

EventLambeth

Date: October 2019

Report title: Mighty Hoopla. Post Event Assessment Report

Contact for enquiries:

EventLambeth, London Borough Of Lambeth. events@lambeth.gov.uk

1 BACKGROUND

Mighty Hoopla first took place in Victoria Park, Tower Hamlets in 2017. It was the Sunday event which followed Field Day Festival on the Friday and Saturday of that year.

In 2018 Field Day and Mighty Hoopla moved to Brockwell Park, Lambeth.

In 2019 Field Day festival moved to an alternative location and did not return to Brockwell Park.

However, Mighty Hoopla apply to return to Brockwell Park for Saturday 8th June and brought a new festival day called Cross the Tracks for Sunday 9th June.

Mighty Hoopla is an 18+ LGBTQ+ pop music festival. The festival has established itself in the past 2 years as a festival where all walks of life stand side by side with London's LGBTQ+ communities in a celebration of diversity and queerdome.

Cross the Tracks is a brand new family friendly festival, celebrating the world of soul, funk and jazz with a mix of international artists and local homegrown talent.

The Mighty Hoopla and Cross the Tracks are both delivered by the production company Loudsound Limited.

As with all large and major events the application by Loudsound 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>).

The community engagement period was extended from 3 weeks to 6 weeks as time allowed for this and enabled the EventLambeth and Loudsound Teams to engage with greater number of residents during this period. This period also coincided with the premises license application.

The organisers attended the 3 Lambeth Events Safety Advisory Group. The held community drop in sessions in both Herne Hill and Tulse Hill. The Herne Hill session was held at the Half Moon Pub on Wednesday 27th February and 49 local residents attended. On Wednesday 13th March a second community drop in session was held in the Community Hall on Tulse Hill Estate and 5 local residents attended. The organisers also 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 17th April 2019

[LINK TO PREMISE LICENCE](#)

The license permitted up to 19,999 ticket holders on the Saturday and Sunday with the following event times,

Saturday 8th June 2019 – 11:00 – 23:00

Sunday 9th June 2019 – 11:00 – 22:15

2 SOUND LEVELS

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](#).

Mighty Hoopla and Cross the Tracks was the third major commercial event to work to these levels in Brockwell Park since 2016 sound guidance was adopted. The first was Sunfall in 2017 which did not return in 2018. The second was Field Day & the Mighty Hoopla in 2018. In 2019 it was the 2 days of Mighty Hoopla and Cross the Tracks that used the higher sound levels in Brockwell Park.

Mighty Hoopla and Cross the tracks contracted Electric Star 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).

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

Electric Star 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)

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

3 AGREED CONTACT PROTOCOL

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 number was managed by a dedicated member of the Loudsound Production team. They were based in the Event Control room in Brockwell Hall. They were sat next to EventLambeth staff also based in Event Control room. This close proximity allowed instant sharing of information and no delays in requesting the necessary response. This joint working enabled actioned responses from noise, waste management and or other appropriate team to address resident's issues in a shorter time frame as possible and a better service for the residents.

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.

An information letter was delivered to residents (appendix 2). This dedicated letter drop was undertaken by the event organisers to homes and businesses within a 750 m radius from the park and numbers were published via social media (appendix 3). An additional letter drop were undertaken by the organisers when it was realized the Tulse Hill estate had been left of the initial distribution list.

Further feedback from residents during event also identified that Hawarden Gove and Guernsey Grove should also be included.

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.

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

The Public Protection out of hours service was also in operation over the weekend. Their call centre were also briefed to pass on the Mighty Hoopla residents landline number and the EventLambeth out of hour's number. Unfortunately it appears that this was not actioned by the Public Protection out of hours call centre.

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.

Social Media was also used by both the Organisers and EventLambeth to continually promote the resident numbers and email addresses throughout the event. You can see examples of these posts in appendix 4.

4 DURING THE EVENT

As the Residents Hotline 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.

5 COMPLAINTS

The organisers Residents Hotline received contacts in total over the build, event and derig period.

During the build period of the 6 calls received from residents who wish to find out further information with regard to their residents tickets they had won in the ballot.

During the build period 5 calls were received from residents with queries about how the road closures would impact them.

The table below then details the calls received that were actual complaints to the organisers dedicated resident's line.

| Complaint Type | Prior to the Event | Day 1 Mighty Hoopla | Day 2 Cross the Tracks | Total |
|------------------------------------------------------------|---------------------------|----------------------------|-------------------------------|--------------|
| Noise | 0 | 10 | 0 | 0 |
| Damage/Public Urination/waste | 0 | 1 | 0 | 1 |
| General Concern/Unhappy with the event Taking Place | 2 | 1 | 0 | 3 |
| Security/Parking/Traffic | 1 | 1 | 0 | 2 |
| Public Nuisance | 0 | 0 | 0 | 0 |
| Total | | | | 16 |

Of the ten calls received with regard to noise – one was logged pre event starting anticipating issues with the noise. Furthermore, four of the ten are repeat calls from two different residents who both called twice.

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

| Complaint Type | Day 1 Mighty Hoopla | Day 2 Cross the Tracks | Total |
|------------------------------------------------------------|----------------------------|-------------------------------|--------------|
| Noise | 1 | 0 | 1 |
| Damage/Public Urination/waste | 0 | 0 | 0 |
| General Concern/Unhappy with the event Taking Place | 1 | 0 | 1 |
| Security/Parking/Traffic | 0 | 0 | 0 |
| Public Nuisance | 0 | 0 | 0 |
| Total | | | 2 |

Emails were also received and logged.

| Complaint Type | Pre Event | Day 1 Mighty Hoopla | Day 2 Cross the Tracks | Post event | Total |
|------------------------------------------------------------|------------------|----------------------------|-------------------------------|-------------------|--------------|
| Noise | 1 | | | 4* | 5* |
| Damage/Public Urination/waste | 0 | 0 | 0 | 0 | 0 |
| General Concern/Unhappy with the event Taking Place | 2 | 1 | 0 | 1 | 4 |
| Security/Parking/Traffic | 1 | 0 | 0 | 0 | 1 |
| Public Nuisance | 0 | 0 | 0 | 0 | 0 |
| Other | 0 | 0 | 0 | 0 | 0 |
| Total | | | | | 10 |

Within the emails there may be some duplication as some sent them to both the resident's hotline 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.

***A further** 4 email complaints were logged through the Lambeth Council Out Of Hours Noise complaints service. These emails were collated and then forwarded to the Events Team post the event. The complaints received were sent by residents who also used the organisers Residents line and the Events out of Hours phone line. These emails have been recorded in the table above.

6 ACOUSTIC CONSULTANT COMMENTS

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.

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

7 TRANSPORT

The extensive traffic management plan that was developed for Field Day and Mighty Hoopla in 2018 was used again in 2019.

In March and April extensive conversations were held with TFL Buses, Lambeth Highways and Thames Water to review the impact of the Tulse Hill Thames Water works. In a series of meetings it was clear that the measures in place in Tulse Hill would not impact on the closures further up the Norwood Road as part of Mighty Hoopla and Cross the Tracks traffic management plan.

Buses flowed through the closure areas over both days and event attendees made use of this transport option.

Parking in the local area was monitored and initiatives in Southwark Roads worked well without being staffed.

Junction with Effra Road and Brixton Water Lane had a few issues during the egress period for pedestrians. It was managed with additional support by Met Police. Further measures need to be put in place for 2020. Additional work will be done during the 2020 planning period to ensure issues are addressed.

Again this year the anticipated large crowd arriving in Brixton town Centre did not eventuate. Brixton Tube Station did not report any notable influx of people or issues that were of concern.

Herne Hill station also had management around it to prevent overcrowding and again this year did not eventuate.

Cycle parking was provided and was used. More can be done around this area in 2020.

The organisers undertook a short transport survey prior to the event. Of the 268 responses the majority of attendees were from South London. The indicated preferred method of travel to and from the event was Tube, Walking, Train, Bus and Taxi. No one indicated that they were planning to cycle to the event.

Cycle parking was supplied outside the event site and there was space for around 40 cycles of which at no time did this used to the full capacity.

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.

8 GROUND WORK AND REINSTATEMENT

At the beginning of 2019 Lambeth Landscapes the department who manage the parks employed a dedicated member of staff to manage all ground maintenance and reinstatement across Sports and Events.

Working with the Reinstatement Officer we were able to put in place a comprehensive pre event ground maintenance programme. In Feb / March 2019 work was done on some key remaining areas of damage from Field Day. The ground was then vertidraind and key areas overseeded. There were still at the end of this work areas that required additional work. However it was decided to undertake final work at the end of the event season in September/October.

In 2019 Mighty Hoopla and Cross the Tracks was hampered by bad weather during the load in and load out phases. The production team worked with great skill to minimize the impact on the ground through the use of ground protection, stopping work and or slowing the work down to ensure that what activity was not impacting adversely.

Pre event survey was done by the event agronomist and a second report was done by EventLambeth. These documents both reflected the same information and agreed the state of the ground and amount of grass coverage pre event.

EventLambeth undertook a post event ground survey and agreed a scope of work for reinstatement. The post event survey was done on Monday 17th June. However Lambeth Landscapes were on site and commencing work on Wednesday 12th June. Working closely with the event production manager to work on areas they had completed de-rigging prior to the fence coming down.

Initial programme of work was verti-draining all areas, level out tyre tracks, trackway edges and other ruts by hand and then fill depressions with soil and overseed. The majority of this work was completed by Friday 21st June with adhoc work being done over the following 2 weeks.

2 Manhole covers were damaged during the event. These were both repaired by the Lambeth Landscape pit team in the 2 week period following the event coming off the park at the cost of the organisers.

1 Memorial Bench was damaged. This was done during the event build period by a contractor on site. The bench was replaced and the granite stone area under the bench was also replaced following damaged done to it during Lambeth Country Show.

Contractor on exiting the event site during the derig phase ignored the traffic stewards managing the Herne Hill Gate and damage a gate. This was removed and repaired and the cost was charged back to organisers. A more robust management plan of the Herne Hill Gate will be put in to place for events in 2020.

Paving stone in the Herne Hill Gate area have also existing damage worsen and will be replaced in Oct/Nov this year. This is attributed to a combination of events and further investigations into measures to make this areas of the park more robust will be undertaken in the coming months.

The final phase of the Field Day reinstatement work is to be undertaken in October/November 2019 and then follow up maintenance work in Spring 2020.

9 TICKET HOLDER DISTRIBUTION BY AREA

There were 552 tickets were given away as part of the residents ballot. This was 163 pairs of tickets for Cross the Tracks and 113 pairs of tickets for Mighty Hoopla. This was managed by the Production Company LoudSound on behalf of the promoters.

Ticket sales data was not available at the time of report writing but will be reported on in the community engagement for 2020.

10 LOCAL BUSINESSES

The Community Liaison Officer spoke to local trader groups throughout the planning process keeping them informed of event details. This included the Herne Hill Traders and the Herne Hill Forum.

150 tickets to local businesses were made available and these were advertised via Herne Hill Forum and Herne Hill Traders Associations and letter drops to businesses around Brixton Water Lane and bottom of Tulse Hill.

134 tickets were given away to 25 businesses who applied.

Local businesses were included in the Resident Letter distribution set out 3 weeks before the event containing full details of how to contact the event via phone or email if they had any queries / issues. This letter was also sent to the Herne Hill Forum and Herne Hill Traders Association for them to email out and put on their social media platforms. This letter also gave the EventLambeth out of hour's phone number and email.

During the build and break of the event the event crew were given a cash allowance for catering and were encouraged to use local businesses around the park.

EventLambeth will work with organisers in 2020 to look at how they can further engage with the local business and explore further initiatives.

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.

11 BENEFITS

Mighty Hoopla and Cross the Tracks paid £17,500 in Park Investment Levy (PIL). 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 their own community fund. This was through guest list donations and raised £ 15,000 that community groups could apply for funding from. The recipients from the funding we notified at the end of September and were:

- Brockwell Park Miniature Railway
- Childspace Cooperative Nursery
- High Trees Community Development Trust
- Junior Open Mic Music Festival
- St Matthews Project
- ABRA
- St Judes Primary School PTA
- Herne Hill Forum
- Brockwell Park Run
- 4ALL - Building Community in West Dulwich
- Brockwell Booters
- Brockwell Park Community Partners
- Yellow Qube
- Brixton BMX Club
- Brockwell Park Community Greenhouses
-

12 SUSTAINABILITY

Mighty Hoopla and Cross the Tracks were committed to work in a sustainable manner. The organisers will report fully on all sustainability outcomes but key headlines are:

- Public recycling bins on site for customers to segregate their waste
- In addition to the cans, bar cups and dry mixed recycling – back of house, the event had recycling for food traders to recycle food waste, glass and timber
- Plastic serve-ware was banned at all food trader stands – all food packaging and cutlery was compostable
- Stage effects were biodegradable
- Plastic Glitter was banned. Customers could wear their own glitter when they arrived on site, but could not bring in bottle or packets of glitter to site. Customers could purchase Mighty Hoopla biodegradable eco glitter at the merchandise stall. Any profit made from the sale of this glitter was given to charity.
- Purchased reusable water bottles to give to crew and contractors as a measure to eliminate single use plastics on site and ensure crew and contractors had access to water on site when working.
- In support of the campaign to ban single-use plastics the event replaced all plastic bottled water with canned water
- The bar operators replaced 100% plastic bottles and majority of draft products with aluminum cans.
- Promoted sustainable travel options to the event
- Worked with the power providers to maximize efficiency, monitor energy use, minimize emissions and prevent pollution

They were very proactive in their communication with attendees and below is example of the messaging used to help reinforce and support behavior change towards being more sustainable

MESSAGING TO THE PUBLIC

We're doing our best to reduce our environmental impact and hope you will join us in our efforts. Here are a few tips to make your visit more environmentally friendly:

- *Use public transport, walking and biking to reduce your carbon footprint. Get directions here Use TFL's Journey Planner at www.tfl.gov.uk.*
- *Bring a reusable water bottle instead of single use plastics. There will be lots of drinking water points available on site for you to refill.*
- *Use biodegradable glitter!*
- *Help us increase our recycling rate by adhering to the recycling system and placing all waste and recyclables into the correct designated bins which are signposted throughout the site. If you aren't sure where to put something, please ask!*
- *Bin your butts. Every butt has to be picked up by hand, so please use the bins provided.*
- *Use only as many disposable items (e.g., paper towels, napkins, utensils) as you need.*
- *Please respect the neighbourhood and our neighbours by leaving the event quickly and quietly.*

13WAY FORWARD

EventLambeth will work with the organisers to take the learning from 2019 forward to the 2020 event.

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

- Ingress and Egress planning – amendments need to plan need to be implemented for the Brixton Water Lane / Effra Road junction to ensure this is managed better in 2020.
- Traffic Management – learnings around the need for CSAS and stewards on road closures need to be from same company to ensure better dissemination of information and implementation of ingress and egress on the night is in place

- Residents Letters – inclusion of key areas such as Hawarden Grove and Tusle Hill estates
- Waste Management – external service provision was excellent and will be implemented at this level in 2020
- 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 especially the Herne Hill Gate
- Internal egress routes needs to be reviewed and have better stewarding, lighting and visualization over the routes by security.

14 APPENDICES

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

1. Vanguardia Report
2. Social Media Posts
3. Residents Letter