

HOUGHTON

HOUGHTON FESTIVAL - THURSDAY 11th - SUNDAY 14th AUGUST

27th April 2022

Dear Resident

We hope that you have had a lovely Easter break.

As you may well know, we have been unable to realise our annual music and arts festival for the last three years. In 2019 we were very unlucky to have to cancel due to adverse weather conditions and subsequently in 2020 and 2021 due to Covid.

We have been busy preparing for our 2022 edition of Houghton Festival which is due to take place on the Houghton Estate between 11th -14th August 2022. We are excited to be able to deliver the show that we built but then had to take down on the day that we were supposed to open our doors, back in 2019.

Houghton Festival is a celebration of music and art and we are proud to be bringing some of the world's very best talent to Norfolk. 200 artists will perform over 96 hours of music across 13 stages this year. In addition to this we offer a full complimentary 3 day program of yoga & movement, life drawing, sound baths, cacao ceremonies, treatments and sauna, plus private guided tours of the world renowned sculpture garden.

This year our capacity will be 15,000 including general ticket holders, guest list, press, crew and members of the local community. The age restriction is 18+

Please find below some information for you in advance of our

Local Residents Open Evening from 17.30 to 20.00 on Thursday 19th May:

Amanda Eastwood (Event Director), Katharine Simons (Event Producer) and Sean McNally (Event Producer) look forward to welcoming you with some refreshments, discussing plans for the event in more detail with you and answer any questions you might have.

Following on from the Local Residents Open Evening on 19th May we will issue a secondary information update via email closer to the event dates to inform you of any changes or progress.

This update will provide contact numbers while the event is live and further detail on any issues raised in our meeting.

We will also carry out a letter drop to properties within the Estate and the following villages no later than 15 June 2022:

Houghton / East Rudham / West Rudham/ Harpley/Great Bircham /Bagthorpe with Barmer / Syderstone/Little Massingham/ Great Massingham/ Congham/Hillington/ Flitcham with Appleton / Anmer/ Dersingham/Shernborne/ Docking/ Fring/Barwick/

If you are a direct resident of the Estate or an Estate employee, the Estate Office will keep you up to date on everything you need to know regarding day-to-day Estate access, event access and contact numbers, etc.

Key dates and times:

Houghton festival production will begin moving onto the Houghton Estate from 20th July 2022 and moving out by 20th August 2022.

Houghton festival customer arrivals will be spread across Thursday 11th August, Friday 12th August and Saturday 13th August and departures across Sunday 14th August and Monday 15th August.

Licensed entertainment will cease no later than 02:00 on Friday (Thursday night / Friday morning), from Friday 10am the music will start and will continue for 24 hours throughout Friday, Saturday and will end no later than 03.00 on Monday morning). Of all the stages, four will run for 24 hours per day and these are mostly enclosed.

Control measures to minimise local disruption

- Working closely with the Council and Safety Advisor Group
- 24/7 sound management portal so you can report and monitor our response to any sound issues experienced.
- 24/7 residents hotline so you can talk to us any time while the show is live.
- Signage will be deployed to direct all traffic to the appropriate gate.
- All contractors will have contact number for the Site Office.
- Working days during build and break will be restricted to 08:00 to 20:00.
- A professional event Security company will be providing security services on and around the site.
- A professional event Traffic Management company will be delivering a robust Traffic Management system to ensure local roads remain free flowing.
- Our litter picking team will do a sweep through the site and its surrounding area following the event.

Communications

You can contact us year-round by emailing info@houghtonfestival.co.uk

We will have a dedicated website page for Local Residents up and running over the next few weeks:

<https://houghtonfestival.co.uk/local-residents>.

We will keep this page up to date with useful information for you to access throughout the year.

Sound management:

We have appointed Gareth Hance of Electric Star to manage and consult on the sound propagation of the event.

Gareth has been working closely with our audio suppliers to ensure effective sound containment via audio and arena designs.

A hotline and online portal will be operational 24/7 while the show is live. Any concerns will be dealt with by Gareth and his team. Contact numbers and a link for the portal will be shared closer to the event dates.

Highways

Traffic flow will be closely monitored by our Traffic Management team - The Last Mile, to ensure that event traffic is processed swiftly and efficiently, and contingency measures outlined below will be available:

- Contingency traffic stacking space with the capability to take vehicles off the public highway.
- Modifiable external signage, the directional arrows can be amended to utilise contingency routes swiftly as required.
- A roaming security team who can be dispatched to deal with any traffic flow problems on site.
- A dedicated 'responder' vehicle that can be deployed to assess traffic off-site.
- A Head of Traffic, who will have direct contact with the on ground team and the festival's event control to monitor the festival traffic entrance.

Local community

We would love to hear from local communities to understand better how we can leave a positive impact on our surroundings. We welcome any suggestions for how we might be able to work with local businesses or charities to benefit the local area

Local Resident Tickets

All residents of the following villages are eligible for a £35 day pass or £100 full weekend (4 day) pass 'Local Resident Ticket' to be purchased in advance of the event:

East Rudham / West Rudham/ Harpley/Great Bircham /Bagthorpe with Barmer / Syderstone/Little Massingham/ Great Massingham/ Congham/Hillington/ Fitcham with Appleton / Anmer/ Dersingham/Shernborne / Docking/ Fring/Barwick/

Tickets will allow holders access to the event and a free car parking pass will be made available at point of purchase. There will be no limit to the number of tickets per household. However, every ticket holder must be able to provide proof of address and matching photo .

The ticket link will be issued for eligible households after you have submitted your details with us wither at the opening evening or by contacting us via info@houghtonfestival.co.uk and presenting us with your documents.

If you are a direct resident of the Estate or an Estate employee, the Estate Office will communicate with you regarding your eligibility for event access and provide information on how, when, where to redeem, etc.

We would be grateful if you could distribute this email amongst your local communities and display wherever possible.

Please RSVP to confirm that you will be attending the open evening on Thursday 19th May between 17.30 and 20.00.

With very best wishes,

Amanda, Kat and Sean (Houghton Festival)