



FLITTON & GREENFIELD FESTIVAL 2025
CONSULTATION REPORT

CONSULTATION CARRIED OUT JULY – OCTOBER 2024

ORGANISER: SBE HOSPITALITY LIMITED



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Festival Overview

Name: Flitton and Greenfield Festival 2025

Proposed Date: Saturday, 5th July 2025

Time: 12:00 PM – 10:00 PM

Location: The Compasses, 44 High Street, Greenfield, MK45 5DD

Expected Attendance: 1,000 – 2,000 people

Ticketed Event: Yes

Organisers: SBE Hospitality Limited

The Flitton and Greenfield Festival is a community-driven event celebrating local culture with live music, food vendors, and entertainment. The event will offer a variety of activities for attendees of all ages, and alcohol will be available for purchase. The festival aims to bring the community together in a fun and safe environment.

Key Features

- Live Music Performances: A full lineup of local bands and musicians, with performances throughout the day.
- Food Vendors: A diverse range of food stalls offering both local and international cuisine.
- Beverages: Alcoholic beverages available on-site under a licensed premises arrangement.
- Entertainment: Family-friendly games, interactive stalls, and a funfair to entertain all ages.
- Safety & Accessibility: A full Event Management Plan to be implemented, and safety officers and medical responders will be present on-site throughout the event.
- Community Engagement

This event is being organised with input from local residents and authorities, the following actions have been taken as part of this report:

- Public Consultation with local residents
- Local Authority Safety Advisory Group informed
- Parish Council – Notified of event and remain neutral

Safety Advisory Group Notification

Initial plans for the festival were communicated to the Central Bedfordshire Council's Safety Advisory Group (SAG). An Event Notification Form (ENF 240912) submitted to CBC confirms that the festival is a repeat event scheduled for 5th July 2025. SAG acknowledged receipt of the festival plans and requested the final Event Management Plan to be submitted no later than 6th June 2025.

The planning and execution of the Flitton and Greenfield Festival 2025 is being carried out in full compliance with both the Purple Guide and Safety Advisory Group (SAG) Guidance. These industry-standard guidelines ensure that public safety, event management, and environmental concerns are appropriately addressed.

The Purple Guide, widely regarded as the industry benchmark for managing music and outdoor events, is being closely followed in the planning and implementation stages of the festival.

- Risk assessments will be conducted to identify and mitigate any potential hazards. First aid provisions will be provided by qualified medical responders, including St. John's Ambulance.
- All temporary structures (such as stages and lighting rigs) will be erected by certified professionals, ensuring that they comply with safety regulations under the Construction (Design and Management) Regulations.
- A detailed Noise Management Plan (NMP) has been implemented, addressing the key concerns of nearby residents. The NMP ensures that noise levels remain within acceptable limits, with monitoring equipment and curfews enforced to minimise disruption.
- Crowd control measures, such as barriers and stewards, are planned in line with the Purple Guide's recommendations on managing crowds safely. A traffic management plan is also being developed to reduce congestion in nearby streets.

The Safety Advisory Group (SAG), coordinated by Central Bedfordshire Council, has been fully informed of the festival plans through an Event Notification Form submission.

A comprehensive Event Management Plan will be submitted to the SAG for review no later than 6th June 2025. This will include provisions for safety, security, crowd control, traffic management, and medical services.

Parish Council & Central Bedfordshire Council Notification

A Meeting with the Chair of Flitton and Greenfield Parish Council was attended on 12th September 2024.

The purpose of the meeting was to outline the plans for the Flitton and Greenfield Festival.

The Chair maintained a neutral stance, neither supporting nor opposing the festival, but appreciated being informed of the event. The Chair indicated there were residents that had contacted the parish council and the main concerns raised were around parking and traffic management.

In addition to the meeting with the Parish Council, Cllr James Jamieson has been contacted, and a meeting will be scheduled in due course to discuss the festival and address any concerns or comments from his office.

Public Consultation and Resident Feedback

As part of the planning process for the Flitton and Greenfield Festival 2025, a robust community consultation was conducted to gather feedback from local residents. This process involved both a public consultation event and direct communication through email. The overall sentiment towards the festival has been positive, with constructive feedback primarily focused on parking, traffic management, and noise control. Below is a summary of the consultation efforts and key points raised by residents, while keeping identities anonymous.

Consultation Event: Flitton and Greenfield Village Hall (15th September 2024)

A consultation morning was held at the Flitton and Greenfield Village Hall on 15th September 2024, offering local residents the opportunity to review the festival plans, voice their opinions, and engage with the event organisers.

The attendees expressed support for the festival, seeing it as a positive addition to the village's social calendar. Residents were enthusiastic about the opportunity to enjoy live music, food vendors, and a communal celebration.

However, concerns were raised, particularly about the parking and traffic during large-scale events. Parking in the village, particularly on the High Street, is often limited, and several residents noted that overflow from the festival might create congestion in residential areas.

In response, the event organisers confirmed that a traffic management plan will be implemented and will include the provision of additional parking facilities and the deployment of stewards to help manage the flow of traffic. The plan is being developed in coordination with the local authorities to ensure minimal disruption to residents. Further details on how this plan will be executed will be communicated to the public in the coming months.

Summary of Feedback Received via Email

Alongside the in-person consultation event, several residents submitted written feedback via email. These emails have provided valuable insights into specific concerns and suggestions for improving the festival experience.

Resident A expressed overall support for the festival but raised concerns about the noise levels from previous events, particularly during one event held on 7th September. This resident noted that the music was excessively loud on that occasion, making it difficult to enjoy time at home. However, they also praised the festival for creating a vibrant community atmosphere and suggested that better noise control measures could alleviate future issues. They

recommended more regular updates to keep residents informed about event activities and possible noise impacts.

Resident B voiced support for the event, stating that they appreciate the festival and the community engagement it fosters. This resident did not find the noise disruptive and acknowledged that music and festivities were always concluded at a reasonable hour. They thanked the organisers for their proactive approach to planning and community engagement, stating, "It's great to see the effort you put into managing the event and including the community."

Resident C, while generally positive about the festival, emphasised concerns over parking. This individual explained that previous large events had caused significant parking issues, with festival attendees blocking residential spaces and creating congestion on nearby streets. They suggested that the festival organisers implement a temporary permit system for residents or create designated parking areas to prevent this inconvenience.

Resident D echoed similar concerns regarding parking and noted that the noise levels during the Beer Festival earlier in the year had been particularly disruptive. They highlighted that the music volume was so high that they were unable to enjoy their garden, even with their windows closed. They suggested that intervals of quiet be built into the event schedule, ensuring residents could have periods of relief from continuous music. Additionally, they recommended moving the music stage further from residential properties to mitigate sound levels reaching homes.

Event Organiser's Response to Feedback

The feedback gathered through the consultation event and email correspondence has been instrumental in refining the festival's operational plans. The festival organisers have taken the concerns raised seriously and will be used in the planning process.

Conclusion

After careful consideration of the feedback received during the community consultation process and the subsequent discussions with local residents, the decision to move forward with the Flitton and Greenfield Festival 2025 has been made.

This decision reflects a commitment to balancing the positive impact of the festival on the community with the need to address concerns raised by residents regarding parking, noise, and overall event management. The insights gained through the consultation have provided invaluable guidance in shaping the festival's operational and logistical framework, ensuring that it remains a celebration that is inclusive, respectful, and enjoyable for all.

Addressing Key Concerns

The feedback received during the consultation process highlighted several important areas that require careful attention to ensure the festival's success while minimising disruption to local residents. The festival organisers will take steps in the planning process to address these concerns.

Parking and Traffic Management: One of the most frequently raised issues during the consultation was the potential for parking and traffic congestion within the village. Residents expressed concerns about the strain that previous events placed on local roads and parking availability. The following ideas are being considered at this stage:

- The provision of additional parking facilities at strategic locations near the festival site.
- On-site traffic stewards to manage the flow of vehicles and ensure that attendees park in designated areas.
- Collaboration with local authorities to implement temporary traffic control measures, such as road closures and diversions, where necessary, to reduce congestion on the High Street and surrounding residential roads.
- A possible permit system for local residents to ensure they maintain access to parking outside their homes during the event.

These measures are designed to alleviate parking pressures and ensure that the village infrastructure can support the influx of visitors during the festival, without significantly impacting the day-to-day activities of residents.

Noise Management: Noise concerns were another significant point raised by residents, particularly those living in close proximity to the festival site. While many residents were

supportive of the event itself, they expressed worries about excessive noise levels, particularly late into the evening.

The Noise Management Plan (NMP), which has already been developed in line with local authority guidelines, will be temporarily revised for the festival. Key considerations include:

- Sound monitoring equipment will be deployed to continuously measure noise levels during the event. The goal is to ensure that sound does not exceed the pre-set thresholds, particularly at the residential boundary closest to the event site.
- A strict noise curfew will be enforced, and efforts made to reduce noise levels as attendees leave the venue.
- Bass and tone control will be a priority, ensuring that low-frequency sounds, which tend to travel further, are kept within acceptable limits.
- Speaker placement will be carefully considered to direct sound away from residential properties, minimising the likelihood of noise intrusion into homes.

By incorporating these strategies, the organisers aim to strike a balance between creating a vibrant and engaging festival atmosphere while being respectful of the residential environment.

Community Engagement and Inclusivity: The consultation process revealed the importance of ongoing communication and collaboration with the local community. Many residents expressed their appreciation for being included in the planning process and were supportive of the festival as long as their concerns were addressed.

To ensure continuous community engagement, the festival organisers have committed to:

- Regular updates via social media and letters to inform residents of upcoming events, traffic plans, and any changes to the festival's operational details.
- Holding post-event debriefings with local residents to gather feedback on the festival's impact and identify areas for improvement in future events.

These steps aim to foster a sense of inclusivity and ensure that residents feel they are an integral part of the festival's success. The organisers are committed to maintaining positive relationships with the community and being responsive to any feedback, both before and after the event.

Community and Economic Benefits

The decision to move forward with the festival also reflects a broader understanding of the positive impact such an event can have on the local community. The Flitton and Greenfield Festival is not just a social event but an opportunity to:

- Support local businesses: The festival will feature local food vendors, artisans, and service providers, contributing to the local economy and showcasing the talents and offerings of the village and surrounding areas.
- Enhance community spirit: By bringing together residents, visitors, and local organisations, the festival serves as a focal point for fostering community pride and engagement. Events like these provide residents with opportunities to connect and collaborate, strengthening social bonds.
- Promote the village: Hosting a well-organised and well-attended event will raise the profile of Flitton and Greenfield, positioning it as a vibrant and active community capable of hosting large-scale, enjoyable events. This could attract future visitors and help create a lasting legacy of cultural and social events in the area.

Commitment to Safety and Regulatory Compliance

Ensuring the safety of all attendees, residents, and participants is of paramount importance. The festival will adhere to the Purple Guide and Safety Advisory Group (SAG) guidance, which set the standard for managing health, safety, and welfare at events of this scale. The finalised Event Management Plan will include provisions for:

- Crowd management, with stewards in place to guide attendees and ensure smooth movement throughout the festival grounds.
- Emergency preparedness, including evacuation procedures and coordination with local emergency services.
- Waste management, ensuring that the festival site remains clean and tidy throughout the event, with adequate facilities for waste disposal and sanitation.

These measures will help ensure that the festival is not only enjoyable but also safe for all involved.

Moving Forward with Confidence

In conclusion, the decision to move forward with the Flitton and Greenfield Festival 2025 has been made with the full consideration of the feedback provided during the consultation process. The festival organisers are confident that the measures outlined—particularly in relation to parking, noise management, and community engagement—will address the

concerns raised by local residents while delivering a high-quality event that benefits the entire community.

The commitment to open communication and ongoing collaboration with residents will remain at the forefront of planning as the festival date approaches. By working together, the organisers, local authorities, and residents can ensure that the Flitton and Greenfield Festival becomes a cherished annual event that strengthens community ties, supports local businesses, and provides a memorable experience for all.

The festival organisers are excited to move forward with the next stages of planning and look forward to delivering a successful event in July 2025.

SBE HOSPITALITY LIMITED
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