



Licensing Authority  
London Borough of Barking & Dagenham  
1 Clockhouse Avenue  
Town Hall Square  
Barking  
Essex  
IG11 7LU

PC Owen DUNN 3326EA  
East Area Licensing Team  
Romford Police Station  
19 Main Road  
Romford  
Essex  
RM1 3BJ  
Telephone:  
Email: owen.dunn@met.police.uk  
www.met.police.uk  
Your ref:

02/05/2022

**Subject: Police Objection - Application for a premises licence – Elrow UK Limited – Parsloes Park, Dagenham, RM9 5PU.**

Dear Licensing Team,

On behalf of the Commissioner for Police of the Metropolis, I wish to make a representation against the application for a premises licence for Elrow Festival, to be held at Parsloes Park, Dagenham, RM9 5PU.

The application is made in order to obtain a premises licence, time limited for three years up to 01/10/2024.

For the year 2022, the event will be held on Saturday 20 August 2022 only. Years 2023 and 2024 there will be one event over Friday, Saturday and Sunday in either June, July, August or September.

This application is for the purpose of using the following licensable activities;

**Live Music Indoors & Outdoors**

Friday and Saturdays – 11:00am to 22:30hrs  
Sundays – 11:00am to 22:00hrs

**Recorded Music Indoors & Outdoors**

Friday and Saturdays – 11:00am to 22:30hrs  
Sundays – 11:00am to 22:00hrs

**Performance of Dance Indoors and outdoors**

Friday and Saturdays – 11:00am to 22:30hrs  
Sundays – 11:00am to 22:00hrs

## **Anything of a similar description as falling within the above**

Friday and Saturdays – 11:00am to 22:30hrs

Sundays – 11:00am to 22:00hrs

## **Supply of Alcohol on the premises**

Friday and Saturdays – 11:00am to 22:30hrs

Sundays – 11:00am to 22:00hrs

## **Opening Hours**

Friday and Saturdays – 11:00am to 23:00hrs

Sundays – 11:00am to 22:30hrs

I make these representations under the principle licensing objectives of;

- Prevention of Crime & Disorder
- Public Safety
- Prevention of Public Nuisance

As part of my role as the Police Licensing Officer, I reviewed the application submitted by the applicant. Various meetings have been held with the event organisers, Slammin Events, acting on behalf of Elrow UK Limited.

*I exhibit a copy of the premises licence application as ORD/1.*

Slammin Events have engaged with Police, but unfortunately Police still have concerns as to the event going ahead.

Prior to the application being submitted, Sean Williams, who works for Slammin Events provided a list of proposed conditions.

When at a meeting held at the site location, Police requested a detailed premises licence application to include all of their proposals to ensure the safe running of the event to alleviate our concerns.

Having received the application, Police do not have the confidence that this application would negate all risks surrounding the four principle licensing objectives.

This event is best described as an electronic dance music festival, with the addition of a carnival / theatrical element attached with the use of inflatables, confetti and vibrant colours.

Previous events are documented online by means of video footage which demonstrate the type of atmosphere one could expect. Previous events have been held at Olympic Park and Trent Park across London.

The application mentions a capacity of 29,999. It is understood that the event organisers only wish for 22,999 to be in attendance, of which 999 are staff and acts for the event.

The event to be held this year (2022) was initially going to be a 2/3 day event across the weekend. Slammin Events stated that due to "Commercial reasons", and the fact

the event had never been tested at this site before, they were going to reduce “year 1” down to a single day (Saturday 20<sup>th</sup> August).

Having completed a walk around the proposed site, Police are in a much stronger position to be able to comment on this application.

This is a new event at a new location. Parsloes Park has never held an event of this scale previously, which is of concern to Police. As stated above, this has been highlighted by the event organisers themselves.

Due to this, it therefore poses unknown risk, it would be advisable that this application be for a single event for one (1) year. Event organisers have highlighted the fact that they were unsure how it would be received themselves and therefore reduced 2022 event to a single day.

This could then be reassessed after the event has taken place, and a new licence be applied for should the applicant wish to do so for future events.

Below outlines how it is believed this event will undermine the principle licensing objectives.

### **Crime & Disorder:**

It is inevitable that a festival attracts crime and disorder, whether for drug dealing, drug consumption, violence or thefts. These offences are some of what tends to be recorded at events.

Whilst festivals attract the use of illegal drugs, if this licence was a pub, bar or club we would not be accepting that these offences are part of the environment inside the venue, particularly a festival so close to people’s homes.

There are concerns that local gangs and even other London or further afield gangs and dealers will take the opportunity to supply narcotics for this event. It is a known fact that weapons are used to protect drugs and their dealer’s profits. There is the potential for weapons and drugs to be present, most likely with the aim to get the drugs in particular, inside the venue for distribution.

The type of music and acts that will be performing at this event will attract a clientele that are likely to be drawn towards more “Class A” substances, such as Cocaine and MDMA for example.

Previous Elrow events across London have seen that particularly on the Egress phase that festival goers do not have much sentiment for local residential properties, such as their front gardens. The streets and front gardens to residential properties become littered with rubbish. Festival goers become increasing louder as they wander around or make their way to the nearest tube station.

There is likely to be an issue with urination against front doors, cars and front gardens. This form of criminal damage and anti-social behaviour is not acceptable. This behaviour is what was also seen on the previous event held by Slammin Events in Dagenham in 2021 (We Are FSTVL).

The search policy states on page 6, that there are several types of searching which can be adopted. Police do not have much confidence in other forms of searching other than as part of the condition of entry, therefore everyone must be searched.

This festival is meant to be self-sufficient in terms of policing the event themselves. However, the concerns are as such that Police have to put a policing plan together.

### **Public Safety:**

A safe environment has to be created for all users and the wider public surrounding, especially by an event of this scale. Therefore the use of any illegal drugs undermines the licensing objective.

Although a medical plan is in place, it is of concern to Police that they end up being used due to substance taking which has affected festival goers.

An unfortunate example of this, which gained viral news, was the tragic passing of a young female in August 2017. After having consumed a form of MDMA Ecstasy before collapsing at Elrow in Olympic Park, London. This young lady was seen at the medical tent, provided with vitamin c tablet and water, before being allowed to continue with the event. She returned home whereby she collapsed, unfortunately passing away at hospital 2 days after the event.

As much as Elrow are not to blame for the tragic passing of this lady, this is a situation that must be avoided at all costs. There is a need to ensure the event is safe for those attending, and to prevent their families from having to endure what this unfortunate family went through.

### **Public Nuisance:**

This element of the licensing objectives will be seriously undermined and is a huge cause for concern. Parsloes Park is completely surrounded and absolutely consumed with residential properties in every direction.

This can be seen clearly by all the red markings on the site plans submitted by the applicant. *I exhibit this as ORD/2.*

I have attached an image from Google Satellite images, which also demonstrates the vast amount of properties in the locality. *I exhibit this as ORD/3.*

This demonstrates the huge scale of local residents whom will be disturbed by the nature of the licensable activity, which is due to take place by this event, if the licence is granted.

It will be highly unlikely that the event will not cause disturbance to the local residents. Particularly those on Parsloes Avenue and Terrace Walk, whom will be closest to the main stage as per the plans.

I draw your attention back to the issues of anti-social behaviour likely to be caused during the Egress phase. The intoxication of festival goers, urination and disregard for resident's property will hugely undermine the licensing objective of prevention of public nuisance.

Additional marshals and portaloos, strategically placed along the roads including disabled options need to be considered.

Residents around Trent Park have expressed their concerns and fears to Enfield Council citing drunkenness, drug taking, urination on personal properties, lots of noise, anti-social behaviour, road congestion, loitering and littering.

There was a meeting held on 17<sup>th</sup> April 2019, by Enfield Council and to my understanding, they decided not to renew their contract for the event, as a result of these complaints and disturbances and also the damage which was caused to the park land itself.

## CONCLUSION

These licensing objectives will be undermined, and it is therefore the responsible authorities' role to raise awareness to these potential issues.

A licence should not be granted on the provision that a review can be sought after the event if necessary.

London Borough of Enfield's ***Park Events Strategy 2017 – 2022 review***, states on page 23 in section 2.9.5, that Elrow Town assured residents that the confetti used in the confetti cannons, in 2019, were going to be bio-degradable.

Park users and businesses reported that the confetti was not bio-degradable as it was still being found several months after the event.

Elrow confirmed they would not be using the confetti again, *"However, there is a lack of trust from the community that they will keep this promise" (Park Events Strategy 2017 – 2022 review - page 23 in section 2.9.5).*

This could unfortunately be the types of issues the residents of Barking & Dagenham may face from this event, which would cause them undue stress.

The fact that another London Council decided not to renew their contracts with Elrow, speaks volumes as to the problems which would have been caused.

The site used at Trent Park doesn't have the capacity of residents remotely close to the number at Parsloes Park.

The main stage is going to be situated, roughly 150/200 meters away from residential properties. Given how loud the music is at these types of events, Police do not see how the residents will be soundproofed.

There is a noise policy which has been drafted. Police do not see how it can be ensured the residents won't be disturbed. Especially the ones closest to the main stage.

Event organisers have no experience running the event of this scale, on this park facility. Local authorities have never had to deal with an event of this scale within this park. Therefore it poses so many unknown risks to grant this licence, particularly for three years. Police sent Sean Williams an email asking if the festival organisers would be willing to reduce their application, to a one year application. The answer was "no". Sean stated, that they had applied for a five year agreement for the park use, but they were only granted three years by the Local Authority.

However, that has no effect on a premises licence. It was also mentioned in the rationale, that conditions could be agreed to alleviate any concerns Police may have. Conditions won't necessarily prevent crime from taking place at such a large capacity event.

Provision to review the licence was mentioned, if that was required after the event. This is not a process which should be relied upon, when granting a premises licence. If there are concerns that a review could be brought after one event, then this licence shouldn't be granted.

Police are still waiting to see a draft of the security deployment from both security teams.

Due to issues which Elrow and Slammin Events have had with Egress at previous festivals, this deployment plan needs to be submitted.

Similarly, Police require sight of the CCTV plan. Previous Slammin Events festival in Dagenham did not contain enough cameras within the site. This has been discussed with Sean Williams, and Police have been assured that there will be sufficient camera footage. However, Police have not yet been sighted of this.

At of the time of writing, Police Licensing have yet to receive a confirmation of ticket sale numbers.

Police Licensing are also yet to have contact with the operator who will be running the bars inside the event (it is believed to be HAP solutions). It's not clear what training will be provided to staff, how many bars there will be or how many staff per bar.

The security and stewarding policies and procedures document, from 2021, states that there will be a community impact assessment completed. Police are yet to see this assessment.

This application cannot be considered by the Metropolitan Police in its current format.

I object on the grounds of the above.

**Regards,**

**PC Owen DUNN 3326EA  
East Area Licensing Team**