

Major Event Pro-forma Report for Engagement

Event Name	Summer Events Series 2021 (previously referred to as Mighty Hoopla)
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1. EVENT OVERVIEW (TYPE OF EVENT AND KEY CHARACTERISTICS)

You will note in the document that it refers to the event organisers attending SAG in November. This is not to assume the outcome of the stage two engagement by any means. We are aware that COVID-19 places unique pressures on our colleagues and stakeholders who attend the SAG and as Climate Live is attending in November we wanted to take advantage of having the right people present to ensure that they were aware of all proposals for Brockwell Park in Spring/Early Summer 2021. The event organisers are fully aware that stage 2 and 2 a (if requested) must be completed before SAG approval can be granted. We are also aware that, as with previous years, there is ongoing community engagement planned at all stages of the event approval process should the application reach them.

Therefore this application remains at stage 2 (or 2a) regardless of SAG engagement. And as before there is no assumption of an outcome to stage 2 (or 2a) until this engagement is completed.

As you read through this proforma you will gain a better understanding of what the event proposal is and the further engagement with Cllrs and Community Groups and Residents. We are grateful for your understanding in how at this extraordinary time we have had to work in a more flexible manner.

Summer Event Series 2021 is a series of up to 6 Large / Major event days taking place over 2 consecutive weekends with medium/ small community event days taking place in the weekdays between.

This proposal of event days reflects what is now a well-used model of delivering events. Used in Victoria Park, Tower Hamlets for past 5 years and a similar model in Hyde Park who host a summer concert series. It has been developed to maximise event days whilst cutting down event build and derig days. It also then enables free community access days in the week.

The Summer Events Series organisers are 'Summer Events Ltd'. They contract in LoudSound Ltd to undertake all the event planning, production and running of the event series. Summer Events Ltd then works with a series of promoters for each event day to programme, promote and market.

Summer Events Ltd working with Loudsound Ltd have an established track record of delivering major events to a high standard on Brockwell Park. This began in 2018 when Mighty Hoopla first took place as part of the Field Day and Mighty Hoopla weekend. The following year 2019 Field Day did not return, and Mighty Hoopla took the dates and produced 2 days of events with Loudsound as the new production company.

In 2020 due to Covid-19 the proposed Wide Awake (Fri), Mighty Hoopla (Sat) and Cross the Tracks (Sun) events did not take place. The promoters Summer Events Ltd had proposed a 3-day event weekend of Friday, Saturday and Sunday and a premises licence had been granted for this.

Covid-19 continues to be a factor in planning and as such this Summer Series will plan 2 different models at the same time for June. One will have no C-19 measures in place and the other will have achievable C-19 measures in place. Through the planning process leading up to the June dates both will be reviewed. It is anticipated that in mid-April a decision will be made as to what type of event will go ahead in June – with or without C-19 measures. There is a further back up with dates in September being pencilled in. If in mid-April SAG and Public Health advise that the planned measures are not suitable for a June dates then organisers and EventLambeth will move the event series to September 03/09/2021 to 12/09/2021. With the hope that by September the need for C-19 measures is reduced and the plans are therefore deemed robust and safe and event can go ahead.

The programme of events is still being confirmed and this lateness is due to uncertainty with C-19 and artists waiting on confirmation of 2020 booking which have been transferred to 2021 being reconfirmed and other mitigating measures.

As such the proposed programme will take place across 10 days, two weekends (up to 6 days) of multi-stage music festivals taking place between Fri- Sun with community events taking place withing the midweek.

Multistage music festival will include:

Mighty Hoopla – 18+ LGBTQ+ pop event – which has taken place on Brockwell Park since 2018.

(currently being discussed and it is likely this will expand to take place over 2 of the 6 event days)

Cross the Tracks – all ages soul, jazz and funk – took place on Brockwell Park for the first time in 2019.

Wide Awake – 17+ Alternative Music (indie, jazz, post punk) – was first proposed for 2020

Multistage music festivals which are currently under negotiation:

Music Against Racism – 18+ multistage music festival

TBC events – 18+ multistage music festival

The programme of event days looks to programme across different audience profiles to bring a diverse range of communities into the Lambeth and into the local area of Brixton and Herne Hill.

Mighty Hoopla is billed as the UK's most inclusive and fabulous festival with expressionism, freedom and fun at its heart.

Cross the Tracks is billed as a hybrid of jazz, soul, and funk from iconic and upcoming artists. This proved in 2019 to be a well-attended family event with wide age range in attendance.

Wide Awake – is a new event for Brockwell Park. Billed as Environmentally conscious, socially aware, and musically relevant, Wide Awake is a party for people who care about music and more. With addition of Café Climate – a dedicated area out the festival to discuss the environment via talks, film, music, food and drink. In partnership with world leading climate change publication 'It's Freezing in L.A.!' it'll feature an interactive Carbon Calculator, Grassroots Activism Speed Dating, Building Future Cities workshop and much more.

Music Against Racism – is another new event for Brockwell Park. Music Against Racism promotional material states that it is a new apolitical organisation & movement that reflects the times in which we live. Building on the heritage of the Rock Against Racism gigs in Brockwell Park & Victoria Park in the late 70s onwards, Music Against Racism's first flagship festival will feature a day of music from multiple genres across 3 stages with artists from a range of backgrounds. This day festival will be a celebration of culture, diversity & promote collective healing after the event of 2020. The event will be a chance to shine a light on the talent & vibrancy of the UK while also providing moments for reflection & education., We will also have a multicultural food zone, small business stalls & key speakers to amplify marginalised voices.

Capacity:

The programme has yet to be confirmed but the maximum audience capacity this application will be seeking on any one day is 25,000. It is important to understand that this is not the asked for capacity for every day.

It is anticipated that the capacities will be in line for what was asked for and given in 2019 as part of the premises licence application.

Community benefits programme will continue to be in place. This includes:

Free tickets to each event day will be allocated and local residents will be able to enter into a ballot for these.

Midweek free community events will also offer local residents' access to:

- Free films with screening starting from 2pm and 3 sessions over each day – to enable diverse programme of films to appeal to older members, family groups and young adult audiences.
- Carefully curated free entertainment programme on the bandstand aimed at appeal to broad demographic. Starting with baby yoga, then craft workshops and magic schools for families before live entertainment including musical bingo, themed karaoke and DJ's.

This programme will seek to work with existing community organisations and groups to further enhance the benefits.

Community Fund will again be funded by festival guest list contributions. With the increase in the event days will see a direct increase in the fund. Work is being done to give this fund following feedback from Cllrs. It will look to have more detailed framework in place regarding its objectives, application and allocations frameworks. It will also move towards supporting a wider remit within the community and the park and have a strong focus on supporting sustainability initiatives.

Work is also being done to identify work placements and work opportunities for residents who wish to gain insight and experience of working on festivals.

Work will also continue with the engagement with local businesses to identify opportunities for them such as trading on site.

Sustainability is key commitment for Summer Events Ltd. They have undertaken and delivered on sustainability in the previous years. Their promise in 2021 is as follows:

- Leave no trace of litter
- Ban single-use plastics across the site
- Only use compostable packaging and cutlery
- Only provide ethically sourced food
- Operate a cup deposit scheme that doesn't rip fans off
- Recycle all trader and back-of-house food waste, glass and timber
- Only permit biodegradable stage effects

Further initiatives will be around **carbon offsetting** and **air pollution**. They will look at exactly what they use and what they can do to offset it through positive action. They will be working with leading **carbon neutral expert**, Dan Turner. **Air Pollution** they will work with Kings College, Breathe London and Hubbub and study air pollution in year 1 and then implement action to improve festival air in year 2 and beyond.

Engagement

C-19 has impacted how we will move forward with LESAG, Councillor and Community Stakeholder engagement.

EventLambeth will work with Loudsound to put in place the following:

LESAG (Lambeth Events Safety Advisory Group) – will be consulted with every 2 months to review planning. This will start in November 2020, January 2021, March 2021 & May 2021. Through this ongoing engagement we'll be liaising with all the members of which representatives from Met Police, London Fire Brigade, NHS London, London Ambulance Service along with colleagues from Lambeth departments such as Public Protection, Community Safety, Food H&S, Licensing and Comms. We will also engage with on a weekly basis Public Health team on all

matter relating to C-19 and as such they will be abreast of all planning and feed into the process.

These meeting will be via Microsoft Teams and have been successful operating through 2020 since lock down on this platform.

Stakeholder Group meetings – as in the past a stakeholder group will be set up which is the Ward Cllrs from Tulse Hill, Thurlow Park and Herne Hill as well as our colleagues from the neighbouring Dulwich Village Ward in Southwark. A representative from BPCP and Herne Hill Forum also form the group. These meetings give Summer Event Ltd and Loudsound an opportunity to engage with the group, talk through the planning, take on board the feedback and work through revisions and further proposals. This then enable a more timely and detailed sharing of information to Cllrs and BPCP and Herne Hill Forum in turn to share with the community. The first meeting of this stakeholder group will be end of November where we'll set in place the meeting schedule. It is anticipated to be a monthly meeting using Microsoft teams.

Community Engagement – in the past Summer Events and Loudsound have held drop-in sessions for the community to come and view the proposals and engage with organisers around issues they wish to bring. This is not going to be achievable in the face to face format. As such it is proposed that the following is done:

- A website page is created to host the Community Presentation – this would be what would have been on display at the face to face meetings.
- Residents are then informed of this information online destination by a letter drop – as would have been done with the face to face meetings
- Residents would then be given an option to email questions into organisers or book a phone call where the organisers would call then back to discuss issues.
- All correspondence will be logged and further actions recorded
- Working with the Stakeholder Group members to also promote the opportunity
- This process will be open ended but it is important to understand that as planning progresses the ability to adapt, amend and change decreases. However, community feedback if important and as such capturing feedback to then carry forward to the following year is something that will be done.

Premises Licence

As you are aware the Mighty Hoopla was awarded a 3-day multiyear premises licence in 2019 to cover 2020, 2021 and 2022.

Summer Events are planning on submitting a new premises licence application for 2021, 2022 & 2023 which will cover the 10-day programme.

This new premises licence application will carry over all the license conditions as set out in the earlier issue licence but will be for the increased number of days. It is anticipated this application will be submitted at the beginning of December. As in previous years you will be notified by the Events officer of this application submission and will be able to review, submit a representation and also reach out to your ward

residents and make them aware of the application submission and their further opportunity to submit representation or support.

Through this series of meetings we will engage with all key agencies on public safety and also work with Cllr to ensure residents are inform and their concerns are heard and the planning and delivery of the event is done to realise our Councils goals and to the benefit of local community and Lambeth.

2. SPECIFIC EVENT DETAILS

Date of application	<p>07/02/2019– application submitted by LoudSound – event dates being 11, 12 & 13 June 2021</p> <p>18/02/2019 – application fee is paid, and application assigned to Claire Horan as the lead event officer.</p> <p>21/11/2019 – application was updated following conversation with Event Lambeth to reflect extended period of event days spanning 03/06/2021 to 13/06/2021. This reserved the dates of both weekends and further conversations were to look if they would deliver 2 consecutive weekends of events or one of the two weekends with a possible 3- or 4-day format. There was a similar conversation in July around the 2020 application</p> <p>24/06/2020 – application was put into ‘info required’ following a meeting with Loudsound. The meeting covered the desire of Summer Events Ltd to hold a 10-day series of events.</p> <p>16/09/2020 – Event Officers attended BPPB meeting and updated members intention to hold 2 consecutive weekends and further email circulated with this and other information following the meeting to members.</p> <p>22/10/2020 – the event application was updated to reflect in the wording and dates the 10-day format. Events took the resubmitted application and changed the status to current. She then also updated the calendar that is circulated to all Cllrs and Stakeholder groups to clearly show the dates and the narrative being 10-day series of events and changed the name of the application from Mighty Hoopla to Summer Events Series 2021.</p> <p>The 2020 Mighty Hoopla dates were cancelled in April 2020 due to the pandemic. As such there are no debrief and reports for 2020. 2019 event debrief was undertaken 31st July 2019.</p> <p>The post event reports were written in September and posted on the EventLambeth website (https://eventlambeth.co.uk/event-management/) as well as being circulated to Cllrs and Stakeholders at the beginning of October 2019.</p> <p>Learnings from these 2019 reports, the work undertaken for the 2020 event programme and the full conditions given in the premise licence will be carried forward to 2021 planning and subsequent applications</p> <p><u>Time of delivery</u> Wednesday 26 May 2021 – build starts Friday 4 June 2021 – event day 1 Saturday 5 June 2021 – event day 2</p>
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	<p>Sunday 6 June 2021 – event day 3 Monday 7 June 2021 – site closed to public – reset for community event days Tuesday 8 June 2021 – Community Event Day 1 Wednesday 9 June 2021 – Community Event Day 2 Thursday 10 June 2021– Community Event Day 3 Friday 11 June 2021 – event day 4 Saturday 12 June 2021 – event day 5 Sunday 13 June 2021– event day 6 Sunday 20 June 2021 – derig ends</p>
Venue	Brockwell Park
Attendance	<p>Major Event Days – Planning will be in place to accommodate 25,000 on site each day.</p> <p>Large Event Days (mid-week community days) – Planning will be in place to accommodate 10,000 on site.</p> <p>PLEASE NOTE: the above number denotes the planned for capacity on site. It is not anticipated that they will seek to have this number on site each day. The final capacity numbers are still being confirmed.</p> <p>It is anticipated that similar numbers will be sought as we granted for 2020 event series.</p>
Fees (including bonds)	<p>In 2019 Mighty Hoopla had signed a 3-year financial agreement. Spanning 2020, 2021 & 2022. This maintains the council's fees and establishes an ongoing working relationship with the promoter.</p> <p>This financial agreement was based on 1 weekend of events.</p> <p>As such with the format development changing a new financial agreement was made to cover. This was completed at the end of July 2020.</p> <p>PIL – Park Investment Levy for 2021 is based on a minimum of £57,000</p> <p>DD* – Damage Deposit = £15,000</p> <p><i>*Damage Deposit is held for grounds damage and any reinstatement costs such as infrastructure damages or litter and waste left behind, should it be required.</i></p> <p>Other fees charged are commercially sensitive.</p>
Set up date	26/05/2021 – 02/06/2021
Event dates	03/06/2021 – 13/06/2021
Event times	<p>To be confirmed but likely to be as per proposed for 2020 which was agreed in the premises license and below are the opening hours of the premises.</p> <p>TBC Friday 11:00 – 23:00</p>

	<p>TBC Saturday 11:00 – 23:00 TBC Sunday 11:00 – 22:30</p> <p>Community Access Days will be 12:00 – 22:30</p>
Offsite date	13/06/2021 – 20/06/2021
Licence required	<p>Yes. There is a premises licence issued for Mighty Hoopla which covers 3 event days in June 2020, 2021 and 2022. A copy of this is attached for reference. It is understood that Summer Events Ltd will submit a new premises license application for 10 days period of events with various capacities dependant on day of week and entertainment being offered. Prior to this application being submitted conversations with Cllrs and LESAG will take place. It is anticipated that the application will be submitted at the beginning of December. This is similar to the timeline for the previous premises licence application</p>
Engagement start	TBC November 2020
Engagement end	TBC December 2020
3. LAMBETH EVENTS TEAM ASSESSMENT (STAGE 1)	
Date of assessment	23/10/2020
LBL Events Assessment against Council policies/local byelaws etc.	<p>The 2019 Mighty Hoopla and Cross the Tracks Festival Days were delivered to a high level. Over the course of the build, event and derig days the organisers and EventLambeth received a combined total of 18 complaint phone calls. Full details are in the Post Event Report here. The load out was impacted by bad weather but detailed management of the load out minimised the impact on the ground.</p> <p>The event application for 2020 was for 3 event days over 1 weekend. A multiyear premises licence was issued for this and circulated alongside this proforma for further reference.</p> <p>On the 7th April 2020 the decision was taken by the organisers to cancel the 2020 event days due to Covid – 19</p> <p>Across May – October 2020 further discussions were had with the organisers around dates, formats and C-19 planning. The event application as noted earlier was put into ‘info required’ in June to be updated by the organisers to show that across the dates noted in the public facing calendar – the dates held were not for a 3 day event on one of the weekend across the dates shown - but were in fact a series of 10 event days. This information was updated and became public facing 22/10/2020.</p> <p>Further engagement with BPPB around the proposed 10-day series was discussed at September 2020 meeting and it had also been discussed in BPCP meetings in 2019 following the submissions of the online applications as a possibility.</p> <p>This proposal and the further planning and input from Cllrs, LESAG and Residents will work towards the following key council goals as set out in</p>

1. Enable Sustainable Growth and development:

This programme of diverse event days will help create Lambeth as a destination for tourism. Looking at celebrating the diversity of our Borough and London and creating a wide and varied audience.

The 10 day format enable the organisers to create an economic model where they can put in place free community access days, far reaching sustainability measure and enhanced ground protection measures that a 3 or 4 day event programme would not enable them to achieve. This is seen as sustainably growing the event programme in the park and maximising on the community and green benefits.

2. Increase community resilience

Working with the organisers to develop learning and work opportunities for our community members.

Working with the organisers to look at how the events and the offer at the events supports our communities to be healthier and more resilient through the programming of the workshops in the community access days and also at Wide Awake for examples.

3. Make Lambeth a place where people want to live, work and invest

The diversity and vibrance of this Summer Series and the wider community benefits programme will work towards realising this goal. Working with the community to ensure there is representation of the cultural communities across the event days in ensuring local programming of artists and performers. The income through PIL and surplus events income all go back into the park to continue to support our award-winning parks and green spaces. The community fund will also continue to support the park development and the community groups who work in and around the park.

Further work with the organisers will enable us to work to realise greater benefits for local business and look at how we can maximise a secondary economic spend as audience goer travel through the area and also encourage return visits to parks, high street, restaurants and bars. Helping the economic recovery post pandemic.

Extensive work around sustainability, air quality and carbon offsetting will further help us work towards more sustainable events in London. Working to realise the ambitions set out in

our Green Guide, Air Quality Strategy and the Lambeth Corporate Carbon Reduction Plan. The programming will also look to educate audiences around these issues. EventLambeth will ensure that there is clear secondary link to local measures and initiatives so inspired local people can continue to engage with green initiatives beyond the events days.

Operational Considerations:

There will need to be enhanced measures in response to working across 10-day programme of events with regard to ground protections. A programme of ground maintenance has begun with work across September and November 2020. Further work will be done in Feb/March/April to prepare the ground and ensure it is in the best conditions.

Through the planning process there will be wider consultation around the specifics of ground protection.

Further issues highlighted at the end of 2019 and were carried over into the 2020 planning and will be carried over in 2021.

These will cover areas such as

- Site Layout – with changes in place to allow for how the site adapts to community access days – further details will be shared in the coming weeks and will also over the coming engagement meetings be shaped by community and Cllr feedback
- Ingress and Egress plans – as noted previously this requires greater scope of CCTV cameras along route from East Gate over the park to the Brixton Water Lane gate and also visual on the Herne Hill exit and wider junction. Work with CCTV team internally will be done by EventLambeth and Loudsound to scope external provider. Work around the Brixton Water Lane and Effra Road junction needs to be done and planning revised. Wider barrier plan in HH junction.
- **Environmental Impact.** Event will be required to commission an agronomist report pre event to support the conclusions of the EventLambeth pre and post event ground surveys
- **Ground protection.** Review of all aspects of ground protection will be done with the inclusion of the Lambeth Landscapes Reinstatement Officer.
- **Hand over and Hand back.** The process established in 2019 will be repeated in 2021. This has proven to be a robust method.

	<ul style="list-style-type: none"> • Lambeth Landscapes. As note earlier the pre event ground maintenance programme has already begun. With the inhouse service and dedicated ground reinstatement officer we are able to work more proactively with the organisers. As in 2019 we'll have this staffing resource on hand to work with organisers on issues during the build, operation and derig. The ground reinstatement work will begin prior to the fence line coming down to ensure ground repair is done as quickly as possible. Damage deposit has been increased. • Paths, Gate and Benches. Capital works programme will undertake repairs across the park. In 2021 the Herne Hill Gate will be removed ahead of the event and replaced the day after the event has completed the derig. To ensure that it is not damaged by event contractors which has been the case for the past 3 years. All benches inside the event footprint will be fenced off during build and break. • Fence. The Steel Shield fence line was installed with greater attention to detail than in 2018 and no damage to tree and pavements was done. This will be undertaken again in 2021 with the same attention to detail. • Signage. With the extended duration on site there will be a requirement for better signage across the park. <p>It is noted that the event process has changed and this pro forma is circulated to Cllrs ahead of the first SAG with the request that you advise us if you wish for us to engage with the Community Groups.</p> <p>We acknowledge that as this is an established and major event, the engagement with BPCP and Herne Hill Forum is also done at the same time as sending this proforma to Cllrs.</p> <p>The first LESAG meeting will also take place in a week time.</p> <p>However, as we have established in 2018 and 2019 a strong framework for working with you the ward Cllrs and Stakeholder Groups. Through the stakeholder meetings, community drop in and engagement sessions there is across the whole planning process clear pathways to engage, comment, feedback and review revised plans. As such we look to put this in place in the coming weeks and work across the remainder of 2020 and into 2021. We look forward to working with Summer Events Ltd, LoudSound and yourselves to help shape a series of events that will help our community through access to quality cultural events and helping support income generation and secondary economic spend these events days will offer.</p>		
4. HEAD OF SERVICE CRITERIA MATRIX ASSESSMENT (STAGE 1)			
Date	25/10/2020		
Assessment	To Stage 2 <input checked="" type="checkbox"/>	Deferred for further information <input type="checkbox"/>	Rejected <input type="checkbox"/>

Reason for deferral or rejection	There is no reason for rejection or deferral at this stage
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5. Ward Councillor ENGAGEMENT FEEDBACK (STAGE 2)	
Date:	05/11/2020
Lambeth Ward Councillors	
Southwark Ward Councillors	
Refer to Community Engagement before Stage 3?	

6. COMMUNITY ENGAGEMENT FEEDBACK (STAGE 2A)	
Friends of Park/ Common / Local Amenity Groups / Management Committees / Local Business Forums	
Statutory Bodies / Partnership Bodies	
General Enquiries, Compliments and Complaints	

7. LAMBETH EVENTS SAFETY ADVISORY GROUP (STAGE 3)			
Date	11/11/2020		
Recommendation	To stage 3 <input type="checkbox"/>	Deferred for further information <input type="checkbox"/>	Rejected <input type="checkbox"/>
Assessment, including safety and environmental impact			
Reason for deferral or rejection			

8. HEAD OF SERVICE REVIEW (STAGE 4)		
Date		
Recommendation		
Service Manager		
9. FINAL DECISION (STAGE 5)		
Venetia Reid-Baptiste Divisional Director for Neighbourhoods	Approved <input type="checkbox"/>	Not Approved <input type="checkbox"/>
Councillor Sonia Winifred Cabinet Member for Equalities and Culture	Approved <input type="checkbox"/>	Not Approved <input type="checkbox"/>
Date:		