

Reading Festival 2015



Build up

- Safety Advisory Groups and event specific meetings
- Table top exercise for all services and partners
- Onsite meeting with local residents on 25 August



- Primary role is to ensure a safe environment for staff and visitors to the festival, whilst ensuring any impacts to residents are managed.
- Table top exercise includes Police, Fire Service, Medical services, Transport, EH, EA etc. Scenario based planning exercise. Allows review of arrangements in place.

- Heavy rain on Wednesday afternoon
- 40,000 on site by midday on Thursday.
- Thursday - Cow Lane bridges proved to be difficult to manage.



- Delayed campsite opening for a short period due to heavy rain and water levels.
- Emergency planning liaised with Festival Republic to manage river levels to improve site drainage
- Thursday, high pedestrian footfall under Cow Lane bridges resulting in some safety concerns. Festival goers moving through in high numbers to access Portman Road. When restrictions on removal of trolleys from the supermarket was enforced, flow started to abate and on Friday there was safe flow of traffic and pedestrians. The planned widening of Cow Lane bridges unfortunately will not be in place for the 2016 festival.



Licensed for just under 90,000
The site is about 325 acres
Huge logistical exercise involving multi partnership approach.



Friday

- Ticket touts were active
- Change in ticket types
- Egress from the site went well



- RBC and TVP worked in partnership and fixed penalty notices were used and proved very effective.
- More day tickets sold which had the impact of increased exit numbers at the end of each day and therefore traffic pressures. Pick up and drop offs caused problems which officers had to agree an approach with FR and TVP
- Officers will work with FR on egress plans depending on ticket sales

Saturday

- No major issues identified.
- SAG twice daily.
- Where issues are identified, picked up and communicated quickly.

Monday

- Significant traffic disruption



- Cow lane bridges became blocked and TVP and Network Management had to take control.





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Environmental Protection & Nuisance

- Hotline for reporting noise.
- Joint work between the Council and Noise consultants.
- On site and offsite.
- Roaming officers to respond to complaints.
- 19 individuals complained about music noise.



- Promoted hotline number – learning from the previous year
- Provided more information on the sound check process to help manage concerns. Still received some complaints, but this process is essential to ensure that the festival can be compliant the rest of the weekend.
- New system was trialled which enabled the noise consultants to identify specific frequencies which were causing an issue and change these, rather than just dropping the overall volume, this proved to be very effective.
- Also carry out monitoring of the private water supply on site and Air Quality. As might be anticipated, there is an increase particulate levels over the festival period and we will be working with FR to ensure that measures are taken to reduce these levels.



Sydney Bernstein 2015

Communications

- Updates to website before and during the festival were made.
- No negative feedback this year.
- Social media to be used more to support messaging around traffic, waste etc



Always can be improved and this is part of the residents feedback session.



Marc Sethi 2014

Network Management & Transport

- Reading Buses recorded over 12,000 customers visiting the town centre.
- The shuttle running between Station North and Rivermead recorded over 34,000 customers over 6 days.
- Due to the changes to Orange gate, the number of day tickets and the rail strike, there were different pedestrian and road use dynamics than in previous years which need to be considered for 2016.

Food & Safety

- 135 food traders inspected on and off site
- Alfresco Award - Gold, Silver and Bronze
- Noise at work



- 74% of traders were rated as 5 in 2015 compared to 54% the previous year.
- Awards a good way of improving standards by way of an incentive. Traders receive either a free or discounted pitch for winning the award. They need to achieve a food hygiene rating of 5 and to have good credentials for environmental monitoring, general management, gas safety and noise at work awareness. The awards are a partnership approach.
- Officers will be working to improve noise at work exposure for staff and as part of the debrief have made recommendations to FR e.g. reconfiguring the layout of bars and education on using ear protection.

Medical

- Festival Republic provide their own on site medical team which is supported by South Central Ambulance Service.
- Continuous improvements in care and services provided.
- Introduction of onsite X-Ray



- This year included increased use of paramedic and first responder foot patrols for initial assessments of casualties, a new first aid facility in the arena and onsite X-ray facilities.
- Seen over a 60% reduction in hospital referrals.



Marc Sethi 2014

Licensing - Street Trading

- All street traders were inspected.
- Improvements from previous year in waste management.



- Increase in the number of illegal street traders from previous year

Parks & Open Spaces

- Kings Meadow
- Grass reinforcement



- The use of the site went well, but there is a need to review its use given the development of Clifton Lido.
- Previous grass reinforcement to the land at Thameside Promenade worked well and consideration is being given to further installation of reinforcement of those areas most heavily impacted by pedestrian movement

Street Cleansing

- Over 1000 hours were spent cleaning the external areas of the site and over 30 tonnes of rubbish were collected.
- Some concerns expressed by residents about mud/dust on roads and footpaths.



- Heavy rain over the weekend and high footfall over a number of days led to mud being deposited on the footpaths. This was resolved by additional mechanical sweeping,



Residents feedback

- Orange Gate closure
- Mud/dust on roads and footpaths
- Concerns about waste and recycling



- Predominantly concerns from businesses. As soon as we became aware of the planned closure of the gate, officers wrote to businesses to ensure that they were kept informed. Some pro's and cons. The cleansing team were able to concentrate on a more defined area. The risks to pedestrians throughout the festival was reduced, although there were some initial issues with pedestrian flows under Cow Lane, which dissipated after Thursday.
- Mud/dust on the roads was managed by the street cleaning team. Due to the inclement weather.



Waste and recycling – trying to better manage through signs in the arena and across the site.

Trying to incentivise

Sustainability

- Festival Republic have taken the Festival Vision : 2025 Pledge
- The “Show Must Go On” report outlines the environmental impacts of the festival industry and aims to provide a robust basis for an industry-wide action. The Festival Vision: 2025 Pledge brings together festivals that wish to take action to create a sustainable future.



Aim to achieve a 50% reduction in festival-related annual green house gas emissions by 2025.

As a participating festival, measures will be put in place to achieve this, such as:

- Reducing waste where possible and aiming for 50% (or more) recycling rates by 2025.
- Reducing reliance on fossil fuels where possible and aiming to reduce annual diesel consumption by 50% (or more) by 2025.
- Working with audiences, suppliers and artists to positively influence travel choices and reduce travel-related emissions.

Economic Impact

- The 2015 assessment carried out by the University of Reading, found that total gross spend associated with Reading Festival in 2015 was over £48 million, with £20 million of this being attributed to spending in the Reading area.



Economic activity can attract poor business practices and TS are there to ensure that consumer detriment is minimised.

Trading Standards

- Focus on test purchasing
- Illegal tobacco seized and an the individual was ejected from the festival.
- A small quantity of illegal spirits was seized from a local retailer.



- Also investigated large amounts of alcohol being seized on attempted entry from under age persons at the gates.
- Retailers named by the underage young people who had accepted fake ID were visited and reminded to make the appropriate checks and challenges.
- Three retailers and one trader issued with a Temporary Event Notice outside the festival sold to a test purchaser.
- One onsite bar failed.

Questions?

