

LOVEBOX CITADEL

LOVEBOX & CITADEL FESTIVALS APPLY FOR MOVE TO BROCKWELL PARK, LONDON IN 2018

- *MAMA Festivals to work closely with Lambeth Council, offering support for the annual Lambeth Country Show on 21-22 July.*
- *Community website - www.lovebox-communityinfo.com - launched to receive feedback and inform residents on the proposed festival.*
- *Community Advisory Steering Group to be established to represent views of local residents, park users and businesses in the planning and delivery of the events*
- *MAMA Festivals will be taking on 5 full time apprentices from the Lambeth area as part of this partnership and are working closely with a number of local groups and organisations to ensure the event reflects the rich cultural and music history of the area and that it truly feels like Lambeth's own*
- *Event is Subject to Licence and Contract*

MAMA Festivals has announced plans to bring one of London's most well-known and successful music events - Lovebox and Citadel festivals - to Brockwell Park, Lambeth in July 2018, following a move from Victoria Park in Tower Hamlets, which has hosted the events for 13 years.

MAMA has a proven track record of delivering safe, successful and critically-acclaimed events all over the UK and is part of Live Nation, the world's largest live events company.

Jools Butterfield, founder of Lovebox, says: "We're very proud of our track record for Lovebox and Citadel, two world-class festivals. We're excited about the plans to bring these events to a new home in beautiful Brockwell Park.

Large outdoor events are our business, it's vital that we plan and operate them with a minimum amount of disruption to the local area. We will continue to work with Lambeth Council, its officers and the local councillors to ensure the event is a success for all involved.

We appreciate that it is a great privilege to be able to hold these events in London parks and we believe in building trust and honouring our commitments. We're keen to ensure residents and stakeholders are kept well informed as we prepare for the events in July. We will fully consult residents and stakeholders and feedback we receive will form part of our Licence application process."

Lovebox and Citadel festivals are scheduled to take place over the weekend of the 13-15 July 2018. These dates will allow MAMA to work with Lambeth Council, sharing infrastructure and project management for the annual Lambeth Country Show on the weekend of 21-22 July 2018 and therefore delivering cost savings and operational benefits to the council in order to keep it running and free for all to attend.

Lovebox and Citadel will invest a significant amount of time and money in delivering a wide programme of benefits to the local community, including levies to the council and local community groups. MAMA has also pledged a commitment to take on 5 full time apprentices from within Lambeth on 18 month paid contracts, as well as priority employment opportunities to local residents, priority trading opportunities to local food traders and free/discounted tickets to local residents via a ballot system. Overall, MAMA will work closely with a number of local groups and organisations to ensure the event reflects the rich cultural and music history of the area and that it truly feels like Lambeth's own.

MAMA value feedback from the local community, and have launched a detailed engagement process, which includes a helpline and Community website - www.lovebox-communityinfo.com - which will allow local residents, park users and businesses to stay informed. MAMA will also be holding engagement events, delivering community newsletters and will set up a Community Advisory Steering Group to help steer the planning of the event.

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