

Licensing Act 2003 Sub-Committee

Wednesday, 23rd February 2022, 1.00 pm
Council Chamber, Town Hall and YouTube

Agenda

- | | | |
|----------|--|-------------------|
| 3 | Determination of Application for a Premises Licence- Old Camelot Site, Park Hall Road, Chorley, PR7 5LP | (Pages 101 - 130) |
|----------|--|-------------------|

The applicant has submitted further information in respect of their application.

Gary Hall
Chief Executive

Electronic agendas sent to Members of the Licensing Act 2003 Sub-Committee Councillor Matthew Lynch (Chair), Councillor (Vice-Chair) and Councillors Margaret France and Christine Turner.

Electronic agendas sent to Licensing Act 2003 Sub-Committee reserves (Councillors) for information.

If you need this information in a different format, such as larger print or translation, please get in touch on 515151 or chorley.gov.uk

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Dear Resident,

We are getting in touch with our local residents to tell you about an event taking place on the Camelot Theme Park site over the coming weeks.

The event is called **Camelot Rises** and is being organised by One Digital Outdoor Ltd. The event is an immersive drive through cinema experience, themed on a fictional zombie apocalypse. There will be a food and drink offering and a choice of up to six classic zombie films for customers to enjoy across the programme. You can find more information on the event via the website: <https://parknpartymcr.co.uk/>

The site will be used in the lead up to the launch of the event to build the site, and for a short period of time afterwards to break down the event and return the site to its former state. We are working closely with Chorley Council and the relevant authorities to manage and minimise disruption to our neighbours.

Due to the site's geography and location, we don't anticipate the event to cause any disruption to local residents, however we wanted to outline the steps we are taking to mitigate any disturbance in this letter. Below are some further details about the event and ways to contact us if you require further information or wish to discuss any of the arrangements.

KEY DATES & TIMES

The proposed launch date for the event is Friday 4th February 2022 and the full programme will take place on various days over the following weeks.

Our intention is to cause the least amount of disturbance as possible during the build of the event and during the live event days. However in order to keep our staff and the public safe, throughout the entire build phase, event days and breakdown phase the public will not have access to the Camelot Theme Park site. Access to other properties within the Park Hall Road estate will remain open as usual.

NOISE MANAGEMENT

We understand that one of the common concerns from local residents is the impact of noise generated by the event on the surrounding community. Care and attention has been paid to the choice of, and directionality of onsite sound sources, and the hours that they will be in operation. Control of the sound system will remain with our professional technicians under the direction of our experienced event management team.

Sound checks allow us to evaluate the impact of the event noise sources on the surrounding area and as a result we will be able to tailor the setup and reduce noise impact externally.

ANTI-SOCIAL BEHAVIOUR AND LITTER

We have been working closely with stakeholders and Chorley Council in relation to this event to ensure that both anti-social behaviour and litter build up in and around the site is managed and minimised where possible.

Camelot Rises has engaged the services of an accredited and experienced Security and Stewarding company to assist our customers throughout the event. This provision is to ensure that the risk of anti-social behaviour is mitigated and able to be managed closely ensuring the safety of the general public, property and our ticket holders.

Camelot Rises has engaged the services of an experienced, professional event Waste Management company to manage the build up of waste and litter throughout the event. We have extended the remit of the Waste Management Company to include external areas surrounding the site where ticket holders are likely to pass through on approach to or departure from the event.

**CONTACT WITH US**

If you wish to speak to a member of the event management team to discuss any concerns or for more information, please don't hesitate to contact us.

You can contact us by emailing feedback@oneagencymedia.co.uk and one of our team members will get back to your email as soon as possible.

**Many thanks,
Camelot Rises**



Dear Resident,

I am writing today in reference to our application for a premises licence for the Camelot Theme Park site and following your representation opposing the application.

We have received the details of your representation from the Licensing Department at Chorley Council and have reviewed your concerns thoroughly. As professional event organisers we understand the potential for nuisance and disturbance that events can cause nearby residents and why there are concerns about the aforementioned licence application.

As part of our responsibility as event organisers, we have produced comprehensive documentation, outlining our plans and have spent considerable time in liaison with the local authority and emergency services to ensure the highest standards of safety at our events and that disruption to local stakeholders is prevented. Our approach to producing events is to undertake anything within our control to eliminate the risk of nuisance or disruption to the local community.

You may already be aware we staged the launch event for Camelot Rises on Friday, 4th February 2022 under permission granted by a Temporary Event Notice. The event was a success from an operational and safety point of view and based on feedback from the local authority did not create any cause for complaint regarding nuisance or disruption to the local community.

I am writing today to invite you to a meeting with our team in conjunction with representatives from the local authority to allow us to present more fully our plans and the learnings we have gained following the launch event.. The intended outcome of this meeting is that we would be able to allay your original concerns and to see if we can do anything further to address any residual concerns that you may have since the launch event.

If you are willing to meet us to discuss this, please reply to this letter via email to Nathan Howson (nathan.howson@chorley.gov.uk) from the Licensing Team at Chorley Council and Jessica Webb (jess@gotolive.co.uk) and we will then set a date for the meeting at a mutually convenient time, date and location.

We look forward to hearing from you.

Kind regards,

One Agency

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Camelot Rises - 4th February
Sound Level Monitoring

Reading #	Time	Location	Level	Notes
1	19:30	On Site - Zone 4	65dBA	Sound levels enabling conversation over the top of it
2	19:32	Off Site - Stocks Lane	53dBA	Event noise inaudible, no particular sound dominating
3	19:43	On Site - Zone 4	69dBA	No change
4	19:45	Off Site - Yewlands Avenue	59dBA	Event noise inaudible, no particular sound dominating
5	21:25	On Site - Zone 4	62dBA	No change
6	21:27	Off Site - Stocks Lane	53dBA	Event noise inaudible, no particular sound dominating
7	21:36	On Site - Zone 4	63dBA	No change
8	21:39	Off Site - Yewlands Avenue	65dBA	Event noise inaudible, no particular sound dominating

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Camelot Rises - 10th February
Sound Level Monitoring

Reading #	Time	Location	Level	Notes
1	20:45	On Site - Zone 4	71dBA	Sound levels enabling conversation over the top of it
2	20:55	Off Site - Stocks Lane	53dBA	Event noise inaudible, no particular sound dominating
3	21:04	Off Site - Yewlands Avenue	57dBA	Event noise inaudible, no particular sound dominating
4	21:15	On Site - site boundary Park Hall Road	62dBA	No change

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One.
agency

One Agency

Leading media agency specialising in PR and Events. Working with brands to achieve their vision, One Agency has been responsible for marketing campaigns for brands such as Dr Martens, Footasylum and The British Music Experience.

Park n Party

Since June 2020, One Agency has produced a number of drive-through experiences called 'Park N Party' in and around Manchester.

In total, over 500,000 people have visited a One Agency event since the beginning of the pandemic.

Camelot Rises

An immersive, interactive drive-in movie experience that includes drive-through experiences consisting of performances from trained actors. A movie experience concludes each event. There are food and drink concessions available during the screenings.



WHO WE ARE

One stop. One team...

We're a team constantly thriving on creating solutions to get your business seen and heard. Whether it's across outdoor advertising or digital marketing, our campaigns leave a lasting impression on your target audience, always.

We're far from your average media agency. Our values; collaboration, creativity and understanding are at the heart of everything we do across both sides of One Agency. We're all about teamwork here, whether it's within the agency, working on the next award-winning campaign or with clients directly - it's how we work best.

Why not join in and work with us?



WHAT WE DO

We do things differently

What we do is grant wishes. We pride ourselves on offering advertising and marketing solutions that are truly unique to your individual personal and professional requirements. We have all of the tools that you need to be disruptive in your marketplace and get people talking.

Whether you're looking to boost brand awareness or make sales, through digital marketing, out of home advertising, TV and radio, events, social media or PR, we'll mix you a cocktail that'll send your head spinning with results.

HOW WE DO IT

We have all the tools

With our seamless project management and class industry knowledge, we ensure your goals are in-mind throughout your journey with us.

We're an honest lot, and with our transparent approach and trusted reputation, we create lasting partnerships and build quality relationships with key stakeholders. We're always ready to take on our next challenge, we'd love for you to get in touch.

SERVICES



HOW CAN WE HELP?



0330 400 4169



hello@oneagencyltd.com



www.oneagencymedia.co.uk



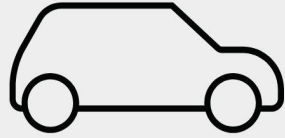
One Agency
Unit 14, Schoolhouse,
Third Avenue,

Trafford Park,
Manchester,
M17 1JE

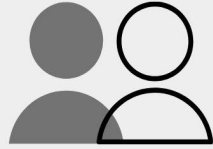
Monday to Friday
8.30am - 5.00pm

**THINKING ABOUT
WORKING WITH US?
LET'S PLAY...**

LAUNCH EVENT DETAILS



150 cars



2-3 people
per car



INSTANCES OF

Traffic management issues

Medical or first aid incidents

Safety or ASB incidents

- The event received positive feedback on the delivery and overall experience
- Several positive reviews and blogs published
- The event received regional and local press coverage
- Influencers in attendance include TV presenter and artist Helen Standley, model and singer Millie Thompson and actress Jessica Ellis.

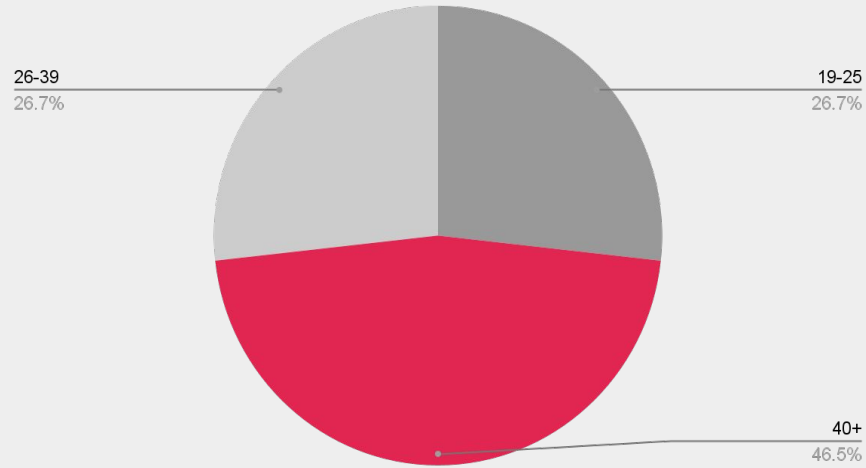
PRESS FEATURES



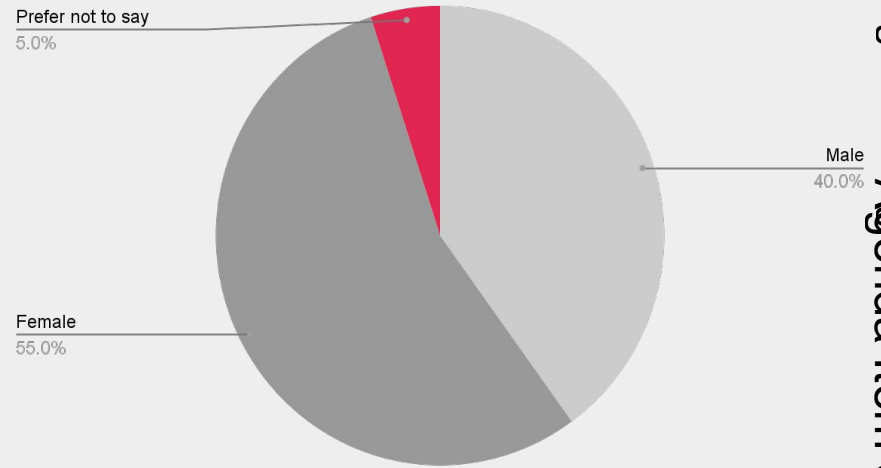
KEY STATS

AUDIENCE DEMOGRAPHIC

Age Split



Gender Split



AUDIENCE DEMOGRAPHIC



- A large majority of ticket buyers are based in the North West
- There has been an even spread of popularity across the event dates

LOCAL AREA POSITIVES



98k spent on local goods, services and staff resources



45 staff employed on a contract/part time basis from the North West



73% of tickets bought from local area



30% increase in room bookings at local hotels

NOISE MANAGEMENT RESULTS

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LAUNCH EVENT FEEDBACK



scousebirdtravelandscran Had a very good time at the Camelot Rises @parknparty_ event - it's on for the next few weeks and they're showing a drive in horror film... if you make it through the zombie infested deserted theme park first though 🤪🤪



horrorxellie Had such an awesome night! Thank you @parknparty_ for inviting me to the press launch for #CamelotRises 🧟 Super impressed as always with the @gravitylive scare actors and the food! If you haven't bought tickets yet for the next coming weeks then deffo grab them before it's all sold out! 🧟🧟



mill_20 Had such a good night at #camelotrisers Thank you so much @parknparty_ for inviting me to the press night 🧟 go get yours tickets now! Zombies in an abandoned theme park and a horror film.. what more could you want!?



tomgrimescosplay Privileged to have been invited to the press night @parknparty_ #camelotrisers

Highly recommended checking it out. A drive in horror movie, food, a licensed bar and zombies who can appear when you don't expect it - Quality 👍





laserstormrawr 🍷Camelot Rises 🍷

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On Friday night we were invited to the launch/press night for Camelot Rises. It looked to be a spectacular yet frightful experience, and it definitely was! We really enjoyed it, and you will too.

If you're looking for something a bit different and a way to have fun with your mates of an evening, then this is it. On arrival you drive through a mile-long trail and make it through to the safe zone - at your peril! Make sure your doors and locked and your windows are shut as the trail is occupied by zombies, they will chase your car and you do Not want to come into contact with them!

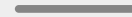
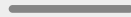
After the zombie experience, you arrive at a drive-in cinema where huge screens await you. But first, grab yourself some amazing food! I had the loaded gourmet burger (with cheese, onions, chilli con carne, bacon bits and salad), cheesy jalapeño chips and sausage & chorizo taco. The burger was one of the best I've had! There are also sweet treats available and a bar where you can get drinks. There is 0% Koppaberg and 0% Heineken available which I was pleased about!

There are different films on different nights and Friday's showing was 28 Days Later, it was gripping.

So go and experience Camelot Rises for yourself! Grab a few friends, be entertained and relax with a good film with some delicious scran. Check [@parknparty_](#)'s Insta to see what films are showing and to get tickets.



FUTURE EVENTS

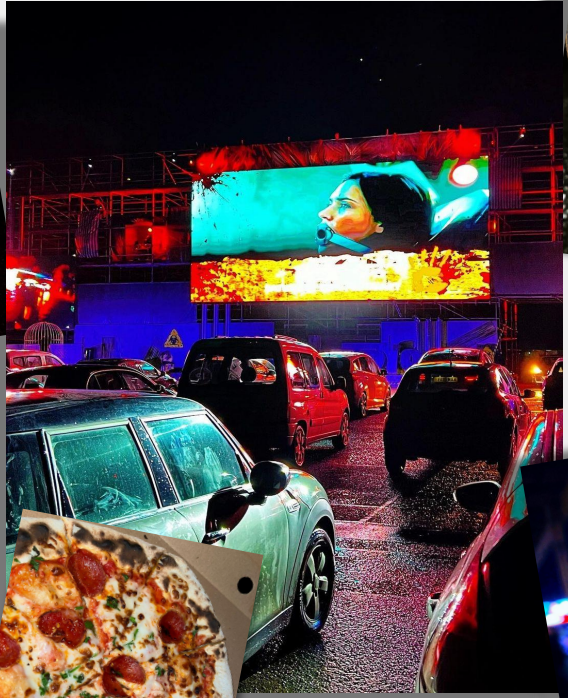


One Agency are looking to deliver a range of immersive experiences at Camelot over the year.

The programme includes a variety of events across popular Holidays like Halloween and Christmas.

All events are family friendly and target a wide range of age groups.

The events produced by One Agency, have never attracted anti-social behaviour. This is not something we anticipate going forward.



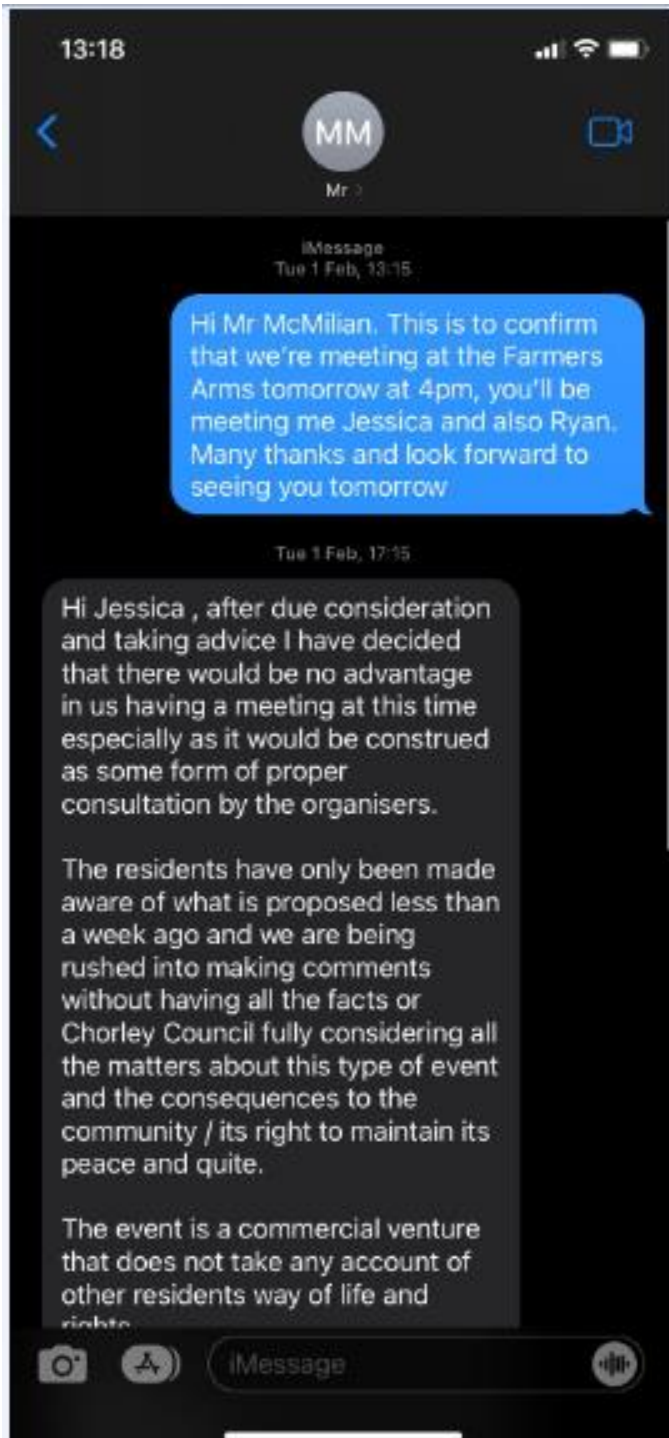
THANK YOU

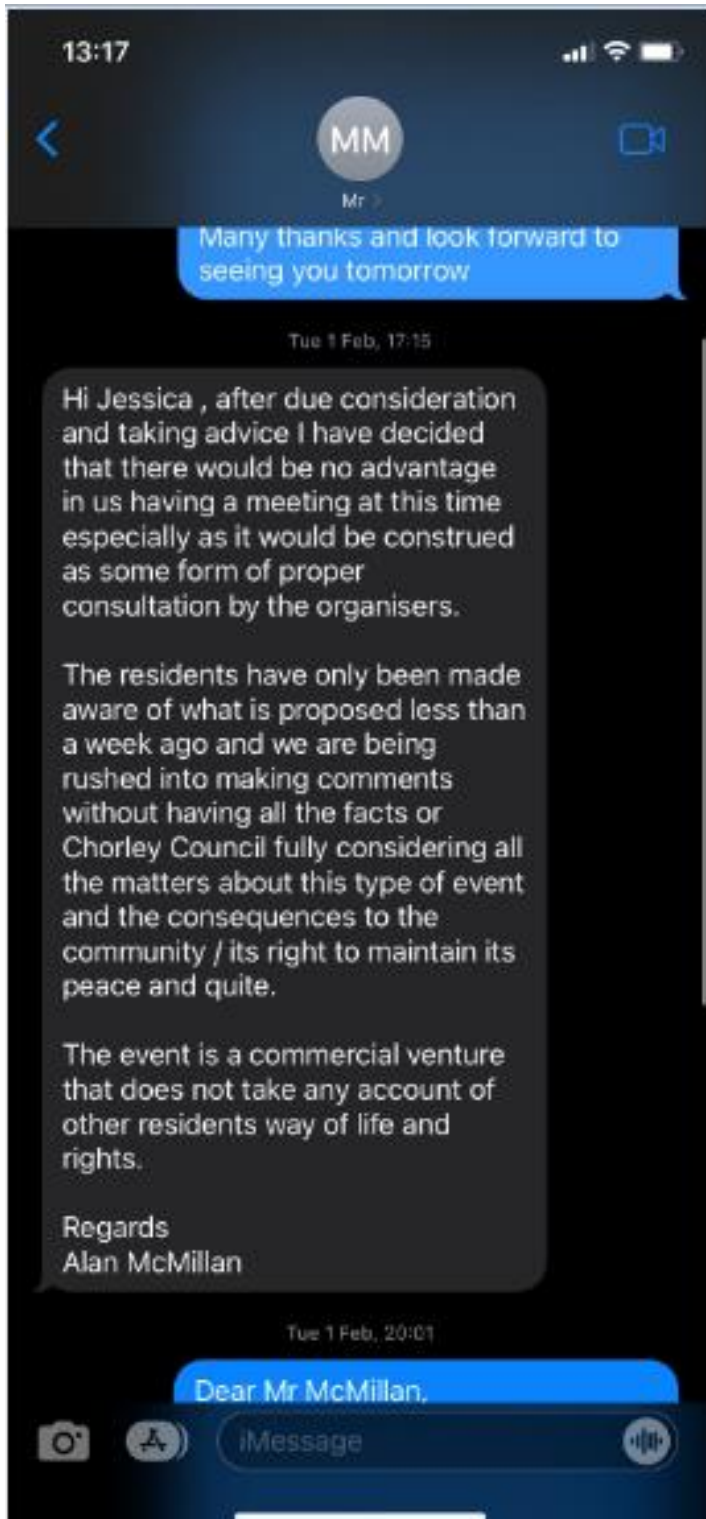
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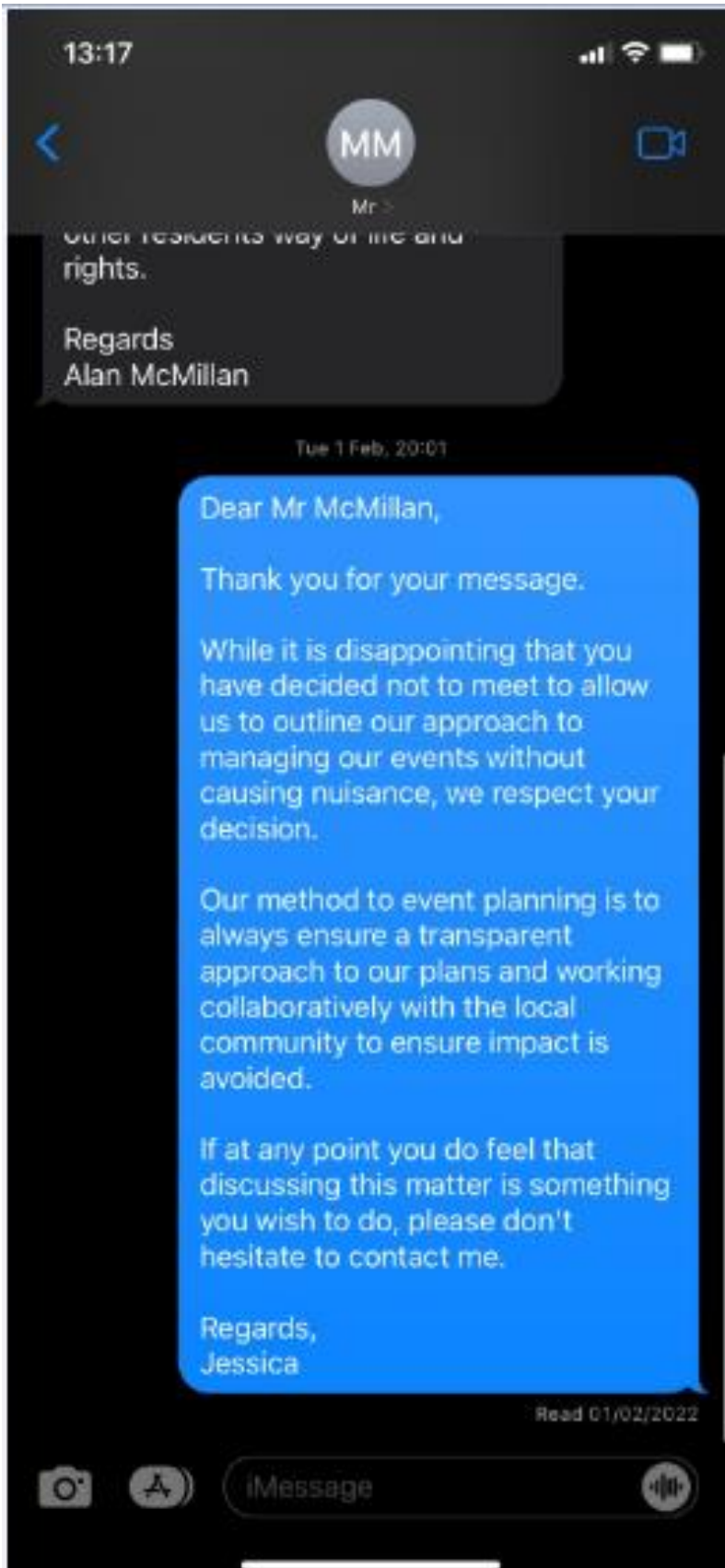
**CAMELOT
RISES**



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