

My name is Paul Rooney and I am the Operations Director at Slammin Events a licensing event and production management and large scale and festival bar management business.

I am circulating this statement and the various attachments and documents on the 17 June

INTRODUCTION

We are a London based company specialising in logistics of making festivals and large-scale events happen, all across the UK. Our work covers a wide variety of the various diverse elements that go into putting on a successful, safe and responsible large-scale event. We work with promoters to ensure that the event is a success and, significantly that the planning and preparation that goes into a successful event is also done in a courteous, transparent and timely manner.

We take responsibility for and have delivered across all of the key considerations including event management, production management, bar operations, concessions management, licensing, plans and design, health and safety, security, venue finding, promotion

I attach a document setting out our experience.

EXPERIENCE

I have worked in the industry for 20+ years and I have been involved in delivering a wide variety of significant and successful events. I attach a document setting out my experience.

Many of these events are set out in our introductory brochure (attached) but these include 100,000 Alexandra Palace firework festival, 20,000 capacity Made Festival (West Midlands), Hospitality event Finsbury Park 12,500 capacity, Southport Weekender Bognor Regis 6,500 capacity, Arcadia Olympic Park 40,000 capacity, Kaleidoscope Alexandra Palace and Park 10,000 capacity, Crystal Palace firework spectacular Crystal Palace 25,000 capacity, Abode Finsbury Park 12,500 capacity, Westfest Bath and West Showground 10,000 capacity, Good Times Alexandra Palace Pavilion 5,000 capacity.

We engage with the responsible authorities at an early stage, we have long-standing and significant relationships with the responsible authorities across the licensing authorities for where we work as well as the various licensing and safety advisory group authorities, including the police, fire service, environmental health, child protection, high ways (etc) officers that will be significant stake holders within events of this sort.

APPLICATION FOR ELROW

I submitted an application for a new premises licence on the 4 April 2022. The licence is in the name of Elrow UK Limited our partners and the promoters of this event.

DESIGNATED PREMISES SUPERVISER

The proposed designated premises supervisor is Oliver Kay from Barworxs, a reputable large outdoor event bar provider with whom we have worked on a number of occasions over various events across a variety of licensing authorities. We have always been delighted with their responsible approach.

I attach a copy of our draft alcohol management plan, which has been circulated to the police. We are awaiting further feedback.

ELROW

The event is best described as an electronic music festival with carnival, inflatables, confetti and colour. I attach an introductory brochure about the Elrow event, which as you will see has national and international recognition.

PRE-APPLICATION CONSULTATION

Prior to the submission of the application, we engaged with the responsible authorities and advised of our proposals. We also distributed 6500 letters to local residents and businesses inviting them to two residents meetings before the licence application. Cassandra Frey Mills sets out the full detail in her

statement and attachments. I understand that the overwhelming response has been positive, indeed the only negative engagement appears to be from the residential representor.

Officer wise we have been dealing with the Barking Authority and the parks team. (Our Elrow partners were in touch with officers before Christmas, they seemed happy to engage with us. One of the officers made this point in an email to Elrow colleagues: *Can you confirm if you are working again with Slammin? This would be welcomed by us as we worked with them this year and it was positive.*

We made contact with Police licensing as early as 2nd February. My colleague Sean sent the following email:

"We will not be making the application for a few weeks to allow us to inform local stakeholders and residents groups, so the application does not come as a surprise. We are working with Sarah on this. We will be holding residents meetings once the event and ingress and egress details are better known. It strikes me that a good time to hold these is in the representation period to better inform residents of the proposals. We fully intend to discuss the application details with you and police licensing ahead of the application. When we apply for a licence we propose a, not inconsiderable, list of model conditions which we hope go a longer way to satisfy any concerns. We would welcome any input on those prior to application."

POLICE CONCERNS

- **PARSLOE PARK**

I see from the police representation that they suggest that Parsloes Park is not suitable to hold events of this size or stature. I do not accept that as a fair point made against this application. Below is an extract from the Barking Authority website advising on the success of an event of a similar event last year where some 18,000 persons attended with Frank Turner the popular rock/punk singer the headliner. I understand that Parsloes Park is hosting a similar event later this year. The Police representation suggests that Parsloes Park has never held an event of this scale previously. Respectfully that does not appear to tally with what can be read on Barking council's own website and reported in the press that is incorrect.

[Thousands came together to celebrate unity and community at the Becontree Weekender festivals | LBBDD](#)

[Becontree Forever Weekender draws thousands to Parsloes Park | Barking and Dagenham Post](#)

<https://www.lbbd.gov.uk/roundhouse-music-festival>

[Roundhouse Music Festival | LBBDD](#)

- **NOISE**

Whilst we recognise that the police have concerns about noise nuisance, articulated within their representation as "*given how the loud the music is at these type of events*" we have instructed a reputable acoustic consultant Simon Joynes. [His noise management plan and introductory document is attached.](#) Following dialogue and discussion with environmental health, who initially served a representation so as to secure appropriate protections for residents, Simon and the officer engaged in a dialogue, resulting in the officer now withdrawing his representation.

- **POPULATION DENSITY**

I also note from the police representation that they suggest that Parsloes Park is in some way unsuited to events and activities of this sort because it is suggested that the population density here is unique or different to that which may be found at a variety of other parks and/or event spaces. To quote the representation: “*completely surrounded and absolutely consumed with residential properties in every direction*”. This does not seem to be an accurate representation of Parsloes Park, particularly when compared with other London wide parks in which events and activities take place

I attach to this statement, population density radius plans for a wide variety of London parks where significant activities, events and large outdoor festivals have and continue to take place. These radius map plans appear to me to disclose that the assertion that Parsloes Park is in some way more populated than other parks incorrect, The reverse appears to be true.

<https://we.tl/t-wipDQbBvQH>

- **DEPARTURE**

The Police identify anxieties and concerns about egress and departure. This is something that we have given particular careful attention toward and Jim Goddard has drawn up a Crowd Management Plan and the Community Impact Assessment tending to these issues (covering we believe all of the issues that the Police have raised). The Police seek to ensure that additional Marshalls and portaloos are strategically placed along the roads including disabled options and that is a point we entirely accept, picked up on and considered (for delivery) in our Crowd Management Plan. The security and steward resource for both ingress and egress are also documented in the security Schedule.

- **SEARCHING**

The police articulate within the representation their appetite to see searching as a condition of entry. That is something that we have confirmed to them, on email.

- **ENFIELD**

The Police, to their credit, have withdrawn their incorrect statement about how Enfield Council came to conclude our previously successful arrangements, it is important to flag that the overarching rationale for the decision to move to Parsloe's Park arose because Enfield wanted to restrict the capacity of the park we had previously used. Whilst it is right that there was damage to the Park space at Enfield this was caused by the previous occupier and had not been remedied prior to our taking possession last year. The Committee will be aware that Covid restrictions meant that large scale event licensing was a very much a condensed season last Summer not starting until 19 July with many more events in a condensed period than would ordinarily be the case.

- **PARK PROTECTIONS**

Important to observe here, in passing, and touched on in our Community Impact Assessment documentation that we are under legal obligation to remedy any (temporary) damage or adverse impact upon the park space. Also worth observing that we will only utilise some 20% of Parsloe's Park with much of the open space, and with a number of the associated community assets falling outside of the area over which we will be permitted access and activity.

- **LITTER**

The Community Impact Assessment picks this point up but we will be working hard to ensure that there is no littering of the neighbourhood and we will be conducting a thorough and comprehensive neighbour-wide litter pick following the event.

- **TIME LIMITED LICENCE**

We have applied for a three-year time limited licence and believe that that is a fair and proportionate amount of time for a licence for this event in this park.

We appreciate that the police invite the committee to conclude that a one-year licence is sufficient. Clearly there is very significant administration, resource, time and cost associated with a premises licence application and we believe that a fair balance can be struck by having a three-year licence that offers officers and residents the opportunity to review our licence if it were suggested that anything was amiss. But absent any issue or problems we would be permitted to conduct activities next year, without recourse to going through the process again. Bearing in mind our experience and expertise as well as that of the consultants with whom we engage, we feel that is fair.

I believe that all of the issues that are raised by the police are fairly and proportionately attended to by these documents. At the time of drafting this statement (week commencing 13 June) we understand the officer is on holiday. I hope to pick up with him direct in the week preceding the licensing hearing (listed for the 28 June 2022). In order to give the licensing committee ample time to consider and digest both the statement and the attachments. I make this observation as there may have been finesses and amends to the documents and plans as a result of the continued dialogue with the police in the next 10 days.

RESIDENT

We are aware that there is a single residential representation also objecting to the application.

I have attached the community impact assessment which I believe attends to all of the issues and points that are raised by the resident. The licensing authority have kindly mediated between our respectful selves, sending the documents through to the resident, inviting them to meet with us and/or engage in a dialogue to see if conditions might be suggested that would attend to the individuals concerns. To date, no response has been received.

LONDON BOROUGH OF BARKING AND DAGENHAM

We have worked closely with Sarah Belchambers the Cultural Events Manager for the Authority in discussing and developing an appropriate event for this site. She has been fully appraised of the dialogue and discussions we've had with the various Responsible Authorities and she has engaged with her colleagues both within the Licensing Team and the Metropolitan Police. Sarah has always been happy to engage and work with us and our Elrow partners.

SALE OF ALCOHOL

I can also confirm that we will now restrict the sale of alcohol to 22:10 rather than 10.30 as first applied for. The dialogue and discussion that we have had internally allows us to fairly conclude that an extended period, where customers will naturally leave the event space as the various stages close, as the bars close, and as the activities begin to wind down is something that will undoubtedly promote the licensing objectives and helped delivery of a successful, well received event.

As mentioned above we have also attached the alcohol management plan, all of which have been provided to the police at the beginning of the month.

EVENT SAFETY MANAGEMENT PLAN

I attach here a draft event safety management plan. This is the standard industry methodology of planning for, managing and delivering large scale events. This document has been circulated to the safety advisory group members.

SAFETY ADVISORY GROUP

We have met with the safety advisory group (police, council, EHO, highways, emergency services etc) in order to begin preparations for this year's event on five occasions, February, March, April and two in May (to avoid Jubilee planning/delivery). No discourtesy is intended to the licensing committee but it is important that plans, dialogue, and discussions take place in good time.

A wide variety of the documents and plans that go into make up the event safety management plan have been disclosed throughout, to all these officers, these include: site plans, safe working arrangements, risk assessment considerations, security schedule, medical management plan, noise management strategy, traffic management plan, eviction policy and guidance, counter terrorism awareness policies and procedures, security stewarding policies and procedures, safeguarding policy, searching policy, show stop procedure, adverse weather procedure, sustainability policy and the alcohol management plan. It is not my intention to flood the licensing authority/committee with all of these documents. I have tried to attach only those documents that go to the issues that are live as a result of the police representation.

These are the draft ESMP (previously mentioned), the crowd management plan (accompanying the statement from Jim Godard) and the community impact assessment. This was circulated to all Representatives on 25 May. We have not yet had any response or feedback to that document.

CONSULTANTS

Jim Goddard

Jim Goddard will serve his own statement but Jim is a highly qualified and experienced Consultant with a significant background in planning for and managing high profile festivals and events. His consultancy, Event Safety Solutions Ltd builds upon his successful and significant career in the Police.

Matt Davey

We are also supported by Matt Davey the Managing Director of Alliance Pioneer Ltd an event medical and welfare services provider also with significant experience of dealing with large scale event licensing matters.

Sean Williams

Sean Williams has worked with me at Slammin Events for a number of years having previously enjoyed a significant and successful career as a Police officer. He was an extremely well regarded large-scale event licensing planner and co-ordinator. Unfortunately, some six weeks after diagnosis Sean passed away on 3 June.

Sean had very much taken the lead through the spring of 2022, with dialogue and discussions with the Police Licensing Team both local and central. As you will note within Jim Goddard's statement, Jim will now take the lead with event control with Kevin-Instance (retired Superintendent) leading on arrival and egress.

Simon Legg, Simon Joynes who also support us are responsible for traffic/egress and noise management. Both are experts.

I make this statement believing its contents to be fair and true

Paul Rooney