

# Licensing Sub Committee

**Tuesday, 13 February 2024 at 6.30 p.m.  
Council Chamber - Town Hall, Whitechapel**

## Supplemental Agenda

- 3 .1 Application for a New Premise Licence for All Points East, Victoria Park, Grove Road, E3 5TB (Pages 3 - 18)**

**Contact for further enquiries:**

Simmi Yesmin, Democratic Services Officer,  
simmi.yesmin@towerhamlets.gov.uk

020 7364 4120

Town Hall, 160 Whitechapel Road, London, E1 1BJ

<http://www.towerhamlets.gov.uk/committee>



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Sam Ellis [REDACTED]

## Fwd: [EXTERNAL] AEG / Victoria Park Licence

1 message

**Beth Smith** <beth.smith [REDACTED]>  
To: Sam Ellis <[REDACTED]>, Dave Grindle <[REDACTED]>

2 February 2024 at 14:15

For reference as you're not cc'd

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From: **Carroll, Daniel** <[REDACTED]>  
Date: Thu, 25 Jan 2024 at 22:07  
Subject: Re: [EXTERNAL] AEG / Victoria Park Licence  
To: Lynsey Wollaston <[REDACTED]>  
Cc: Beth Smith <[REDACTED]>

Hi Lynsey,

Many thanks for this. My understanding was that capacity is increasing on certain days. Please can you confirm if this is the case or not?

APE is a great festival so we have no problem with the event itself, but there is always lip service re care for the park with very little action. As an example, each year the set up of APE causes significant damage to the running track in the park and I'm assured by Tower Hamlets / liaison officers that the surfaces will be repaired / damage fixed - but each year nothing is done. It shouldn't be too much to ask to return the park as it was found.

Small things like this are big problems for locals and running clubs, and the approach seems to be - "let's say what they want to hear and then do as little as possible." The more days the festival goes on for, and the more people attend, the more issues like this we'll have to deal with.

I hope that makes sense with the additional context!

Best,  
Dan

ll  
[REDACTED]

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**From:** Lynsey Wollaston <[REDACTED]>  
**Sent:** Wednesday, January 24, 2024 3:38 pm  
**To:** Carroll, Daniel <[REDACTED]>  
**Cc:** Beth Smith <[REDACTED]>  
**Subject:** [EXTERNAL] AEG / Victoria Park Licence

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Dear Mr Carol,

I am contacting you on behalf of AEG Presents in response to your representation against our proposed Premises Licence for Victoria Park to host a series of events in the park from 2024 onwards.

Thank you for your engagement in the matter concerning our premises licence application. Your input is very valuable to us, and we are committed to addressing any concerns you may have.

We would like to address your specific concerns as follows:

### **Event capacity of 49,999**

Under our previous licence from 2021 to 2023, our event capacity on Fridays and Saturdays has been 49,999, and we have successfully delivered safe and enjoyable events of this size within Victoria Park over the past 3 years. Our proposed licence would see no change to the event capacity on these days from our previous licence.

As part of the planning of the event a Multi-Agency Planning Group is created including Tower Hamlets agencies, London Fire Brigade, London Ambulance Service, Metropolitan Police Service, and Transport for London. The purpose of this group is to approve event plans and provide on-site representatives from the relevant agencies to ensure events are delivered safely. AEG produce detailed plans surrounding our event management including audience ingress and egress, security and stewarding plans, traffic management, medical and fire provision, counter terrorism, safeguarding, alcohol management, sound management, event specific risk assessments and more. Each year the relevant agencies scrutinise these plans to ensure we are delivering event safely.

### **Increase in Anti-Social Behaviour**

As mentioned above, the proposal is not to increase the capacity of the events, but to keep the capacity the same, which is in line with the London Borough of Tower Hamlets Major Event Policy of a maximum of 49,999.

We offer on-going engagement with the community through our webinars, community email address, and resident hotline where specific concerns can be raised, this is fed into a constant review of our event management plans through a multi-agency review process each year. We have continued to adapt our planning, which has included increasing our security presence across the event by an average of 32%.

During our event period AEG appoint a dedicated community liaison officer who monitors a resident hotline set up to receive any community concerns and mitigate these. As part of our on-going review process, we collect the data on Anti-Social behaviour reports for the event. From 2022 to 2023 we have decreased instances of reported anti-social behaviour by 38% and are working to continue this downward trend in our planning going forward.

The Metropolitan Police Service are a stakeholder for the event, in addition to our security and stewarding plans, the MPS overlay this with an additional Policing Plan risk assessed based on the type of event. Feedback from the MPS in our multi-agency planning has been that Crime stats have remained low for the events.

Another key stakeholder for the event is the Tower Hamlets Child's Social Care team, we specifically request this agency to review our plans to ensure these address any safeguarding needs relating to the protection of children from harm. We will continue this engagement throughout our planning process.

### **Public Transport Capacity for 49,999 Capacity**

As part of the previous premises licence from 2021 to 2023, AEG conducted an independent transport survey and study which showed the local public transport network can successfully manage a crowd of this size on the planned show nights. Each year we assess the impact on stations and the network through the Multi-Agency group which includes TfL transport planners. TfL have provided feedback via our multi-agency debrief to state that the transport networks have dealt well with the 49,999 capacity and they have no concerns relating to the events. We will continually monitor public transport performance and ensure appropriate plans are in place for all future events.

I hope the above information provides you with assurance that we can safely manage the events as proposed in our premises licence application.

I would be more than happy to meet in person to discuss this with you shortly, if you would like further information. I hope that we are able to find a common agreement and assure you that your representation will be fed into the planning process for all future events.

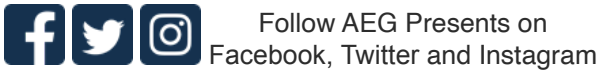
Look forward to hearing from you,

Lynsey

**Lynsey Wollaston**  
Vice President & General Manager, European Festivals,  
AEG Presents



www.aegpresents.co.uk



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**2 attachments**



**17aeab76-26ba-47b9-90d8-10c3ef7a8055.jpeg**  
188K



**f752f821-d250-4a1c-bd01-66e5bdb42e48.jpeg**  
138K

AEG / Victoria Park Licence Carroll, Daniel 10 February 2024 at 18:01

To: Lynsey Wollaston Cc: Beth Smith

Hi Lynsey,

That's a very comprehensive / helpful response - thank you! I suspect part of the responsibility lies with TH, but I chased 4-5 times after the '23 event and the power harrow and Redgra was never done. A lot of heavy equipment is driven over the track given where the main stage is, so it really causes a lot of damage, which cumulates year after year. I use the track every week as the Mile End track is run by Better and requires booking in advance and a £7 fee or membership at the club. Anything you can do to ensure the track is looked after would be much appreciated!

Dan

Dan Carroll

Evercore

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Sam Ellis [redacted]

### Fwd: AEG / Victoria Park Licence

1 message

**Beth Smith** [redacted] 9 February 2024 at 09:26  
To: Corinne Holland [redacted], Licensing <[redacted]>  
Cc: Dave Grindle [redacted], Sam Ellis [redacted], Simon Taylor <[redacted]>

Dear Licensing,

Please see below the latest correspondence with Simon Cooper regarding his representation for the All Points East licence.

Thanks  
Beth

**Beth Smith**  
Senior Projects Manager | She/Her



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From: **Lynsey Wollaston** <[redacted]>  
Date: Thu, 8 Feb 2024 at 14:16  
Subject: RE: AEG / Victoria Park Licence  
To: Simon Cooper Office <[redacted]>  
Cc: Beth Smith [redacted]

Dear Simon,

Thanks for your response, your additional context is very much appreciated. We want to assure you that your representation will be fed into the planning process for all future events.

With regards to both of your points below, we will pay close attention to these areas and commit to additional monitoring of these areas to ensure we fully understand any issues and provide the necessary mitigations. This will include monitoring the egress and ingress on Cadogan Gate and congestion at peak times at Cadogan Terrace.

To provide further context on our arrangements for local services, especially critical emergency services during the event, please allow me to provide further context. Consultation on any road closures take place with the emergency services and Tower Hamlets highways team well in advance of the show to ensure this provides minimal impact to any local services, this allows all emergency services to approve the plan and make any necessary considerations to their routes if required during this specific time to avoid delays. In our on-site event control room we also have members of the London Fire Brigade, London Ambulance Service and Metropolitan Police, who liaise with us in live-time for any emergency calls so we are able to facilitate movements if required through our road closures to further expedite these services. This is an important relationship and arrangement between us to minimise impact.

We do hope that this helps to provides you with the information needed, if you have any other questions or would like to discuss anything further please let us know.

Many thanks,

Lynsey

**Lynsey Wollaston**  
Vice President & General Manager, European Festivals,

AEG Presents



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**From:** Simon Cooper Office <[REDACTED]>  
**Sent:** 30 January 2024 12:34  
**To:** Lynsey Wollaston <[REDACTED]>  
**Cc:** Beth Smith <[REDACTED]>  
**Subject:** Re: AEG / Victoria Park Licence

**EXTERNAL**

Dear Lynsey,

Thank you for your carefully crafted response. Deftly skirting around all the main issues I raised and pushing the responsibility and costs onto publicly funded bodies like TfL and the Met police.

On your proposed northbound traffic deterrent, I don't think any Uber driver with a pickup will pay the slightest attention to such measures as you proposed, and these are proven to have not worked over the past few years.

My main points go unanswered:

- 1) The very restricted access at the Cadogan gate leading to the footbridge across the A102M and then onto Hackney Wick station, this is also a very busy cycling commuter route.
- 2) The traffic congestion on Cadogan terrace at event exit times. I think your anonymous traffic consultant should take another look at the issues I highlighted. I'm thinking of both residents and event visitors. The closest hospital with an emergency room is the Homerton north of the park, so emergency access will be severely restricted if Cadogan terrace is blocked by southbound traffic. Likewise the closest fire station is to the south at Roman Road, and again any fire access will be severely restricted by southbound traffic blocking Cadogan terrace as is normal at event exit times.

My objections still stand.

Regards Simon Cooper

On 24/01/2024 19:08, Lynsey Wollaston wrote:

Dear Mr Cooper,

I am contacting you on behalf of AEG Presents in response to your representation against our proposed Premises Licence for Victoria Park to host a series of events in the park from 2024 onwards.

Thank you for your engagement in the matter concerning our premises licence application. Your input is very valuable to us, and we are committed to addressing any concerns you may have.

We would like to address your specific concerns as follows:

### **The event is not adequately policed**

As part of the planning of the event a Multi-Agency Planning Group is created including Tower Hamlets agencies, London Fire Brigade, London Ambulance Service, Metropolitan Police Service, and Transport for London. The purpose of this group is to approve event plans and provide on-site representatives from the relevant agencies to ensure events are delivered safely. AEG produce detailed plans surrounding audience ingress and egress, security and stewarding plans, traffic management, medical and fire provision, counter terrorism, safeguarding, alcohol

management, sound management and event specific risk assessments. Each year the relevant agencies scrutinise these plans to ensure we are delivering the event safely.

Over the past 3 years, we have continued to adapt our planning in response to community feedback, which has included increasing our security presence across the event by an average of 32%. The Met Police are integrated into our event specific security and stewarding and are satisfied with the current approach and staffing levels we deploy during and after the event. The Met Police conduct their own Risk Assessment and have their own Policing Plan in addition to the event security and stewarding AEG have in place.

We offer on-going engagement with the community through our webinars, community email address, and resident hotline where specific concerns can be raised, this is fed into a constant review of our event management plans through a multi-agency review process each year. Regarding issues specifically at Hackney Wick station, the multi-agency planning group is set up to give feedback to us of any reported issues such as this. The overground station managers haven't raised this issue in the past to us, however, we will pick this up directly with them to ensure we have the appropriate safety measures in place at the station.

### **A1205 Closure and impact on Cadogan Terrace**

As part of our event management plans, we have a detailed traffic management plan which is reviewed yearly by the Multi Agency Group, and adjustments are made each year to ensure we continually strive to make improvements.

A traffic management consultant is appointed for the event to produce a traffic management plan in line with the audience egress requirements, this traffic management plan is produced alongside Tower Hamlets Highways teams to ensure the plans are delivered safely with as minimal disruption as possible.

Thank you for raising the issues specific to Cadogan Terrace, as part of our on-going engagement with the community and multi-agency group we have contacted our Traffic Management contractor who has reviewed our Traffic Management Plan to integrate any mitigations relating to these specific issues. A proposed suitable solution would be to close Cadogan Terrace from Jodrell Road and close Wick Lane from Monier Road. This would deter all through traffic from using Cadogan Terrace northbound.

I hope the above information provides you with assurance that we can safely manage the events as proposed in our premises licence application.

I would be more than happy to meet in person to discuss this with you shortly, if you would like further information. I hope we're able to find a common agreement and assure you that your representation will be fed into the planning process for all future events.

Look forward to hearing from you,

Lynsey

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Sam Ellis <[redacted]>

**Fwd: AEG / Victoria Park Licence**

1 message

**Beth Smith** <[redacted]> 9 February 2024 at 09:24  
To: Corinne Holland <[redacted]> Licensing [redacted]  
Cc: Dave Grindle <[redacted]>, Sam Ellis <[redacted]> Simon Taylor <[redacted]>

Dear Licensing,

Please see below the correspondence between AEG and Tony Joyce regarding their representation for the All Points East license.

Thanks  
Beth

**Beth Smith**  
Senior Projects Manager | She/Her



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From: **Lynsey Wollaston** <[redacted]>  
Date: Wed, 24 Jan 2024 at 19:15  
Subject: AEG / Victoria Park Licence  
To: [redacted] <[redacted]>  
Cc: Beth Smith <[redacted]>

Dear Mr Joyce,

I am contacting you on behalf of AEG Presents in response to your representation against our proposed Premises Licence for Victoria Park to host a series of events in the park from 2024 onwards.

Thank you for your engagement in the matter concerning our premises licence application. Your input is very valuable to us, and we are committed to addressing any concerns you may have.

We would like to address your specific concerns as follows:

### **Increase in number of event days**

As proposed in the premises licence application, the number of events days we are proposing to host is only subject to our land rental agreement of Victoria Park with the London Borough of Tower Hamlets, and the council's latest Major Event Policy.

The new Major Event Policy is in the process of being ratified, and when approved, it would allow up to 12 major event days in a calendar year, the land rental agreement would not exceed this number.

### **Noise impacts on residents**

As part of our event management plans, we have a detailed sound management plan which is reviewed yearly by a Multi Agency Group including the Tower Hamlets Environmental Protection team. Adjustments are made each year to ensure we continually strive to make improvements and minimise the impacts of noise to the community.

Our current sound level of 75dB is a well established level for events of this nature, and we do not intend to increase this level in our licence application..

During our live event days, we engage a specialist noise consultancy firm to install a monitoring system around the event site to monitor noise levels on the boundary of the licenced area. We are in close liaison throughout the event with the local Environmental Protection team to monitor our sound levels.

During the event period AEG appoints a dedicated community liaison officer who monitors a resident hotline set up to receive any community concerns and mitigate these. For any concerns relating to sound, an address is taken from the community member and a reading is taken from the property. Our monitoring system Matreao enables the exact sound source on-site to be identified and therefore relevant adjustments can be made. This enables real time changes to any community concerns relating to sound.

During the build and break of the event a Section 61 is applied for through Tower Hamlets Environmental Protection teams for sound management relating to construction, we put the following mitigations in place:-

- Best practicable means (BPM) as defined by Section 72 of the Control of Pollution Act 1974 to be followed at all times;
- Equipment will be well-maintained and will be used in the mode of operation that minimises noise and will be shut down when not in use;
- All staff receive an induction before being permitted to work on site. This induction shall include a section on Environmental issues and the need to operate Best Practical Means (BPM);
- A tool box talk will be given to all operatives working engineering hours about the need to minimise noise levels from site activities;
- All materials shall be handled in a manner that minimises noise i.e. reducing drop heights, when man handling placing as opposed to throwing;
- There shall be no music/radios played on site during Out Of Hours working.

From 2022 to 2023, we have seen a decrease in the number of sound complaints by 45%, and are working to continue this downward trend in our planning going forward.

If there are any specific areas of concern relating to noise we would be happy to discuss these with you in more detail.

### **Anti Social Behaviour**

Over the past 3 years, we have continued to adapt our planning in response to community feedback, which has included increasing our security presence across the event by an average of 32%. The Met Police are integrated into our event specific security and stewarding, and are satisfied with the current approach and staffing levels we deploy during and after the event. The Met Police conduct their own Risk Assessment and have their own Policing Plan in addition to the event security and stewarding AEG have in place.

We offer on-going engagement with the community through our webinars, community email address, and resident hotline where specific concerns can be raised, this is fed into a constant review of our event management plans through a multi-agency review process each year.

As part of our on-going review process, we collect the data on Anti-Social behaviour reports for the event. From 2023 to 2022 we have decreased instances of reported anti-social behaviour by 38%.



If there are any specific areas of concern relating to Anti-Social Behaviour on the canal, we would be more than happy to discuss these in more detail with you.

I hope the above information provides you with assurance that we can safely manage the events as proposed in our premises licence application.

I would be more than happy to meet in person to discuss this with you shortly, if you would like further information. I hope we're able to find a common agreement and assure you that your representation will be fed into the planning process for all future events.

Look forward to hearing from you,

Lynsey

**Lynsey Wollaston**  
Vice President & General Manager, European Festivals,  
AEG Presents



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