



COGO Presents... festival PEOPLE 2023 Community Liaison Plan

1. Overview

COGO are proud to bring Festival PEOPLE to Barking Park and to be part of the developing cultural landscape of Barking and Dagenham. Whilst also recognising that the event will impact different members of the local community in different ways and understand that having a real level of communication with stakeholders is vital to the success of the event.

The event organisers aim to work closely with local stakeholders to minimise the impact of the event on their daily life, while also identifying ways the event can benefit the local community. This document outlines the commitments made by the event organisers in order to achieve this.

2. The Event

COGO is a beloved and integral part of the London dance scene having ran over sixty events at London's most celebrated venues including Tobacco Dock, O2 Academy Brixton, Electric Brixton, Ministry of Sound, and Village Underground. COGO champions every sub strand of electronic music and have been committed to presenting fresh, exciting talent in a well-produced and operated, safe environment. The event has been developed with the name 'Festival PEOPLE' to represent the community it intends to create via building on its existing customer base. The event will include 1 outdoor main stage and 4 smaller stages which will be a mixture of open-air structures and big top style tents. There will also be a number of bars run by a single experienced event bar company, a wide selection of specially curated food traders.

3. Community Liaison Overview

COGO employs a Stakeholder Manager to act as a single point of contact year-round between the event and local stakeholders. This person is tasked with actively listening to feedback from those who know the area best, and then translating this information to make the event as respectful to the local area and those who live in it as is possible.

A robust strategy for information sharing will be followed to ensure that ward councillors, relevant officers from Barking & Dagenham Council, and other local stakeholders are fully informed about plans for the event. This will also include information sharing on 'lessons learned' after the event.

Responsibilities of the Stakeholder Liaison Manager include:

- Being main point of contact for local residents, community organisations and any other local stakeholders who may be impacted by the event
- Proactive communication with stakeholders to ensure they are kept informed of key information regarding the event
- Monitoring the COGO Presents local community inbox (barkingcommunity@amaad.co.uk)
- Responding to local enquiries, feedback, and complaints
- Managing the COGO Presents local residents mailing list
- Planning and presenting updates at local stakeholder meetings
- Overseeing liaison with local residents and businesses on the event day (working closely with the Event Control team)
- Management and promotion of local residents' ticket ballot
- Leading on community engagement projects supported by or created by COGO Presents

4. Communications Plan

4.1. Overview

COGO is 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:

- Stakeholder meetings
- Email updates
- Letter drops
- Posters on-site
- Local Community page on the COGO Presents website cogo.events/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

4.2. Stakeholder Meetings

The event organisers will organise a number of stakeholder meetings at a venue close to, or on, the park. This will include at least one stakeholder meeting in advance of the event as well as a stakeholder debrief meeting following the event. These meetings provide an opportunity for members of the local community to hear directly from the event organisers as well as ask questions or raise concerns.

Stakeholder meetings are organised in consultation with Barking & Dagenham Council and dates, times and agendas for these meetings will be shared through established Council communication channels, COGO's community mailing list and in any other ways the Council deems appropriate. Members of the Council Parks & Events team will be in attendance and local councillors will also be invited to attend.

Minutes from these meetings will be circulated to all attendees following the meeting and can be requested by that anyone who was unable to attend in order to see what was discussed.

4.3. Email Updates

COGO will work with Barking & Dagenham Council to develop a local community mailing list which it will utilise to share key event information. Mailers will be sent sparingly to ensure that residents do not get 'event information fatigue'. Some of these communications may be merged to ensure their effectiveness in targeting residents.

COGO is continuously building its local community mailing list and anyone who wishes to be added can email barkingcommunity@amaad.co.uk. Members of the local community can also use this email address to contact the event organisers at any time during the year.

4.4. Letter Drop

Key information about the event has been shared with local residents by a letter drop prior to the licence being applied for. A second letter will be distributed in January 2023 specifically to those residents who live on Longbridge Riad and directly overlook Barking Park (numbers118a-210). A third letter will be distributed **at least 21 days before the first day of the event build**.

Letters will include key information about the event to households near the event site. The reach for the letter has been set based on consultation with Barking & Dagenham Council and includes just under 4000 properties.

The following information will be communicated:

- Key information about the event, such as event times
- Details of how to contact the event organisers
- Access to the Park
- Noise Control
- Traffic & Transport Management
- Security & Stewarding Plans
- Waste Management & External Toilet Provision

There may be certain streets covered by the letter drop that will be affected differently to others due to traffic management planning. While all areas will be notified about any major road closures, certain streets may have additional letters in order to provide them with specific information regarding diversions and access. As well as streets affected by road closures during the event, custom letters will be delivered to all properties affected by the route to the PUDO for the event and the production road access to the site.

4.5. Event Information Posters

Event Information Posters will be used as a method of providing information for regular park users that may not be on the mailing list or live within the area for the letter drop.

Posters will be put up around Barking Park **at least 21 days in advance of the first day of the event build** to ensure that regular park users are aware of the event and any implications.

There will also be information on areas of the park that will be closed for the event, and alternative routes.

Park use information will also be laminated and put up on site, and will include contact details for the organisers, including the Residents Hotline.

There will be specific signage erected in South Park Drive Car Park, in and outside the Café, and at the entrance the South Park Drive Car Park as this road will be inaccessible to vehicles between 9th and 24th June 2023 and advising those wishing to park there of alternative parking locations.

More detail on event information posters to follow as site plans progress.

4.6. Local Community Page on the COGO Presents Website

A Local Community section will be added to the COGO Presents website. This will contain up to date information about the event relevant to members of the local community, including event FAQs, how to enter the local residents ticket ballot, job opportunities and details of any community projects COGO Presents are supporting.

4.7. LBBB Council Advance Communications

TO BE CONFIRMED BY LBBB - e.g., LBBB website, LBBB social media channels, others (mirroring COGO comms above), Members email and invite to site visit, etc.

5. Build/De-Rig Period

Marking out of the site will commence on Thursday 8th June, with the build commencing Friday 9th June and the de-rig will be completed by Friday 23rd June 2023.

5.1.1. Event Information Posters on Site Hoarding

Event Information Posters will be put up on the hoarding erected around the event site to explain to park users why a section of the park has been fenced off and provide them with details on how to contact the event team.

5.1.2. Telephone Hotline (Build & De-rig Period)

A resident hotline line will be operational during the build and break period of the event. This phone will be manned **between 10am-4pm each day**. This will be promoted as a phone line that should be used to contact the event team about urgent issues related to the event. Outside of this time callers will be advised to leave a message including their name and number and they will be called back within 24 hours. If their query is not urgent, they will be advised to email barkingcommunity@amaad.co.uk.

5.1.3. LBBB Council Lines of Communication (Build & De-rig period)

TO BE CONFIRMED BY LBBB - e.g., LBBB website, LBBB social media channels, others (mirroring COGO comms above), Members email and invite to site visit, etc.

6. Event Days

6.1. Event Day Staffing

The event is operated by an Event Control team working together from one location. This team will have direct communication with the key operational managers from each supplier, including security, noise, and site cleanliness. This is also where the Resident Hotline phone lines will be installed so that residents or

stakeholders can contact the event team directly with information related to the event that requires a response from the event team.

6.2. Event Day Communication

On the event day there will be a variety of ways available for local residents to communicate with the event organisers, and residents will be encouraged to do so to ensure that any possible disruptions can be counteracted as quickly as possible.

6.2.1. Telephone Hotline (Event Day)

A Resident Hotline will be installed in Event Control and will be operational between 09:00 and midnight on the event day. This line should be used to report any issues linked to the event, such as noise complaints, anti-social behaviour, litter etc. The telephone operators will be in direct contact with Event Control for the event who will be log any complaints and coordinate an appropriate response. The telephone operator will also be in direct contact with event's independent noise consultants who will be monitoring the sound levels in the surrounding area.

6.2.2. COGO Community Inbox

The COGO email address (barkingcommunity@amaad.co.uk) will be promoted to residents as a way to contact the event team with non-urgent message on the event day and as the main way to communicate with the team on days outside of the event day. This inbox will be monitored throughout the event day and any complaints logged and actioned by the Event Control team, supported by the Stakeholder Liaison Manager.

6.2.3. Text-In Services

We will also run a text-in and WhatsApp messaging service and will encourage the residents to use either the app or text messages as well as phoning to ensure their message is received in case of poor connection quality and /or high volumes of phone line traffic.

6.2.4. Social Media

We encourage members of the local community to use the channels listed above to communicate directly with the event rather than use social media channels. The event's social media team will also be looking out for comments or complaints being posted on Facebook, Twitter, Instagram, and Snapchat, and respond accordingly, but they may not be able to react quickly, or forward complaints posted via social media, so use of the alternative channels mentioned above are recommended.

6.2.1. LBBB Council Lines of Communication (Build & De-rig period)

TO BE CONFIRMED BY LBBB - e.g., LBBB website, LBBB social media channels, others (mirroring COGO comms above), Members email and invite to site visit, etc.

7. Working with the Council & Safety Advisory Group

COGO is 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 (Police, Fire & Rescue, etc) through the council-run Safety Advisory Group (SAG). The event organisers meet with the SAG a number of times in advance of the event as well as for a debrief post-event.

The event team 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.

Ward Councillors will be invited to a tour of the event site the day before the event takes place. This will be an opportunity for the Councillors to see how the event is built and operated and ask any questions they have regarding the event.

Key members of LBBB Council, including members of the licencing enforcement, noise and food safety team, and local policing will be on-site for the event and will be provided with workspace within the Event Control room.

8. Complimentary Tickets for Council Guests

40 tickets to the event have been allocated to Barking & Dagenham Council for them to utilise as they wish.

9. Local Resident Ticket Ballot

COGO will run a local resident ticket ballot to give people living within 1 mile of the event the chance to attend for free. 50 pairs of general admission tickets will be available to be won. Details of how to enter the ballot will be sent to the local community mailing list and listed on the local community page on the COGO Presents website. Anyone who wishes to be added to the local community mailing list can email barkingcommunity@amaad.co.uk.

See Appendix B of this document for the Resident Ticket Ballot FAQs.

10. Residents Vehicle Passes

If residents are directly impacted by any planned road closures (as agreed with the Council as part of the event's Traffic Management Plan), they will be sent bespoke letters in advance of the event clearly explaining how their road will be affected and including any vehicle permits they may require to access their roads during the event.

11. Local Community Projects & Partnerships

11.1. Donations to Local Charities

COGO is committed to supporting local charities, having previously donated over £4000 to various charities via guest list donations at Tobacco Dock events. It is the event organisers intention to continue to engage with and support local charities and community groups in Barking & Dagenham. We are proactively searching for appropriate opportunities within the local community through our stakeholder communications.

11.2. Career Talks & Other Educational Opportunities

Various opportunities are being discussed with LBBB Events team and local stakeholders such as Future Youth Zone. It is intended for this activity to take place in the months leading up to the event.

11.3. Job Opportunities

Details of any opportunities to work on the event will be shared with the local community via the local community mailing list and on the local community page on the COGO website.

12. Post-Event Debrief

COGO is committed to continually improving the event for both its attendees and the local community. The event team will review all feedback received from the local community, including feedback shared via email, at meetings and through event day communication channels.

A stakeholder debrief meeting will be held after the event to provide an opportunity for members of the local community to feedback any concerns or suggestions related to the event directly to the event organisers.

A debrief summary will be circulated following this meeting and will include a list of commitments being made by COGO to address key issues raised.

APPENDIX A - Local Community Communications Plan & Key Dates

- ◇ Initial Local Community Letter Drop (3000+ address) on 14th November
- ◇ Initial Stakeholder Meetings on 22nd November at 2pm & 6pm
- ◇ Second Community Letter Drop to Longbridge Road resident's w/c 23rd January
- ◇ Local Community Ticket Ballot launched 19th April
- ◇ Local community page on COGO website updated w/c 8th May
- ◇ Key Stakeholder Email Update W/c 8th May
- ◇ Dedicated Comms with Care Providers Date TBC - LBBB to complete
- ◇ Ticket Ballot Winners Announcement (unsuccessful applicants to also be contacted) by 24th May (Possibly earlier)
- ◇ Event information Poster on 27th May (3 weeks before event)
- ◇ Road Closure Poster – Required 27th May (3 weeks before event)
- ◇ Resident Information Letter (2,700 address) on 27th May (3 weeks before event)
- ◇ Road-Specific Traffic Management Information Letters on 27th May 3 weeks before event)
- ◇ **Build commences on 9th June**
- ◇ Event Information Poster on Site Hoarding – 11th June
- ◇ Resident Hotline:
 - Build/Takedown Period – 10am-4pm, 9th – 23rd June
 - Event Day – 9am-Midnight, 17th June
- ◇ Ward Councillors Tour of Event Site TBC
- ◇ **Event Day 17th June 12:00 – 22:30**
- ◇ **Takedown completed 23rd June**
- ◇ SAG Debrief TBC
- ◇ Stakeholder Debrief TBC
- ◇ COGO Career Talks – Various opportunities in discussion

COGO Presents 2023

Residents Ticket Ballot FAQs

KEY INFORMATION

- **Event Name:** COGO Presents 2023, Barking Park, Barking
- **Event Date & Times:** Saturday 17th June, 11:00-22:30
- **Number of tickets available:** 100 tickets (50 pairs)
- **Who is eligible:** People living within 1 mile of Barking Park
- **Launch date:** Wednesday 19th April
- **Deadline for entries:** Wednesday 17th May
- **Draw date:** Wednesday 24th May
- **Link to Application Form:** <https://form.jotform.com/223305771324046>

How many tickets are available in total?

There are 50 pairs of tickets (100 tickets total) up for grabs.

How many tickets will I win if I am successful?

Each successful applicant will be allocated two free tickets to the event.

Who can enter the ballot?

Anyone who lives within a one-mile radius of Barking Park.

How do I prove that I am eligible (i.e. that I live within one mile of the event site)?

On application, all applicants will be asked to provide a scan or photograph of one of the following as proof of address:

- *Valid driver's licence*
- *Council letter (less than 3 months old)*
- *Phone/gas/electric bill (less than 3 months old)*
- *Bank statement (less than 3 months old)*
- *Voter registration letter (less than 3 months old)*

Can I pass on the tickets to someone else?

No, resident's ballot tickets are non-transferable. The person who applied for the tickets must attend the event with their guest.

When will the ballot be publicly launched?

*The ballot will launch on **Wednesday 19th April** and applications will be accepted until midnight on **Wednesday 17th May***

How do I enter the ballot?

By filling out this form – <https://form.jotform.com/223305771324046>

When will the ballot be drawn?

The winners will be announced on Wednesday 24th May

How and when will I find out whether I have won?

Everyone will be contacted via email by Wednesday 24th May to let them know whether they have been successful or not.

Will there be other opportunities to get free/discounted tickets for local residents?

Not currently, but tickets will be available from the COGO Presents website – <https://cogo.events/>

Other than the ballot, how else can I get a ticket for the event?

As long as the event has not sold out, tickets can be purchased from the COGO Presents website - <https://cogo.events/>

Is there an age restriction on who can attend this event?

COGO Presents is an 18+ event.

Where can I find out general info and FAQs for the event?

Information about the festival will be made available on the COGO Presents website - <https://cogo.events/>

How can I make sure I'm kept updated on any community engagement work COGO is doing in connection to this event?

Email barkingcommunity@amaad.co.uk and request to be added to the local community mailing list.