

Stakeholder Consultation

Major-scale* commercial event application

*8,000+ attendees

Event: **CLOUD X Live, CLOUD X Festival and Reggaeton Festival 2025**

Application reference: **SWKEVE000812**

Introduction:

Dear Southwark Park Stakeholder,

We are writing to you because we have identified you as a person, or group, who may have an interest in Southwark Park, or activities that take place in the park. If you don't want to hear from us in future, please let us know and we will remove your contact details from our stakeholder register.

Southwark Council has received an application from a third party requesting to hold a major-scale, three-day event in Southwark Park (south-side) in July 2025. To be compliant with the council's [Outdoor Events Policy](#) and event application process, we are consulting with park stakeholders so that they have an opportunity to comment on the application and event proposals if they wish to.

All responses to the consultation will be recorded and a 'consultation findings report' will be published once all feedback has been reviewed. A number of individuals and teams from both the council and partner agencies will be involved in reviewing the feedback, but we aim to publish the report as quickly as possible and by no later than mid-April.

While individual responses may be referenced in the report, anything that might personally identify a respondent will be removed or redacted.

We aim to circulate details of the consultation to as many people as possible, in efforts to obtain the views and opinions of as many people as possible, so please feel free to pass on this information to anyone you think might be interested in taking part. To further raise awareness, we will also:

- Send letters to 3,572 properties around the park via Royal Mail
- Post public notices around the park
- Leave a copy of the consultation documents at the parks Café for viewing when the Café is open
- Post information on the council's web page:

[Ticketed events in parks | Southwark Council](#)

Consultation period:

Opens: **Friday 7 February 2025**

Closes: **Friday 7 March 2025**

Supporting documents:

- Site map
- Production schedule

Event details:

| Event management | |
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| Applicant | CLOUD X Sound Ltd |
| Event promoter(s) | CLOUD X Sound Ltd |
| Event production company | <u>We Are The Fair (We Group)</u> |

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| <p>Promoter and production company background</p> | <p>Cloud X Sound Ltd is an international music entertainment company, committed to being inclusive and progressive. Built around a London-based record label and set up by LGBT+ & POC founders, David Dabieh and Ben Cross, CLOUD X platforms exceptional artists and develops talent. David & Ben are both proud South-Londoners, with David growing up on the Heygate Estate and now living opposite Southwark Park on Lower Road, and Ben growing up in Tulse Hill & now living in Nunhead. Over 75,000 event tickets sold since 2016 and with an ongoing mission to make live and recorded music more diverse both on the stage and behind the scenes. Previous venues include: Beckenham Place Park, The Cause, O2 Academy Brixton, Electric Brixton, Outernet, KOKO, Village Underground and Studio 338</p> <p>We Are The Fair are a professional event management company with 20+years of experience. They will be managing all aspects of event production including stakeholder engagement and operational planning.</p> |
| <p>Event description</p> | <p>Cloud X Live: Cloud X Live will consist of musicians performing live. Genres: Pop/HipHop/RnB/Soul & World Music</p> <p>Cloud X Festival: Started by a community of friends in south London, Cloud X has grown organically to welcome thousands from London’s creative communities to celebrate every Summer with various events across south London. Cloud X Festival is the highlight event, the first time to take place in Southwark Park. Genres: RnB, Soul and Alternative Rap</p> <p>Reggaeton Festival: LPC Concerts have been running events since 2014 to host some of the biggest stars of the Latin community.</p> |

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| | <p>This year they will host their first festival to promote Latin culture and music. Genres: Latin, Reggaeton, World Music</p> | |
| Audience demographic | <p>Cloud X Live: 27-38yrs, F:M 55/45 Cloud X Festival: Family Friendly, F:M 50/50 Reggaeton Festival: 25-35yrs, F:M 50/50</p> | |
| Dates | <p>Onsite: Site Build: Cloud X Live: Cloud X Festival: Reggaeton Festival: Site Break: Offsite:</p> | <p>Mon 30th June 2025 30th June – 3rd July 2025 Fri 4th July 2025 Sat 5th July 2025 Sun 6th July 2025 7th – 9th July 2025 Wed 9th July 2025</p> |
| Opening times | <p>Build: Cloud X Live: Cloud X Festival: Reggaeton Festival: Break:</p> | <p>Between 8am – 8pm 12 – 10:30pm 12 – 10:30pm 12 – 10:00pm Between 8am – 8pm</p> |
| Venue capacity | <p>Friday: Saturday: Sunday:</p> | <p>up to 9,999 up to 9,999 up to 9,999</p> |
| Venue location | <p>Southwark Park – main field, south-side Please refer to event site map which is included in this consultation</p> | |
| Event operations | | |
| Premises Licence | <p>This event will require a Premises Licence (PL). The PL authorises regulated entertainment (such as the playing of music) and alcohol sales. The PL stipulates conditions that the PL holder must adhere to in order to preserve the four licensing objectives:</p> | |

- Protection of children
- Preventing public nuisance
- Ensuring public safety
- Preventing crime and disorder

The event operators submitted their premises licence application on 6 February 2025.

The application reference number is: **885378**

You can view the application on the Licensing Register:

[Licence Applied for Licence Number: 885378 - Southwark Council](#)

There is a period of **28** days where people can comment on or object to the application. Objecting to a licence application is more commonly known as 'making a representation'. More information about this can be found on this page:

[Objecting to a licence application | Southwark Council](#)

The last day for commenting on, or objecting to the application is **Friday 6 March 2025**.

For any questions about the premises licence application process, please contact:

Licensing.Regen@southwark.gov.uk

Southwark's Statement of Licensing Policy 2021 – 2026 can be viewed [here](#).

The **Licensing Act 2003** can be viewed [here](#).

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| <p>Noise management</p> | <p>The event operators are required to provide a Noise Management Plan (NMP). The NMP will be assessed by Southwark’s Environmental Protection Team.</p> <p>The council’s Environmental Protection Team’s <u>Technical Guidance for Noise</u>’ provides guidance on the requirements of their assessment and the circumstances under which it is required.</p> <p>The event operators must comply with any noise management-specific conditions that the council’s Licensing Committee, advised by the council’s Environmental Protection Team, attach to the Premises Licence.</p> <p>Further information about noise management will be given by the event operators at the community engagement meeting on Wednesday 26 February.</p> |
| <p>Vehicle access to event site</p> | <p>All event production vehicles will access the event site via Jamaica Gate and travel down the ‘Avenue’. This will be the only designated route for vehicles and all vehicle movement will be managed by traffic marshals. Other park users will maintain right of way at all times</p> |
| <p>Safety and security</p> | <p>The event operators are required to provide an Event Safety Management Plan (ESMP). The development of this document is overseen by Southwark’s Safety Advisory Group (SAG) at scheduled SAG meetings during the planning stages of the event. All SAG members must be satisfied with final safety plans before an Event Licence is issued. The SAG includes representatives from the council’s Emergency Planning, Community Safety, Licensing, Environmental Protection and Highways teams and the Metropolitan Police, London Ambulance Service and the London Fire Brigade.</p> |

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| | <p>The event operators must comply with any safety-specific conditions that the Licensing Committee attach to the premises licence.</p> <p>Further information about safety and security management will be given by the event operators at the community engagement meeting on Wednesday 26 February.</p> |
| <p>Site protection</p> | <p>All proposed event operations will need to be reviewed and agreed by the council's Parks team and in particular;</p> <p>The event operators will be required to produce a Tree Protection Plan in consultation with the council's Parks and Arboriculture teams.</p> <p>The event operators are required to consult with the council's Ecology team and carry out any ecology surveys as are required before the event can take place.</p> <p>The event operators must adhere to the council's <u>Events Environmental Sustainability Guide</u> regarding the protection of biodiversity.</p> <p>Further information about site protection will be given by the event operators at the community engagement meeting on Wednesday 26 February.</p> |
| <p>Waste management</p> | <p>The event operators are required to provide a Waste Management Plan that must be agreed by the council's Parks, Events and Street Cleansing teams.</p> <p>A dedicated waste management team will manage event-generated waste both inside (internal) and outside (external) of the event site.</p> |

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| | <p>The priority for external waste teams will be to collect litter around the event site within the park and any routes that event attendees use to get to and from the event site.</p> <p>The priority for internal waste teams will be to keep the event site clear of waste during and after the live event days.</p> <p>There will be no loading or unloading of waste between 8pm – 8am to minimise disruption to local residents.</p> <p>The event operators must comply with any waste management-specific conditions that the Licensing Committee attach to the premises licence.</p> <p>The event operator must adhere to the council's Events Environmental Sustainability Guide regarding waste management.</p> <p>Further information about waste management will be given by the event operators at the community engagement meeting on Wednesday 26 February.</p> |
| <p>Toilets</p> | <p>The event operators are required to provide an appropriate number of toilets for event attendees, including outside of the event site if deemed necessary by the council</p> |
| <p>Traffic and transport</p> | <p>The event operators are required to provide a Traffic Management Plan (TMP) that must be agreed by Transport for London (if appropriate), the council's Highways team (vehicle movement outside the park) and the council's Parks team (vehicle movement inside the park).</p> |

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| | <p>The majority of event attendees are expected to travel to and from each event day by using public transport and/or walking and/or cycling.</p> <p>There will be no road closures in place for this event.</p> <p>The council and the event operators are aware of issues caused by an influx of hire bicycles at previous events across the borough and are in discussion with bike hire operators in order to implement solutions to prevent these issues from happening at this event. This will include requirements for hire bike companies to manage exclusion (blackout) zones and designated drop off hubs robustly.</p> <p>The event operators must comply with any traffic management-specific conditions, which the Licensing Committee attach to the Premises Licence.</p> <p>Further information about traffic (and transport) management will be given by the event operators at the community engagement meeting on Wednesday 26 February.</p> |
| <p>Sustainability</p> | <p>The event operators will need to ensure that delivery of their event aligns with the council's <u>Events Environmental Sustainability Guide</u>.</p> <p>The event operators will be required to produce an event evaluation report.</p> |
| <p>Event production schedule</p> | <p>Please see the event production schedule which is included with this consultation</p> |
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| Community benefits | |
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| Resident tickets | <ul style="list-style-type: none"> • 100x free resident tickets per day • 250x discounted resident tickets per day • 15x free tickets per day for Tickets For Good (NHS Workers) • 125x £25 tickets per day for Tickets For Good (NHS Workers) • 15x free tickets per day for Cost-of-Living Campaign • Southwark Presents Card Holders get 50% off tickets <p>Please contact: festival@cloudxworld.com for more details about how to access tickets</p> |
| Employment opportunities | <p>There will be opportunities for local people to be employed at the event. The event operators aim to staff the event locally wherever possible, using local production crew and security, bar and ticketing staff. WATF are working with the providers of these services to continue to target local people for recruitment by advertising jobs locally and jobs being awarded to the most local applicants, if suitably skilled, in the first instance. They commit to ensuring all primary suppliers and agencies pay London Living Wage as a minimum.</p> <p>Employment opportunities will be posted on <u>Southwark Works</u></p> <p>Further information about these opportunities will be given by the event operators at the community engagement meeting on Wednesday 26 February.</p> |
| Trade/supplier opportunities | <p>There will be opportunities for local businesses to provide services to the event. Local businesses who can meet the requirements for services or products will be favoured above those from further afield.</p> |

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| | <p>Further information about these opportunities will be given by the event operators at the community engagement meeting on Wednesday 26 February.</p> |
| <p>Community stage</p> | <p>Cloud X Festival will host a MOBO Community Stage, showcasing up-and-coming artists from London, celebrating Music Of Black Origin.</p> <p>Further information about the opportunity to take part will be given by the event operators at the community engagement meeting on Wednesday 26 February.</p> |
| <p>Art collaboration</p> | <p>The event operators are looking to create the 'Trashed' scheme used at the event 'Coachella'. This scheme offers young, local artists the opportunity to turn ordinary recycling bins into works of art to inspire people to see the beauty and importance of recycling.</p> <p>Further information about the scheme will be given by the event operators at the community engagement meeting on Wednesday 26 February.</p> |
| <p>Cloud X Rising Programme</p> | <p>Using income from 'guestlist' ticket donations, Cloud X will start the Cloud X Rising Program to provide free-to-use studio space at the Cloud X HQ for diverse, previously marginalized, up-and-coming musicians in the Southwark area.</p> <p>These artists will have the opportunity to collaborate with respected industry-renowned music engineers, producers, and artists providing a wealth of potential future opportunities., such as performing at future Cloud X Festivals, or being signed to the Cloud X label.</p> |

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| | <p>To maximize impact, Cloud X plans to match fund with other grant awards. Examples are:</p> <ul style="list-style-type: none"> • An Arts Council National Lottery Project Grant • A PRS open fund for organisations <p>Further information about this programme will be given by the event operators at the community engagement meeting on Wednesday 26 February.</p> |
| <p>Income - Environmental Impact Fee</p> | <p>The event operators will pay the council an Environmental Impact Fee (EIF) – the EIF is paid in addition to the site hire fee and is ring-fenced to be spent by the council's Parks team on projects which will enhance Southwark Park.</p> |
| <p>Income - site hire fee</p> | <p>The event operators will pay the council a site hire fee at a commercial rate. This will support:</p> <ul style="list-style-type: none"> • The Cultural Celebrations Fund - the council's annual grant programme for free cultural festivals • Subsidising fees for the 100+ community events through the year • The council's Culture and Events services, which continues to support the borough's vibrant cultural offering |
| <p>Stakeholder engagement</p> | |
| <p>Community engagement meeting #1</p> | <p>Wednesday 26 February Start 6pm</p> <p>The meeting will take place at a venue close to the park. There will be an option to attend in person, or online.</p> <p>Please contact: festival@cloudxworld.com to register for this meeting.</p> |

Safety Advisory Group meetings

The event operators are required to present event safety plans as they develop them to Southwark's Safety Advisory Group (SAG). The SAG is made up of representatives from departments, including Parks, Licensing, Community Safety, Environmental Protection, Highways, Street Trading and external agencies including the Met Police, London Ambulance Service and Transport for London (TFL). The event will not go ahead unless all SAG members are satisfied with the event plans in place for their relevant areas of expertise. SAG meetings for this event are scheduled for:

16/01/2025

20/03/2025

15/05/2025

This consultation will be conducted online via the council's Consultation Hub. If you would like to take part in this consultation, please go to:

www.southwark.gov.uk/CLOUDX2025

If you do not have access to a computer, or email account, please contact us on: **020 7525 3422** and we will arrange an alternative way for you to take part.

If you would like to attend the first community engagement meeting on Wednesday 26 February please contact: festival@cloudxworld.com

If you would like to keep up to date with information about this event, please visit:

[Ticketed events in parks | Southwark Council](#)

If you have any questions about the information provided here, or about the consultation process, please email: events@southwark.gov.uk or call: **020 7525 3422**

Kind regards,
Southwark Events Team.

