



Rowden Paddocks ¦ Bromyard ¦ Herefordshire ¦ HR7 4LS
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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