



Stakeholder Response

Part A

1. About Elrow and Elrow Town

Elrow has been operating in different guises relating to hospitality and entertainment since 1870. The world of Elrow is like no other - trapeze artists soar through rainbows of confetti, bizarre decorations and characters greet at every corner, stilt walkers and performance artists mingle with the crowd as thousands of revellers come together to the sounds of the greatest DJs in the world.

Elrow is a global phenomenon who have established residencies in Ibiza, Madrid, London, New York, Barcelona, Dubai and Amsterdam. 2018 saw its most successful year to-date, with over 2 million people attending 134 shows hosted across 65 cities in 33 international territories.

Elrow Town 2019 will take place in Trent Park on 17th August, with a capacity of 24,999 attendees, and between 1200 – 2230.

2. Opportunities and Engagement

Benefits to Local Area

- Increased business for local restaurants, cafes, hotels and shops
- Encouraging a mix of small businesses
- We will be making a considerable contribution to the park through the Environmental Levy
- There will be employment opportunities for local people
- We will be looking to take on work experience placements for the event
- There will be a free local resident ticket ballot taking place
- The guest list donations from the event are used to support local projects or charities

Cultural Engagement

- Elrow are starting to build a global 'Artist Community' of performers. We are holding auditions in London for people to apply to become an elrow performer.
- The festival has exciting nods to Spanish culture and the country's love of colourful daytime festivities, dancing, elaborate art and street theatre
- We are launching an initiative called '*Get Involved*' which encourages small collectives or individuals to apply to bring their act, venue, or performance to the festival. Successful applications will be given production or financial support to enable them to facilitate their project on site and potentially tour this to other elrow events around the world.
- We book local up and coming, and well-established young artists to play alongside our international roster of artists.
- We reach out to local young professionals such as set designers, production assistants, film crews and photographers to work with us at the festival.

Open and Representative to a Wide Range of People

- LGBTQ+ collective Little Gay Brother will host a space in the Stage C area
- We employ performers from all over the world - most notably Spain, France, Belgium and Germany

Part B

3. External Infrastructure and communication

A mailing list of local groups and residents has been compiled so that detailed and transparent communications can be sent to those interested in the progress of the event. Notification posters with this information in will also be put in park noticeboards for park users to stay up to date.

A resident letter will be delivered to local properties around 14 days prior to the event or earlier. This will include details of on the day phone numbers and an email address that will be made available for residents to inform the organisers of any possible anti-social behaviour or noise complaints etc, so that we can address any of these issues quickly.

Plans submitted for the event thus far have been agreed by the Enfield Safety Advisory Group and have been developed with input from various other local sources, including the Trent Park Stakeholders Group, TfL, and the Met Police.

With regards to the road closures, all residents will be issued with a letter detailing the times of the closure, and passwords for the manned closures. The manned control points for local roads ensure that they are open for residents to use throughout the day. We have a password system, but also have stewards and security presence to make sure that any residents who may have misplaced the password information are able to access their roads (please see **Traffic Management Plan** for further details).

There will be a strong security and steward presence external to the venue to facilitate the safe movement of crowds through the public areas from the transport hubs. There will be infrastructure such as toilets and barrier placed at strategic locations external to the event site. This, and the number of external staff, will increase for egress. There is a detailed egress method statement and supporting documents which has been designed by crowd management specialists, as well as TfL, the police, and the Enfield Safety Advisory Group.

4. Egress

- There is an industry-wide average 'no show' rate for events of this type, which usually sits between 8-15% of ticket purchasers not turning up on the day.
- Despite this being the case, on the request of the Enfield Safety Advisory Group, we have based our egress plan on the full capacity on 25,000 attendees
- Accurate recording of egress data and behaviour monitoring from previous events allows for predictive modelling of time lines and flow rates for this event.
- Based on previous events, it has been assumed that 70% of the audience will disperse using the underground rail network with the remaining 30% using other means such as walking/taxi etc.
- There will be a taxi pick up and drop off area set up on Bramley Road Open Space
- All of the egress documentation (such as the **Traffic Management Plan**), have been developed with input by TfL, the police, and the wider Enfield SAG attendees.
- We will be operating a staggered closing system, with each of the three zones in the festival closing at approximately 30 minute intervals. This will stagger the amount of people leaving the event, and will mean that egress will begin around 2100, with the peak time of people leaving the site will be 2200-2230.

- The main focus of the egress plans will be to manage the movement of people from the venue and through the local area to the rail network or taxi pick up point, whilst causing minimal impact on the community.
- The gate widths from the park to Cockfosters Road have been measured and the egress rate takes these into consideration. Where there will be an egress route over the Old Cricket Field there will be additional lighting and barriers. All routes will be staffed with security and stewards. There will be a significant amount of signage to direct customers.
- There will be a road closure of Cockfosters Road which will begin at 2000. There will be traffic calming measures in place for the road throughout the day with a well-advertised diversion route.
- There is a robust plan that has been developed in consultation with Cockfosters TfL representatives regarding management of attendees into the tube station and managing them safely on to tube trains. This also takes into consideration people exiting the station at Cockfosters. Crowd safety stewards and security personnel will be able manage queues to maintain the safety and comfort of those waiting to gain access to the tube station.
- The tube dispersal times have been calculated by TfL based on the service that will be running during the egress timings.
- There will be an Uber black-out zone in operation which will lead both taxis and attendees to Bramley Road Open Space. There will be a barriered area where attendees will wait for their Uber taxis. This process will be managed by experienced marshals. Queues for taxis will be effectively managed with a quick through flow of taxis to reduce any build up.
- There will also be a black cab taxi rank set up in the same area which will be managed and run by Taxi Marshals London. Both operations will be designed and run in accordance with TfL Ranks.

5. Noise

- We have sought to mitigate any noise escape and have commissioned a full Noise Management Plan (“**NMP**”) to allow us to manage noise.
- The NMP takes into account the council’s noise requirements at specific points around the park, and also nearby landmarks and residential properties.
- The Acoustic Company, Joynes Nash, will have roving teams who will monitor noise from the appointed static positions, and also key points that they have noted around the site. They will be on hand should there be any noise complaints on the day and will be roving to monitor at any households having specific issues with noise. Contact details will be provided as part of the pre-event resident communication plan.
- The provisions in place as part of the Traffic Management plan include appropriate number and location of stewards to deal with the safe and orderly egress of people from the event, including the management of noise and unruly behavior. (See Pedestrian Management descriptions and Summary.

Should you have any questions, please contact Alice Botham at community@amaad.co.uk

A Man About A Dog
9th April 2019.