



elrowTown 2022 - Local Stakeholder Letter

PROPOSED EVENT

Event: elrowTown London 2022

Dates: Saturday 20th & Sunday 21st August 2022

Location: Parsloes Park, Gale Street, Dagenham

INTRODUCTION

elrow is in the process of applying for a premises licence to hold elrowTown London 2022 at Parsloes Park on the weekend of the 20th and 21st August 2022. Although plans for the event are still in their early stages, the Event Organisers recognise the importance of engaging with the local community as early as possible in this process. With that in mind, the Event Organisers wanted to reach out to local businesses and residents to inform them of this application in advance and provide them with details on the proposed event. They also wanted to ensure local stakeholders are aware of opportunities to ask questions and give feedback on the event plans and to provide details on how to contact the Event Organisers directly with any questions or concerns.

ABOUT THE EVENT

elrowTown London is a ticketed music event for over-18's that has been held in London since 2017. Having taken place at Queen Elizabeth Olympic Park in Stratford and then Trent Country Park in Enfield, the festival is hoping to find a new home in Parsloes Park for 2022. The event is made up of 2 one-day events. 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 and 3 smaller stages which will be a mixture of open air structures and big top style tents. There will also be a number of bars on-site run by a single experienced event bar company, a wide selection of specially curated food traders and teams of professional walk-about entertainers and actors creating an immersive world for the audience to enjoy.

The event will be held over 2 days, Saturday 20th & Sunday 21st August 2022. The planned capacity of the event is 22,999 on the Saturday and 18,749 on the Sunday. The event will open at 12:00 and close at 22:30 on Saturday, and open at 11:00 and close 22:00 on Sunday.

While the area of the park utilised for the event will need to be fenced off to create a safe and secure working site, the majority of the park space will remain open for public use throughout the build, event and takedown periods.

The build and take-down period has not been finalised but is expected to be from Wednesday 10th August until Friday 26th August 2022.

ABOUT THE EVENT ORGANISERS

elrow is an award-winning experiential event concept founded in 2010, in Fraga, Spain. From their head-quarters in Barcelona, elrow have taken the world by storm by 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 spectaculars usually selling out in minutes.

The event will be produced by **Slammin Events**, who have been delivering large scale events with capacities of up to 50,000 for over 15 years, with clients including the Alexandra Palace Fireworks Display and the Commonwealth Games. Slammin Events 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.

STAKEHOLDER ENGAGEMENT PLANS

Community Liaison Manager

elrowTown London will have a dedicated Community Liaison Manager working alongside the event team throughout the planning stages as well as on-site at the event. The Community Liaison Manager is tasked with actively listening to feedback from those who know the area best, and using this information to make the event as respectful to the local area and those who live in it as is possible. They can be contacted directly by emailing uk.community@elrowfamily.com.

Communication with the Local Community

The Event Organisers are committed to ensuring members of the local community are kept informed about how the event may affect them (e.g. road closures, event times, etc.) as well as about ways to get involved with the event (e.g. ticket ballot, job opportunities, community projects, etc.).

The following methods will be utilised to communicate with the local community (additional information is outlined further down in this letter):

- Stakeholder meetings
- Email updates
- Letter drops
- Posters on-site
- elrowTown website local community page - 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.

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

In addition to this informal consultation, local residents and businesses will be entitled to make formal representations regarding the licence application process. Details of how to do this will be provided on posters that will be put up in the park, a local newspaper advertisement and on the Barking & Dagenham Council website.

Stakeholder Meetings

The Event Organisers will hold at least one stakeholder meeting in advance of the event as well as a stakeholder debrief meeting following the event. These meetings will be an opportunity for members of the local community to hear directly from the Event Organisers. At this meeting the Event Organisers will present the plans for the event, answer any questions and take on board feedback from local residents, business owners and other local stakeholders.

The first set of stakeholder meetings will be held at **London Riverside Church** on **Monday 28th March**. To make these meetings as accessible as possible the Event Organisers will be holding two sessions, one at **2pm-3pm** and the second at **6pm-7pm**. Directions to the church can be found on their website - www.londonriversideconferencing.com.

Local Community Page on elrowTown 2022 Website

The event website (www.elrow.com/en/post/community) will be kept updated on the latest plans for the event, including details of stakeholder meetings and how local residents can apply for free tickets to the event.

Email Updates

If you would like to be kept updated about plans for the event, please email uk.community@elrowfamily.com to be added to the community mailing list for the event.

Letter Drop to Local Residents

Approximately 2 weeks before the event a letter outlining key information about the event will be delivered directly to homes and businesses in the immediate vicinity of the park (the exact area covered will be agreed in consultation with Barking & Dagenham Council). This letter will include:

- Key information about the event
- Details of how to contact the Event Organisers, including a Residents Hotline number for during the events
- Access to the Park
- Noise Control
- Traffic & Transport Management
- Security & Stewarding Plans
- Waste Management & External Toilet Provision

How to Contact the Event Organiser

You can contact the Event Organisers by emailing uk.community@elrowfamily.com with any questions or concerns about the event. This email address is monitored directly by the event team who will respond directly to any questions or concerns.

Local Residents Ticket Ballot

The Event Organisers want as many people from the local area to have the chance to enjoy the event, so they will be giving away 50 pairs of tickets each day to residents living within 1 mile of Parsloes Park. If you want to be the first to hear when the ticket ballot is launched, email uk.community@elrowfamily.com to be added to the community mailing list for the event.

Local Community Fund

All donations collected via the guest list tickets for the event will be put into a pot to be donated to a local project or charity. The Event Organisers believe the local community has the best understanding of who would benefit most from this donation so will be asking for recommendations from local stakeholders on who this pot of donations should be given to.

Fundraiser Prizes for Local Charities

The Event Organisers will keep a limited number of tickets available to give to local charities as prizes for raffles or other fundraising events. If you would like to request a pair of tickets for your charity fundraiser, please email uk.community@elrowfamily.com with the details of your organisation, including where you are based.

Engagement with the Council and Local Authorities

elrowTown London will be planned in close consultation with the relevant teams at London Borough of Barking & Dagenham Council. Event plans are shared with the Council and local agencies (including Police, Fire & Rescue, Ambulance Services, the NHS and Environmental Health) through the council-run Safety Advisory Group (SAG). The Event Organisers meet with the SAG at least once 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.

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