens serious damage to human welfare in a place in the UK, the environment of a place in the UK or war or terrorism which threatens serious damage to the security of the UK'

Alert & Activation

The alert to Event Control & the Event Liaison Team (ELT) can be made by any radio carrying member of staff utilising pre agreed Code Words.

Activation of the Major Incident Plan can only be called by a Management Pass Holder. These include the Event Manager, Event Safety Manager & Company Directors.

Event Liaison Team

Event Control will be situated within in a space away from general access and will be used by the Emergency Liaison Team (ELT).

The ELT is made up of key people needed to ensure the safety of the event;

- Event Manager
- Event Safety Manager
- Crowd Management / Security Manager

- Medical Manager
- Site Manager (as required by Event Safety Manager)
- Company Directors (as required by Event Safety Manager)

In the control room there will be a manned hotline on concert days – the number of which will be communicated locally prior to the concert.

In addition, representatives from the following agencies may be invited into ELT meetings should they wish to attend;

- Officers from Fylde Borough Council
- Lancashire Police Bronze Commander
- Lancashire Police Event Liaison Officer
- Lancashire Fire & Rescue Service Manager
- North West Ambulance Service Bronze Commander
- North West Ambulance Service Event Liaison Officer

In the event of an emergency Event Control will serve as the primary on site control room under the control of the Event Liaison Team. The Event Safety Manager will assume control until it is deemed that the site is to be handed over to the most senior emergency services personnel on site.

An effective communications system will be implemented as well as detailed communications logging. The control room will have a site plan indicating all services and venue facilities.

Major Incident Command Structure

Cuffe & Taylor will implement the Gold / Silver / Bronze Command Structure. Full details of which are provided in the full Event Management Safety Plan together with the application of the Joint Emergency Services Interoperability Principles (JESIP) and M/ETHANE Guidance.

Medical Provision

A suitably qualified, competent and experienced event medical contractor has been appointed to provide medical services at Lytham Festival.

A record of all people requiring first aid treatment will be kept by the medical contractor on site and figures will be made available following the event for analysis.

One qualified person from the medical contractor will be nominated to take overall control and coordination of medical provision.

Having regard to the nature of the Show and locality of hospitals, full consultation with the ambulance service will be undertaken.

Local NHS Facilities

The nearest Accident & Emergency Departments are located at:

BLACKPOOL VICTORIA HOSPITAL

Whinney Heys Road, Blackpool, FY3 8NR

ROYAL PRESTON HOSPITAL

Sharoe Green Lane North, Fulwood, Preston, PR2 9HT

Onsite Facilities

Medical Facilities will be provided on site for all staff and audience members during the show period.

During build and break periods the medical contractor will provide an Emergency Medical Technician or above.

In the event of an accident, the ambulance service will be called via the 999 system through the Event Control Room.

Prior to the show commencing, all on site ambulance staff and the head of security will be briefed and made aware of any contingency plans, including evacuation points, designated ambulance loading points (Emergency Vehicle Rendezvous Point) and forward ambulance aid points. RV's will be reviewed by the Event Safety Manager and designated depending on the location and type of emergency.

The first aid point will be provided with contingency plans and site contact numbers, together with site plans.

All medical teams will be onsite one hour prior to gates. All medical teams will remain on-site until the site is clear of patrons.

All medical staff will wear identified uniforms.

Audience Facilities

Sanitary Facilities

Toilet facilities will be provided by an appointed, experienced event toilet contractor. The design of said toilets will be in line with BS 6465-1:2006

The number of sanitary facilities provided is determined in line with Purple Guide recommendations and is based on the evening with the most female attendees. These facilities will remain open at the end of the show together with the availability of soft drinks and food, which will help with gradual dispersal from the event site.

Percentage Split	WCs	Urinals
Male – 50%	1 Per 500	1 Per 150
Total Male Provision	25	84
Female – 50%	1 Per 100	
Total Female Provision	125	
TOTAL	150	84

We will provide additional toilets above the levels recommended by the Purple Guide. The provision is summarised as:

- 200 x Plastic toilets
- 30 x 4-bay Urinals (120 Total)
- 4 x Accessible Plastic toilets
- 6 x 4+2 Self Contained Toilet Trailers (Garden)

Facilities for Audience Members with Additional Needs

As per the Equality Act Cuffe & Taylor are committed to providing sanitary facilities with equal access for all. It is however to be noted that the Equality Act does not provide a minimum standard for Sanitary Facilities. To ensure adequate provision of accessible facilities Cuffe & Taylor will provide accessible toilet facilities in all toilet compounds equal to 3% of the total occupancy of the site.

We will also have accessible sanitary facilities in the vicinity of the Accessible viewing platform for the exclusive use of ambulant disabled patrons and Accessible Viewing Platform Users.

Cuffe & Taylor have partnered with Mobiloo to provide a mobile changing place to Lytham Festival.

Food, Refreshment & Drinking Water*Food Concessions*

Concessions will be provided and managed by a competent and experience concessions management contractor. There will be on average across the site 1 concession per 1000 visitors serving a range of hot and cold food including vegetarian and vegan options.

The Cuffe & Taylor Mobile Catering Policy must be signed by all concessionaires prior to access to the site. This takes into account the guidance in the following documents;

Food Safety Act;

CIEH national Guidance for Outdoor & Mobile Catering;

Chief Fire Officers Association - Fire Risk Assessment - Food Concessions;

On-site inspections will be carried out by the concession management company to ensure compliance with all relevant legislation.

Refreshments

A suitably qualified and experienced event bar contractor will be appointed to provide all public refreshments on the site at multiple locations.

4 x General Admission Bars

1 x The Garden Bar

All locations will stock a range of alcoholic and non-alcoholic beverages including Draft Beer, Draft Cider, Wine, Spirits, Mixers & Soft Drinks. Bottled Water will also be available for purchase.

Free Drinking Water

Free to use potable water stations will be located on site adjoined to all bars and in stage pit areas as well as a dedicated water points identified using high-level signage.

Information & Welfare

Information relating to on-site facilities i.e. exits and entrances, toilets including toilets for wheelchair users, car parks, first aid points, lost persons meeting point, wheelchair users viewing area will all be signed. We will also provide ear plugs, at the front of stage for staff and concert attendees. In 2022, Lytham Festival was independently audited by Attitude is Everything which is an organisation that specialises in accessibility at events for disabled customers. As a result, Lytham Festival now holds a Silver status award which is one of the highest accolades a 'green field' event can achieve.

Lytham Festival 2024 will continue to develop facilities for customers with accessible needs and further improve experiences at concerts.

Lost Property

Arrangements will be made for the: recording, collection, storage and retrieval of lost property during the event. This will be from Event Control. However, all unclaimed lost property will be discarded upon exiting the site on close down.

Safeguarding Vulnerable Persons

Cuffe and Taylor have a moral and legal obligation to ensure that, when given responsibility for children all staff, chaperones, parents/legal guardians and volunteers accept their responsibilities to safeguard children and vulnerable adults from harm and abuse. This means to ensure that everyone follow procedures to protect children and vulnerable adults and report any concerns about their welfare to appropriate authorities.

There are four elements to our policy;

- Definitions of Abuse and Neglect.
- Prevention through awareness of each individual persons needs.
- Procedures for identifying and reporting cases or suspected cases, of abuse.
- Dealing with Found / Lost Children & Vulnerable Adults on an event site.

Definitions

The term “lost child” is often used to describe a child found without a parent / guardian or a child reported as missing by the parent or guardian. For the purpose of this policy and where possible within our site conversations we will use the following terms:

- Found Child – This is often what is meant when someone says they have a “lost child”. This is a situation where a child is found without their parent or guardian and needs to be safely looked after until the parent/guardian can be located.
- Missing Child – This is where a parent/guardian cannot find their child and have asked for help. This is a very serious situation as the child may be in a position of danger and their safety compromised.

Both of the above can be adapted for vulnerable adults.

Safeguarding Policy

All safeguarding information that is enacted on Cuffe & Taylor event sites can be found in *ANN 04 - Live Event Safeguarding Policy*

Communications

Communications in relation to live events come in many forms be they internal or with members of the public. Cuffe & Taylor have identified the following communications which will be individually addressed.

- Internal Site Communications
- Communication with Safety Advisory Groups
- Communication with Emergency Services
- Communication with Suppliers & artists prior to the event
- On site communications with the public
- Off site communication with the public [i.e. online / radio / TV]

Internal Site Communications

The primary method for internal site communications is via 2-way radio network. During live site operations, communications will be via the following matrix. In many instances different teams may not talk directly with one and other [back to back] but rather will communicate via the event controller. This allows the Event Controller & Event Safety Manager to have a full understanding of what is happening at any one time on site.

	PROMOTER	SECURITY	MEDICAL	SITE MGMT	EMG SERVICES	PARKING	SITE SALES
PROMOTER	Back To Back	Control	Control	Control / Back to Back	Control [999]	Control	Control
SECURITY	Control	Back To Back	Control	Control	Control [999]	Control	Control
MEDICAL	Control	Control	Back To Back	Control	Control [999]	Control	Control
SITE MGMT	Control	Control	Control	Back To Back	Control [999]	Control	Control
EMG SERVICES	Control [999]	Control [999]	Control [999]	Control [999]	EMG SERVICES NETWORK	Control [999]	Control [999]
PARKING	Control	Control	Control	Control	Control [999]	Back To Back	Control
SITE SALES	Control / Back to Back	Control	Control	Control	Control [999]	Control	Back To Back

During an emergency situation **RADIO SILENCE** will be declared across all radio channels and must be maintained by all staff. The following Radio Channels detailed above will be used during the event by all staff.

Internal communications will also be carried out using mobile phones - however it is worth noting that in the aftermath of at event the mobile network may be unreliable and as such the radio network should be relied upon.

Communication with Safety Advisory Groups

For Lytham Festival, Cuffe & Taylor will be in consultation with the Safety Advisory Group in the planning stages of the event. The following will be communicated to the Safety Advisory Group prior to the event;

- Event Management Safety Plan and all associated documents
- Site Management, Build & Break Risk Assessments & Method Statements
- Structural information for all Temporary Demountable Structures
- Communication Protocols for during the event

All documentation will be issued via the dedicated Cuffe & Taylor Documents Portal to authorised persons only.

Safety Advisory groups will also be issued with the Event Control Contact Number.

Cuffe & Taylor will also attend Safety Advisory Group Meetings as required.

Before the site opens to the public the Safety Advisory Group will be invited to undertake a site walk around and will be issued with copies of all relevant certifications and sign offs for the site. During the event members of the Safety Advisory Group will be welcome on site to carry out inspections as required.

Communications with the Emergency Services

In the event of an incident on site it is likely that the emergency services will receive a number of calls from the public.

Staff on site should direct all requirements for emergency services presence through the event control room. When asking for emergency services they should provide the following information;

- Service Required [Police / Fire / Ambulance / Coast Guard]
- Nature of the Incident
- Location of the Incident

The event control room will then contact the emergency services giving the following information;

- Service Required [Police / Fire / Ambulance / Coast Guard]
- Nature of the Incident
- RV point / external gate for attendance.

Where possible the control room will maintain contact with the reporting staff member and the emergency services relaying messages.

A member of the event control staff will be dispatched to the RV Point / External gate to meet the emergency services. A radio broadcast will also be made to relevant security personnel to inform them of the incoming services.

Communications with Residents

Lytham Festival will communicate the timings of the event to all immediate neighbours approx. 3 months prior to the event. Further details are provided later on in this document under the heading Resident Engagement.

Transport Management

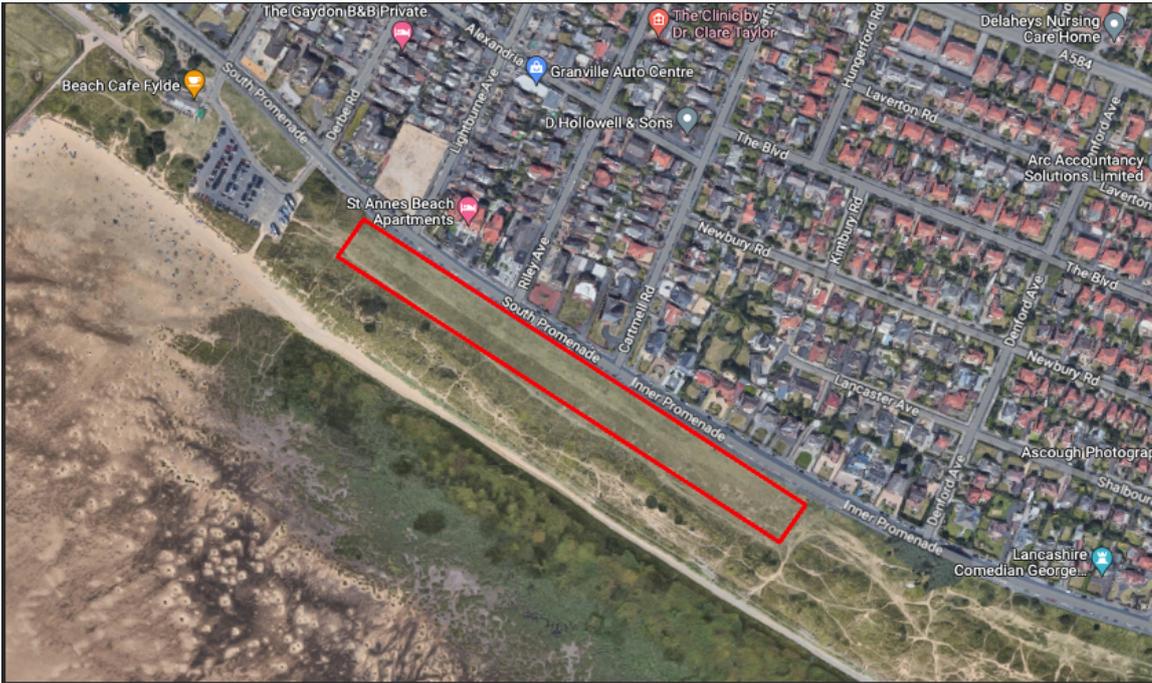
An assessment of the likely impact of road traffic before, during and after the event will be carried out in consultation with the Police and local authorities. The experience of managing previous Lytham Festival events has led to an evolutionary process of incremental improvements which we see as an important progressive approach to the management of the event each year and will be ongoing.

Lytham Festival 2022 introduced a Residents parking zone for properties within the immediate vicinity of the event. This was introduced to stop event traffic from street parking and allowing the traffic management operatives to easily identify resident cars and permit access to their homes or business. This scheme will continue for Lytham Festival 2024, albeit with some minor adjustments based on learnings from 2023 which include:

- Introducing a one-way system on Warton Street to improve traffic flow.
- Continue to use the alternative diversion route for none-event traffic introduced in 2023.
- Increase the number of busses for the 'Festival Flyer' from 12 to 20 busses per night.
- Additional traffic cones on the surrounding road network to ensure Festival busses can pass traffic islands and therefore returning to the event site quicker.
- Taking control of the traffic lights in the immediate vicinity of the car parks to improve traffic flow during egress.
- In discussions with Lowther Pavilion to establish the car park as the dedicated pick up and drop off point and taxi rank during the festival (details below)
- Introduce a park and ride car park in nearby St Annes which will be serviced by the dedicated festival busses (details below)

For Lytham Festival 2023 Cuffe & Taylor presented to the SAG group a car parking plan to utilise all of 'The Green' to meet demand for car parking and to operate a festival bus stop with Blackpool Transport. This plan will continue in 2024.

ST ANNES GREEN – Park & Ride



- This area has good vehicle access and has previously been used successfully as a car park for other summer events.
- It is proposed that this area will operate as a PARK AND RIDE option and will service both pre booked customers and ‘on the day’ arrivals.
- It is estimated that this area can accommodate approximately 500 cars and therefore adding a 3rd more car parking capacity for the 2024 Festival.
- Journey time estimated at 10 minutes from St Annes Green to Lytham Festival.

Temporary Road or Public Right of Way Closures

The following will be closed daily from 15:00 – 00:00 [As deemed appropriate by the Event Control Room]. In 2023 we delayed the road closure on weekdays to 16:00 (Wednesday – Friday) to accommodate local school traffic. We will continue to do this in 2024:

- RESIDENTS ONLY – West Beach with the Junction of Lowther Terrace to Central Beach with the junction to Dicconson Terrace.
- RESIDENTS ONLY – Bath Street, Bannister Street, Station Road and the junction with Warton Street
- ROAD CLOSED – Dicconson Terrace, Bath Street, Bannister Street, Station Road, St Johns Street, Grosvenor Terrace and the Junctions with West/Central/East Beach
- ROAD CLOSED – Central Beach

The full traffic management plan is under review for Lytham Festival 2024.

Car Parking

Car Parking areas will be identified within the traffic management plan. The car parks can be summarised as:

- General Admission
- Blue Badge
- Staff Parking
- Artist Parking – Within the Event Site.

Signposting

The Traffic Management and signage plan will be developed by SEP who operated the traffic management and car parks in 2023.

Pedestrian Access

Pedestrians will enter via West Gate East Gate and the Accessible Gate. There are separate gates for Site Access for Contractor & Supplier Vehicles.

Event Control when live and the site office when in build and break will authorise vehicle access on to the site.

Vehicles must observe the site safety limit of 5mph.

Trained banksmen will be used when there is need for vehicles to reverse.

All vehicles are to be clear of site 1 hour prior to gates opening where reasonably practicable. A vehicle movement curfew will be in place across all public areas of the site whilst open to the public and will only be lifted by the control room post site clearance.

Noise Management

When planning for Lytham Festival, Cuffe & Taylor have taken the following into account regarding noise;

- the nature of the event and music
- the site/venue layout
- where there may be a risk from noise and who will be affected
- separating performers and staff from the sound
- expected sound levels and expected durations
- selection of loudspeaker types and other equipment
- suitable control measures available for noise hazards
- the need to allow for sufficient rehearsal time to identify and control any unforeseen risks

Workers

The duties in the Noise Regulations_ are in addition to the general duties set out in the Health and Safety at Work etc. Act 1974.

These general duties extend to the safeguarding of the health and safety, including the risk of hearing damage, of people who are not your employees, such as contractors and members of the public.

Employees also have duties under the HSW Act to take care of their own health and safety and that of others whom their work may affect and to co-operate with employers so that they may comply with health and safety legislation.

If noise exposure is likely to reach the second action level of 90 dB (A) or the peak action level of 140 dB, Cuffe & Taylor will:

Ensure that a noise assessment is made by a competent person;

- Provide workers with information and training;
- Reduce exposure as far as is reasonably practicable by reducing sound levels or the time exposed to the noise or both (without ear protection);
- Provide ear protection to all workers and ensure that they are used correctly. The Regulations also require workers to comply with the employer’s instructions in respect of noise exposure, including wearing ear protection or taking breaks where necessary;
- Mark ear protection zones and make sure that everyone who goes into them uses ear protection. This can include entrances to the stage area, sound mixing and lighting towers, and loudspeaker towers.

Audience

There is no specific legislation setting noise limits for the audience exposure to noise. However, the general requirements of the HSW act and civil law duties relating to the negligence reveal that audiences need to be protected against and informed of the risk of damage to their hearing.

The event equivalent continuous sound level (Event LeAQ) in any part of the audience area should not exceed 107 dB (A), and the peak sound pressure level should not exceed 140 dB

The above sound-level exposure values are for the whole audience area. For practical purposes, it is usual for audience sound-level exposure to be monitored close to the front-of-house sound mixing position. For the largest outdoor and indoor venues, this can be up to 75m from the front of stage barrier position where the audience sound level exposure can be significantly higher than at the front of house sound mixing position, although this definition cannot practically be applied to the centre court layout which does not include such positions and areas.

Where practicable, the audience will not be allowed within 3m of any loud speaker. This will be achieved by the use of approved safety barriers and dedicated stewards, location of speakers and the wearing of appropriate ear protection.

Noise Assessments

To enable effective management of sound and vibration levels, both in terms of ear protection and external nuisance to the nearby community, a pre-event assessment of likely sound levels, coupled with monitoring and control of sound levels during the event will be carried out.

The proposed noise conditions for the new premises licence application are based on the existing licence conditions for Lytham Festival which have been agreed with the Environmental Protection Team and have been operated successfully during previous festivals. The increase in numbers for the event, if the licence is granted, will have no impact on the noise output and sound levels from the PA system.

Cuffe & Taylor understands it has a responsibility to ensure so far as reasonably practicable the prevention of public nuisance arising from activities at an event. As such, Cuffe & Taylor will strive to ensure that the impact of noise from the Lytham Festival on local businesses, residents and noise sensitive premises are controlled and any limits agreed are adhered to at all times.

The proposed noise conditions include the appointment of a suitably qualified and experienced noise consultant who will be employed during the event to monitor noise levels to ensure noise limits are not exceeded.

Site design and layout, PA system design and placement of noise generating event infrastructure will all be taken into account during the planning phase to ensure that nuisance from noise is kept as low as is reasonably practicable.

During the build and de-rig phases of the event the Site Manager will ensure noise is taken into consideration when scheduling site build and contractors on site as well as taking any additional traffic into and off the site into consideration.

During the Live phase of the event sound checks and sound propagation tests will be undertaken to correlate mixing levels at the sound desk with the site boundaries and any recommending monitoring positions. The results of the propagation tests will allow the production team to 'fine tune' sound systems in order to maximise the containment of music and set an appropriate sound limit at the mixer positions.

Waste Management

Waste bins will be provided for all catering waste in the secure areas to the rear of catering units.

The Event Safety Team will monitor the areas to ensure inappropriate levels of waste and combustible items do not build up during the event period. The client will provide a number of litter pickers throughout the duration of the show. However it should be noted that crowd behaviour and density will limit their effectiveness and use during the event.

All areas in the immediate vicinity of the site will be cleared of litter. All clean-up staff will be provided with appropriate PPE. Waste will be cleared from bins and removed after the audience has moved off the site. Suitable waste disposal will be carried out.

In 2022 and 2023 we engaged with a local volunteer litter picking group called the 'Tossers' Each day the volunteer group litter picked around Lytham town centre and the perimeter and road networks near the festival area. Lytham Festival will continue this relationship and the good work they do to keep the town clean and tidy.

Resident Engagement

Each year residents in the immediate vicinity of the event receive a letter which details the event timings for soundchecks for the show, road closures and a map of the residents parking zones. The houses on East, Central and West Beach also receive 2 x complimentary passes which permits access to every concert.

For 2023, we introduced a Resident Focus Group where planning considerations such as traffic management, car parking and public facilities were discussed. The Resident Focus Group were invited on a tour of the Lytham Festival event site during a live concert, providing an insight facility such as event control and an explanation of how the event operates. After the event the Resident Focus Group met to debrief about the event.

For 2024 and beyond we will continue to engage with the community.

We also engaged with local schools, informing teachers of traffic diversions routes and hosted festival site tours for student groups.

Residents can communicate with the festival team throughout the year via a dedicated email address and information page on the Lytham Festival website. During the event, residents are also able to call a dedicated phone line which does directly through to event control. This is to report matters such as noise complaints for further investigation by the noise management consultants.

Aligning with the strategy for Fylde Borough Council

In June 2020, Fylde Borough Council committed to the Covid Recovery Plan laid out by Lancashire County Council. The report 'Redefining Lancashire: Our Approach to Recovery' published by Lancashire County Council and adopted officially by Fylde Borough Council undertook that the immediate plan for the council was to focus on Tourism and Leisure Visitors to 'Connect Lancashire'.

The events programme across the Fylde was seen as a key driver in the report and the council committed to '**develop the events programme**'. The report went on to say that:

'adding sustainable new tourist attractions and events to its portfolio and supporting the ongoing investment to the existing offer.'

It is clear from the partnership between Lytham Festival and Fylde Borough Council over the last 11 years that a sustainable programme has been developed and now the event operates at no cost to the council. The event is now an income generator for Fylde Borough Council, allowing the council to continue to make investment in its own events programme and subsidise other events across the year.

Fylde Borough Council is in a unique position in Lancashire, given that neighbouring authorities subsidise and underwrite many of their event's programme.

The 2012 – 2030 Economic Development Strategy and Action Plan was published by Fylde Borough Council in January 2013.

The report stated that:

'Town Centres: The Council and its partners will continue to support the long-term vitality and viability of its town centres through a series of actions and interventions, working through local partnerships.

In delivering the above vision the Council and its partners will;

- ***Work with other partners to market the town centres and encourage additional activity e.g. through events.***

Lytham Festival has worked with Fylde Borough Council, as partners, to achieve this aim and encourage additional activity in the town centre and avoided moving to an out-of-town site in order to meet these aims. An out of town site is not within the scope of the economic plan and would go against Fylde Borough Council's vision.

The report goes on to say:

'The visitor economy is a major element of the broader economy of the Fylde, providing high levels of employment and making a major contribution to the economic prosperity. The Council and its partners will continue to support the growth of the visitor economy.

In delivering the above vision the Council and its partners will;

- ***Market and promote the attractions of Fylde nationally and internationally and work with partner organisations, including the private sector, to increase the value of the visitor economy.***
- ***Promote new segments of the leisure market, including beach sports, and support events at the international, national and local level.'***

Lytham Festival has aligned its ethos and development against the backdrop of this plan and continues to share the same vision of the council. Numbers of attendees have increased significantly over the last 5 years, from 44,892 attendees in 2017 to 121,389 in 2022* and in 2023 welcomed 92,000 day visitors, all within the scope of the Economic Plan.

*2022 was a 10-night event.