

Dear Resident / park user,

We are the Production Company who have applied for a Premises Licence for the Showground Site at Lee Valley Park. We're aware of the representation that you have lodged with EFDC Licensing team against the application and thought that it might be of benefit to you to provide some additional information about the Licence application and its current status.

During the Licensing consultation period we received 5 comments on the application from five members of the public, as well as from the Police and Environmental Health team. We have been, and continue to be, engaged in dialogue with the Officers from Police and Environmental Enforcement and anticipate agreeing conditions and further restrictions to the Licence (from those first submitted).

Dialogue with Environmental Enforcement:

To satisfy concerns raised in his representation, we have agreed with the Environmental Enforcement Officer to include the following additional condition to add clarity regarding the timings of when events will be permitted to take place under this Licence:

"This Licence will permit 1 event per year to take place between the second week of July and the second week of September. The exact dates of the event to be agreed with the SAG and Licensing Authority no later than 12 weeks prior to the planned event date"

We have further agreed to amend the following conditions (revised and updated wording to these conditions as follows):

30. A qualified and suitably experienced Noise Management Consultancy will be appointed at least 12 weeks before the proposed event, to produce a Noise Management Plan (NMP) and provide representatives on site during the live hours of the event. The Noise Management Consultant shall liaise between all parties, including the DPS, Promoter, Sound System Supplier, Sound Engineer and Licensing Authority on all matters relating to noise control prior to, and during the event.

31. The NMP will be developed by the Noise Management Consultant in consultation with the Local Authority's Environmental Enforcement Team.

32. The NMP will detail the agreed dB Music Noise Levels (MNL) at specified off-site receptor locations. The agreed MNL will then form part of the licence for the event that year.

32a. The NMP shall be finalised and agreed in writing with the Local Authority at least 28 days before the proposed event

33. Local residents will receive prior notification of the event including details of the event timings. The distribution radius for the notification letter will be agreed with the Local Authority. This is to include local businesses that may be affected by attendees to the event during ingress and egress

34. A noise "hot line" number shall be included within the notification letter, and publicised on the event's internet/social media platforms. The number shall also be provided to the Local Authority, Lea Valley Parks Authority and the White-Water Rafting Centre 14 days before the event, should they receive complaints. This telephone

number will allow residents to contact an event representative should they need to make a complaint during the event.

34a. The hotline shall be staffed at all times by the DPS or representative, and shall also be the point of contact for the noise patrols and be responsible for maintaining the level of music and other amplified sound at an appropriate level.

We have also agreed to limit regulated entertainment and sale of alcohol to 22:00 and everyone must be off the Premises by 23:00

Dialogue with the Police:

We have also suggested the following amends to Sgt Edward Matthews from Hertfordshire Police and intend to have these included as conditions on the Licence:

17. The Event Safety Management Plan (ESMP) Security Management Plan will outline the number, position and roles of the Security and Stewarding staff working at the event. This will include not just the Premises itself, but also 'The Last Mile / Zone Ex' leading to and from transport hubs and taxi/private hire pick up/drop off locations

17a The Security Management Plan will be shared and agreed with both Essex and Hertfordshire Police no later than 28 days prior to the event.

25. The Premises Licence Holder (PLH) shall carry out a suitable and sufficient risk assessment as well as use the Health and Safety Executive (HSE) "purple guide" (HSG195) on outdoor events to determine the level of first aid provision for the event, such that there is no undue demand on National Health Service resources.

25a A suitably qualified and experienced event medical company will be contracted to provide first aid staff and equipment (in line with the risk assessment) for the event. The event medical company will also produce a Medical Management Plan which will be shared with the SAG (including East of England Ambulance Service) no later than 28 days prior to the event.

29. A Traffic and Transport Management Plan (TMP) will be submitted to relevant authorities (including both Essex and Hertfordshire Police). The TMP will include: (a) details of the traffic management measures to be implemented (b) the location and specification of barriers (c) details of the staffing schedule and (d) details of any permits and temporary traffic orders

29a The TMP and the Ingress/Egress Plan will also consider the various modes of transport that attendees to the event will utilise to access the event site and will detail measures taken to minimise disruption at the nearest main transport hub (Waltham Cross station) by means of staffing/security, event timings, communication, signage, messaging, barriers and the like.

29b Both the TMP and Ingress/Egress Plans will be agreed with the SAG (including both Essex and Hertfordshire Police) no later than 56 days prior to the event

Concerns from Local Residents

The main themes of concerns raised in the representations from yourselves as local residents and members of the public would appear to be:

Noise

Traffic/Parking

Rubbish/Waste

Wildlife/Environmental concerns (including restricted access to the park)

Toilets

Covid 19 / Coronavirus

The amended Licence application now contains 53 legally enforceable conditions, all of which promote the 4 Licensing objectives of the prevention of Crime & Disorder, Public Safety, the prevention of Public Nuisance and the protection of Children from Harm.

Noise

Prior to submitting this application, we commissioned a suitably qualified acoustic consultant (Three Spires Acoustics Ltd, MIOA, AMIOL, MCIEH, CEnvH) to produce a draft Noise Management Plan (NMP) which demonstrates that the site is considered to be a suitable location for the planned events that will take place under this Licence.

As mentioned above, The NMP has been revised and developed in consultation with Michael Richardson (Senior Environmental Enforcement Officer, Epping Forest District Council) and it is understood that he is now satisfied that the arrangements that will be in place are sufficient to promote the Licensing Objectives and prevent Public Nuisance. The Operating Schedule now includes 7 robust conditions that link to the NMP and mean that the noise levels agreed within the NMP become enforceable.

As organisers we are very experienced at producing and delivering events of this nature in similar locations with residential properties in relatively close proximity to the Premises. We work with trusted suppliers to install sound equipment at our events and insist that they use leading industry brands that specialise in providing PA systems for outdoor events and concerts which have been designed to focus sound on the audience and minimise sound 'bleed' from the event site.

Traffic & Parking

A further topic of concern is the impact that event related traffic may have on the area. Whilst it is true that the event will no doubt increase the amount of traffic in the area for a short period of time, this is not anticipated to be large volumes, as the majority of our audience are expected to arrive by public transport (primarily train).

We have commissioned an experienced event and festival Traffic and Transport Management Consultancy (The Last Mile) to produce a detailed plan which outlines both the modes of transport that are expected to be utilised as well as detailing the measures that will be in place to minimise disruption to local residents and businesses and promote Public Safety. There will be no parking on site for customers (some of the representations assume that there may be the need to account for some thousands of parking spaces) and we will promote the use of public transport in advance communication to our audience. We will also clearly point out that there will be no availability for parking either on site or nearby.

The Traffic Plan (TMP) forecasts the modes of transport that the audience are expected to use and this confirms that the majority will use the train network. As such, it is unlikely that there will be a significant uplift in parking on nearby residential streets. For customers who will arrive and depart by taxi or private hire vehicle, we will identify a suitable location for a dedicated Pick Up / Drop Off (PUDO) operation. This will be staffed for the duration of the event and will be appropriately signed in advance with Chapter 8 / AA signage.

We are aware that the junction of the A121 and Meridian Way (leading to McDonalds and the retail park) is a busy junction that will require additional measures being put in place to assist in promoting Public Safety and the Prevention of Public Nuisance.

Rubbish/Waste

Concerns have been expressed about excessive amounts of waste that these events may generate, over and above the waste that is already considered problematic, caused both by visitors to the Lee Valley as well as shoppers from the nearby retail park. As with all events that we produce and manage, we have a responsibility to ensure that we do not generate excess waste or leave litter and rubbish either on the event site itself or in the surrounding areas (usually the main routes to transport hubs and around local food/retail businesses). We work with many of the leading festival waste management companies to ensure that we comply with these requirements.

We anticipate that there will likely be two contractors providing both staff, services and equipment at these events. One company will be responsible for the event site (including the wider park) and the other responsible for the routes to and from the site (as well as other nearby locations such as the retail park, train stations and any affected residential streets). This approach has worked well at other locations as it ensures that all areas are given equal consideration in terms of litter picking and waste management, with no delay in staff having to redeploy from inside the park to locations outside and vice versa.

A sufficient number of bins (both general waste and recycling) will be provided within the event site and in the wider park as well as at locations such as the train station.

At the conclusion of the breakdown of the event site we will undertake a hand over with Lee Valley Regional Park Authority (LVRPA) and this will not be concluded until they are satisfied with condition of the site.

Wildlife / Conservation area

Lee Valley Regional Park Authority have confirmed that the Premises have been designated as an 'event site', hence the name 'Showground'. The site itself is not a Site of Special Scientific Interest (SSSI), Special Protection Area (SPA) or Special Area of Conservation (SAC). Nor is it deemed to be a Local Nature Reserve or Local Wildlife Site. However, that is not to say that we will not have to consider our potential impact on the local flora and fauna. We will be working closely with LVRPA, Natural England and their Conservation Managers to ensure that our events cause minimal impact, indeed our site hire contract with LVRPA obliges us to produce a satisfactory Wildlife and Environment Plan.

The fact that we have a dedicated waste management team on site who are continually litter picking the event site and wider park at all times during the event (including ingress and egress) means that litter and rubbish is not left lying around for long periods of time and thus becoming a potential issue for local wildlife.

Concerns have also been raised about events restricting access to the park for local residents and thus impacting on their enjoyment of the park. Whilst this is a consideration, the balanced view would suggest that the relatively short duration on site (2 event days on site with approx. 10 days total for build and break) then access to this area of the Park is only restricted in the region of 12 days out of the entire year.

Toilets

When establishing the requirements of sanitary facilities on site, we use our experience of previous events as well as consulting the Purple Guide and HSG 195. For an audience of 15,000 with a 50/50 M/F split, the quantities of public facing WC facilities on site (the event site only) will be:

Unisex WC – 176
Urinal – 80
Unisex Easy Access – 4

In addition to these amounts that are positioned within the event site we will also agree with Local Authorities and LVRPA suitable locations for toilets off site, to help prevent potential incidents of public urination on the way to and from the event site. These will be included in the audience communication plan to let customer know the distance to the next toilet facilities as they are walking to and from the event. There will also be toilets positioned near the main entrance, for customers to use prior to queuing to gain entry to the events, as well as at Waltham Cross train station and the designated taxi and private hire Pick Up and Drop Off (PUDO) location.

COVID-19

It is important to note that if Social Distancing is still a requirement at the time of the event, it is highly unlikely the event will take place. Whilst we are confident it will be possible to implement measures in a fairly short duration of one to two months, we understand there is a need to keep stakeholders and authorities informed of plans and have agreed to review the COVID-19 Management Plan with the SAG and Public Health England (PHE) in March, when the status of the virus is clearer and further scientific information and guidance is available.

We hope that this information is of use to you and if you consider it appropriate/convenient, we would be more than happy to meet with you (via Zoom/Skype) to further explain our plans and answer any questions that you may have. If you would like to speak with us directly, please email: community@wearethefair.com

Regards,

Rob Dudley
Director

We Are The Fair