

Proposal to stage a weekend music festival in
Gunnersbury Park in summer 2006.

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To:
Jill Draper
(Gunnersbury House Museum and Estate Manager)
c.c. Joint Committee
Nick Pratt (L.B Hounslow)

Dear Jill

9 Lives are a professional event management company that specialise in staging inner city, outdoor music events. Having successfully staged 14 events on both Clapham Common and Battersea Park, we are currently looking for another suitable London venue in which to stage a medium sized weekend music festival.

Having visited Gunnersbury on numerous occasions, we feel it would make a perfect venue on which to host a weekend of musical entertainment for the summer of 2006.

Last year, we approached CIP looking to discuss holding an event this summer. However, it turned out that our interest had manifested itself too late. Since, we have had a series of meetings with Pascal, CIP's Arts and Events Manager, on the potential of an event being held in 2006. In principle, he has given the project his qualified support, subject to the outcome of a Joint Committee meeting.

We are totally au fait with dealing with urban concerts and reducing their impact on the local residents as well as the parks themselves. I think that the numerous references enclosed are proof of our past success.

We are confident that we are very capable of staging a high profile event in Gunnersbury Park next summer that would attract a good crowd to the park and bring a considerable influx of business to the neighbourhood that weekend.

9 lives are producing the B-Live Festival on Clapham Common on July 3 at which Jamiroquai is playing amongst others. Through Pascal at CIP, we have extended an invitation to key members of the Joint Committee to visit us and see for themselves how these events are staged.

We hope that this proposal will be of interest to you and that we will all be able to work together on, what we believe, could be a mutually beneficial, yearly, Festival for the Park and the local community.

We look forward to hearing from you on this matter. Should you need anymore information about 9 Lives or our proposal, please do not hesitate to contact me.

Kind regards

Andrew Mattle
Director

Proposal to stage music Festival on Gunnersbury Park 06

Festival details

- Music Festival staged over a weekend.
- Opening times 12noon till 10pm on a Saturday and Sunday.
- Dates: June or July 2006.
- Would need 4 days build and 2 day break (this is based on experiences from holding events on Clapham Common).
- First build day would mainly be to start erecting fencing.
- Maximum daily capacity of 20,000.
- Obtain PEL (Public Entertainment License) in conjunction with CIP.
- Put in place all other necessary licenses.
- Liaise with Hounslow Event Health and Safety Working Group (chaired by CIP and incorporating the Metropolitan Police, London Fire Brigade, London Ambulance Service, TFL (bus/tube) L.B Hounslow Highways and Licensing
- Audience aged mid twenties to mid thirties.
- Even split between men and women.
- Tickets mainly pre sold through Ticketmaster.
- Main acts attract easy going, laid back, well behaved audience.

Festival infrastructure

- Site area between 30,000 and 40,000 m².
- Fenced in using 3 ½ m tin shield fencing.
- Main stage and backstage area.
- Two additional tented music arenas.
- Pit barriers where necessary.
- Professional power and electrical contractors.
- Professional bars and catering companies.
- Obtain occasional drinks license.
- Toilet units exceeding Purple Guide requirements.
- Disabled facilities.
- Lost children facilities.
- Extensive professional security cover.
- Professional cleaning company.
- Recycling waste where possible.
- Extensive general event signage.
- Professional Health & Safety officer.
- Professional noise monitoring officers.
- Professional and effective medical cover including 2 ambulances and paramedics.
- Trakway where needed to protect park surface.
- Always use established and reputable contractors for event infrastructure.
- Always meet all guidelines from local Council and Official Event Safety Guide.
- Provide Council Licensing with Management Plan and Risk Assessment documents as well as Public Liability and Employers Liability insurance papers.

- Work with local authorities to minimise impact of event on the Park and the local residents.
- The event would be based on a system that has worked effectively on Clapham Common since 2002.

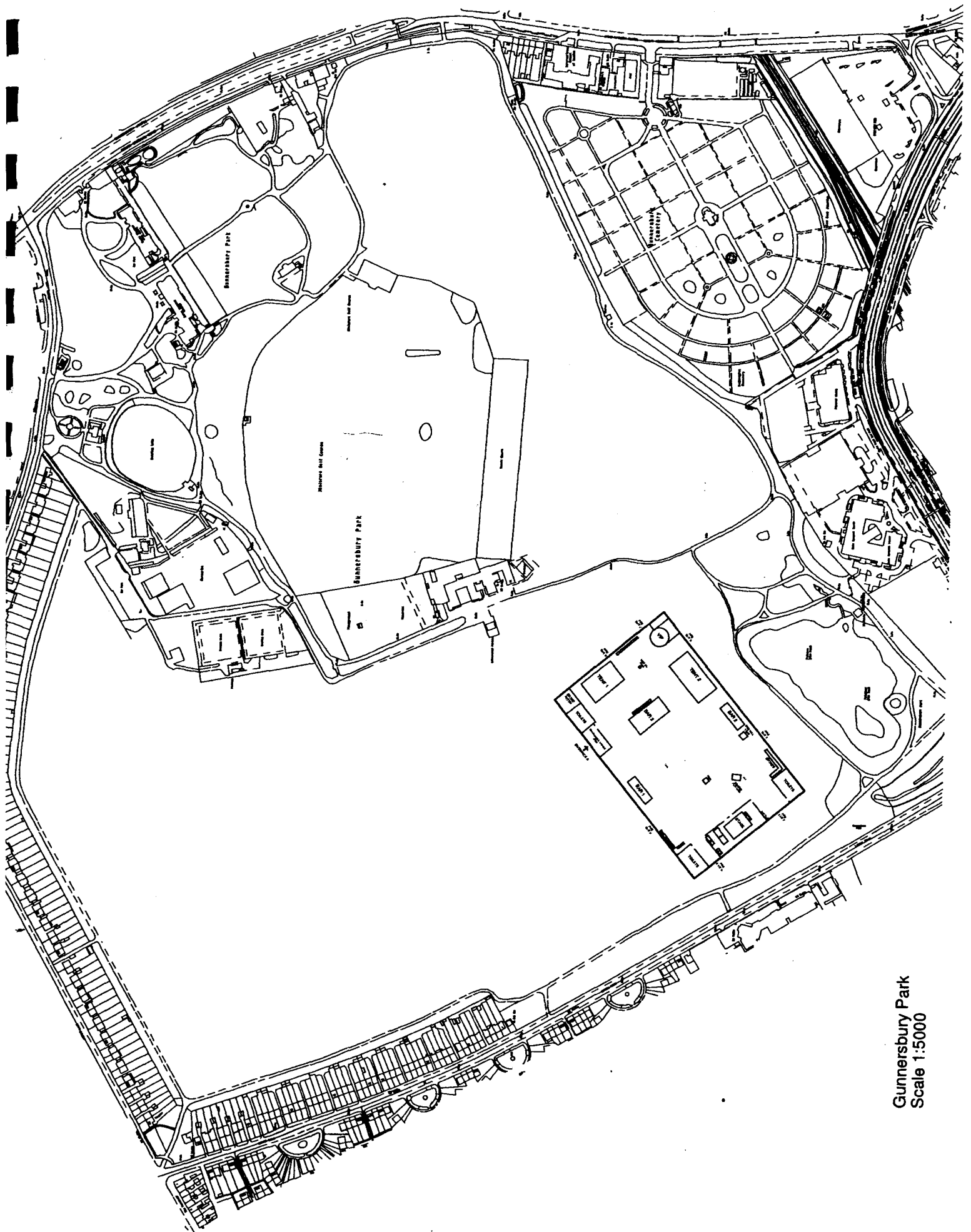
Ideas for Gunnersbury music Festival 06

- Youth Music Event. Youth music was set up in 99 to reach disadvantaged young people through music. They are the biggest single discipline education and arts charity in Europe and are considering staging a music festival in London. They have asked us to dream up an event.
- Dance music event aimed at our faithful followers.
- Chilled out Lounge Music festival day with such acts as Lemon Jelly, Morcheeba, Buddha Bar DJs. Funky Lowlives, Zero 7 and many more. For a mellow Sunday in the sunshine.
- 'Summer of Love' featuring the likes of Chaka Kahn, Joclyn Brown, Crystal Waters, Byron Stingly, Angie Brown. We would also be looking into getting Stevie Wonder!

About Andrew Mattle and 9 Lives Events Ltd

- Andrew Mattle formed Board-X Ltd in 1996.
- Board-X organised snowboard, skateboard, BMX and breakdance events.
- Board-X organised total of 18 events over 5 years.
- Created the annual Board-X Snowboard Festival, the annual Sprite Urban Games and the King of Street skate and BMX competition.
- Organised the British Snowboard Championships in the Alps on behalf of the British Snowboard Association from 1997 till 2000.
- Board-X was sold to Haymarket Exhibitions, the biggest private exhibition company in the UK, owned by Michael Heseltine.
- Andrew Mattle then formed 9 Lives Events which now specialises in organising outdoor music festivals in inner city outdoor venues.
- 9 Lives did the production for the Latin Splash and Lovebox music events on Clapham Common in 03. Welcomed over 20,000 visitors over two days.
- In 2004, 9 Lives yet again did the production for Lovebox, Latin Splash and the Common Ground Festivals on Clapham Common. Attracted a total of 39,000 people over the three days.
- 9 Lives, along with two promoters, created the South West Four and Get Loaded Festivals on Clapham Common in August 04. Boasted 24,000 visitors.
- Get Loaded was voted 'Best New Festival' in Virtual Festival UK Festival Awards.

- Lovebox also nominated in Best Dance Festival and Best One Day Festival categories in the Virtual Festival UK Festival Awards.
- Lambeth Council have granted 9 Lives a tenancy on Clapham Common on the August Bank Holiday 05 in order to hold the SW4 and Get Loaded events with a daily PEL 20,000. This weekend is called the Metro Weekender as the Metro newspaper is the title sponsor .
- Andrew Mattle and 9 Lives have extensive experience at staging events in London parks. Have organised 9 events on Clapham Common and 5 in Battersea Park since 1997. Another 2 events will be staged this summer on Clapham Common.
- Andrew Mattle has organised 23 youth orientated events over the last 8 years.
- Over the last year, the music festivals which 9 Lives have been involved in have hosted acts such as Groove Armada, the Happy Mondays, Soul to Soul, Sasha, Eric Morillo, Norman Jay, Tall Paul, Grandmaster Flash, Rob Da Bank, Fabio, Jon Carter, Mr Scruff, Gilles Peterson, Omara Portuonda, Oscar D'Leon, Moloko, Dub Pistols, The Freestylers, La India, Lisandro Meza and more.
- This year's event that 9 Lives are doing production for include acts like Jamiroquai, Brand New Heavies, Amy Winehouse, Stereo MCs, The Farm, Fat Boy Slim, Snow Patrol, John Digweed, Carl Cox, Ibiza's Space, Armand Van Helden, Paul Oakenfold, Hed Kandi and many more.



Gunnersbury Park
Scale 1:5000