



STROUD DISTRICT COUNCIL

Ebley Mill • Ebley Wharf • Stroud • Gloucestershire • GL5 4UB
01453 766321
www.stroud.gov.uk

LICENSING ACT 2003

APPLICATION FOR A NEW PREMISES LICENCE

| | |
|------------------------------|---|
| PREMISES NAME | SUNFLOWERS FESTIVAL – ANNUAL THREE |
| PREMISES ADDRESS | DAY EVENT OLD CROWN INN, PARKEND, PAGANHILL, STROUD, GLOUCESTERSHIRE, GL5 4AZ |
| APPLICANT NAME/S | MONKEY BAR EVENTS LTD |
| APPLICATION TYPE | NEW PREMISES LICENCE |
| APPLICATION REFERENCE | 25/00858/LAPRNW |
| DATE OF HEARING | 30 SEPTEMBER 2025 |
| DATE OF DECISION | 30 SEPTEMBER 2025 |
| DECISION | GRANTED WITH CONDITIONS |

BACKGROUND

Stroud District Council (“the Council”), being the relevant Licensing Authority, received an application for a new premises licence under section 17 Licensing Act 2003.

Following 5 representations from Other Persons, namely local residents, the Council’s licensing sub-committee (“the Panel”) held a hearing on 30 September 2025 to determine the application.

HEARING

The Panel comprised of Councillors Ian Hamilton, Paul Turner and Gill Thomas. No interests were declared.

In attendance were the Licensing Manager, the Applicant who was represented by Sebastian Devlin and Lucy Devlin (directors of Monkey Bar Events Ltd) and also those who made Representations, namely: Elizabeth Lee, Mr and Mrs Henshaw and Emmeline Burritt. Consideration was given to relevant written Representations from Other Persons who were not present at the hearing. No Representations were received from Responsible Authorities.

LEGAL MATTERS

The Panel had due regard to:

1. The provisions of the Licensing Act 2003 which confer the powers of the Licensing Authority to deal with the application;
2. The obligation to promote the four licensing objectives; and
3. The relevant sections of the Council's Statement of Licensing Policy and Statutory Guidance.

The Panel considered that it must carry out its functions with a view to promoting the four licensing objectives, as set out in Section 4(2) of the 2003 Act. The Panel cannot take into account Representations which do not relate to one or more of those licensing objectives and acknowledges that any Representations which are received must be relevant and evidenced-based.

HEARING REPORT

The Hearing Report was presented by the Licensing Manager who explained that the application concerns a rolling premises licence for an annual 3 day music event in the outdoor area and car park of the Old Crown Inn Pub, which would run on one weekend between July and October each year. The event organiser is Sebastian Devlin. It was explained that the Crown Inn has held a music event in the location previously with less than 500 attendees and for one day.

The Application requests the sale of alcohol and live and recorded music and performance of dance over the course of 3 days of this annual event taking place on Friday 17:00 to 22:30, Saturday 12:00 to 22:30 and Sunday 12:00 to 17:30. The closing time on each day will be 30 minutes later.

The first proposed event is imminent and scheduled for Friday 3 October. It is called Sunflowers Fest 2025. Proposed attendees are 1200 each day. If the Application is granted as applied for, which is a matter for the panel to determine, the premises licence will allow the event to take place every year provided the conditions on the licence are met.

The Application includes a draft Event Management Plan and Noise Management Plan which are referred to in the Hearing Report. The Hearing Report also includes responses from the Applicant to Police about bus and traffic plans. The Applicant has also agreed several conditions with Police should the application be granted, in consequence of which the Police have not made a representation. Conditions include an agreed Event Management Plan being provided each year and the event being run in accordance with that plan. Also for the Applicant to attend Safety Advisory Group Meetings, Security Industry Authority (SIA) door supervisors to be on duty, incident log to be maintained, children under 18 to be accompanied by adult and CCTV footage (if available) to be retained.

The Licensing Manager advised that 5 Representations were received against the Application and some of the residents are in attendance. They are concerned about noise

disturbance and the impact it will have on locals. Also concerns about persons leaving and causing a nuisance and/or damage, concerns about congestion on surrounding road and the size of the festival compared to previous events. The Manager explained that the Panel has reviewed all the Representations including those from residents who were not in attendance.

OTHER PERSONS' REPRESENTATIONS

Mr Henshaw explained that he has been a resident for a long time and approves of the cause. He says he is happy to live next to a thriving pub but concerned about the late date of the hearing because the event takes place in 2 days. Seems to some extent it is inevitable or else a problem for Sebastian. Their previous experience of the event makes them think it is bigger, goes on longer and the problem will be the large numbers of people going to and from the event who won't know the neighborhood. Considers it is essential for security to guide people outside the site who might be lost and possibly inebriated. Asks that until the licence is proven to work for this size and duration that there is no rolling licence. Also concerned the event licence expires Sunday but pub licence allows drinking until later.

The legal advisor to the Panel assured the residents that the Panel will consider the Application with reference to the evidence before them and the licensing objectives and determine whether to grant as applied for, grant with conditions or refuse. It was explained that there was no obligation on the Panel to make any particular decision notwithstanding the timeframe for the planned event.

Elizabeth Lee spoke in favour of the charity but expressed concerns about numbers in an enclosed area where the pavements dwindle to nothing. It gets congested with traffic on the school run and although arrangements have been made it won't stop people driving to / from the venue and pedestrians being on the road after drinking. Elizabeth Lee said the event worked well last year, it was quiet and she didn't notice the noise but she has concerns about the sheer numbers. Emmeline Burritt spoke about the noise from traffic and existing cars already parked on the street.

The Chair advised the residents he walked the site and had an impression of the area. The Panel asked the residents about their experience of the previous event which had a capacity of 500 and how they thought they would be impacted with a capacity of 1200. Mr Henshaw said it will be a lot louder and go on a lot longer with large numbers of people coming and going from the event with possible hazards. Elizabeth Lee advised she was not anticipating music noises to be any greater than regular events at the pub but ultimately didn't know until the event took place. Mrs Henshaw said her concern is people outside the event who would be problematic to control and noise from the event would affect her sleep.

The Legal Advisor to the Panel explained the review mechanism that is available under the Licensing Act should which allows the public, businesses or Responsible Authorities to apply

for a review of a premises licence where problems arise, such as risks to public safety and public nuisance, and are supported by evidence.

APPLICANT'S REPRESENTATIONS

The Applicant advised the Panel that he has paid for Security Industry Authority (SIA) staff to stay on after the event and they would disperse people safely. The Applicant said he is providing more than the minimum number required. He assured the Panel that as attendees leave the event, the SIA staff will gradually disperse to the local area to manage the continued dispersal.

The Applicant said that the festival ran perfectly last year with only one incident, which was a domestic involving a couple. The Applicant says he has learned from this - SIA staff left too early and he doesn't want this to happen again. The Applicant said 95% tickets sold to people from Stroud and that he never expected people to travel from far away but there will be some. The Applicant said he will arrange SIA staff to cover the alley backing onto the resident's garden.

The Applicant said he is part of the community and wants to look after the residents best he can but has a certain budget for the event so can't cover everything but will arrange security in the local area to deal with situations should they arise.

Applicant said the attendee details are taken on ticket sales and tickets will be blocked for attendees causing a nuisance. Those individuals would then be banned from the festival and the pub.

As for numbers and capacity, the Applicant advised the Health and Safety (H&S) Officer from the Council had some concerns regarding provision of fire exits, which have since been addressed and this has been signed off. Applicant said there is 1,300 square meters of space and that the marquee is 75% sided to help with noise with some space outside. In terms of fire evacuation, 2 additional fire exits built.

Applicant advised this is a rolling licence in the company name. It will be diminished should he ever sell the pub although he has no current plans to do so. The Licensing Manager confirmed that the Applicant could choose to surrender license but the Panel could not impose a condition to that effect.

As for the licence for the Old Crown Inn pub, the event finishes at 6pm on the Sunday and the Applicant says he has no intention of opening the pub as he will be involved in deconstructing the site ready to run the pub on Monday.

Applicant referred to the Review process under the legislation should issues be raised and urged affected residents to come and speak to him if they have any issues. Applicant says if he has made a mistake he will hold hands up next year and put other things in place.

The Applicant advised that buses will turn around at Archway school as they do now. Twice a day the buses will drop off/pick up to disperse people, which will stop people parking in local area. Mill Farm Drive will be drop off only rather than cause congestion on Park End. Applicant said Mill Farm Drive will be easier but acknowledged the possibility of congestion. Applicant said people will walk through alleyway to the event and that they have asked people to walk to site as much as possible. There is public car park outside Woody's containing about 100 car spaces. This is a significant amount and rarely busy at weekend. From there it will be a 5 minute walk to the pub. There is a school event on 3 October so they can't use school parking.

Applicant has asked for an annual event between July and October as timings not guaranteed due to weather concerns July to October. The school won't be open in the summer so that will allow some extra parking.

The Applicant said the Noise Management Plan sets the levels at 65db to be tested on regular basis with the tests recorded. He referred to no representations being made by Environmental Health. He advised he has an independent audio company and will also run his own tests. If an artist has an issue with the levels will be asked to leave. The only area of the marquee not sided is where the fire exits and toilet are.

The Applicant answered questions from the Panel and from residents. In terms of plans to lessen litter, the Applicant said there are bins at the end of site and using reusable cups that people pay for and take home. When attendees leave their cup has to be empty. No off sales permitted. Cigarette butts will be collected in the litter pick at the end of each day. Any litter not collected will be picked up at the weekend to ensure they collect 99% of the rubbish.

The Applicant advised the 65db is measured from the furthest point of site. Will go to different spots each time and measure at reasonable intervals. The edge of the boundary is the nearest resident, which is the end of the garden. Applicant said he can do tests from different points and can go to the entrance of Field Court.

Applicant understood the concerns around it being a 3 day event and advised he has kept it to 22:30, which he considers reasonable. Other festivals go on till midnight.

Applicant says he did a letter drop to residents on Friday which provides a phone number which is active from the start of the festival and allows him to receive concerns about noise. Applicant advised people to ring and said he will come and do a noise test at the resident's front door to make sure sound level limits are being maintained.

Elizabeth Lee told the Panel she considers 65db is loud and a disturbance to her on some Saturday nights but she hasn't said anything previously as she wants pub to succeed. She felt the impact of festival will change and no matter how many checks and balances will impact residents. The Applicant said he was sorry to hear that and that he accepted noise

would impact them. Applicant said he has complied with the requirements and also wants to be successful for the community and charity and he has to make most of them to a realistic point but if 65db too high the Council can come out and take a look.

Applicant said he won't know what 65db sounds like until he sets up and runs a test. Not just music sounds will be measured but also voice sounds. If 65db sounds too loud he will turn down and apply common sense.

The Panel asked why the Applicant wanted to go from 500 to 1200 capacity and the Applicant said he wanted to make the most of the space. Last year sold out in 2 weeks and people wanted more tickets. 1200 will give as many people as possible a chance to enjoy the festival.

Applicant said pending the outcome of the Application only 500 tickets are being sold, which is allowed under the current pub licence. Applicant said weekend tickets and individual day tickets will only allow him to sell a maximum of 500 per day and he cannot go over this number. The Licensing Manager confirmed the pub licence permits this under the exemptions.

Applicant clarified the bus drop off and advised the buses will come to the school, turn around and drop off. They won't go down Park End Road. These buses specifically service the event. The Panel asked about access using local lane and the Applicant said people arriving on foot will walk down the lane but the bus has mitigated number of people waking. Applicant later clarified that Mill Farm Drive is drop-off for cars only. Buses will be coming from Stroud bus station brought to Archway entrance where they turn around, drop-off and pull off.

Panel asked about possibility of reckless parking and the Applicant advised he will be monitoring emergency accesses. Applicant said he will have SIA staff along the fence line as requested by police and they will check the road for reckless parking. Local residents have a phone number to call him and he will announce over PA system for car to be moved.

Asked about the levels of crowd noise and whether 65db will be reasonable when testing, the Applicant said the measurements will include crowd noise and that he thinks 65db for more than 15 minutes is what he thinks the law says. Applicant assured the Panel and residents that if the noise goes on longer, he will put something in place so he can control the levels.

Asked about the possibility of a surge of people into the marquee, the Applicant said he will make sure people are spread out and is looking at this issue. Applicant said he wanted to apply for 1200 capacity but that doesn't mean he will use them all this year. He may have to reduce slightly for this year due to adverse weather and it is late in the day. Future years he may want to use the full capacity but advised he will sell in segments so it leaves some leeway so that they don't oversell in the event of poor weather. Will operate on advice of

H&S officer and make sensible decisions. Applicant wants to raise money for charity.

The Panel asked about mitigating litter and Applicant said Smyths are carrying out all recycling and waste. Bins on site will be distributed evenly and he will make sure at the end of the event he will have people stood with bags on exits so litter is not taken off site. Applicant said he had no problems with litter last year and people took cups home.

Panel asked about pressure on local businesses regarding extra bins to accommodate that extra waste. Applicant said Tesco close at 10pm shouldn't be affected but Sunday might affect them. Applicant said he will work with anyone to help.

Applicant said he would incorporate any changes to the EMP in future years to reflect what is needed from past learning. Applicant said there would be "Ask Angela" posters in the toilets. Applicant said if the event is not successful he will go to 2 days. This is something to look at afterwards and review what has happened. Applicant said he considered heras fencing safe enough for crowd management and that 90% festivals use it. There will be a Security guard there to monitor the fence line.

Applicant said the packing away after the event should not affect neighbours. Applicant said the telephone will be on throughout the festival and if there are any issues he can be reached. He also said he could make the number live from earlier so people can contact at any time. Applicant said he will be at the event throughout the weekend.

In summing up, Jim Henshaw said it is clearly a good cause but too big, too loud and too long. It is a wonderful event in the wrong place. Applicant confirmed to the residents that only 200 tickets have been sold. Jim Henshaw accepted the event may not be as big as they expect and they are possibly exaggerating. Resident said he sympathised with the Applicant but the residents need assurance they will get a rapid response to their complaints should they have any concerns. The resident said the need for a rapid response was their principal concern. The Applicant said he would do this as best he could.

The Applicant summed up that he has answered as much as he could. This is the first year doing the larger festival and he is under no illusion there will be adverse weather. The licence has asked for a maximum capacity but does not mean he will automatically sell 1200 tickets every year as he will take the weather into consideration. He said a plan is in place through an EMP. He hopes the event will show residents it is not as bad they expect. The event could be different in future due to this year's weather and 4 days to sell potentially 700 tickets.

The Applicant ended by saying that the reason for the rolling licence is the cost involved. He said there is a review process available. Wants to give everyone a chance to enjoy the festival and hopefully it will run in a safe manner. Applicant said health and safety is paramount to him.

DECISION

Having considered the Application; the evidence provided; the representations made by all parties, including those made at the hearing and the written representations of the Other Persons received who were not present at the hearing; the provisions of the Licensing Act 2003, the obligation to promote the four licensing objectives; the relevant sections of the Council's Statement of Licensing Policy and the Statutory Guidance it was resolved that the premises licence be **GRANTED** as applied for and subject to the conditions set out in Schedule 1. The full list of activities with timings granted and conditions to be added to the licence are shown in Schedule 1.

The Panel noted the concerns from Other Persons and considered the proximity of those residents in relation to the premises, the volume/impact of the disturbance and the frequency. The Panel also noted the concerns around public safety. There was also some concern for crime and disorder. The Panel were satisfied there was the high potential for public nuisance and concerns for public safety. The Panel concluded that this could be adequately mitigated by the imposition of conditions on the licence, the overall steps proposed by the Applicant to address those concerns and the steps which would be taken to promote the licensing objectives.

The Panel noted that no representations have been made by Responsible Authorities. In accordance with the recommendations in the Statement of Licensing Policy, the Panel noted the Applicant's commitment to operating the event in accordance with a specific Event Management Plan to be produced each year following consultation with Police and the Licensing Authority and taking account of feedback from the previous year's event. The Panel also noted the Applicant's commitment to engaging with the Safety Advisory Group.

In accordance with the Statement of Licensing Policy, the Panel placed considerable weight on the steps proposed by the Applicant in relation to:

- prevention of noise escaping from the premises, namely the steps set out by the Applicant in the Noise Management Plan including frequent sound checks being undertaken by an independent audio engineer from various locations, the Applicant's commitment to undertaking these checks from different locations affecting neighboring properties should it be necessary. The Panel was assured by the Applicant's commitment to lower the 65 decibel limit if it proved to be too high.
- preventing noise from marquees, which generally have poor soundproofing and can cause disturbance to local residents particularly between the hours of 11.00 pm and 7.00 am. The Panel noted that the marquee will be covered on 3 sides and that the speakers shall be placed at the furthest end of the marquee away from residents.
- prevention of disturbance by attendees arriving at or leaving the premises, namely the steps set out in the Event Management Plan including the employment of SIA registered door supervisors, some of whom the Applicant says will operate body worn recording devices, who will monitor the surrounding local area on dispersal of attendees each day. This step would also promote the crime and disorder objective.

- ensuring traffic and attendees are diverted away from neighbouring premises, namely the use of marketing to encourage attendees to walk or use public transport and also the steps taken to arrange 2 buses from Stroud and back each day, all of which would help limit disturbance or obstruction. The Applicant also advised that most tickets were sold to people living in Stroud and people have been encouraged to walk.
- additional litter in the vicinity of the premises, including the Applicant's plans for litter picks at the end of each day and for collection points at the exit to the site. Also the Applicant's proposals for reusable cups.

The Panel were satisfied with the overall adequacy of the above measures to deal with the potential for nuisance and public safety. When further considering the potential harm to residents from the escape of noise, the Panel placed considerable weight on the assurances given by the Applicant to operate a responsive system to receive and investigate complaints for the duration of the licensable activities taking place.

The Panel accepted the Applicant's proposal to limit the capacity to 1200 each day based upon the Applicant's engagement with relevant services. Given the nature and location of the event, this limit will promote public safety and crime and disorder. However, the Panel placed a high level of weight on the Applicant's assurances that he will adopt a common sense approach to capacity with reference to the weather and other factors. The Panel also accepted that suitable and sufficient risk assessments are in place which are relevant to the activities proposed which would address the public safety concerns.

Based upon the manner in which the previous festival event has been operated by the Applicant, which has included licensable activities under the terms of the licence for the Old Crown Inn pub, the Panel is persuaded that the Applicant will operate the festival in a responsible manner consistent with the licensable objectives. The Panel has placed weight on this evidence of good management and no previous nuisance complaints being made to the Council.

It is imperative that the Licensing Authority ensures that the factors which form the basis of its determination are limited to consideration of the promotion of the objectives and nothing outside those parameters. The Panel listened to concerns regarding the suitability of the site. These issues cannot be taken into account as part of the licensing regime, but they may be referred to as part of the planning process.

APPEAL

All parties are reminded that there are rights of appeal against this the Licensing Authority's decision pursuant to Section 181 of and Schedule 5 to the Licensing Act 2003. An appeal must be made to the Magistrates' Court and commenced within 21 days of notification of the Council's decision.

REVIEW

All parties are reminded of the procedures contained within the Licensing Act 2003 relating to the potential review of a premises licence. This provision allows the public, businesses or Responsible Authorities to apply for a review of a premises licence where problems arise, such as: crime and disorder, risks to public safety, public nuisance or failure to protect children from harm.

The Licensing Authority respectfully reminds all parties that for any review to be successful in restricting a licence, evidence would need to be collected of incidents occurring that demonstrated that the licensing objectives were not being adequately promoted. The Council's Environmental Protection Service can be contacted out of hours to report complaints of excessive noise nuisance.

SCHEDULE

PERMITTED ACTIVITIES AND TIMINGS

| | | |
|--|------------------------------|--|
| Sale of Alcohol, Live Music, Recorded Music and performance of Dance | Friday Saturday Sunday | 17:00 to 22:30 12:00 to 22:30 12:00 to 17:30 |
| Opening Hours | Friday Saturday Sunday | 17:00 to 23:00 12:00 to 23:00 12:00 to 18:00 |

The premises licence is subject to the below steps offered by the Applicant to promote the four licensing objectives as set out in the Application, namely:

1. One three day weekend per year to take place between July and October with a maximum capacity of 1200 attendees each day. Entry permitted upon production of a valid ticket only.
2. Before March each year, the Licence Holder shall notify the Licensing Authority of the date for the festival for that year.

CONDITIONS CONSISTENT WITH THOSE RECOMMENDED BY THE RESPONSIBLE AUTHORITIES AND AGREED WITH THE APPLICANT

Event Management Plan

3. The Premises Licence Holder (PLH) will, so far as is reasonably practicable, ensure that the event is operated in accordance with the event specific Event Management Plan (EMP) submitted by the applicant as part of the application process.
4. From 2026 onwards, a Draft Event Management Plan (EMP) will be submitted to the Licensing Authority, the Council's Environmental Protection Service and Gloucestershire Constabulary Licensing Team (Licensing@gloucestershire.police.uk) at least three calendar months prior to the first date on which licensable activities are due to take place in any given year.
5. From 2026 onwards, a Final Draft EMP (save for any necessary reasonable amendments) will be submitted to the Licensing Authority, the Council's Environmental Protection Service and Gloucestershire Constabulary Licensing Team (Licensing@gloucestershire.police.uk) at least two weeks prior to the first date on which licensable activities are due to take place in any given year.
6. The EMP shall contain detailed policies and plans to promote all the licensing objectives.

As a minimum, the EMP will include (either as part of a single document or a series of documents) the following:

- a. Overall description of the event, anticipated number of attendees and detailed plan/s of the event site.
- b. Details of persons with specific responsibilities for ensuring the smooth running and safety of the Event
- c. Security and Stewarding Plan (to include Crowd Management, Searching Policy & Drug Policy)
- d. Emergency and Contingency Plan (to include Emergency evacuation procedures and Major Incident / Terrorism Plan)
- e. Communications Plan
- f. Alcohol Management Plan (to include Challenge 25, Staff Training, Drink Spiking Awareness and Glass Policy)
- g. Noise Management Plan
- h. First Aid and Welfare Plan (to include Safeguarding, Missing Children and Vulnerable Adults Policy)
- i. Traffic Management Plan (where applicable)
- j. Risk Assessments

Safety Advisory Group

7. The Premises Licence Holder (PLH) or a nominated person involved in the operation of the event and whom has knowledge of the event, shall attend any Safety Advisory Group (SAG) meeting in relation to the event, held by the Licensing Authority in any event year and will comply with all reasonable requests of the SAG membership.

Security Industry Authority

8. Security Industry Authority (SIA) licensed Door Supervisors will be on duty at all times whilst licensable activities are taking place. Sufficient security numbers in relation to tickets sales will be reflected in the EMP.

Incident Log

9. An incident log (written or electronic) shall be kept for a minimum of 13 months from the date of the last entry and made available on request to an authorised officer of the Licensing Authority or the Police. It must be completed within 24 hours of the incident and will record the following:
 - a. all crimes reported
 - b. all ejections of patrons
 - c. all incidents of disorder
 - d. all seizures of drugs or offensive weapons
 - e. all refusal of the sale of alcohol.

Children

10. Children under 18 years of age must be accompanied by an adult.

CCTV

11. Should any CCTV be in operation during an event (including Body Worn Video of any Security personnel), footage will be retained for at least 28 days after each event has concluded and made available to Police without delay upon reasonable request.