

Supplement to the agenda for

Licensing Sub-Committee

Wednesday 2 July 2025

2.00 pm

**Online meeting / Conference Room 1 - Herefordshire Council,
Plough Lane Offices, Hereford, HR4 0LE**

	Pages
4. APPLICATION FOR A GRANT OF A PREMISES LICENCE IN RESPECT OF NOZSTOCK, ROWDEN PADDOCKS, WINSLOW, BROMYARD, HR7 4LS - LICENSING ACT 2003	3 - 46

SUPPLEMENT: Information from the applicant (ii)

Dear Sirs

This brief submission is aimed at assisting the Herefordshire Licensing Sub-Committee in respect of the new premises licence application listed for determination on 2 July. In essence it summarises the submissions that we will make to the licensing committee and introduces the documents and evidence that will be before the committee as produced by the applicant.

Attachments

The following documents are attached:

1) Photographs –

We attach a number of photographs of previous Nozstock events. Nozstock was significantly larger than the proposed activities in 2025, or thereafter, but it is hopefully helpful to include some visual articulation of the activities in question.

2) Event Management Plan (EMP) index and appendices list –

This speaks for itself but touches on all of the issues that officers, and councillors might reasonably expect to see from professional organisation managing its affairs correctly.

3) Noise Management Plan (NMP) –

This speaks for itself. It is we submit, precisely in line with what might be expected for activities of this type.

4) Detail of noise consultant experience –

This speaks for itself.

5) Detail of the senior management's experience –

This speaks for itself. This covers not just all those who will appear before the licensing committee but a number of the additional senior management team.

6) Attachment of additional supporting “representations” served out of time –

This is to be treated as informative rather than as formal representations

7) Letter to representors (Objectors) –

This speaks for itself.

Link to supporting commentary from 250 persons –

Application

The application is submitted by Nozstock, (The Hidden Valley), a family run, award winning business with the events taking place on the family farm. The family have been putting on a festival or other large-scale events on the land for the last 26 years. This year they have pivoted the business and propose to undertake a series of day events, rather than a weekend camping event, as has historically been the case.

The application seeks to permit a variety of licensable activities. These can fairly be summarised as live music, recorded music, late night refreshment and sale of alcohol. The application seeks permission across all seven days of the week. However the application limits the number of events to 5 and the number of days to 10. In any one calendar year. See conditions set out in the agenda and application.

2025

The proposed events for this year, that this licensing application will cover, include the following:
Nozstock presents... Into the Valley - This is a one-day music event running from midday until 1.30 am (for entertainment and alcohol) for up to 2,000 people -19 July.

Beefstock. This is a one-day food and music event running from midday until 7 pm for up to 1,000 people - 16 August.

This application if granted will also permit additional activities to be undertaken, which currently will likely include:

A private event, a fiftieth birthday, for up to 150 people from midday until 2 am - 22 - 24 August

A private wedding for up to 100 people midday until 2 am - 30 August

Beeffest, a private event for up to 400 people between 12 noon and 9 pm - 2 September.

Operating Schedule

The application is supported by a significant operating schedule of conditions. Whilst the operating schedule and conditions are bespoke to this application it is fair to say that the contents have been formulated, developed and finessed across the various premises licences and operations that have taken place since the inception of the Licensing Act 2003. The specific conditions are set out in the agenda but include conditions appending to the following:

The premises licence will only be used for events totalling five across no more than ten days.

The dates of any events shall be notified to the licensing authority and Safety Advisory Group (SAG) at least six weeks prior to the event.

For any event where capacity will exceed 500 the following shall apply:

1. Police and licensing authority to be notified no less than three months in advance.
2. Prison licence holder(s) on duty.
3. EMP to be provided for the satisfaction of the SAG.
4. EMP to include an event risk assessment and specific details on the following areas.
5. First draft of the EMP to be produced two months prior to the first day of any event.
6. Special police services request to be made to West Mercier Police no less than three months prior to the first day of any event.
7. Site security and communications control room to be provided on site. Access to be made available to the licensing authority and the police.
8. SI security personnel.
9. Incident log.
10. Seized item storage.
11. Traffic management plan.
12. Staff training.
13. Appointment and an event safety coordinator responsible for the following:
 1. Electrical competency.
 2. Structural sign off.
14. First aid provision.
15. Water management strategy.
16. Noise management plan.
17. Welfare tent.
18. Lost children's policy.
19. Criminal record bureau checks.
20. Age verification policy.
21. Alcohol management policies.

Similar provisions are made for events of less than 500, moderated appropriately. It is on any view a comprehensive Operating Schedule, as may reasonably be expected from an experienced licensee.

It is of note that none of the Responsible Authorities have sought to suggest that any of the conditions contained within the operating schedule are in need of improvement, finesse, development, deletion or addition.

Event Management Plan (EMP)

This document, circulated to the SAG attends to all issues, policies and procedures, that are required to plan and manage a large scale event. It runs to more than 60 pages, 80+ pages with the appendices. This is a significant and substantial document which incorporates all the policies and procedures that will be in place to support this event.

It is important to note that the ESMP is specifically conditioned within the Licence and obliges distribution to the Responsible Authorities no less than sixteen weeks before the event.

Safety Advisory Group (SAG)

The licensing committee will note, as is commonplace with all largescale event licensing, that a secondary lockstep, namely the safety advisory group will be involved in planning and preparing for the event and the activities. SAG engagement is proposed to be conditioned within the Licence.

Noise management plan (NMP)

The licensing committee will find attached a NMP drawn up by Russell Polden, a consultant with many years' experience in noise management. A document detailing his experience and expertise is also attached.

The NMP has been circulated to the SAG and appropriate officers and so far as we are aware has met with their satisfaction. The methodology approach and commitment to deliver excellence, for the community as well as for the attendees in 2025 will be just as it has been in previous years.

The committee will further note that in the NMP not only will there be external noise monitoring conducted by the consultants, but a complaints line will be available to residents should they be affected by noise. The noise management plan sets out a comprehensive procedure in the case of a complaint being received so that any issues may be addressed immediately.

Whilst some of the representors suggest that noise has been a historic issue at Nozstock events this is not accepted. Were that the case one might have expected environmental health to have intervened. Nozstock has not been the subject of any formal enforcement activity, nor any licensing review, nor any noise abatement notices across the last quarter of a century.

A Freedom of Information Act request has been made of Herefordshire council, as regards previous noise complaints but at the time of writing the submissions no response has been received. The applicant does not believe that there have been more than a dozen complaints in recent years, and such complaints as may have been received have not been substantiated by officers or inquiries to suggest that any undermining of the public nuisance licensing objective has ever occurred.

Representations objecting

Although the committee will have the opportunity to have read and considered the representations against the application, we would respectfully suggest that these can fairly be summarised as follows, with comments following.

1. *Open ended nature of the application* – This appears to miss the point that no more than 10 days per year are permissible as activity days under this licence.
2. *Alcohol management* - Although mentioned in the letter of response to the community, and set out within the EMP, correct to observe that the applicants operate all the appropriate mitigations one might reasonably expect. The challenge 21/25 policy, a refusals log, bag searches, no alcohol being taken into the arena. A staff training guide goes out to all bar staff pre-event to be completed before anyone commences shift.

3. *Antisocial behaviour* - The applicants work with two very experienced security companies, experience touched on in the earlier attachment. - We note that a number of the residents express concern about Edwyn Ralph, we are happy to ensure that the security patrols include this area as part of their engagement, in addition to, of course the noise management monitoring. The police, the experts, do not object.
4. *Traffic management* - This is managed with an appropriate consultant, who engages with the safety advisory group and relevant officers. This also includes traffic light procedures, agreed with the highways authority, slow road procedures, engagement with a taxi firm who provide discounts (and therefore incentivisation) to customers. The applicants also have an agreement with the Bromyard Rugby Club for their car park to act as a drop off point for the shuttle bus.
5. *Noise management* – see below
6. *Ecology* – The applicant takes the ecology of the site extremely seriously. The land on which the activities are conducted is a working farm, after all. The concerns raised, do not attend to the licensing objectives.
7. *Timings* – It is fair to say that we have let artists play over their prescribed stage timings in the past, but not ever over the allotted licensing period. This is explained in the recent resident letter.

It is worthy of observation that, the parish council representation apart, the representations are from ten households. Three of the representations appears from the same address. A number of supportive residents have fed back that they were visited by the objectors, seeking support for the objection. The committee will also note that support is included for the application from addresses that are in some cases closer to the application site than a number of the objectors.

Supplementary papers from [REDACTED].

Whilst we will leave [REDACTED] to address the committee directly, we would make the following observations:

First of all, the application was appropriately and correctly advertised and displayed in accordance with the legislation. We do not share the criticism of the licensing service or licensing authority. We accept that [REDACTED] and others may very well have sought to disseminate the news of this application to all members of the village, indeed a number of residents have been in touch with the applicants directly to offer support, having advised that they were canvased to support the objections.

Whilst we are entirely respectful of the points made about peace, tranquillity, wildlife and beautiful natural surroundings, those issues do not attend to the licensing objectives. The licensing objective at hand is, predominantly, the issue of public nuisance. The EMP, conditions, noise management plan, engagement of an appropriate consultant and dialogue with the SAG and licensing authority all strongly indicate that the licensing objective of public nuisance will not be undermined.

Representations in favour

The committee will also note that there are a number of representations supporting the application. In our respectful submission these can fairly be summarised as follows with comments following:

1. *Commercial/financial benefit* - The Nozstock team seek to engage with the local community and to support local businesses. Yeomans run the shuttle bus, Yeleni are the on-site charity partner, Wye Valley Brewery and Two Farmers Cider are alcohol suppliers, CB security are Herefordshire based. There are a wide variety of Bromyard specific businesses engaged in the events and activities that have been put on

2. *Cultural benefit* - One of the proudest elements of the activities across the last several years is that Nozstock has offered Herefordshire residents access to significant musical icons and artists, as well as comedians, that they may not otherwise have had the opportunity to enjoy. This has included Sister Sledge, Boney M, Rudimental, The Proclaimers, The Selector, Goldfrapp, amongst others.
3. *Lack of antisocial behaviour*
4. *Traffic management*
5. *Security and stewarding*
6. *Child friendly/child protection*
7. *Noise management*

Community Engagement

Ella, the creative director and Pete the founder recently attended a community engagement event with a number of residents. Although a number were supported fair to highlight that there were a handful of residents who were set fair against the proposed application.

Letter of response to representations

Following the recent community engagement meeting the applicants have written to the representors, having now seen the representations, addressing the issues that have been raised. We do not propose to take the committee through that letter here, but fair to highlight the document, which we invite the committee to consider.

Residential Support

The supplementary material provided by one of the representors (who object to the application) invites the licensing committee to conclude that the community object to this application. The applicants do not accept that this is a legitimate statement, at all. Whilst we recognise, as many applicants for large outdoor events must, that some residents would wish the activity would not take place at the location proposed, the attached link highlights some 250 written confirmations of support from the local community.

The committee will note that the supporting commentary from local businesses and residents is a template letter. As per the attached link. Some 250 names marked here. It was circulated to residents, after a number asked how they could support the application. Responses being sent directly to Ella Nosworthy. Whilst we entirely accept that the 250 responses cannot fairly be said to be representations, within the meaning of the Licensing Act, they suggest, strongly, that the local community is in favour of activities being conducted at the farm, and also corroborate and confirm our assertions that activities have hitherto always been well conducted. Any suggestion that there is a silent majority opposing this application is, respectfully, without merit.

National guidance.

The committee and officers will be familiar with the national guidance issued under section 182 of the Licensing Act 2003. We submit that paragraph 9:12 of the national guidance is of particular import here. This states that: *"Each responsible authority will be an expert in their respective field and in some cases, it is likely that a particular responsible authority will be the licensing authority's main source of advice in relation to a particular licensing objective. For example, the police have a key role in managing the nighttime economy and should have good working relationships with those operating in their local area. The police should usually therefore be the licensing authority's main source of advice on matters relating to the promotion of the crime and disorder licensing objective."* That none of the responsible authorities has seen fit to serve a representation is, we say, significant.

The committee will note that environmental health do not serve a representation in respect of this application.

Decision

The powers available to the committee are set out in the licensing agenda papers but we submit that these powers should be exercised against the backdrop of the council's licensing policy and the national licensing guidance.

Herefordshire licensing policy - the following paragraphs appear to us important to consider:

- *We recognise the very positive contribution that well managed premises can make to Herefordshire Council's wider objectives through contributing to the economy and helping to tackle crime and disorder.*
- *The Licensing Authority wishes to encourage licensees to provide a wide range of entertainment activities throughout their opening hours and to promote live music, dance, theatre etc. for the wider cultural benefit. They are a factor in supporting an economy which builds on the county's strengths and resources, which is one of Herefordshire Council's aims*
- *The Licensing Authority consider the police to be their main source of advice on matters relating to the promotion of the crime and disorder licensing objective.*
- *The Licensing Authority will expect all relevant premises to produce a risk assessment and for outdoor events an Event Management Plan.*
- *Where appropriate, licence holders or their authorised representatives will attend Herefordshire Council's Safety Advisory Group and similar meetings prior to large events and shall be part of Event Liaison Teams during such events. Due regard shall be had to relevant guidance and publications including, for example: HSE publications "Event Safety Guide" and "Managing Crowds Safely".*

Evidence

The licensing committee should we suggest, only make a decision based on admissible materials submitted to it. What the licensing authority cannot be asked to do is to speculate, as the High Court we suggest made clear in *R (Daniel Thwaites) v Wirral Borough Magistrates Court (2008) EWHC 838 (Admin)*. The evidence here, is we say, unashamedly, overwhelmingly in favour of the grant of the application.

Risk and concerns

We are not able to eradicate every last possible risk or as many objectors articulate, concerns. Candidly if we were to do that, then no applications for a new licence would ever be granted, for any licensed premises. that is why the Licensing Act and national Guidance talk about reasonableness and likely hood as key considerations. Supported, of course, by the review and enforcement procedures available to officers and others.

Conclusion

We submit that the materials provided by the applicant in support of the proposal indicate that the premises is both risk assessed, conditioned, managed, supervised and controlled appropriately. We further submit that all of the actions undertaken by the premises licence holder, in previous years and this, confirm and corroborate as much. These assertions can fairly be said to be corroborated by the lack of officer objection. Finally, we should add that the licensee is entirely respectful of the issues and sensitivities around the management of this event and will do their absolute best so as to ensure that the impact of the events are both carefully managed with impact minimised.

Best wishes

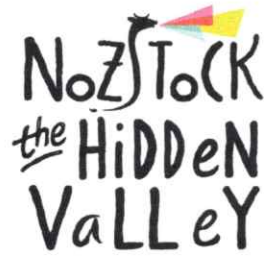
Matthew Phipps
Partner
Head of Licensing
for TLT LLP







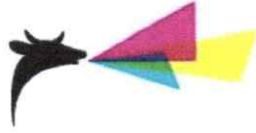




Presents

'Into the Valley' 2025

EVENT MANAGEMENT PLAN



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INTRODUCTION

Nozstock Presents 'Into the Valley' is a family run event. We are bringing a much smaller event to the Valley than our normal 3-day festival but hope that it will still offer a variety of music, dance, and theatre in a safe family fun environment, to excite the imagination of our event visitors.

Aims

- Provide a safe family orientated event.
- To provide a high level of music, entertainment and performance
- To involve the local community
- To provide a platform for new artists and musicians, to perform and showcase.

Objectives

- Prepare a safe and tidy site with good access.
- To create a platform for local, national and international artists and crafts people
- To encourage tourism to the Bromyard area
- To support local businesses by inviting suitable traders to advertise and trade at the festival.

Contingency Arrangements

- Active First aid units on site with Air Ambulance arrangements in place.
- Constant communication with local police.
- Wood chipping/stone reserves in case of heavy rain.
- We have 2 x road sweepers available in case of 'Mud on Road' Issues



APPENDIX

Site Map

Accessible Camping Area

Site Safety Rules

Orchard field – Venue Capacity

Security Numbers and Rota

Terrorist Threat

Electrical Sign-Off

Structural Sign-Off

Nozstock Festival 2025
Noise Management Plan
Location Bromyard, Herefordshire
Date 19th July

Author Russell Polden CCENM Solent University

1.0 Introduction

1.1 Russell Polden has been commissioned by Nozstock festival to provide a noise management plan, to advise on the layout of the festival for the purposes of noise management, and to manage noise levels of the festival during licensed hours.

1.2 The consultant has many years' experience in noise management for large festivals such as Boomtown with over 140 noise sources, and small festivals such as Field trip festival with seven noise sources.

1.3 In addition, the consultant has worked with many music venues to solve noise problems for them.

1.4 The consultant also provides acoustic consultation and design for commercial and private clients.

2.0 Premises license conditions

2.1 The following music noise limits at designated measurement positions will be applied for the duration of the festival

10:00 - 12:00

65db(A) Leq 15 minute

70db(Z) Leq 1/3rd Octave at 63Hz and 125 Hz

12:00 - 02:00

45db(A) Leq 15 minute

60db(Z) Leq 1/3rd Octave at 63Hz and 125 Hz

2:00 - 03:30

40db(A) Leq 15 minute

50db(Z) Leq 1/3rd Octave at 63Hz and 125 Hz

3.0 Noise sources

3.1 There are to be four venues that will provide amplified music and entertainment for the festival.

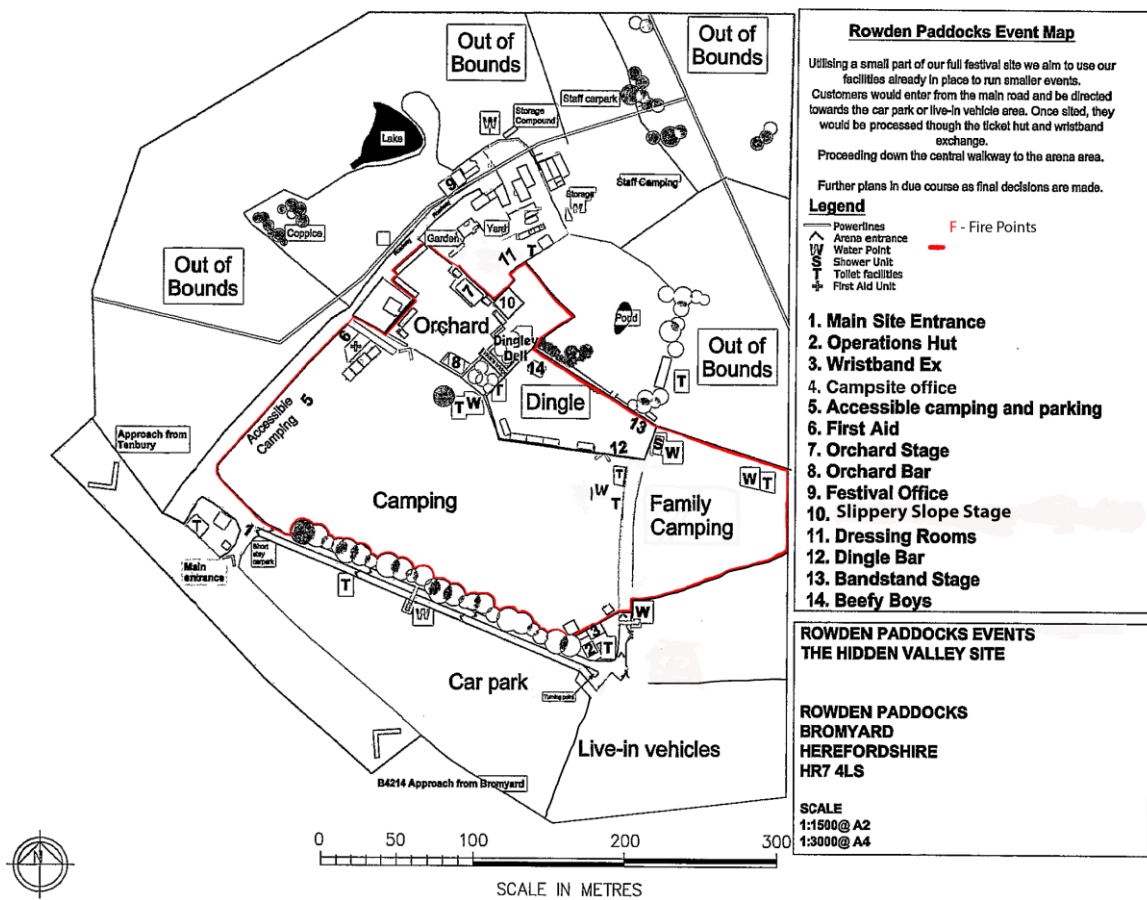
3.2 The operating times of the sources are to be carefully chosen to ensure compliance with the license.

3.3 Operating times

	Orchard Stage	Saturday	12.00 – 01.30
	The Stockyard	Saturday	12.00 – 01.30
	Dingly Dell	Saturday	13:00 - 01:30
	Slippery Slope	Saturday	12.00– 01.30

3.4 There will be soundchecks outside of licensed hours. These are for the purposes of noise propagation and sound system alignment only, they are not for entertainment.

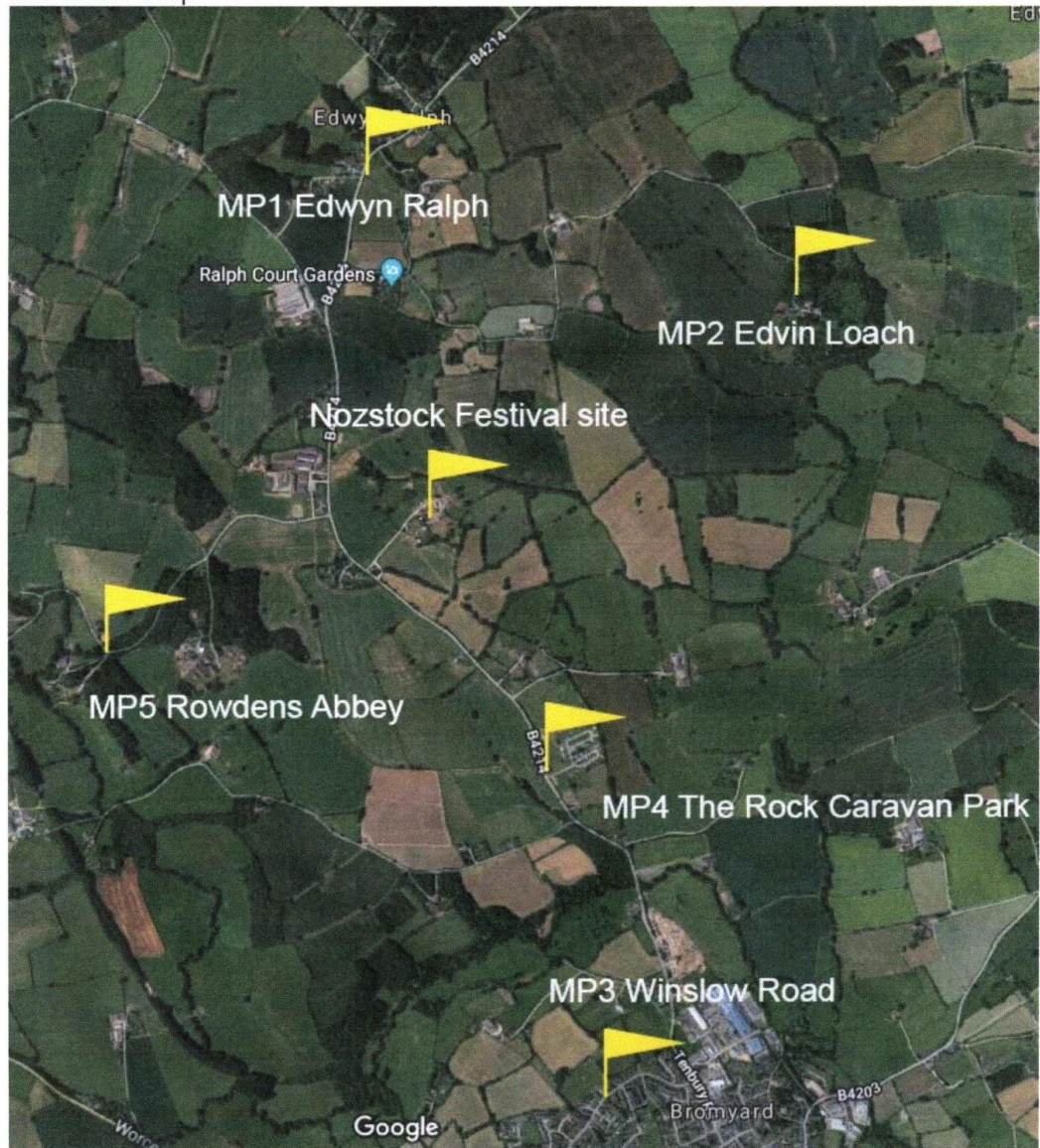
3.5 Soundcheck durations will be as short as possible.



5.0 Measurement Positions

5.1 There are to be five measurement positions around the festival shown below.

5.2 Local map



Location 1. Fairquest, Tenbury Road, Edwyn Ralph. Grid ref SO 64107 58096. 0.73 miles from festival site



Location 2. Property in Edwin Ralph. Grid ref SO65585768. 0.9 miles from festival site.

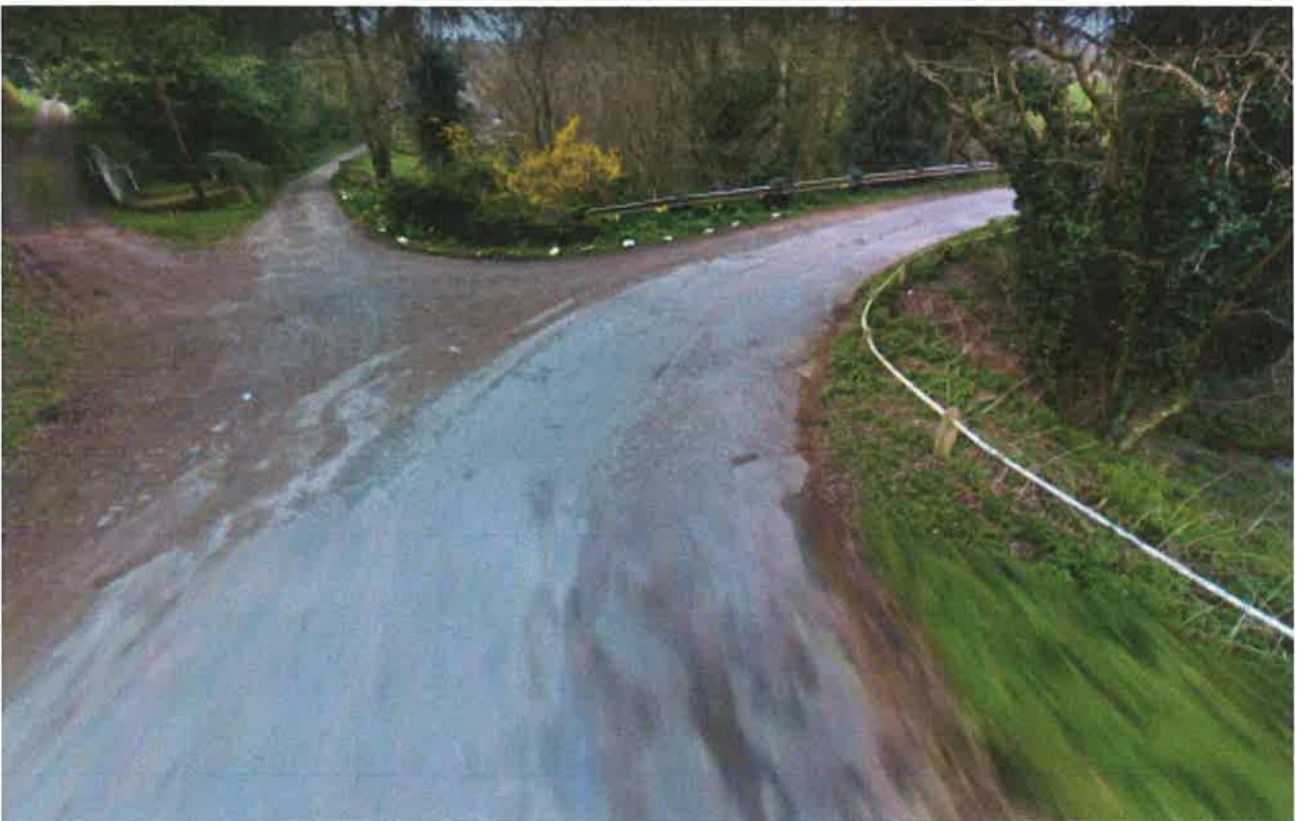
Location 3. Winslow Road, Bromyard. Grid ref SO 65037 54980. 1.31 miles from festival site.



Location 4. The Rock Caravan Park, Edwyn Ralph. Grid ref SO 64721 56012. 0.63 miles from festival site.



Location 5. Rowden Abbey. Grid ref SO 63204 56459. 0.71 miles from festival site.



6.0 Noise Management

6.1 There are to be two noise consultants to manage noise from the festival. One off site, and one on site.

6.2 A Class 1 integrating sound level meter with a valid calibration capable of making 15 minute Leq(A), and Leq(Z) octave measurements that conforms to BS EN 61672-1:2013 will be used to measure noise levels off site. The sound level meter will be checked for calibration with a class 1 calibrator that has a traceable valid calibration certificate. The meter will log all measurements.

6.3 A Class 2 sound level meter will be used on site to measure noise levels for each noise source at a pre-determined location for each source, e.g the front of house mixing desk.

6.4 The measurement positions detailed in section 5.0 are to be measured in rotation as often as possible.

6.5 The measurement positions may change during the festival in reaction to readings gathered, advice from Herefordshire district council, or complaints from residents.

6.6 If it is felt that a location is particularly sensitive, perhaps because of weather conditions, the location may be visited more often than others.

6.7 15-minute measurement will be made whenever possible, however shorter measurements will be made if noise levels at a location are low, and another location needs to be visited.

6.8 Measurement data and notes collected will be made available to the council.

6.9 All sound systems are to have a dedicated engineer, who will be available at all times to make adjustments.

6.10 All engineers are to be briefed beforehand that they must comply with the noise management team to make adjustments to the level and equalisation of the sound system they are in charge of.

6.11 There is to be a clear chain of command established before the festival as to who is able to instruct the noise management team.

6.12 Adjustments to sound systems can only be done on the request of the noise management team.

6.13 The only sound systems that will be allowed are those providing sound for the festival stages described earlier.

6.14 Car parks and the live in vehicle area will be patrolled by security, and will stop any noise source that could be audible off site.

7.0 Complaints

7.1 There is to be a complaints phone number for local residents to call, which is to be made available to everyone that could be affected by festival noise.

7.2 The complaints line is to be permanently staffed 24 hours a day.

7.3 When a complaint is received during festival hours, the procedure will be as follows:

- The complaint will be recorded in the log.
- The festival organisers, off-site noise and on-site noise management will be informed.
- On-site noise management would immediately check for any recent increase in noise levels from all operating venues etc, and make an immediate reduction if it was felt the level had increased, or was causing the complaint.
- The location will be visited by off-site noise management, a measurement started, and an immediate assessment of the validity of the complaint will be made.
- If the complaint is found to be valid, on-site noise management will be contacted, and a suitable reduction will be immediately made.

7.4 The log of all calls is to be made available to the council

Russell Polden Noise Consultant

Expertise and Qualifications

Qualification

Certificate of Competence in Environmental Noise Measurement
Southampton Solent University
Certificate obtained May 2017

Experience

Noise management

- Shindig Festival 2018, 2021, 2022, 2023: Lead noise consultant. Consultant for site layout and sound system design.
- Wonderfield Festival 2018, 2019: Lead Noise Consultant
- Robbie Williams Bath Royal Crescent June 2025: Noise Consultant
- Michael Buble Bath Royal Crescent July 2022: Noise Consultant
- Nozstock 2019, 2022, 2023, 2024: Lead Noise Consultant
- Wake The Tiger music event 2022: Lead Noise Consultant
- Boomtown Noise Consultant and Liaison between Boomtown and external noise management team. Re-designing sound systems to reduce off-site levels. 2014, 2015, 2016, 2017, 2018
- Clap House Ibiza Restaurant, Bar & Beach Club. June 2025. Adjustment and measurement of complex noise limiting system controlling 106 speakers in noise sensitive location.
- Bigfoot festival 2022: Lead noise consultant
- Camper Calling Festival 2021, 2022, 2023, 2024: Lead noise consultant
- Camper Jam Festival 2022, 2023, 2024: Lead noise consultant
- Farmfest Festival 2021: Lead noise consultant
- Port Eliot Festival 2018, 2019: Lead noise consultant
- Soul Circus Festival 2018, 2019, 2021, 2022: Lead noise consultant

Sound System Design

- Expertise in Sound System Design: Proficient in designing sound systems that minimise off-site noise.

Acoustic Design

- Specialised in designing noise barriers for venues with high noise insulation requirements.
- Skilled in designing acoustic treatments for venues with poor acoustics.



Nozstock Ltd Team Experience

Managing Director – Pete Nosworthy

Pete Nosworthy has been managing Director of Nozstock Ltd for 27 years. He has worked as some of the countries most respected festivals including Glastonbury and acted as consultant for other local events including Bromyard Festival of Speed, Lakefest and Wyese.

Operations Manager – Andi Spowart

Andi spent 5 years working at Earls Court, a 20 000-capacity exhibition centre where he worked on national projects such as The Brit Awards. He was recruited as Woodsies Production Manager for the iconic Glastonbury Festival. He now works as a Technical Manager for Swansea Arena, hosting complicated productions from the like of Wet Wet Wet and Manic Street Preachers. He has held his role at Nozstock since 2007.

Site Manager – Rob Nosworthy

Rob has over two decades of experience as Nozstock's site manager. His vision has contributed to Nozstock being an award-winning event and consequently he was invited to sit on the Association of Independent Festival's Board of Directors. He has worked at some of the countries largest and most respected festivals including Boomtown and Shambala.

Medical Management - Simon Jenkins (Marches Ambulance Services)

For the last 5 years Simon has held the position of director of Marches, an expert Event First Aid & CQC Registered Ambulance Service. Before that he was manager at P2P, a leading independent ambulance service operating throughout the UK, providing patient transport, High Dependency Transfers and 999 services to private individuals, private health care providers and the NHS. Previously he has delivered First Aid training packages as part of Nightingale Training Ltd. He has provided medical cover at hundreds of different festivals taking place throughout the UK.

Stewarding Manager – Amy Bower

Amy is an experienced freelance event manager who has worked varied roles at numerous events, including 9 years as a key member of the Nozstock team. Amy's experience includes Event Control Manager at Shindig, Venue Manager at Cheltenham Literature Festival, Gates, Traffic and Accreditation Management at Noisily, Accessibility Manager at Festival Republic and Trader Liaison at 2000 Trees

Security Managers – Chris Booton and Gawain Boal

Chris Booton is owner of CB Protection, a security company with a wealth of experience in the Events Industry. As well as providing close protection services for global artists such as Paul McCartney, CB Protection is the principal security partner for England Boxing and supplies security to Nozstock, Hay Festival, Bromyard Folk Festival, Warwick Folk Festival, Hereford Football Club, Hereford, Ludlow and Bath



Racecourses and various international private events. All CB staff hold SIA licences and all stewards have completed an NVQ Level 2 Spectator Safety Award.

Gawain Boal has held the position of Security Co-ordinator of Events Safety Alliance for over 15 years. Within that role Gawain has co-ordinated the security of complex and multi-faceted live events, including Big Green Gathering, Sunrise Celebration, Lakefest and Nozstock. The largest being Glastonbury Festival (210 000 people)

Julie Nosworthy – Administration Manager

Julie has acted as Nozstock Ltd's administration manager for 25 years. She oversees the festival's license application and collation of the EMP. Her EMP has been recommended as a template for other festivals to follow and she has consulted with various other local events to assist with their management plans.

Ella Nosworthy – Festival Co-ordinator

Ella has worked as Nozstock's Festival Co-ordinator for two decades. Overseeing the festival's Artist Management, Ella's work has been key in securing global artists such as Sister Sledge, The Wailers and Boney M to come to Herefordshire. Her work offers festival-goers a chance to access an array of live performance in a county traditionally underserved for cultural opportunities. Her work has also led to awards for the festival's approach to disability access and inclusion, including an Outstanding Attitude Award and a Bronze Award from Attitude Is Everything.

Andy South and Andy Kirkham – Electricians

Andy South and Andy Kirkham both have over 30 years of experience as Electrical Engineers, practised in regulations BS761. They also both hold BS7909 for Temporary Installations for The Entertainment Industry. Additionally, both are experienced audio engineers. Andy South has engineered audio set ups for big events including tours for Take That and Van Morrison and has over 25 years experience working with AC Electrics. Both have worked varied events at Eastnor Castle, plus consulted on events such as Bromyard Speed Festival, Border Counties Model Air Show, The Three Counties Show and Rock The Barn.

Andy Kirkham is also a qualified Fire Safety Engineer, SSAIB registered as well as being a registered Sisco CCIE IT Engineer and holding an IPASS license for using machinery such as telehandlers, diggers and cranes.

Dan Linn, Chester Stayte and Sam Percival – Stage Managers

Sam Percival has worked with Glastonbury Festival since 2010 and has been stage manager for The Cubicles for the last 5 years. He has extensive performance experience as owner of Liquifyyah, a Bristol-based performance and event collective.

Chester Stayte is an experienced stage manager and lighting technician. Previous credits include The Courtyard Theatre, Illusive Festival, Noisily Festival, Balter Festival and Jam Junction Productions. Chester also holds extensive performance experience as a DJ and professional dance tutor.

Dan Linn specialises in the sonic arts, producing installations and compositions, as part of Gwaith Sŵn; a London-based collective working principally with sound. Dan promotes exhibitions, performance evenings and produces a monthly show for award-winning London arts radio station Resonance104.4FM as well as performs extensively at various music events.

**Sarah Edwards – Kids Area Co-ordinator**

For 17 years Sarah has specialised in creating bespoke creative workshops for festivals and events. Working across the UK, facilitating creative arts areas for people of all ages. Her clients include Latitude, Green Man, Cambridge Folk Festival, End of The Road, Nozstock, Lakefest, Wychwood, Cornbury and Greenbelt. Sarah also runs a wide range of arts activities in schools, youth centres, day centres and private tutorials.

Kevin Bolton and Clare Murtha – Bar Managers

Kevin has been a personal license holder for 15 years and has been our DPS for 15 years. Kevin was the DPS for 6 years at Queens Arms, Bromyard and has undertaken the role of DPS at various other events including Farmer Phils.

Clare has held a personal licence for more than a decade. She managed The White Horse in Pulverbatch for 6 years.

Both continue to work in pubs in the area.

18th June 2025

[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]
[REDACTED]

Dear Sir/Madam,

I would like to offer my support to our local festival, Nozstock.

This festival brings a lot to our town, Bromyard, it's lively, well run & brings in a lot of business for local businesses, especially Co-Op.

I barely hear it & I live quite close, the festival goers themselves are very well behaved from what I've seen.

Transport to & from the festival is very well organised, ferrying people from the town to the site, there is no need for the festival goers to walk on the main road, the bus is laid on for free.

It seems to me that the majority of the people complaining aren't "locals" and think that the countryside should be completely silent when we all know that is not the case!

Yours sincerely,

[REDACTED]

Nozstock supporter!



23 June 2025

Herefordshire Council
Licensing Department

Dear Sirs

NOZSTOCK - LICENSING APPLICATION

We live locally to the Nozstock site and have attended events there for many years.

In our opinion it is well managed and we have never been aware of any issues, such as excessive noise nor disorder.

Our children and now grandchildren have always felt safe and have enjoyed attending the festivals.

We fully support the licence application and we thank the owners for providing wonderful entertainment for us over many years.

Yours faithfully



[REDACTED]
Sent: 17 June 2025 19:32

To: Licensing <licensing@herefordshire.gov.uk>

Subject: Nozstock, Rowden Paddocks, Bromyard Herefordshire

Dear Licensing Officer,

[REDACTED], immediate neighbour to Rowden Paddocks, to confirm our strong support for the Nosworthy family's application for a permanent events licence at the site. Having collaborated closely with Nozstock for over the last 5 years—providing accommodation during the festival and sustaining local hospitality employment—we are well placed to comment on how their revised event programme will uphold Herefordshire's four licensing objectives.

Prevention of Crime and Disorder

- Professional, licensed security stewards patrol the site, entrances and egress routes.
- A strict code of conduct is enforced; we have witnessed no violence or disorder in the locality during past festivals.

Public Safety

- A dedicated shuttle-bus service runs continuously between Bromyard town centre and Rowden Paddocks, removing the need for private cars on narrow lanes.
- On-site first-aid points and clearly marked emergency exits meet or exceed Safety Advisory Group standards.

Public Nuisance

- The former three-day festival is to be replaced by around a dozen one-day events spread across the year. All events will finish by midnight, with music run through a smaller, directional sound system and monitored for decibel levels.
- The Nosworthys have held public meetings to explain their noise-management plan and to address neighbours' concerns.

Protection of Children from Harm

- Nozstock has always been a family-focused event, with dedicated children's zones, wristbands for minors, and child-safe facilities.
- Their recognition—shortlisted for Best Family Festival and winner of Attitude is Everything's "Outstanding Attitude Award"—attests to their robust safeguarding.

Over the years, [REDACTED] has hosted many Nozstock visitors, offering quality accommodation that employs local staff on a seasonal basis. Although the scale of events is changing from one long weekend to several single-day gatherings, the positive economic impact for B&Bs, shops and service providers in Bromyard will remain significant.

For these reasons, we urge Herefordshire Council to grant the permanent events licence. The proposed format demonstrates the Nosworthy family's ongoing commitment to safe, well-managed, neighbourly events that benefit the wider community.

Yours faithfully

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

Sent: 17 June 2025 19:38

To: Licensing <licensing@herefordshire.gov.uk>

Subject: Licensing Application, Nozstock, Rowden Paddocks Bromyard

Re: Application for a Permanent Events Licence – Rowden Paddocks, Bromyard (Nozstock: The Hidden Valley)

Dear Sir/Madam,

I [REDACTED] to express our full support for the Nosworthy family's application for a permanent events licence at Rowden Paddocks, Bromyard.

Promotion of the Licensing Objectives

In accordance with Herefordshire's four licensing objectives, we note that this application will actively **promote** each of them:

1. Prevention of Crime and Disorder

- Nozstock has always employed professional security on site, and to date there has never been any recorded incidence of drunken or disorderly behaviour in Bromyard during festival periods.

2. Public Safety

- A dedicated shuttle-bus service runs continuously between Bromyard town centre and Rowden Paddocks, ensuring that attendees can travel safely without using private cars on local roads. This not only reduces risk but also brings increased footfall—and thus trade—to town businesses.

3. Public Nuisance

- Upcoming events will be limited in number, daytime-focused and will conclude by midnight. Amplified music will be delivered through a much smaller sound system than the former three-day festival, significantly reducing any risk of disturbance to neighbours.

4. Protection of Children from Harm

- Nozstock has long been celebrated as a **family-friendly** environment (shortlisted for Best Family Festival at the UK Festival Awards and winner of Attitude is Everything's "Outstanding Attitude Award" for accessibility), with dedicated family zones, clear child-safety protocols and zero-tolerance on inappropriate behaviour.
-

Background and Community Benefit

For the past 28 years, **Nozstock: The Hidden Valley Festival** has been a cornerstone of the local cultural calendar, attracting around 5,000 visitors annually for a long weekend of family-friendly entertainment. The festival has consistently enjoyed the backing of Bromyard Town Council, Bromyard Chamber and local residents, providing significant economic uplift to local businesses—from hospitality and retail to accommodation—while fostering community spirit.

Awards and Recognition

Over its history, Nozstock has earned national acclaim, being shortlisted for the UK Festival Awards in categories including Best Small Festival, Grassroots Festival, Best Dance Event and Best Family Festival. The festival also received the Improvers Award for green initiatives and, through its dedication to accessibility, won in the inaugural “Outstanding Attitude Awards” from Attitude is Everything. Proceeds have regularly supported local charities, and the festival has championed emerging musicians from Herefordshire and beyond.

Necessity for Change

The dual pressures of the COVID-19 pandemic and the cost-of-living crisis rendered last year’s three-day festival financially unsustainable. In response, the Nosworthy family have chosen to diversify their farming business and event portfolio. Their new vision involves hosting a limited number (fewer than a dozen per year) of **day-time weddings, corporate functions, food festivals and a one-day music event.**

Reduced Impact and Ongoing Community Engagement

These events will have markedly lower noise and traffic impacts. The Nosworthys have proactively held public consultations to address neighbours’ concerns, demonstrating their commitment to being good custodians of the countryside and considerate neighbours.

Economic and Social Advantages

Rowden Paddocks will continue to drive tourism, support local suppliers, and create both direct and indirect employment opportunities throughout the year. The Chamber is confident that this diversification will safeguard the Nosworthys’ business, preserve local jobs, and maintain Bromyard’s reputation for high-quality, community-focused events.

Conclusion

Bromyard & District Chamber of Commerce wholeheartedly supports the application for a permanent licence at Rowden Paddocks. We believe these proposed changes strike the right balance between economic viability, community benefit, environmental stewardship and strict adherence to the licensing objectives. We respectfully request that Herefordshire Council grant this licence, so the Nosworthy family can continue to enrich our local area in a sustainable and neighbourly manner.

Yours faithfully,



[REDACTED]
Sent: 18 June 2025 13:28

To: Licensing <licensing@herefordshire.gov.uk>

Subject: License for Nozstock

Dear Licensing team,

Please accept my apology for this late letter of support but I have been away.

[REDACTED] I wish to put forward my support for
The Nozstock license.

In my experience events at Nozstock have never knowingly caused any issues with noise or disorder for the town and have only ever seen the benefits for the area.

The owners have always put safety at the forefront of all events with initiatives such as running free buses from the site into the town to help with public safety. It is a festival well known for being a safe place to take children. The very strong connection with children and families has led to it being nominated for many Family awards. Having attended many events I have always been very impressed with how professionally it is run and how seriously the safety of all participants is taken into consideration with families at the forefront.

Knowing Mr Nozworthy I am absolutely confident that he would strive to meet any recommendations put forward by yourselves.

I strongly support the application for a new license.

Regards

[REDACTED]



Rowden Paddocks ¦ Bromyard ¦ Herefordshire ¦ HR7 4LS
 t: 01885 475055 ¦ e: info@nozstock.com ¦ w: www.nozstock.com

Dear All,

We are writing to acknowledge the representations submitted for the recent license application from Nozstock.

We are grateful to everyone in the community who took the time to make us aware of their concerns and we hope to be able to alleviate them.

A few general points to address.

Some of the representations make reference to the vague nature of the license application. It's not our view that the application is vague or inappropriate. Much of the detail is addressed in an Event Management Plan and Noise Management Plan, drafted for any planned event and submitted to the license authority for approval.

There are concerns about events happening every day of the week and throughout the year, but this is neither the intention nor possible within the license application. The conditions in the application limit the number of days that the premises can operate to 10.

As a response to these representations, we are happy to commit to advertising any events we do at least 1 month in advance.

We would like to assure the community that we have not operated outside of our agreed license times at previous events and have no intention of doing so in the future. Stage times are not the same as licensed times and DJ performance differs from its live counterpart, because headliners do not typically perform at the end of the night. That being the case we have no problem with artists playing longer than their agreed set time, as long as the following performer is happy to shorten their own set time accordingly.

The traditional festival model that we have successfully operated for the last 25+ years is increasingly unviable for independent promoters. The proposed changes to our operational approach will allow us to continue to deliver a small number of engaging events and to provide access to culture for a rural community who are typically underrepresented in this regard, whilst continuing to bring much needed trade and tourism to our town. Our events have welcomed global icons such as Sister Sledge, Martha Reeves and Boney M to Bromyard, and whether you enjoy that type of music or not, the benefits resulting from access to live performance and gathering as a community should not be underestimated.

That being said, some representations are concerned that all events will be just like the traditional four-day festival of the past, and we acknowledge that could be an unnerving prospect. Not all events moving forward will be music festivals, nor late night and none will be reaching the 7000 capacity of previous events. The proposed events are predominately one day events, taking place



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on a Saturday. This new license will give us the flexibility to change our models and practices. It is our belief that moving to smaller and shorter events will actually reduce overall disruption to local residents.

To address your particular concerns around the licensing objectives.

Prevention of Crime and Disorder

We understand your concerns re the effect of alcohol on youth. Firstly, let us assure you that the demographic that attend Nozstock events are in fact slightly older than the average festival goer. In 2024, only 6.7% of our audience were under 21, the 51-55 age group made up a larger section of our audience at 7.3% of ticket sales.

We operate a Challenge 25 policy on our bars and all staff are trained to spot signs of intoxication and to refuse service where necessary. We make a note of all refusals which take place at every event. Documentation which is kept available for inspection by the licensing authorities. We would also reiterate that we are not planning to sell alcohol every day of the week – only on days when an event is taking place, which will predominantly take place on a Saturday.

Alcohol will never be served past our arena opening times, but as part of our duty of care towards overnight campers we need to make hot food and drinks available, which is why the license times are requested as later than our advertised arena openings.

Crime rates at our festivals are very low, thanks to event's professional regular communication with police and the presence of fully trained SIA on site. We have as many as 60 security personnel plus stewards on site for larger events. You will note that the police have not seen fit to serve a representation to our application.

We also operate regular random bag searches. Our site is covered by CCTV monitoring and we also partner with DrinkSafe to educate our customers on safety when out with friends and offer free DrinkSafe covers on our bars.

These measures aren't in place in all venues in the UK – but they are measures we have chosen to put in place to help prevent crime and disorder.

Public Safety

We understand your concerns regarding pressure on local NHS services. This is why we have employed our own highly trained medical companies for every event that takes place here. These companies have ambulances within their fleet, so that our events do not affect NHS response times nor put a strain on local resources. Our team on site can include a skill mix of doctors, anesthetists, prescribing nurses, paramedics and first responders, but first aid cover is scaled



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according to the size and nature of the event.

Traffic lights are only in place for our larger events, with a speed limit of 30mph imposed for Public Safety. Stone roads have been constructed through the farm so queuing can happen on site rather than on the road whenever possible. Traffic Management procedures are agreed with an independent traffic management company who offset flows as appropriate. However, now that our events are all significantly smaller, we anticipate a 65% reduction in traffic volumes for our main July 19th event (the event where we expect the most cars) and in light of your concerns have now put agreements in place with neighbouring Tack Farm, Llandynod and BR Albert & Sons to keep machinery use to a minimum that day.

You are correct re the lack of public transport in the area. This is why we have always chosen to operate a completely free shuttle bus that runs between Bromyard and the festival site. In past events we have put designated coaches on to major cities including London and Bristol as well as Hereford and Worcester so we do not put pressure on local public transport services, limited as they are. Now our events are much smaller and selling to a much more regional crowd, ticket sales suggest there is no longer a need to run buses to Bristol and London, but we will continue to run the free shuttle bus to Bromyard for our July event and will continue to take police advice on any further mitigations needed. Where an event allows camping, the camping is always free. We also provide lockable bicycle parking. Because of the limited taxi services in the area, we have a longstanding agreement with Hereford's Blueline Taxis, who offer a 10% discount to Nozstock customers who pre book their services.

We feel these measures provide customers with a range of options to ensure they do not need to get behind the wheel after an event.

We do also make use of Bromyard Rugby Club as a drop off point to get cars off the road before they even get to the festival site. Customers can then use the free shuttle bus to get to the event.

Our safety at festivals page encourages attendees to consider all aspects of staying safe at an event. <https://nozstock.com/info/safety-at-festivals/>

Public Nuisance

We understand there are a number of concerns regarding noise. Once again, we would like to reassure residents that the majority of our events are now smaller and with shorter opening hours than previous iterations and are certainly not running every day of the week 12 months of the year. The number of total nights of music for 2025 will be less than it was in 2024.

All our events have a highly detailed noise management plan in place. We hire an independent noise management team and sound specialists who do constant checks on site and in surrounding



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villages. They check decibel limits are always within legal levels and that noise levels from site significantly drop at midnight. We will be operating with a contact line, available to residents throughout the events.

However, if music can be heard from your dwelling, we encourage you to let us know so that we can make your area an official monitoring spot for our noise management team and help to mitigate further any impact on your daily lives.

Our largest event in July, (Into The Valley) has reduced from 11 to 4 stages and from four days to one.

Far from being a public nuisance we believe these events are of incredible use to Bromyard, which markets itself as a 'town of festivals' of which our events form an integral part. We have received over 250 letters of support for this application, which shows how important residents of Bromyard find our events. The Co-op have commented that our festival was their busiest weekend of the year and one local estate agent uses us as an attraction to sell his properties. We are bringing people into our rural community to spend money (our survey suggests festival-goers spend up to £150 per person in Bromyard) whilst also spending a significant of money within local businesses ourselves – (over £100 000 in 2024) We use local suppliers like Gilberts, Legges, Say It With Wood, Bromyard Plumbing, Costello Joinery, The Holly Tree Inn, Travis Perkins and Rowden Abbey to name but a few.

We have already commented on how important access to culture is for a community with less opportunities in this regard than most. Herefordshire Council is aware of this and seeking to redress the balance with the UKSPF Cultural Programming Grant Scheme.

We note concerns about light pollution. Our flood lights are pointed towards the floor and we generally use low wattage LED festoons to light pathways so as not to impact on the sleep of our campers, however we believe that with the reduction in capacities and therefore less campsite fields being used, residents will notice a reduction in light pollution.

In regards to concerns about litter, we have an independent waste management company who litter pick throughout the event and recycle as much as possible. However, with less customers comes less litter. As the litter along the B4214 can be seen throughout the year, we believe this litter not related to our events. Nevertheless, as a response to your concerns, we will instruct our litter team to check the B4214 either side of our main entrance during clean up.

To encourage biodiversity and give wildlife a safe space, we have two designated 'eco-areas' on site, inaccessible to festival-goers and crew alike, where undergrowth and wildlife are left to thrive.

Protection of Children from Harm



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We encourage families to attend our events, but we do ensure that tickets for children can only be purchased when bought alongside an adult ticket. Our ticket T&Cs state that adults can only be responsible for up to 4 children and this is checked upon entry.

Our tickets are assigned to a specific name and I.D is checked on entry. Ticket holders are scanned in and out of site so we know exactly who is on site at any time and who is responsible for any minors at the event.

We have a lost children's area and in line with best practice write contact numbers for a child's guardian on their wristbands in case they are separated.

We also offer a designated family camping area, where families can sleep away from the rest of our customers. This area is run by a designated family camping manager who ensures only families with children under 16 can enter. We offer free supplies to families who attend within the family camping area, such as sun cream, nappies, baby wipes etc.

We believe the entertainment on offer for children provides wonderful, enriching experiences. In the past we have offered craft activities such as tie dye workshops and puppet making. Educational workshops including poetry writing and forest school sessions. Performance opportunities such as theatre workshops, classes on how to MC and a particularly memorable Bhangra dancing workshop.

Various local schools are given free tickets, either to attend or use as raffle prizes to help raise money. We have worked with local primary schools on arts projects which we have then displayed at the event and have a long-standing relationship with Encore Enterprises Livewire Project – which gives children opportunities to learn about working within the music industry. We have also taken on work experience children from local education establishments every year.

We note your concerns regarding the school for children with complex needs near to the festival site. To put your mind at rest, residents of that learning campus regularly attend our events with free tickets and look forward to attending each year. They have already obtained tickets for our July and August events this year. Staff there have been kind enough to write a letter of support for our events and hope that they continue.

If you would like to come and enjoy an event with us to see how they are run and what we are trying to achieve, you would be very welcome.

Yours Faithfully

Ella Nosworthy
Creative Director

