

**MONMOUTHSHIRE COUNTY COUNCIL
REPORT**

SUBJECT:	Application for a New Premises Licence – Piercefield Park
DIRECTORATE:	Social Care, Safeguarding and Health
MEETING:	Licensing & Gambling Sub-Committee
COMMITTEE DATE:	19th March 2026
WARDS AFFECTED:	St Arvans

1. PURPOSE:

- 1.1 To consider an application for a new premises licence under the Licensing Act 2003 for Piercefield Park, Chepstow Racecourse, St Arvans, Chepstow, Monmouthshire. A copy of the application and plan is attached as Appendix A.

2. RECOMMENDATION:

- 2.1 It is recommended that members consider and determine the application referred to in section 3 of this report. The options to members in considering the application are:

- To grant the licence
- To grant with the addition of conditions necessary to promote any of the licensing objectives
- To exclude from the scope of the licence any of the licensable activities to which the application relates
- To refuse to specify a person in the licence as the premises supervisor
- To reject the application

3. KEY ISSUES

- 3.1 An application for a new premises licence under the Licensing Act 2003 was received from Mr Adam Mahmood T/A Jungle Syndicate Limited for Piercefield Park, Chepstow Racecourse, St Arvans, Chepstow, Monmouthshire for the following:-

- Provision of Plays: Thursday 12:00-23:00, Friday & Saturday 12:00-02:00 and Sunday 12:00-00:00 (Indoors & Outdoors).
- Provision of Films: Thursday 12:00-23:00, Friday & Saturday 12:00-02:00 and Sunday 12:00-00:00 (Indoors & Outdoors).
- Provision of Live Music: Thursday 12:00-23:00, Friday & Saturday 12:00-02:00 and Sunday 12:00-00:00 (Indoors & Outdoors).
- Provision of Recorded Music: Thursday 12:00-23:00, Friday & Saturday 12:00-02:00 and Sunday 12:00-00:00 (Indoors & Outdoors).
- Performance of Dance: Thursday 12:00-23:00, Friday & Saturday 12:00-02:00 and Sunday 12:00-00:00 (Indoors & Outdoors).
- Late Night Refreshment: Thursday 23:00-02:00, Friday & Saturday – 23:00-04:00 and Sunday – 23:00-02:00 (Indoors & Outdoors).
- Supply of Alcohol: Thursday 12:00-02:00, Friday & Saturday 12:00-04:00 and Sunday 12:00-02:00 (On-Sales).
- Open Hours (Standard timings): Thursday-Sunday - 00:00-00:00 and Monday 00:00-16:00

- 3.2 The applicant provided a general description of the premises which states the premises known as Piercefield Park, is a Grade I registered historic parkland situated within the Wye Valley Area of Outstanding Natural Beauty (AONB). It is located approximately 1.5 miles north of Chepstow town centre and immediately

adjacent to the eastern perimeter of Chepstow Racecourse. The site is a large-scale, open-air greenfield space primarily used for agriculture and recreation, but it is established as an event site capable of hosting large-scale outdoor festivals and concerts.

The event site is a self-contained area within the wider Piercefield estate. The premises boundary for this application focuses on a designated area, which provides a natural amphitheatre for stages and performance areas. All licensable activities, including the sale of alcohol and the provision of regulated entertainment, will be strictly restricted to within this defined premises boundary, as delineated on the submitted site plan.

The site features multiple established access points which provide clear routes for emergency vehicles. The undulating but managed terrain is suitable for the installation of temporary structures, such as marquees and stages, without compromising the integrity of the historic parkland. The premises benefits from significant natural acoustic containment due to its unique geographical situation. The site is bordered to the east by dense, mature woodland and to the west by the expansive infrastructure of Chepstow Racecourse, both of which provide significant natural sound buffering towards most residential areas.

The application is to cover a total of four consecutive days (Thursday to Sunday) in May each year.

- 3.3 A map of where the premises licence being applied for is located and the surrounding area can be viewed as Appendix B.
- 3.4 The applicant has stated the following when asked in the application to describe the steps intended to take to promote the licensing objectives:

General

As a small independent festival, our commitment is to provide a safe, enjoyable environment that respects both our patrons and the local community. We achieve this by placing the Licensing Objectives at the heart of our operations: ensuring Public Safety through rigorous infrastructure and medical planning; Preventing Public Nuisance by employing industry leading acoustic consultants; and Preventing Crime and Disorder through professional, SIA-accredited security and strict alcohol management. Our small-scale and alignment with other established festivals on Piercefield Park allows for a manageable, high-quality event that provides a platform for music and arts while maintaining a footprint that is proportionate to the local environment.

Statement of Primary Use & Scale: The premises is to be used as an independent music and arts festival. The primary commercial activity and draw for the public is the provision of Regulated Entertainment; the supply of alcohol is a secondary, ancillary service. The event capacity for each year will be set within the Event Management Plan (EMP) in consultation with the Event Safety Advisory Group (ESAG) to ensure the site is managed safely and sustainably as the event evolves.

Event Management and Governance: The premises shall operate as a professionally managed event site. A comprehensive Event Management Plan (EMP) and a site-specific Noise Management Plan (NMP) shall be submitted to the Licensing

Authority and the Event Safety Advisory Group (ESAG) for review. The EMP and NMP shall be submitted at least 12 weeks prior to the commencement of the event. The event shall, at all times, be maintained and operated in accordance with the versions of the EMP and NMP that have been seen and not objected to by the Responsible Authorities.

Operational Limits and Site Oversight: The premises license is restricted to a single event of four consecutive days (Thursday to Sunday) in May each year. On-site parking and camping facilities will be provided as identified on the Proposed Site Plan.

A designated member of the management team will conduct regular site patrols to ensure all control measures identified in the Event Risk Assessment are implemented. Detailed plans showing all temporary structures, stages, bars, sanitary and welfare facilities will be provided to the Licensing Authority 12 weeks prior to the event.

Specialist Technical Provisions: The applicant has engaged a technical team with vast experience in acoustic optimisation at Chepstow Racecourse to oversee the NMP. This plan will include pre-event propagation modelling to determine optimum stage orientation and the deployment of a real-time monitoring system.

Training and Accountability: Prior to each event, all staff will receive documented training on the premises license conditions, including a mandatory Challenge 25 Policy. Training records, signed and dated by staff to confirm understanding, will be maintained and made available for inspection by any Responsible Authority. An up-to-date Incident

Log will be maintained on-site, detailing the time, date, and description of any incidents. The Applicant will attend a separate debrief meeting after an event has taken place if required by the ESAG members.

The Prevention of Crime and Disorder

Security & Stewarding: A specialist, SIA-registered security firm will be appointed. Numerical deployments and positions will be detailed in the Crowd Management & Security Plan (part of the EMP).

Alcohol Management: All bars will be managed by a Personal License Holder. Staff will be trained to identify signs of intoxication and to prevent "proxy purchasing."

Drug Policy: A strict zero-tolerance drugs policy will be in operation. SIA-licensed staff will conduct search procedures as detailed in the EMP. Documented procedures will be implemented to discourage the use or sale of controlled substances.

The site will maintain a secure facility for the storage of any seized items until they can be collected by the police.

Capacity and Access Control: The event capacity will be strictly managed to remain below the licensed limit through an advance-only ticketing policy; no tickets will be sold at the gate to prevent unauthorised gatherings or overcrowding. All attendees will be processed via a digital ticketing system to provide real-time, accurate data on site occupancy, with every authorised guest issued a non-transferable wristband to ensure effective identification. Furthermore, unrestricted access shall be granted to officers from the Licensing Authority, Police, and Fire Service at all reasonable times for the purposes of inspection and the verification of public safety.

Public Safety

Medical Provision: A dedicated first-aid and medical post will be established on-site, staffed by qualified professionals in accordance with Purple Guide standards.

Infrastructure: All temporary demountable structures (stages, marquees) will be signed off by a competent person before the public is admitted.

Fire Safety: The Licensee shall take all due precautions to prevent accidents. Any outbreak of fire, regardless of scale, shall be reported immediately to the Fire Brigade. All scenery or stage properties will meet required flame-retardancy standards.

Electrical & RCD Protection: All electrical fittings will be maintained in a safe condition. The Licensee shall ensure that all socket outlets for temporary or stage equipment are protected by Residual Current Devices (RCDs) with a 30 mA tripping current. A certificate from a qualified Electrical Engineer will be provided upon request.

Site Welfare: Floor coverings will be secured to prevent trip hazards. The site will provide sufficient sanitary conveniences which are properly cleansed and supplied with water. In the absence of adequate daylight, suitable and sufficient lighting will be provided in all areas accessible to the public. Adequate water provisions will be provided as detailed in the EMP.

Prevention of Public Nuisance

Acoustic Management Oversight: The applicant has engaged an acoustic consultancy team with vast experience at Chepstow Racecourse (2021 to 2025). The NMP will utilise propagation modelling to establish guideline Music Noise Level (MNL) limits for each stage to ensure compliance and protect residential amenity, particularly for the 02:00 finish.

Sound System Engineering: Where possible, sound systems will be flown rather than ground-stacked to focus energy downwards into the audience area. Speakers will be selected for narrow horizontal dispersion. To specifically manage the MNL, cardioid subwoofer arrays will be utilised to provide significant rear-rejection of low-frequency energy towards residential properties.

Technical Monitoring: We will deploy the SPLtrack real-time noise management system (Class 1 IEC 61672). Monitoring will be comprehensive, featuring Front of House (FoH) units and a strategic network of off-site units at sensitive receptors. This system provides continuous LAeq values in 1-minute and 15-minute intervals, allowing for instantaneous adjustments.

Reporting: A Noise Management Summary will be produced post-event for review and subsequent years will adjust accordingly.

Resident Liaison: A community liaison protocol will be established at least two weeks prior to the event to provide local residents with performance timings and a dedicated telephone complaints line. This line will be managed by the acoustic team throughout the live event. Any valid complaint will trigger an immediate acoustic investigation and reduction at the source if limits are exceeded.

Operational Noise Controls: Noisy build and break phases will be restricted to 08:00 to 20:00. The applicant will aim to cease earlier than 20:00 if it is reasonably practicable to do so.

Protection of Children from Harm

Age Restriction: This event is strictly for persons aged 18 and over. No children or persons under the age of 18 will be permitted on-site at any time. There will be no adult entertainment or services that may give rise to concern in respect of children.

Challenge 25: A strict Challenge 25 policy will be in operation at the main entrance and all bars. Only valid photo ID (Passport, Driving Licence, or PASS-approved card) will be accepted.

Refusals Register: An up-to-date refusals register will be maintained, recording the date, time, and reason for any refusal of service or entry.

Training: All staff involved in alcohol sales shall receive training prior to each event on the prevention of underage and proxy sales. Records of this training shall be maintained for inspection.

3.5 If granted the licence would also be subject to Mandatory Conditions, which are attached to this report as Appendix C.

3.6 Copies of the premises licence application were issued to the 'Responsible Authorities' namely Gwent Police, South Wales Fire Service, The Local Health Board, Home Office (Immigration) and departments of Monmouthshire County Council being the Environmental Health Section, Social Services, Planning, Licensing and Trading Standards Department, which was carried out by the Licensing Authority.

A notice also must be circulated in a newspaper within the area of the premises as well as a notice displayed at the premises to enable businesses and residents to make a representation. The applicant duly carried this out.

The application is also advertised via the Council's website, which gives details on how a person can make a representation and this was carried out by the Licensing Authority.

3.7 Representations were received by Gwent Police under all 4 licensing objectives. The full representation made by Gwent Police can be viewed as Appendix D and is summarised as:

- Gwent Police object to the extended alcohol hours and recommend earlier finishing times to reduce crime, disorder, and late-night nuisance. Therefore, the proposed hours deemed suitable for the supply of alcohol are Thursday & Sunday 11:00-01:00 and Friday & Saturday 11:00-02:00.
- A strengthened Event Management Plan is required, covering security, traffic, medical provision, welfare, noise, and emergency procedures.
- Enhanced security measures sought: SIA staffing minimums of 1-100 attendees, metal detection searches, body-worn cameras, and detailed staff records.
- Robust drug-control procedures required, including detection dogs, amnesty bins, drug safes, and hourly toilet checks.
- CCTV must cover key areas, with 31-day image retention and trained staff to retrieve footage.
- Public safety enhancements needed, such as safe temporary structures, medical provision, electrical compliance, and welfare facilities.
- Protection of children requires strict 18+ entry, Challenge 25, refusals registers, and safeguarding training.

The applicant confirmed in writing to the Licensing Authority their acceptance of the representations made by Gwent Police. Upon acceptance of the conditions and amendments Gwent Police do not raise an objection to the application as a statutory body. Therefore, the representations made will form part of the premises licence conditions should a licence be granted.

No representations were received by any other responsible authority.

- 3.8 17 representations objecting to the premises licence application were received by other persons. However, due to the amendments agreed between the applicant and Gwent Police, 2 of the other persons confirmed they withdraw their representation.

Therefore 15 representations objecting to the application remained and can be viewed as Appendix E, and summarised below:

- Residents report past events causing loud, late-night bass audible inside homes, disturbing sleep, affecting children during exam season, and impacting elderly and vulnerable individuals. Many describe previous noise controls as ineffective.
 - Strong opposition to music until 02:00 and alcohol until 04:00, considered wholly inappropriate for a residential area and likely to worsen antisocial behaviour and sleep disruption. Calls for earlier finishes (23:00–00:00).
 - Repeated reports of fly-parking blocking drives, emergency access, and narrow streets; congestion around Welsh Street, Piercefield Avenue, The Danes and other nearby roads. Residents say past traffic plans were ineffective or not enforced.
 - Concerns about public drunkenness, drug use and paraphernalia, shoplifting, trespass onto private property, and disorder as attendees return to vehicles late at night. Some fear increased drug dealing due to event scale.
 - Worries about damage to the Wye Valley AONB, SSSI, wildlife disturbance from low-frequency bass, littering, and inadequate sanitary arrangements. Concerns also raised about heavy machinery and access tracks through woodland.
 - Multiple representations note that the PROW runs through the site; concerns that the application does not detail how access will be maintained or safely managed, or whether closure is being sought without consultation.
 - Residents describe a long history of unmet promises from organisers and the racecourse regarding parking controls, noise limits, and safety assurances. Some cite the Balter Festival as an example of repeated failings.
 - Several residents state that Chepstow already hosts too many large events, causing recurring disruption. Some object to granting a multi-year licence with no trial period, and request community compensation or contributions.
- 3.9 Some of the representations refer to another premises licence which is held for this premises and the surrounding area. However, each premises licence application must be considered on its own merits. While there may be other licensed premises operating within the vicinity of the application site, the presence of existing licences is not, in itself, a ground for refusal. In accordance with the Licensing Act 2003, the Licensing Authority is required to assess each application individually, taking into account the specific operating schedule, the steps proposed to promote the four licensing objectives, and any relevant representations. Unless a Cumulative Impact Assessment is in place for the area, the Authority cannot apply a presumption against granting further licences and must determine the application fairly and objectively based solely on the evidence before it. A Cumulative Impact Assessment is not place for this ward.
- 3.10 Due to a representation—subsequently withdrawn—which raised concerns that the premises plan encroached onto land not owned by Chepstow Racecourse, the applicant submitted an updated plan. This revised plan, attached as Appendix F, will form the licensed area should the licence be granted.

- 3.11 The representations were forwarded to the applicant, who was invited either to amend the application in response to the issues raised or to provide comments on the representations. The applicant's response is included at Appendix G and is summarised below.
- The Jungle Syndicate Weekender 2026 is a small-scale, carefully controlled event capped at 999 attendees, with three modest stages and an operational plan designed to minimise community impact.
 - A comprehensive Noise Management Plan (Stantec UK) includes cardioid bass control, stage orientation away from homes, real-time off-site monitoring, and predicted noise levels below local background noise.
 - Traffic and parking impacts are mitigated through 100% free on-site parking, clear routing, and dedicated resident-interface patrols to prevent fly-parking in surrounding streets.
 - Environmental protections include a secure perimeter, PROW diversion using a council-approved route, stewarded interfaces, and measures to safeguard the SSSI and Wye Valley AONB.
 - The organiser commits 10% of net profits to a Community Benefit Fund supporting Gwent Wildlife Trust, St Arvans community projects, and local arts initiatives.
- 3.12 The Resident Information & Mitigation Summary was circulated to all individuals who had submitted representations, and they were asked whether, in light of this information, they wished to withdraw their objections. Two individuals confirmed that they wished to withdraw their representations. As a result, 13 representations remain, and the information set out in section 3.8 continues to apply to those outstanding representations.
- 3.13 Representations made under the Licensing Act 2003 must be made under the four key licensing objectives, namely:-
- The prevention of crime and disorder;
 - Public Safety;
 - The prevention of public nuisance; and
 - The protection of children from harm.

However, Section 9.9 of the Guidance issued by the Home Office states:

It is recommended that, in borderline cases, the benefit of the doubt about any aspect of a representation should be given to the person making that representation. The subsequent hearing would then provide an opportunity for the person or body making the representation to amplify and clarify it.

- 3.14 When considering their decision members are asked to consider the licensing objectives guidance issued under the revised guidance under section 182 of the Licensing Act 2003 (attached as Appendix H)
- 3.15 In accordance with 9.2 of the Home Office Guidance issued under Section 182 of the Licensing Act 2003. A hearing is not required where an application has been properly made and no responsible authority or other person has made a relevant representation or where representations are made and subsequently withdrawn. In these cases, the licensing authority must grant the application in the terms sought, subject only to conditions which are consistent with the operating schedule and relevant mandatory conditions under the 2003 Act. This should be undertaken as a simple administrative process by the licensing authority's officials who may replicate some of the proposals contained in the operating schedule to promote the licensing objectives in the form of clear and enforceable licence conditions. Licensing authorities should not hold hearings for uncontested applications, for

example in situations where representations have been made and conditions have subsequently been agreed

4. REASONS:

- 4.1 The determination of an application is to be considered in accordance with Section 182 of the Licensing Act 2003.
- 4.2 In section 9.4 of the Guidance issued under section 182 of the Licensing Act 2003, the Secretary of State recommends that, a representation would only be “relevant” if it relates to the likely effect of the grant of the licence on the promotion of at least one of the licensing objectives.
- 4.3 In section 13.10 of the Guidance issued under Section 182. It is important that a licensing authority gives comprehensive reasons for its decisions in anticipation of any appeals. Failure to give adequate reasons could itself give rise to grounds for an appeal. It is particularly important that reasons should also address the extent to which the decision has been made with regard to the licensing authority’s statement of policy and this Guidance. Reasons should be promulgated to all the parties of any process which might give rise to an appeal under the terms of the 2003 Act..
- 4.4 The Licensing Authority has a duty under the Act to carry out its functions with a view to promoting the licensing objectives. Sections 9-13 of Monmouthshire County Council’s Licensing Act Policy 2025 provides information on the promotion of the licensing objectives to applicants applying for a premises licence.

5. RESOURCE IMPLICATIONS:

Nil

6. CONSULTEES:

Heddlu Gwent Police, South Wales Fire Service and the following departments from Monmouthshire County Council, namely, Environmental Health, Social Services, Planning, Trading Standards, Licensing and the Local Health Board

7. BACKGROUND PAPERS:

Licensing Act 2003 - [Licensing Act 2003 \(legislation.gov.uk\)](https://www.legislation.gov.uk)
Guidance issued under Section 182 of the Licensing Act 2003 dated February 2026 - [Revised guidance issued under section 182 of the Licensing Act 2003 \(February 2026\) \(accessible version\) - GOV.UK](#)
Monmouthshire County Council’s Statement of Licensing Policy dated 1st July 2025 - [Alcohol & Entertainment Licensing - Monmouthshire](#)

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