

**From:**  
**Subject:** RE: elrow Town 2022 Dagenham  
**Date:** 29 April 2022 at 20:02  
**To:** ElrowTown London Event Team uk.community@elrowfamily.com



Hello Cassandra,

Thank you for this – I shall read it thoroughly and if necessary will come back to you or Sarah. I have to say I had no idea that the Summer of Festivals was also going ahead – I thought you were “instead of” ! I hate to say it, but for us “old uns” , it is even more misery ! Your one sounds like a thing for the younger generation as is the Summer of Festivals – basically, nothing in it for us. Apart of course all the noise, and anything happening on a Sunday the parking. Someone showed me a video of one of your events – it looked like a compete nightmare to me ! And the racket !

Anyway, thank you so much for coming back to me, I hope you had a good Bank Holiday.

Best wishes, (redacted)

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**From:** ElrowTown London Event Team <uk.community@elrowfamily.com>  
**Sent:** 29 April 2022 14:08  
**To:**  
**Cc:** events@lbbd.gov.uk  
**Subject:** Re: elrow Town 2022 Dagenham

Dear (redacted),

Thank you again for your patience while I gathered information to answer your final question.

I can confirm that all costs incurred by London Borough of Barking and Dagenham (LBBd) Council in relation to our events, such as any staff that are required to attend the event on behalf of the council, are included in fee we pay to hire the park. This fee also includes a donation to be invested in LBBd's free summer festival programme, the Summer of Festivals weekender. These are two free community events that will be held in July, the One Borough Festival and the Roundhouse Music festival. Details of both events can be found here - <https://www.lbbd.gov.uk/summer-of-festivals>.

In addition to supporting these council-run events, we are undertaking other community engagement work, including designing bespoke workshops for the local school and youth club focused on career opportunities within the events and music industries, and providing arts and culture educational opportunities. We will also be collecting donations from our audience for our own local community fund which will be donated to one or more local charities or community projects. We welcome suggestions for the local community on organisations they feel would benefit from a donation, so please feel free to share details of any you would like us to consider.

In addition to the park hire fees, we will be directly contracting LBBd Council to undertake the waste management and cleansing contract for the event. We will also pay a Ground and Community Impact Bond as part of the hire agreement. This bond will be used by the Council to cover the costs of any damage caused to park or any other unexpected costs related to the event.

I have copied in Sarah from the council events team ([events@lbbd.gov.uk](mailto:events@lbbd.gov.uk)) who will be able to give a more detailed answer to your question regarding policing, and to answer any further questions you have that relate to Council operations.

If there is anything more you would like to know about the event, please don't hesitate to ask.

Kind regards,

Cassandra

Community Liaison Manager  
ElrowTown London

On 25 Apr 2022, at 19:09, wrote:

Hello Cassandra, Thank you for this. I will wait for this reply as it could be that the answer to the outstanding question might clear it all up.  
Best wishes,  
(redacted)

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**From:** ElrowTown London Event Team  
<[uk.community@elrowfamily.com](mailto:uk.community@elrowfamily.com)>  
**Sent:** 25 April 2022 18:56  
**To:**  
**Subject:** Re: elrow Town 2022 Dagenham  
**Importance:** High

Dear (redacted),

My apologies for the ongoing delay on the final question in your original email. I'm afraid the person who holds this information has been on unexpected leave for the last week. I believe she is back at work this week so I'm hoping to speak to her in the coming days.

If you would like to share the additional questions you mentioned you had, I may be able to help with these separately or to get answers from this person at the same time as your outstanding question.

Either way, I will do my best to respond as soon as I can. Thank you for your patience, as I appreciate you have waited a number of weeks for a response on this.

Kind regards,

Cassandra

Community Liaison Manager  
ElrowTown London

On 23 Apr 2022, at 19:33, wrote:

Hello Cassandra,  
I was wondering if you had the answer to the outstanding

I was wondering if you had the answer to the outstanding question in my original email yet ?

Best wishes. (redacted)

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**From:** \_\_\_\_\_

**Sent:** 09 April 2022 18:10

**To:** 'ElrowTown London Event Team'

<[uk.community@elrowfamily.com](mailto:uk.community@elrowfamily.com)>

**Subject:** RE: elrow Town 2022 Dagenham

Hello Cassandra,

Thank you for this reply – I look forward to receiving the outstanding reply, I do have a couple of further questions which I will leave until this last bit of the jigsaw arrives.

Meanwhile, thank you, and have a good weekend.

Best wishes, (redacted)

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**From:** ElrowTown London Event Team

<[uk.community@elrowfamily.com](mailto:uk.community@elrowfamily.com)>

**Sent:** 08 April 2022 18:47

**To:**

**Subject:** Re: elrow Town 2022 Dagenham

**Importance:** High

Dear (redacted),

My apologies but I somehow missed these emails until now. This is entirely my oversight so I'm sorry that there has been such a delay in you receiving a response to your initial email sent on the 18th March.

I have endeavoured to answer each of your questions directly below, but I have also attached the presentation that was shared at the stakeholder meetings that we held at London Riverside Church on Monday 28th March. Hopefully this will provide further information you may find useful regarding the proposed events.

One thing I wanted to highlight was that we are now planning just one event day this year, on Saturday 20th August. We are applying for a licence that would enable us to hold 2 event days in future years, but this would be subject to agreement from the Council on an annual basis (further details are contained in the attached presentation).

I live in a road opposite the park, up in the hundreds, so a long way up, this type of event has been on before and it is 2 days of misery – the noise of the music is unbearable even at my distance away from the event. It travels on the

freeze. Its either the music, or the boom, boom of the beat.

Noise limits will be set by the Council as part of the licensing process and will include specific sound limits. The licence will also require there to be a Noise Management Plan which will have to be approved by the Council ahead of the event. We will employ our own noise consultants, Joynes Nash, to ensure we keep within our limits and to respond to any complaints. The Council will also deploy noise monitors and will require us to change our process if there is a threat of excessive noise. At least one hour before and up one hour after the event closes there will be a publicised complaints line located to our control room. This line will be staffed and logged. Its location will allow for prompt remedial action to complaints, be noise or any other concerns. The number for this line will be shared with all local residents via a letter drop 14 days before the event.

I would further like to know who will be collecting all rubbish from the site after the 2 days have passed. Who will be paying for this clean up ? Who will be paying to restore the grass back to its normal state ?

As the Event organisers, we will be responsible for organising and covering the costs of all waste management and ground reparations linked to the event. Waste management plans will be agreed in advance with the Council to ensure they are satisfied with the plans in place and so they can feed in their local knowledge of the area. The complaints line mentioned above in regard to noise can also be called to report any rubbish in the local area that is related to the event, and we will arrange for a response team to come and remove it as soon as we can. Any concerns regarding litter after the event day can be reported via email to this address and it will be passed on to the waste management team to deal with.

Where are around 22,999 on the Saturday and 18,749 people going to park ? We have permit parking down this road and all others , but not on Sunday, the road will be packed. Or will they be churning up the grass in the park ? Again, who is going to repair any damage ?

As mentioned above, we are now only planning to hold an event on Saturday 20th August this year. We are in the process of finalising a detailed traffic management plan through consultation with the Council. This will include parking restrictions and road closures staffed with experienced and qualified traffic marshals to ensure only residents can access these roads to park. Full details of these road closures will be shared widely when they are finalised and anyone affected by a road closure will be contacted directly via post with details of the closures and any permits they will need to gain access.

The vast majority of our audience travels by public transport but we will also be operating a pre-booked car park to minimise the risk of the small number who do drive trying to park on nearby roads. Again, any traffic issues relating to the event can be reported via the complaints line and a team will be dispatched to deal with the issue.

Will ANY Barking and Dagenham Council tax money be used for this enterprise ? Will Barking and Dagenham Council be paying you for anything ?, and I do mean anything! What about Police that usually cover such events, who will be paying for that ? I ask because we are one of the poorest boroughs in the country, if not the poorest. It may be a good idea but not if we are going without other things in the borough to pay for it ! Other things that would benefit ALL residents !

I have asked the team to come back to be with a clear response to this query to make sure we answer this accurately and in full. As I don't want to leave you waiting any longer for reply, I will follow up on this section in a separate email in the coming days once I've received this information.

Apologies again that you had to wait for so long for a reply. I trust the above information and attached presentation answers your questions (aside from the final one which I will follow up on ASAP), but please don't hesitate to reply if you have any further questions or concerns.

Kind regards,

Cassandra

Community Liaison Manager  
ElrowTown London Event Team