

Capacity Planning

Festival PEOPLE

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Event Overview

Festival PEOPLE is a one-day music festival, with a mix of outdoor and indoor stages for live and recorded musical entertainment, bars and food concessions, and other similar entertainment. The event is ticketed and does not offer any camping or other accommodation. The event will feature local, national and international DJ performances spread across multiple stages, sponsor activations, food concessions and bars.

Scope of Document

The purpose of this document is to detail proposed stage capacity plans for the event in 2023 and to lay the foundations for growth in subsequent editions of the festival in future years. This document is in draft format and will be developed going forward throughout the planning process.

Site Layout

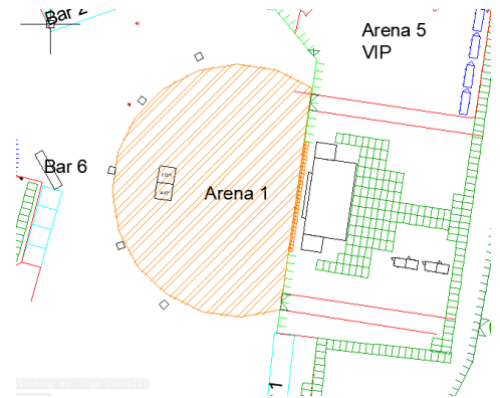
The site has been planned to comfortably allow for 15,000 customers. As a comparison from other Slammin' Events (Event and Site Operators) London shows in 2022, this works out in line with the average size of a site based on the audience size. The current site layout uses 30% of Barking Park so the event organisers are comfortable they can incrementally grow the capacity over the coming 5 years.

Show	Event Space (m2)	Capacity	Average m/Person
Elrow London	48,562	22,000	2.2
Beautiful People	13,355	5,000	2.7
We Are Festival	60,702	25,000	2.4
Festival People	36,421	15,000	2.4

The capacities used in these calculations are based on the current Purple Guide. Outside of the venues, the general areas of the site have been designed to allow easy flow between the venues and facilities including toilets and food traders.

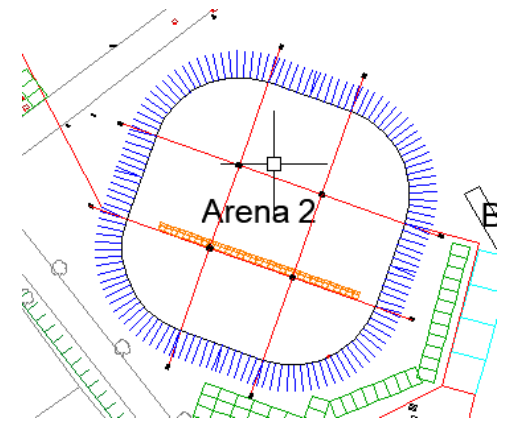
Stage 1: Outdoor main stage

The highlighted area is for main stage viewing, at an average density for dancing of 0.5/m² this 3,600m² area has a capacity for up to 7,200 people. With the other 3 stages on the north side of the stage to the main gate, this should allow people to fill the area from both sides.



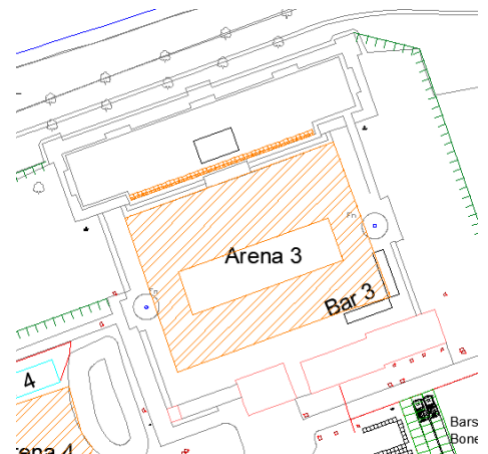
Stage 2: Big Top 45m x 45m

This structure is square-shaped and constructed of fire retardant PVC material connected to king poles. The tent has five exits - Four exits at 6m, one exit at 1.5m. The building will be used for dancing hence the 0.5sq meter per person density factor is used. Total floor space is 2,025m² the available Floor Space (less 25% stage, pit and FOH) is 1,519m², the total capacity @ 0.5m² per person is 3,038 persons



Stage 3: Splash Park

Splash park will be used as a music venue. The total audience space of the venue highlighted below is 1,875m², with a density of 0.5m² that allows for a total audience of 3,750 people. There are 3 exits from the space - the main splash park door of 5m and the two removable fenclines, one of 8m and one 10m. Based on this the maximum capacity of the venue is 2,600 persons.



Stage 4: Open-air

Stage 4 is a DJ stage in a natural amphitheatre to the north of the site. This area has a crowd area on the flat ground of 690m², not including any viewing on the slopes, with a density of 2.5/MqS this gives a total capacity of 1,380 persons.



Stage 5: VIP

The VIP area will have a small DJ stage and bar, with the capacity of this area being controlled by security. The current design for the area has a space of 1,000m² comprised of bars, dancing and seating. With a density of 1m² there is capacity for up to 1,000 persons.



Stage	Capacity
1	7,200
2	3,038
3	2,600
4	1,380
5	1,000
Total Venue Capacity	15,218

Not included within the above is the ancillary areas of the site including food areas, bars, sponsor activations and toilets that will hold up to 10% of the audience at any given time onsite.

Outside of the site there are 2 areas of egress that can be used in an emergency situation. To the east of the site running next to the allotments there is 9,700m² and to the west side of the park by the Bowls Centre there is a further 37,000m². Between the 2 areas there is enough space that if a full site evacuation was needed there would be enough dispersal space

