

# EventLambeth

**Date: January 2019**

**Report title: Field Day & the Mighty Hoopla. Post Event Assessment Report**

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## 1 BACKGROUND

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Field Day & the Mighty Hoopla are both major music events that took place in Brockwell Park in 2018 for the first time. Previously they had been held in Victoria Park, which is managed by the London Borough of Tower Hamlets. The decision to apply to move to Brockwell Park was precipitated by a change in policy in Tower Hamlets around the way Victoria Park was hired for events further information can be seen at -

[https://www.towerhamlets.gov.uk/News\\_events/News/2017/October\\_2017/Tower\\_Hamlets\\_signs\\_AEG\\_as\\_Victoria\\_Park\\_promoter.aspx](https://www.towerhamlets.gov.uk/News_events/News/2017/October_2017/Tower_Hamlets_signs_AEG_as_Victoria_Park_promoter.aspx).

Field Day & the Mighty Hoopla are both delivered by the production company Waxarch Limited.

As with all large and major events the application by Waxarch Ltd followed the event service application protocols and processes which are set out in four stages:

(<http://www.eventlambeth.co.uk/wp-content/uploads/2017/10/EventLambeth-Events-Guide-v.201710.pdf>).

Following a request from the Cabinet Member for Equalities and Culture there was an increased time for community engagement taking it from 3 weeks to 9 weeks.

They attended the Lambeth Events Safety Advisory Group, spoke at a public meeting, went through the event pro-forma community engagement process and held a table top exercise, in addition to the licensing process specified under the Licensing Act 2003.

There were no technical or safety issues raised before the event to preclude the event taking place.

Ongoing Stakeholder engagement meetings took place with Ward Councilors (including those from Southwark), Herne Hill Forum and the BPCP. These were held in the lead up to the event so that key stakeholders could understand what measures had been put in place and the contact protocols.

The premises license granted on the 4<sup>th</sup> April 2018

<https://modern.gov.lambeth.gov.uk/ieListDocuments.aspx?CId=116&MId=10206>

The license permitted up to 32,500 ticket holders on the Saturday and 20,000 on the Friday and Sunday with the following event times,

Friday – 13:00 – 23:00

Saturday – 11:30 – 23:00

Sunday – 12:00 – 22:00

## 2 SOUND LEVELS

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The Lambeth Events Strategy included the 2016 Lambeth Guidance for Sound at Outdoor events (the Guidance). The strategy and updated guidance followed full public consultation as part of the Culture 2020 and also further public engagement specifically around the sound levels specified in the Guidance. The new Guidance can be found [here](#) and details of the engagement [here](#).

Field Day & the Mighty Hoopla was the second major commercial event to work to these levels in Brockwell Park. The first was Sunfall in 2017 which did not return in 2018. The two days of Field Day and one day of the Mighty Hoopla were the only event days in Brockwell Park in 2018 with those sound levels.

Field Day & the Mighty Hoopla contracted Three Spires Acoustics Ltd to lead on the implementation of the noise management plan. They worked across the site to set the stage levels and then throughout the event monitored the noise levels internally and externally. They worked to the levels set out policy referenced above and reiterated in their premise license.

Vanguardia Ltd were contracted by EventLambeth to be the independent acoustic consultants on site. They provided one acoustic consultant appropriately qualified and experienced to monitor the offsite sound levels (and onsite if required). The Vanguardia consultant was also supported by a Lambeth Public Protection Officer whose expertise is noise and noise nuisance.

Across this resource there was capacity for consultants and officers to attend residents' properties and monitor levels at different locations alongside monitoring the agreed points as sent out in the noise policy and license.

Three Spires and Vanguardia consultants both reported back that no breaches of the agreed noise levels were documented. The full Vanguardia report is available for the public to read on the EventLambeth website. (Appendix 1)

A spike in noise complaints on the Sunday is attributed to the change in wind direction. Of note is the surprise from residents who had not heard the event on the Friday and Saturday but could hear it on the Sunday, which had caused them to phone or email in and make a complaint.

Full break down of noise complaints received by the Organisers and Lambeth are detailed below in Section 5 – Complaints.

### 3 AGREED CONTACT PROTOCOL

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EventLambeth and the event organisers were aware of the resident concerns around the potential impacts from the large event. Both were keen to ensure the contact protocols that had been established for other events in the Borough were carried forward to the delivery of this event. There was also ongoing liaison with Southwark Council to ensure that they had the correct onsite contact numbers should residents contact them directly.

The event organiser had a dedicated offsite number for complaints which was in operation from the day the build began till the final day of the derig. During the event weekend this offsite number was further enhanced with a dedicated team based at Community Hub office in Gallery 189, who were able to log and respond to all calls. They were then able to contact the Event Control and talk directly to the event operational team and EventLambeth officers who were located within the event site on the park. This capacity allowed them to request response from noise, waste management and or other appropriate team to address residents issues in as shorter time frame as possible.

EventLambeth officers also managed the out of hour's number so this was staffed during the build, event and derig period.

The event organiser's dedicated offsite number was a landline number and as such served as a robust point of contact, with the EventLambeth out of hour's number serving as backup as well as an option for those who wanted to talk directly to the Council.

A letter drop to residents within a 750 m radius from the park was undertaken by the event organisers and numbers were published via social media. (appendix 2).

Contact details for the event organisers land line number and the Lambeth Council Event Out of Hours number were provided to Southwark Council so that they could pass on any complaints they received to be addressed in real time rather than after the fact.

Tweets **2,062** Following **695** Followers **2,777** Likes **271** Lists **0** Moments **0**



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**EventLambeth** @EventLambeth · Jun 2  
 Field Day in Brockwell Park continues Saturday. EventLambeth is still on call, during event hours, for any issues please call the Out of Hours number on 020 7926 9793 or the Community Hub on 0203 886 0739

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**EventLambeth** @EventLambeth · Jun 2  
 Field Day in Brockwell Park continues today. EventLambeth is still on call, during event hours, for any issues please call the Out of Hours number on 020 7926 9793 or the Community Hub on 0203 886 0739

You Retweeted

**FIELD DAY** **Field Day** @fielddaylondon · Jun 2  
 The sun is edging it's way out for another beautiful day in Brockwell Park ☀️ Remember that it's business as usual in Herne Hill and all of the lovely local traders are open 🍷 Head down and show your support #shoplocal ❤️

13 40

**EventLambeth** @EventLambeth · Jun 1  
 We're on call this weekend 020 7926 9793 during event hours only. If your call is about @fielddaylondon or @mightyhoopla then you can also call the community hub on 020 3886 0739

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**EventLambeth** @EventLambeth · Jun 1  
 We're on call this weekend 020 7926 9793 during event hours. If your call is about @fielddaylondon or @mightyhoopla then you can also call the community hub on 020 3886 0739

**EventLambeth** @EventLambeth · Jun 1  
 We have the following events events taking place this weekend 1-3 June:

The Lambeth Council contact centre was aware of the onsite contact numbers for event complaints should people call the council directly.

EventLambeth produced a stakeholder information document and sent it to the Brockwell Park Community Partners (BPCP), Herne Hill Forum, Friends of Brockwell Park and Ward Councillors.

## 4 DURING THE EVENT

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As the Community Hub received contacts (phone call or emails) they were logged and raised with the relevant department onsite to be addressed. Noise complaints were raised with the organiser's onsite acoustic consultant.

Those contacts received by the EventLambeth out of hour's number or events email address were also logged and passed to relevant team onsite to action through the event control. If the call was about noise issue on/off site then the acoustic consultant working on behalf of EventLambeth was asked to respond. They were also accompanied by a member of the Council's community safety team. Both acoustic consultants were engaging with each other to ensure that the areas where complaints were received were checked and issues highlighted and addressed as appropriate. . If the call was about waste issue off site then call was placed to the dedicated Veolia team to respond. The external waste management provided by Veolia was paid for directly by the event and not by Lambeth Council.

It was anticipated, in response to the high volume of feedback during the community consultation phase and in the lead up to the event itself, that there would be large numbers of complaints, across all areas of the event, over the weekend. Similar events on Brockwell Park had received high volumes of complaints in prior years. However the volume of calls to both the Community Hub and EventLambeth were much smaller in number and the resource provision was in place to be able to respond quickly and effectively. This reflects well on the event planning and delivery.

## 5 COMPLAINTS

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The organisers Community Hub received 97 contacts in total over the build, event and derig period.

<b>Complaint Type</b>	<b>Prior to the Event</b>	<b>Day 1 Field Day</b>	<b>Day 2 Field Day</b>	<b>Day 3 (the Mighty Hoopla)</b>	<b>Total</b>
<b>Noise</b>	11	5	10	20	<b>46</b>
<b>Damage/Public Urination/waste</b>	3	3	5	5	<b>16</b>
<b>General Concern/Unhappy with the event Taking Place</b>	11	3	3	1	<b>18</b>
<b>Security/Parking/Traffic</b>	3	4	4	3	<b>14</b>
<b>Public Nuisance</b>	0	2	1	0	<b>3</b>
<b>Total</b>	<b>28</b>	<b>17</b>	<b>23</b>	<b>29</b>	<b>97</b>

EventLambeth out of hour's number received the following calls over the event days

<b>Complaint Type</b>	<b>Day 1 Field Day</b>	<b>Day 2 Field Day</b>	<b>Day 3 (the Mighty Hoopla)</b>	<b>Total</b>
<b>Noise</b>	2	4	11	<b>17</b>
<b>Damage/Public Urination/waste</b>	0	0	0	<b>0</b>
<b>General Concern/Unhappy with the event Taking Place</b>	0	0	0	<b>0</b>
<b>Security/Parking/Traffic</b>	3	1	0	<b>4</b>
<b>Public Nuisance</b>	0	0	0	<b>0</b>
<b>Total</b>	<b>5</b>	<b>5</b>	<b>11</b>	<b>21</b>

It would be worth noting that one of the noise complaints on the Friday was about helicopters in the area, the resident believed that they were event related – there was a HEMS in the area dealing with a non-event issue.

There was an increase in noise complaints on the Sunday – this was reflected in many of the Complainants pointing out that they hadn't heard anything for the previous two days.

Emails were also received and logged

<b>Complaint Type</b>	<b>Pre Event</b>	<b>Day 1 Field Day</b>	<b>Day 2 Field Day</b>	<b>Day 3 (the Mighty Hoopla)</b>	<b>Post event</b>	<b>Total</b>
<b>Noise</b>	3	3	2	5	5	<b>18</b>
<b>Damage/Public Urination/waste</b>	2	1	2	0	2	<b>7</b>
<b>General Concern/Unhappy with the event Taking Place</b>	15	1	1	0	7	<b>24</b>
<b>Security/Parking/Traffic</b>	3	0	0	1	3	<b>7</b>
Public Nuisance	1	0	0	0	0 (1 included on complaint around noise)	1
<b>Other</b>	0	0	0	1	3	<b>4</b>
<b>Total</b>	<b>24</b>	<b>5</b>	<b>5</b>	<b>7</b>	<b>20</b>	<b>61</b>

Within the emails there may be some duplication as some sent them to both the community hub and the Council. For the sake of transparency they are recorded here separately. In addition some members of the public followed up their phone complaints with emails – again recorded separately.

As noted in the previous section it was anticipated that there would be a much higher volume of complaints. Other Commercial events in previous years had in comparison far more complaints received. The event benefited greatly from the organiser high standards in planning, technical equipment and robust noise management plan.

## 6 COMPLIMENTS

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It is very unusual to receive compliments post event, but EventLambeth was copied in to two sent to the event Organisers (one of which had been a complainant prior to the event). We understand that there were other compliments receive by the event Organisers. The overall tone of feedback was that broadly it wasn't as bad as some people anticipated. However, there are still people in the area who are fundamentally opposed to using Brockwell Park for commercial music events and festivals.

*' A note to congratulate your organization on the very professional way that you presented, prepared and have 'cleaned up' after the event a week ago. I use the park at least twice a day every day and although the green wall and noise was a minor irritation the disruption has been minimal. I have also been most impressed that the whole area used has been aerated which will be a bonus for later in the year and the dried out areas of grass will soon regenerate – well done!'*

*"As a resident .... I have to admit I was made extremely anxious by the scare mongering .....I anticipated relentless noise, and revelers trampling over my front garden and leaving it awash with urine and floating condoms and needles. But the leaving crowds were quiet and well behaved. And no trouble at all. In fact more civilized than the crowds I encountered at the Chelsea Flower Show! And I didn't hear the music throughout the weekend....."*

## 7 ACOUSTIC CONSULTANT COMMENTS

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EventLambeth procured Vanguardia to act as acoustic consultant for the Council, monitoring levels and responding to complaints. Vanguardia have done this in previous years and have also provided guidance to the licensing Sub-committee on license applications for events in parks and open spaces. They are independent and onsite to monitor sound levels raising areas of concern or breaches to Council representative's onsite. For 2018 we also had a member of the Council's Community Safety Team to provide an additional level of reassurance to those who may have logged complaints with the Council and requested visits.

Vanguardia provided a post event report (appendix 1) there were no breaches of the sound levels set for the event.

## 8 TRANSPORT

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An extensive traffic management plan was put in place to mitigate potential impacts to residents and maintain safe ingress and egress routes for event attendees. In the months and weeks

leading up to the event there was engagement with colleagues from Southwark Council around the best traffic management for their side and from Lambeth Council around the Lambeth side.

There were also detailed conversations with TFL around the best ways to minimise impacts on traffic flows and keeping buses running while managing the movement of people.

This worked well and the minimal impacts on residential roads – which demonstrated the event organisers learnings from previous events in Victoria Park that event attendees did not drive to the event. This has also been the understanding of EventLambeth based on similar events in other locations.

Through new crowd control measures implemented for the first time at this event for the egress phases, the traffic management company were able to maintain access through the road closure areas for buses. This was due to robust barrier plans, steward placement and the compliant nature of the attendees. With buses coming into the area to collect and disperse audience the impact on pavements and stations. All road crossing points were also well maintained through these measures and the addition of temporary traffic lights on Brixton Water Lane and Morval Road.

It was noted that there was infrastructure all the way to transport hubs that was not required – CCTV footage indicated that the anticipated large group of attendees reaching Brixton Underground at the same time did not transpire and while there was a steady flow in to the station it was not as you would see during weekday peak flow crowding on the pavement outside the station.

Herne Hill station also had management around it to prevent overcrowding and as with Brixton the mass ingress did not transpire even though this station was much closer to the event site.

What hadn't been factored in and would be a lesson learnt to carry forward for future events was the number of people cycling, especially on the Friday and Saturday. There were numbers of cycles which had been chained to the park infrastructure. This is reflective of the very local audience perhaps and as such moving forward we will look to ensure adequate cycle parking is in place.

It is important to note that Lambeth Council have a strong commitment to sustainably and encourage cycling to and from events where it is appropriate. However, major music events such as this, where audiences are on site for long periods and consume alcohol the use of public transport is recommended rather than cycling. This mitigates against risks of cycling on busy roads when tired and/or intoxicated.

## **9 REINSTATEMENT**

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Following the de-rig of Field Day & the Mighty Hoopla an extensive site walkthrough was undertaken to establish areas of damage and the best methods of addressing them. The end of Field Day & the Mighty Hoopla coincided with the start of the hot weather experienced in summer 2018 which meant that reinstatement work had to be carefully managed to prevent ongoing damage to areas that reinstatement had taken place. Stakeholders and Ward

councilors were kept updated via regular emails and blogs were written and posted on the EventLambeth website.

The aim of the initial reinstatement was to ensure that the areas impacted were safe for the Lambeth Country Show to use. This involved some areas being re-turfed and due to the prevailing weather conditions watered. Other areas were levelled with reseeding agreed post Country Show. Regular site visits were held to assess the conditions of the reinstatement, attended by representatives from Lambeth Landscapes, EventLambeth, the event organisers and Talbot Farm Landscapes who are the contractor that Field Day brought in to complete the work.

Post Lambeth Country Show the ground was reassessed and given the ongoing fine weather it was agreed that to give reseeding the best chance it was worth waiting until the weather was cooler and damper – the final work started in the first week of September and was completed in the second week.

The September work was completed and all areas apart from a section mid-way up Herne Hill path successful came back. The final section has had the fence removed in January and the Lambeth Landscape team will address the areas where seeding has not germinated and the ground is still bear. These are a selection on small areas inside a larger area that was reinstated.

There will be a final assessment of reinstatement work done at the beginning of March as we enter into spring and the temperatures have risen. This is where we'll see the reseeded areas additional growth and spreading. At this points EventLambeth will be able to ascertain what areas have come back fully and what areas will require final over seeding.

Hard landscaping works has been completed and the gate has been repaired. The areas of tarmac damage were scoped to be done in January with a view to doing more than a patch job and invest some of the income generated from events in to relaying some areas so that it will last longer and is suitable for the vehicles that use it. However, this work has been delayed and re-scoped into a wider program of path repair being undertaken by the Parks team.

Lambeth Landscapes ordered in a bulk amount of the granite sets that the park bins are placed on, this means that they can be replaced quickly and that there are some in store against future issues.

All reinstatement work has been done at the expense of the event organisers.

## **10 TICKET HOLDER DISTRIBUTION BY AREA**

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There were 500 tickets each day for residents to apply for via a ballot – 2% of the total tickets available. A total of 1500 for the full weekend.

In addition they offered £30 tickets to those living with SE24 the area with the highest impact.

The organiser reported that in 2017 only 1 in 28 tickets was sold to a Lambeth post code. In 2018 the figure was 1 in 7 tickets. This evidences a high local demand for tickets with over 29,000 local residents attending.

## **11 LOCAL BUSINESSES**

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EventLambeth and the organiser's worked closely with Herne Hill Traders Forum to engage with local business.

Initiatives by the organiser's to create opportunities and work with local business had mixed success. Valuable learnings, however were made.

Impact on local businesses over the event weekend was again mixed. Some businesses feedback that there was an increase in weekend trade and some reported a decrease.

Moving forward EventLambeth will work with Herne Hill Forum to look at how the impact of large events on Brockwell Park on local business. Colleagues from Lambeth Regeneration team have undertaken similar work in area of development and have been able to advise.

## **12 COMMUNITY IMPACTS**

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EventLambeth and Field Day & Mighty Hoopla held a drop in feedback sessions. These were held at Gallery 198, Contemporary Arts and Learning, 198 Railton Road, London SE24 0JT. The dates and time for the sessions were Tuesday 16<sup>th</sup> October 11am to 3pm and Wednesday 17 October from 5pm to 8pm. It was hoped that by holding sessions on different days and differing time's slots then more people would be able to attend. However, there was also an opportunity for those members of the community to email in their feedback to EventLambeth prior to the sessions if they could not attend.

Sessions were promoted through Cllrs network, BPCP network and Herne Hill Forum networks as well as through Lambeth Council and EventLambeth networks.

From 9 to 19 October there were 19 emails received by EventLambeth giving feedback on the event.

The Drop in Session held on Tuesday 16 October 23 people came through the space and engage with the content on display and engaged with either the Event Organiser representative, EventLambeth officer and Cllrs who were in attendance at the time. Of this number 14 people left written feedback.

The Drop in Session held on Wednesday 17 October 22 people came through the space of which 16 people left written feedback.

All written feedback and email feedback was collated into one document and can be found in the appendices to this report. (Appendix 4).

The feedback follows the same themes as that detailed in the Complaints section, number 5. These is generally speaking impact and access to the park, noise, damage, waste, public nuisance.

There was also positive feedback received and many commented that the event was well run and very professional.

The sessions were about capturing the feedback about Field Day & Mighty Hoopla. They were not a forum for capturing general feedback about events in Brockwell Park or Lambeth Council Event strategy. The feedback received from the sessions is being taken forward to inform 2019 events. See section 14 Way Forward below for examples.

## **13 BENEFITS**

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Field Day and the Mighty Hoopla paid £36,500 in Park Investment Levy (PIL), this has been the largest amount of PIL that an event has paid since its introduction as part of the Event Strategy. PIL is separate to the commercial hire fees that the event was charged (these are not shared due to commercial sensitivity) and the damage deposit that is held against any reinstatement required following the event.

In addition the event organisers set up a community fund of £24,300 that community groups could apply for funding from. The types of projects supported included funding for Brixton BMX Track, Community Greenhouses, Water Fountains project, Parakeet Project as well as funding to local schools and community groups.

The event organisers also created work experience placements. These were as follows:

- 7 hour days for 7 days – for Artist Liaison (28 May – 3<sup>rd</sup> June)
- 7 hour days for 7 days – Social Media & Marketing / PR (29 May – 3<sup>rd</sup> June)
- 7 hour days for 7 days – for Event Production (28 May – 3<sup>rd</sup> June)

The work placements were Lambeth residents.

It is important to acknowledge that confirmation the event could go ahead created uncertainty and therefore impacted on the organisers capacity to develop further community benefit opportunities.

## **14 WAY FORWARD**

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Understandably in the lead up to the event there was concern from local people around the impacts to the park, ecology, environment, residents and businesses. Both the event organisers and EventLambeth attempted to alleviate these concerns with detailed feedback sessions and FAQs available.

2019 sees Field Day not returning to Brockwell Park due to a more competitive offer being provided by another local authority to use its space. Learning from the 2018 event have been taken forward and will be valuable tool for the current Event Strategy Review.

EventLambeth will work with current proposed event for 2019 in a continued robust way to ensure all areas of learning from 2018 are taken forward and measure implement.

Some of the key areas of learning for EventLambeth team to bring forward to other major event organisers:

- Ingress and Egress planning – key learnings here will be carried forward for all events
- Traffic Management – the stewarding, road closure and crowd management plans will be developed to become a template for all events with minimum levels of stewarding
- Waste Management – external service provision was excellent and this will become a standard level of requirement for events
- Site Layout – working more robustly with colleagues in Parks team to review and scrutinize site plans and build in better protection for all trees and infrastructure
- Internal traffic management plan for all event vehicles in build phase.
- Lead in time for working with local businesses and local community – with more time more things can be achieved, more issues navigated around.
- More robust systems in place for the assessment of ground conditions at the hand over and hand back and that an external landscape contractor is in place pre event to undertake immediate work on ground reinstatement.

## 15 APPENDICES

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These are separate document that are located on the EventLambeth websites alongside this report.

1. Vanguardia Report
2. Residents Letter
3. Community Drop in sessions – feedback
4. Community Drop in session – Lambeth information panels