

LYTHAM SPORTS CLUB COMMUNITY FESTIVAL

SUMMER 2027

SUMMARY OPERATING PLAN

Author:	GoTo Live Ltd
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Reviewed by:	RE, TL, JT

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1. Executive Summary

Lytham Sports Club Community Festival (LSCCF) is presented by JTG Agency. JTG are an event and concert promotions company that operates across venues in the Lytham and Fylde area. LSCCF will be a new event in Lytham and is intended to take place annually with the first event planned for the summer of 2027. It will bring internationally recognised heritage artists to Lytham for a series of events that are community-focused and give an opportunity to enjoy performances in a safe, family-friendly environment. The events will also feature a curated food and drink offer and a VIP area for an enhanced guest experience.

LSCCF intends to host the event at Lytham Cricket & Sports Club, Church Road, for a maximum of four consecutive days between July/August. Selection of dates per year will be made in consultation with Fylde Council to ensure appropriate resources and to avoid clashes with other major events in the area.

LSCCF intends to obtain a premises licence for the Lytham Cricket & Sports Club grounds to permit the event to take place. The application for the licence will be submitted in the summer of 2026 to allow appropriate planning time for the event. The application follows consultation with Fylde Council, local police and residents.

The scope of this document is to provide the Local & Responsible Authorities (Authority) with an overview of the approach that will be taken by the organisers to the planning and management of the event, and the risks associated with the delivery of outdoor events, to provide confidence to the Authority to enable the grant of a premises licence.

This document has been prepared without input from the Authority and is taking place before the commencement of the formal Safety Advisory Group (SAG) process and any multi-agency planning (MAMP) sessions with the Authority's officers. It is not intended to replace or truncate the formal SAG and MAMP planning sessions that will be essential to the process.

The following details outline the organiser's approach to the relevant section headers.

2. Event Overview

LSCCF is an outdoor music event leaning on family-friendly, heritage performers. A confirmed programme will be part of the planning process, but the music style will be of the 80's 90's, with Human League being an example of the type of artists being explored to perform.

The first event in 2027 would feature the following aspects;

- Ticket holders would range from general admission to a premium VIP experience
- 1x Main stage for the performance of recorded and live music
- Operating across four days in 2027 - July 22 - 25th 2027
- The event will be open to U18-year-olds provided they are accompanied by an adult
- Retail of food and beverages and alcohol
- Audience demographic of principally 35- 60-year-olds, 50:50 Male: Female

The expected build time will be up to 14 days pre-event, and the break time will be up to 10 days following. . The event organisers are committed to procuring professional service providers to deliver the equipment and personnel resources needed for this project.

Full details of all contractors and personnel will be provided as part of the Event Safety Management Plan and in Safety Advisory Group meetings when the project moves into the planning phase.

Ticket prices will be confirmed ahead of the event and will be available from a trusted ticketing retailer. The organisers are well-versed in communicating key information to their customers ahead of the event; customers will be contacted via email with a pre-show essential information guide, which will also be published on social media and the event website.

Safety information is also included as part of the E-ticket that all customers will be sent. The organisers can communicate with the audience effectively whilst the event is live; a copy of the emergency communication plans will be sent as part of the ESMP document submission process.

3. Site Overview

The location of the proposed event is the outdoor space being part of Lytham Sports & Cricket Club. The event site requires an approximate area of between 15,000 - 20,000m² to accommodate adequate audience space and back-of-house and production facilities.

The event space extends to most of the external area of the Sports & Cricket Club grounds situated off Church Road, and sits between Church Road and the railway line to the North. South of Church Road is Lowther Park.

Based on the experience of previous large-scale events and understanding where the potential noise receptors would be, it is anticipated that the stage be positioned to radiate sound in a Southerly direction to maximise the distance to the nearest residential properties. An experienced acoustic consultant will be engaged to provide input into the sound design and site layout in order to minimise potential disruption.

The site is blessed with a flat topography and is a grassed area that is used to facilitate cricket, football and other sporting activities. Initial inspection of the land indicates that it drains well and provides a solid base for increased footfall and for installation of temporary resources and demountable structures that would be a feature of the event. This is supported by the park having been used to host participation events previously.

There are no public rights of way through the area that would require closure to construct the event, though a public footpath connects a residential area to Church Road on the East side of the site. The organisers and operations team will engage throughout with the club and grounds personnel to ensure that facilities are protected and preserved.

In addition to liaising with the Authority, the organisers would consult with the sports club and local stakeholders to ensure that the club's normal day-to-day activities can be facilitated, where practicable, throughout the build and breakdown phases.

4. Site Layout & Capacity Analysis

The anticipated audience area of the event site measures approximately 15,000 m².

With the licence being applied for with a capacity of up to 9,999 persons, the area will be more than adequate to allow for plenty of circulation space for customers throughout the event area.

Attention will be given to the development of robust customer entry points to access the site. Additional gates will be considered for specific use, such as VIP customers, performers and staff. In general, the expected audience would access the site boundary from the South via Church Road, and the event entrance area and approach within the park would be managed closely, leading customers to the correct routes to the event entrance area. Consultation with the facilities team and committee at the Sports Club about creating additional entrance/exit points along the southern boundary of the site have been discussed and will be detailed on the site plans in due course.

All entry points to the event will feature a personal and bag search, ensuring that dangerous or prohibited items are prevented from being brought into the event. Ticket scanning will also be undertaken at the entry points, ensuring that all tickets are checked and validated before entry.

Liaison between the appointed Security and Stewarding company, the Authority and Police will take place to agree any additional security and entry measures as part of the planning process for the event.

An appropriate number of bar and food outlets will be featured around the site to supply the audience with access to food and drinks. These will be situated in consultation with the appointed vendors. Selection of locations will be made considering audience circulation and dwell areas to avoid pinch points and impinging on thoroughfares.

A full plan that details the event site and all facilities will be provided as part of the planning process as well as part of the Event Safety Management Plans.

5. Access & Transport

Lytham Cricket & Sports Club lies in Lytham St Annes, and sits approximately 0.3 miles West of the town centre. Considering the expected audience, the type of event, and previous experience with similar events, it is anticipated that the audience will mainly travel by car, taxi or on foot, with the predominant modality expected to be cars. It is the intention of the organisers to provide car parking near the site, and they will engage with various land owners with a view to making arrangements to provide such facilities.

The organisers will engage the services of an experienced and accredited Traffic Management company. This company will form part of the event management team and take specific responsibility for working with the organisers to develop a Traffic Management Plan that prioritises customer, public and road user safety for the area around the park. The Traffic Management company will lead on engagement with the Authority

on traffic and highway management, ensuring that the correct orders are in place, the correct highway signage is in place and that any road-based staff and personnel are in place.

The organisers will engage with the Authority, specifically the Highways department, to ensure that the local road network is sufficiently managed through the implementation of interventions to ensure that the audience can access and egress from the area safely, whilst working to minimise disruption to road users and residents. This will take the form of a TTRO.

Consideration will be given to the creation of a robust pickup and drop-off area to ensure that drop-off and collection of customers are orderly and do not create safety hazards for customers and other road users. As part of the planning, engagement with local taxi operators and Uber will take place to ensure advance notice of pickup and drop-off areas are understood, and any requisite Uber blackout zones are in place for the event.

Alongside the engagement with the local Highways department, engagement with the local public transport operators will be undertaken to ensure that the local transportation infrastructure impact is minimised and fully managed. It is anticipated that minimal use of the local transport options will occur, however, it is important to consider the impact to enable appropriate management processes can be implemented and ensure that resilience is in place should the audience utilise public transport unexpectedly.

The audience is expected to be largely from the Lytham St Annes area meaning that impact on the wider public transport network is not expected to be impacted; however, data from ticket sales regarding audience location will be monitored to ensure that unexpected locations of purchases are considered to enable the organisers to respond appropriately and liaise with the Authority should impact be anticipated due to customers inbound to the Town via the national rail network.

6. Infrastructure & Utilities

A network of experienced and specialist resource and service providers will be engaged to ensure that all material requirements for the event are met, and to a professional standard, and all specialist personnel are in place to manage the event appropriately.

The organisers will also engage the services of an experienced and suitably qualified Security and Stewarding team. This team will be responsible for all aspects of security and crowd management of the event and the event site. The aim of which is to ensure the safety of the audience, general public, staff and performers. The security team deployment will be agreed via engagement between the organisers, police, local authority and an independent security consultant and crowd management expert, who will form part of the event management team.

The security team will ensure that the audience is appropriately monitored and remains safe while on site and on the approach to and from the site. They are there to minimise the impact on the local community and policing services, aiming to de-escalate situations before they become arise. The security and stewarding provider will produce a full security plan and crowd management plan as part of the event safety management plan and will engage with the relevant authorities during the planning process of the event. The security team and consultant will ensure that specific attention and assessment is given to the risks around terrorism. Liaison with the Police around these risks will be undertaken and advice sought regarding mitigation.

A professional and experienced medical provider will be engaged to assess and 'score' the event, in line with current guidance and legislation, and then provide medical resources according to the outcome of this exercise. This will cover both the live event and build and break periods to ensure staff are also considered.

The welfare provision will be able to assist with any mental health or other issues, along with lone persons or lost persons. This provision will work side by side with the medical and security teams, ensuring a high degree of customer welfare provision is in place.

Water provision will be required for multiple uses throughout all phases of the event. Running hot water will be required to allow workers and crew the ability to wash their hands whilst working. Drinking water will be available to patrons as a basic welfare provision. Catering outlets will require the use of clean water as part of their food preparation. Clean water will also be required at any medical and welfare area for hygiene and as a drinking water option. As there are multiple demands for water provision on-site, a robust solution for the provision of water will be required. Assuming that a mains water supply cannot be established then a complete temporary water supply system can be installed, supplied by a specialist water provider.

Temporary toilets will be required for use by staff, performers and customers. The number and types of toilets will be determined in the planning stage. The organisers' experience of outdoor events will ensure that an appropriate number of toilets are provided, over the minimum required, to ensure that the audience is appropriately serviced. A specialist supplier will provide these along with servicing and emptying of the toilets of effluent waste throughout the event.

Temporary power solutions will be required to provide power to everything that requires it on-site, including the bars, catering outlets, stage and medical and welfare areas. An experienced supplier with knowledge, experience and qualifications will be sought to plan and provide the temporary power systems required across the event. The supplier of this resource will also provide technicians, monitoring, and support through the on-site phase of the project to ensure uninterrupted service throughout.

Provision will be made for waste removal. Waste and refuse build-up can be considerable for any event. Waste sources will be the audience and their general refuse, bars and food outlets. There will be a requirement for mobile refuse collectors who will collect litter and waste that has not been disposed of in bins, ensuring that refuse does not build up throughout the event, leading to unsanitary conditions. A turnkey solution will be provided by a specialist waste management company, experienced in providing this service at outdoor events, who can return the site and surrounding areas to its natural, tidy state.

In addition to the physical security presence on-site, a temporary CCTV system installation will be considered to provide the event management team and authorities present on-site in the Event Control Centre with a real-time ability to monitor the event, allowing for a response if required. This would be recorded to enable a review of footage post-event.

The organisers will track customer information through the sales process to establish the needs and requirements of customers with accessibility needs. The facilities provided will be assessed against the needs identified and the volume of those requirements. As a minimum, accessible toilets will be integrated, but further accessibility elements may be added as part of the planning process.

Other specialist resources required are determined by the needs of the planning process, engagement with the local authority and event activity and will be considered throughout the planning process.

These include;

- Site lighting
- Fencing and barrier
- Staging
- Tents & Marquees
- Signage
- Technical equipment such as lighting, sound system, and performer equipment
- Staff and crew

Full details of the provision will be laid out in the multi-agency planning meetings and SAG process and published as part of the Event Safety Management Plan.

Where possible, the organisers will seek to engage services from suppliers and service providers based and/or operating in the local area to ensure maximum economic benefit is felt locally.

7. Licensing & Regulatory Considerations

The organisers intend to apply for a premises licence limited to four event days in July/August in each calendar year. The scope of this document is to support that application and demonstrate to the Authority the approach that will be taken by the organiser to comply with the licence and support the licensing objectives.

No planning permission is required for the current scope of the project.

The event organisers will coordinate with the local authority via the lead officer with responsibility for coordinating the SAG. The SAG is the formal mechanism for convening all responsible authorities who have a stake in the execution of the event. This can include, but is not limited to, H&S, Events team, Police, Ambulance service, local NHS trust, licensing and Environmental Health. In addition to the SAG, the organisers will liaise in sub-group meetings (if any) on any specific issues.

Health, Safety & Risk Management

Outdoor events by their nature carry an element of risk. The event organisers will take demonstrable steps to minimise or manage such risks throughout the planning and delivery phase of the event. A comprehensive risk assessment will be completed as part of the ESMP documentation.

The organisers will engage a health and safety advisor to form part of the event management team. The advisor will have suitable qualifications and experience of similar events and will be able to provide strategic advice on all matters relating to safety.

The risks include;

- Crowd management
- Vehicles and transport
- Medical incidents
- Welfare incidents
- Inclement weather conditions
- Ground conditions
- Security and terrorism
- Risks associated with construction and build activity

Consideration of risks will be included in the planning phase from the initial outline design process to ensure that risks are designed out of the project as far as practical.

Risk management is a process that will be embedded within the work of all assembled contractors and service providers, ensuring that it is not seen as merely a tick-box exercise.

A robust system of reporting, supervision and management will be introduced on-site, which will ensure that any incidents, however minor, afford an opportunity to learn from for the future, which reduces the likelihood of recurrence.

Contingencies and plans for incidents and major incidents will be considered as part of the planning process, ensuring that all personnel involved are aware of and understand their responsibilities. Planning for major incidents and emergencies will be a feature of the planning process and documentation. This will be

conducted with the organisers, suppliers and service providers and the Authority in any sub-group of the SAG process, and will be documented as part of the Event Safety Management plan.

8. Community & Environmental Impact

Lytham Cricket & Sports club sits in a mixed use area of the Town. There are noticeable community impact considerations that will be considered and factored into the organisers' plans. To manage these considerations and to ensure that the impact on residents and communities is minimised, the organisers will establish a dedicated team to solely focus on the external areas and impact on the local community. This will serve to reduce the impact and allow for an efficient and dedicated response in the event of any issues.

This team will be led by a Local Impact & Engagement Manager (LIEM), who will have dedicated resources at their disposal to reduce impact as far as possible and reduce the typical sources of community impact.

These can include:

- Anti-social Behaviour on approach and departure from the event
- Nuisance noise from either sound sources or ingress/egress
- Nuisance parking or disruption as a result of rogue drop-off/collections of patrons
- Waste and litter build up

The LIEM will lead the engagement with the local community and local ward councillors. Letter drops and public consultation is proposed that the local community will be invited to attend. The intention of this is to present the plans and explain how the organisers will implement measures to reduce community impact.

The event organisers will also consider opportunities to minimise the environmental impacts of the event by ensuring that the waste management company engaged is capable of sorting waste post-event for

recycling. Similarly, the organiser will engage a power company that is able to power generators using renewable sources of fuel, such as bio-fuels and managing the schedule of times closely when the machines are running is another key initiative for reducing the environmental impact.

Wherever possible local suppliers and service providers will be engaged as a responsible way of managing the event carbon footprint.

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