

elrow Town Stakeholder Meeting

28th March 2022

Agenda

- Welcome & Introductions
- Opening from Barking & Dagenham Council
- Presentation from Event Organisers
 - Licence Application
 - 2022 Event
 - How the event will be managed
 - Stakeholder Engagement
- Opportunity for Questions

Welcome & Introductions

Opening from Barking & Dagenham Council

Presentation from Event Organiser

About elrow Town London

- Ticketed 18+ music event
- Held in London since 2017:
 - Queen Elizabeth Olympic Park, Stratford (2017 + 2018)
 - Trent Country Park, Enfield (2019 / also planned in 2020 + 2021)
- “elrowTown is a celebration of electronic dance music with an international reputation for stunning creative stage installations and interactive immersive theatre that create a carnival of colour and unforgettable experiences for its audiences.”
- The event will include:
 - 3 main stages + 3 smaller stages
 - Bars run by a single experienced event bar company
 - Wide selection of specially curated food traders
 - Professional walkabout entertainers and actors

The Team Behind elrow Town London

elrow, Event Co-promoter

- Award-winning experiential event company founded in 2010, in Fraga, Spain.
- “elrow are renowned worldwide for pairing elaborate production, interactive performers and zany characters with the best electronic music, placing them as a global reference for circus inspired parties with tickets to the visual spectacles usually selling out in minutes.”

AMAAD Ltd, Event Co-promotor

- AMAAD have been holding unique events in unusual spaces across the capital and beyond, since 2011.
- “Working across genres and demographics, the team behind AMAAD are renowned for transforming spaces to create unforgettable experiences to share with everyone. Those spaces have included verdant green fields, derelict warehouses, intimate club spaces and culturally significant venues such as Royal Albert Hall, Wembley Arena, Queen Elizabeth Olympic Park, The Roundhouse and Boston Manor Park.”

Slammin Events, Event Production Company

- Over 15 years experience delivering large scale events with capacities of up to 50,000 for over 15 years
- Clients include the Alexandra Palace Fireworks Display and the Commonwealth Games.
- Have extensive experience of delivering events in city parks and of working closely with the local authorities and directly with the local community to understand and minimise the impact of their events on the people who work and live nearby.

Licence Application

Licence Application

- Applying for a 3-year licence
- **Dates:** One 2-3 day weekend event on Friday, Saturday and Sunday in June, July, August or September. Dates to be agreed 6 months in advance with the Council.
- **Timings:**
 - Opens: 11:00
 - Event ends: 22:30 (22:00 on Sunday)
 - Site clear: 23:00 (22:30 on Sunday)
- **Capacity:**
 - Licencing band covers 22,000-29,999
 - Capacity for each event to be agreed annually through consultation with Council and local agencies

Status of Application

- Licence Application due to be submitted on Weds 30th March or shortly thereafter.
- We have been actively engaging with the responsible authorities including the police, TfL, NHS and London Ambulance Service throughout this process.
- 28 day consultation period follows this date. This is an opportunity for anyone affected by the plans to make representations in support of or against the proposals
- If anyone has any questions or concerns we encourage you to contact us directly to see if we can resolve these. **The Event Organisers can be contacted directing by emailing uk.community@elrowfamily.com**

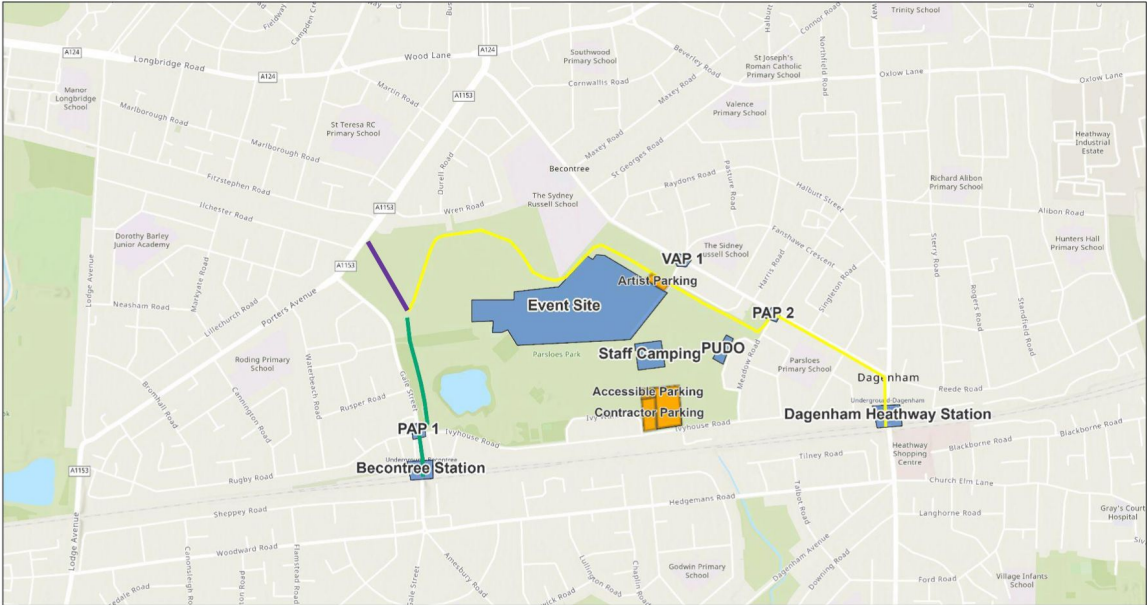
2022 Event

Plans for 2022 Event

- One-day event - Saturday 20th August
- Timings:
 - Opens: 11:00
 - Event ends: 22:30
 - Site clear: 23:00
- Capacity:
 - Saturday: 22,999 (22,000 public, 999 artists/staff)

Site Plans - 2022 Event

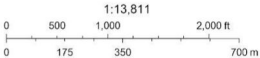
Elrow 2022 Map



28/02/2022, 17:10:11

- Becontree Walking Route
- Parking Zones
- Daghenham Heathway
- Elrow Site Layout

— Afterparty Buses



Eri Community Maps Contributors, Esri UK, Esri, HERE, Garmin, GeoTechnologies, Inc., METINASA, USGS, Esri, Intermap, NASA, NGA, USGS

Set-up & Takedown Periods

- Wednesday 10th August until Friday 26th August 2022
- Event area will be fenced off to create a safe and secure working site
- Majority of the park space will remain open to public throughout our tenancy

Traffic Management Plans

- London Underground (70%)
 - Based on previous elrow Town events 70% of the audience are expected to travel on London Underground using Becontree & Dagenham Heathway stations
 - The organisers are working with TfL to facilitate this.
 - A section of Gale Street near Becontree Station will be closed for public safety reasons.
- Taxis / Cars / Bicycles (30%)
 - The remaining 30% are expected to use taxis or other drop off, cars or bicycles
 - Pick up/drop off and parking arrangements will be provided within the park in order to reduce use of the surrounding roads.

Traffic Management Plans

- Peak ingress/egress times
 - The audience is expected to arrive gradually between 1pm and 4.30pm with a peak around 3pm.
 - Peak egress will be between 10pm and 11.30pm.
- Road Closures
- Resident Permits

Noise Management

- Noise limits will be set by the licensing process and will include specific sound limits.
- The licence will also require there to be a Noise Management Plan which will have to be approved by the Council ahead of the event.
- We will employ our own noise consultants, Joynes Nash, to ensure we keep within our limits and to respond to any complaints.
- The Council will also deploy noise monitors and will require us to change our process if there is a threat of excessive noise.
- At least one hour before and up one hour after the event closes there will be a publicised complaints line located to our control room. This line will be staffed and logged. Its location will allow for prompt remedial action to complaints, be noise or any other concerns.

Anti-Social Behaviour

- We have engaged experienced security contractor for the event
- Security plans (both within the event and in the surround area) will be agreed in consultation with the Council, EHO & Police
- A residents hotline will be in operation on the day to report any issues
- A response team will be on standby to respond to any complaints including:
 - Anti-social behaviour
 - Littering
 - Traffic concerns

Engagement with the Council and Local Authorities

- The event is being planned in close consultation with London Borough of Barking & Dagenham Council.
- Event plans are shared with the Council and local agencies (including Police, Fire & Rescue, Ambulance Services, NHS, TfL, Highways and Environmental Health) through the council chaired Safety Advisory Group (SAG).
- The Event Organisers meet with the SAG at least six times in advance of the event as well as for a debrief post-event.
- The Event Organisers will also be in contact with Ward Councillors for the local area to provide them with information about the event and address any questions these councillors may have regarding how the event could impact their constituents.
- Covid-19 - The Event Organisers will be following the latest government guidance on Covid-19 and will be working with Public Health to monitor the situation both nationally and locally in the lead-up to the event.

Stakeholder Engagement

- Community Liaison Manager
- Communication with the Local Community
 - Stakeholder meetings
 - Email updates
 - Letter drops
 - Posters on-site
 - Local Community Page on elrow Town 2022 Website - www.elrow.com/en/post/community
 - Local councillors and council officers will also be requested to use their existing local networks to spread information to relevant contacts.

Stakeholder Engagement

- Communications may include the following information:
 - Details on traffic and transport closures
 - Details on external provisions (toilets, barriers, stewards, security, etc)
 - Post-event information sharing (lessons learned and what could be improved for the following year)
 - Community projects information
 - Event job opportunities
- Stakeholder Meetings

Stakeholder Engagement

- Local Residents Ticket Ballot
 - 50 pairs of tickets given away for each day to residents living within 1 mile of Parsloes Park
- Local Community Fund
 - Donations collected at the event will be donated to a local project or charity.
 - We will be asking for recommendations from local stakeholders on who these donations should be given to.
- Fundraiser Prizes for Local Charities
 - Tickets available as fundraising prizes for local charities

Timeline of Key Milestones

- Licence application submitted (~30th March)
- 28 day consultation period
- Posters on-site 21 days before event (30th July)
- Letter drop 14 days before event (6th August)
- Event build (10th-19th August)
- Event (20th August)
- Event takedown (21st-26th August)
- Stakeholder debrief meeting (September - exact date TBC)

How to Contact the Event Organisers

- uk.community@elrowfamily.com
- This email address is monitored directly by the event team who will respond directly to any questions or concerns
- Local Community webpage - www.elrow.com/en/post/community