



## Supplement for

### **LICENSING SUB-COMMITTEE (LICENSING ACT 2003 MATTERS) - MONDAY, 11 MAY 2026**

#### **Agenda No   Item**

4.     **Application for New Premises Licence 3 - 14**

Summary

To determine an application for a new Premises Licence made by Anthropos Experience Ltd, for Existance Festival at Land East Of Boldridge Farm, Crudwell Lane, Long Newnton.

Recommendation

That the Licensing Sub-Committee is asked, in light of the representations received, to consider the application and determine whether to:-

- grant the application as requested.
- grant the application subject to such conditions that are necessary to promote the licensing objectives.
- refuse the application in whole or in part where it is necessary in order to promote the licensing objectives.

This page is intentionally left blank

## FESTIVAL PROMOTER RESPONSE TO REPRESENTATIONS

Existence Festival | Application Reference: C/26/00293/PRMA

Land East of Boldridge Farm, Crudwell Lane, Long Newton, Gloucestershire, GL8 8RT

Friday 8 May, 2026

Submitted to: Cotswold District Council Licensing Sub-Committee

### 1. Introduction

---

The festival promoter, Wilde Dancing Limited, welcomes the opportunity to respond to the representations received in connection with application C/26/00293/PRMA for a premises licence at land east of Boldridge Farm, Crudwell Lane, Long Newton.

On Monday at the hearing, the licence applicant Sven Mattes ('the applicant') will be represented by his counsel. The below responses are designed not to replace any submissions from them or any supporting parties (such as Sustainable Festivals Ltd) but to provide additional context for the committee to understand the festival's position.

As the promoter we have read all representations carefully and are grateful for the detail and candour with which local residents and organisations have set out their concerns. We take those concerns seriously.

The festival promoter notes that the Council's own Statement of Licensing Policy (2021) recognises at paragraph 2.11 the importance of encouraging and promoting cultural events, including live music, dancing and theatre, for the wider cultural benefit of communities. The policy commits the Council to balancing any concerns over disturbance with those wider cultural benefits. Existence Festival is precisely this kind of event: an independent music and arts festival offering live performance, creative programming and cultural participation in a rural setting within the Cotswold District. We ask the committee to assess this application within that framework.

This response addresses each substantive concern in turn, organised by the licensing objectives to which they relate. We also take this opportunity to correct several factual mischaracterisations that appear across multiple representations and that we believe, if left unanswered, could unfairly prejudice the committee's assessment.

### 2. Factual Clarifications

---

#### 2.1 Capacity

Several representations cite a capacity figure of 5,000 people. This figure reflects the licence category applied for, not the operational plan for the event.

Ticket sales are capped at 2,000 as stated in the Event Management Plan, and as of today the actual anticipated attendance for the 2026 event is presently estimated to be between 1,400 - 1,800 people in total, including performers, crew, volunteers and paid attendees.

The committee is asked to assess the application on the basis of the real operational figures, not the licence category ceiling.

## **2.2 The Noise Abatement Notice at Charlton Park, June 2025**

Multiple representations state that a Noise Abatement Notice was served on Existence Festival at Charlton Park on or around 14 June 2025 and several use this as evidence of the applicant's disregard for noise controls. The committee is asked to note the following precise account of what occurred.

The noise exceedance that led to the notice arose from the failure of the noise monitoring contractor engaged for that event to fulfil his obligations on the night. When the issue became apparent to the stage management teams, noise levels were significantly reduced, demonstrating that the organisation responded in good faith upon becoming aware of the problem.

Following the event, the contractor declined to provide post-event monitoring readings, which would have allowed the matter to be formally closed with the relevant council.

In response to these failures, the festival undertook a significant restructure of the operational team under new management Wilde Dancing Ltd. The individual who held the premises licence for the 2025 Charlton Park event has no regulatory responsibility for the 2026 event. A new designated premises supervisor with a strong compliance record across multiple licensing authorities has been appointed. The previous licence holder remains involved in the festival in a creative capacity only, with no operational, regulatory or financial authority. Sustainable Festivals Ltd has been engaged as noise consultant, replacing the previous contractor, bringing specialist expertise in festival noise management and a commercial model entirely oriented around regulatory compliance.

## **2.3 The decision to leave Charlton Park**

Several representations state that Charlton Park refused to host the festival again following the 2025 event. This is not accurate.

The festival made a proactive and independent decision not to seek to return to Charlton Park. Having operated there in 2024 and 2025, it became apparent that the site's acoustic profile presented fundamental limitations that could not be fully resolved through noise management measures alone, irrespective of compliance.

The move to the new site adjacent to Boldridge Farm was a deliberate choice made in pursuit of a site better suited to responsible operation, with greater natural separation from residential receptors in the direction of the primary speaker orientation.

## **2.4 The financial position of Anthropos Experience Ltd and the intent of the festival**

One representation draws attention to the filed accounts of Anthropos Experience Ltd and raises concerns about financial viability. The committee is asked to note that Sven Mattes fulfills the designated premises supervisor function by virtue of his professional expertise in licensing, operating through Anthropos Experience Ltd. It should not be implied that Anthropos Experience Ltd is responsible for funding the festival.

The event is funded by private investors. Key amongst those is the personal funding by Daniel Wilde, Director of Wilde Dancing Limited and Vice President of Revenue Operations at a hotel technology company, whose personal investment in the festival is drawn from his professional income. Full event insurance was committed to as part of the original application submission and will be in place for the event.

The festival is, at this stage of its development, a loss-making exercise, with an anticipated loss of approximately 20,000 pounds in 2026. This is a manageable position for the investor group, who are committed to building a well run and enduring event that brings people together through music and outdoor community experience.

## **2.5 The prior event on this land run by a different entity**

The festival promoter has been advised that a Temporary Event Notice was used to authorise a music event at this site last year and that the operator of that event did not comply with appropriate sound controls. Neither the festival promoter nor the applicant has any connection to that event or its organisers and was not involved in any capacity.

A Temporary Event Notice carries limited regulatory oversight and none of the enforceable conditions, responsible authority engagement or detailed planning that a full premises licence demands. The applicant's choice to pursue this application through the full premises licence process is itself evidence of a fundamentally different and more serious approach to compliance. The committee is asked to assess this application on its own merits and not by reference to an unconnected event operating under an entirely different legal framework.

## **3. Prevention of Public Nuisance: Noise**

---

### **3.1 Environmental Health withdrawal of objections**

The committee will be aware that Environmental Health (EH) at Cotswold District Council has withdrawn its objections to this application following a detailed review of the Noise Management Plan produced by Sustainable Festivals Ltd. The NMP includes acoustic propagation modelling covering all receptor directions, agreed decibel limits set at mutually agreed lower limits after discussion with EH, at residential facades and at openable windows with a complaints and escalation protocol. The withdrawal of EH objections followed direct negotiation in which the applicant agreed to the more conservative limits requested.

The festival promoter notes that the Council's Statement of Licensing Policy at paragraph 7.3 identifies the provision of a noise management plan as the appropriate mechanism for addressing noise concerns. The licensee has done so and the responsible authority has assessed it as satisfactory. The Noise Management Plan was made available as part of the application bundle and has been subject to assessment by the responsible authority.

### **3.2 Technical noise mitigation and professional monitoring**

The noise management approach combines agreed electronic limits with physical site design to provide layered mitigation. In the primary direction of sound projection there are no residential properties for a significant distance. This natural separation was a key factor in the selection of this land as the festival site, representing a deliberate improvement over the acoustic profile of the previous site at Charlton Park. Straw bale mitigation has been incorporated into the site design at strategic positions in the direction of the nearest residential receptor, providing additional physical attenuation of bass frequencies beyond the electronic controls already in place.

Sustainable Festivals Ltd is a specialist company whose entire commercial purpose is supporting festival operators to achieve licensing compliance and to operate sound systems in a manner consistent with their noise obligations. It was Sustainable Festivals Ltd that produced the acoustic propagation modelling, engaged directly with EH and agreed to the more conservative limits that EH proposed. The company will be present on site throughout the event with operational authority to reduce levels in real time. Sustainable Festivals offered daily noise readings to the council during the SAG meeting. This offer was not taken up, but we draw the committee's attention to it as evidence of the transparency with which the noise management framework has been approached.

The combination of speaker orientation, natural separation, physical bale mitigation, electronically agreed limits operating at residential facades and on-site specialist monitoring represents a multi-layered approach to noise management that goes materially beyond minimum compliance.

### **3.3 Actual operating profile and site noise management**

The festival promoter wishes to clarify the actual operating profile of the 2026 event, which differs significantly from the impression created in a number of representations.

For this year's event, noise levels are reduced from 11pm in accordance with agreed conditions negotiated with Environmental Health. From 2am, the majority of stages cease operation entirely, with a single amplified stage continuing to the licensed terminal hour of 4am, operating within the agreed post-11pm noise limits. The precise operating profile in future years will be subject to the annual Noise Management Plan submission and approval process agreed with Environmental Health.

This graduated wind down is a deliberate feature of the event design. It serves a dual purpose: minimising noise disturbance during the hours when residential impact is greatest, and keeping attendees engaged on site rather than dispersing onto surrounding rural lanes in the early hours of the morning. The applicant considers this a responsible approach to both noise management and the traffic and public safety concerns raised by a number of respondents.

Within the campsite, amplified sound systems and independent power sources are prohibited. The campsite is explicitly designed as a space for rest and recovery, separate from the main arena where all music activity takes place. In practice, festival campsites of this nature are used primarily for sleep and rest during the hours when the main stages are not operating. This prohibition will be enforced by campsite stewards throughout the event.

### **3.4 Annual Noise Management Plan condition**

As a condition agreed with Environmental Health, the licensee will be required to submit a fresh Noise Management Plan for approval prior to each annual event, regardless of the permanent nature of the premises licence. This means the licence is not, in practical terms, an unconditioned open ended authorisation. Community protection on noise is built into the licence structure on an annual basis.

### **3.5 The late submission of the NMP**

The Noise Management Plan was submitted approximately three working days later than intended, due to a delay over the Easter period. We acknowledge this and apologise for any inconvenience caused to the consultation process. Environmental Health treated the

submission as valid and engaged substantively with the document on receipt and the delay did not prevent a full and proper assessment. The NMP is before the committee and has been assessed by the relevant responsible authority.

## **4. Prevention of Public Nuisance and Public Safety: Traffic**

---

### **4.1 The actual vehicle profile of this event**

The committee is asked to consider the actual vehicle numbers generated by an event of this scale rather than the profile implied by the licence category ceiling. The expected attendance is unlikely to exceed 1,800 people including staff, performers, volunteers and paid attendees.

The festival will operate a shuttle service from Kemble station, meeting notable train arrivals from London and Bristol, which is aimed at removing a meaningful proportion of vehicles from the road network entirely.

Assuming an average vehicle occupancy of 2.5 persons for those arriving by car and accounting for shuttle users, the applicant estimates total vehicles on site at approximately 500 to 600.

The festival is committed to actively encouraging travel by train and connecting shuttle. This commitment is backed by concrete measures including prominent promotion of the shuttle service on the event website and in all attendee communications, multiple dedicated mentions in the pre-event newsletter schedule, and a vehicle parking charge of £35 for small cars and £55 per live-in vehicle, deliberately set at a level designed to incentivise the use of public transport alternatives.

The festival promoter acknowledges that pre-existing traffic conditions on Crudwell Lane, including the established daily operations of Melcourt Industries, present a context that predates this application and sits outside the applicant's control. The Council's Statement of Licensing Policy recognises at paragraph 2.7 that licence conditions will be focused on matters within the control of the individual licensee. Nevertheless, and in a spirit of genuine community engagement that goes beyond what the licensing framework requires, the festival team has chosen to engage directly with this issue.

A representative of the festival met with Melcourt Industries on 6 May 2026 to understand their operational patterns and to establish a working coordination arrangement for the festival period. The outcome of that meeting and the coordination measures agreed are set out in detail at section 4.3 below.

### **4.2 Arrival and departure profile**

Arrivals of the approximately 500 workers and volunteers are staggered over the days before Thursday 11th June depending on the type of work they perform.

Arrivals of the estimated 900-1200 paid attendees will not commence until 4pm on Thursday 11 June 2026, with further arrivals on the Friday and Saturday. The road will not carry any festival traffic during school hours on Thursday. The arrival flow across Thursday evening and Friday is a gradual one over Thursday 4pm - 10pm and Friday 10am - 10pm rather than a single peak.

Departures will begin on Sunday afternoon and continue through Monday, mostly at mid morning and lunchtime. There is no single point of mass departure. The dispersal profile means that at no point is there likely to be a concentrated volume of vehicles of the kind that would create sustained congestion.

### **4.3 Melcourt Industries**

On Wednesday 6th May, a representative of the festival met in person with Nikki Burton, Managing Director of Melcourt Industries and their Operations Manager Nathan, at Melcourt's offices. They shared the festival's vehicle movement schedule covering the period 5th to 17th June to give Melcourt full visibility of the festival's logistics footprint.

Melcourt confirmed that their operation does not run to a fixed inbound HGV schedule. Transport logistics companies notify Melcourt of incoming vehicles on the day, typically one to four hours before arrival depending on origin. The agreed coordination arrangement is therefore real time rather than pre scheduled: a named point of contact on the applicant's side will maintain regular communication with Melcourt's Logistics Manager throughout the days when both operations are active, ensuring no significant simultaneous crossover of vehicles on Crudwell Lane.

The festival promoter notes that Melcourt's peak operations this year fall during the festival period rather than preceding it as they would on a normal year. Both parties have acknowledged this and the real time coordination arrangement has been designed specifically to accommodate it. The festival promoter further notes that accredited traffic marshals and/or trained stewards with radio communication will be stationed at key road junctions and the site gate throughout the event, providing an additional mechanism for coordinating festival and Melcourt vehicle movements in real time.

The festival promoter is aware that Melcourt Industries may submit a formal objection to this application. The applicant understands that this objection would be made on the advice of Melcourt's board of directors as a precautionary measure. The festival promoter respectfully submits that the operational coordination arrangement that can be formally agreed between the two parties is more relevant to the committee's assessment of road safety and traffic management than the existence of a formal objection lodged on legal advice. The committee is invited to give weight to the operational coordination arrangement that can be agreed between the two parties, which the applicant submits is the more relevant indicator of real-world road safety during the festival period.

### **4.4 Safety Advisory Group and Traffic Management Plan development**

A Safety Advisory Group (SAG) meeting was convened in connection with this application, attended by representatives of the relevant responsible authorities and council departments. The applicant presented an early directional flow diagram at that meeting which prompted a detailed and productive discussion about traffic management for the festival's workers and attendees.

The feedback from that discussion directly informed the development of the full Traffic Management Plan, which was produced following the SAG meeting and reflects the considerations raised by those present. The applicant submits that this iterative process, in which the SAG discussion shaped the final document rather than simply receiving it, is precisely how the SAG process is intended to function. The Traffic Management Plan submitted with this application is the product of that engagement.

#### **4.5 Build, Breakdown and road impact**

The festival promoter wishes to address concerns raised by multiple representations regarding the duration and intensity of the build and breakdown periods. The festival infrastructure for an event of this scale does not require the volume of heavy vehicle movements that objectors have anticipated.

Articulated HGV deliveries are scheduled on the following specific dates prior to the festival opening:

Thursday 5th June - Fencing, build sanitation, skip and water infrastructure

Monday 8th June - Main structures

Tuesday 9th June - Generators and power distribution

Wednesday 10th June - Toilets and showers

All remaining equipment and supplies will arrive in vans and lightweight flatbed vehicles. The total number of articulated HGV movements across the entire build period is therefore limited to four discrete delivery dates, each involving a small number of vehicles rather than sustained daily heavy traffic.

All HGV deliveries will be scheduled with consideration for Melcourt Industries' own operational hours, which run between 0600 and 1800. The applicant will seek to arrange festival deliveries outside of these hours where possible to eliminate any potential conflict entirely.

Where this is not achievable due to supplier constraints, we are thankful that Melcourt Industries has committed to working directly with the applicant's production team, with their dispatch team coordinating on the day to ensure no significant crossover of vehicles on Crudwell Lane. This represents a proactive and cooperative arrangement between the two businesses sharing the road during the festival period.

The festival promoter also wishes to address the concern raised by several representations that festival HGV movements will cause material damage to Crudwell Lane. The committee is invited to note that the festival's entire build and breakdown programme involves articulated HGV movements on four discrete dates, each involving a small number of vehicles. By objectors' own account, Crudwell Lane already accommodates up to 30 fully laden Melcourt HGV movements every working day. Road damage is caused by axle weight and sustained frequency of use, not by the occasional passage of a small number of vehicles. The festival's HGV footprint is negligible by comparison to the existing daily burden the road already carries without incident.

To put the festival's traffic footprint in further context, an ATC survey cited in representations recorded approximately 900 vehicle movements per day on Crudwell Lane under normal operating conditions. Across the four day arrival period as a whole, the average daily vehicle movements attributable to the festival are modest relative to existing traffic. Even on the busiest single arrival day, the vehicles in question are private cars whose road stress is a fraction of that caused by the HGVs that use this road every working day.

The festival promoter respectfully submits that this concern, while understandable, is not supported by an objective assessment of the actual vehicle profile involved.

#### **4.6 Sat-nav routing**

The festival promoter acknowledges the concern raised by multiple respondents that sat-nav applications may route festival traffic through Wiltshire lanes including Ashley and Chedglow that are not designed or intended as festival access routes. The festival promoter commits to providing all ticket holders with specific routing instructions directing approach exclusively via the Gloucestershire road network, including a designated postcode or landmark approach point.

The approach to how cars will be directed and signage strategy is documented in full in the Traffic Management Plan.

#### **4.7 Vulnerable road users: equestrian businesses**

The festival promoter has read carefully the representations from S Jarvis of the riding school and C Jenkin, both of whom have described in specific terms the risk that festival traffic poses to horses and riders on Crudwell Lane and along the Fosse Way. The applicant takes these concerns seriously.

A representative of the festival visited the riding school at West Crudwell in person this week and found that the operator, Debbie Jarvis, is currently abroad and returns on Saturday 9th May. Contact details have been left with staff and the festival intends to speak with Ms Jarvis prior to the hearing. Direct personal contact with C Jenkin was also attempted this week. The festival promoter hopes to be in a position to report on the outcomes of both contacts at the hearing on Monday.

### **5. Crime and Disorder**

---

#### **5.1 Security, search, and drug policy**

The festival operates a comprehensive search policy forming part of the terms and conditions communicated to all attendees prior to the event and published on the event website. All persons and vehicles are subject to search as a condition of entry. Any person not consenting to a search will be refused entry.

Searches are conducted by SIA licensed operatives trained to carry out bag searches and personal searches in a professional, ethical and legally compliant manner. Operatives will refuse entry to any person believed to be intoxicated or displaying antisocial behaviour, and will refuse entry to any person under 18.

A specific prohibited items list is published in advance and includes illegal drugs, nitrous oxide, glass, sound systems, fireworks and any item that could constitute an offensive weapon. Illegal substances found during search will be seized. The police will be alerted to any person found in possession of illegal substances in significant quantities in accordance with agreed protocols with the relevant force.

The event operates a zero tolerance policy on Class A drugs. Drug amnesty boxes are available at the site entrance to allow attendees to surrender prohibited items without consequence on arrival, reflecting a harm reduction approach that the applicant considers both responsible and practically effective.

The search policy, drug policy and ejection protocols were specifically reviewed by the police representative at the Safety Advisory Group meeting. The police assessed the overall application as robust and expressed support. The festival promoter submits that the crime and disorder objective is comprehensively addressed by the framework in place, as endorsed by the responsible authority with direct competence to assess it.

## **5.2 Medical provision**

Full details of the applicant's medical provision, including first aid staffing levels, welfare arrangements and emergency response protocols, are set out in the Event Management Plan submitted as part of this application, specifically Section 24 and Appendix 5. The festival promoter draws the committee's attention to that document for the detail of these arrangements.

## **5.3 Perimeter security and trespass**

The festival promoter is aware that concerns about festival attendees accessing neighbouring land and business premises have been raised both in representations and in local parish discussions. The EMP goes into detail here, which is summarised as follows.

The site perimeter is secured by Heras fencing with stewarded entry and exit gates. Stewards manage perimeter areas throughout the event, with overnight campsite patrols in place throughout. Patrols cover the full site perimeter. The terrain surrounding the site on all sides makes unauthorised departure on foot impractical. These measures provide effective protection for neighbouring landowners and businesses including Melcourt Industries.

## **6. AONB, Dark Skies and Environmental Commitments**

---

### **6.1 Lighting policy**

The festival promoter acknowledges the representations of CPRE Gloucestershire, CPRE Wiltshire and other respondents who have cited the dark skies and tranquillity designations of the Cotswolds National Landscape as a reason for concern about festival lighting. The applicant wishes to address the dark skies concern with precision rather than broad assurance.

The nature of this event means that the overwhelming majority of lighting is contained within covered structures. All performance stages are housed beneath marquees, as is standard practice for UK outdoor events given weather requirements. Any production lighting associated with performances is therefore directed inward and downward within those structures and is not beamed upwards into open air.

If needed, pathways and communal areas within the site may be lit for safety purposes using tall downward-directed fittings that illuminate the ground for pedestrian safety. These are functional safety lights oriented toward the site surface and do not project outward or upward beyond the site boundary.

The site also features a small number of light-based art installations. These are ambient in nature, designed to be encountered at close range rather than to illuminate the wider landscape. None project skyward or outward in any meaningful way.

The festival promoter is confident that the practical lighting footprint of this event is consistent with the dark skies character of the area and is willing to discuss with the committee any specific conditions it considers appropriate to formalise these commitments.

## **6.2 Public rights of way**

Several representations have raised concern that public rights of way crossing or bordering the site may be obstructed or effectively closed during the festival. The festival promoter confirms that no public right of way falls within the fenced site perimeter.

The Fosse Way, Monarch's Way and NAS4 remain fully accessible to the public throughout the build, event and breakdown periods. No temporary closure or diversion order is required or has been sought.

The Fosse Way is referenced within the Traffic Management Plan as an alternative egress route, reflecting the fact that it remains open and operationally accessible rather than being incorporated into the festival site in any way.

## **6.3 Water supply and the Ashley borehole**

Several representations from Ashley residents have raised concern that the shared private borehole serving the area may be placed under additional pressure by the festival, potentially affecting local water supply during a period when it already comes under seasonal strain.

During the Safety Advisory Group meeting, it emerged that the council were not aware of the existence of the shared borehole serving the Ashley area. This came as a surprise to all parties present, and the applicant committed immediately to working with the council on all necessary steps arising from that discovery. The applicant has since commissioned independent water testing from Titan Group Solutions, whose procedures meet and exceed BS8551 and DWI guidelines, and those tests have returned a clean result confirming the water is safe to consume.

Further assessment of the borehole and any potential wider water impact from festival use is tentatively scheduled for 18th May at the request of the relevant council department. The applicant is cooperating fully with that process.

Should any concern arise from that assessment, the applicant commits to sourcing some or all festival water requirements independently by tanker, placing no reliance on the shared borehole supply whatsoever. The applicant is willing to have this commitment embedded as an enforceable licence condition.

## **6.4 Wildlife, ecology, rubbish**

The festival promoter notes that wildlife and ecological impact falls within the remit of Environmental Health as part of their assessment of this application. Environmental Health conducted a full review of the application and noise management plan and withdrew their objections following that review. The applicant is satisfied that the responsible authority with the relevant remit has assessed this matter and found no grounds for concern.

Post-event site clearance is managed by a dedicated paid waste and site restoration coordinator, supported by a volunteer litter picking team and contracted skip hire. A registered waste contractor will be engaged for removal of waste from site, with a Waste Transfer Note obtained for all waste removed. Recycling points and litter bins will be positioned throughout the site, with designated environmental teams servicing them throughout the event. The site will be restored to its pre-event condition promptly following the breakdown period. The leave no trace ethos embedded in the festival's community culture means this commitment is self-reinforcing rather than merely aspirational.

## **7. Cumulative Impact**

---

Several respondents have raised the Runway Festival at Cotswold Airport, taking place on 26 to 28 June 2026, as creating a cumulative impact concern when combined with the Existence Festival. The festival promoter notes that the Runway Festival has been cancelled and will not be taking place in 2026, and thus notes that this concern is therefore no longer applicable.

The festival promoter observes that this illustrates a broader point about the representations bundle: some submissions appear to have been prepared some weeks ago by reference to earlier documents, and some of the concerns raised no longer reflect the current position. The committee is asked to assess the application on the basis of the facts as they stand at the date of the hearing.

The festival promoter further notes that the Council's Statement of Licensing Policy confirms at paragraph 9.7 that there is currently insufficient evidence of cumulative impact within the district to warrant a special policy. No such policy is in force.

## **8. Conclusion**

---

The festival promoter submits that the representations received, while in some cases detailed and heartfelt, do not in substance demonstrate that the licensing objectives will be undermined by the grant of this application. The responsible authorities who have assessed this application in detail have either withdrawn their objections or expressed support.

The festival promoter notes the representations from CPRE Gloucestershire and CPRE Wiltshire and respects their role in protecting the rural environment. The concerns raised by CPRE regarding noise, lighting and road safety are addressed in full in this response and in the documentation before the committee. The festival promoter respectfully submits that the detailed technical assessment carried out by Environmental Health, who reviewed the actual evidence and engaged substantively with the applicant before withdrawing their objections, should be given greater weight than representations prepared without reference to that evidence.

The concerns of residents, which we take seriously and have sought to address in this response, are for the most part addressed by the existing documentation, the commitments set out above, and the conditions agreed with responsible authorities.

The festival team has this week made direct personal contact (or attempted to do so) with a number of the most prominent objectors and neighbouring landowners and businesses, including Melcourt Industries, equestrian businesses on Crudwell Lane, and adjacent farming operations. These conversations have been conducted in a spirit of genuine engagement and the applicant hopes to be in a position to report on their outcomes at the hearing. The applicant submits that this level of proactive community engagement in the

days preceding the hearing is itself evidence of the responsible and collaborative approach that will characterise the festival's ongoing relationship with the local community.

The festival promoter notes that Existance Festival is now under new operational management for 2026. Wilde Dancing Limited has invested significantly in professionalising the event's approach. This includes appointing specialists with the credentials and track record to manage noise and licensing compliantly, restructuring the operational team in direct response to the 2025 experience, and engaging genuinely with the concerns of this community.

The Council's Statement of Licensing Policy recognises at paragraph 3.3 that the Act creates a presumption that applications will be granted. The responsible authorities with statutory competence to assess this application have not maintained objections. The festival promoter respectfully submits that the representations before the committee, while sincerely held, do not provide evidence sufficient to displace that presumption, and asks the committee to grant the application subject to such conditions as it considers appropriate and proportionate.

***Daniel Wilde, Director, Wilde Dancing Limited***

***08/May/2026***

On behalf of Wilde Dancing Limited