

Holywell House
Holywell Estate
Swanmore
Hampshire
SO32 2QE

17th April 2019

Dear Vicki,

Many thanks for inviting us along to the Parish Council meeting last night. As discussed, please see details below regarding our recent premises licence application.

Firstly we would like to apologise for the upset we have caused the community over our recent Premises Licence application. Very sadly the blue notification displayed on the gateway and online does not clearly reflect what we are trying to achieve. We can completely understand the concern this has caused when viewing the very minimal information on display. Annoyingly the first stages of applying for the licence allow very little detail as to nature and numbers of events. This is drilled down later through the consultation period whereby number of events and number of guests are discussed and capped.

Due to the nature and variety of the events we hold here, we have requested a licence which covers us for holding events on different days of the week, NOT for events to be held on every day of the week! For example we are looking to have the flexibility to hold a corporate event during the day on a Monday and then perhaps two weeks later, dog sleds daytime on a Saturday. The number of events per year is capped however the exact days we hold them on requires flexibility. This sadly is not reflected in the application on display.

To give you an example of current/potential events on the Estate. Mud runs, cani cross, Pilates workshops, treasure hunting, dog sledding, dog training, team building, meetings, photo shoots, filming, charity events, equine displays, blue bell walks, weddings (minimal number) and lastly the Beretta. The majority of these events are very low impact involving small numbers, little noise and low traffic. The reason for obtaining a licence is to enable us to provide refreshments at, for example, a team building day.

We understand that weddings have a possible noise implication. We are working with environmental health to ensure this is kept to a minimum. The weddings would take place within the walled garden which is enclosed on all four sides therefore helping with noise containment. It is also on the edge of woodland and quite some distance from any neighbouring houses. We have also agreed to cap the time of live music to 11pm and recorded until 12pm with an event end time of 12pm. These weddings would be on Saturdays and of a limited number.

We noticed that with several of the raised representations, local residents were concerned about the number of clay shooting days held on the estate. We do not hold regular clay shooting days and would like to reassure you that we ONLY hold the Beretta competition at the end of June. We would also like to make it clear that the other clay shoots heard locally (mostly weekends through the year) are not from the Estate.

With regards to Beretta, we understand that this is an event which does cause a large amount of noise disruption and are working with a new course designer to bring this away from the village side of the estate and more in front of the house and woodland areas. We are also taking advice as to various methods we can adopt around the stands such as straw bales etc.

In answer to the various other concerns that have been raised:

Lighting – We would not allow any type of strobe lighting. Lighting around the walled garden will be low level festoon and downlights so will be barely visible from A32.

Noise – Establishing clear cut off times for live music and keeping within the permitted acceptable levels.

Fireworks – Absolutely NO fireworks or Chinese lanterns are allowed on the estate

Traffic – We have a clear traffic management plan which shows the entrance off Cott Street and exit via A32 and Mislingford Road.

Sundays –highly unlikely there would be Sunday evening events, however we are happy for this to be added as a condition.

The large area being licenced (field in front of house) – we would like to reassure you we have no intention of holding large 3 day music festivals. We are licencing this area to give us flexibility with our corporate/team building days as well as possibly in the future of reintroducing our evening of classical music which you may remember we held every two years some time ago. This is a family event, picnic in the park, ending at 10pm.

Please also bear in mind that should we not adhere to the final agreement in place, the council can very easily revoke our licence on all our events therefore the final clauses reached would absolutely be adhered to by us.

Going forward we are entering into a new and much clearer 28 day representation period where full details of numbers/caps etc. which have now been discussed, will be fully displayed on both the council website and around the estate on A3 size.

We are trying our best to introduce events here at Holywell which have a low impact on the wider community and at the same time diversify to create an income used to maintain and enhance the estate which as I am sure you will understand has enormous upkeep costs.

We hope this goes some way to alleviate the various concerns and apologise this process has not been more transparent to local residents. This has very much not been our intention.

With kind regards
George and Bryonie Clarendon