



BLUEDOT 2019 PREMISES LICENCE APPLICATION FURTHER INFORMATION

Following the recent submission of a new premises licence application for Bluedot, the team behind the festival have prepared this further information to explain in more detail the reasoning why Bluedot festival have applied for a new licence.

BLUEDOT HISTORY & LICENSING PROCESS

- Ground Control has been producing events at Jodrell Bank since 2011. The initial concept for the event was to produce a series of concerts, predominantly a music event, with a science theme and also to promote science to young adults and children
- Following the success of the concerts, in 2016, Ground Control applied for a new premises licence with a capacity of 14,999 for Bluedot Festival to include camping for customers
- The content at Bluedot consists of: live music, DJ's, art installation, immersive theatre and performance, films, telescope projection, workshops, science shows, science experiments, workshops, panel talks and discussions
- In 2018 a variation was made to the premises licence to include the Thursday as an evening with an orchestral performance and camping
- One of the main reasons for adding the Thursday offering to Bluedot is to split the audience arrival over a two day period, therefore reducing the impact on the local road networks, a measure which has been successfully adopted at other events.
- In 2019, Bluedot applied for a new premises licence to increase the licensed capacity to 24,999 and include the late-night arts area within the premises licence

CAPACITY

- We appreciate concerns have been raised locally about the proposed increase in capacity. There has been a misunderstanding that the adult audience is to be increased to 24,999. However, this is not the case.
- The capacity under the premises licence includes all persons on site (e.g. children, babies, security, medics, science exhibitors, staff, contractors, sponsors, guests and local residents)
- Bluedot will always remain an independent, small and intimate festival and we are committed to produce a safe and professional event with a high level of customer service, experience and expectations
- Bluedot are absolutely committed to delivering a unique, world class festival at Jodrell Bank which is very popular with families and children resulting in a higher volume of staff required at the event
- There is a high number of attendees at Bluedot who provide little or no revenue to the festival e.g. local residents, children, staff, guests and artists
- Bluedot must remain affordable to its loyal following and maintain discounted tickets for local residents, free tickets for under 5's, discounted tickets for children and free PA tickets for customers with limited access.
- Bluedot also is committed to giving volunteering and work experience opportunities

GROUNDCONTROL

- We are looking to achieve these aims by increasing the capacity which must include every person on site.
- For the future we propose to sell 15,000 tickets to adults in order for the event to remain sustainable and financially viable for the long term whilst continuing to guarantee that the licensing objectives will be promoted

SAFETY

- The festival site is of sufficient size to safely accommodate the proposed capacity and infrastructure will be increased to support it

NOISE MANAGEMENT

- Bluedot will continue to work closely with Three Spires Acoustic, an independent noise consultant company. The role of the noise consultants is to minimise noise off site by using the latest sound system design and hardware and monitoring technology
- The site layout and stage directions are carefully designed to minimise the effect of noise off site
- Sound propagation tests are undertaken before the start of the festival. This involves playing pre-recorded music through the sound systems and measuring sound levels simultaneously at the stage positions within the site and at the specified monitoring locations off-site
- The festival strives to respond to residents' feedback and make improvements each year
- The Residents Hotline phone number will be distributed to local residents via a resident's letter and also published on the Bluedot website
- Anyone who wishes to get in touch during the festival to raise any concerns or feedback can do so 24 hours a day. If you wish to get in touch via email, please email residents@discoverthebluedot.com
- Most important of all, Bluedot must comply with stringent noise conditions during the festival on the premises and submit a compliance report to the Cheshire East Environmental Protection Department post event

TRAFFIC MANAGEMENT & CAR PARKING

- An approved traffic management plan will be put in place by SEP, our appointed traffic management company which is a condition of the premises licence
- In previous years the traffic has been successfully managed with minimal disruption
- Our traffic management plan is written as a series of plans with a different plan for different levels of traffic and situations at different points throughout the event
- In the event of congestion or a traffic incident, there is the ability to close the A535 in either the easterly or westerly direction to aid with traffic flow and minimise disruption to local residents
- Should the road ever be closed, the plan provides for local residents and businesses to pass through the road closure in either direction, without the vehicles being stopped
- In advance of the festival, SEP will put out warning signs on the A535 to minimise vehicles on the road network during the festival other than persons living locally
- Not all vehicles arrive on site at the same time, they arrive gradually over four days. Based on experience there are peak arrival times each day. At these times there are increased numbers of traffic and car parking staff to process the vehicles as quickly as possible to reduce queuing traffic on the roads. This has been very effective in previous years.
- Our traffic management plan must be approved by all the relevant authorities as a condition of the festival being held

CHANGES TO SITE LAYOUT FOR 2019

Whilst the overall footprint for Bluedot will be very similar to last year, there are some changes to the site layout for Bluedot this year. The site layout works well for customers on site and we have no plans to make significant changes in the future:

- A new customer car parking field will be located on Bomish Lane (8.1 acres)
- Boutique camping and car parking is moving to be together in one field at Bridge Farm
- Due to the popularity of science talks and demonstrations, we have increased the size of some of these structures
- The Mission Control Exhibition is doubling in size
- The main arena is being extended around the west side of the telescope
- We are introducing a walking route around the telescope so customers can walk the whole way around the telescope
- The accessible campsite for disabled customers is much larger
- The family campsite is increasing in size