

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

We were saddened to hear that you had felt it necessary to put in an objection to our application after the regular consultation that we have held with the local community since 2018. 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 your concerns in more detail so that we can provide further information about the event to allay your concerns.

We hope that you are familiar with 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 would now like to address the points that you raise in your representation:

### **1. The Major Events Noise Level**

We note within your representation your reference to the sound testing times that previously began at 08.00. Whilst we have never operated sound checks prior to 09:30, the timings of the sound check were a concern specifically raised by the community during the 2018 event. Immediately following receipt of reports of these concerns, AEG Presents implemented an 11:00am limit on all sound checks across the event, which was also implemented in 2019 and which will be in place again in 2021. We hope that this reassures you that this concern will continue to be addressed.

A maximum music noise level (MNL) 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.

In your representation, you mention the proximity of a Stage to your property. The Stage is approximately 150 metres from your property and the sound systems are positioned to direct sound away from your property so that whilst sound levels may be audible, the levels will not be disturbing and will be considerably below the maximum noise levels permitted.

### **2. Duration of Event**

We recognise your concern regarding the length of the event, however the major event days (4), with the greatest impact are limited to the August Bank Holiday weekend in 2021. The following 3 days are an open community event with much lower attendance and entertainment with a significantly reduced noise impact.

In 2022 and 2023, we will only be permitted a maximum of 6 major events days and 4 minor event days.

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.

### **3. Security and Safety of Local Residents**

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.

### **4. Covid 19 Regulations and Restrictions**

AEG Presents fully understands the concerns regarding the ongoing impact of the COVID19 pandemic. We are a responsible promoter and you should 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 the 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 approved 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.

We will be pleased to discuss your representation and any points arising from this reply with you at your convenience.