
LICENCE APPLICATION – EXECUTIVE SUMMARY

1. INTRODUCTION

ABOUT HIDE AND SEEK FESTIVAL

- 1.1. Hide & Seek festival is an established event which has successfully been held for six editions at Capesthorpe Hall since the inaugural event in 2018. The event focuses on electronic music and arts and showcases both leading and emerging artists from both the UK and international markets.
- 1.2. Historically the event has featured up to 5 stages and various arts installations along with supporting infrastructure including food and beverage concessions, sanitation facilities and audience welfare.
- 1.3. Previous editions of Hide & Seek have been designed for a capacity of up to 12,000 – over several years of development - which was achieved and delivered in both 2024 and 2025. A process of continual debrief and improvement has been implemented by the management team to ensure that the event develops over each edition.
- 1.4. It has been decided between both the event management team and venue that Capesthorpe Hall would not be an appropriate venue for the growth that is desired by Hide & Seek Festival and as such the management team have been looking at alternative venues to allow the growth and development of Hide & Seek to continue.

DEVELOPING HIDE & SEEK

- 1.5. Whilst at Capesthorpe Hall, Hide & Seek has been a single day event. As part of the continual development plan of the festival it is now proposed that a move be made to Weston Park to allow for the further expansion to a traditional multi-day camping festival.
- 1.6. Festival organisers have undertaken an extensive search for a venue that is appropriate to host such an event and Weston Park has been selected as the venue Hide & Seek wishes to make its home moving forward from 2026. The site offers a large estate footprint and has a track record of being utilised by event organisers to successfully deliver multi-day, multi-stage, camping events on a scale much larger than the Hide & Seek proposals.
- 1.7. It is proposed that, although the application is made for a maximum number of persons on site of 29,999, the audience capacity will be capped in the first 2 years of the licence period to 15,000 audience members and 22,500 audience members respectively. The management team feels that this allows the development of the festival on the new site in a controlled and managed way whilst allowing for assessment of the impact of the event on the site and surrounding areas.
- 1.8. Feasibility planning is underway for the 2026 events at Weston Park with both Operations Management and Site Management teams engaged. Project plans and timelines are in the process of being produced and will be provided to SAG members at the earliest opportunity to allow for full consultation prior to event delivery in line with the proposed licensing conditions.

TEAM HIDE & SEEK

- 1.9. Hide & Seek has been operated by the same dedicated team since its first edition in 2018 at Capesthorpe Hall. Over six editions the team have developed the brand both with the audience and within the wider music industry.
- 1.10. For the seventh edition in 2026 Co-Founder Kurt Hurst will be Festival Director and will provide strategic oversight of the festival. This will include artist bookings, leadership of the arts offering of the festival and oversight of the wider

Event Management Team which will be made up of several key contractors as laid out in Section 4.

- 1.11. Kurt has far ranging links within the music industry in his roles at Hide & Seek and you&me alongside managing several artists.
- 1.12. To support the growth of Hide & Seek from 2026 onwards a dedicated Event & Site Contractor have been appointed. The Events Company (UK) (TECUK) are a 360-production house offering turnkey event delivery for promoters across the UK and internationally. TECUK will provide operational management of the festival. This includes Event Management and acting as the main contractor for the delivery of the event site.
- 1.13. TECUK have been delivery partners on In The Park (Liverpool & Newcastle), Reggaeland & Tribes Unite (Milton Keynes), On The Waterfront (Liverpool), Summer Sessions (Chepstow & Southmaton), We Are FSTVL (Damns Hall Aerodrome), Forbidden Forest (Belvoir Castle) to name but a few.

2. EVENT SUMMARY

- 2.1. It is proposed that in 2026 Hide & Seek festival is a 3-day camping event that will take place between 24 & 26 August, welcoming 15,000 ticket holders. The event is being designed to accommodate all ticket holders within the camping areas, however dependant on ticket sales a small number of day tickets may be released following the initial on sale period. This is a ticket sales pattern that will be mirrored for future years with site facilities being revised based on the proposed capacity for the year (see 1.7).
- 2.2. Programming conversations are at early stages with potential artists for the 2026 event. These conversations will be continued and will develop further upon the licensing decision.
- 2.3. The proposed 2026 edition will occupy approx. 41ha of the Weston Park estate. The licence application and red line have been drawn up to allow for development during future editions. The redline on the licence application represents an area of approx. 176ha. It is not intended to use the entirety of this area until such a time that the growth of the festival justifies its use.
- 2.4. Of the 41ha identified to be used for the 2026 edition, 18ha will be dedicated to entertainment with the remainder of the site being used for camping, which is adequate for the safe delivery of the event based on the proposed capacity.
- 2.5. Within the entertainment area there will be 2 zones. One zone will be designated for the events main stages which will it is proposed will run to 23:00 (except for Sundays where regulated entertainment in the zone will cease at 22:00). The second zone will be designated as the late-night zone which may run until 04:00 (except for Sundays where all regulated entertainment will cease at 22:00 with the exception of a silent disco which is proposed between 22:00 and 02:00 the following day. The silent disco provides recorded music in earphones only and is inaudible off site).
- 2.6. The event management team have opted for the option of a Silent Disco on the Sunday evening into Monday morning as this is an established means to prevent mass egress from the site following the close of entertainment zones on the Sunday thus reducing nuisance to the local community which could be caused by increased traffic volume late at night.
- 2.7. The location of the late-night zone has been selected as it is furthest away from local communities and benefits from environmental features (such as tree lines) which will further reduce potential for off-site nuisance. See section 5a for further information on noise control measures that will be implemented during regulated entertainment.
- 2.8. The whole event site will be secured with appropriate fencing to control admission to the site to ticket holders, staff and other required personnel only. On entry points an agreed search and screening strategy will be employed and implemented by the appointed security contractor.

TICKETING

- 2.9. Ticketing will be managed by a reputable ticketing agent, with various ticket options available and advertised online prior to the event. All public entry to the site will be logged via a ticket scanning process, allowing, at all times, an admit count to be available within the event control room. Once admitted to the site, customers will not be allowed re-entry should they choose to leave.
- 2.10. There will be several ticketing options available to customers. It is proposed that there will be several camping options including a VIP area with pre-pitched and furnished tents with access to power. Customers in VIP area will also have complementary access to luxury toilets and showers. Numbers in the VIP camping (in line with experience at other large outdoor camping festivals) are expected to be a small percentage of the overall camping numbers).
- 2.11. Customers will also be able to purchase General Admission camping which will provide access to an area to pitch their own tent and standard event sanitation facilities. The management team are also investigating the provision of a paid upgrade available to GA customers to allow access to luxury toilets and showers as an add-on to their ticket.
- 2.12. Ticket buyers will have several options to make payment for their tickets including paying in full upfront and payment via payment plans. The option of a payment plan (through a service provider such as Klarna) makes the option of purchasing tickets more affordable as it allows customers to spread the payment for tickets over several months dependant on the plan which they choose.

HIDE & SEEK 2026 – OPERATING SCHEDULE

- 2.13. The following draft schedule is proposed for Hide & Seek Festival 2026 in line with the licence application. These timings are subject to change (within the confines licence). Any changes will be discussed with the SAG as part of the pre-event consultation process.

	Friday	Saturday	Sunday	Monday
Campsite Open	08:00	24h	24h	
Alcohol Sales Begin	10:00	10:00	10:00	
Arena Open	12:00	12:00	12:00	
Main Arena Close	23:00	23:00	22:00	
Late Night Close	04:00	04:00	22:00*	
Alcohol Sales Stop	04:00	04:00	22:00	
Campsite Close				14:00

* Silent disco will be running between 22:00 – 02:00 and will be inaudible offsite.

HIDE & SEEK 2026 - BUILD & BREAK

- 2.14. The build process for Hide & Seek Festival will be managed by The Events Company (U.K). The nature of the event necessitates a build period of up to 14 days in the lead up to the live event.
- 2.15. Production elements of the event (staging, lighting, sound etc.) will be installed onto the site on the week of the show.
- 2.16. During the live phase build activity will cease. There will, however, be supporting activity taking place on the site such as sanitation servicing, deliveries for audience concessionaires, artist movements and other deliveries and collections supporting the live phase operations.
- 2.17. Following the live phase, it will take up to 10 days to remove all facilities from the site. The event management team work to the philosophy that we should leave the site as we find it with as little impact to the natural environment as possible.
- 2.18. All activity on site will be overseen by a dedicated Site Manager with the support of a wider site management and delivery team including Site Co-ordinators, Logistics Managers, an office team and Site Crew including appropriately licenced Plant Operators.
- 2.19. Prior to the event the Site Management Team will work with all contractors to ensure co-ordinated and managed deliveries and collections to and from site, both managing the workload on site and reducing the impact on the local road network and surrounding communities.
- 2.20. Works on site, where possible, during the build and break phase, will take place between 08:00 and 20:00 to reduce the impact on local communities from noise and traffic.

3. SITE DESIGN

- 3.1. The site design is in its early stages for the 2026 edition of Hide & Seek however the following areas have been identified
 - Main Arena including 4 x entertainment stages
 - Late Night areas including 3 x entertainment stages
 - Campsites
 - Other ancillary supporting spaces.
- 3.2. Audience areas in arena spaces are designed to meet the capacity expectations for each space. Where temporary structures (such as tented structures) are to be constructed, specific capacities will be calculated for each and management strategies implemented to ensure compliance with the calculated capacity.
- 3.3. Audience ingress areas (for both Camping Tickets and Day Tickets (if being sold)) will be designed to meet both the capacity and the search and screening regime.
- 3.4. Appropriate means of escape will be provided from the event site to designated places of safety. The escape capacity of the site will be presented in the Event Operations Manual for review prior to the event.
- 3.5. Within public areas appropriate bars and food concessionaires will be provided for the capacity of the event. These will be geographically distributed across the site and identified by appropriate signage. Appropriate experienced operators will be appointed for both the food and drink operation, who will have an input into the site design.
- 3.6. Medical facilities will be provided for audience and staff following a risk assessment produced by an appropriately qualified professional in line with the guidance as laid out in The Purple Guide to Health, Safety and Welfare at Outdoor

Events. The location of medical facilities and blue routes will be clearly marked on the site plan provided as part of the Event Operations Manual (see section 5).

- 3.7. Sanitation facilities will be provided in line with requirements as laid out in The Purple Guide to Health, Safety and Welfare at Outdoor Events. These will be geographically distributed across the site and identified by appropriate signage. Separate facilities will be provided for camping areas.
- 3.8. Appropriate drinking water points will be installed across both the arena and campsite spaces, clearly identified by signage on site and displayed on the site plan for review prior to the event by relevant SAG stakeholders.
- 3.9. Within the campsite appropriate fire lanes will be built into the design to allow emergency services access at all times. These will be aligned with designated blue routes that will be displayed on site plans for review in advance by relevant SAG stakeholders.
- 3.10. Also, within the campsite separate food and drink concessions and sanitation facilities will be provided. It is proposed as part of the licence that late night refreshment (food & soft drinks) be available specifically to service the late night and camp site areas.
- 3.11. An Event Control compound will be designed into the site. This will include an Event Control Room, Meeting Room and breakout spaces. The Event Control Room will be secure to the rest of the site with dedicated security resource.
- 3.12. Event Control will form the main control hub for the event and provide a location for both the Event Management Team and key local stakeholders such as Police, Fire, Ambulance and Local Authority to co-ordinate. Event Control will be operational at all times that the event is open to the public.
- 3.13. A comprehensive CCTV plan will be implemented across the event site. This will include Ingress & Search Areas, Audience Areas, Bars, Campsites & other areas deemed appropriate and necessary by the Event Management Team. CCTV will be viewable in the Event Control Room and a member of the installation contractors team will be available on site for rapid review should it be needed by either Event Management or Police.

4. EVENT MANAGEMENT TEAM

- 4.1. The whole event will be headed up by the Event Director who will be designated as the Event Management Gold. The Event Director will be responsible for setting the strategic direction for the wider Event Management Team. The Event Director will be of sufficient seniority within the organisation to make final operational decisions as required throughout the event timeline. The Event Director will be supported by a comprehensive management team as outlined below.
- 4.2. Directly under the Event Director will be the Event Manager who will be designated as the Event Management Silver. They will be responsible for the tactical delivery of the event and will be the direct up line of the Event HOD's.
- 4.3. To support the Event Manager an independent Safety Advisor will be appointed to provide third party safety advice and feed into the tactical operational decisions that are made during both the planning and operational stages of the event.
- 4.4. Reporting to the Event Manager will be a series of department heads who will manage specific elements of the event.
 - 4.4.1. The Operations Manager will be responsible for oversight Event Control, Security Operations, Medical Operations, Welfare Operations, Traffic, Bars, Concessions & Campsite Operations.

4.4.2. The Site Manager will be responsible for the delivery of the event site. They will manage both event site teams (including Site Co-Ordinators and the Site Office) and contractors required for the delivery of the site.

4.4.3. The Production Manager will be responsible for all operations taking place on the event stages. This includes the oversight of Stage Managers and contractors responsible for Lighting, Sound & Video. The Production Manager will work closely with the Noise Management Contractor (in conjunction with the Event Manager) to ensure compliance with the noise management plan and licence conditions.

EVENT CONTROL

4.5. The Event Control Room will support the Event Management Team throughout the Live Phase of the event and will be open at all times when members of the public are on site.

4.6. Event Control will form the main control hub for the event and provide a location for both the Event Management Team and key local stakeholders such as Police, Fire, Ambulance and Local Authority to co-ordinate.

4.7. The following personnel will be present in the control room 24/hours a day. This will be delivered through multiple shifts with appropriate handover periods scheduled into the working hours of each member of the team;

- Event Control Manager
- Event Logger
- Security Controller(s)
- Security Logger(s) as deemed appropriate by appointed contractor
- CCTV Operators
- Medical Controller(s)
- Medical Logger(s) as deemed appropriate by appointed contractor

4.8. The following personnel will be present in the control room during key operational periods.

- Event Director & Event Manager
- Event Safety Advisor
- Traffic Controller
- Welfare Controller
- Ticketing and Box Office Liaison
- Network & CCTV Liaison
- Resident Liaison
- Marketing & Social Media Liaison

4.9. The Event Management Team also welcomes members of the Local SAG and statutory services into the Event Control Room.

4.10. To support the operation of the Event Control Room a CCTV system will be installed on site. Hardline phones will also be installed to negate the possibility of poor mobile reception.

5. EVENT OPERATIONS MANUAL (EOM)

- 5.1. For all events operating under the proposed licence an Events Operations Manual (also known as Event Management Plan) will be produced. The Event Operations Manual will be made up of organiser and specialist contractor originated documents which will be collated by the Event Manager or their appointed representative.
- 5.2. The Events Operations Manual will contain all information as required within the licence and be presented to SAG in final draft format 28 days before the 1st live day of the event. Subsequent changes to the EOM will be presented for SAG for approval.
- 5.3. The EOM will be presented electronically for distribution on a system mutually agreed by SAG.
- 5.4. The promoter will produce the overarching policies and documents that outline the key management information and strategies for the event. This includes;
 - Site Plan and various overlay drawings.
 - Key site information including design.
 - Site capacities, invacuation and evacuation capacities as required.
 - Audience Facilities Assessments.
 - Emergency & Contingency Planning including Adverse Weather planning.
 - Crime Reduction Plan.
 - Event Risk Assessment.
 - Event Fire Risk Assessment.
 - Security, Audience Admission and screening, drugs & eviction policies.
 - Safeguarding Policies.
 - Campsite Management Plan.
- 5.5. Expert 3rd party contractors will be appointed in specific areas to produce elements of the Events Operations Manual specific to their area of expertise. These include;
 - Crowd Risk Assessment, Management & Security Operations Plan from appointed crowd management supplier.
 - Medical Plan and Risk Assessment from appointed medical supplier.
 - Welfare Plan and Risk Assessment from appointed welfare supplier.
 - Alcohol Management Plan from appointed Bars supplier.
 - Traffic Management Plan from appointed Traffic Management Supplier including provision for public and private transport options and car parking.
 - Noise Management Plan from appointed Noise Management supplier including community feedback mechanisms.
 - Waste Management Plan from appointed Waste Management Contractor.
 - Water Management Plan from appointed Water Management contractor.

5a. OPERATIONAL SPECIFICS – NOISE MANAGEMENT

- 5a.1. Hide & Seek understands it has a responsibility to ensure so far as reasonably practicable the prevention of public nuisance arising from activities at an event. As such, Hide & Seek will strive to ensure that the impact of noise on local businesses, residents and noise sensitive premises are controlled and any agreed limits are adhered to.
- 5a.2. Hide & Seek has appointed a suitably qualified and experienced noise consultant who has prepared a noise assessment and Noise Management Plan, and who will be employed during the event to monitor music noise levels to ensure agreed music noise limits are not exceeded.
- 5a.3. Site design and layout, PA system design and placement of noise generating event infrastructure will all be taken into account during the planning phase to ensure that nuisance from noise is kept as low as is reasonably practicable.
- 5a.4. A Noise Management Plan will be produced each year which will include the following information;
- General information on Noise Management at live events.
 - Information on the experience of the appointed consultant.
 - Summary of the event including key timings that music noise will be generated from site including propagation tests, sound checks and live event timings.
 - Agreed offsite music noise limits.
 - Agreed noise sensitive premises and monitoring locations.
 - Information on PA systems installed on each stage.
 - On site and offsite music noise modelling.
 - Noise management strategy.
 - Local community feedback mechanisms.
- 5a.5. The licence application and section 2.12 outlines the licensable timings for music noise as proposed for Weston Park.
- 5a.6. It is proposed that the off-site music noise limit be phased between standard and late night activities. Limits have been proposed based on the limits as enforced at other events of this scale across the United Kingdom.

Offsite limits prior to 23:00 are proposed to be set at 70dB_{LAeq,15min} (free-field) at the agreed monitoring positions.

Lower offsite limits between 23:00 and 04:00 are proposed to be set at 45dB_{LAeq,15min} (free-field) at the agreed monitoring positions. This offsite music noise limit is one which is mirrored in licences for comparable festivals across the United Kingdom that operate past 23:00.

There will be a silent disco running between 22:00 and 02:00 on the Sunday evening which will be inaudible off site.

- 5a.7. Music noise limits and noise sensitive locations will be discussed and agreed with the nominated personnel from the local authority environmental health department for inclusion in the noise management plan prior to the final draft submission for each event operating under this licence should it be deemed necessary through the SAG process.

NOISE MONITORING

- 5a.8. Dedicated personnel will be appointed during the live phase to monitor noise levels both on and off site at pre-agreed noise sensitive premises.
- 5a.9. Prior to opening to the public noise propagation tests will take place in co-ordination with the PA System vendors. These will allow for the correlation of noise levels on site with the noise levels at the pre-agreed noise sensitive premises. This will allow for FOH limits to be set at each stage – aiding in the noise management strategy.

5a.10. During the live phase noise levels will be monitored both on and off site. The noise consultants will keep logs of all noise monitoring that takes place. Noise consultants will be in direct contact with sound engineers to adjust the audio level should the need arise.

5a.11. A full post event report can be provided should the need arise and the report be requested by the SAG.

LOCAL COMMUNITY FEEDBACK

5a.12. Hide & Seek recognise that regardless of the management policies put in place, on occasion, local community members may wish to provide feedback during the live phase of the event. To facilitate this, a community hotline will be installed and be available at all times that the event is open to the public.

5a.13. All calls to the community hotline will be logged and passed onto the appropriate team on site via the Event Control infrastructure.

5a.14. For phone calls concerning noise, details will be passed onto the Noise Management Contractor for further follow-up. This may include checking of on-site noise levels or dispatch of a noise consultant to the location of the feedback.

5a.15. Details of community feedback will be included in the post event report.

5a.16. Hide & Seek also recognises that community feedback may be received via alternate means to the community hotline. Any feedback passed onto the event management team, regardless of origin, will be logged and investigated where possible if all relevant information is provided.

5b. OPERATIONAL SPECIFICS – TRAFFIC MANAGEMENT

5b.1. Hide & Seek understands it has a responsibility to ensure so far as reasonably practicable the prevention of public nuisance arising from activities at an event. As such, Hide & Seek will strive to ensure that the impact of traffic from events on local communities is reduced so far as is reasonably practicable.

5b.2. An event specific Traffic Management Plan will be produced for each event held under this licence. The traffic management plan will include details on both the build and break phase and live phase of the event addressing collections, deliveries & attendee traffic (be it by car or other means such as coach).

5b.3. It is proposed that for the 2026 edition of Hide & Seek, that Tracsis Events will be appointed to provide traffic management services. Tracsis Events have extensive experience at Weston Park previously providing services for V Festival, Camper Jam, Pretty Muddy and Weston Park Bonfires.

5b.4. The core objectives of all traffic management plans produced under the proposed licence will be as follows;

- To provide a safe environment for all road users, including event attendees, the general public, staff and emergency services.
- To mitigate the impact of event traffic on the local community by minimising congestion and delays on the surrounding roads network.
- To ensure optimal visitor experience through clear communications and streamlined vehicle and pedestrian flow during peak arrival and departure times.
- To establish and maintain emergency access routes to and from the site to ensure emergency services can respond to incidents without delay.
- To utilise pre-event information from ticket buyer data to produce appropriate plans for the estimated traffic sources and traffic volumes.
- To encourage sustainable travel by promoting and facilitating the use of public transport & coaches, shuttle services where appropriate (for example day ticket holders if being sold) to local major transport hubs, and

ride sharing.

- 5b.5. The traffic management plan will address all traffic management activities including the following within its scope;
- Management of the arrival and departure of attendee vehicles from the public road network into designated, managed, parking areas within the Weston Park footprint including vehicles headed for car parks and dedicated Pick Up Drop Off areas.
 - Management of the arrival and departure of coaches, taxis (including private hire and hackney) and public transport vehicles from the public road network into designated, managed, areas within the Weston Park footprint.
 - Provision and management of dedicated, clearly marked emergency vehicle route(s) both to and on the Weston Park footprint.
 - Provision and management of clear and safe segregation between vehicular traffic and pedestrian routes.
 - Co-ordination of all deliveries and logistical vehicle movements needed for the operation of the event whilst minimising impact on the local community and non-event traffic.
- 5b.6. The traffic management contractor and Event Management team, via the Event Control Room, will employ the following management principals throughout the event lifecycle;
- Appropriate Planning: Utilising ticket sales data to ensure the traffic management plan is appropriate for both the traffic volume and traffic sources.
 - Dynamic Traffic Management: utilising real-time monitoring and co-ordination between on-site staff and external road networks to adjust to changing conditions.
 - Trained Personnel: Deploying a sufficient number of trained traffic operatives and stewards to guide and direct traffic effectively.
 - Clear Communications: Providing highly visible, clear and unambiguous signage for all routes and parking areas.
 - Stakeholder Collaboration: Maintaining open and regular communication with the LA, Police and other emergency services colleagues.
- 5b.7. Both the Hide & Seek management team and Tracsis Events are fully committed to ensuring the safety of everyone involved in or affected by the event. We will ensure consultation with all relevant stakeholders throughout the planning process and will make every effort to minimise the impact of the event on the local community.
- 5b.8. The effectiveness of the traffic management measures implemented during each event held under this licence will be monitored and adapted as necessary both during the live phase of the event and through the debrief process affecting change for the next event should it be required.

6. LOCAL COMMUNITY ENGAGEMENT

- 6.1. Local community engagement will form an important part of planning for any event taking place utilising the licence subject to this application.
- 6.2. The Hide & Seek Event Management Team appreciates that an event of the scale proposed generates concerns within the local area and wish to engage with anyone from the community who wishes to provide feedback.
- 6.3. A community drop-in session was held on 10 September 2025 at the Rose Peterson Art Gallery. Local communities were made aware of the meeting via letter which was issued by the Event Management Team on 27 August 2025.
- 6.4. Feedback received during the community drop-in session on 10 September 2025 has directly fed into the conditions proposed as part of this licensing application and will feed directly into event planning moving forwards for the 2026 edition of Hide & Seek Festival.

- 6.5. Further to the initial community drop-in session, a community steering group is to be established with interested members of the local community invited to join. The community steering group will be consulted during both the event planning, delivery and debrief stages.
- 6.6. Alongside the steering group a full community drop-in meeting will be established prior to and following each event in line with proposed licence Condition 11.
- 6.7. During the planning, build and break phases of the event a community contact email will be available for members of the community to contact the Event Management Team.
- 6.8. During the live phase of the event a community hotline will be established in line with Condition 81 of the proposed licensing conditions. This will be publicised in advance of the event in an area as agreed with SAG. The hotline will be monitored at all times that the public are on site.
- 6.9. Hide & Seek also recognises that community feedback may be received via alternate means to the community hotline. Any feedback passed onto the event management team, regardless of origin, will be logged and investigated where possible if all relevant information is provided.
- 6.10. All community feedback will be logged to feed into the debrief process.