

We thank you for the resident's representation regarding AEG Presents' application for a Premises Licence at Victoria Park.

We were saddened to receive an objection on the basis that this is not a safe year to host the festival giving the ongoing Coronavirus pandemic. AEG Presents has worked hard over the past 3 years to ensure all concerns and feedback are addressed and resolved appropriately. The vast majority of feedback that we have received from community groups and stakeholders has been positive and has indicated that the event has become a valued asset to the local area. We are keen therefore to discuss these concerns in more detail so that we can provide further information about the event to allay the resident's concerns.

We will begin by outlining the community benefits that the event has offered since AEG Presents became responsible for the event delivery. Since 2018, we have developed a new event format and schedule for Victoria Park which will deliver many benefits. These include:

- Significantly shortening the period that event infrastructure is present in Victoria Park compared to previous licensed events held by other Promoters;
- Direct investment into park infrastructure;
- Creating opportunities for businesses across LBTH and East London to supply goods and services to the event;
- Working closely with local schools, higher and further education organisations for young persons to gain invaluable education, training and experience opportunities.
- Increasing the resource levels for the ingress and egress stewarding plans outside our events.
- Providing funding for local performing arts groups to participate and perform at the event.

These valuable commitments to the park and the community are set against the backdrop of a world-class line-up of artists at the concert events and the free-to-access events (which are underwritten by the concert events), which provide further opportunities for local businesses and residents as well as visitors, traders and performers.

To demonstrate our commitment to deliver the highest quality events, we will continue to engage Loud Sound, a production agency with over fifteen year's experience in managing events in Victoria Park. We will also appoint other first-class contractors (for example security, noise management, medical provision etc) who are experts in their fields, to deliver our events.

Each year, we hold multi agency group debriefs followed by a comprehensive multi agency planning process so that we can improve the management and resources to ensure that all our contractors are able to deliver a first-class event which benefits both the audience and surrounding communities.

In addition to the conditions of the Premises Licence, our events are also controlled by the Hire Agreement with LBTH with which we comply and, in some cases, exceed our commitments.

Response to Representations

We note that the resident making the representation has detailed four items relating to the Licensing Objectives in association with the adverse effects which the Coronavirus pandemic could have on the event, and its attendees. We address these concerns as follows:

1. The prevention of crime and disorder

Since 2018, when we began staging the All Points East event, we have invested in increased levels of external security and stewarding provisions to reassure and protect the local residents and their property. Each year, we go through a series of planning and approval meetings with the Police LBTH and other local authorities to provide detailed Event Management Plans which include measures to address crime, disorder and anti-social behaviour both on and off site. These Plans are approved in a multi-agency process before our event is allowed to take place.

We work closely with these agencies throughout our events to ensure that the external management team has a cohesive line of communication through an Event Control Room to promptly and appropriately dispatch the relevant resources as are deemed necessary.

A concern is expressed that after a long period of lockdown, there will be a level of revelry that surpasses other years. In 2021, our festival has been rescheduled from June to August, by which time, many other major festivals will have been held. Furthermore, in our consultation process, the Metropolitan Police Service do not consider this to be a risk which is a cause for concern.

2. The prevention of public nuisance

A maximum music noise level (MML) for Major Events is prescribed by LBTH as part of the Hire Agreement. This level is also the level that is a condition in the licence that we have applied for and is agreed by the LBTH Environmental Protection Team. We have complied with this level in the past and will continue to do so.

In addition, each year we provide a Sound Management Plan that demonstrates how we will monitor and manage noise levels off site. We have also met with the LBTH Environmental Protection Team to discuss ways to improve the monitoring of community feedback to ensure that any concerns are promptly resolved.

The minor event days are designed to be low impact community events. These events will be free to access open events that allow the local community to come into the event site and experience the facilities and activities within the park. We will be operating community theatre, silent cinemas and offering local artists the opportunity to showcase their talents on small low impact stages to a wider public. The times for minor events are less than those for major events whilst enabling as many of the local community as possible to experience the community events.

Our ticket sales data show that our events are very popular in the local community and in 2019 All Points East won the Festival of the Year Award.

A concern is raised about litter and the collection of litter and rubbish is provided for within our Event Management Plans which are approved under the multi-agency planning process.

3. Public Safety

AEG Presents fully understands the concerns regarding the ongoing impact of the Coronavirus pandemic. We are a responsible promoter and we hope the resident can take comfort that in 2020 we did not hesitate to cancel our events in accordance with the Guidance in place at that time. We are committed that our events will only take place in accordance with the Guidance, regulations and restrictions provided by Public Health England, Department for Media, Culture and Sport and Government from time to time.

We will continue to monitor this Guidance closely and ensure that all necessary changes are made in accordance with the Guidance which will be monitored through the multi-agency planning process ahead of commencement of the first event. We are committed to delivering a safe event for our customers and the local community.

4. The protection of children from harm

We recognise the resident's concern regarding the length of the event, however the major event days, with the greatest impact are limited to the August Bank Holiday weekend in 2021. The following 4 days are an open community event with many activations aimed at families and young children to enjoy.

The minor event days are designed to be low impact. These are free to access open events that allow the local community to come into the event site and experience the facilities and activities within the park.

As previously mentioned, we would like to further reassure the resident that AEG Presents have continued investment in external security and stewarding with the safeguarding of children and vulnerable persons being an ongoing priority.

We would also like to reassure the resident that we will continue to monitor the Coronavirus Guidance issued by the Government and other Authorities and will take all recommended precautionary measures to restrict further spread of coronavirus such that the audience, local residents and children will be protected from exposure in accordance with issued Guidelines.

We will be pleased to discuss the representation and any points arising from our reply if you consider that is appropriate.