



Licensing Act 2003
Representation on a Licensing Application

Note: Please be aware that this form may be viewed by the applicant or by a representative of the applicant. This form will be made available, upon request, to the public. It may also be read out in public at the sub-committee hearing.

Before completing this form please read the Guidance Note

Representations can be made when relevant to an application if they relate to at least one of the four **Licensing Objectives** listed below:

1. **The Prevention of Crime and Disorder**
2. **Public Safety**
3. **Prevention of Public Nuisance**
4. **The Protection of Children from Harm**

Representations may be made at any time during a period of 28 consecutive days starting on the day after the application was given to the Licensing Authority.

In the case of a closure order issued by the Police, representations may be made during the seven days that follow relevant notice being given to the Local Authority by the Magistrates Court, starting on the day after the day the notice was received.

Please enter your contact details below:-

Name:	MR M CARTON
Address:	[REDACTED] SIDE STREET ALLINGTON GRANTHAM Lincs
Postcode:	NG32 2DZ
Tel:	[REDACTED]
E-mail address (if applicable):	[REDACTED]

Please confirm name and address of person or business affected, if different from the address given above:

Name:	/
Address:	
Postcode:	
E-Mail address (if applicable):	

Please provide details of the application to which you wish to make a representation.

Name of Applicant	LEVIS MEDIA
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Address of Premises	ARENA UK ALLINGTON NG32 2EF
Application Details	S25/0732
E-mail address (if applicable)	
Last date for representation	13.5.2025

Please give details of your representation in the box below. Indicate which of the Licensing Objectives your representation refers to by ticking the relevant box/es:

- The Prevention of Crime and Disorder
- Public Safety
- Prevention of Public Nuisance
- The Protection of Children from Harm

☒
☒
☒
☐

Details of representation

PUBLIC NUISANCE

THE APPLICANT STATES THAT THE FESTIVAL AREA IS IN AN "ISOLATED AREA". THIS IS NOT THE CASE. EVIDENCE: THE NEAREST HOUSING IN ALLINGTON IS JUST 0.93 OF A MILE AWAY, AND THERE ARE SOME 800 RESIDENTS IN THE VILLAGE. WE THE RESIDENTS CURRENTLY HEAR THE ARENA UK PA SYSTEM WHEN IN ACTION DURING DAYTIME SO OBVIOUSLY POWER AMPLIFIED SOUND AS PROPOSED AT NIGHT IN SUMMER WHEN WINDOWS ARE OPEN WOULD BE A REAL NUISANCE. THE APPLICANT STATES "WE WILL KEEP THE SOUND SYSTEM BELOW A DETERMINED THRESHOLD". NO DB FIGURE IS GIVEN. THE PROBLEM OF INCREASED VEHICLE / PEDESTRIAN TRAFFIC THROUGH ALLINGTON IS NOT ADDRESSED. EVIDENCE: HORSE TRANSPORTERS ACCESSING ARENA UK FROM THE WEST (A52) CURRENTLY DRIVE THROUGH ALLINGTON, FOLLOWING SATNAV. FESTIVAL TRAFFIC WOULD BE DOING THIS DAY AND NIGHT WITH NO CONTROL OVER THIS. THE APPLICANT STATES "MOST ATTENDEES WILL BE COMING BY PUBLIC TRANSPORT". THERE IS NO PUBLIC TRANSPORT, NOT

If possible please suggest alterations to the application that would resolve the problem mentioned above, again paying attention to the licensing objectives

BUS, TRAM OR RAIL
CRIME / DISORDER

AS A PROFIT-MAKING ENTERPRISE THE APPLICANT WILL NOT WISH TO CURTAIL ALCOHOL SALES. EVIDENCE: THEY HAVE NO MEANS TO GUARD AGAINST DRUNKENNESS OR ANTI-SOCIAL BEHAVIOR EITHER ON SITE OR OFF-SITE LOCALLY INEVITABLY CAUSED BY ALL DAY AND NIGHT DRINKING. 7 "SECURITY STAFF" CANNOT POSSIBLY CONTROL UP TO 4,500 PEOPLE. THERE IS TO BE NO POLICE PRESENCE ON SITE.

THIS SITE IS MOST UNSUITABLE FOR SUCH A GATHERING AND THE APPLICANT SHOULD LOOK ELSEWHERE.

Once the Licensing Section has received this form you may be contacted to discuss the issue prior to any referral to a sub-committee hearing.

Please tick this box if you consent to any notice of hearing being sent to you to the e-mail address provided by you above. ☒

Please tick this box if you do not intend to attend or be represented at the hearing. ☐

If you wish to withdraw any representations you may do so confirming this in writing to the address given below, providing you do so no later than 24 hours before the any hearing, or otherwise orally at the hearing.

Signed: 

Print Name: M. CARTON

Date: 12.5.2025

Date Representation made: 12.5.2025

Please return this form to the following address:

Licensing
South Kesteven District Council
Council Offices
St Peter's Hill
Grantham
NG31 6PZ
Email: licensing@southkesteven.gov.uk
Tel: 01476 406080
www.southkesteven.gov.uk

From: [Licensing](#)
To: [Martin Carton](#)
Cc: parish.clerk@allingtonpc.org.uk
Subject: Reply to Martin Carton RE: Representation on Licensing Application S25/0732
Date: 14 May 2025 17:19:00
Attachments: [image001.jpg](#)
[image002.jpg](#)
[image003.jpg](#)

Good Afternoon

Apologies for the typo of your surname

I have passed on your comments to the applicant and should they wish to add anything further through myself, I will let you know

I have asked for a committee to be set before 11th June, as that is the deadline within the regulations. I will also prepare the committee report and your representation will be included in full (with personal email, telephone number and house number redacted for data protection circumstances). Should you have any additional supporting documents to provide then I ask that this be sent into myself as soon as possible (ideally within the next week or so), to enable it to be included within the report. Although no further representations from other people/persons may be submitted, you can supply further information to support your representation.

If you wish to attend committee then you will be permitted to give your representation verbally in person

Kind Regards

Elizabeth Reeve
[Licensing Officer](#)
Licensing Team
Council Offices, The Picture House,
St Catherine's Road, Grantham, NG31 6TT
Tel: 01476 40 60 80
Email: Elizabeth.Reeve@southkesteven.gov.uk
www.southkesteven.gov.uk



From: Martin Carton [REDACTED]
Sent: 14 May 2025 13:05
To: Licensing <licensing@southkesteven.gov.uk>
Cc: parish.clerk@allingtonpc.org.uk
Subject: Re: Representation on Licensing Application S25/0732

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Dear Ms Reeve,

Thank you for your reply. Please note my name is Carton not Carlton.

Having studied the contents of your email I would comment as follows.

The applicant is admitting, by suggesting an alteration of live music times, that the noise per se would be a problem. If it were not, it wouldn't matter **when** it was caused.

The applicant is now suggesting the residents of Allington are to suffer fifteen (yes 15) continuous hours of noise from 9.00am to midnight on three consecutive days in summer. It should clearly be understood that what a minority consider music, the majority consider a horrible noise. An unpleasant noise one is forced to hear just has to be a nuisance. If anyone believes "pointing the speakers away from Allington" will solve the problem, try a simple test. Put a transistor radio in your garden set at a reasonable volume first facing you and then away from you. Not much difference, and this is evidence.

It is still being stated by the applicant that "the majority of the public (95%) will be coming to the event on Saturday morning. This cannot be the case as the performances are now scheduled to start at 9.00am Friday.

The applicant still would have you believe that "most attendees will be coming via public transport". There isn't any public transport.

This scheme has not been put together with appropriate consideration for those most adversely affected. If the applicant feels compelled to hold such an event they should choose another site that **is** suitable.

I most certainly do not wish to withdraw my representation and when the matter is referred to the Licensing Committee I would welcome the opportunity, along with other residents (all ratepayers), to present our case in person.

I look forward to hearing from you.

Martin Carton

From: Licensing
Sent: Tuesday, May 13, 2025 11:37
To: Martin Carton
Subject: RE: Representation on Licensing Application S25/0732

Good Morning Mr Carlton

Thank you for your email representation

I will forward this onto the applicant, to see if they can address the points that you have raised

However I will also be able to provide you with additional information that has been agreed after the initial application was made, and following similar concerns made from a resident.

The applicant has agreed with environmental health to scale back the timings for live and recorded music outdoors and indoors, to the below.

Proposed Timings for Live and Amplified Music

Stage 1 – Outdoor

Stage 2 – Inside (agricultural shed)

Stage 3 – Outdoor (20x15m stretch tent)

Stage 4 – Inside (large tent)

Stage 5 - Inside (medium marquee)

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	Start time	End Time
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1. **Performance of live music (Outdoors Stage 1&3)**

Friday	09:00	00:00
Saturday	09:00	00:00
Sunday	10:00	00:00

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2. **Performance of live music (Indoors Stage 2,4&5)**

Friday	09:00	02:00
Saturday	09:00	02:00
Sunday	10:00	02:00

|

|

3. **Playing of recorded music (Outdoors Stage1&3)**

Friday	09:00	00:00
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Saturday	09:00	00:00
Sunday	10:00	00:00

4. **Playing of recorded music (Indoors Stage 2,4&5)**

Friday	09:00	02:00
Saturday	09:00	02:00
Sunday	10:00	02:00
Sunday	10:00	02:00

There are also some comments directly from the applicant that he wished me to pass onto Allington residents.

Please also note it has now been agreed that this will be a licence for this year only, and the applicant will have to reapply should they wish to hold this further years. This gives the authorities time to look at how it went and if there were any issues that would stop it being permitted to take place again.

Please have a read of the below and tell me your thoughts.

I recently proposed an amended noise management plan. Additionally noted in there is also a section to say that we are pointing our speakers away from Allington Village and dont expect much noise to reach there.

I hope that this goes some way to aiding this situation.

Of course our priority is that the license goes ahead. I would appreciate your guidance here - if there's a chance that the license will be cancelled should it go to the licensing committee, rather than just modified, then its best we decide before it gets to that point.

So, with that being said, could we please communicate to this resident the following:

- We are pointing our sound system away from the village and it shouldn't cause a nuisance.
- Friday night will end at midnight
- we will reduce the time from 4am to 12am outdoors, and indoors to 2am (which definitely shouldn't be picked up there).
- We are offering free tickets for all those in the local village of allington, should they wish to come!

You mention attendance figures, traffic issues and the applicant not stating what decibel levels have been given. The applicant has provided an agreed noise management plan with environmental health and an event management plan, which states the following:

We don't estimate any traffic disruptions caused by our event due to the small scale, however we will be employing a traffic management company to provide signage where appropriate and wardens to direct and ensure safety of pedestrians from incoming traffic onto the car park.

The majority of the public (>95%) will be coming to the event on Saturday morning, due to the limited offerings of music and scheduling on the Friday night. Furthermore, we estimate most guests will be arriving via public transport, including our free shuttle bus that will be provided.

The car park is solid concrete flooring, and there will be a paid, professional traffic management team employed on site to ensure the safety of members of the public. We have plenty of room here and estimate that most attendees will be coming via public transport. Car Parking passes are sold beforehand to allow us to estimate the number of cars to expect. Additionally, by charging for this it encourages car-shares and limits the cars that enter the site

Expected Attendance: 1500, evenly distributed between the outdoor and indoor stages.

Mitigation Strategies:

The level at which sound becomes inaudible is generally considered between 30-40dB.

Legal & Advisories

The Code of Practice on Environmental Noise Control at Concerts (1995) recommends:

65 dB) at the nearest noise-sensitive premises (daytime)

Sound levels should not be audible above background noise after 11 PM

(Background noise is considered to be below around 40dB)

The applicant has also agreed a number of conditions with the police on the event such as the need to risk assess the number of SIA door staff and stewards required, an alcohol management plan to be in place which includes how the organiser will take all reasonable steps to prevent drunkenness and other disorderly conduct. Licensing objective training to be provided and logged for all staff selling alcohol. An alcohol refusal log and an incident log etc.

If you wish to see the list of conditions agreed then please let me know and I can send you a full copy.

If you are not happy to withdraw your representation, then we will have to refer this to licensing committee and you will have the option to attend

If you would prefer a telephone conversation then please advise me of the best time and day to call. Similarly if you have any questions which you wish to send me to applicant then let me know. Whilst we can act as a mediator, it is the applicant who can best answer questions around the event management and so they may wish to call or email you directly using the contact details you have provided.

Kind Regards

Elizabeth Reeve

Licensing Officer

Licensing Team

Council Offices, The Picture House,

St Catherine's Road, Grantham, NG31 6TT

Tel: 01476 40 60 80

Email: Elizabeth.Reeve@southkesteven.gov.uk

www.southkesteven.gov.uk



From: Martin Carton <[REDACTED]>
Sent: 12 May 2025 20:16
To: Licensing <licensing@southkesteven.gov.uk>
Cc: Phil Jordan <Phil.Jordan@southkesteven.gov.uk>
Subject: Representation on Licensing Application S25/0732

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Please find my representation for your urgent attention.

Martin Carton

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From: [Niall Walker](#)
To: [Elizabeth Reeve](#)
Subject: Re: New premises licence application - Ramroot Festival
Date: 16 May 2025 17:58:26
Attachments: [image014.png](#)
[image015.png](#)
[image016.png](#)
[image017.png](#)
[image018.png](#)
[image019.png](#)
[image020.png](#)
[image021.png](#)
[image022.png](#)

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I will compile this into a better document,

However i would like to also add, people certainly wont be wandering into the city drunk, and we will be working very extensively to ensure there is no drink driving taking place.

Many thanks

Niall Walker

Lovis Media

Sent from [Outlook for Android](#)

From: Niall Walker <niall@lovis.media>
Sent: Saturday, May 17, 2025 1:42:21 AM
To: Elizabeth Reeve <Elizabeth.Reeve@southkesteven.gov.uk>
Subject: Re: New premises licence application - Ramroot Festival

Hi Elizabeth,

It's unfortunate that the member of the public is unhappy, however it is clear to me that they are mistaken. As you mentioned, provided by the images we sent over, we had several signs up in place and these were absolutely not removed before the representation cutoff. I will confirm the exact details with Teresa today, but as agreed with her these were not moved and were perfectly visible. Additionally, we posted a notice in the grantham advert by the date required by us.

I will certainly provide you as much documentation as I can next week to help the hearing date.

Will I need to attend in person? And can you confirm I am able to make my statement for the licensing committee to hear?

I would like to update you and advise that we are now also talking with hay / straw providers, about surround the stages with bales to massively dampen the sound. In my experience, it is very effective at noise dampening. We are determined to have good feedback from the local area, allowing us to work with them to continue this great festival for more years to come.

I will have everything prepared next week to be put forward for the consultation, such as these following points. However just to touch on our notes generally, I would like to think that we should be able to defend ourselves quite comfortably here, seeing as the things mentioned in the representation are mostly factually inaccurate. These include things such as:

- **"it is impossible for X security staff to maintain the safety of Y people "**
 - This is simply false. We will of course have adequate, trained, security and protocols in place relevant to the members of capped attendees allowed, discussed in our EMP, with quick access to the police
- **"Noise Travels Backwards / behind the place it is directed**
 - We will be writing this into our noise management plan, however the example he has given is not appropriate, as a small radio bares very little connection with an industry quality PA Amplification System. The backs of these units are insulated themselves and the speakers really do push out sound close to 100% forward, depending on reverberation sources around the site.
 - We are going to be implementing hay bales behind stages and at the direction of the local villages, which we are greatly confident any residual background noise behind the speakers and bass frequencies can be dampened drastically to prevent them reaching the village in any significant way, through both day and night.
- **We can't keep 4500 safe**
 - We really dont expect to sell that many, and will likely cap this at a level which is below 4000, to ensure that we have enough security personnell.
 - we can certainly bring on additional members of security ad-hoc should we sell out throuhg tickets sold on the door.
- **There will be huge traffic spikes through the town**
 - We expect at least 50% of out attendees to come via public transport.
 - 70% saturday
 - 30% saturday
 - We expect only 50% of our audience will come by cars (750 people).

- 750 people will largely be across shared cars, some with 4 or 5 sharing a car.
- During events run previously on the showground, it seems there is little no no disruption caused by attendees arriving throughout the day, as the traffic is thin with no congestion.
- Any traffic for the festival will be driving mostly day-time traffic for the, there's no public transport options (we are offering a shuttle bus), we are going to be selling alcohol recklessly and for profit, disregarding safety (we have a strict alcohol policy in place). Personally I think he has been slightly misinformed, and doesn't fully understand what measures are in place to reduce the impact on the local areas.
- There is only one main road attendees will likely use, if they choose that route, and that's Bottom Street up to Gomersby Lane.
- **Starting from 9am**
 - No music is taking place at 9am, only 12pm
- **Cars will be coming from Friday**
 - On Friday, it's just there to test the equipment in a short period of sound from 6pm - 12pm. Here we will be tuning the equipment, putting it through a stress test, and ensuring that everything is prepared for Saturday and Sunday. This is just for crew and no impact affects through the village.
- **Change of time is an admission of guilt / sound troubles**
 - This one is simply not true, it is clear that we only made this change while we record evidence for the environmental health departments to base their decision off. And because we have yet to give physical data from one of our events, or compare it to complaints made in the local neighbourhood, we decided that it is much safer to ensure a shorter end time, so any potential disruption can be minimized.

So as mentioned above, just wanted to ask if I'm able to provide my own response to these questions and concerns that he may have presented to the committee?

Anything else you need from me other than those please let me know.

All the best

Niall Walker
 Lovis Media
 niall@lovis.media
 +44 2034 886817

From: Elizabeth Reeve
Sent: Friday, May 16, 2025 4:56 PM
To: Niall Walker
Subject: RE: New premises licence application - Ramroot Festival

Hi Niall

It's looking like a provisional date of 10th June in the morning, which I hope you can make. If you have further supporting documents to send to me to support your application, I ask that ideally you send these to be within the next week, so that I can include this within the report.

The public can attend the Alcohol committee as they may wish to observe proceedings from the public gallery, however only those who have put valid representations in may speak at the hearing, or someone nominated on their behalf.

As you see from the attached, we received one representation out of time. They are trying to argue that the notices have been placed in a hard to see location, hence many locals not being aware of the application. I know you sent some photos of notices to me earlier last month. So that I can clarify this if the question is asked, could you please tell me how many notices approx were put up and the approx location of these. I note that from some of your pictures, these appear to be affixed to fencing and a wall. Please confirm that you checked that notices were still in place throughout the consultation period.

Have a nice weekend Niall

Kind Regards

Elizabeth Reeve
Licensing Officer
 Licensing Team
 Council Offices, The Picture House,
 St Catherine's Road, Grantham, NG31 6TT
 Tel: 01476 40 60 80
 Email: Elizabeth.Reeve@southkesteven.gov.uk

From: [Niall Walker](#)
To: [Braithwaite, Katherine \(824\)](#); [Elizabeth Reeve](#)
Cc: [Teresa Stratford](#)
Subject: Re: New premises licence application - Ramroot Festival
Date: 22 May 2025 17:09:38
Attachments: [RAMROOTFEST_25-Event-Management-Plan_v4.1.docx](#)
[RAMROOT_NOISEMANAGEMENTPLAN_1.4.docx](#)

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Good Afternoon,

Hope you are both well.

I just wanted to send you our latest version of our EMP for your records, as well as preparation for the case made to the licensing committee. Please note in terms of show scheduling and supplier contact details and hierachies, this area needs updating.

We've now covered many of the matters which were missing previously in relation to public safety, extensively. We hope that this helps you understand what measures we have in place and that it shows that we can safely handle the expected and capped attendance numbers, as well as taking many proactive measures to ensure there is minimal if any noise distrupction to local residents.

Please note, due to a logistical issue with the warehouse and suppliers, we have acquired an outdoor stage that will be replacing the indoor stage as detailed within the EMP, meaning that we are only offering outdoor stages. The total number and performances upon stages has not changed. We have provided a copy of the latest site map draft, which we will be confirming after a site visit on Jun 3.

Regarding the representation provided, it seems a lot of what the local resident had to complain about was not entirely substantiated. Much of it was based on wrong or false information, including the statement about public transport, timings, ability to safely protect our audience, speakers going backwards, and traffic concerns.

Maintaining a good relationship with the local residents is of very high importance to us, so that the festival can take place for years to come, and become something really special. We also don't want to cause any disturbances to those in the local areas. We've tried to cover what we can in the Noise Management plan, by implementing even more measures, such as straw bale insulation / sound barriers in front of the stages.

Katherine, I've also adjusted the site plan to include the licensable area as requested.

Regarding expected traffic through the village, and lack of public transport - We expect most people to drive on the saturday, before midday. The vast majority of guests (>90%)

will be camping, and so at night there are no expected bursts of driving expected through the village. The main flow of traffic outwardly will be before 1pm on Monday.

Elizabeth, I wrote you some points addressing his points specifically. It seems that he just needs the correct information provided to him. I hope this helps in addressing his concerns as well as providing information for the committee.

In any case, I provide this EMP so that you and your teams can begin the process of looking at it, in preparation for our next SAG meeting.

Some notable updates:

- Much greater depth covered on security, staffing, drug, weapon and alcohol policies and other public safety concerns
- Increased noise management measures in place
- Updated timing, site layout, stage layout
- Reduction of bars from 2 to 1
- Detail regarding volunteers, stewards and event staff.
- Further description of cleaning and waste management
- Vendor policies

Among other bits and bobs.

I will continue to send revisions as it makes further leaps forward in regards to schedule, supplier details and additional measures and policies put in place. We are still waiting for various things such as quotes and risk assessments from a few providers to finalize them.

If there are any questions or queries for us in the meantime, please don't hesitate to send them over.

Many thanks

Niall Walker
Lovis Media
niall@lovis.media
+44 2034 886817