



## Premises Licence Application

### Response of Shepperton Village Fair to Representations

9 Jan 2024

1. The Organisers of Shepperton Village Fair are grateful for the time and interest invested in the Representations received in response to our application for a Premises Licence for Fair 2024 onwards. We take the views expressed seriously and are pleased to respond to them here.
2. Both Representations refer to a serious incident in 2013 that required the attention of emergency services, the hospitalisation of two people and the subsequent arrest of three suspects.
3. It is important to realise that this incident took place on Lady Lindsay Lawn (aka the Riverside), rather than the main Manor Park Fair site, 45 minutes after the Fair ended and when most Fairgoers had departed the event. According to contemporaneous reports, the perpetrators arrived by boat after the Fair ended and, if alcohol was involved in the aggression, it does not appear to have been sold at the Fair. No alcohol-related incidents occurred at the 2013 Fair or indeed any of the Fairs in the previous years where alcohol had been routinely sold on the Fair site.
4. Following that incident, a series of meetings between the Organisers and the Police resulted in an agreement that the Police would exert a highly visible presence at the Fair the next year (2014) in order to send a clear message to anyone who might be considering escalation. In return, the Organisers agreed to suspend alcohol sales at the Fair. In the ten subsequent years, we have continued this suspension, and replaced the Police presence with significant SIA Security Staff.
5. From our annual analysis of Fairgoer feedback, the suspension continues to meet with mixed views. While some believe it contributes to the Fair's family atmosphere, others sorely miss the chance to enjoy a Pimms or a beer in the sunshine with friends, or a glass of wine while watching the Raft Race.
6. It is important to be clear about a number of matters of fact relating to the sales and consumption of alcohol on Shepperton Village Fair Day.
  - 6.1. Alcohol is widely available at locations around the Fair including the Three Horseshoes PH, the Red Lion PH, the Shepperton Cricket Club (for members and their associates), and several supermarkets and stores in the High Street.
  - 6.2. The Manor Park and Riverside sites are freely accessible public spaces and as such, there is no regulation or law that prevents the consumption of alcohol on the site by people of legal age if they wish to do so; and nor are the Fair Organisers or their Security Staff empowered to enforce the prevention of such consumption.
  - 6.3. Accordingly, our application for a Premises Licence arises in part from our wish to provide better promotion of the four licensing objectives within this public space

under the auspices of the Designated Premises Supervisor (DPS) and their agents during Fair Day.

7. While no-one can predict future events, we believe the extensive risk analysis we have supplied as an appendix to our application reflects a reasonable, comprehensive and considered view of the risks and effective mitigations likely at the Fair.
8. However, in addition to our submitted risk analysis, we would like to note the following:
  - 8.1. We have agreed with the Police to an increase in the strength of SIA Staff, specifically to monitor the Bar area and its customers. We note that the Police have no further concerns with our application.
  - 8.2. The main Bar concession has been offered to the Red Lion PH who will operate a Challenge 25 policy and, consistent with their PH policy, their trained staff will refuse alcohol sales to anyone under 21 years of age.
  - 8.3. We have again reviewed the proposed location of the Bar. By reducing the number of stalls in that area, we are satisfied that it is sufficiently separated from the pathway to the river to accommodate the expected pedestrian behaviour and flow.
  - 8.4. The sloped Raft Race viewing area at the Riverside does get quite crowded up until the event completion at 14.00, and our planning sessions with Nauticalia and Desborough Sailing Club (who have operational responsibility for the Raft Race) are already scheduled to include consideration of additional safety measures for this area, including additional hi-viz marshalling.
  - 8.5. From crowd sampling done in previous years using clickers and drone footage, our best estimate is that up to 8,000 people visit the Fair during the day, and that there are up to 5,000 people on the site at any one time. From our experience and observations over the last 25 years or so, we believe these estimates to be valid whether or not alcohol sales are present.
  - 8.6. We believe that over the past decade there has been a change in drinking culture resulting in less binge drinking and associated problems at daytime events like ours. That said, it is our intention (with Police and Licensing Authorities) to monitor any issues associated with the re-introduction of the alcohol concession and, if necessary, use the Premises License to cover Live Music only in 2025 and subsequent years.

**Dik Gregory**

Chair, Shepperton Village Fair