



Trudi Penman
Licensing and Health and Safety Divisional Manager
London Borough of Havering
Via email

26th January 2018

Dear Trudi,

Re: MPS - We Are FSTVL Premises Licence Representation

As we discussed at the meeting on Monday 22nd, a large part of the Police representation relates purely to the commercial matter of Police costs.

Under the existing statutory regime relating to Police costs (section 25 of the Police Act), the Police are entitled to make a charge for "Special Police Services". Therefore, this cannot be a relevant matter for a representation because it is purely a commercial issue and is one which is already governed by legislation outside the licensing regime.

If "Special Police Services", which are broadly police services beyond the Police's public duty, are requested by a festival and the Police agree to provide them, then the festival must pay for them. This is the law.

The legal position concerning the powers of the Police to charge for services has been confirmed on three occasions by the Court of Appeal. On each occasion the Police have been prevented from making unlawful demands for payment from the organisers of Sporting and Music events.

I am very concerned that the Police Representation on costs is not a "relevant" representation and that it is misleading and prejudicial, which may cause the Licensing Committee to be distracted from the promotion of the licensing objectives.

Therefore, I would ask that the parts of the Police representation which relate to Police costs are redacted from the Police representation prior to the representation being included in the Committee agenda.

If you have any questions, please don't hesitate to contact me. Many thanks for your help.

Yours sincerely

Mick Bowles

Operations Director

From: Reece Miller [mailto: [REDACTED]]
Sent: 01 February 2018 13:08
To: David Cant; Licensing; Warren King; Mick Bowles; Louise Watkinson
Cc: Paul Jones
Subject: RE: We Are Fstvl noise management plan

Many thanks David for all your hard work with Vanguardia as you do every year.

We're pleased with the conditions for the license.

Louise has asked us to cc Paul Jones from Licensing with regards to the withdrawal of representation.

Wishing you all a good day.

Speak soon,

Reece

From: David Cant [mailto: [REDACTED]]
Sent: 01 February 2018 11:56
To: Reece Miller < [REDACTED] >; Licensing
<Licensing@havering.gov.uk>; Warren King < [REDACTED] >; Mick
Bowles < [REDACTED] >; Louise Watkinson
< [REDACTED] >
Subject: RE: We Are Fstvl noise management plan

These are the conditions agreed and referred to by Reece below. My representation is withdrawn with the addition of these conditions to the premises licence

1. Between the hours of 10:00 and 23:00 the music noise level from the event shall not exceed 65dB LAeq (15mins) at 1 metre from the façade of any noise sensitive premises.
2. Between the hours of 23:00 and the terminal hour, a music noise level of 45dB LAeq (15mins) at 1 metre from the façade of any noise sensitive premises shall be used as a guideline maximum level. If in the opinion of London Borough of Havering's Environmental Protection team the noise is unreasonable despite achieving this guideline level, action will be taken to reduce the noise levels at source.
3. Where the existing ambient LAeq exceeds the limits given above, then the music LAeq should not exceed the sum of the ambient noise level and the music noise limit.
4. A subjective assessment of low frequency noise will be made at agreed monitoring locations and in response to any complaints of noise and controlled so as not to cause a nuisance.

5. A suitably qualified and experienced acoustic consultant will prepare a noise management plan as part of the event safety management plan and manage noise at the event in accordance with it.

6. Complaints concerning noise will be investigated by the licensee's appointed acoustic consultant during the event and measurements will be taken to ensure compliance with limit values.

7. The details of all complaints received, actions taken and measurements made in response to complaints of noise will be recorded and provided to the Licensing Authority as part of the acoustic consultant's post-event report.

Regards

David



Peter Scott
Food Safety Division
London Borough of Havering
Via email

31st January 2018

Dear Peter,

Re: We Are FSTVL Premises Licence Representation

Thank you for yours and Andrew's time at a very helpful meeting on Tuesday 23rd January. Apologies for the delay in coming back to you, but I thought it would be useful to outline the new arrangements for food trader management at We Are FSTVL;

- 1) As the new DPS and Operations Director for the show, I consider the management of food traders and the potential risk from food borne illness to be a priority.
- 2) The Event Organiser has appointed a new food concessions management who will replace the previous incumbent of role. The new management team are called Event Trader Management and have experience of the same role at other music festivals.
- 3) The Event Trader Management team have issued updated trading terms and conditions for food traders which I have attached, and which can also be reviewed here; <https://eventtradermanagement.co.uk/wearefstvl/wp-content/uploads/2017/12/Terms-and-Conditions-for-Market-and-Food-TradersFV.pdf>, and which outline the requirements in terms of general safety and food hygiene practices and documentation, and also explain the inspection regime which will be undertaken.
- 4) To support this, prior to the licence application I had already discussed with the Organiser the feasibility of appointing an Environmental Health professional to audit food traders, as I have done at other large-scale music events where I have similar responsibilities (Lovebox/Citadel, LB Tower Hamlets, SW4, LB Lambeth).
- 5) The festival proposes to appoint Steve James as the event Food Safety Officer, and to employ him to engage in pre-event review and on site inspections. Further details about Steve can be found here <https://www.stevejames-environmentalhealth.services/>.
- 6) I would like to work with Steve and your team to map out the pre-event review and on site inspection regime so everyone is satisfied that the key risk areas are being considered, and to agree on the detail of the food safety advice provided to traders in advance.
- 7) I will also review the provision of hand-washing and sanitary facilities and their cleaning regime in light of your comments (the trader terms and conditions make it clear that the onus is on traders to provide hand-washing facilities, but perhaps we can discuss a level of 'failsafe' provisions).
- 8) In order to accurately capture the arrangements we jointly agree, I propose to produce a Food Safety Management Plan, which would form part of the overall Event Management Plan, the production of which we have agreed with the LB Havering Licensing team will be a condition of

the premises licence. With your agreement, I will ask the Licensing officers to add the Food Safety Management Plan to the list of documents which must be contained within the Event Management Plan as a condition of the licence.

- 9) My aim is that the Food Safety Management Plan (and the planning and approval process for it) should remove the need for specific conditions on the Premises Licence relating to Food Safety.

I hope that the above represents an acceptable solution to the concerns raised in your representation, clarifies the measures the event is taking to raise standards and promote the licensing objectives.

Many thanks for your help, I look forward to hearing from you.

Yours sincerely

A handwritten signature in black ink, consisting of a stylized 'M' followed by a series of loops and a final horizontal stroke.

Mick Bowles

Operations Director

Enc. Terms and Conditions for Market and Food Traders



Terms and Conditions for Market and Food Traders, 2018

Please read the following Terms and Conditions carefully. They will apply to all traders who are invited and accepted to trade at We Are Fstvl 2018

Definitions

- 1.01** The terms 'you', 'yours' and 'trader' refers to the person on the application form.
1.02 The terms We Are Fstvl / Lime Green Events Ltd and 'we' refer to the festival organisers.
1.03 The term 'market trader' refers to one who sells items, goods or services that do not involve the preparation or handling of food or drink.
1.04 The term 'food trader' refers to one who sells food or drink.

Payment

2.01 Payment for the pitch, including any charges for power and other extras, must be paid in full by bank transfer to **Lime Green Events Ltd, by Saturday 10th March 2018.**

If payment is not received on time, the pitch will be offered to another trader.

2.02 All traders are required to pay a litter bond. A litter bond cheque made payable to Lime Green Events Ltd must be received by **Saturday 10th March 2018**. This cheque will not be banked and will be returned or destroyed within 14 days of the festival provided the pitch is left tidy and in good order. Please ensure that you see your market manager before departing from site. If your pitch is not signed off by the market manager as having been left tidy and in good order we reserve the right to retain all or part of the bond. Any disputes will be settled **within 30 days**.

Insurance

3.01 Traders are obliged to have **public liability insurance** to a **minimum value of £5,000,000** to cover any hazard or loss that may occur at the festival.

3.02 All employees must be covered by **employer's compulsory liability insurance** for no less than **£5,000,000**

3.03 Traders must also be covered by **product liability insurance** for no less than £5,000,000

Losses

4.01 By accepting these terms and conditions, you acknowledge that Lime Green Events Ltd and/or their employees are not responsible or liable for:

- any financial losses incurred by you;
- any loss of or damage to your equipment, goods or personal belongings;
- any injury to employees or staff working for or connected to you.

We recommend that you insure your property against any form of damage.

Traders need to ensure their stall is sturdy enough to withstand adverse weather conditions and is secure.

On Site

5.01 There are a **limited number of passes** available for your staff. You will be informed of this number in your confirmation letter. Details of your crew log will be emailed by May 1st provided your pitch fee has been paid and valid documentation has been received.

5.02 Traders are responsible for the **actions and** behaviour of **their staff**. Should the organisers deem any trader's staff's behaviour as inappropriate, illegal, foul, criminally damaging to property or offensive, that person will be removed from site and your trade stall may be prohibited from trading at Lime Green Events Ltd events in the future.

5.03 Traders may not sub-contract any part of their stall without clear written permission. To do so may mean you will be asked to cease trading and may be prohibited from trading at Lime Green Events Ltd events in future.

5.04 Access to the site is as follows unless granted clear written permission to arrive at a different time. We understand that some venues take longer to get ready and will take this into account.

Traders sited in the campsites and cafes:

12 noon Wednesday 23rd May – Midday Thursday 24th May

Traders sited in the arenas - Saturday and Sunday trading

11am Thursday 24th May – 7pm Thursday 24th May

Non-food traders in campsites:

12 noon Wednesday 23rd May – 7pm Thursday 24th May

Non-food traders in arenas – Saturday and Sunday trading

10am Thursday 24th May – 10am Friday 25th May

5.05 All traders must arrive at the designated time, and certainly **by 7pm on Thursday 24th May** (apart from non food traders in the arenas).

No traders will be sited after 7pm on Wednesday 23rd, Thursday 24th and 10 am Friday 25th May.

5.06 Food traders will be given a red card on arrival and will be permitted to trade when their pitch has been inspected by Lime Green Events Ltd food safety officers.

After inspection, food traders will be awarded one of the following:

- A green card indicating the stall has passed inspection and can now trade.
- A yellow card indicating that you may trade but need to improve some aspect of your stall.
- A red card remains, indicating that the stall may not open until significant improvements are made.

Red, green or yellow inspection cards must be clearly displayed within the food stall at all times.

5.07 Set up and trading hours:

- **Food traders in the campsites** must be set up as for trade by 10am **on Friday 25th May**. This is to ensure your premises are available for inspection as mentioned in point **5.06**. Non-compliance with this deadline time may result in a fine of **£250**.
- **Food traders in the arenas** must be set up as for trade by 3pm on Friday 25th May. This is to ensure your premises are available for inspection as mentioned in point **5.06**. Non-compliance with this deadline time may result in a fine of **£250**.
- **Market traders in the campsites** must be ready to trade by midday on **Friday 25th May**.
- Campsites open from **12 midday on Friday 25th May** and we aim to open the arenas at 11am **on Saturday 26th May and Sunday 27th May** provided everything is in place for Health and Safety.
- The organisers will do everything they can to ensure these times are adhered to by them but times may change if there are circumstances beyond their control.

5.08 We encourage traders to provide seating outside their stall for festival goers. Please include this on the sketch of your stall so we can site you appropriately.

5.09 All traders are allowed one vehicle only (in addition to any serving unit) to remain static on site behind their stall.

Please ensure that you have booked a large enough pitch to accommodate this vehicle. It will not be allowed to move until event take-down - 1pm **on Monday 27th May**.

5.10 A limited number of other essential trader delivery vehicles will be permitted access to site during set up or take-down. These deliveries must be agreed in advance. They must leave the site by 9am on Friday 25th May and are not permitted to access the site again until the market manager has given approval on **Monday 27th May**.

5.11 Vehicles must move at a maximum speed of **5mph on site**. Do not use your hazard lights but do use turning signals to indicate your direction. In the event of adverse weather conditions there may be a ban on vehicle movement until the ground is made safe. Trader vehicles breaking these safety rules may be fined or in extreme cases, asked to cease trading and leave.

5.12 This is IMPORTANT enough to repeat: no trader vehicles whatsoever are permitted to move on site during live days, i.e. when the public are on site between Friday 25th 11am - Monday 27th May 1pm. Any vehicles you may see moving will belong to contractors or crew given permission by Lime Green Events Ltd management in exceptional circumstances.

5.13 Any traders needing to leave the site to restock any goods **that are not delivered by our local sourced suppliers** must transport the supplies on foot between the car park and the trade stall.

If you expect a delivery item too large to manually handle, notify the market manager before your trip and consideration will be given on how the festival may help you. We do not guarantee that we can take large deliveries onto site during the show but we will help where we can.

5.14 We ask that all food traders use our suppliers. See section 9 below about wholesalers.

5.15 You are offered your pitch on the strength of the products and tariffs listed on your application form and as detailed in the confirmation letter. The product list and tariff should be an accurate representation of what you intend to sell. In some instances traders may be asked not to sell certain items to avoid clashes with other traders.

If the organisers discover that you are selling products or charging tariffs not listed we will ask you to withdraw the items or return to the agreed tariff. If you refuse, we reserve the right to enforce closure of your trading operation.

5.16 We request that you use free-range eggs and Fair Trade tea, coffee and hot chocolate on site. Please do not offer sauces in individual sachets. Disposables must be eco friendly.

5.17 Bottled water and pre packed soft drinks must be bought through the Lime Green Events Ltd supplier: Freemans: Contact details to follow

5.18 No trader is allowed sell alcohol. Alcohol rights are exclusively through Lime Green Events Ltd bars. Any trader found selling alcohol will be closed down and may not be invited back to future events.

5.19 Traders are not allowed to bring animals or pets onto site. Any animals or pets found will need to be removed at the owner's expense.

5.20 Traders are not permitted to play amplified music. PA systems are not permitted (other than a small radio or cd player for their own use.).

5.21 Traders are required to keep the area 10 meters in front of their stall and the entire **pitch tidy and free of rubbish**. Please supply an appropriate number of waste bins for the use of customers using your stall. You must ensure that all waste generated by your stall is placed in the appropriate recycling bins provided. Please notify us of any unusual requirements.

5.22 Care should be taken **not to cause any damage or changes to the site** or to any of the fittings, equipment or any other property belonging to the site, to Lime Green Events or any of our contractors. You will be required to **pay for any damage you cause**, including accidental damage. This cost may include transportation and labour costs incurred.

5.21 Traders must ensure that their pitch has been left tidy and in good order. **A designated member of the trader's team must inspect your pitch and deem it so before you leave the site.** Any cost for cleaning / tidying your pitch will be charged to you from your litter bond.

Fire Safety / Gas / Electricity / Water

6.01 All traders must comply with the Health and Safety at Work Act 1974 and associated regulations. Lime Green Events Ltd Health and Safety inspectors will be carrying out random checks throughout the festival.

6.02 It is essential that those camping behind their stall leave clear access for fire lanes, communal toilets and water points.

6.03 Traders are required to have a **5kg dry powder fire extinguisher** at their stall. Food traders must also have a **fire blanket**.

6.04 Traders must supply a completed **fire risk assessment**. We will send you a fire risk assessment template once your pitch is confirmed.

6.05 Only one spare cylinder of **liquid petroleum gas (LPG)** may be kept at your stall at any time. If you wish to store additional LPG cylinders, please liaise with the market manager in advance.

6.06 The market manager will provide you with contact details of an LPG gas supplier able to deliver to the site during the festival. You will need to make arrangements about your requirements in advance.

6.07 Gas appliances must comply with **relevant HSE regulations** and must have undergone a **Gas Safe check within the 12 months prior to the festival**.

Food traders **must ensure** that the **Gas Safe registered engineer inspecting your appliances is qualified to check LPG and catering units**. We suggest you check on the Gas Safe Register website (www.gassaferegister.co.uk)

Should there **not be sufficient safety checks on your gas equipment**, a **registered engineer will be called to verify your equipment**. **You will be liable for the cost on any on-site testing.**

6.08 Electricity requirements need to be detailed on the application form. There will be a charge for power. Food traders may have a minimum of 4KW (16A). **Additional charges will be levied on site should your requirements exceed what you have applied for. This includes power to your living area and any live in vehicles behind your stall.**

Traders need to supply their own cables and connectors. With 30m running from the stall to the generator, It is essential that sufficient power to run your stall is requested in advance.

6.09 Electrical equipment and appliances must comply with relevant **HSE regulations** and must have undergone a **Portable Appliance Test (PAT)** safety check within the 12 months prior to the festival unless

the item is under 12 months old, in which case a purchase receipt for that item will suffice. A qualified electrical engineer must carry out the safety check. **Each appliance requires a PAT certificate.**

When on site, should there be **insufficient testing certificates** for your electrical equipment; **a registered engineer will be called to verify your equipment. You will be liable for the cost of any on-site testing.**

6.10 The pitch fee includes access to a supply of **clean water**. This will be in the form of a standpipe and tap **to be shared with other traders**. Traders are **not permitted** to have a **direct feed** from the communal tap.

6.11 Clear, legible, valid copies of your:

Gas Safe Inspection Certificates

PAT inspection certificates

Insurance certificate(s)

must be uploaded by **April 23rd 2018 on a link that will be supplied by us on confirmation of your application. All documents must be valid for the dates of We Are Fstvl 2018. No applications will be fully confirmed without relevant documents.**

Food Hygiene

7.01 Food traders must comply with The General Food Regulations 2004, The Food Safety and Hygiene (England) Regulations 2013, and Regulations (EC) 178/2002 and 852/2004

7.02 Food traders will be supplied with a copy of “Environmental Health Food Safety Guidelines”. It is essential that these guidelines are adhered to. Any food traders found operating in contravention of these guidelines will not be issued a green or yellow card and will not be permitted to commence trading until the guidelines can be complied with.

7.03 Food traders must bring to site and use purpose built hand washing facilities with hot and cold running water.

We will NOT accept water from a tea urn poured into a bowl as “hand washing facilities”. Those who come onto site without appropriate hand washing facilities will be closed down and their fee will not be refunded.

7.04 Food traders are required to provide details of the local authority where they are registered and their current Food Hygiene Rating Scheme score. Confirmation of the trading name of the business, as it appears on the Food Hygiene Rating Scheme site, must be stated on the booking form. No food trade pitch will be fully confirmed without registration details.

7.06 Waste water must be disposed of in the grey-water bins (IBCs/Tuff tanks) as provided by the festival. It must not be poured onto the ground. The digging of sumps and soak-aways is prohibited.

Prohibited Items

8.01 Traders are not allowed to supply for purchase or gift, alcohol in any form whatsoever i.e. brandy-coffees without prior permission in writing.

8.02 Other **prohibited items** include:

- weapons, anything that can be interpreted as a weapon
- explosives of any sort
- herbal highs
- tobacco products
- glass objects or anything contained in glass

- tin foil barbecues or charcoal
- sky lanterns

Any trader found offering prohibited items will have the items removed, asked to cease trading or to leave and may be prohibited from trading at Lime Green Events Ltd events in future years.

Traders may not offer:

- phone charging at their stall unless agreed in writing.
- Cashback

8.03 All bottled water and prepacked soft drinks must be bought through Lime Green Events suppliers.

8.04 NO plastic or polystyrene disposables are allowed on site. Food traders are obliged to **use non-plasticised paper plates and cups and wooden cutlery only.** We will arrange for deliveries of disposables on site but the supplier will need to know in advance if you will need to purchase these supplies.

8.05 Individual sachets of sauces are not permitted.

Wholesalers

9.1 There will be on-site deliveries of LPG gas and a fruit, vegetable and bakery wholesaler on site.

Our other suppliers are Essential Foods and Metrow who deliver a huge amount of products Including general groceries and ice.

It is very important that these suppliers are used to cut down on food miles and reduce the amount of traffic to the site.

9.2 All goods that are available through our **sourced suppliers** should be purchased directly through them. We will supply contact information in April. Deliveries by **other suppliers** of goods that can be purchased through our sourced suppliers **will not be allowed on site.**

Non-compliance

10.1 Lime Green Events Ltd reserves the right to remove any trader from the festival site who does not comply with the obligations outlined within this document.

10.2 You will not be permitted to operate your stall if you do not satisfy the licensing requirements of the local authority. Lime Green Events Ltd and their designated employees cannot accept any responsibility or liability if this situation occurs.

10.3 You agree to abide by the above clauses of 1.0 – 10.3 and indemnify and Lime Green Events Ltd and their employees against any claim, loss or liability arising from a breach of the above clauses / regulations.

Thank you for taking the time to read this through.

If you have any queries concerning any of the Terms and Conditions please email Hilary on hilary@eventtradermanagement.co.uk

We recommend you save this document and refer to it again in your planning as it contains important information that will help make everyone's festival run smoothly and problem-free.

Once you have read the Terms and Conditions, please complete the application form and sign it then return it with photos of your stall and products, menus and price lists by post to the address on those documents.

Please do not include any Health and Safety or Insurance documents at this time except a copy of your Food Hygiene Star Rating - <http://www.food.gov.uk/multimedia/hygiene-rating-schemes/ratings-find-out-more-en>

We will let food traders know whether we are able to invite them or not by **22nd Feb and non-food traders by 23rd Feb**. Successful applicants will receive a confirmation letter detailing the next steps in meeting We Are Fstvl 2018 requirements.

From: Paul Jones
Sent: 02 February 2018 15:32
To: commlicensing
Cc: Taiwo Adeoye; Richard Cursons
Subject: We Are FSTVL - hours modification

Dear Colleagues

Please be advised that the applicant for the We Are FSTVL premises licence has modified the application's operating schedule to reduce the hours during which licensable activity may be provided to the following:

Friday night terminal hour will be 01:30 Saturday morning
Saturday night terminal hour will be 00:30 Sunday morning
Sunday night terminal hour will be 00:30 Monday morning

Please can you make this information know to all relevant parties.

Many thanks

Kind regards

Paul Jones

Paul Jones | Licensing Officer
London Borough of Havering | Public Protection
Town Hall, Main Road, Romford, RM1 1BD

t 01708 432692
e paul.jones@haverling.gov.uk
w www.haverling.gov.uk
text relay 18001 01708 432692

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An evaluation of the economic impact of the We Are FSTVL 2017



We Are FSTVL – Damyns Hall Aerodrome,
Aveley Road, Upminster, Essex, RM14 2TN
The London Borough Of Havering



the **research** solution.
Over 15 years experience in providing
tailor-made market research analysis.

Introduction

We Are FSTVL have commissioned The Research Solution to research the audience impact on the local economy.

The Research Solution have over 15 years experience in providing tailor-made market research analysis, their biography can be found on appendix 1. (page 8)



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Financial Impact

Impact of We Are FSTVL on the economy

- Total Gross Impact amounts to over £17.6m – the additional spending arising from purchases made by businesses in receipt of direct spending and expenditure by employees whose jobs are supported by direct and indirect spending.
- Total direct overall spending associated with We Are FSTVL is over £12.2m
- Total Net Impact to spending in the local economy 'RM' postcode is over £8.5m
- The Total Net Impact generated by We Are FSTVL supports an estimated 142 Full Time Equivalent jobs



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Visitor Profile

Origin of Visitors

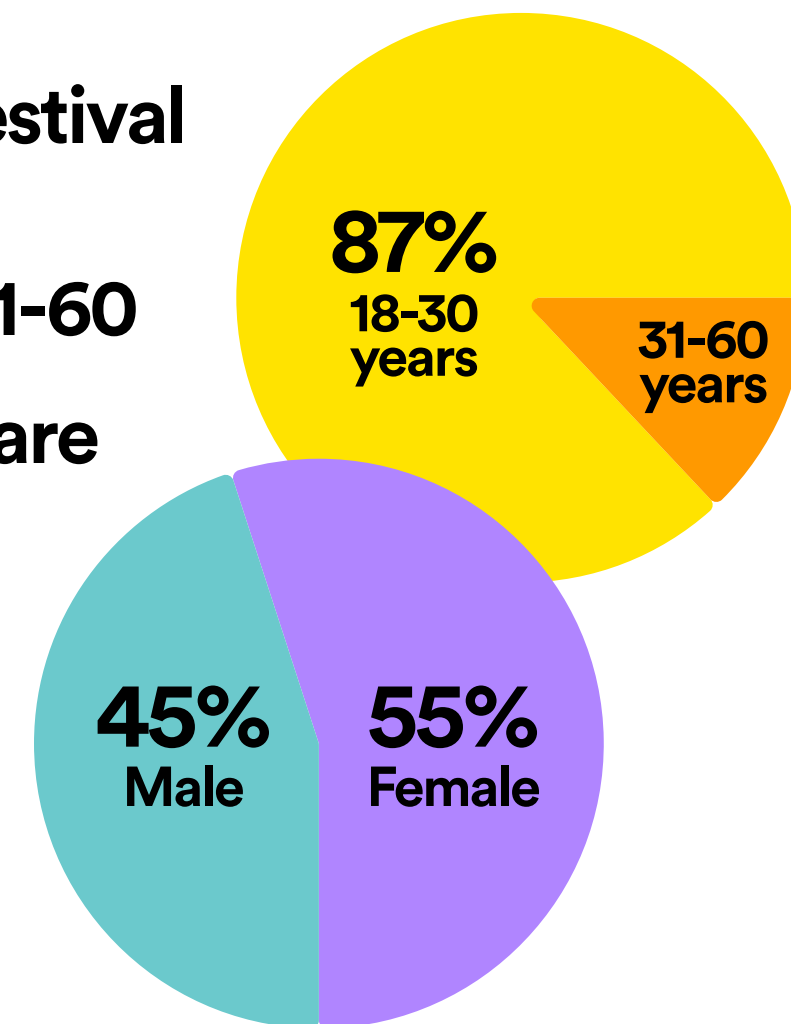
Over two thirds of the visitors to We Are FSTVL are from the home counties surrounding the London Borough of Havering with a total of 71% of customers.

This is made up of 29% from Essex, 18% from London, 11% from Kent, 7% from Surrey & 6% from Hertfordshire.

Demographic Profiles

The majority 87% of visitors to the festival were aged between 18-30, with 13% of the audience between 31-60

The gender stats for We Are FSTVL are 45% male to 55% female ratio



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Mode of Transport

Camping – Friday arrival

54%	Private car into car park
30%	Shuttle bus from Upminster station
10%	Taxi / PHV
6%	PUDO (pick up drop off)

Day customers – Saturday / Sunday

62%	Shuttle bus from Upminster station
16%	Private car into car park
16%	Taxi / PHV
6%	PUDO (pick up drop off)

Camping – Friday arrival



Day Customers – Saturday / Sunday



Benefit to Local Business

Impact of We Are FSTVL on the local business

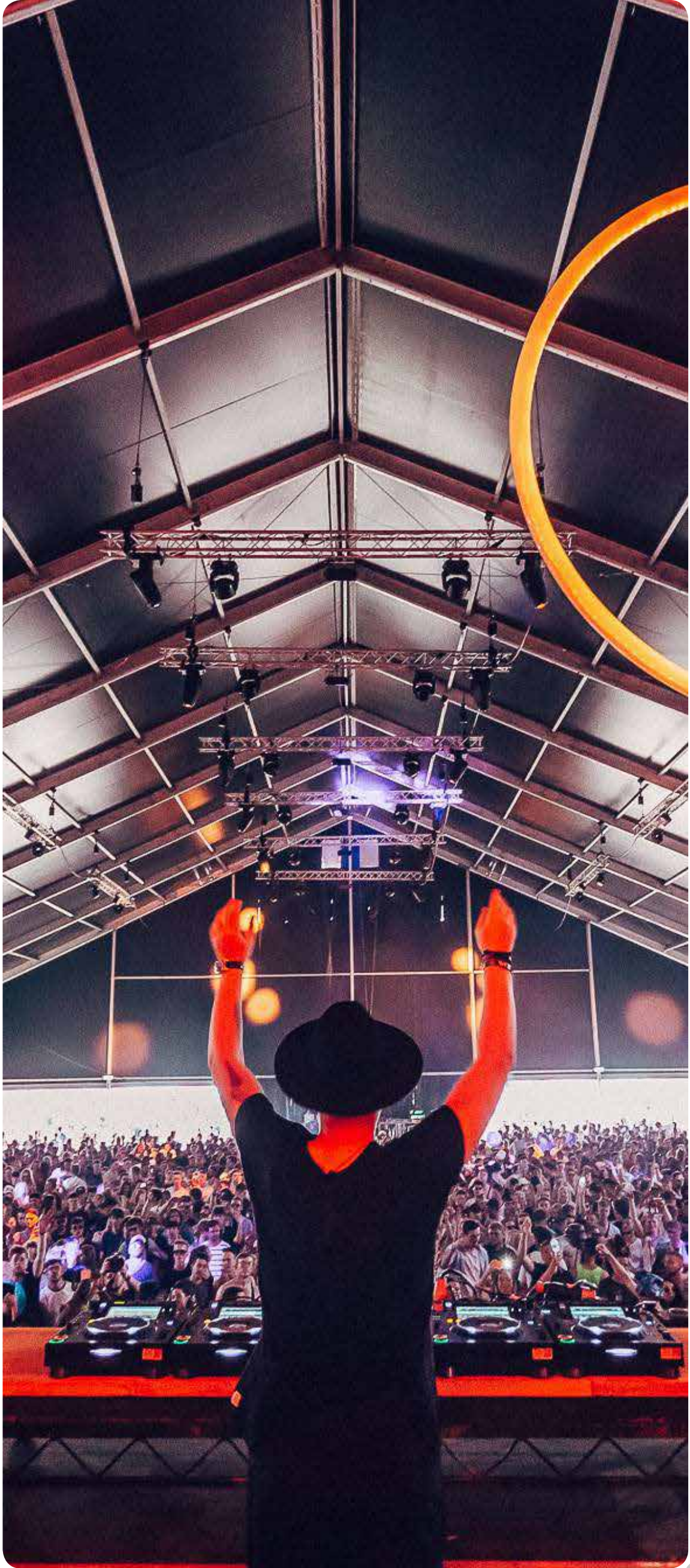
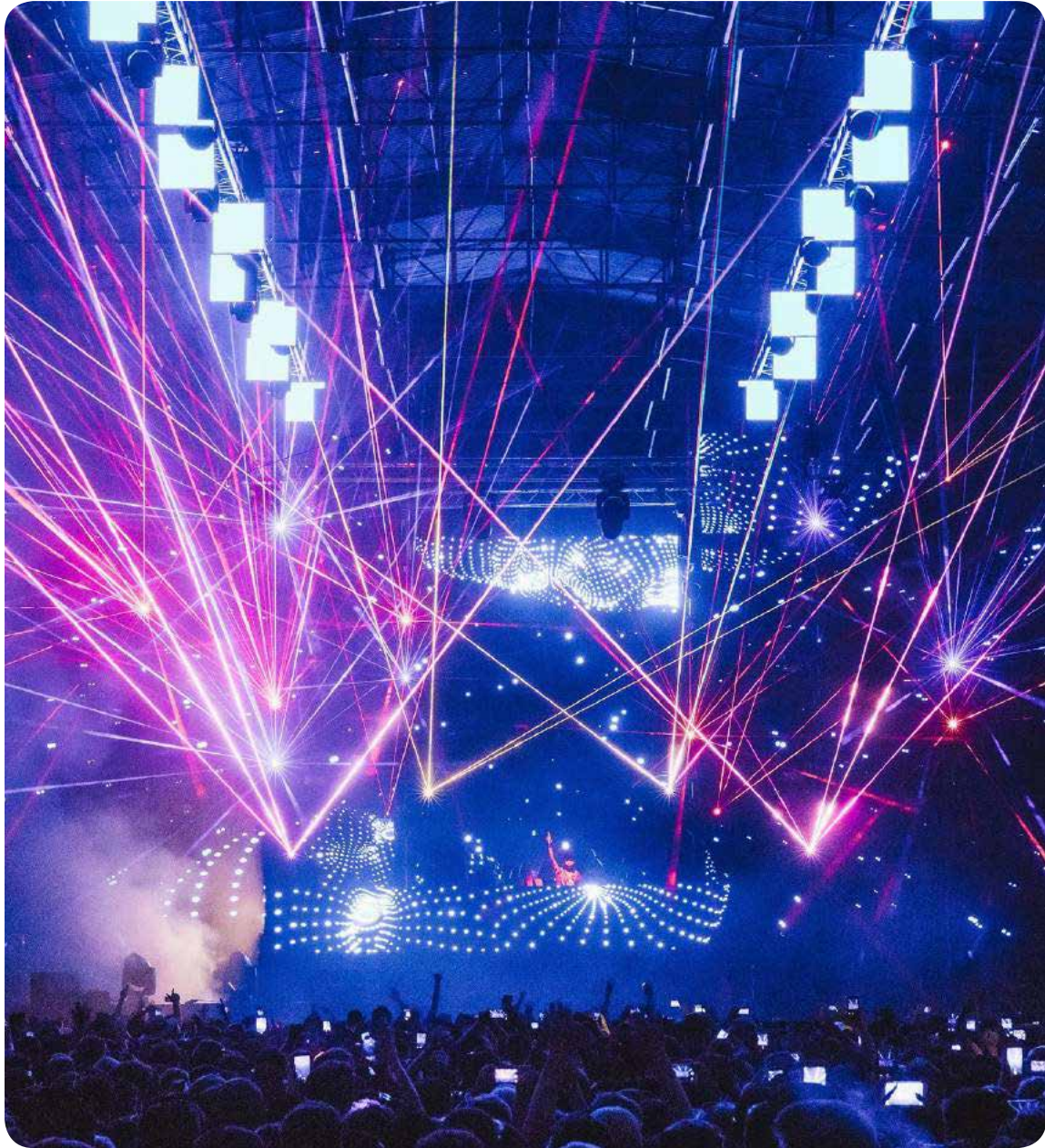
- Spending by the various stakeholders and visitors to the festival benefits a wide range of businesses in the surrounding area including accommodation, catering establishments, shops, attractions and leisure facilities, transport operators, contractors and various supplier businesses.
- 36% of businesses that responded to the survey said the festival had made a positive Impact on the turnover of their businesses. Only 2% of businesses reported a fall in turnover.
- This increased to 100% for the providers of hotel and guest accommodation in the RM post code. In addition, 100% of the accommodation businesses had already taken bookings for this year's event.
- Some businesses employed innovative marketing and business practices which resulted in a doubling of their turnover during the duration of the event.



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wearefstvl.com

we are
winners



we are
best dance
festival 2016



we are
best dance
festival 2015



we are best
international
festival 2015



we are
best medium
festival 2014



we are
best new
festival 2013

Biography

Christine King is Director of The Research Solution Ltd, a market research agency, which Chris established in October 2007. Chris is an extremely passionate and enthusiastic person, who has worked within the tourism and leisure industry for over 25 years. Chris has been involved in market research since joining the Heart of England Tourist Board (HETB) in 1990 after many years in a Customer Service environment.

Chris has extensive market research knowledge, built up from a career spanning almost three decades, not only at HETB as Head of Research, but also as a Senior Manager at KeyData Research Group. She has worked extensively with tourism and leisure clients, local authorities and government agencies and has a particular expertise in visitor and events research. Chris works across the whole of the country from Kent to Cumbria with clients such as Visit England, Visit Wales, English Heritage, Liverpool City Council, Welcome to Yorkshire, Marketing Birmingham, Destination Worcestershire, Stratford on Avon District Council, Wedgwood, Isle of Wight Tourism, Ironbridge and Ragley Hall.

Chris is a tourism market research specialist, with a methodical and rigorous approach to achieving tasks and objectives, making her a leading expert in data gathering and analysis within the sector. Chris strives for quality and applies process and discipline towards optimizing performance and has a long track record in festival/event impact studies, co-ordinating, analysing, writing and presenting on thousands of visitor/user interviews, economic impact assessments, satisfaction studies, industry performance monitors, marketing evaluation projects and business confidence surveys. Chris is a member of the Market Research Society as well as part of the MRS Company Partner Scheme.



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tailor-made market research analysis.

Introduction

In some representations from responsible authorities the area surrounding the We Are FSTVL event site is characterised as being a “residential area” (source: Kasey Conway, L.B. Havering/Health and Safety representation) and is compared to other London festival sites such as Hyde Park, Victoria Park and Finsbury Park, which are described as “situated near the public” (source: Paul Campbell, L.B. Havering/Licensing representation).

The purpose of this report is to compare the make-up of the We Are FSTVL location with that of other London festival sites, and also the with location of other L.B. Havering venues which have premises licences to operate regulated entertainment beyond 01:30am.

Methodology

Using the website ‘google maps’ a 500m metre radius was established around the location of the event site or premises. The street locations within that radius were then listed. Using the ‘zoopla’ website which displays land registry information, a count was then made of the dwelling units (flats or houses) listed under each of those street locations.

Results

Location	Number of Dwelling Units
Within 500m of We Are FSTVL event site	39
Within 500m of; Fiction Romford, Imperium 38 Romford (4am curfew) Missoula, Kosho (3AM curfew) The World’s Inn (2AM curfew).	2049
Within 500m of Luna Hornchurch (2am curfew)	1791
Within 500m of Victoria Park, Tower Hamlets, host to All Points East festival	1691
Within 500m of Hyde Park, Westminster, host to British Summer Time Festival	879
Within 500m of Finsbury Park, Haringey, host to Wireless Festival	2501

Conclusions

1. There are licensed premises in the London Borough of Havering operating far more regularly than We Are FSTVL with much later terminal hours, and with a much larger number of neighbours in close proximity.
2. Music festivals staged in London parks have a much larger number of neighbours in close proximity than We Are FSTVL.