

VENUE APPLICATION

Event	Shakedown Festival
Date	Saturday 19 th July 2014
Timings	12:00 – 23:00
Capacity	15,000 people
Site	Marked area of Waterhall as shown on plan

Proposal

Shakedown Festival would like to return to Brighton in July 2014 with a one day event for <15,000 attendees in Waterhall.

The event would run in a similar format to the 2013 event held in Stanmer Park with the intention of hosting one outdoor stage, two big top arenas, VIP area, bars, traders, sponsors and fairground attractions.

Shakedown Festival was created in Brighton in 2011, and has evolved during this time gaining a loyal fan base of predominantly 18 – 30 year olds from within the City and South East England.

Waterhall is a large area of ground, very well suited to the size of event like Shakedown.

Key Issues

Event Management

Shakedown is run by very experienced event producers. We have a good track record over our time in Stanmer Park and plan to continue that in Waterhall. We have a commitment to deliver the safest possible event for our attendees and will work closely with the statutory bodies via the Event Planning Group to deliver the best possible event. 2013's Shakedown saw concerns raised post event by the Police over a number of issues, we will be working closely with them to manage these issues in 2014.

Transport

As Waterhall has no established transport links, we plan to implement a bus operation to manage both ingress and egress.

The underpass leading into Waterhall from Mill Road is 5.3m high allowing us to operate Double Decker Buses (up to 4.4m high) on a loop service for ingress and egress. It is our intention to only use the underpass for those event goers entering and exiting the site on foot. There will be a dedicated lane separated from traffic by barriers, the other lane will be used for buses and emergency access.

Mill Road will be closed to traffic, Old London Road will have a parking ban in place.

Foot Traffic

Ingress

Pedestrians will be able to access the site from the top and bottom of Mill Road (adjacent to the BP station). Access for cars into and out of the BP garage will remain in place, pedestrians will be kept separate from vehicles by stewards and barrier. Access from the top of mill road will be along the footpath that runs the length of Mill Rd and then join those pedestrians after the railway bridge before being let into site.

After the Railway bridge a fence line will run diagonally across Mill Road to the right hand side of the Waterhall underpass and a fenced cordon will bring them through the right hand lane of the underpass. Stewards will be able to hold pedestrians on the Mill Rd side of the underpass and pulse them through in pre-determined numbers. Access by foot to the festival site will take place on the nearest corner of the field from Waterhall rd.

In order to minimise the potential for overcrowding in the underpass area, we will pulse the

audience through in fixed quantities to allow for a crowd density of no more than 1sqm per person through the pedestrian section of the underpass

Egress

Pedestrians will be able to leave the site by the same manner, although as at Stanmer this will be the last option they are able to take, having walked past buses and taxis. A pedestrian queue area will be created at the edge of Waterhall Park to allow pulsing of pedestrians wanting to leave the site to take place. Pedestrians will be held by security here until the traffic team have determined access is clear along Waterhall rd. Pedestrians will not be allowed to leave Waterhall if buses are held on the section of Waterhall Rd between the exit of the underpass and the site entrance to Waterhall Park.

In order to minimise the potential for overcrowding in the underpass area, we will pulse the audience through in fixed quantities to allow for a crowd density of no more than 1sqm per person through the pedestrian section of the underpass

Private Vehicles/Pre-booked Taxis

Ingress & Egress

We will designate a pickup/ drop off point at Patcham Place, with staff and barriers. Old London Rd will have a parking ban in place.

Buses/Taxis for Hire (egress only)

Ingress

Buses will arrive via the top of Mill Road and turn left into Waterhall via the underpass, they will keep to the left hand lane (coming down Mill Road to Waterhall). After they have cleared the underpass and once they are clear of the pedestrian walkway on Waterhall Rd, they will then turn right onto Waterhall Park and a trackway loop road. As per Stanmer Park they will unload into channels which will direct the audience to the arena entrance.

Buses will then exit via the underpass vehicle lane – the traffic team will hold buses entering the site on Mill Rd. Buses will then exit Mill road in the left hand lane and back to Brighton.

Egress

As at Stanmer Park we will load buses onto the trackway to cope with the first departures and hold the additional buses on the left hand lane of Mill Road (again, coming down Mill Road toward Waterhall) where they will be called in as required by the traffic management team.

Empty buses will be stacked on Mill Rd and called in large numbers as they can also be held on the trackway rd on site (approx. 300m) until called to the loading area. The ability to stack and hold buses in full view of the waiting audience is much greater than at Stanmer Park, the crowd will see the bus operation working well.

Buses will then exit via the underpass vehicle lane – the traffic team will hold buses entering the site on Mill Rd. Buses will then exit Mill road in the left hand lane and back to Brighton.

Taxis will be held in the same lane until the taxi pad is empty and then fed in via the same route.

As at Stanmer bus numbers and journey times will be calculated on a maximum 90 minute waiting time for audience members.

Bus collection and drop off

We will work with Brighton and Hove buses as we have for the last three years and propose the Old Steine is the drop off and collection point.

Emergency Access

The route across Mill Road will be maintained with a manned barrier position at the top and bottom of the road, access to the site will be via the Waterhall underpass and the internal road and trackway system.

As well as the provision of emergency assembly points adjacent to the arena emergency exits an emergency pedestrian evacuation route is being considered to the Waterhall Golf Course, this route will have lighting and stewards added to be available during the event. In the event of an emergency that meant the A27 underpass could not be used the buses would be re directed to exit of Waterhall Golf Course.

Concerns around access from Fire Fighting appliances may make the provision of an onsite resource a consideration, we will discuss this directly with the Fire Service.

Security and traffic management

It is our intention work with two separate stewarding companies both of whom we expect to source from the local area. One will be employed to manage the transport system only – the other will focus on the arena and event site.

Show times

Shakedown 2013 showed three very distinct audiences in each of the three arenas – we intend to replicate that in 2014 and use that in our egress plans, the first stage will close and 2200, the second at 2230 and the mainstage at 2300 – our experience of the last 3 year shows us that will stagger the egress of the audience very effectively.

Local Impact

The effective management of key factors such as noise, litter, access and security would be of the highest priority in the planning and operation of the event in order to minimize Shakedown's impact on the surrounding area, whilst offering an event whose value to the city-wide economy is significant.

Noise:

A full noise management plan would be produced by acoustic consultants to show how noise would be monitored and controlled, what technology would be employed to optimize the on and off site noise balance and sound modeling diagrams produced to identify how best to reduce off site noise given the specific geography. Our initial site survey with our noise team leads us to believe that the only houses that could be affected are the ones on the actual site itself. Braypool and the properties on Mill Rd are too far away and on the other side of busy motorways to Waterhall to be affected.

Residents Access

Shakedown will arrive on site on Sunday July 20th. Our event build will take place throughout the following week, all efforts will be made to minimize disruption to residents and users of the park and noise will only be made briefly on the Friday. We would expect to be free of Waterhall by Wednesday 23rd July.

All properties that use Mill Rd to access their homes will be guaranteed access via the top of Mill Rd throughout the duration of the event. They will be issued permits for the Saturday 19th July and will use the vehicle lane.

General Access

The site will be open to the public throughout the build and break period, the exception being for the actual event day. Dog walkers will be able to use the area not covered by the arena and all of the surrounding areas, the transport field has infrastructure on it on the show day only. Parking will remain available on all but the actual show day.

Stakeholder Involvement

Aside from specific planning detailed above to manage noise, Shakedown Festival's management team will work with Brighton & Hove City Council's event team and the City's event planning group to develop management plans that address both attendee safety and the impact of the event on the stakeholders involved.

Residents will be consulted via a series of meetings and periodic communications, always with a mechanism for feedback and discussion throughout the planning process. Access will be key to the residencies nearby and we will have a plan to facilitate that.

Prior to the landlords consent hearing we will open a dialogue with the residents of Waterhall Farm Cottages, Brigden House and the properties on the outskirts of the site on Mill Rd and Sweet Hill.

Local businesses that may be affected by the event will also be consulted to ensure any negative impact is minimized and that any opportunity for increasing the positive impact on the immediate local economy is realised. We have started a dialogue with the Rugby club to use their facilities as we did at Stanmer House.

Brighton rugby club

We have been in discussion with the Brighton Rugby club about using their facilities for our artists and guests.

Southern Water will be a key part of the consultation process, ensuring they have the access they require during the event. A recent initial site meeting with Southern Water went very well, there is no concern from them about our plans, we need to provide more detail on security and access throughout the event for their plant, plus assurances that our generators are double banded and that no waste from Shakedown will enter the ground. We will continue to deal direct with Southern Water and report back to our event planning group.

Environment Agency

Shakedown has made contact with the Environment Agency and have an initial response from them that indicates they would have no issue with Shakedown happening on Waterhall.

Football Pitch management

We will work closely with Brighton City Parks to plan our event layout in order to cause as little damage to the pitches on Waterhall. We have already identified an area for our mainstage that will not be sited on the pitches. The use of trackway for plant machinery and careful planning will protect the ground and minimize any need for re-instatement, we have considerable experience of working such spaces and are confident there will be minimal damage, any minor damage will have time to be repaired before the football season starts.