



Saturday 20th August 2022  
Parsloes Park, Dagenham

# **Elrow Community Impact Assessment**

Version Number: V2.0

Date: 24/05/22

This document has been produced by Slammin Events in consultation with other event contractors on behalf of Elrow.

## **Overview**

The aim of this report is to provide a bespoke assessment of the potential risks to the local community from the music festival taking place and how those risks can be mitigated. Through the planning process Elrow has been working in partnership with the local council, licensing, SAG and blue light services on reducing the impact on the local community. The event aims to have a positive relationship with the neighbouring residents and business, making sure the event runs smoothly with minimal impact to those in the area.

Elrow is a globally renowned brand that operates hundreds of festivals and events every year in places such as New York, Rio de Janeiro, Ibiza, Spain, Las Vegas and beyond.

This Document gives an overview of the following;

Site Overview & Park Protection

Traffic

Public Transport

Anti Social Behaviour

Urination

Litter

Pedestrian Management Plan

Noise

Communication

Spend and new footfall into the area

Engagement with the community Groups / Business

Community Risk Assessment

## Site Overview & Park Protection

The event takes place in Parsloes Park which is managed by London Borough of Barking and Dagenham. The park has a number of uses with a large football complex, pond, children's playground and nature reserves. The Park is used by local residents and community groups in the area. The overall footprint of the park is 144 acres, with the event arena covering less than 20% of the overall space.

An overview of the event build and break period;

- 10th August - Site build starts, site secured
- 11th - 15th August - Main Structures Build
- 16th - 19th August - Decor, site finalising, tech install, traders and bars load in
- 20th August - Live Day
- 21st - 26th August - Site derig, collections and cleaning

Access will be maintained around the park for the full build and break period. Infrastructure external to the arena will be put in later in the build to reduce impact. Access will be maintained during the build with fence lines only being secured for the live hours.

During the build phase a steel shield fence will be constructed to keep the site secure and prevent pedestrian access whilst there is construction works ongoing. Any works going on within the park area will be secured to maintain a safe working area. The perimeter fence will be the final piece of infrastructure to come down post-event. Temporary roadway, euromatt and Teram will be used to protect the ground in the event site and pudo area, any damage to the park or ground caused by the event will be reinstated post show.

All infrastructure external to the steel shield will be removed on the Sunday post show to reduce the impact on park users wishing to use the park. The site will be clear by the 26th August. Signage will be displayed from three weeks in advance of the show communicating access to the park, followed by residents leaflets two weeks out.

Fence lines will be installed to keep the audience out of the nature reserve area. Fences will also be installed on the entrance from Becontee to direct customers directly through to the site entrance and not through the wider park. From Dagenham Heathway and Beacontree stations signage and staff will direct customers to the event entrance.

## Traffic

A detailed traffic management plan has been produced as part of the wider event plan and Event People appointed to oversee the operation. The plan covers staffing resources, signage, infrastructure and traffic orders. As part of the SAG process Slammin events and Event People are coordinating with the relevant highways teams and TFL for the Tube and Bus to ensure the proposed plans incorporate the local knowledge of the area and services.

Event People staff will not only take on the traffic management and communication to vehicles coming to the event. They will also be briefed to direct foot customers along specific routes to the event, thus reducing numbers along residential streets. They will be in direct communication with the main event control room and be able to communicate live information on the ingress and egress as well as request additional support from security, waste or other onsite teams. Advance signage will communicate road closures and parking restrictions in advance of the event, these are detailed in the traffic management plan after consultation with highways.

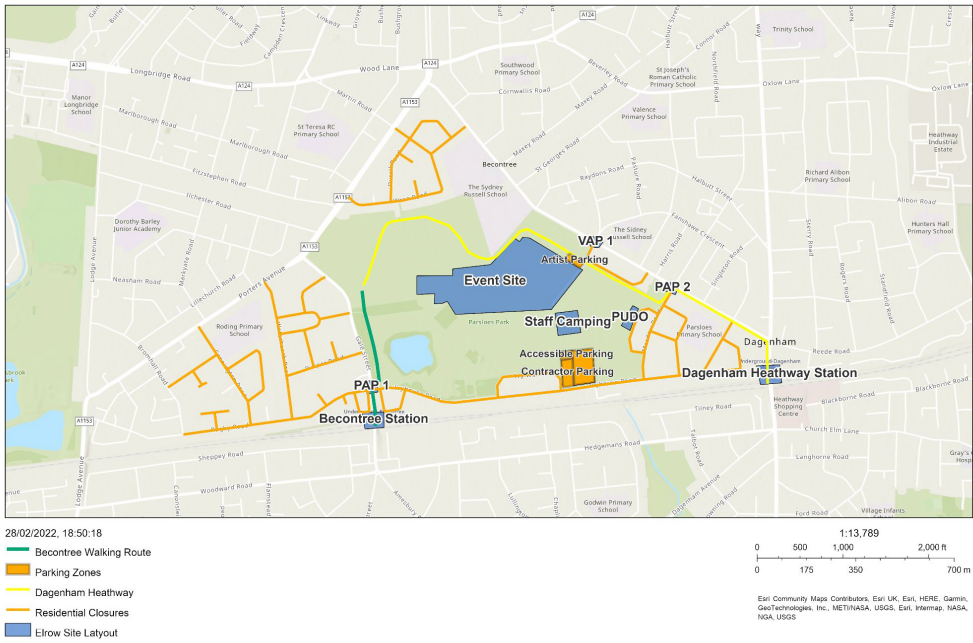
Residential road closures and protection measures will be in place on the following streets from 11:00 - 00:00 20th August 2022, these are highlighted on the map below.

These will be in place to reduce the risk of vehicles being left unattended in residential areas and blocking emergency vehicles access; specific identified roads will be signed as residential closures. In most instances these streets will be stewarded to support the signage, offer reassurance to local residents and support any pedestrian movements of people to and from the event. A permit allowing access and parking will be delivered to all residents as a leaflet drop 2 weeks prior to the event to help reinforce the messaging with residents, and stewards will help determine genuine residents from any potential festival goers.

- Rugby Road
- Rowntree Road
- Rugby Gardens
- Rowney Gardens
- Cannington Road
- Clementhorpe Road
- Waterbach Road
- Wykeham Green
- Wykeham Road
- Wykeham Avenue
- Thicket Grove
- Ruser Road
- Gale street
- Ivyhouse Road
- Malpas Road
- Ivy Walk
- Meadow Road
- Meadow Walk
- Spurling Road
- Ayloff Road
- Shortcrofts Road
- Terrace Walk
- Wren Road
- Haskard Road
- Durrell Road
- Durrell Gardens
- Eliot Road

For residents of Terrace walk, who use the production route for parking additional spaces will be provided inside the perimeter of the park.

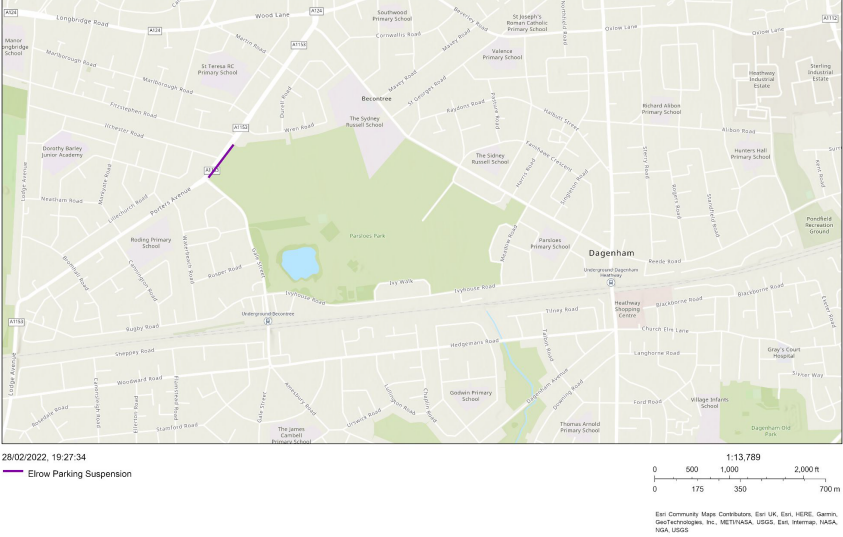
### Elrow 2022 Residential Road Closures



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Suspension of Parking will be in place along Porters Avenue approximately 30 bays between 11:00 - 00:00 20th August 2022. This will be to restrict people trying to create a taxi/drop off rank in this area due to its proximity to the event entrance. Upon egress this area will then be used for official Elrow coach services.

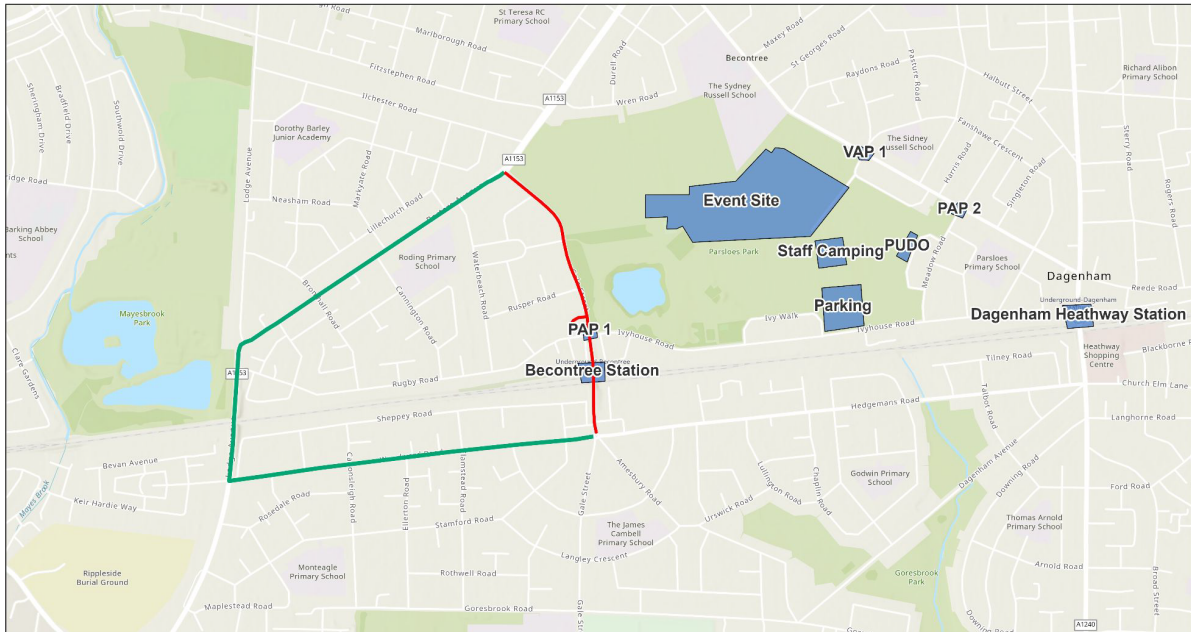
### Elrow Parking Suspension



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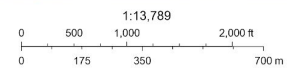
Road closures will be in place for the protection of the audience; this will cover the highlighted section of Gale Street with a diversion route shown in green. This will be between the hours of 10:00 and 00:00.

### Elrow Road Closure



28/02/2022, 20:03:22

- Elrow 2022 - Road Closures
- Elrow 2022 - Diversion Route
- Elrow Site Layout



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Esri, Intermap, NASA, NGA, USGS | Esri Community Maps Contributors, Esri UK, Esri, HERE, Garmin, GeoTechnologies, Inc., MET/NASA, USGS | EP Traffic Services

## Public Transport

It is expected that a large percentage of the audience will travel to the event via tube, given the proximity to site. Slammin have been working with TFL to ensure the ingress and egress plans for the event work with the available facilities. Modelling has been carried out to ensure there is the correct tube capacity and station capacity to manage expected audience. A detailed crowd management plan has been developed to manage the crowd into Becontree station given the proximity to the park. This plan also includes allowing local residents to bypass any Elrow queue to access the station from both sides.

As part of the traffic management plan a diversion route for any of the local bus services affected by the road closures is also being organised with TFL.

## Anti Social Behaviour

Staff will be positioned externally at key locations on the routes to the event. Their role will be twofold, firstly to direct customers to and from the event along the designated routes and secondly to be a deterrent for antisocial behaviour. Staff will be clearly visible in uniform and hi vis clothing, and will have direct communication to the event via radio communication. They will be able to call through additional security, waste management or other event resources. Staff resources are listed on the security schedule included as an Appendix within the EMSP.

Elrow has a long history in London, with low levels of crime reported, the 2019 event had the following reported offences.

- 10 theft offences, including missing phones
- 1 assault
- 1 drugs
- 1 theft offence

A dot plan will be produced in a later version of this plan that details the location of the external resources.

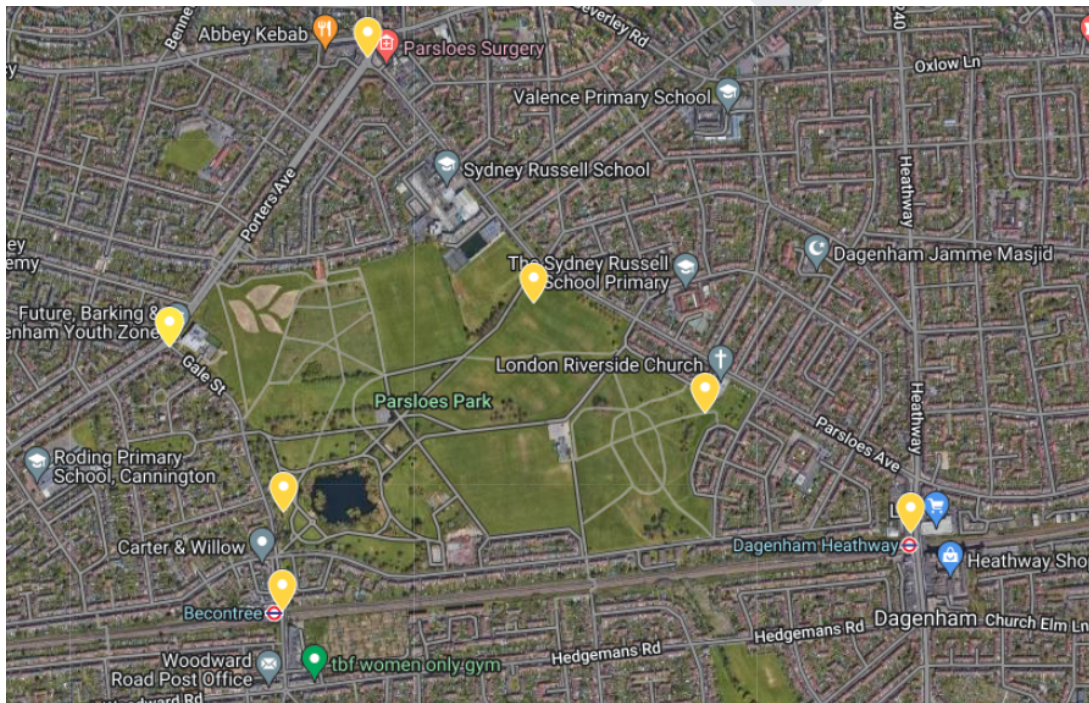
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# Urination

There will be toilets placed at multiple locations on the entrance and exit to the event to provide facilities for customers. Toilets will be placed at the entrance to both Beacontree and Dagenham Heathway station. Toilets will also be placed at the Beacontree exit to the park, halfway round the exit to Dagenham Heathway and at the PUDO. They will be signposted from up to 100m away, will be well lit and included on public facing information and maps Staff will be briefed on the locations of toilets and urinal pods. If required a jet washing service will be available on the Monday post show from the local council, this will be at cost to Elrow.

## Site External Toilet Locations (what3words locations)

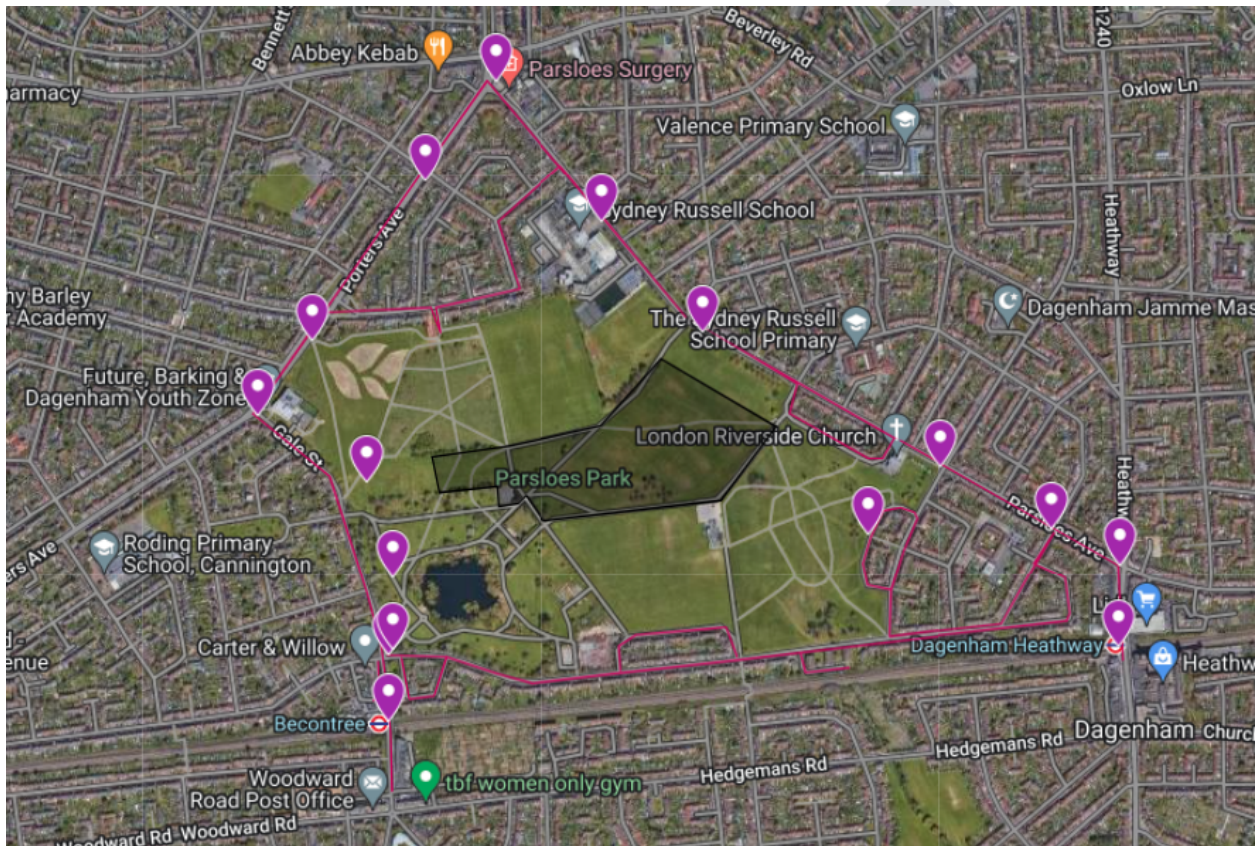
Dagenham Heathway	(///magma.sweep.stars)	X4 Toilets
Beacontree	(///secret.banks.beams)	x6 Toilets
Youth Zone	(///smiled.dozen.chip)	x4 Toilets
Martins Roundabout	(///bunks.memory.tapes)	x4 Toilets
Beacontree Park Exit	(///plan.bake.focus)	x10 Toilets x4 Urinals
Park Exterior East	(///stump.open.nurse)	x8 Toilets x2 Urinals
Pudo	(///yours.joke.pushy)	x8 Toilets x2 Urinals





## Litter

The event has appointed a dedicated and experienced event waste management company. Their scope of work covers inside the event arena, the wider park and surrounding streets. Additional bins will be placed both internally and externally to the site. Staff will be deployed pre show to support on ingress, during the live event and immediately post show. During the show external teams will be on the ingress routes to the site as well as checking on the highlighted routes below. If complaints come into the show, via the residents hotline or other means, the event management team will be able to relay these directly to the waste management company to respond to the external area of concern.



External Waste Management and dot map

The event team are also in discussion with the local council about the additional servicing of their fixed council bins on the event day as they are likely to require emptying with the extra people in the area. Any additional cleaning and bin emptying services provided by the local authority over the course of the event will be paid for by Elrow. In addition to this if required the council also have a road sweeper available that is available for use, at cost to Elrow.

Elrow has a detailed sustainability policy which aims to reduce the overall environmental impact of the show on the environment. Further details of that can be found here;

<https://elrow.com/en/sustainability>

## Pedestrian Management Plan

All staff will receive a pre-event briefing that is show and role specific. As part of this all staff working external to the site will receive the below information, this will be shared in advance to all relevant contractors. Staff working externally will be in uniform and clearly identifiable.

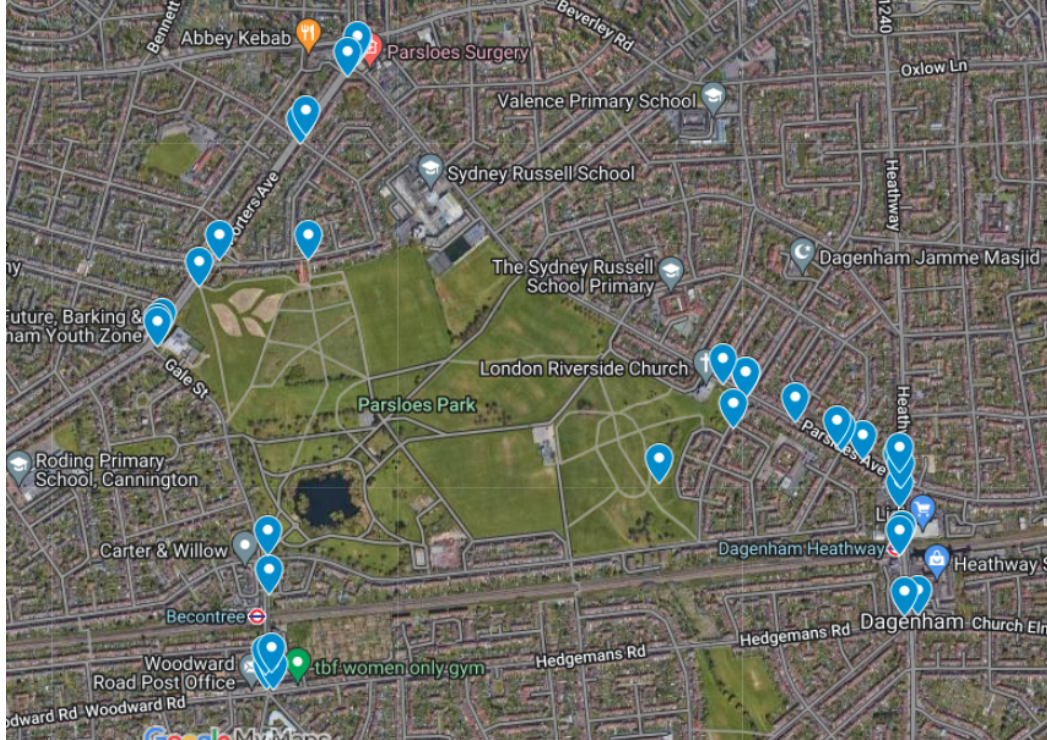
- Location and routes to both stations, including which tube line they operate on.
- How to get to the event entrance and the pedestrian route to the park
- Location and directions to the Carpark, Pudo and coach point.
- Location of external toilets
- Key event information
  - Opening, last entry and closing times
  - Prohibited Items

Included in the briefing will be to encourage the audience to respect the event neighbours and to put litter in the external bins provided

### Pedestrian External Signage (33 locations / 56 Signs)

Location Description	Locations (WWW)	Sign
From Becontree Approach	///flying.races.switch	Elrow entrance (Arrow)
	///stray.drain.dimes	Toilets (Arrow)
	///pines.loads.spin	Elrow entrance (Arrow)
	///luck.small.acted	
	///secret.banks.beams	Toilets
Gale St & Porters Avenue Junction	///remark.losses.foal	Elrow entrance (Arrow)
	///hurt.wooden.wooden	
	///hint.dose.walks	Elrow entrance (Arrow)
	///echo.craft.dices	
	///issues.causes.chat	
Porters Avenue	///offers.neck.layers	Toilets
	///task.lines.famous	Elrow entrance (Arrow)
		Toilets (Arrow)
	///snows.vent.stand	Elrow entrance (Arrow)
	///punk.froth.squad	Toilets (Arrow)
	///tamed.milk.axed	
	///bars.eagles.vase	
///bunks.memory.tapes	Toilets	
Parsloes Ave	///bank.trees.boom	Elrow entrance (Arrow)
	///spite.elaborate.amuse	
	///natively.rubble.spoil	Elrow entrance (Arrow)
	///barn.drama.among	
From Dagenham Heathway	///saves.logs.undulation	Elrow entrance (Arrow)
		Please be respectful of our neighbours
From Dagenham Heathway	///goad.drive.sings	Toilets
	///complains.melon.scam	Elrow entrance (Arrow)
	///lame.places.mull	Toilets (Arrow)
	///taps.swan.lifts	Dagenham Heathway (Arrow)
	///rival.boom.castle	
	///nation.offers.skinny	
	///lawn.zebra.using	
	///thanks.herb.vast	
///robots.curiosity.humans		

## External Signage Map



## Noise

A noise management plan has been produced by Joynes Nash, our nominated contractors, and is an appendix of the main event ESMP. Noise levels have been agreed with the local authority. A team of sound consultants will be on and offsite during the event to make sure these levels are not exceeded. During the event the residents hotline will be based in event control and any complaints will be logged and the noise consultant sent to the location to take a reading. There will also be a noise team from the local council onsite to ensure the levels are collaborated.

During the build and break phase works which emit loud noise will only take place within restricted hours with vehicle movements limited to within this period. As part of the pre-site arrival briefing, staff will be informed to be respectful of the local community with the noise levels onsite during the build and break.

## Communication

A leaflet drop to local residents & businesses will take place pre-build giving information on what is happening. This will be sent out at a minimum two weeks before the event and have prior approval from the licensing authority, with the following information included:

- Build and break period timings
- Areas of the park in use and how access and spaces will be maintained for residents.
- Show details (times / dates / stage times / site overview).
- Road Closures and access details for residents.
- Bus diversion routes, highlighting busy times for the tube and how to access through the event queue system.
- Waste Management in place in the local area, clean up schedule
- How to contact the event with any concerns both pre, during and post-event
- Highlighting busy periods for the event and the access routes to the site. For residents that park on the surrounding pavements free parking will be offered in the event car park for the day of the show if they prefer.

A copy of this leaflet will be included in an updated version of this document.

Regular use for customers wishing to use Becontee and Dagenham Heathway  
During the day. Trains will be busy for anyone wishing to travel in either direction between 12:00hrs and 16:00hrs.

It is always open to the general public but will be very busy on Saturday night between 21:00hrs and up to 23:30hrs.

External stewards will be deployed to manage crowds

A dedicated residents line to be set up and the number advertised pre-event - (Number TBC)

This will be staffed from 1 hour pre-event, during the show and then 1 hour post event.

LBBB staff will also be present in the event control and will share any complaints made direct to ensure a prompt response.

LAS service will also be present to ensure they do not attend public calls that are being or can be dealt with by event medical staff.

## Spend and new footfall into the area

The event is expected to bring over 20,000 people into the local area, many of whom will have never been to Dagenham before. A large proportion will visit local shops and restaurants on their way to or from the event as well as stay in local accommodation such as hotels, B&B's and Air BNB's. There will also be an increase in business for local minicabs and uber drivers.

Outside of the event there will be a large number of staff onsite to build and break the show. They will be staying in accommodation locally as well as using local shops, cafes and restaurants. The event will also be hiring rooms and facilities from Sydney Russell school, for use as Event Control and has hired the riverside church for community meetings. The hire fees for the park paid to LBBD are being used to reinvest in free community events including the One Borough Festival and Roundhouse Music Festival both taking place in the park in July.

A local residents page is being used to advertise job roles available at the event from the various contractors appointed to the event.

## Engagement with the community Groups / Business

The event via support from the local authorities has been in contact and had meetings with local businesses and community groups to inform them about the event and address any concerns. This includes the new football pitches within the park, London Riverside church and the Future Youth Zone. Local football groups, sports teams and other park stakeholders have been informed in advance that the grass pitches will be unavailable. The new astroturf Parklife football facility currently under construction will not be open, however the event is also liaising with the construction teams working onsite to ensure access is maintained to their site.

**There will be a dedicated residents line based in event control, that will be communicated out to the local community in advance. This phone will be staffed one hour before and one hour after the show, it will also have an electronic voicemail that will take messages both pre and post show. A Community Liaison Manager has been appointed to oversee the engagement and communications process. As part of this engagement process a local fund for tickets and residents ballot are being implemented to ensure people from the area get to enjoy Elrow as well.**

## Community Risk Assessment

Concern	Impact	Level	Mitigation
Reduction in park space though build and break	Negative	Low	<ul style="list-style-type: none"> <li>Event site still enables public routes through the park</li> <li>Event takes up only 20% of park space</li> <li>Playgrounds &amp; nature reserves are outside of the event footprint.</li> <li>Two grass pitches can be used throughout the build and break period.</li> </ul>
Road Closures	Negative	Medium	<ul style="list-style-type: none"> <li>All road closures will be communicated in advance</li> <li>Residents will still be given access by traffic staff through diversions, information on how this works will be communicated in advance</li> </ul>
Accessing residential / Business	Negative	Medium	<ul style="list-style-type: none"> <li>All local business will remain accessible by foot</li> <li>All vehicles routes will have diversions in place and these will be communicated in advance</li> <li>Civil Enforcement Officers will be out. Tow away vehicles will remove cars causing obstruction.</li> </ul>
Access to Public Transport	Negative	Low	<ul style="list-style-type: none"> <li>Agreement with TFL the stations have capacity with the planned crowd management</li> <li>Staff managing access to stations will be able to allow access to the stations away from the event queues</li> <li>Bus diversion will be communicated in advance.</li> <li>The event only takes the full loading capacity of Beacontree between 21:30 &amp; 23:30 on the Saturday night.</li> </ul>
Increased traffic on the road network	Negative	Medium	<ul style="list-style-type: none"> <li>Given the location there will be minimal vehicle traffic to the event</li> <li>Dedicated PUDO area to remove drop off pick up traffic from residential roads.</li> <li>Residents only access to local streets to prevent off site parking of the audience.</li> <li>Production traffic will be given details of how and when to access the site</li> <li>Event takes place in school holidays so will not interfere with school traffic.</li> </ul>
Litter	Negative	High	<ul style="list-style-type: none"> <li>Additional bins placed both in the park and on the external roads</li> <li>Dedicated team of waste management staff deployed.</li> <li>Residents Hotline will be active to call with any concerns</li> </ul>
Confetti	Negative	Medium	<ul style="list-style-type: none"> <li>Ground protection in place in all locations confetti being used so it can be swept up. Confetti only to be used inside the walled, covered stages and not the main outside stage.</li> <li>Waste Management teams have included in their brief.</li> <li>Biodegradable confetti being used which takes up to 8 weeks to biodegrade.</li> </ul>
Criminal Damage	Negative	Low	<ul style="list-style-type: none"> <li>Accredited SIA will be deployed external to the event site to respond if required</li> <li>Police presence will also be at the event</li> <li>Previous events have had a low level of crime and criminal damage</li> </ul>
Anti-Social Behaviour	Negative	Medium	<ul style="list-style-type: none"> <li>High security presence both internal and external to the event they will be highly visible</li> <li>Event organisers working in partnership with the met police on staffing, resources and policies.</li> <li>Route to the main transport hub does not pass any residential properties.</li> </ul>
Crime	Negative	Low	<ul style="list-style-type: none"> <li>Crime reduction policy produced as part of the ESMP</li> </ul>

Fire	Negative	Low	<ul style="list-style-type: none"> <li>Event specific fire risk assessment carried out</li> <li>Dedicated event fire team onsite</li> </ul>
Urination	Negative	High	<ul style="list-style-type: none"> <li>Adequate quantity of toilets within the event arena</li> <li>Toilets placed externally on routes to both Beacontree and Dagenham Heathway stations.</li> <li>Visible staff at external locations who will be briefed on the location of the nearest toilets</li> <li>All toilets will be well lit and clearly signed from the main ingress and egress routes.</li> <li>Urinal pods will be scrimmed</li> <li>Route to main transport hub does not pass any residential properties.</li> <li>Produce a Pedestrian management Plan</li> <li>Produce a way finding plan</li> </ul>
Noise Pollution	Negative	High	<ul style="list-style-type: none"> <li>Noise levels from the PA agreed with the LA in advance</li> <li>Monitoring to be carried out throughout the event to ensure the levels set to the license are not breached.</li> <li>Limits on working and vehicle movement during specific hours during the build and break.</li> <li>Tower lights external of the event switched off as soon as no longer required</li> </ul>
Light Pollution	Negative	Medium	<ul style="list-style-type: none"> <li>Lights will be positioned in a way to make working areas and walkways safe but to reduce impact on local properties. Lights will be turned off when not needed.</li> </ul>
Communication with the event team	Negative	Low	<ul style="list-style-type: none"> <li>Email address</li> <li>Dedicated residents hotline</li> <li>Residents consultation meetings</li> </ul>
Impact on NHS Services	Negative	Low	<ul style="list-style-type: none"> <li>Event has contracted an experienced medical provider that will also provides their own CQC registered ambulances</li> </ul>
Vulnerable persons	Negative	Low	<ul style="list-style-type: none"> <li>The event has a dedicated welfare team onsite that will have</li> <li>The event is over 18 and ID checks will be carried out</li> <li>Dedicated external Stewarding staff positioned both in the park and along the roads adjacent to the park.</li> </ul>
Sexual Violence	Negative	Low	<ul style="list-style-type: none"> <li>High presence of security and visible staff</li> <li>Dedicated welfare team onsite</li> <li>Staff briefed on "Ask for Angela"</li> <li>CCTV across the event site.</li> </ul>
Increased Spend	Positive		<ul style="list-style-type: none"> <li>Increased spend at local businesses including taxis, restaurants, takeaways, shops, accommodation &amp; public transport through the build break and show.</li> </ul>
New Footfall	Positive		<ul style="list-style-type: none"> <li>Elrow has a recognition and the london show is expecting an audience for across the UK that will not have been to Dagenham before.</li> </ul>
International Artists	Positive		<ul style="list-style-type: none"> <li>Elrow will be bringing an international lineup of musicians and DJs to Parsloes park.</li> </ul>
Investment	Positive		<ul style="list-style-type: none"> <li>The event has a three year licence for the park and is investing in year one to ensure a long term relationship with the local authorities, council and residents.</li> </ul>

## Conclusion

With these mitigation measures in place and the adequate staffing resources booked we feel that this event can be managed successfully at Parsloes Park. Elrow has a three year contract with London Borough of Barking and Dagenham for the use of Parsloes park. The success of year one and the continued growth and development of the event and site means reducing any negative impact on the local community is a priority. As part of the consultation process the event is committed to a post event residents meeting to take any feedback and continue the engagement process, build relationships and if needed improve plans for future years.

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