



# **LDN Riverside**

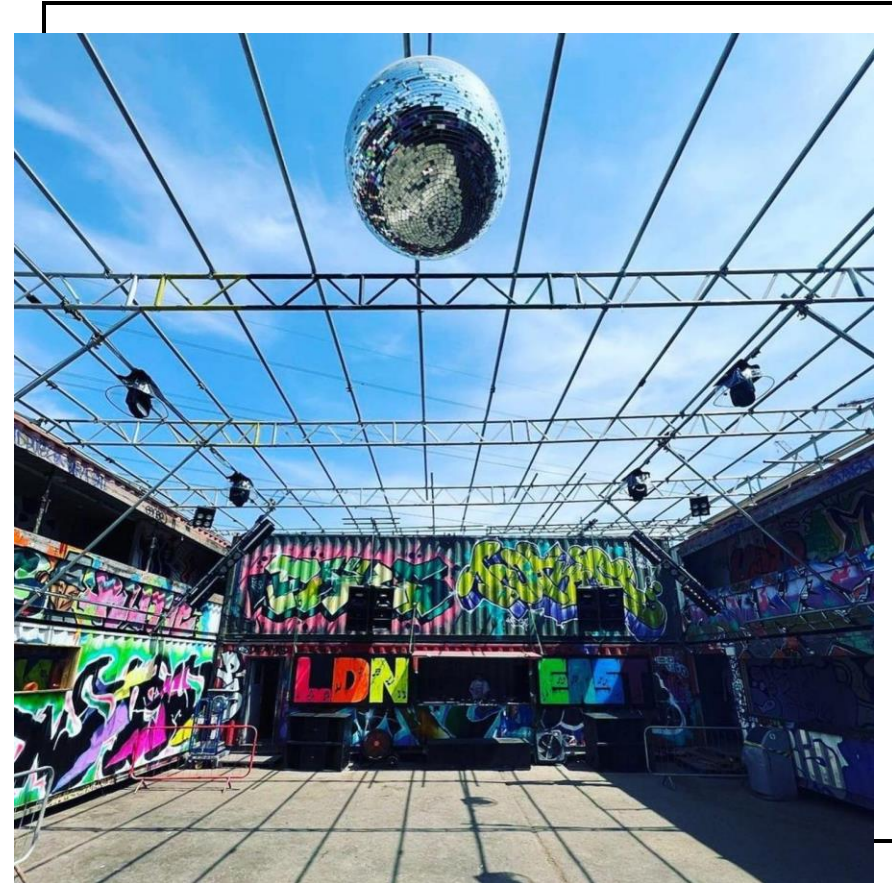
Barking's Newest Music and Culture Centre

# Who We Are

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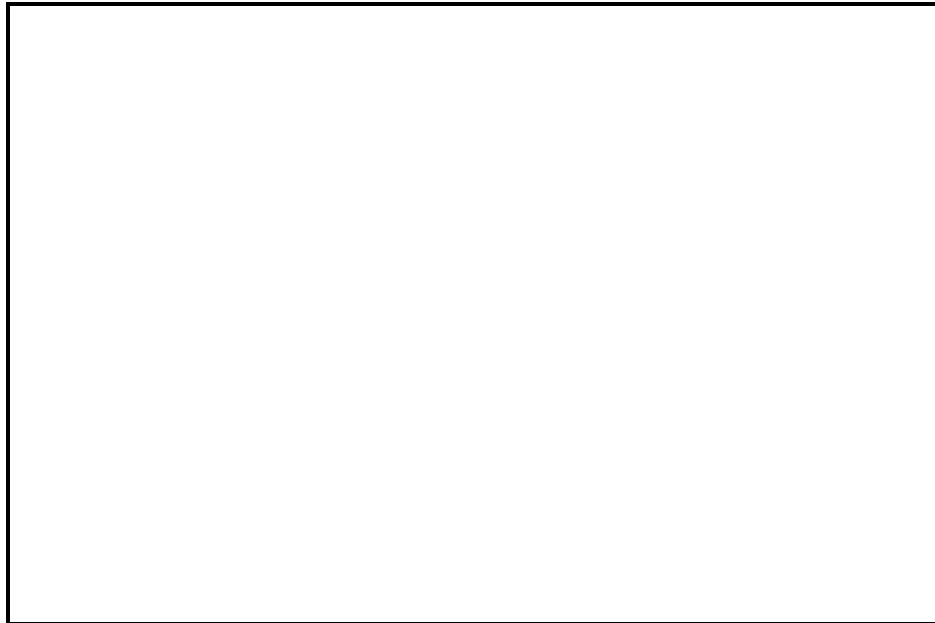
LDN Riverside is a new music venue based in the Riverside area of Barking, intending to provide a cultural and entertainment hub for Barking's young-professional demographic to complement the exciting influx of commercial, domestic and transportation development to the area.

LDN Riverside is sister-venue to the widely successful LDN East, situated in Canning Town, which since its opening 18 months ago, has moved from strength to strength attracting crowds and promoters from London and the home-counties through its doors to experience immersive music events, interactive World Cup fan-zones, and the local businesses within, including record shops and local food outlets.

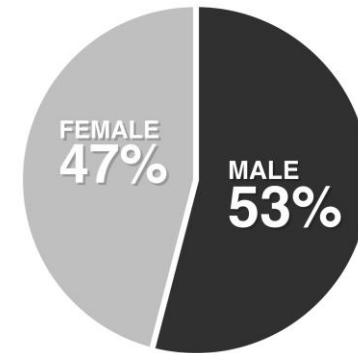
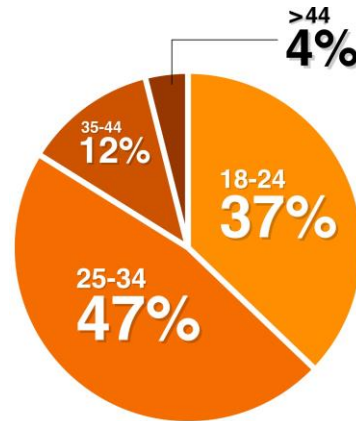


# Our Tribe

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LDN Riverside aims to captivate the young and middle age demographic, and would expect to draw from a large catchment area, including locally, Greater London, and Essex in particular.

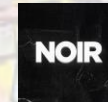


# The Music

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We are committed to working with local promoters to grow their brands and following, offering a variety of competitive packages for venue rental and dry-hire to cater for brands with a variety of capacities and target audiences, and include within the hire fee full management of security, medical practitioners, traffic operatives, AV production and bar management to ensure that all aspects of operations are to our rigorous standards.

LDN Riverside would focus in particular on House and Electronic music, to cater for our affluent, millennial target audience.





# Getting There

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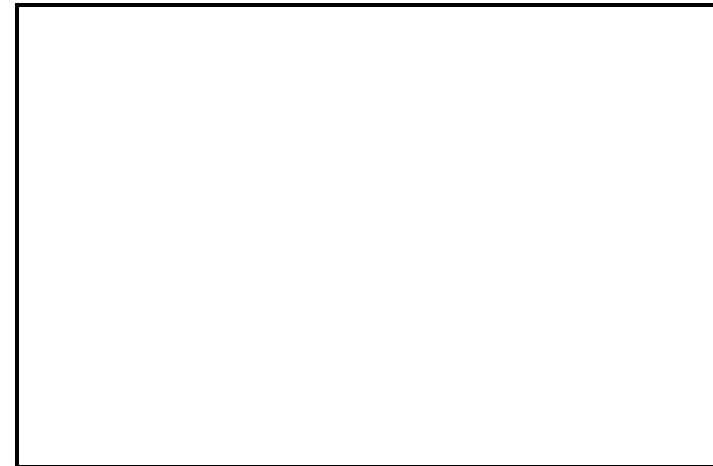
A short walk from Barking & Barking Riverside stations, numerous bus routes, and the new Thames Riverboat Barking extension, LDN Riverside is conveniently placed to attract a wide audience to the area to contribute to the local economy.

In addition to public transportation, the venue boasts consumer parking onsite, as well as space to operate shuttle buses and taxi drop-off points, managed by our security and traffic management partners: Connect Highways.



# Security

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# Medical Provisions

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At LDN Riverside, there will be a dedicated medical room, fitted with beds, ECG equipment, and all other relevant and modern provisions to ensure that public safety is always at the forefront of our operations.

Our venues all operate an electronic logging system to ensure that all details and incidents are stored securely and reliably, and kept up to date.

All of our medical professionals onsite come with a plethora of first response experience, and most are ex-military. A Level 3 qualification in First Response Emergency Care is a pre-requisite of joining our medical team.

Though incident rates are expected to fall well below the norm given the rigorous security and safety measures in place, LDN Riverside will work in tandem with its partners, the local hospitals of Barking and Newham and the London Ambulance Service to ensure that they are aware of all upcoming events of significant capacity. The in-house medical team will strive to relieve, to all extents practicable, any excess strain on these public services by offering on-site medical treatment and welfare facilities to all attendees and staff.

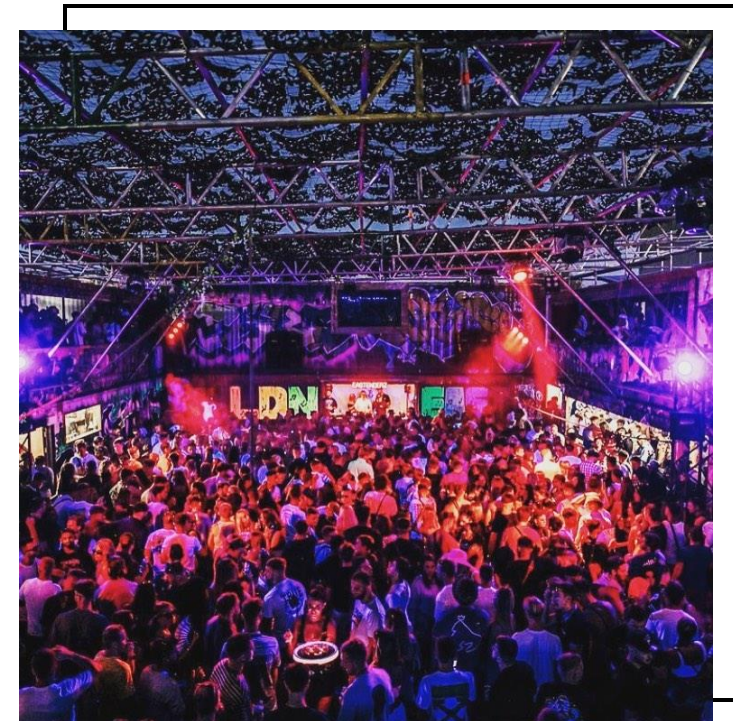
# Audio/Visual Production & Noise Management

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Working alongside our acoustic and technical production team at *Cosmic Electronics*, LDN Riverside strives to produce the highest quality immersive sound and light displays, featuring a permanent sound, projection and lighting rig available to all that hire the venue.

We understand the importance of minimising exposure to staff working onsite, as well as potential disturbance to local residents, and operate all venues with a strict sound-desk limiter and compressor to calibrated in accordance with any license noise conditions. In addition, noise levels at places of work (e.g. bars/offices) as well as nearby residential spots will be monitored periodically and logged to ensure they are within acceptable limits.

Complimentary ear-plugs will also be available to all attendees and staff onsite. A publicly available telephone contact number will be monitored at all times when the venue is open, allowing stakeholders, local authorities and residents to contact the venue with any concerns.





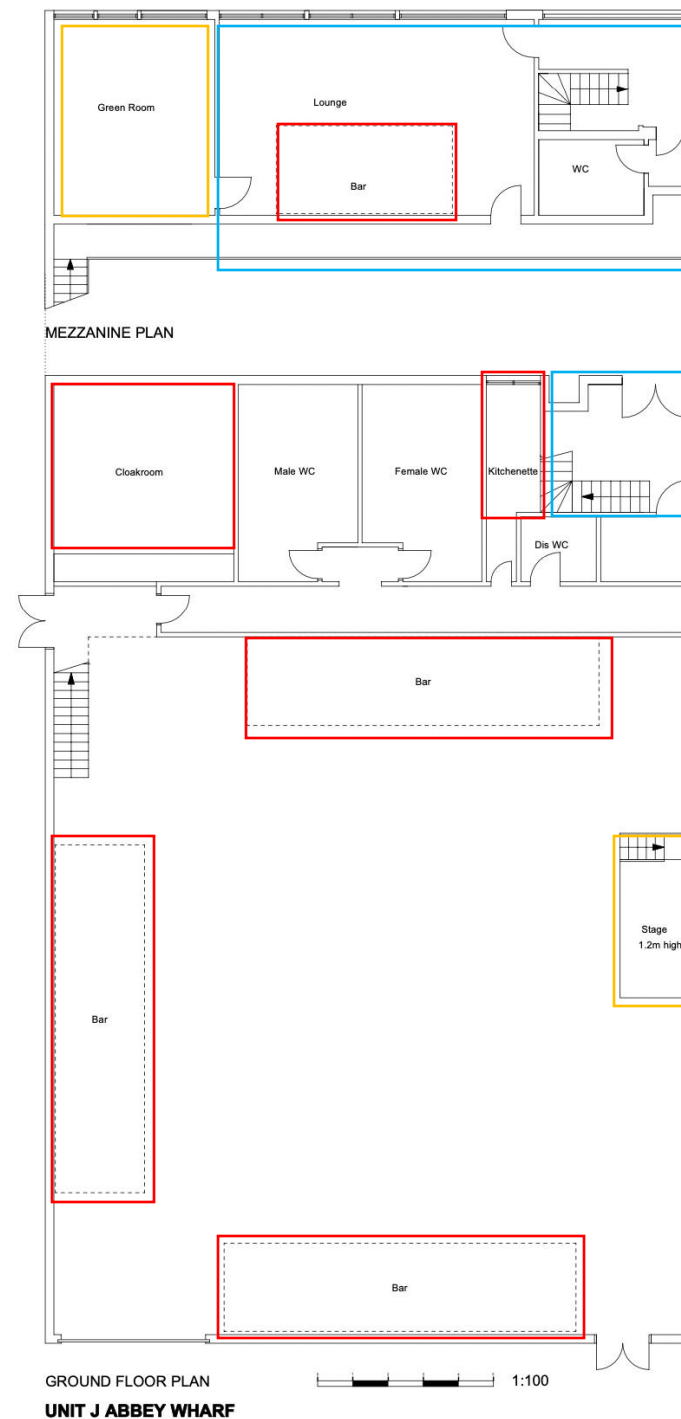
# Layout

Access/accreditation Levels:

Artists only

VIP ticket holders only

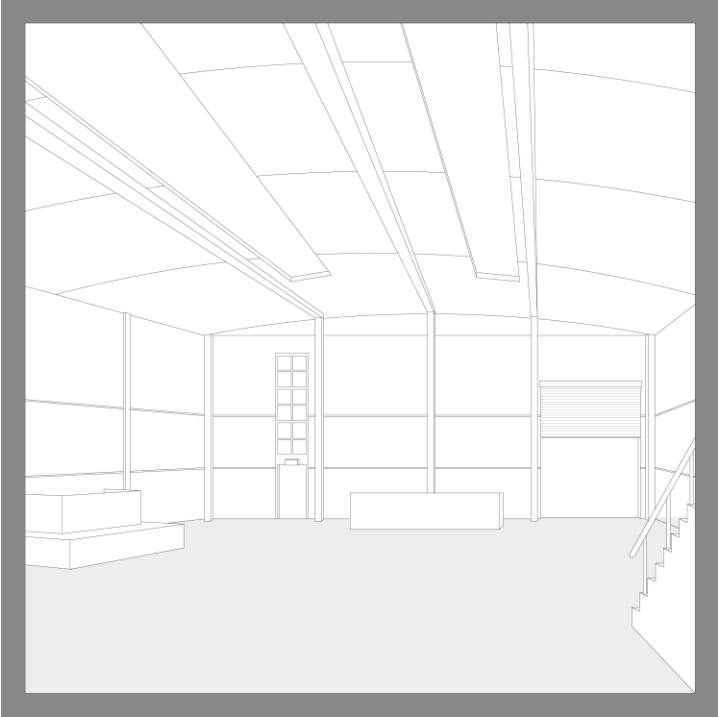
Staff only



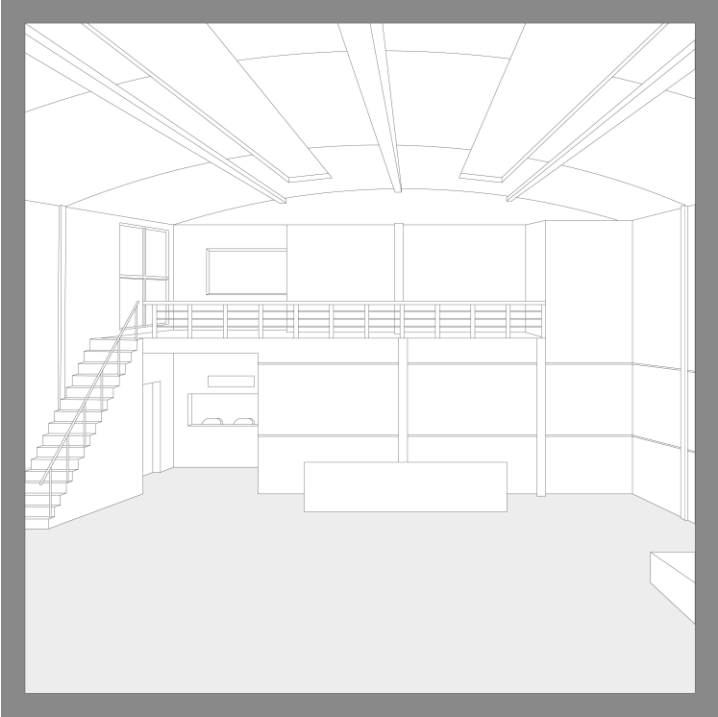
CCTV will be in operation around the entire venue perimeter, in addition to throughout the inside of the venue, monitoring all entrances, exits, crowd areas and bars, in accordance with our CCTV plan, formulated by our partners at Sterling Security Systems. It will be monitored in all opening hours by the event controller.

# A Look Ahead

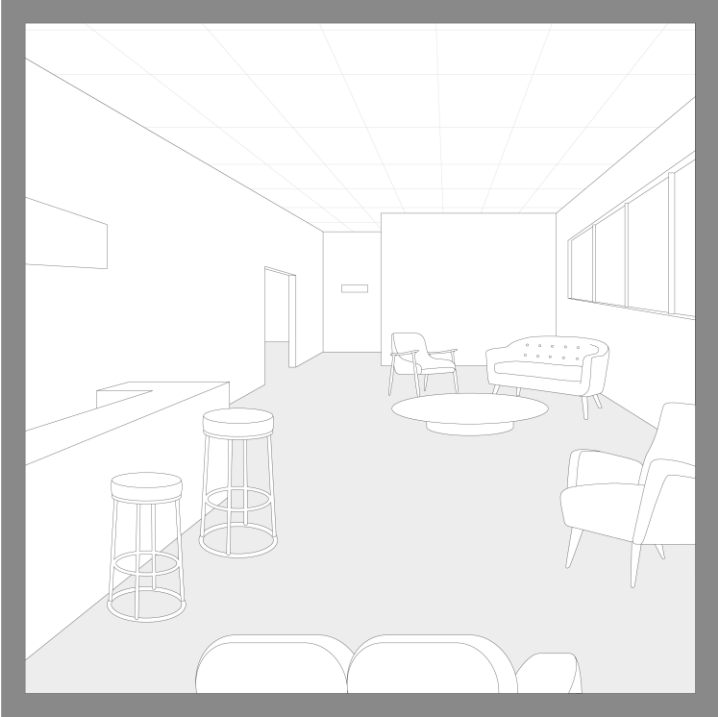
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Main Room



Main Room/VIP Balcony



VIP Area / Green Room

# Attendee Site Map

Artistic Map (not to scale)



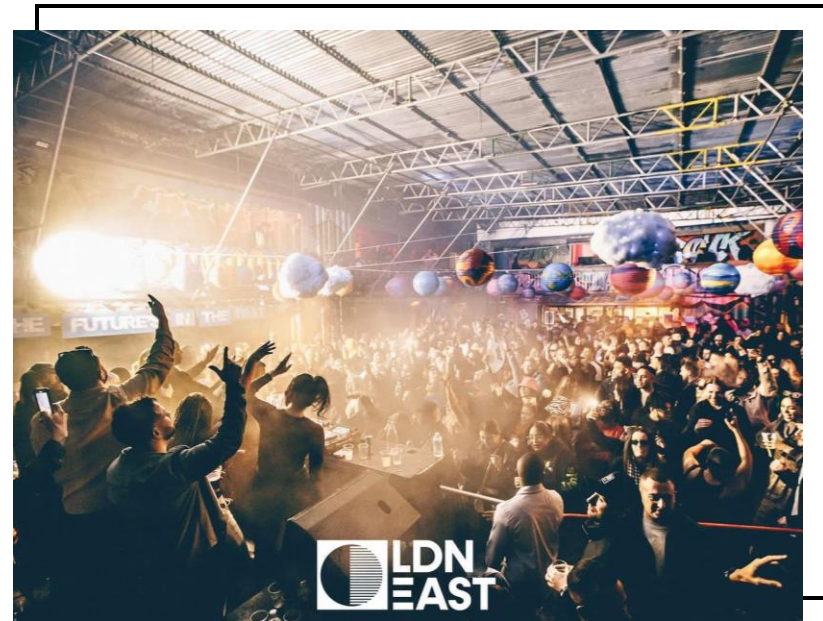
# Featured Areas

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Perfect for hire for special events or corporate gatherings, LDN Riverside's upstairs mezzanine level will feature an open plan lounge style VIP Section, offering a private entrance, bar and washrooms, with tables and sofas to relax on, and un-paralleled views of the action down below from a private balcony overlooking the main space.

With packages starting from £40 per head inclusive of food and drink, the venue can offer an affordable and contemporary environment for patrons to enjoy the event in style.

In addition, the food court area the front of the property will hold feature to local food and coffee vendors to cater for a variety of dietary requirements and cuisines.





# Meet The Team

## – Co-Founder & Operations Director

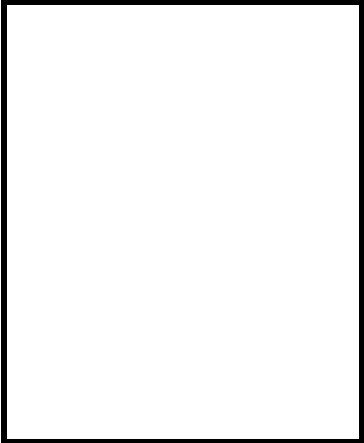
Bio: With extensive experience in property management, including restaurants and pubs, and a passion for music and the live events industry, set out to create a vibrant and customer-focused nightlife brand with the launch of the now renowned LDN East in Canning Town, and festival venue Wheeler's Farm in Chelmsford. He is now looking to harness the energy and excitement of Barking's new re-development in his latest venture: LDN Riverside.

Existing ventures:

- LDN East: Nightclub - Canning Town
- Wheeler's Farm: Festival venue – Chelmsford
- Gold Standard Personal Training: Gymnasium – Debden
- Linguine: Restaurant – Hainault
- Riverside: Restaurant – Sudbury

# Meet The Team

## – Co-Founder & Financial Director

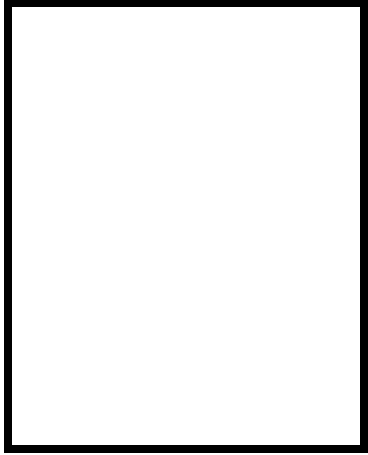


Bio: Spanning three decades, financial career has led him from mail room assistant to head of trading, working at various boutique and large cap financial firms. He routinely handles large scale trades, budget forecasting and large risk-management profiling. Russell now brings his years of expertise to LDN Riverside to manage investment, development and finances.

### Previous employment:

- Peel Hunt and Company: Market Maker - 1989-1996
- Teather & Greenwood: 1996-2000
- Landsbanki: Head of Market Making - 2000-2006
- Fox Davies & Company: Head of Market Making - 2006-2012
- FinnCap Ltd: Head of Trading - 2012-2018

# Meet The Team



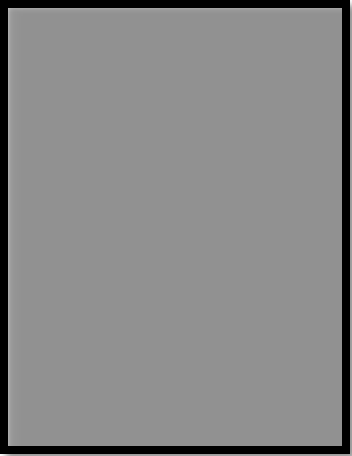
- – **GM & HR Director**

Bio: Beginning his career managing marketing and PR campaigns enabled to transition effortlessly into the live events sector, tour managing with AEG for the likes of Justin Bieber and Bon Jovi. He now hopes to combine these two skillsets forming long-lasting and meaningful partnerships with local brands and workforces at LDN Riverside.

Previous employment:

- AEG Live: Tour Manager June - 2013-2022
- Elevate Staffing: Event Manager – 2022-present
- We Build Teams: Founder – 2021-present

# Meet The Team



## – Talent/Bookings Director

Living and breathing the live music industry, co-founded the now renowned We Are Fstvl in Upminster, transforming it from a grassroots festival into one of the UK's largest and most eminent electronic music events. He sidestepped to heading up Ministry of Sound's Artist and Talent procurement scheme, and is committed to bringing the same expertise to LDN Riverside to cultivate a diverse talent portfolio.

Previous employment:

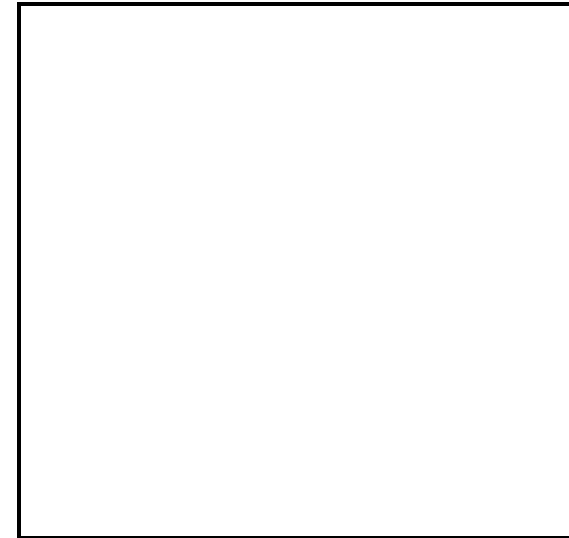
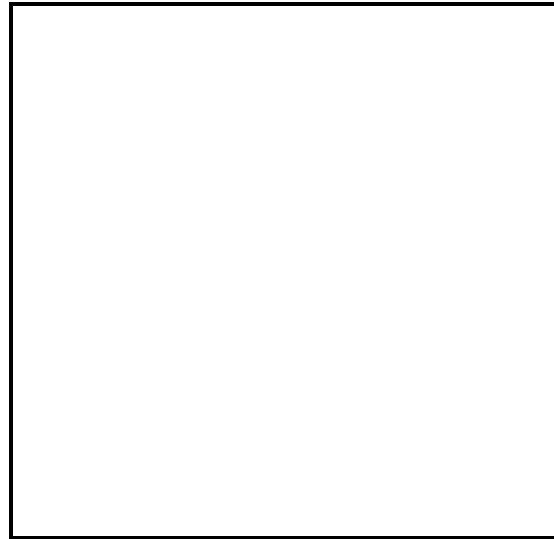
- KK Design: Graphic Designer/Account Manager – 1998-2002
- Independent Promoter: 2002-2005
- The Cross/TheKey/Canvas/Pacha London: Group Promotions Manager – 2005-2009
- We Are FSTVL: Founder/Director - 2012-2015
- Ministry of Sound: Head of Artist Bookings, Marketing & Brand Strategy – 2015-2019
- Rinse FM: General Manager – 2019-2020



# Our Staff

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We understand that a great customer experience starts with a great team and ethos. In partnership with our recruitment consultants, We Build Teams, LDN Riverside is committed to hiring young, ambitious team members to join our operational and service team, pledging to recruit a minimum of 60% of our workforce from the local borough, and plan to work in tandem with the Barking and Dagenham Job Centre Plus to achieve this.



# Our Partners

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LDN Riverside is collaborating with some of the UK's leading suppliers and contractors to ensure that all its offerings put customer experience, safety and security at the forefront of operations.



**COMPLETE  
LICENSING**

