

Soho House Festival Pre-event Meeting Summary

Please find a summary of discussion points below. You can access the full transcript of the meeting via the [Resident Info Hub](#).

Site Plan

- Soho House Festival will take place on the 4th of July and their site plan remains similar to previous years. The site will also host a second event on the 6th of July using the same production company, this event will be called DLT Presents: The Recipe and is promoted by Festival Republic. The second event is open to the public.

Ingress & Egress

- Barriers, marshalling, increased signage and traffic management plans in place for ingress & egress routes. Tower lights along the route for egress only.
- There has been an enquiry to provide light guards behind tower lights to further prevent light spilling into residences and gardens. Soho House Festival are happy to investigate this with the team.

Sound Management

- Sound Management remains the main concern from most residents in attendance.
- Soho House Festival agreed to a voluntary reduction of the off-site levels from the licensed 75dB to 73 dB. One resident felt that this was not enough as they believed that Hyde Park has a 65 dB limit. This information is incorrect as Hyde Park's limit at the time of the meeting is confirmed to be 75dB similarly to Gunnersbury's (however licences differ in event days, size and special conditions).
- One resident from the Ealing Common area raised concerns about sound as the event was audible in their area. Leopold Road / Tring Road. It was confirmed that more complaints were received from this area due to windy weather conditions. We are committed to monitoring weather/wind speeds and direction in the lead up to the events, send out comms to residents via socials and resident community groups informing them that they may hear some sound from the park. There are ongoing conversations between our sound consultants and the sound management officers in Hounslow regarding a monitoring location on the Ealing side, we will keep residents updated on any agreements.
- A number of participants not particularly supportive of having Vanguardia (Gunnorsbury's independent noise consultant) as well as Aria (event noise

consultant) monitoring the sound, residents want LBH/LBE Noise Officers to be present at sound checks, this will be fed back to Hounslow and Ealing sound officers to see if this is something they would consider doing this year. We would also like to agree a process for any noise complaints received by Council's noise teams to be communicated to the events in real time, so the complaint can be recorded and action can be taken rather than receiving the data post event.

- One resident raised concerns about sound levels near the children's playground area and enquired whether the event would consider relocating SHF's stage in future years to similar position to Festival Republic.
- A couple of residents were concerned that following a freedom of information request, the Council reported that they have not received data on complaints from Gunnersbury. Gunnersbury is obliged to provide this data to the council prior to Safety Advisory Group Debriefs. Noise complaint data is discussed in detail in these debriefs which includes representatives from both councils, emergency services and TFL. In addition, a schedule of noise complaints is also included in Aria's post event noise reports. We will follow up with the councils to ensure they collate and save this data as it is certainly recorded and passed on from Gunnersbury & the event organisers.

Traffic Management

- Additional pedestrian barrier will be in place along Popes Lane and traffic management personnel on show days to ensure that taxis are moved along quickly if they try to stop on Popes Lane. They will be encouraged to come into through the main car park entrance the area near to the Sports Centre area, where the taxi drop off and pick up area will be operated. There'll be pedestrian barrier all the way from the main car park entrance up to the traffic lights and on the crossroads of Popes Lane and the A406 and also have traffic management in place along there as well as down Gunnersbury Drive just to ensure taxis are not stopping in or in front of driveways.
- The events have additional pedestrian barrier and cones that can go out and driveways along Gunnersbury Drive if they are requested, to help the traffic management team that's out there to move along vehicles quickly if they do stop.

Trackway Roads

- Continuing on from the improvements of last year, the entry part of the trackway will once again be plastic. This section will also remain in situ for the season reducing the number of trucks in and out.
- A request was made not to count the top entry via New Lodge Gate as a crossing point. Noted with thanks.
- Request for an additional crossing point along the fencing. This is unlikely to materialize for this year's event but will be taken into consideration for future events.

Toilets

- Soho House Festival have doubled toilet facilities, which will be located close to the Round Pond to capture people as they arrive in the park and exit post-event.

Signage

- Better signage for toilets has been requested. Soho House Festival are increasing toilet signage as well as toilet facilities this year. They will also include distances to the toilet. In addition, Gunnersbury Park are installing some additional signage that includes distances to toilets, to help with orientation.
- Request made for additional toilet signage by Acton Town tube station. There are no current plans to have toilet signage there, however the suggestion was noted and added to the list.

Waste Management

- A need for increased litter picking in smaller roads near egress routes (Popes Lane, Gunnersbury Avenue, Lionel Rd North) has been raised. Soho House Festival is happy to increase and add areas of concern within reason. If there is an immediate concern, residents are asked to please report it to the resident line at the time. Photos of the cleansed areas will be taken and submitted to the Safety Advisory Group post event.

Community Communication

- A dedicated resident noise and complaint line will once again be in place. This is the same number for all events: 0203 781 0001.
- The Resident Line will also be in operation during the Build and Break phases all major events.
- Some residents from Park Drive reported not receiving the most recent resident letter. The letters were hand delivered in a designated catchment area for 5000+ residents. Apologies given. We have taken note of the location and are investigating this with the responsible company.
- A resident from Leopold road in the Ealing Common area enquired about receiving communications in future. This area is currently outside the catchment area for letters, however we are looking into the ways we can increase communication to residents further out, particularly if they might be affected due to foreseeable weather conditions. Representatives from Ealing do attend meeting in the planning stages and we will ask them to circulate the resident number in affected areas.
- A request was made to provide site plans in comparison to the previous year to clearly indicate any changes. Noted with thanks & we'll take this away for future communications.
- A resident felt that online meetings were discriminative to older generation who cannot access Teams. We're trying to find the right balance of some in person meetings and some online. The full transcript of the meeting will be made available.

- One participant asked for resident information to be more prominent on the website. We are currently making some changes to the website and will certainly take this away for the developers to action. The residents page can currently be accessed via <https://visitgunnersbury.org/residents> or via the link at the bottom of the Outdoor Events page.

Community Benefits

- Soho House donated 362kg of food to a local food bank last year. They have committed to doing so once again and are finalising plans with the local charities.
- Soho House Festival have made contact with Green Wings Project, a vape collection charity, in order to arrange a recycling service for vapes. In addition, they have made the decision not to sell any nicotine products within the site as of this year.
- A representative from a local business on Park Parade expressed that traders in the area welcome the events and have found Soho House customers the most well-behaved during the season. An enquiry was made about local businesses getting more involved. We are happy to link businesses with events to see how they can get involved.