



Alland Nurseries  
Botloes Green  
Newent  
Glos

## *In Celebration of the Noble Onion*

7<sup>th</sup> February 2023

### Newent Onion Fayre Event 2023

As you are aware, in 2022 we attempted to revive the Onion Fayre following the interruption caused by the pandemic. Unfortunately the two year break proved to be too much, stall applications had dropped by 75% from 2019 and interest in sponsoring the Fayre had waned by a similar percentage. Holding the Fayre was no longer a financially viable option, and we had to cancel the Fayre once again.

The committee has now made the decision that Newent Onion Fayre will not hold any more street fairs in September as the current financial model is no longer viable.

However, we do have a plan for the future. The restructured Onion Fayre committee is hoping for support to hold a brand new event in the town.

We are asking for permission and support from the Town Council for an event we would like to hold in the arboretum on the first or second weekend of September.

Having written to and spoken with the Town Clerk, I was informed that consideration at the full Council meeting on 23rd January was not possible.

If we are able to run the event, time is of the essence as we would soon need to start booking performers and arranging infrastructure hire. Therefore I am hoping that the full council will be able to consider and give permission at the February meeting.

I have attached to this letter a little more information about our plans. We would like to give a short presentation prior to the meeting and provide the opportunity to answer any questions.

Your support for this new event would be very much appreciated. I would be happy to discuss our plans at any time. Please feel free to give me a call on 07831 762735.

Kind regards

Andy Offord  
Chairman, Newent Onion Fayre Committee



*Established in the 13th Century under the  
Royal Seal of King Henry III of England*



## **The Newent Event** *(working Title)*

Replacing the Newent Onion Fayre

A brand new event for Newent that, like the Onion Fayre, will promote the Town far beyond the county boundaries.

We aim to reproduce the friendly, relaxed family atmosphere of the old Onion Fayre, focussing on good music, artisan food and drink, workshops and activities for children and adults.

We believe that Newent Arboretum would provide the ideal venue to create the unique qualities that we are looking for.

### **Setting the scene**

Please imagine yourself attending the event. After parking in the designated car park, you walk over and enter the event site and start to explore the woodland. You discover a clearing with a folk group playing, people seated around.

After resting for a while to listen, you then move on along the pathway; pausing to browse at a charity stall that is raising there to raise funds. It is set under a canopy on the side of the path.

Further along, there's the sound of children's laughter as a clown trips as he shows off his juggling skills.

Feeling hungry? Lets find the food village, hot and cold food and drink, and seats to rest on.



Feeling suitably refreshed, you walk back along the way. The clown has gone now, in his place is a storyteller, weaving a tale of fantastical beasts.



And why didn't we spot the wooden toadstools and the grotto earlier? There's a guy there carving and talking about his love of wood.

There are other workshops and talks throughout the day



As dusk falls, imagine looking down the main avenue of the arboretum towards the main stage.



Sail canopies on poles above the avenue and light festoons hang between the trees.



Spend the evening enjoying the sound and light spectacle of live music.

After a night under canvas (or in your motor home!), the next morning you head off into town for breakfast and a mooch around the shops, getting back to the arboretum in time to see what on offer around the site today.

You eventually head to the main stage to watch the world famous Onion Eating competition followed eventually by the final headline act of the weekend.



Finally you head off home with a head full of memories. Good music, great food, and magic experiences. Newent is definitely a place to come back and explore further next year! What a weekend!

### **'Newent Event' Information**

#### Date

- The first or second weekend in September (subject to final confirmation)

#### Attendance

- The event will be a ticketed event, with a reasonably pitched price in the region of £10 per person per day, or around £25 for the weekend.
- Camping would be extra and separate.
- Parking would be charged for separately.

#### Capacity

- Ticket sales would be limited to 3000, but at least 1500 to 2000 would be required for the event to be viable. Just to note, standard event capacity formulae calculate that the site could accommodate at least three times our limit with ease.

#### Access

- The field proposed for camping and some parking would be accessed directly from the Ross Road. No visitor traffic would need to use Bradfords Lane.
- Day parking access up Watery Lane, ideally parking at the school.

- Pedestrian entrances to the festival site would be via Watery Lane and the car park area in Bradfords Lane (note: foot traffic only will cross the lane)

### Attractions

- There would be one main stage, plus secondary performance areas around other parts of the arboretum.
- Food stalls would sell hot and cold food and drink, mainly located in the food village, but a hot drinks, a bar and food would also be available near the performance areas.
- Children's activity area- performances and workshops, storytelling etc.
- Areas will be allocated for workshops (e.g. Rural and other activities)
- Areas would be allocated for local charity stalls

### Organization, Security and infrastructure

- The overall event will be organized by experienced members of the former Onion Fayre Committee.
- Experienced event management company will be organizing music, entertainment, managing performers, workshop activities, etc.
- Professional security and marshaling would be used for site security, crowd management and behaviour monitoring.
- Professional event staging and lighting brought in.
- Temporary fencing hired in to secure venue.
- Generators will provide power for stages, lights, security floodlighting and the food village.
- Waste and litter collection would be provided by experienced outside contractors.
- First Aid cover will be from an experienced event provider.

### Other considerations:

- A new entertainment licence will be applied for as the existing Onion Fayre licence would not cover the proposed location.
- A temporary diversion would be sought for the footpath that crosses the arboretum.
- Time to set up and break down the event would mean that parts of the arboretum would be closed for a few days before and after the weekend. This will cause some disruption for regular visitors to the arboretum, but subject to health and safety considerations, we will endeavour to maintain as much access as possible.
- Consideration in the design and layout to minimize noise disturbance to neighbours. The main stage faces away from Newent, towards open fields. The tree canopies and hedges will still be in full leaf which will provide added sound insulation.
- Traffic nuisance mitigated by some traffic directed to event from Ross Road. Watery lane would experience increased traffic, but no more than on previous Onion Fayre days.

- Temporary enforced parking restrictions will be introduced on the roads surrounding the site to reduce nuisance parking and prevent obstructions.
- Fires and barbeques would not be allowed on campsite or event area, which would remove any desire to collect firewood!
- Water would be required on the arboretum site. If possible it would be appreciated if permission can be granted by the Town Council to make use of the closest standpipe in the Cemetery extension to bridge a temporary supply over Bradfords Lane into the site.
- The timing of the event is outside of the nesting season so nesting birds will not be disturbed.
- If the weather is wet, damage underfoot will be minimal. The site is on a free draining sandy soil. A lot of the site is now bare soil anyway due to the tree canopy and high everyday footfall. There will be an element of protection for the visitors because of the canopy sails slung above the main audience area.
- The site will be cleared after the event and returned to its state prior to the event.

### **Finally**

We believe that this event would be of great benefit to the town. It has the potential to raise the profile of Newent in a similar way to the Onion Fayre, attracting visitors from near and far.

Businesses in the town will benefit from the extra custom, and there would be no street or car park closures.

Local organisations will have an opportunity to raise funds, and profits from the event will be donated to local charities.

To facilitate this event, the cooperation of a number of parties would be essential; Support from the Town Council with permission for use of the arboretum as the main venue, Newent Community School for car parking facilities, and a local land owner for camping facilities.

For the event to go ahead we need to start booking artists, and hiring the infrastructure equipment before the end of February. We are hoping that the council would be able to give consent as soon as possible for us to be able to proceed.

A speedy and positive response to this exciting opportunity would be very much appreciated!



Andy Offord  
Chairman, Newent Onion Fayre Committee