

## Appendix M

As Community Liaison Manager for elrow Town London I have led on all stakeholder engagement for the 2022 festival due to take place at Parsloes Park on Saturday 20<sup>th</sup> August.

To date, this work has included:

- Drafting and managing delivery of a resident information letter about the event to over 6,400 properties in the area surrounding Parsloes Park
- Planning and chairing two stakeholder meetings about the event
- Working closely with LBBB Council to develop an understanding of the key stakeholders likely to be impacted by the event
- Managing the ticket ballot to give away 100 free tickets to members of the local community
- Responding to email enquiries received about the event from the local community via the dedicate community email account ([uk.community@elrowfamily.com](mailto:uk.community@elrowfamily.com))

I have further details about the community engagement work I have undertaken on behalf of the festival below.

### **Resident Information Letter**

The Resident Information Letter was drafted in close consultation with the LBBB Council Events Team to ensure they were satisfied with the information that was included. The letter included:

- Details about the planned event, such as dates, times & proposed capacity – It is worth noting that the letter listed the event as a two-day event as this was the proposal at the time the letter was delivered
- Information about the team behind the event
- An invitation to contact the event organisers with any questions or concerns about the event and a contact email address for the event team ([uk.community@elrowfamily.com](mailto:uk.community@elrowfamily.com))
- Details about Community Engagement Plans for the event
  - o Introduction of the Community Liaison Manager
  - o Details on how the event team planned to communicate with the local community
  - o The date time and location of the stakeholder meetings
  - o Details of a second letter drop that would take place two weeks before the event and the information that would be contained in this letter, including details on how local residents would be able to contact the event team during the event
  - o Details of a ticket ballot that would be run to give local residents the chance to win a pair of free tickets to the festival.

This letter was delivered to over 6,400 addresses on 18<sup>th</sup> March 2022. The addresses included in this delivery were agreed in consultation with LBBB Council.

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A copy of the Resident information Letter and a map and list of roads that the letter was delivered to have been provided alongside this letter.

Since the distribution of this letter, we have received 8 emails containing queries or concerns relating to the festival (all of which received a response), 1 enquiry about job opportunities at the event (details of opportunities available were shared with this individual) and 130 emails asking for details on how to enter the ticket ballot to win a pair of free tickets to the event. These emails included many responses that highlighted how many local residents welcomed elrow festival taking place in their community. A selection of some of these messages are included below:

*"I have just received information regarding the proposed event to be hosted at my local park being Parsloes Park 20-21 August 2022. I think it's a wonderful idea and would be grateful if you would add me to the local residents ticket ballot with a chance of receiving some complimentary tickets for this event, I live a 10 second walk away from the park so would be wonderful to attend."*

18th March 2022

*"After receiving your informative letter about the potential of Elrow Festival taking place in Parsloes Park, I would like be added to the mailing list for updates for free tickets for nearby residents please!"*

18th March 2022

*"I've recently received the letter for local residents that you sent out regarding Elrow London 2022. I am a local resident of Dagenham living at 137 Oxlow lane, RM10 7ST. Can you please add me to the ticket ballot. I went to elrow London 2018 and 19 and am very keen to attend this year!"*

18th March 2022

*"I'd like to be added to the mailing list please. This sounds like an amazing event! Finally something to look forward too 🙏"*

18th March 2022

*"I would like to hear when the ticket ballot is launched as I live 500 meters away from the park and would love you attend the event."*

19th March 2022

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*“Hi I am a local resident to Parsloes Park and would love to be in with a chance to win some tickets if possible please, I think its great idea and will benefit the residents of Dagenham can u also please add me to the mailing list .thank you”*

20th March 2022

*“Can you please add me to the community mailing list for the event hopefully at Parsloes Park. My garden backs onto Parsloes Park and I think this would be a great place to hold your event and also great for the area and borough. Please let me know when the ballot is launched as I would love to attend.”*

21<sup>st</sup> March 2022

### **Stakeholder Meetings**

The stakeholder meetings were held at the London Riverside Church at 2-3pm and 6-7pm on Monday 28th March. We made these meetings as accessible as possible by hiring a venue next to Parsloes Park to host them and holding two sessions at different times so people who wanted to attend had the best chance of being able to make one of the sessions around existing work or childcare commitments.

The date, times and location of these stakeholder meetings were included in the Resident Information Letter that was delivered to over 6,400 local residents and businesses.

Approximately five members of LBB Council staff and six members of the elrow Town events team (including our Traffic Management Consultant, Event Manager, Event Director and Event Control Silver who directs the event team managing the show on the day) attended these meetings to share details about the event and answer any queries from members of the local community.

Despite the extensive promotion of these meetings, just one person attended the first session (their main queries being around resident parking during the event which was answered by the team present) and no-one attended second session.

A copy of the presentation given at these meetings has been provided alongside this letter.

### **Direct Liaison with Key Stakeholders**

In addition to the above work to ensure members of the local community are aware of plans for the event and are able to contact the event team with any questions or concerns, I have also been in direct contact with all key local stakeholders that have been highlighted to us by the LBB Council. This includes:

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- **Future Youth Zone Youth Club** – I met with Anna Skipworth, Community & Corporate Fundraising lead at Future Youth Zone, on Monday 28<sup>th</sup> March and we discussed how the events may impact their operations, what information and support they would require to minimise this impact and what benefits the event could bring to the young people who attend the youth centre. We are currently looking at the possibility of organising career Q&A sessions with key members of the event team and fundraising opportunities linked to the festival.
- **London Riverside Church** – We hired one of their event spaces to hold the Stakeholder Meetings on the 28<sup>th</sup> of March.
- **Parsloes Primary School, Sydney Russell Primary & Senior Schools** – As it will be the school holidays when the event takes place, we enquired with local schools about the possibility of hiring spaces in their buildings to run our Event Control operation from. We have confirmed a space within the Sydney Russell Senior School.
- **Barking & Dagenham Collective** – As a collective well connected with organisations in the area, B&D Collective have offered to share details about the event with their network, including any opportunities for local organisations to engage with the event.
- **Kingsley Hall Community Centre and Church** – We enquired about hiring their event space but unfortunately it was not available.
- **Barking and Dagenham Carers Centre** – I spoke with Lorraine Goldberg on the 25<sup>th</sup> March to discuss how the event may be able to provide opportunities for the carers she works with. We are in the process of looking at how those carers can have the chance to meet key members of the event team and learn about the career opportunities that exist within the event and music industries. Lorraine felt that this would be a huge benefit for the young people her organisation support.