

Proposal for Oktoberfest in Millwall Park 2020

Executive summary:

We have taken on board comments from the SAG members from our meeting on the 17th of January and we are 100% committed to make the below improvements and changes to the concept and setup for Oktoberfest in Millwall Park for the years ahead. We have seriously weighted the needs and demands from stakeholders against the possibility to still make it commercially workable. We expect with these radical changes and improvements that there is no need to challenge our existing license. We want to demonstrate below that the proposed changes will work and are significant.

Overview of changes:

Oktoberfest 2019	Oktoberfest 2020
Big top dark tent	Clear span white and light tent
No flooring	Fully wooden cassette floor
Bigger tent as 2018 70x40m but oval scape	Inside size stays/footprint much smaller outside, size 80x30m square scape equals 70x40 oval
Toilet area no flooring	Toilet area fully floored
Welfare officers for full capacity	Welfare officers stay at same level despite lower Capacity. 4 SIA/2 external Friday and Sat night.
Dancing on Benches allowed	No Dancing on Benches
Capacity Thursday/Sunday 1,500 w/36 Security	Capacity Thursday/Sunday 1,500 w/36 Security
Capacity Friday/Sat morning 2,500 w/56 Security	Capacity Friday/Sat afterno. 1,800 w/49 Security
Capacity Saturday evening 2,500 w/62 Security	Capacity Saturday evening 1,500 w/45 Security
Bar logs – not working	Each bar get one dedicated log manager
Bar with agency staff low training	Bar staff to get 2 hours training before opening
Marketing – have a dance on benches	Marketing – experience the authentic Oktoberfest
Marketing – random crowd	Marketing – targeting better/different crowd
Ticket sales Sat. Evening (options available without food)	Tickets Sat evening only sold with food and only one beer instead of 2, starting at £35.
Ticket sales other days	Various cheaper options available
Music style - party	Change to more Oompah traditional style
Food from waiters + one self-service Bratwurst stand	Food from waiters + multiple food stalls (widen food range available)
Trackway only in the production area	Trackway also at entrance and park corners

Changes:

The above changeover will develop the event in a different direction and significantly reduce incidents and complaints.

We have built this event since 2012 and the large majority of guests we have happy and behaved well but some smaller numbers have caused issue. We want that people should still be able to enjoy the event in Millwall Park for the 9th year and ahead. As of our meeting on the 17th of January we

would like to suggest the following numbers of changes to the event and get additions to our license to make sure we operate in a different and less risky way.

The tent:

The change over to a different tent will have a significant impact on the event. We suggest bringing a white clear span tent fully floored with cassette wooden floor. The size will be 80x30m. The white cover will give more light and by this create a friendlier environment inside the tent. Additionally we will install stronger lightening which will create a completely different event with a more positive mood and light even after dark. The old big top tent was very dark as no light came through. The light will make it even easier to control and at overview the event. Much faster we can spot people both by the security or at the bar and make sure they don't reach intoxication. At the same time the floor heightens the standard of the event.

Capacity:

The second main change will be the below reduced capacity and with the same tent size it will give room in the tent which we use for more space between the tables and the security can easily walk through and control every area. At the same time the extra space between the rows makes sure that different groups at the different rows don't get as close as before which potentially will reduce tensions. For 2020 no more standing on benches. This will be advertised from the beginning and stated on the homepage.

If we review the latest years potentially most trouble bringer was the Saturday evening shift as it was sold out and people arrive at the same time and unfortunately some guests use the afternoon to pre load even if only in a smaller scale this increases the risk of intoxication and stress. To help this out and make the event better we suggest these further changes as:

- 1) Reduce the capacity on Saturday evening from 2,500 to only 1,500 as this is the main trouble area of the latest years.
- 2) Increase the ratio of the security from $2500/62 = 1$ to 40.32 to 1 per 33.33 guests Saturday evening. Which means 45 security, we still keep 4 SIA and 2 external Welfare officers. Also we employ only SIA security no stewards.
- 3) Friday/Saturday afternoon we reduce the capacity from 2,500 to 1,800 at this sessions traditionally has been nearly no issue but we also increase security for the Fri/Sat afternoon: the percentage decrease in capacity would mean 14 security less but we only reduce by 7 security and by this increase the number of security here too to 49 with 4 SIA and 2 external Welfare officers. Also we employ only SIA security no stewards.
- 4) Thursdays and Sunday stays as we had with 1,500 capacities and 36 security as of whom two acts as Welfare and 8 of them are stewards.

A clear advantage of the reduced capacity will ease the entrance time too and make the bars/service run much smoother and release some time to better control the customers and supervise the need of rejection (see more under the point Bar).

Ticket sale:

As tickets sales for the Saturday evening last year to a great extent only was general admission and the first beer tickets we don't offer this kind of tickets anymore, instead we only offer 1,500 tickets

including food, which are the Oktoberfest tickets and the VIP tickets where we in addition also will take away one beer so people only get one beer and food instead of two beer's and food with this tickets. This means for customers to participate Saturday evening will cost 35 pounds for the Oktoberfest ticket and £50 for the VIP ticket. By this we make sure all people attending will eat something and we reduce people turning up to make trouble/ just participate by paying the £10 entrance fee as this is not sold anymore not even on the door. We risk not selling out beforehand but if we have tickets left, we only sell the packages at £35 or £50 on the door Saturday evening.

For the other days we keep the mixed ticket offer as we had as historically much more "food" tickets already presold on the other days. We want at the same time to keep it possible to join the event even if a guest cannot afford to pay such a high amount.

Licensing:

We are happy to add the following points to our License:

- Sales of stein's to stop at 22:00 so 1 hour before closing of the event we only sell ½ pint or 1 pint of beer till 22.30 when the bar closes.
- CCTV must be in operation at the event at all opening hours
- The bars need to deliver a full and detailed refusal book

To make sure this works effective each of the bar's will get a dedicated refusal book manager and all bar staff to get a mandatory 2 hours training before they are allowed to work at our bars. Their certificate will be available at the refusal book manager for inspection by licensing or the police.

Music style:

As our music style might have been developing too much into the direction of party music, we want to go back to traditional Oompah music so we play a totally different style throughout the day. As last year in the evening (late afternoon) we played party music. We will also change the DJ and replaced him by a traditional style DJ. We always play traditional music the first two hours and then change over to party music this has maybe been a mistake as it takes the guests to a higher level where they might get to "wild" if we keep the traditional music we keep people on a lower level and by this very likely less aggressive and less stressed.

Food:

It is very important that people eat in combination with drinking alcohol so we will increase our food offer to include more kinds like vegetarian and vegan food so people have more choices and also by this we will be able to attract different crowd to the event. We add one or two more stalls inside the tent so people easily can buy food without too much queuing.

Marketing:

We change the focus from standing on benches and having a sing along to instead to tell people to experience a traditional Oktoberfest and this will include no standing on Benches. Also we want to attract a different crowd by focusing more on food and the different much nicer tent we will have with flooring.