

Nelson, Matthew

From: Tom Reilly [REDACTED]
Sent: 24 October 2022 17:06
To: [REDACTED]
Cc: Entertainment Licensing
Subject: Leeds 2023 The Awakening License application, Headingley Stadium

Follow Up Flag: Follow up
Flag Status: Completed

Dear [REDACTED],

I hope this letter finds you well,

I am writing to you in response to your representation of our application for a premises licence at Headingley Stadium, which we have submitted as Leeds Culture Trust.

We have submitted this license application as we are planning to hold the opening event of Leeds' year of culture in 2023 at Headingley Stadium on Saturday 7th January at 5pm. Tickets for the event are being given away to residents of Leeds and West Yorkshire via a ballot and are free of charge to all ticketholders.

Leeds 2023 Year of Culture has been set the mission of delivering a year of creative experiences which connect the people of Leeds and change their relationship with culture for good. The opening event to which this licence application pertains, entitled The Awakening, is designed to be a moment to celebrate all that makes Leeds the compassionate, bold, confident, and inventive city that it is. As such we want to put on an event that welcomes and is accessible to residents across the city. As the event is free, we will be ensuring that tickets are made available for residents of the local community in Headingley. We hope to welcome you and your neighbours to the event.

We appreciate the concerns you have raised in relation to our application, particularly given the proximity of your home address to the Headingley Stadium site. It is also important to note that we are acutely aware of previous challenges experienced by residents of Headingley around the hosting of special events at the Stadium. With this in mind, we have been working closely with Leeds City Council, Headingley Stadium and other partners to best mitigate these challenges and deliver an event which minimises inconvenience to residents so far as possible. We have put together an event delivery team of industry leading professionals, well versed in producing events of this nature. Using this expertise, we can establish

a blueprint for delivery that is considerate to our neighbours, with a minimal impact on the local community.

In relation to the specific concerns you have raised, I have provided some information below on measures we are putting in place to address them, and we would welcome any further thoughts from yourself and other residents on these, as we implement these plans. We are keen to work positively and transparently with residents as part of the delivery of this event. As such we are intending to hold two information evenings on the event specifically for local residents impacted by the operational footprint. Additionally we will be establishing a dedicated residents hotline during the live event period and appointing a member of the Leeds 2023 team to directly correspond with residents.

Please see the information outlined below, and if you would like to meet to discuss and issues in particular, please do let us know.

Music Volume levels.

- The event takes place in the early evening (from 5-6:30pm) with the audience expected to have fully dispersed from the area by 7:30pm so as to minimise the impact on residents and to avoid causing a noise inconvenience in the late evening.
- The stage position has been brought further forward from the western end of the Stadium, to minimise sound spilling out of the venue.
- We have a noise management plan in place that has led us to take the following actions:
 - We will monitor sound levels externally to the stadium and be able to adjust levels if readings are too high, as per agreed limits in line with national guidance.
 - The Sound system being used will be directional and designed specifically for the event, it will include noise cancellation to minimise noise spill out of the stadium.
 - Music is only a part of the event, meaning there will not be music constantly playing throughout the show.
 - Noise propagation, rehearsals and speaker testing will be required, from Tuesday 3rd January onwards, in the days leading up to the event to facilitate delivery of the show. All speaker noise related activity during this period will have a hard curfew imposed by the event of 8pm each night.

Lights

- We will not use the stadium floodlights beyond 8pm at any point during the build, event, and de-rig period.
- The lighting used on the event will be directional and not focused on any of the neighbouring buildings so as to minimise light pollution.

Generators

- We are exploring options to deliver the event using mains power at the stadium.
- It may be the case that this is not feasible, in which case we will use modern super-silenced generators, located in an enclosure with acoustic / echo barriers around them.
- We will carefully consider the impact of the placement of generators on residents as part of planning.

Taxis and Parking

- We recognise the need for a comprehensive Traffic Management plan to deliver this event successfully and minimise inconvenience for attendees and local residents.
- The existing 'Residents Permit Parking' and no waiting coning plan used for previous Headingley Stadium events will be implemented.
- We will review this plan, with input from Headingley residents to see if any changes would be beneficial for the community.
- We are in discussions to implement a Shuttle bus service for the event from Leeds City Centre.
- Our event marketing and communication will promote the use of shuttle buses or other public transport, including the use of Headingley and Burley Park train stations, rather than driving or taking a taxi.
- The event is taking place early in the evening, when existing public transport services are running, in addition we will be working with transport operators to communicate anticipated demands for service during the event period.
- The event is aimed at the local community, and we hope that a number of the audience will be within walking distance of the stadium. Headingley residents will be encouraged to attend.

Distress and inconvenience for local community.

- As outlined above, we will be holding two community information sessions where we will present our plans for the event, take feedback from residents and then hold a second meeting three weeks later to outline any adjustments we have made and answer any outstanding questions.

- A resident phonenumber will be active from the first day of the build until the last day of the de-rig. This line will be staffed by a dedicated member of the Leeds 2023 team, who will manage all liaison with local residents and businesses, ensuring a consistent and approachable means of communication.
- Additionally, a letter will be delivered to all addresses immediately impacted by the event, in advance of the build start date, conveying key information helpful to residents and businesses. It will also include contact details of the resident phone line and email address by which to get in contact with the event team.

I hope the information provided above is helpful to you, and that the knowledge that we have applied for a Time-limited premises license, only allowing us to hold this event once at Headingley Stadium goes some way to allaying your concerns. You will notice that the application is for a wider period than the 7th of January only. We have applied for this extended operating period as a contingency measure, in the unlikely instance we had to postpone the event due to adverse weather or other events outside of our control. We want to deliver a spectacular and memorable moment for Leeds and the wider West Yorkshire community, and we'd greatly appreciate your patience and understanding as we work to deliver this.

I would welcome the opportunity to discuss your concerns with you further if you would find this beneficial. I look forward to hearing from you and thank you for taking the time to read this letter.

With Best Wishes,

Tom Reilly
Director of Production



Letting Culture Loose

@leeds_2023

www.leeds2023.co.uk

2 Brewery Place, Brewery Wharf, Leeds, LS10 1NE

Company number: 10674601

Charity number: 1184883

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