

12 Concerts Per Year at Eden Park: Assessment of Social Effects

Prepared for the Eden Park Trust, July 2024



Research - Planning - Consultation - Communications
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by Dr Peter Phillips, MNZPI

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1 INTRODUCTION

1.1 The proposal

Eden Park was granted Resource Consent¹ to hold six concerts a year in 2021 subject to a range of conditions covering, amongst other matters, the number and timing of concerts, noise limits, noise monitoring, heavy vehicle access, helicopters, lighting, monitoring and evaluation, expansion of the terms, function and responsibilities of the previously existing Community Liaison Group, and plans related to operations, events, community consultation and communications, and traffic management.

A new application seeking to allow up to 12 concert events to be held in a calendar year performed by no more than six different artists/acts (excluding supporting acts) is the subject of this assessment.

1.2 The assessment

There are two primary considerations in the design of the social assessment – who are the affected and interested parties and what effects are considered?

1.2.1 Affected and interested parties

The distribution of effects is considered in terms of individuals and groups identified on the basis of activity and location:

- (a) Directly affected – people working at Eden Park, the Eden Park Trust as owners, and artists potentially appearing at the stadium and their promoters;²
- (b) Neighbours – people living on properties in the immediate vicinity of the Stadium who may be affected by events such as those inside the traffic management area where access is limited;
- (c) Local community – people living in the balance of locality affected by the events, such as those who have patrons parking on the street outside their homes and businesses supplying goods and services to concert-goers;
- (d) Wider community of interest - people living in the area with a direct or indirect interest in Eden Park's operations;
- (e) Organisations - institutions and special interest, both governmental and non-governmental including central government which provided support for the venue and local government which has provided a loan and grant support to Eden Park;
- (f) Mana whenua; and
- (g) Users – the concert patrons.

¹ Auckland Council (2021), Decision following the hearing of an application for resource consent under the Resource Management Act 1991. Proposal To hold up to six concerts in any 12-month period at Eden Park, including all related set-up, pack-down, traffic and crowd management activities. 42 Reimers Avenue, Mt Eden, LUC No.: 60351212, 83pp

² Unlike many infrastructure projects which may take land for construction there is nobody living at Eden Park so the “*directly affected*” are restricted to those who own the stadium, work on the site and would be engaged in the concerts.

1.2.2 Social effects

Social effects are defined for the purposes of the assessment using a framework developed by the United Nations Environment Programme³ covering:

- (a) lifestyle impacts - on the way people behave and relate to family, friends and cohorts on a day-to-day basis;
- (b) cultural impacts - on shared customs, obligations, values, language, religious belief and other elements which make a social or ethnic group distinct;
- (c) community impacts - on infrastructure, services, voluntary organisations, activity networks and cohesion;
- (d) health impacts - on mental, physical and social well-being; and
- (e) amenity/quality of life impacts.

In terms of the potential impact on amenity, this assessment of social effects is part of a suite of studies on holding concerts and other events at Eden Park. Amenity is considered to have two components:⁴

- (1) amenity attributes the tangible and measurable matters that together define the amenity character of an area; and
- (2) the perceptions and expectations that people hold about amenity. These derive from people's culture, values, and desires, and from differing tolerances in relation to amenity attributes and changes to those attributes.

The amenity attributes in this case, primarily those related to acoustics and transportation, are dealt with in separate studies. The response to these drivers of effects is covered in this report through the various ways in which people have responded, particularly through the feedback of local residents in social surveys.

1.3 Effects identified in the application for six concerts

The SIA prepared in 2019 for the application for six concerts concluded that the social effects of concerts at Eden Park (excluding amenity attributes)⁴ were strongly positive at the individual and community level. The assessment concluded that:

- in terms of **lifestyle impacts**, holding concerts at Eden Park potentially opened up new opportunities for the way people behave and relate to family, friends and cohorts on a day-to-day basis opening up new opportunities for interaction. In terms of effects on day-to-day living of people in the vicinity of the stadium, the additional large events would present an inconvenience for some but an added opportunity for others. The proportion of respondents in UMR's "local area" with a negative opinion of the impact of events on their lifestyle was roughly one in twelve (8%), whereas seven times as many (56%) said that *"I like the buzz of big games at Eden Park and being easily able to attend events if I choose."* These inconveniences might include difficulties in getting children to sleep and access for visitors.

³ Sadler B, and M McCabe (Eds), (2002), United Nations Environment Programme, Environmental Impact Assessment Training Resource Manual, Second edition: Topic 13-Social Impact Assessment, UNEP Division of Technology, Industry and Economics, Economics and Trade Branch, Geneva, pp461-487

⁴ Ministry for the Environment, (2000), *Managing Rural Amenity Conflicts*, MfE, Wellington p15

- citing the benefits articulated in the *Auckland Music Strategy Te Rautaki Puoro o Tamaki Makaurau 2018—2021* in terms of **cultural impacts**, the SIA concluded that concerts at the Stadium would represent the pinnacle of this process whereby *Live performance opportunities in high-quality venues, of the appropriate size for the stage of their career and in front of engaged audiences, help artists to hone their skills.*"
- there were three conditions under which **social infrastructure** in terms of early childhood centres and schools might be affected, none of which applied to the 2019 application. The SIA also noted that hosting concerts at Eden Park would have a positive effect on the finances of the Eden Park Trust. The report concluded that it was unlikely that holding concerts at Eden Park would have any impact on community cohesion among people living in the vicinity of Eden Park;
- in terms of **health impacts and mental, physical and social well-being**, the SIA noted that research has demonstrated a range of positive effects at the personal level between music attendance and well-being. The report also discussed the significant contribution that music, particularly live music, can make to the regional economy and that Concerts at Eden Park would require in the order of 2663 staff which would further contribute to sustaining household incomes both in terms of the Stadium's normal operational staff and workers dedicated to delivering the concert;
- the report noted that the impact of concerts on **amenity/quality of life** in terms of the sense of place, aesthetics and heritage, perception of belonging, security and liveability, and aspirations for the future will be conditioned in part by people's experience of major events at Eden Park. The SIA cited research by UMR which showed that opinions on major events at Eden Park were generally positive with only eight percent selecting *"It is a major problem that seriously disrupts and inconveniences my household"*.⁵

In terms of effects the tangible and measurable aspects of amenity that together define the amenity character of an area, the **amenity attributes**, these were addressed in separate specialist studies. The SIA noted:

- (1) the findings on noise modelling by Marshall Day⁶ showed that noise can be contained to comply with 75 dB L_{Aeq} at the residential zone around Eden Park during typical concerts.⁷ The report noted that *"there is no doubt that some residents around Eden Park will be annoyed by these levels of music noise for the short period that they occur. However, there will also be a large number of people who will be indifferent and some who will enjoy the music. It is considered that the noise effects from the proposed concerts on the residential community are "reasonable" based on the short duration of the noise (3 to 6 hours), the cut-off time of 10:30/11:00pm and the infrequent occurrence (max 6 per year). The modelled noise levels here are less than or similar to, what Auckland Council considers reasonable for residents around other large stadia and for temporary events in general parks"*; and

⁵ Visiting the Stadium for a music concert or cultural event may reduce this perception as Some 14% of those who had not visited Eden Park in the last year indicated it was a major problem compared with 4% for one or two visits and 3% for three or more visits.

⁶ Marshall Day Acoustics, (2019), *Eden Park - Concerts Application: Assessment of Noise Effects*, p13

⁷ The report also addresses a small group of houses in the north west corner of the Eden Park Precinct that might experience noise levels 1 or 2dB higher than 75 dB L_{Aeq}.

(2) the transport assessment of the proposal concluded that:

- *The likely transport effects on the day of a concert event are no worse than any other sporting or recreational event;*
- *The traffic management response around the Eden Park environs can be designed to mitigate the effects of the event and ensure traffic flow and pedestrian safety is maintained while minimising the impact traffic management has on the surrounding neighbourhood; and*
- *The proposed methodology for transportation required for the set up and disestablishment of a concert stage and related infrastructure will ensure that any effects on the surrounding environment will be limited to truck movements to and from site. The intensity of truck movements can be accommodated on the surrounding network with minimal adverse effect such that no further mitigation is required.*

The SIA also noted that while plans and resource consents focus on the volume of sound generated by concerts, the social, cultural, and economic benefits of music need to be considered when assessing how concerts contribute to enabling people and communities to provide for their social, economic, and cultural well-being and health and safety. The pioneering Canadian music city strategy notes that *“there is nothing like music as a means to connect people, bridge linguistic and cultural divides and provide an avenue for identity and expression and that collectively, the music ecosystem generates rich social, cultural and economic benefits.*

An analysis of the market for musical experiences presented in the SIA showed that the market continues to expand in Auckland and concerts at Eden Park could help realize some of the potential benefits that accompany the holding of concerts.

1.4 Updating and extending the 2019 assessment

The approach and methods of this SIA mirror those adopted in the 2019 assessment which included literature search, demographic analysis and key informant interviews. The essential difference between the two reports is that in 2024 we now have the benefits of the experience of the eight concerts held to date in addition to the pre-application surveys and submissions from 2019. The report covers in Section 8:

- Submissions on the Proposed LifePods Charity Concert 2019;
- Submissions on the 2020 application to hold six concerts per year;
- UMR Random Sample Survey;
- Eden Park Residents’ Association Survey Pre-application Survey
- Recent EPT surveys covering the first Six 60 concert and concerts by Ed Sheeran and P!nk
- Survey on FIFA Women’s World Cup;
- EPT Pre-application survey
- Eden Park Residents Association Survey 2024.

The 2024 EPRA survey provides a local independent assessment of concerts at Eden Park. It demonstrates strong support for the application. There is interesting comparison of the stability of opinion between the EPRA pre-application and 2024 surveys.

The coverage of the report has also been extended to include more extensive discussion of the EPTB’s community engagement activities, the *Eden Park Operating Management Plan for Concerts*, and the utilisation of the Stadium.

2 OVERVIEW OF POTENTIAL EFFECTS OF EVENTS AT STADIUM VENUES AND THEIR MANAGEMENT

Sporting events at stadia around the world typically generate similar effects. These result from large numbers of people converging on the venue, attending the event and subsequently dispersing. The adverse effects some of which impact on residential amenity, may relate to:

- Noise levels: events can generate significant noise, especially in venues with large crowds and enthusiastic fans, such as those attending All Black Tests some of which may not be able to be mitigated out of doors at individual properties;
- Traffic congestion: increased traffic around event times due to the influx of attendees, affecting movement on local streets and public transport and posing a safety hazard;
- Lighting: potential impact on sleep of stadium lighting;
- Parking difficulties: limited parking spaces on residential streets leading to competition for spots and inconvenience for local residents;
- Litter and cleanliness: litter and waste dropped around the venue and nearby;
- Audience behaviour: issues with rowdy and anti-social behaviours, particularly when alcohol consumption is involved;
- Security concerns: fears relating to personal safety and property rights;
- Event timetabling: late night finishes can extend the period over which local residents are affected; and
- Health and mental well-being: some people may react more to environmental noise than the majority and be stressed by crowds in their street and the event.

The positive effects of events can include:

- Community building: creating a sense of community through shared experiences and local pride through hosting successful large events;
- Social interaction: providing opportunities to meet new people and make new friends and strengthening existing relationships through attending events with friends or family;
- Mental health benefits: enjoying entertainment and recreation can help reduce stress and improve mental well-being, while the excitement and enjoyment of attending an event can boost mood and overall happiness;
- Economic impact: through large events attracting attendees who spend money on local businesses, such as restaurants, hotels, shops, and transport;
- Job creation: events create temporary jobs and can boost the local economy; and
- Civic engagement: by providing volunteering opportunities for community members to get involved and give back.

The same effects are apparent with concerts at stadia that may originally have hosted only sport (as is the case with stadia in many countries) but the effects may vary in a matter of degree including:

- Higher noise levels: concerts often produce louder, amplified music that can be heard outside the venue which may be negative or positive for some residents;
- Irregular scheduling: concerts are less frequent and may occur outside of regular sporting schedules, causing unexpected disruptions;
- Additional activities: concerts require set-up and pack-down of the stage and equipment, and sound checks not needed by sports;

- Larger crowds: concerts can attract larger crowds than some sporting events with some attendees who are less familiar with the venue, leading to more significant traffic and parking issues;
- Extended event hours: concerts may run longer than some sports event (depends very much on the sport e.g. one day cricket can run longer) and later into the night;
- Different crowd behaviour: concert attendees may exhibit different behaviour patterns compared to sports fans based on different demographics, and the absence of inter-team rivalries.

Concerts contribute positive effects because of the nature of the activity including:

- Cultural exposure: events often feature diverse cultural performances and activities, allowing attendees to experience different cultures and some events include educational components, such as workshops or informational booths.
- Exposure to art and music: attending live performances and experiencing art and culture can inspire creativity and new ideas among attendees.

Outside of these established effects, a range of other effects which have been asserted in opposition to concerts at Eden Park including adverse impact on property values and rents, reduced community cohesion and neighbourliness, and reduced social license and trust in the applicant. These matters are addressed in Section 9.2.1

2.1 The Eden Park Operating Management Plan for Concerts

The Trust has an adaptive management approach that is:

- iterative, with a continuous cycle of planning, implementing, monitoring, evaluating, and adjusting strategies based on outcomes and new information;
- learning-oriented, emphasizing learning from experience and systematically incorporating that learning into future decisions;
- involves stakeholder feedback through a range of channels including periodic surveys, the Community Liaison Group, and the “Hotline”; and
- flexible, allowing for adjustments and changes in management actions based on feedback and new insights. This includes simple measures like the extra rubbish bins and the immediate replacement of cordon staff perceived to be rude.

The management of concerts is implemented through the *Eden Park Operating Management Plan for Concerts*.⁸ This has four elements:

- the **Event Management Plan** covering the Control Room; Alcohol Management; Alcohol Checkpoints; Coordination of Agencies; Portaloos and Rubbish Bins; Crowd Management; Post Event Procedures; Post Event Litter Clean; Police Public Address Systems; Performance; Field Lighting; Security Arrangements; and Management Measures;
- **Traffic Management Plan**;
- **Pre and Post-Event Management Plan** covering Communications; Deliveries and Vehicle movements; Production build and disestablishment; Lights; and Sound; and
- **Community Consultation and Communications Management Plan** covering The Hood; Eden Park Hot Line; Resident Newsletter; Website; Community Liaison Officer; Community Liaison Group (CLG); Complaints Protocol; Eviction Protocol; and Post Concert Evaluation.

⁸ Eden Park Trust, (2021), *Eden Park Operating Management Plan for Concerts*, 20pp

3 SOCIAL IMPACTS OF THE ARTS

Eden Park is the home ground of Auckland Rugby, the Auckland Blues and Auckland Cricket with sports beginning in 1910 when it became the home of Auckland Cricket. Auckland Rugby Union began to lease the Park in 1914, officially making Eden Park its home in 1925. As well as a range of sports Eden Park has long been a venue for cultural events, having hosted a Donny and Marie Osmond concert in 1975, the Prince and Princess of Wales in 1983, the Dalai Lama in 2002, the Eid al-Fitr and Japan Day cultural festivals, and the Stadium hosted the Te Matatini Kapa Haka Cultural Festival in 2023.

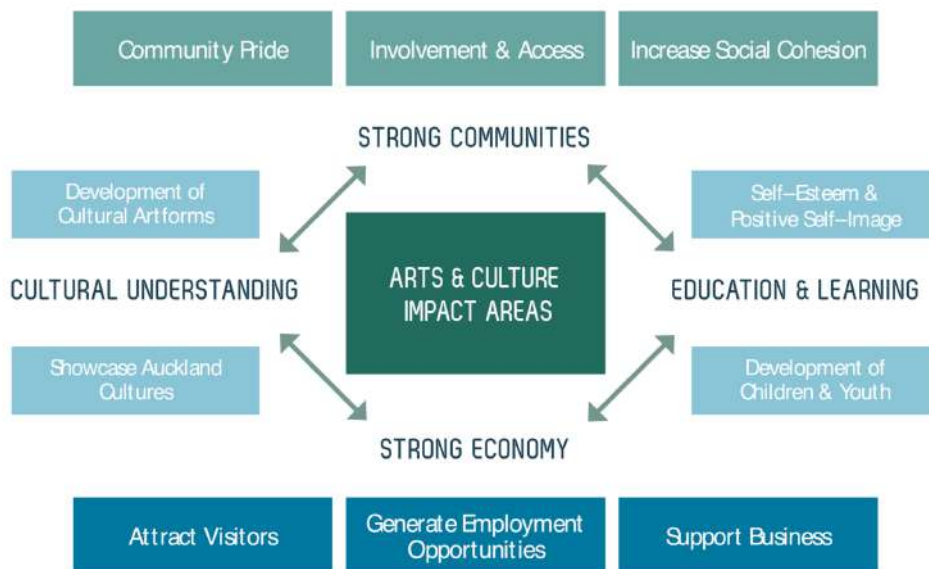
Since April 2021 Eden Park has hosted eight concerts which bring a wide range of new benefits by adding music to the Stadium usage. The social effects of music operate at the personal, whānau and community levels, and contribute to urban vitality, artistic development and city brand building.

3.1 The Arts and urban vitality

The *Auckland Plan 2012*⁹ was the first to articulate a plan to deliver a widely shared vision to be the World’s most liveable city. A key component of this was the enhancement of Auckland as a culturally rich and creative city. The 2012 Plan recognised that “Our arts and culture connect and strengthen us as communities” and that “Arts and culture are central to Auckland’s character and identity, and attract people to visit and to live here.”¹⁰

The 2012 Plan identified the contribution of the arts and culture across communities and the economy, and how they foster understanding, tolerance, and learning, Figure 1.

Figure 1 Impact of Arts and Culture



Source: Auckland Plan (2012) p116

⁹ Auckland Council, (2012), *The Auckland Plan: The World’s Most Liveable City*, 380pp

¹⁰ Auckland Council, (2012) *op. cit.*

The directives in the 2012 Plan related to Priority 2: Value our artists, our creative sector and our cultural institutions, included Directive 3.5: Promote the city centre as a focus for major cultural institutions and develop a diverse supporting network of cultural centres and programmes across Auckland.

While the agenda and language changed somewhat with the *Auckland Plan 2050*, “Auaha ~ creativity, innovation” is recognised as one of five values which inform the new plan.¹¹ The 2050 Plan retains an emphasis on creativity recognising “*the value of arts, culture, sport and recreation to quality of life*” (Focus Area 7) and that “*Creativity, culture and the arts make Auckland a vibrant and dynamic city.*”¹²

A wide-ranging analysis of the social impacts of the arts, Taylor P, et al. (2015) concluded that the evidence points to positive associations between participation in arts and health, social capital, crime and education. The evidence of beneficial effects of the arts extends to clinical and non-clinical populations, and to physical and mental health.

3.2 Social Effects of Music

Within this broader spectrum of the social impacts of the arts there is significant research specifically on the effects of music both in terms of participation and attendance. Focussing down further, live performance is considered to be the most elemental form of music as an experiential medium which “*informs identity, leaves long standing memories and helps create meaning across communities and cultures.*”¹³

The positive socio-economic effects of music are recognised in the UNESCO Creative Cities Network (UNCCN), with music one of seven creative fields covered by the UNCCN. There are currently 31 Cities of Music including Auckland, which joined the network in late 2017.

The Auckland Music Strategy (2018) considers that “A primary benefit of being a City of Music is the contribution a vibrant music economy offers to the quality of life that makes people want to live and work in Auckland, echoing the Mayor’s vision for Auckland to be a “world-class city where talent wants to live”¹⁴ (more fully expressed as Auckland being “a place where talent wants to live, keeping the best and the brightest Kiwis living here in our country, and attracting skill and talent and investment from overseas”).¹⁵

3.2.1 Personal-level effects

Based on neurophysical research Weinberger (1998) argues “*music competency is a part of our biological heritage – part of human nature.*” He contends that because music is a

¹¹ Auckland Council, (2018), *Auckland Plan 2050*, p24

¹² Auckland Council, (2018), *op. cit.*, p63

¹³ D. Carter, P. Muller, (2015), *The economic and cultural value of live music in Australia 2014*, University of Tasmania, Australian Live Music Office, South Australian government, City of Melbourne and Live Music Office (Australia), City of Sydney, p6

¹⁴ Auckland City of Music, (2018), *op. cit.*, pp11-15

¹⁵ Mayor Phil Goff’s vision for Auckland, Te moemoeā a Koromatua Phil Goff mū Tāmaki Makaurau, (nd) <https://www.aucklandcouncil.govt.nz/mayor-of-auckland/Pages/mayors-vision-video-transcription.aspx>

big part of most people's culture and development, it causes a feeling of comfort and safety.¹⁶

On a general level, Stats NZ (2019) have identified that Kiwis who had participated in at least one cultural or recreational activity in the last four weeks were more likely to rate their overall life satisfaction as 'high' (7 or over on the 1–10 scale) than those who did not participate – 83 percent compared with 75 percent. Similarly, those who participated were more likely to feel that the things they do in life are worthwhile than those who did not participate (88 percent compared with 78 percent).¹⁷

The Australian Unity Wellbeing Index survey has examined the relationship between habitual music engagement and wellbeing in Australia.¹⁸ It found that personal wellbeing scores were significantly higher for people who danced and attended musical events compared to those who did not engage with music in those forms for each of the seven domains assessed as well as the overall well-being index. Participants who had attended musical concerts, theatre, or exhibitions had significantly higher scores related to standard of living, relationships and community than those who did not attend musical events.

A study in Scotland, Leadbetter and O'Connor, (2013)¹⁹ also found that people who participate in cultural activities or sport, or attend cultural places or events, are more likely to be satisfied with their lives and to report good health. Like Bygren *et al* in the Swedish study, the Scottish research found this to be true even when other factors, such as age, economic status, income, educational qualification, and disability or long-standing illness, were accounted for. They concluded that "*after controlling for relevant factors, participation in culture and sport are independently and significantly associated with good health and high life satisfaction. Overall, those who attended a cultural place or event were almost over 59% more likely to have reported good health compared to those who did not attend any cultural place or event in the last 12 months.*" Interestingly the ratings for attendance at cultural places/events was higher for both good health and life satisfaction than participation in cultural activities.²⁰

In explaining these responses specifically in relation to music experiences, Salimoor *et al.*, (2011)²¹ and Chandra and Levitin (2013)²² identified a range of neuro-chemical changes associated with intense pleasure in response to music and stress reduction through neuro-chemical releases in the body induced by music.

¹⁶ Weinberger, N.M., (1998), The Music in Our Minds, *Educational Leadership*, 56, 3, p38

¹⁷ Stats NZ, (2019), Kiwis' participation in cultural and recreational activities, <https://www.stats.govt.nz/reports/kiwis-participation-in-cultural-and-recreational-activities>

¹⁸ Lasek, A, (2017), *The Relationship Between Music and Wellbeing*, <https://culturecounts.cc/blog/the-relationship-between-music-and-wellbeing/>

¹⁹ Leadbetter C, and N. O'Connor, (2013), Healthy Attendance? The Impact Of Cultural Engagement And Sports Participation On Health And Satisfaction With Life In Scotland, Scottish Government Social Research, 38pp

²⁰ Leadbetter C, and N. O'Connor, (2013), *op. cit.*, p10

²¹ Salimpoor, V N, M Benovoy, K Larcher, A Dagher & RJ Zatorr, (2011), Anatomically distinct dopamine release during anticipation and experience of peak emotion to music, *Nature Neuroscience*, 14, 257–262

²² Chandra, ML, and DJ Levitin, (2013) The neurochemistry of music, *Trends in Cognitive Science*, 17, 4, 179-193

A study conducted by researchers at Goldsmiths, University of London, has suggested that listening to live music could add more years to a person's life claiming direct links of high levels of wellbeing with a lifespan increase of nine years. The research also showed that those who went to the concert had a 21% boost in mood (while those who took a yoga class only saw a 10% increase). According to the lead researcher Patrick Fagan, "Our research showcases the profound impact gigs have on feelings of health, happiness and wellbeing – with fortnightly or regular attendance being the key."²³

These findings echo earlier research, Konlaan et al., (2000) which found 'a higher mortality risk for those people who rarely visited the cinema, concerts, museums, or art exhibitions compared with those visiting them most often' and concluded that 'attendance at certain kinds of cultural events may have a beneficial effect on longevity'.²⁴

Similarly, a 13 year longitudinal study in Sweden, Bygren et al, (2009), controlling for age, sex, chronic conditions, disposable income, educational attainment, smoking status, leisure time, physical activity, and urban/non-urban residency found that death from cancer was 3.23 times more likely among rare attendees of cinemas, theatre, art galleries, live music shows, and museums and 2.92 times more likely among moderate attendees.²⁵ They concluded that the results 'imply that promoting attendance at cultural events could lead to improved urban population'.²⁶

3.2.2 Family/whanau and community effects

Four ways in which music strengthens social bonds have been identified²⁷ as:

- (1) music increases contact, coordination, and cooperation with others through the contact involved in attending live performances;
- (2) music may affect oxytocin levels in the body, a neuropeptide known to play an important role in increasing bonding and trust between people;
- (3) music strengthens our "theory of mind" and empathy by activating many areas of the brain, including the circuit that helps us to understand what others are thinking and feeling, and to predict how they might behave;
- (4) music increases cultural cohesion as it is one way of communicating belonging be it a familiar lullaby, song and anthem. It can increase a person's sense of safety and obligation toward a group as people affiliate musical taste with holding certain values.

²⁸

²³ <https://news.o2.co.uk/press-release/science-says-gig-going-can-help-you-live-longer-and-increases-wellbeing/>

²⁴ Konlaan BB, LO Bygren & S-E Johansson (2000) Visiting the cinema, concerts, culture or art exhibitions as determinant of survival: a Swedish fourteen-year cohort follow-up, *Scandinavian Journal of Public Health*, 28 (3) 174–178.

²⁵ These estimates have a 95% accuracy

²⁶ Bygren LO, S-E Johansson, BB Konlaan, AM Grijbovski, AM Wilkinson & M Sjöström, (2009) Attending cultural events and cancer mortality: a Swedish cohort study. *Arts & Health* 1 (1) 64–73.

²⁷ Suttie J, (2015), Four Ways Music Strengthens Social Bonds: Why would human evolution have given us music? New research says the answer may lie in our drive to connect, *Greater Good Magazine* https://greatergood.berkeley.edu/article/item/four_ways_music_strengthens_social_bonds

²⁸ Boer D, R Fischer, M Strack, M. H. Bond, E Lo, J Lam, (2011), How Shared Preferences in Music Create Bonds Between People: Values as the Missing Link, *Personality and Social Psychology Bulletin*, 37, 9, pp 1159-1171

Such effects are quite universal. Boer (2009)²⁹ based on research undertaken in New Zealand and internationally concluded on the basis of six cross-cultural studies that “*Music is important in most people's lives independent of their cultural origin. Music can foster bonds between people and communicate values and identity*”. These effects were also apparent independent of socio-demographic characteristics.

Ruebottom (2017) discusses the role of rock concerts in social change using the example of “We Day” in the US and Canada where a series of a series of rock concerts and speaking events are designed to inspire social change.³⁰ Ruebottom notes that such politically oriented concerts are nothing new. Benefit concerts like Live Aid date back to 1985. Live Aid was a dual concert held simultaneously in London and Philadelphia to bring attention (and money) to the Ethiopian famine.

The Auckland Music Strategy recognises the role of music in strengthening the social fabric stating: “Coinciding with cultural benefits, vibrant music scenes offer valuable social benefits. Music connects people across ages, genders, cultures, languages and economic backgrounds – within a city, a region and across borders and oceans. Auckland can use music to encourage positive social well-being. It can also use music to engage young people – making it relevant and accessible to them – and in doing so provide future pathways for youth.”³¹ Research suggests that the social benefits of concerts in terms of the social experience and separation experience are amplified at musical festivals.³²

3.2.3 Cultural development and artistic growth

Music Canada (2015) argues that a successful City of Music also creates the conditions to support artists in their career development. Access to supporting professionals and training to improve their craft and business skills enables more artist entrepreneurs to advance from hobby/amateur to accomplished practitioners. Furthermore, it will allow those who practice creative, non-generic music making, and professionals and composers working in the artistic and experimental music spaces, to become a known and valued part of the music landscape. Live performance opportunities in high-quality venues, of the appropriate size for the stage of their career and in front of engaged audiences, help artists to hone their skills.³³

Research has demonstrated the importance of live performance to the income of artists and their continued practice. A survey of 5,371 musicians in the US by the Future of Music Coalition found that respondents received only 6% of their income from recorded music over the last year with 66% receiving no income at all from recorded music. In contrast, 28 percent of their income came from live performance.³⁴

²⁹ Boer D, (2009), *Music Makes the People Come Together: Social Functions of Music Listening for Young People Across Cultures*, Thesis submitted in fulfillment of the requirements for the degree of Doctor of Philosophy in Psychology, Victoria University of Wellington, piii

³⁰ Ruebottom T, (2017), How a rock concert inspires social change, *The Conversation*, September 28, 2017, <http://theconversation.com/how-a-rock-concert-inspires-social-change-84513>

³¹ Auckland City of Music, (2018), *op. cit.*, p11

³² See, for example, Packer J & J Ballantyne, (2011), The impact of music festival attendance on young people's psychological and social well-being, *Psychology of Music*, 39(2), pp164–181

³³ Music Canada, (2015) *op. cit.*, p25

³⁴ Cited in: Wynn J.R., (2015) *Music/city: American festivals and placemaking in Austin, Nashville, and Newport*, University of Chicago Press, Chicago, p29

3.2.4 City brand-building

Music Canada (2015) states that “Music can play a powerful role in building a city’s brand. For a select group of cities with the strongest music scenes or deep music heritage, music is a big part of who they are. Think ‘Liverpool’, and most people think of The Beatles. Think ‘Memphis’, and music icons like Elvis and Johnny Cash come to mind. Nashville’s tagline is simply, ‘Music City’.”³⁵

The impact of events on civic pride was assessed with local attendees at seven UK Sport funded sports events in 2014. On average 96 percent either strongly agreed or agreed with the statement “I feel proud that [the host area] is staging [the event]”. At these events, 96 percent of UK spectators (including those residing in the host area) said that they felt proud about the event being held in the UK.³⁶

Research has also demonstrated the impact of events on perceptions of host cities. Responses of attendees of four events held in London in 2013/14 showed positive responses in terms of perception and behavioural intention, Table 1.

Table 1 Percent who strongly agreed or agreed with the statement

Indicator	Diving World Series	Triathlon World Series	Wheelchair Tennis Masters	World Triathlon Grand Final
My visit to this event has enhanced my image of London as a visitor destination	87%	85%	77%	70%
My visit to this event means that I am more likely to visit London for a short-break or holiday in the next 2 years	55%	54%	43%	n/a
My visit to this event means that I am more likely to recommend London as a place to visit to my friends & family	76%	70%	69%	n/a

Piva et al., (2017) note that “Cultural events have become a significant component within the strategies of destination branding of a place. Territories are increasingly using events and cultural festivals to enhance their image and boost tourism development. Many destinations worldwide have built events portfolios as a strategic initiative to attract visitors and to develop their own brand.” Following an analysis of visitors to the Atresia Festival, Piva et al. found that there is a positive relationship between this cultural event and the enhancement of the city image and its territory.

Although on a different scale, it is interesting to note that an evaluation of the outcomes of Liverpool being a European City of Culture (ECoC) in 2008 found that 68 per cent of UK businesses believed the ECoC had a positive impact on Liverpool’s image.³⁷ The most commonly identified positive impact of the Liverpool ECoC among small and medium enterprises in the North-West was the change in the perceptions of Liverpool and the sub-region. Furthermore, the region’s creative industries sector felt that the Liverpool ECoC had

³⁵ Music Canada, (2015), *op. cit.*, p25

³⁶ International Association of Event Hosts, (2015), *Social Measures: The Complete Toolkit*, <http://www.eventimpacts.com/impact-types/social>, p

³⁷ Garcia B, R Melville, and T Cox, (2010), *Impacts '08: Creating an impact: Liverpool's experience as European Capital of Culture*, University of Liverpool and Liverpool John Moores University, p31

improved the profile of the city, particularly externally, and that it had improved the 'local morale' of the sector and increased its credibility within the city region.³⁸ By early 2009, 51 percent of arts representatives, promoters and funders in Liverpool and selected national peers considered that the city had achieved its aspiration to reposition itself as a 'world class city',³⁹ After 2008, nearly three-quarters of creative industries enterprises who took part in the research felt that the Liverpool ECoC would create long-term, positive impacts for their businesses.⁴⁰

While focused largely on the economic impacts of the New Zealand Festival in Wellington, BERL also considered the impact the Festival has on the wider wellbeing of the city using the Living Standards Framework.⁴¹ They concluded that "Remarkably, the data showed that people who did not attend any Festival events feel almost as positively about its worth as people who did not attend. This suggests that Wellingtonians want their city to buzz; and it demonstrates that arts and culture play a very important role."⁴²

In Auckland, ATEED (now Tātaki Auckland Unlimited) tracked annually the "Percentage of Aucklanders who agree events make Auckland a great place to live (engender pride and sense of place)" as one of its Key Performance Indicators. In June 2017, 80 percent of residents agreed with the statement.

Between 2015 and 2018 ATEED also surveyed event attendees on the extent to which they think events make Auckland a great place to live. There was a high level of agreement and consistently low level of disagreement over these four surveys, Table 2.

Table 2 ATEED survey of event attendees

To what extent do you agree that events make Auckland a great place to live?	2015	2016	2017	2018
Number of respondents	4244	4244	4242	4475
Agree	79%	73%	74%	73%
Neutral		19%	17%	19%
Disagree		7%	8%	7%

ATEED also have evaluated the outcomes of 12 concerts held in Auckland between 2012 and 2018. Table 3 summarises their opinions on civic pride and liveability.

Table 3 Average outcomes across 12 Auckland concerts (2012-2018)

	Average
Pride in Auckland score (out of 5)	4.1
Liveability score (out of 5)	4.4

The ATEED research provides evidence that the positive impacts of events including concerts on city brand-building seen overseas are also present in Aotearoa-New Zealand.

³⁸ Garcia B, R Melville, and T Cox, (2010), *op. cit.*, p37

³⁹ Garcia B, R Melville, and T Cox, (2010), *op. cit.*, p35

⁴⁰ Garcia B, R Melville, and T Cox, (2010), *op. cit.*, p37

⁴¹ New Zealand Treasury, (2018), *The Treasury Approach to the Living Standards Framework*, 12pp

⁴² New Zealand Festival, (2018), *op. cit.*, p41

3.3 Arts attendance

Understanding the pattern of arts attendance is important in the assessment of social effects because, amongst other things, it helps scale the number of people who can now derive positive benefits from the concerts that are now held at Eden Park.

Research has shown that attendance of arts events is a critical part of the life in Aotearoa-New Zealand. In 2014 the *New Zealanders and the Arts Survey* found that 89 percent of New Zealanders have attended or participated in at least one arts event in the last 12 months, with 37 per cent engaging with more than 12 events in the previous 12 months.⁴³ The *Audience Atlas New Zealand 2017*⁴⁴ reported that 97 percent of adults, or 3.7 million people, were in New Zealand's culture market in 2017,⁴⁵ with Auckland at the national average. This fell slightly as a proportion of the population to 96% in 2020 but this still represented an expanded market of 3.94 million with Auckland again at the national average.

The Atlas also reported that *“Half the culture market (1.9 million people, 51 percent) has experienced a music event in the past year, and just over seven in ten (2.64 million, 71 percent) have at least once in the past three years, making music one of the larger artform markets.”*⁴⁶ The estimated audience for music grew from 2.20 million in 2011 to 2.64 million in 2017, an increase of 20 percent. In 2020 the figure was steady at 2.6 million.

The Atlas reported that *“Around three in ten in the culture market (over 792,000 people) have attended a rock or pop concert within the past year and around half within the past three years, marking this genre out as having by far the largest market within the music artform.”*⁴⁷

Auckland, unlike other regions, had steady growth in recent years in the proportion of the culture market who had attended a music event in the last year, rising from 61 percent in 2011 to 75 percent in 2017. At 75 percent, this level of current activity was 4 percent of the national average of 71 percent in 2017. The Atlas also reported that a further 28 percent (1.04 million people) had attended a rock or pop concert more than three years ago and a further 11 percent (407,000 people) were classified as potential attendees. Only 12 percent of the total culture market (444,000 people) were classified as not in the market for rock or pop concerts.⁴⁸ Comparable data are not published for 2020.

This compares markedly with other music genres. Classical music concerts had 30 percent not in the market, 39 percent for Opera or Operetta, and 54 percent for a hip hop concert

Parallel figures are available from the Stats NZ study on *Kiwis' participation in cultural and recreational activities*. Data from between April 2016 and April 2017 as part of the *New*

⁴³ Creative New Zealand, (2015), *New Zealanders and the arts: Attitudes, attendance and participation in 2014*, Arts Council of New Zealand Toi Aotearoa,

⁴⁴ Morris, Hargreaves, McIntyre, (2018), *Audience Atlas New Zealand 2017*, Report was prepared for Creative New Zealand, p9. The “culture market” is defined as New Zealand adults aged 16 years old and over who have attended at least one cultural activity within the past three years.

⁴⁵ The Atlas compares this with 97% with 93% of adults in the San Francisco Bay Area who are in the market for arts culture and heritage, 90% in New York City, 87% in Australia, 85% in the UK and 60% in China, Morris, Hargreaves, McIntyre, (2018), *op. cit.*, p9.

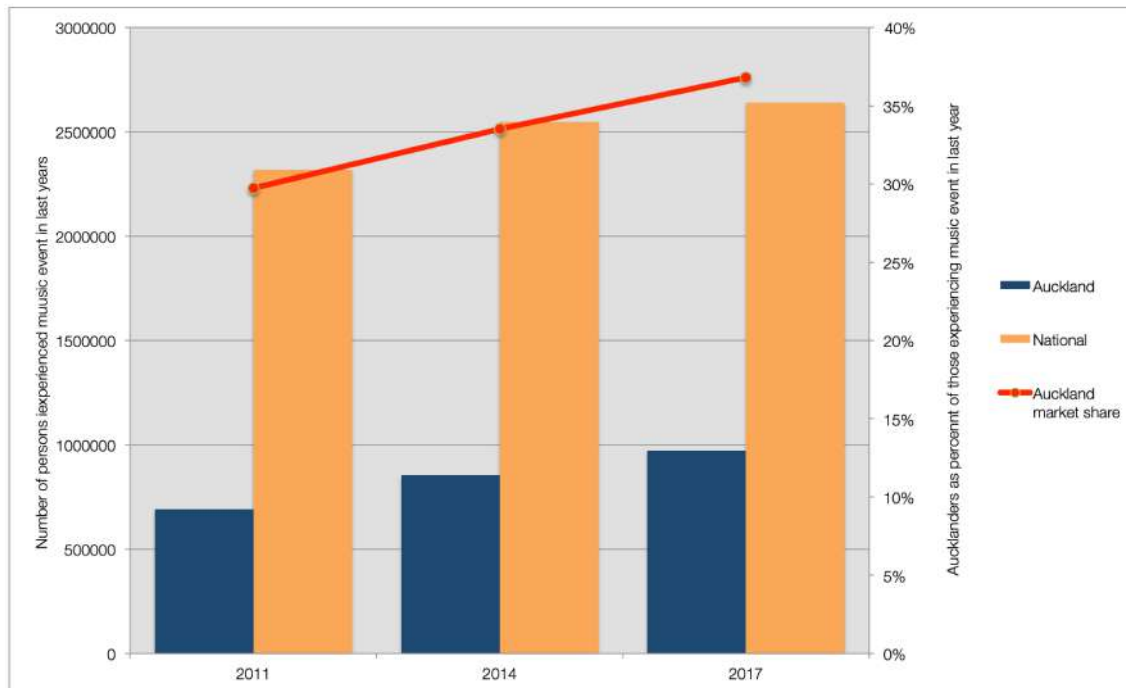
⁴⁶ Morris, Hargreaves, McIntyre, (2018), *op. cit.*, p127

⁴⁷ Morris, Hargreaves, McIntyre, (2018), *op. cit.*, p132

⁴⁸ Morris, Hargreaves, McIntyre, (2018), *op. cit.*, p132

Zealand General Social Survey shows that Aucklanders had amongst the highest frequency in the country of having attended a live musical event in the last four weeks, and significantly higher than the other main centres.

Figure 2 Aucklanders experiencing music concerts in last 12 months



Neither the Atlas nor the Stats NZ have been updated recently. The latest version of the *New Zealanders and the Arts Survey*⁴⁹ found that overall, three quarters of New Zealanders have engaged with the arts in the last year. This is a decline from 2017 which appears to be largely a result of lower attendance due to COVID-19. The report concludes that the drop in attendance “is likely due to lack of opportunity rather than a growing disinterest in the arts.” The profile of those attending performing arts is interesting. Compared to the total population, the audience for performing arts events over-represents: Women; people aged 15 to 17 and 40 to 49; ·Māori and Pacific peoples; Higher income households, (> \$80,000 per year); people living in metropolitan cities, in particular the Wellington region.

The 2020 version of the Atlas indicates that real growth might be anticipated in the main population centres of the Auckland, Wellington and Canterbury regions and that the estimated number of those who anticipate attending more in the coming 12 months is markedly higher than those who anticipate attending less. Auckland shows the highest anticipated market growth with 82,000.⁵⁰

Notwithstanding the decline in attendance resulting from Covid-19, it is apparent that there remains a significant audience for live events, reaffirmed by the attendance at the eight concerts that have been held to date at Eden Park totalling over 315,000 people.

⁴⁹ Colmar Brunton, (2021), *New Zealanders and the Arts 2020: Attitudes, attendance and participation*
⁵⁰ Morris, Hargreaves, McIntyre, (2021), *Audience Atlas Aotearoa 2021*, p31

4 CONCERTS AT SPORTING VENUES

As noted in the SIA for the 2020 application, large stadia have been part of the urban fabric for millennia. It is estimated that the Flavian Amphitheatre in Rome (the Colosseum) could hold 50,000 spectators.⁵¹ Sports stadia have been built in many cities since the industrial revolution ranging up in capacity to over a quarter of a million people at the Indianapolis Speedway (257,325 permanent seats).⁵²

Hosting popular music concerts at what were initially just sports stadia is well established around the world including Maracana Stadium, Rio de Janeiro; Borg El Arab Stadium, Alexandria; National Stadium, Abuja; Ellis Park, Johannesburg; and the Shanghai Stadium. An early example in the modern era was The Beatles at Shea Stadium, New York, in 1965. The iconic Wembley Stadium in the UK which first hosted the Marianne Faithfull concert in November 1964 and jointly hosted the Live Aid concert (along with JFK Stadium in Philadelphia) in 1985, has now hosted 381 concerts⁵³.

Starting in Glendale AZ at the State Farm Stadium (home of the Arizona Cardinals) concerts for the Taylor Swift Eras tour in 2023 were held at 21 American football stadia: Allegiant Stadium, Las Vegas, NV; AT&T Stadium, Arlington, TX; Raymond James Stadium, Tampa, FL; NRG Stadium, Houston, TX; Mercedes-Benz Stadium, Atlanta, GA; Nissan Stadium, Nashville, TN; Lincoln Financial Field, Philadelphia, PA; Gillette Stadium, Foxborough, MA; MetLife Stadium, East Rutherford, NJ; Soldier Field, Chicago, IL; Ford Field, Detroit, MI; Acrisure Stadium, Pittsburgh, PA; U.S. Bank Stadium, Minneapolis, MN; Paycor Stadium, Cincinnati, OH; GEHA Field at Arrowhead Stadium, Kansas City, MO; Empower Field at Mile High, Denver, CO; Lumen Field, Seattle, WA; Levi's Stadium, Santa Clara, CA; and the SoFi Stadium, Inglewood, CA.

In 2024, the Eras tour uses a number of significant sporting venues, Table 4:

Table 4 Sporting venues for Taylor Swift Eras Tour 2024

Stadium	2024 dates	Capacity	Primary sport
MCG, Melbourne, Australia	16-18/02	100,024	Cricket, AR
Accor Stadium, Sydney, Australia,	23-26/02	83,500	Rugby/Football
Singapore National Stadium, Singapore	4-9/03	55,000	Rugby/Football etc
Estádio da Luz, Lisbon, Portugal	24-25/05	64,642	Football
Santiago Bernabéu Stadium, Madrid, ESP	29-30/05	81,044	Football
Friends Arena, Stockholm, Sweden	17-19/05	50,000	Football
Paris La Défense Arena, Nanterre, FR	9-12/05	40,000.	Rugby etc
Groupama Stadium, Décines-Charpieu, FR	2-3/06	59,186.	Football
Murrayfield Stadium, Edinburgh, Scotland	7-9/06	67,144	Rugby
Anfield, Liverpool, England	13-15/06	53,394	Football
Principality Stadium, Cardiff, Wales	18/06	74,500	Rugby/Football

⁵¹ Lomas K, & T Cornell, Eds., (2003) 'Bread And Circuses: Euergetism and Municipal Patronage in Roman Italy', cited in William H. Byrnes IV (2005) "Ancient Roman Munificence: The Development of the Practice and Law of Charity", *Rutgers Law Review* 57, 3, pp1043–1110.

⁵² http://usatoday30.usatoday.com/sports/motor/irl/indy500/2004-05-27-attendance-count_x.htm

⁵³ <https://www.concertarchives.org/venues/wembley-stadium--859304?date=past&page=12#concert-table>

Stadium	2024 dates	Capacity	Primary sport
Wembley Stadium, London,	21-23/06	90,000	Football
Aviva Stadium, Dublin, Ireland	28-30/06	51,700.	Rugby/Football
Johan Crujff Arena, Amsterdam, NL	4-6/07	54,990	Football
Stadion Letzigrund, Zurich, Switzerland,	9-10/07	26,000	Athletics/Football
San Siro Stadium, Milan, Italy	13-14/07	75,923	Football
Veltins-Arena, Gelsenkirchen, Germany	17-19/07	62,271.	Football
Volksparkstadion, Hamburg, Germany	23-24/07	57,000.	Football
Olympiastadion, Munich, Germany	27-28/07	75,000	Football
PGE Narodowy, Warsaw, Poland	1-3/8	58,580	Football
Ernst-Happel-Stadion, Vienna, Austria	8-10/8	50,865.	Football
Wembley Stadium, London,	15-20/08	90,000	Football
Hard Rock Stadium, Miami Gardens, FL,	18-20/10	64,767.	American football
Caesars Superdome, New Orleans, LA,	25-27/10	73,208.	American football
Lucas Oil Stadium, Indianapolis, IN,	1-3/11	70,000.	American football
Rogers Centre, Toronto, ON, Canada	14-23/11	53,506.	Baseball

A range of sporting venues hosted significant number of concerts in 2023, Table 5 with the number limited in part by the number of sporting events. For instance, In 2023 Fenway Park hosted a total of 81 baseball games as part of the Boston Red Sox's regular season schedule. These games were spread across weekdays (42 games (8 on Monday, 13 on Tuesday, 13 on Wednesday, 8 on Thursday) and weekends (39 games (12 on Friday, 14 on Saturday, 13 on Sunday).

Table 5 Sporting venues holding multiple concerts in 2023

Stadium	2023 concerts	Capacity
Empower Field at Mile High, Denver, CO	12	76,125
Mercedes-Benz Stadium, Atlanta, GA	10	71,000/75,000
Dick's Sporting Goods Park, Denver, CO	8	18,000
Allegiant Stadium, Las Vegas, NV	15	65,000/72,000
Fenway Park, Boston, MA	9	37,731/37,305
Suncorp Stadium, Brisbane, Australia	12	52,500
Wembley Stadium, London, England	12	90,000
SoFi Stadium, Inglewood, CA	10	

Some of the stadia are located in residential areas. Hosting concerts in these venues is possible, in part, because managing the effects of cultural events is not very different to managing those for sports, except for the pack-in prior to the concert, and the pack-out afterwards and the sound. With concerts the sound is more continuous, unlike the peaks in a sporting event, and for some genres, louder.

Unlike sporting events, however, concerts don't have the potentially adversarial fans of different teams which can cause tensions and anti-social behaviour, nor fans responding to various situations such as refereeing decisions that did not go their way.⁵⁴ The clashes of rival fans are typically managed in stadia by segregation but this is not always successful. A recent example (January 2024) is an FA Cup match between West Bromwich Albion and Wolverhampton Wanderers – two teams whose grounds are only 16km apart. The fighting

⁵⁴ See examples here: https://en.wikipedia.org/wiki/List_of_violent_spectator_incidents_in_sports

extended from the stands to inside to the formal meeting areas where there were confrontations between people dressed in suits!⁵⁵

Disorder arising from sporting events is not restricted to the ground but can occur in public places with incidents at Cheltenham⁵⁶ and Birmingham among the most recent of examples.⁵⁷ The events at Otahuhu in November 2017 where Police are reported to have said there was “*significant disorder*” about 9pm leading to 53 arrests, cautions against any generalisations about concert goers likely to be less well behaved than sport fans.⁵⁸

4.1 Community response to concerts

Concerts at a range of stadia in different countries have generated a number of complaints reported in the media. That the reports are almost invariably negative is entirely unsurprising. Stories along the lines “*audience well behaved before during and after concert*” are not going to sell newspapers or attract clicks.

There is significant value in the media reports in terms of the issues raised and matters where mitigation is required. The Irish Times reported 375 objections from local residents in the vicinity of Croke Park to five Garth Brooks concerts running from July 25-29th 2014 including access to their homes, disruptions to their lives and littering of the area.⁵⁹

Media reports frequently report on complaints about the noise of concerts both here⁶⁰ and overseas⁶¹. Sometimes one complaint is apparently enough to shut a small venue,⁶² and raised fears about reverse sensitivity.⁶³

Interestingly, concerts can attract mixed reactions from neighbours as evidenced by reporting about Wembley Stadium entitled “*Life in the shadow of Wembley Stadium where residents don't mind the noise but parking is a nightmare*”. One resident whose balcony faces the stadium, is quoted as saying “*you kind of get a free gig. We get to see the*

⁵⁵ West Brom v Wolves FA Cup match suspended after violent clashes between fans <https://www.independent.co.uk/sport/football/west-brom-wolves-fa-cup-suspended-b2486234.html>

⁵⁶ “Batons out! Clashes in Cheltenham town centre as rival football teams clash before match”, <https://www.youtube.com/watch?v=18ChzHqGka0>

⁵⁷ “Police charge more than 40 away fans after major disorder outside Villa Park”, <https://au.news.yahoo.com/police-charge-more-40-away-094145527.html>

⁵⁸ <https://www.nzherald.co.nz/nz/otahuhu-disorder-caused-by-a-small-minority-of-league-fans/ACIQJFAZJHRK5TB5TIXMR347ZQ/>

⁵⁹ <https://www.irishtimes.com/news/ireland/irish-news/hundreds-of-objections-lodged-against-garth-brooks-concerts-1.1816633>

⁶⁰ For example: <https://www.thepress.co.nz/nz-news/350110065/corrs-blimey-was-loud-pop-concert-gets-17-noise-complaints>

⁶¹ For example: <https://www.avinteractive.com/markets-news/sports-and-arenas/taylor-swifts-real-madrid-concerts-hit-by-noise-complaints-29-05-2024/>

⁶² <https://www.nzherald.co.nz/entertainment/popular-music-venue-shut-down-by-single-noise-complaint/QR454YBKUAVXVYINFG7JQP44U/>

⁶³ <https://www.stuff.co.nz/the-press/news/130753065/music-venues-fear-being-silenced-by-noise-complaints-from-neighbours-in-new-development>

*fireworks and hear some of the music. It's pretty good, it's quite fun. There's not really any downside, just that none of my friends live around here!*⁶⁴

The way concerts are managed is also sometimes also the source of complaints as evidenced by a concert at the Manchester Arena in 2022.⁶⁵ The venue was reported to have been inundated with negative TripAdvisor reviews following the Red Hot Chili Peppers concert in June 2022. Attendees dubbed overcrowding and poor organisation as a “disaster waiting to happen”.

The situation in some cities is fluid. On 28 April 2023 it was reported that a new cap had been imposed on Allianz Stadium, Olympic Park in Sydney that will only allow for six concerts a year to be held at the 45,000-capacity venue.⁶⁶ On 3 May 2023 it was reported⁶⁷ that the State Premier of New South Wales, Chris Minns, had intervened and lifted the concert cap at the Accor Stadium, Moore Park from four a year (technically six, but no more than 20 over five years) to 20 a year. Minns is reported to have issued a warning to noise-averse neighbours that *“it's not your personal fiefdom”* which was interpreted by the author to be a positive sign that *“this government is prepared to confront the protection racket that has allowed not-in-my-backyard attitudes to fester and infiltrate bureaucratic thinking.”*

A range of mitigation measures have been adopted to address perceived issues with concerts by many of the venues and local authorities including:

- Noise Control: enforcing noise curfews and using sound barriers;
- Traffic Management: improved traffic management plans and public transport options;
- Enhanced Security: increased police presence and private security during events;
- Community Engagement: regular meetings with local residents to address concerns.
- Waste Management: enhanced waste management plans to deal with littering and waste.

It is clear from the example of Suncorp Stadium, Brisbane that implementation of mitigation measures and effective community engagement can result in the approval of additional concerts even when the initial experience left something to be desired.

The site at Lang Park first hosted sports in the 1920s with cycling and athletics. Soccer was the next sport to be played at the Park following the sublease of the grounds by Queensland Soccer Council from the Queensland Amateur Athletics Association in 1934. In 1957 Lang Park became the headquarters for Queensland Rugby League. Lang Park was renamed Suncorp-Metway Stadium in 1994. A \$280 million redevelopment of the venue boosting capacity 52,000 in preparation for hosting the Rugby World Cup, 2003.

Suncorp adjoins areas of residential, commercial and public land uses. It is estimated that there were 9,660 people living within 1km of Suncorp Stadium in 2018, Figure 3.

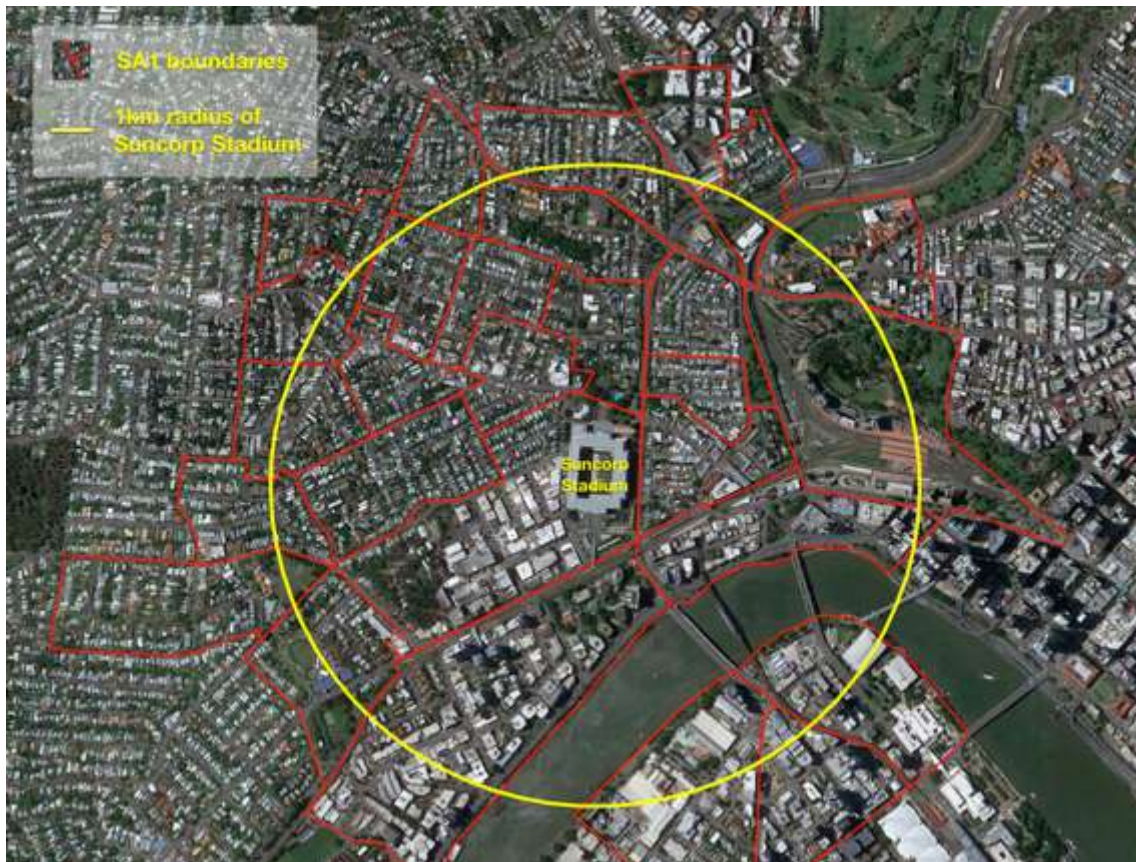
⁶⁴ <https://www.mylondon.news/news/west-london-news/life-shadow-wembley-stadium-residents-27138968>

⁶⁵ <https://www.manchestereveningnews.co.uk/whats-on/whats-on-news/amazed-venue-2022-could-dangerous-24648106>

⁶⁶ <https://thefmusic.com.au/news/noise-complaints-lead-to-sydneys-allianz-stadium-rejecting-international-touring-acts/k4oph4aJils/28-04-23>

⁶⁷ <https://www.smh.com.au/politics/nsw/finally-an-end-to-the-crazy-rule-that-shamed-sydney-on-the-world-stage-20230503-p5d5bt.html>

Figure 3 Suncorp Stadium, Brisbane, Census SA1s within 1km radius



The nearest dwelling to the stadium is about 41 metres away across Castlemain Street on the west side of the stadium, Figure 4. The nearest dwellings on the east side are a little further away at around 60m.

In December 2006 Suncorp Stadium held its first concert since those at Lang Park in the 1970 and 1980s with Robbie Williams playing two shows to full-houses.⁶⁸

Concerts at Brisbane's Suncorp Stadium initially raised issues relating to noise, traffic and parking problems, and crime and public safety:

- concerts led to significant noise complaints from local residents. The noise levels during late-night events was a primary concern, especially for those living close to the stadium;
- major events at Suncorp Stadium created traffic congestion and parking challenges. The influx of concert-goers stressed local infrastructure, leading to frustration among both residents and visitors. The stadium's central location in a densely populated area exacerbated these issues, making event days particularly troublesome for local commuters;
- increased foot traffic during concerts has occasionally led to higher instances of petty crimes such as theft and vandalism. Additionally, alcohol-related incidents, including public intoxication and disorderly conduct, were reported during major events, raising public safety concerns.

⁶⁸ <https://www.suncorpstadium.com.au/About-Us/About-The-Stadium/Stadium-History.aspx>

Figure 4 Distance to residences in vicinity of Suncorp Stadium



Mitigation Measures were Implemented to address each of these issues:

- Noise Management: the stadium management worked closely with Brisbane City Council and local authorities to implement noise control measures. These include setting strict noise curfews, monitoring sound levels during events, and using sound barriers to minimize the impact on surrounding neighbourhoods;
- Traffic and transport solutions: to alleviate traffic congestion, Suncorp Stadium offers free public transport options for ticket holders on event days. This includes buses and trains, which help reduce the number of private vehicles traveling to the stadium. The implementation of comprehensive traffic management plans and collaboration with TransLink and Queensland Police have also been crucial in addressing these issues; and
- Community Engagement and Consultation: a Stadium Management Advisory Committee (SMAC) was established to facilitate ongoing dialogue between the stadium and affected and interested parties. These including representatives of local community, local businesses, community groups, Christ Church Milton, the respective elected State and Local Government representatives and various Government agencies such as Queensland Police, Translink and Emergency Services. This committee meets regularly to discuss and address community concerns.

The feedback collected in the consultations led to several positive changes, such as enhanced noise control measures and improved traffic management plans.

Public hearings and submissions have played a significant role in the decision to increase the number of concerts at the Stadium. In 2011, a major community consultation was conducted to review the limit on the number of events over 25,000 attendees. This was followed in 2015 by an increase in permitted concerts from four a year to six. In 2022

Suncorp Stadium was approved to double the number of concerts at the venue in 2023 and 2024 with the concert cap temporarily increased from six to 12. This followed feedback through the “Get Involved” website from September 12 to October 24 which attracted 236 responses. More than three quarters of respondents supported a temporary increase in the concert cap, including 168 local residents and businesses in the Lang Park Traffic Area.⁶⁹

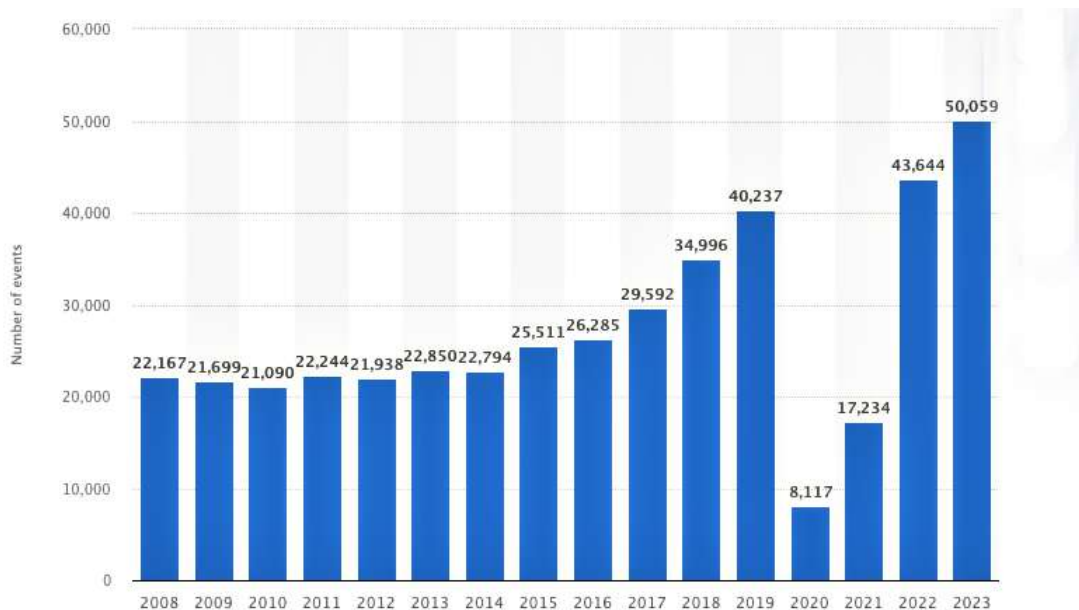
Three factors can be identified as contributing to the community acceptance of more concerts at Suncorp Stadium:

- (1) Economic Benefits: Concerts bring substantial economic benefits to Brisbane, including increased revenue for local businesses, hotels, and restaurants. The boost to the local economy was a compelling argument for hosting more events;
- (2) Enhanced Infrastructure and Management: the successful implementation of noise and traffic mitigation measures reassured many residents that the impacts of additional concerts could be managed effectively. The involvement of various stakeholders, including local government and law enforcement, in planning and executing these measures helped gain community support; and
- (3) Positive Community Engagement: Regular communication and consultation with the local community helped address concerns and build trust. The operation of SMAC and the proactive approach of the stadium management in engaging with residents were pivotal in gaining acceptance for the increased number of concerts.

By balancing economic gains with effective management of social issues, Suncorp Stadium has been able to host more concerts while maintaining a positive relationship with the local community.

The wider community response to concerts is apparent in the increasing number in recent years. Since 2015, and including the interruption of Covid-19, the World’s largest promoter, Live Nation, almost doubled its number of events, Figure 5.

Figure 5 Number of concerts and festivals promoted by Live Nation from 2008 to 2023



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<https://www.thestadiumbusiness.com/2022/11/29/suncorp-stadium-cleared-to-stage-more-concerts/>

Over the same period, Live Nation increased its revenue from US\$3.38 billion to US\$18.76 billion.⁷⁰ During this time the average worldwide ticket price for music tour admission increased from US\$78.3 to US\$130.8.⁷¹

Based on total gross revenue in 2023, Eden Park has yet to host one of the top six bands. Ed Sheeran at US\$268.02 million ranked 7th and P!nk at U\$231.68 million ranked 8th, far behind first-ranking Taylor Swift at US\$1,039.26 million.⁷²

⁷⁰ <https://www.statista.com/statistics/193710/concert-revenue-of-live-nation-entertainment-since-2008/>

⁷¹ <https://www.statista.com/statistics/380106/global-average-music-tour-ticket-price/>

⁷² <https://www.statista.com/statistics/278378/the-most-successful-music-tours-worldwide/>

5 EDEN PARK AS A MULTI-PURPOSE SPORTING AND CULTURAL VENUE

5.1 Eden Park utilisation

Eden Park is a multi-purpose venue hosting a range of activities. These are illustrated by events in the years 2022-2024, Table 6. This does not include events put on for the community, as discussed in Section 5.2.3.

Table 6 Events at Eden Park 2022-24

Date	Activity	Home Team	Visitors
05-Mar-22	Super Rugby	Blues	Chiefs
19-Mar-22	ICC Women's Cricket World Cup 2022	India	Australia
20-Mar-22	ICC Women's Cricket World Cup 2022	White Ferns	England
02-Apr-22	Super Rugby	Blues	Moana Pasifika
24-Apr-22	A-League Football	Phoenix	Wanderers
06-May-22	Super Rugby	Blues	Rebels
14-May-22	Super Rugby	Blues	Reds
04-Jun-22	Super Rugby - QF	Blues	Highlanders
11-Jun-22	Super Rugby - SF	Blues	Brumbies
18-Jun-22	Super Rugby - SF	Blues	Crusaders
02-Jul-22	Intl Rugby	All Blacks	Ireland
06-Aug-22	NPC Rugby	Auckland	North Harbour
21-Aug-22	NPC Rugby	Auckland	Bay of Plenty
27-Aug-22	NPC Rugby	Auckland	Otago
17-Sep-22	NPC Rugby	Auckland	Tasman
24-Sep-22	Intl Rugby	All Blacks	Australia
25-Sep-22	Intl Football	All Whites	Australia
01-OCT-22	NPC Rugby	Auckland	Taranaki
08-Oct-22	Women's Rugby World Cup 2021	Black Ferns	Australia
05-Nov-22er	Women's Rugby World Cup 2021	Black Ferns	France
12-Nov-22	Women's Rugby World Cup 2021	Black Ferns	England
19-Nov-22	SIX60		
25-Nov-22	Intl Cricket	Blackcaps	India
03-Dec-22	Billy Joel		
10-Dec-22	Guns n' Roses		
21-Jan-23	Intl Football	Football Ferns	USA
10-Feb-23	Ed Sheeran		
11-Feb-23	Ed Sheeran		
21-25-Feb-23	Te Matatini Herenga Waka, Herenga Tangata		
12-Mar-23	A League	Phoenix	Sydney FC
18-Mar-23	Super Rugby	Blues	Crusaders
25-Mar-23	Intl Cricket	Blackcaps	Sri Lanka
26-Mar-23	Super Rugby	Blues	Western Force
02-Apr-23	Intl Cricket	Blackcaps	Sri Lanka
16-Apr-23	A League Football	Phoenix	Brisbane Roar
22-Apr-23	Super Rugby	Blues	Waratahs
06-May-23	Super Rugby	Blues	Moana Pasifika

Date	Activity	Home Team	Visitors
27-May-23	Super Rugby	Blues	Hurricanes
02-Jun-23	Super Rugby	Blues	Highlanders
09-Jun-23	Super Rugby	Blues	Waratahs
20-Jul-23	FIFA Women's World Cup 23	New Zealand	Norway
22-Jul-23	FIFA Women's World Cup 23	USA	Vietnam
24-Jul-23	FIFA Women's World Cup 23	Italy	Argentina
26-Jul-23	FIFA Women's World Cup 23	Spain	Zambia
30-Jul-23	FIFA Women's World Cup 23	Norway	Philippines
01-Aug-23	FIFA Women's World Cup 23	Portugal	USA
05-Aug-23	FIFA Women's World Cup 23	Switzerland	Spain
11-Aug-23	FIFA Women's World Cup 23	Japan	Sweden
15-Aug-23	FIFA Women's World Cup 23	Spain	Sweden
26-Aug-23	Bunnings NPC	Auckland	Hawkes Bay
30-Aug-23	Bunnings NPC	Auckland	Manawatu
09-Sep-23	Bunnings NPC	Auckland	Canterbury
16-Sep-23	NRL- Wahs Under The Stars	Warriors	Newcastle Knights
29-Sep-23	Bunnings NPC	Auckland	Northland
21-Oct-23	NZRL Pacific Championships	New Zealand	Samoa
18-Nov-23	Freestyle Kings (Motorcycle stunts)		
12-Jan-24	INTL Cricket T20	Blackcaps	Pakistan
14-Jan-24	Super Smash Cricket	Auckland	Otago
16-Jan-24	Super Smash Cricket	Auckland	Central Districts
20-Jan-24	Super Smash Cricket	Auckland	Northern Districts
18-Jan-24	Super Smash Cricket Final	Auckland	Canterbury
23-Feb-24	INTL Cricket T20	Blackcaps	Australia
25-Feb-24	INTL Cricket T20	Blackcaps	Australia
08-Mar-24	PINK Night 1		
09-Mar-24	PINK Night 2		
16-Mar-24	A-League	Wellington Phoenix	Sydney FC
23-Mar-24	Super Rugby	Blues	Crusaders
30-Mar-24	Super Rugby	Moana Pasifika	Blues
05-Apr-24	Super Rugby	Blues	Force
12-Apr-24	EID Al Fitr		
20-Apr-24	Super Rugby	Blues	Brumbies
11-May-24	Super Rugby	Blues	Hurricanes
18-May-24	Super Rugby	Blues	Highlanders
24~26-May24	Home & Garden Show		
01-Jun-24	Super Rugby	Blues	Chiefs

5.1.1 Sports

Over the last two and a half years Eden Park has hosted a range of sports including World Cup cricket, rugby, and football; international cricket (both Test matches and T20), international rugby, international football and international rugby league, A-League football, NRL rugby league, Twenty20 cricket, Super Rugby, and NPC rugby. These events were attended by over 1,086,000 people.

5.1.2 Cultural Events

Eden Park has hosted a range of cultural events over the past 2.5 years including:

- the four-day Te Matatini Herenga Waka Herenga Tangata festival. The festival was attended by 20,000 performers and audience⁷³ and had a significant economic impact, injecting a \$22 million into New Zealand’s economy.⁷⁴
- the Eid al-Fitr Festival was celebrated at Eden Park on 12 April 2024 as part of marking, over the course of the day the end of Ramadan. The day-long community event attracted close 15,000 people. The carnival includes activities for children includes activities for children such as bouncy castles, candy floss, cotton candy, goodie bags, Qur'an quizzes, gladiator duels and face painting. In addition, the festival features food stalls, henna art, sausage sizzles and ethnic clothing counters. It is everyone and provides an opportunity to learn about Muslim culture, attire, food, language and religion;⁷⁵
- the Inaugural Auckland Home & Garden Show was held at Eden Park on 24~26-May 2024.⁷⁶ The show featured 170+ exhibitors.⁷⁷

5.1.3 School balls

The hosting of school/university balls one of the activities at Eden Park in the past with eight in 2020 and one each in 2021 and 2022. After that the EPT decided not to host any further balls as attendees’ behaviour at some balls left something to be desired.

5.1.4 Venue tourism

The EPT provides tours of the Stadium twice a week on Thursday through Sunday depending on the schedule of events at the Stadium,⁷⁸ The Stadium also hosts a range of experiences including:

- the Sky Sport Rooftop Walk;⁷⁹
- the Dulux Super Bash;⁸⁰
- the Qatar Airways Hole-in-One Challenge;⁸¹
- the Powerade GP golf tournament;⁸² and
- Staydium Glamping.⁸³

⁷³ <https://www.nzherald.co.nz/kahu/te-matatini-hailed-as-a-huge-success/TTSW4N5RCVBAPKOPU5WZVU72G4/>

⁷⁴ https://edenpark.co.nz/edenpark_media/eden-park-celebrates-enormous-success-of-te-matatini-festival/

⁷⁵ <https://www.mnz.co.nz/news/indonz/514127/as-ramadan-ends-thousands-celebrate-eid-al-fitr-in-new-zealand>

⁷⁶ <https://www.scoop.co.nz/stories/CU2405/S00276/the-inaugural-auckland-home-and-garden-show-set-to-transform-nzs-iconic-venue-eden-park.htm>

⁷⁷ <https://www.neighbourly.co.nz/public/parakai/parakai/message/72789280>

⁷⁸ <https://edenpark.co.nz/experience/tours/>

⁷⁹ <https://edenpark.co.nz/experience/rooftop-walk/>

⁸⁰ <https://edenpark.co.nz/experience/super-bash/>

⁸¹ <https://edenpark.co.nz/experience/qatar-airways-hole-in-one-challenge/>

⁸² <https://edenpark.co.nz/experience/powerade-g9/>

⁸³ <https://edenpark.co.nz/experience/staydium-glamping/>

5.1.5 Concerts at Eden Park

There have to date been eight concerts starting with the inaugural Six60 concert on 24 April 2022, Table 7. The audience for these concerts totals over 315,000, plus the undefined number who watched the first Six60 concert via video link.

Table 7 Concerts at Eden Park

Date	Artist	Audience
24/4/22	Six60	50,000
19/11/22	Six60	25,908
3/12/22	Billy Joel	32,537
10/12/22	Guns 'N Roses	25,000
10/2/23	Ed Sheeran	50,000
11/2/23	Ed Sheeran	43,351
08/03/24	P!nk	42,613
09/03/24	P!nk	46,094

5.2 Community engagement by Eden Park

Community engagement by the EPT takes a number of forms including:

- Communications activities;
- Community support;
- Events and activities for the community;
- Ticket Giveaways and discounts;
- Other activities including outreach by the CEO, Nick Sautner

5.2.1 Communications activities

Communications activities undertaken by the EPT include but are not limited to:

- Neighbourhood video⁸⁴ played at the beginning and conclusion of events which covers a range of messages, many delivered by young people, including:
 - thanks for visiting Eden Park
 - respecting the neighbourhood, safe travel, appreciation of Eden Park;
 - the 3000 staff involved in delivering events;
 - a positive response to the sound of sports fans;
 - a plus for local businesses in Kingsland and Dominion Road;
 - being a “tidy kiwi”
 - information about public transport including bus and rail station locations;
 - Hood emails sent weekly throughout the year (taking a brief break over Christmas/New Year)
- FIFA Information Evening for Neighbours – Kingsland Social Tuesday 11 July 5.30pm
- Survey sent out midway through FWWC to check in with residents to assess TMP and activity, and make improvements if needed
- FIFA post-event survey sent to neighbours to obtain feedback

⁸⁴ https://www.youtube.com/watch?v=tjbpDrsvIX0&ab_channel=EdenPark

- All neighbours delivered letters and magnets prior to FIFA WWC kick off – fridge magnets display a schedule of Eden Park games and a QR code for the TMPs;
- Survey sent to all Hood members following Ed Sheeran concerts;
- Hood email informing about Eden Park 2.0 prior to public release;
- Nick Sautner email to Albert Eden Local Board (28 April) regarding Eden Park 2.0 and offering a briefing for any Board members interested;
- “Know Before You Go” created;
- Meetings with Local Board (Nick Sautner) to provide general updates on the Trust;
- Participation in the Community Liaison Group.

5.2.2 Community Support

The EPT undertakes a range of charitable activities to support the community including:

- Auckland Flooding - January/February - Flood recovery in the neighbourhood - Turf team took equipment to local cafes such as Crave to help pump water. Also went to the urupa of Ngāti Whātua Orakei to assist.
- w/c 6 Feb – Ed Sheeran sent to Kowhai School
- Make a Wish Foundation – facilitated experience for children in this organisation to meet All Blacks legend Dan Carter and kick on field
- Permobil Power in the Park – 20 June – a community open day celebrating accessibility and participation (complimentary food and drink included)
- Samsung e-waste day – Saturday 14 October 2023 – a cost-free drive through where staff unload and recycle your old electronics at Eden Park carpark
- Christmas colouring competition – local children to enter and win an Eden Park merchandise pack and a \$100 Holdson e-voucher
- Growspace Community Composting – Sunday 24 March 3pm
- Ayodhya in Eden Park – free entry for celebration for the Hindu community of New Zealand celebrating the opening of the Ram Mandir at Ayodhya in Uttar Pradesh
- Colour Me In Sunshine – colouring competition for Auckland children. Winner received tickets to the P!NK concert on Saturday 9 March

5.2.3 Events and activities for the community

A range of events and activities were provided to the local community including:

- Wahs Under the Stars – free entry to watch the Warriors v Knights on the Eden Park big screen
- Free entry to The Eden Park Hole in One Challenge for all Hood members with 30 complimentary balls to start with – winner of the Challenge received two adult economy flights to the UK or Europe.
- FIFA Women’s World Cup 2023 events
- Chance to win tickets to two fixtures for Hood members (4 per household)
- Chance to win one of 50 2023 balls for Hood residents – via draw
- Kennards Hire Kids’ Day – 3 October (free entry)
- Eden Park Christmas Market – 29 November
- Giveaway – one night of Staydium Glamping for a Hood winner (via draw)
- SIX60 poster giveaway (20 x posters) offered to the Hood
- Dulux Super Bash – free entry for Hood members with an online code –26 February
- Eden Park Food Truck Nights – 23 November – free entry and 100 x tickets to BLACKCAPS v India given away onsite

- ANZAC day – local resident Andrew McDowall played The Last Post onsite on bugle with the ETFE lit red for neighbours to join in remembrance
- The Hood Christmas Party – 6 December – family BBQ for all neighbours of Eden Park, with free gift for every child that attends
- Ed Sheeran ticket giveaway for The Hood – 100 Hood houses received four tickets each to the show on 11 February
- Eden Park Markets Sunday 14 April – community stallholder spots available \$10 per space. Students trying out new businesses are free.
- The Hood Eden Park Food Truck Evening – 2 February – free entry, includes activations for the kids from Auckland Cricket and Auckland Rugby
- Pacific Fest – Saturday 30 March 11am-4pm – music on the Outer Oval, free entry.

5.2.4 Ticket giveaways and discounts

Members of The Hood have received a variety of free tickets and offers including:

- Ed Sheeran ticket giveaway for The Hood – 100 Hood houses received four tickets each to the show on 11 February
- 100 x free concert tickets to Guns N’ Roses
- Free tickets to
- All Blues fixtures
- All Bunnings NPC fixtures
- Pacific Championship (21 October)
- Phoenix v Roar (16 April)
- BLACKCAPS v Sri Lanka (2 April)
- BLACKCAPS v Sri Lanka (25 March)
- BLACKCAPS v Australia (Friday 23 Feb)
- BLACKCAPS v Australia (Sunday 25 Feb)
- Freestyle Kings (18 November)
- Hood offer – 10% off Qatar Airways flights

5.2.5 Other activities

The EPT undertakes a range of other outreach activities some of which are *ad hoc* responding to situations as they arise. This includes personal visits to neighbours by the CEO Nick Sauntner. The CEO is active in engagement including face-to-face conversations, street walks, written communications, attendance at CLG and Residents’ Association Meetings, participation in residents’ WhatsApp group and social media interactions, issuing of business cards and mobile phone details to any resident that asks, advocacy for businesses, invitations to events for informal interaction, surveys and informal feedback sessions. The CEO also speaks at Rotary, Probus and Business Association events and regularly uses LinkedIn as a communication channel.

The EPT uses local supply chains where possible, including actively promoting businesses in the Hospitality sector. The Trust also uses a number of local contractors for event-related works, including printing.

The EPT engagement with the education sector includes addressing students, free tours, Easter egg hunts for local childcare facilities, ground maintenance advice, and Ed Sheeran performing at local schools.

5.2.6 Community Liaison Group

The decision on the 2019 application⁸⁵ included a direction that *“The consent holder must ensure that the terms, functions and responsibilities of the existing Eden Park Community Liaison Group (“CLG”), required by resource consent LUC-2006-4828, are expanded, as necessary, to include all aspects of the concert activity approved under this consent. The purpose of the CLG is to provide a forum for consultation on matters affecting the local community arising from all activities at Eden Park, including the exercise of resource consents, proposed resource consent applications.*

The CLG is administered and chaired by Auckland Council (Team Leader - Compliance and Monitoring). Membership of the CLG is fixed and participants are invited in collaboration with Auckland Council and the Chair.

The membership of the CLG constitutes a cross-section of local community organisations including the Local Board, Auckland Council, businesses within the general precinct of Eden Park via local business associations, Police, Auckland Transport, and Eden Park representatives.

It specifically includes representatives from the Eden Park Neighbourhood Association, Eden Park Residents Association, Albert-Eden Local Board, Kingsland Business Society, Dominion Road Business Association, Auckland Council (Council Member), Auckland Transport (part), NZ Police (part), Eden Park Traffic Specialist and the Eden Park Community Liaison Officer.

Member groups select their own representatives, who in turn maintain two-way communications with their respective members. Invitations to each meeting are distributed by the Chair and any invitations to other individuals or groups to participate in the CLG will be extended by the Chair following consultation with the CLG.⁸⁶

Item covered on the agenda for CLG meetings typically include:

- regular updates on scheduling of concerts and other events at the Stadium including anticipated number of patrons;
- opportunities for feedback and input with regards to the effectiveness of methods to avoid, remedy or mitigate adverse effects associated with the activities authorised by the consent;
- details of how the consent holder has responded to queries and complaints;
- planned changes in management procedures;
- changes in facilities at the Stadium; and
- details of consultation undertaken and responses and feedback received.

⁸⁵ p77

⁸⁶ Eden Park Trust, (2021), *Eden Park Operating Management Plan for Concerts*, 20pp

6 THE EDEN PARK LOCALITY

6.1 General characteristics

The Mt Eden suburb has a blend of residential, commercial, and recreational areas, reflecting a mix of urban and suburban lifestyles. Land use is predominantly residential, with commercial activities concentrated in the village centres and along the main roads, principally Dominion Road, Mt Eden Road, and New North Road.

At the 2018 Census, about 60% of households in Mt Eden owned their homes. This was higher than the Auckland-wide average of around 50% and nearby suburbs like Kingsland (55%) and Sandringham (52%). The median property price in Mt Eden in mid-2024 is about \$1.8 million, up from \$1.5 million in 2020.⁸⁷ This compares with the median property price across Auckland of about \$1.2 million. Rental properties now comprise about 40% of the housing stock in Mt Eden, up from 35% in 2016.

The number of flats in Mount Eden has increased by 25% over the past five years, with several new developments specifically marketed as more affordable options for young professionals and smaller families. Despite these developments, there remains a significant gap in affordable housing. An estimated 15% of households in Mt Eden are experiencing housing stress, defined as spending more than 30% of their income on housing costs.

The construction of new housing units in Mt Eden has not kept pace with demand. Over the past decade, the population growth rate has been about 2% per year, while the housing supply has grown by only 1.2% per year.

Mt Eden has seen significant development in recent years, driven by its proximity to Auckland's CBD and good transport links. The area has had an increase in medium to high-density residential developments. This intensification is in line with Auckland's Unitary Plan.

According to Stats NZ projections, Mt Eden⁸⁸ is expected to continue to grow from the current population of about 19,000 residents. Indicative forecasts⁸⁹ are Short Term: 2025 = 20,000, 2028 21,500; Medium term: 2030 = 23,000; 2033 =25,000; and Longer term: 2038 27,500, 2043 =30,000.

The community in Mt Eden values its heritage and natural environment, with strong local advocacy for the preservation of historic buildings and green spaces. There is a vibrant community spirit, evidenced by numerous local organizations and events that foster social cohesion. Eden Park plays a significant role in the vibrancy of the community with a range of sporting and cultural events (including concerts), and strong community engagement.

Key concerns for Mount Eden residents identified in Albert-Eden Local Board reports include traffic congestion, housing affordability, heritage preservation, and the environmental sustainability of new developments.

⁸⁷ <https://www.corelogic.co.nz/our-data/mapping-market>

⁸⁸ Forecasts are not available at the suburb level so it is not possible to forecast number of residents within the 1km radius of eden Park in the future. The extent of redevelopment of existing properties for multiple dwellings will be a significant factor

⁸⁹ Statistics New Zealand. (2023). *Subnational Population Estimates*.

6.2 Demography

At the time of writing, small area statistics are not available for the 2023 Census of Population so it is necessary to rely on the 2018 data. The focus, following on from the previous application, is on the arbitrarily defined 1km radius of Eden Park, Figure 6.⁹⁰

Figure 6 2018 meshblocks within/crossed by 1km radius



6.2.1 Population numbers

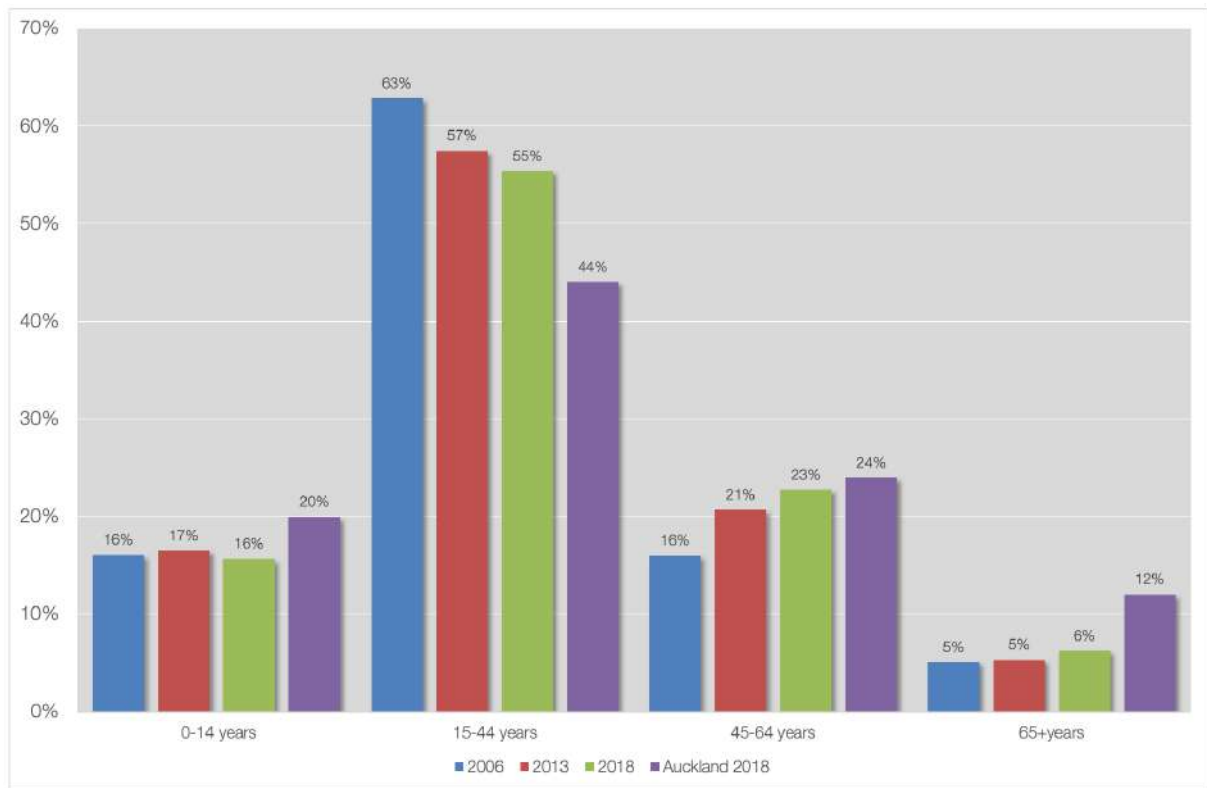
The population resident within 1km of Eden Park grew on average by 0.7 percent a year between 2006 and 2018 to reach 14114 in 2018 (growth was slightly faster between 2013 and 2018 at one percent a year. This was less than half the rate for Auckland as a whole at 1.6 percent between 2006-2018).

⁹⁰ The 1km area was originally used in the EPNA newsletter #34 of July 2018. It is used without attributing any significance to this distance in terms of effects.

6.2.2 Population Age structure

A feature of the changing age structure between 2006 and 2018 was the fall number of children in the age range 0-4 years from 847 in 2006, to 840 in 2013 and to 653 in 2018 with the proportion of the population falling from 6.6 percent to 6.2 percent and 4.6 percent respectively. The proportion in the 0-14 years of age group remained static between 2006 and 2018. There was some potential aging in place occurring in the 15-44 years and 45-64 years groups. Even then, there are major differences between the residents within 1km of Eden Park and Auckland as a whole in the proportions of those of 15-44 years of age (55% vs 44 %) and those of 65 years and over (6% vs 12%), Figure 7.

Figure 7 Broad structure of the population

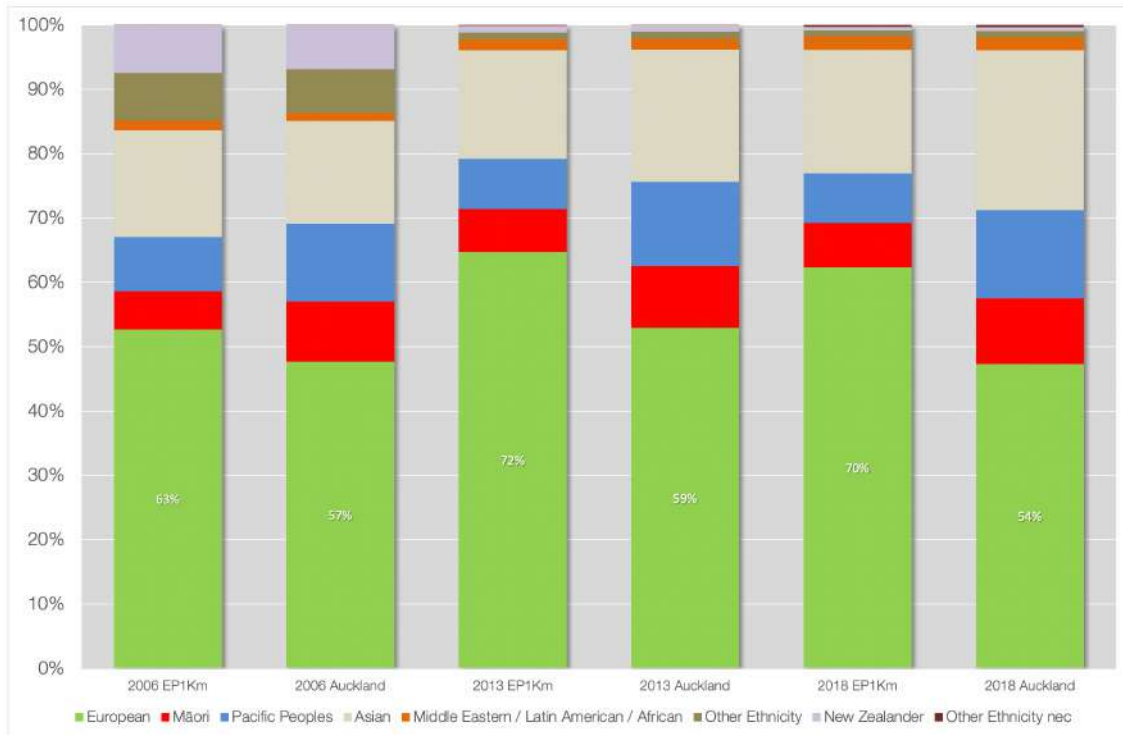


As noted on page 30 of the Social Report, Statistics New Zealand have identified that New Zealanders in the 15–44 age group were more likely to participate in cultural and recreational activities than those aged 45 and over.

6.2.3 Ethnicity

The proportion of residents within 1km of Eden Park identifying as European rose from 63 percent in 2006 to 72 percent in 2013 and fell back to 70 percent in 2018. Over the same period the proportion of people identifying as European in Auckland as a whole fell from, 57 percent to 54 percent, Figure 8.

Figure 8 Ethnicity in vicinity of Eden Park and Auckland



6.2.4 Disabled people⁹¹

The 2018 Census collected information about disabled people including people with difficulty hearing, seeing (even if wearing glasses), remembering concentrating, and communicating. The incidence of disabled people among residents within 1km of Eden Park is no higher than Auckland as a whole, and the proportion with no difficulty is marginally higher for residents within 1km of Eden Park for all variables, Table 8.

Table 8 Incidence of disabled people and severity of difficulty (aged 5 years and over)

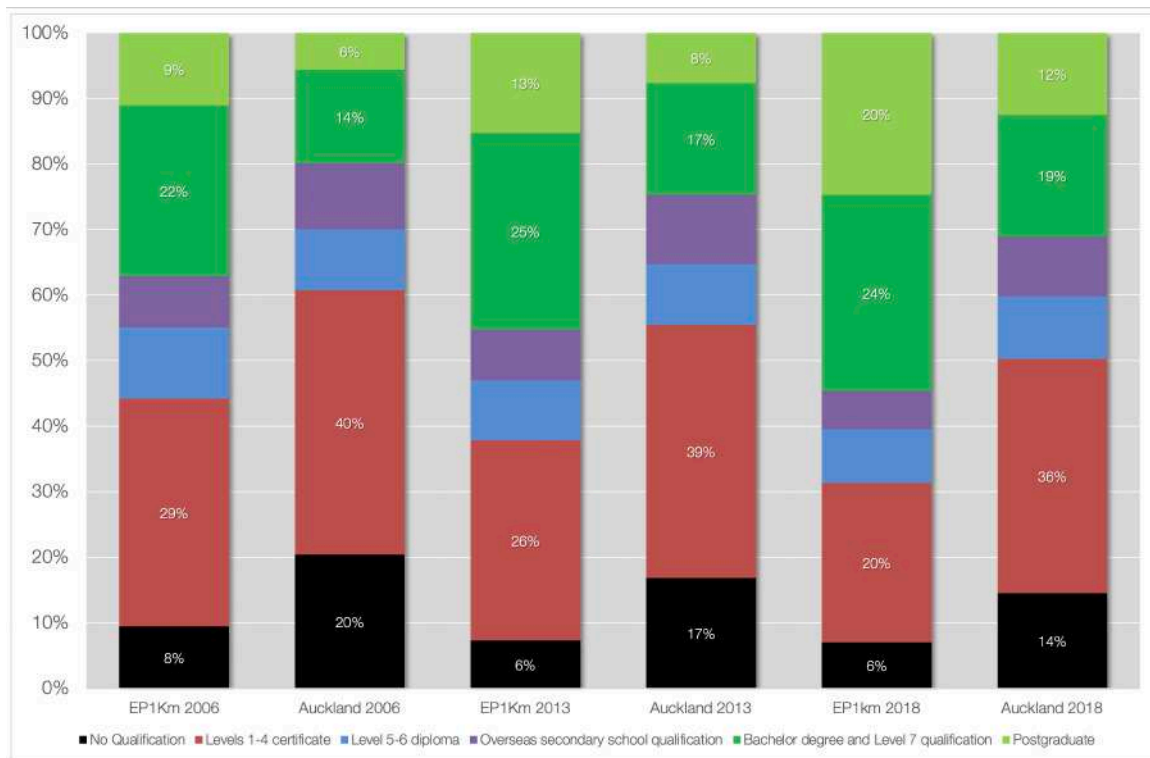
		No difficulty	Some difficulty	A lot of difficulty	Cannot do at all	Number cannot do at all
Difficulty hearing even if using a hearing aid	EP1km	92.6%	6.7%	0.5%	0.2%	18
	Auckland	89.9%	8.7%	1.1%	0.3%	3435
Difficulty seeing even if wearing glasses	EP1km	86.4%	12.5%	0.9%	0.2%	19
	Auckland	84.6%	13.9%	1.3%	0.3%	3960
Difficulty remembering or concentrating,	EP1km	88.1%	10.8%	0.9%	0.2%	18
	Auckland	86.6%	11.7%	1.5%	0.3%	3909
Difficulty communicating using your usual language for example being understood by others,	EP1km	96.9%	2.7%	0.2%	0.1%	10
	Auckland	94.9%	4.1%	0.7%	0.3%	3480

⁹¹ See <https://www.odi.govt.nz/home/about-disability/disability-etiquette/>

6.2.5 Formal Education

In 2006 residents within 1km of Eden Park had overall a higher level of formal academic qualifications than the people of Auckland as a whole. The 31 percent had a bachelors degree or higher compared with 20 percent in Auckland as a whole. By 2018 the gap had grown with 44 percent residents within 1km of Eden Park having a degree compared with 31 percent in Auckland as a whole, Figure .

Figure 9 Formal educational qualifications



6.2.6 Number of children born, for the female census usually resident population

The pattern of childbearing by women living within 1km of Eden Park varies markedly from Auckland as a whole, Table 9. In each category except “one child” the incidence is lower within 1km of Eden Park. The corollary is that the proportion with no children was 23% higher among women within 1km of Eden Park.

Table 9 Number of children born, for the female census usually resident population

	No children	One child	Two children	Three children	Four children	Five children	Six or more children
EP1km	58%	13%	18%	8%	2%	1%	1%
Auckland	35%	13%	25%	14%	7%	3%	3%

6.2.7 Personal income

Sources of personal income

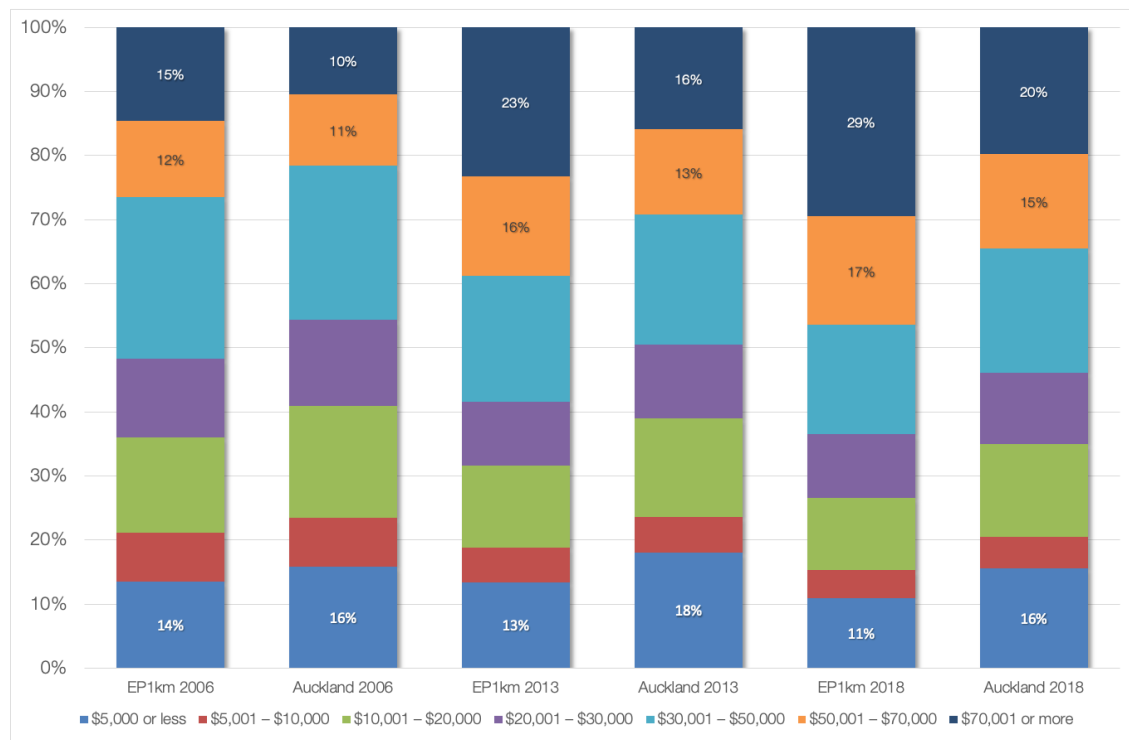
Residents within 1km of Eden Park varied from Auckland as a whole in terms of:

- higher level of personal income derived from wages, salary, commissions, bonuses etc paid by their employer (53% vs 47%);
- higher level of self-employment, (13% vs 11%);
- lower level of income from Interest, dividends, rent, other investments (14% vs 16%);
- lower level of income from New Zealand Superannuation. Veteran's Pension. other superannuation, pensions, or annuities (6% vs 10%; and
- lower level of solo parent support (1% vs 2%).

Income groups

The gap between total personal income of residents within 1km of Eden Park and Auckland as a whole grew significantly between 2006 and 2018, Figure 7.

Figure 7 Total personal income



In 2006 six percent more of residents within one kilometre of Eden Park earned \$50,000 or more than those living in Auckland as a whole (27% vs 21%). By 2018 this gap had grown to 11 percent (46 percent vs 35 percent). At the proportion earning \$5000 or less dropped from 14 percent to 11 percent while it stayed at 16 percent for Auckland as a whole.

6.3 DISCUSSION

Census data provide a limited window into the characteristics of the population of an area. One of its uses is to seek to assess the vulnerability of the population to a range of effects but this is constrained by the nature and coverage of the data.

The age structure of the population is of interest, for example, because while both children and adults are vulnerable to sleep disturbances caused by environmental noise, the degree of vulnerability can vary due to several factors.

Children tend to be more susceptible to noise-related sleep disturbances due to their developing auditory systems and different sleep patterns compared to adults. Their ear canals are smaller, which can intensify higher frequency sounds. Additionally, children, particularly those with developmental differences such as autism spectrum disorder, often have increased sensitivity to noise.⁹²

For adults, noise can also disrupt sleep by increasing the number of awakenings and reducing sleep efficiency. However, adults might have a slightly higher tolerance to noise due to habituation and differences in sleep architecture compared to children. Despite this, the effects of noise on sleep can still lead to significant health issues such as increased stress, anxiety, and long-term cardiovascular problems.⁹³

The Census results show the numbers which might be at risk without the noise control measures and consent conditions operating at Eden Park which are designed to provide an appropriate level of protection. The data also show that the proportion of the population made up of children of 0-4 years fell from 6.6 percent in 2006, to 6.2 percent in 2013 and 4.6 percent in 2018, while the share of 0-14 years remained static at around 16 percent, four percent below the proportion for Auckland in 2018).

Other data provide more direct insights into potential effects. There were for instance a small number of people within 1km of Eden Park who had some level of difficulty of hearing without a hearing aid. Relatively high incomes can also indicate a greater capacity for life choices, including where to live.

Formal education, and income are sometimes used as (relatively poor) proxies of the capacity of a community to articulate concerns about the effects of projects or infrastructure. In this case the membership of the EPRA and the EPNA and engagement in the planning process allay any concerns that the opinions of the neighbours are not being articulated.

While the lens of Census data is constrained, the residents within 1km of Eden Park could not be considered to be a vulnerable community compared with some other parts of Auckland. There may be some individual's or households less well off than the norm but the data does not provide a picture of individual households. The frequency, however, is likely to be low compared with Auckland as a whole.

⁹² Balk S J, R E. Bochner, MA Ramdhanie, B K Reilly, MD, (2023), Preventing Excessive Noise Exposure in Infants, Children, and Adolescents, *Pediatrics*, 152 (5)

⁹³ Chung S, S Youn, C Lee, Min Jo, J Park, S W Jo, J Lee, J H Sung, C S Sim, (2016), Environmental Noise and Sleep Disturbance; Night-to-night Variability of Sleep/Wake Patterns, *Sleep Med Res*, 72 (2), 78-81

7 AUDIENCE BEHAVIOUR

As discussed in the SIA in the application for six concerts, some level of disorderly behaviour tends to accompany most large events irrespective of the purpose. This could be considered to have more to do with New Zealanders' attitudes to alcohol and lack of personal responsibility of some individuals, rather than the event *per se*.

The New Zealand Herald recently reported, for instance, that *"A brawl at the end of Christchurch's Addington Cup Day has led police to arrest several punters - with women in glamorous frocks and men in suits being led away in handcuffs. Images from trackside at Addington Raceway late this afternoon show angry racegoers face to face in physical disputes as police officers attempt to pull people apart and subdue them."*⁹⁴

The event, attended by about 10,000, resulted in one arrest for disorderly behaviour and resisting police, and six other people were given pre-charge warnings. There were similarly 10,000 attendees at the 6 January 2024 Juicy Fest concert in Auckland where three police officers were assaulted and 12 people were arrested after *"several disorder events"*⁹⁵ NZ Police were reported to have made six arrests at the Juicy Fest in Wellington due to fighting and disorderly behaviour."

This can be compared with no arrests at 28 of the 30 Super Rugby games held at Eden Park between 2021 and 2024 at which the estimated crowd averaged 17,278. The only blemish was the Super Rugby Trans-Tasman Final between the Blues and the Highlanders which resulted in seven Police arrests.

Some public disorder is related to the general festivities. RNZ reported, for instance, that 18 people were arrested on New Year's Eve, 2018, for drunk and disorderly behaviour in Nelson and four in Gisborne. At the same time there were no arrests at the contemporaneous *"Rhythm and Vines"* day music festival in Gisborne or the three-day *"Rhythm and Alps"* festival at Cardona.⁹⁶ There was one arrest at the Rhythm and Alps festival in 2017 but this compares with three arrests in the settlement of Wanaka, seven arrests in the area for drunken driving and the NZ Police having to contend with *"large numbers of unsupervised drunken teenagers roaming the streets"* on New Year's Eve.⁹⁷

The experience with concerts like other events is mixed. In contrast to the arrest-free events at Gisborne and Cardona at the last New Year's Eve, there were six arrests within the concert confines and campgrounds for minor drunk and disorderly behaviour the same evening in Nelson at the *"Bay Dreams South"* concert, and there were 16 arrests at an Eminem concert in Wellington attended by 46,000 at the Westpac Stadium in Wellington on 2nd March 2019.⁹⁸

Raineri (2004) summarises the issue by concluding "Crowds occur frequently in modern society. A major sporting or entertainment event can attract tens of thousands of avid fans.

⁹⁴ NZ Herald, (14 Nove 2023), *Addington Cup Day in pictures: Brawl leads to multiple arrests, plus all the colour from the biggest day on Canterbury's social calendar*

⁹⁵ NZ Herald (7 Jamnuary 2024) *Auckland Juicy Fest: Police officers assaulted, 12 arrests made after 'several disorder events'*

⁹⁶ <https://www.rnz.co.nz/news/national/379302/new-zealanders-well-behaved-on-new-year-s-eve>

⁹⁷ <https://www.odt.co.nz/regions/wanaka/drunken-teens-main-issue>

⁹⁸ <https://www.rnz.co.nz/news/national/383808/eminem-concert-rocks-records-in-wellington>

Usually, these large gatherings of people occur without serious problems. Occasionally, however, the combination of inadequate facilities and deficient crowd management results in injury and death.⁹⁹

7.1 Previous analysis of events at Eden Park

The assessment of social impacts for the original application for six concerts analysed 77 events at Eden Park attended by a total of 1,216,181 patrons between January 2016 and April 2019. This showed that audiences are typically well-behaved. There were very low levels of occurrence of incidents measured in terms of the rates of assaults, burglaries in the surrounding area, disorderly behaviour, thefts from cars, thefts of cars or motorcycles, arrests, ground evictions, cars ticketed, and cars towed. Some of the key findings included:

- no burglaries in the local area during the events;
- no thefts of cars or motorcycles; and
- one theft from a car.

The analysis found that most events had zero recorded incidents resulting in arrest. In fact, no arrests were made at 58 (75 percent) of the events. Overall, there was one arrest for every 19,759 patron hours at the Stadium, with only one arrest being outside the Park where residents not attending the event might potentially have been affected in some way.¹⁰⁰

When this analysis was prepared it was anticipated that concerts would attract the same level of patronage as sold-out or All Black tests and cricket internationals. Rugby Test matches had the largest audiences of events at Eden Park at that time, typically attracting up to a capacity audience of 48,600 people. In February 2019 the T20 international cricket game attracted the maximum cricket capacity of 42,000 people.

A focus of the previous analysis was on understanding the incidence of events of disorderly behaviour at these large events compared with other fixtures held at the Stadium. The frequency of Incidents was standardised in terms of number of events per 1000 patron hours, thus isolating the effect of both the varying size of audiences and differences in duration of events.

The standardised rates for five measures were then placed in rank order covering:

- Assaults per 1000 patron event hours
- Disorder incidents per 1000 patron event hours
- Ground evictions per 1000 patron event hours
- Cars Ticketed per 1000 patron event hours
- Cars Towed per 1000 patron event hours

Table 10 shows the top ten events with the highest incidence for each of these measures (except where these occurred at less than ten events), colour-coded for the code and grade. The biggest audiences (the All Black Tests) are in light blue. There are only three in the table.

⁹⁹ Raineri, A, (2004), The causes and prevention of serious crowd injuries and fatalities at outdoor music festivals *12th Annual Safety Institute of Australia Conference*, 14pp

¹⁰⁰ A second feature of the occurrence of arrests was that 39% of the arrests were made at the four days of NRL Nines games in 2016 and 2017

Table 10 Rank order of events by most frequent incidents per 1000 patron hours, 2016-19

Rank order	1	2	3	4	5	6	7	8	9	10
Arrests per 1000 patron event hours	Cricket Intl Sat 24-Mar Day 3 Blackcaps v England	Super Rugby Fri 26-Feb-16 Blues v Highlanders	NRL Nines Sun 7-Feb-16 Day2	Interntl Sat 9-Jun-18 All Blacks v France	Super Rugby Sat 16-Feb-19 Blues v Crusaders	Super Rugby Fri 26-May-17 Blues v Chiefs	Mitre 10 Sat 27-Oct-18 Auckland v Canterbury	NRL Nines Sat 4-Feb-17 Day1	DHL Lions Sat 8-Jul-17 All Blacks v Lions	NRL Nines Sat 6-Feb-16 Day1
Assaults per 1000 patron event hours	Super Rugby Sat 11-Feb-17 Blues v Highlanders	Mitre 10 Cup Sat 25-Aug-17 Auckland v Northland	Mitre 10 Sat 27-Oct-18 Auckland v Canterbury	NRL Nines Sat 4-Feb-17 Day1						
Disorder incidents per 1000 patron event hours	Mitre 10 Cup Sun 18-Sep-16 Auckland v Counties	NRL Nines Sun 7-Feb-16 Day2	NRL Nines Sat 6-Feb-16 Day1	ODI Intl Sun 31-Jan-16 Blackcaps v Sri Lanka	T/20 Intl Wed 15-Jan-16 Blackcaps v Sri Lanka	Cricket Intl Sun 25-Mar-18 Day 4 Blackcaps v England	Super Rugby Sat 16-Feb-19 Blues v Crusaders	Super Rugby Sat 19-May-18 Blues v Crusaders	Super Rugby Fri 12-May-17 Blues v Cheetahs	NZRFU Sat 22-Oct-16 All Blacks v Australia
Ground evictions per 1000 patron event hours	Mitre 10 Cup Wed 30-Aug-17 Auckland v Waikato	Cricket Intl Sat 24-Mar Day 3 Blackcaps v England	AKL Rugby Sat 29-Jul-17 Club Finals	Mitre 10 Cup Sat 1-Oct-16 Auckland v Otago	Cricket Intl Sun 25-Mar-18 Day 4 Blackcaps v England	Super Rugby Fri 29-Jun-18 Blues v Reds	Mitre 10 Cup Sat 18-Aug-18 Auckland v Counties	NRL Nines Sat 4-Feb-17 Day1	T/20 Intl Fri 16-Feb-18 Blackcaps v Australia	Mitre 10 Cup Thu 6-Oct-16 Auckland v Tasman
Cars Ticketed per 1000 patron event hours	Super Rugby Fri 29-Jun-18 Blues v Reds	Cricket Intl Mon 26-Mar-18 Day 5 Blackcaps v England	Super Rugby Sat 11-Feb-17 Blues v Highlanders	Super Rugby Sat 2-Jun-18 Blues v Rebels	Cricket Intl Sat 24-Mar Day 3 Blackcaps v England	Nitro Circus Sat 9-Mar-19	ODI Intl Sun 4-Mar-17 Blackcaps v South Africa	Super Rugby Sat 6-Apr-19 Blues v Waratahs	WMG Fr 21-Apr-19 WMG Opening	Cricket Intl Fri 23-Mar-18 Day 2 Blackcaps v England
Cars Towed per 1000 patron event hours	Super Rugby Sat 28-Apr-18 Blues v Jaguares	Super Rugby Sat 19-May-18 Blues v Crusaders	Super Rugby Fri 29-Jun-18 Blues v Reds	Super Rugby Sat 1-Apr-17 Blues v Force	WMG Fr 21-Apr-19 WMG Opening	Mitre 10 Cup Wed 30-Aug-17 Auckland v Waikato	Super Rugby Sat 31-Mar Blues v Sharks	Super Rugby Fri 11-May-18 Blues v Hurricanes	Super Rugby Fri 12-May-17 Blues v Cheetahs	Super Rugby Sat 11-Feb-17 Blues v Highlander

The rank order out of 77 of the seven All Black tests with audiences ranging from 40,539 to 48,609 patrons is set out in Table n. There were zero instances of assaults in the seven games and four instances of zero disorder incidents. The ranking across the 77 games for these Tests ranged from 4th (ABs vs France 9/6/18) to 65th (ABs v Australia, 22/10/16 and ABs v Australia, 25/8/18). The average across all games was 34th.

The analysis concluded that one of the most significant features of Table n in terms of potential concerts at Eden Park was the low level of appearance of the largest events in the top ten of incident frequencies. It was also concluded that the low occurrence of events with audiences of 40,000+ among the top-ranking events for incidents showed that the occurrence of incidents bore no systematic relation to audience size.

7.2 Audience Behaviour at Eden Park 2021-2024

The Resource Consent for six concerts in a 12 month period at Eden Park was issued on 15 January 2021. Since then there have been 88 sporting and cultural events including eight concerts. The cumulative estimated audience is 1.65 million with the audiences split between a range of codes and activity types, Table 11.

Table 11 Estimated audience by code/type of activity 2021-2024

Code/type	Estimated audience	No. of events	Average audience
Rugby Union	684,894	45	15,220
Football	461,326	16	28,833
Concert	314,049	8	39,256
Cricket	121,535	13	9,349
Cultural	30,000	2	15,000
Rugby League	28,268	2	14,134
Other	10,000	2	5,000
Total	1,650,072	88	18,751

Notable amongst this distribution is the 461,326 for football. This reflects, in large measure, the hosting of nine FIFA Women’s World Cup games in 2023 which attracted a total audience of 342,422 patrons - an average of 38,047 per game. This was 11 percent higher than the six international rugby games in the same period.

In assessing the behaviour of the audiences, the focus has been on those with comparable audience numbers to those attending the concerts. This set a benchmark at 23,000 with the Guns ‘N Roses concert having the lowest official attendance at 23,546.

For most events information was recorded on:

- external responses by Emergency Services (Police arrests and Police disorder);
- transport related (infringements issues and vehicles towed) and
- calls to the Hotline (incidents were classified as crowd behaviour, noise, traffic management/parking, and external alcohol related – data on lost property and miscellaneous inquiries were also kept with these two typically making up around one third (30.9 percent) of all calls.

In general terms, the rates of incidents in 2021-24 lacks some of the high incidence events seen in the previous analysis, as shown in the arrest and Police disorder data, Table 12.

Table 12 Disorderly behaviour by code/activity

Event	Arrests	Police disorder	# of events with data	Audience
A League Football	0	0	4	51,967
Cricket	1	1	12	121,535
Cultural	0	0	4	88,610
International Football	1	2	11	390,128
International Rugby	1	2	6	230,095
NPC Rugby	0	0	5	1372
Super Rugby	8	4	33	457,707
Rugby League	1	0	2	28,268
Other	0	0	1	10,000

Another insight into audience behaviour is provided by the calls to the Hotline operated by the EPT, Table 13.

Table 13 Hotline calls by code/activity

Event	Crowd behaviour	Noise	Traffic Management/ Parking	External Alcohol Related
A League Football	0	0	6	0
Cricket	0	1	14	0
Cultural	0	0	4	0
International Football	1	2	27	21
International Rugby	0	0	15	0
NPC Rugby	0	0	0	0 ¹
Super Rugby	0	1	32	0
Rugby League	0	0	0	0 ¹
Other	0	1	0	0

¹ More than half missing data

In terms of these four issues, the calls were dominated by traffic management and parking with 98 of the 126 (77.8) recorded here. The feedback to the Hotline mirrors some of the responses in the EPRA survey about concerts with comments including:

- residents with permits not being able to access their homes by TMP staff;
- difficulty in accessing information about parking including access to the Eden Park Event Parking website, apparently she was having difficulty with this.
- Uber drivers are blocking driveways and refusing to move to allow residents to leave
- Patrons being abusive towards traffic management staff over parking
- Inquiries about places to park, approaches to the Stadium and related queries

7.3 Audience Behaviour at Concerts at Eden Park 2021-2024

Six of the eight concerts held to date had no arrests or Police disorder incidents. The exceptions were the first Six60 concert with four arrests, and the second Six60 concert with two arrests and four Police disorder incidents. Even if the average attendance was only 75 percent of the time that the gates were open at the venue this is still over 1.5 million attendee hours or one incident per 151,800 attendee hours.

There were on average 17 parking wardens on duty for the concerts ranging between 10 for Guns 'N Roses and 26 for Billy Joel. The number of infringement notices issued averaged 72 and ranged from 38 for Guns 'N Roses to 92 for the first Six60 concert. This is higher than the average of 50 for the Super Rugby games but the rate per attendee is lower with one infringement notice per 539 concert attendees compared with one for every 364 attendees for Super Rugby games. The pattern is different in terms of vehicles towed with one per 1251 for concert attendees and one per 1499 for Super Rugby attendees.¹⁰¹

The calls to the Hotline about concerts were broadly similar to those for the sporting events in that the majority (54 out of 65, 83.7 percent) were about traffic management/parking. In contrast to the sporting events there seven about noise (with four of these received during the second Six60 concert).

¹⁰¹ Integrated ticketing operates at both the concerts and Super Rugby games although the uptake varies

7.4 Overview

The incident data recorded by the EPT demonstrates a continuation of the low occurrence of incidents at Eden Park or in the vicinity of the Stadium observed in the first SIA with if anything a reduction in the number of events where a small group of individuals has impacted the statistics. In general it reflects the law-abiding behaviour of most people in Aotearoa-New Zealand.

A significant contributing factor is the active management of the audiences through the presence of security staff, community ambassadors, the traffic management area, and the local liquor ban for major events, Figure 11.

Figure 11 Liquor Ban Area



There is also no incentive for people to carry alcohol to Eden Park as they are not allowed to take it in even if they surreptitiously carry it through the alcohol ban area. The conditions of entry include that alcohol purchased away from the Stadium is not permitted into the Stadium and that:

- all patrons and their possessions may be subject to a search prior to being granted entry into the Stadium;
- patrons and their possessions may also be searched during an event and when leaving the stadium;
- all vehicles entering and leaving the Stadium may be searched; and
- all prohibited items will be confiscated.

The EPT determines the extent of the traffic management area and the number of security staff primarily on the basis of predicted audience size and judgements about the type of event. Table n shows the staffing for the eight concerts.

Table 14 Support staff for concerts

Artist(s)	SIX60	SIX60	Billy Joel	Guns n' Roses	Ed Sheeran	Ed Sheeran	P!NK Night 1	P!NK Night 2
	24/04/21	19/11/22	3/12/22	10/12/22	10/02/23	11/02/23	8/03/24	9/03/24
External Security Staffing								
Car Parking	4	17	15	7	19	20	0	0
Community Ambassadors	16	8	8	4	8	8	0	0
Liquor Wardens	12	12	12	12	12	12	0	0
Parking Wardens	16	18	26	10	16	17	17	15

8 COMMUNITY RESPONSE TO CONCERTS AT EDEN PARK

Over the past six years there has been significant input about concerts at Eden Park from affected and interested parties. This has taken five basic forms:

- submissions related to proposed concerts;
- a random sample survey;
- surveys of local residents as members of The Hood and of the Eden Park Residents' Association (EPRA);
- calls to the Eden Park "hotline"; and
- complaints to Eden Park and to Auckland Council.

People who make submissions on resource consent applications typically reflect the views of the more motivated of the affected and interested parties and may not be representative of wider public opinion. Submitters in support or opposition are self-selecting whereas polls and survey reach out to a survey population. The results of formal social surveys which adopt random sampling procedures can be generalized (within defined confidence limits) from the sample to the wider population. In contrast, submissions only reliably reflect the opinion of their writers and any organisations they are mandated to represent.

Surveys of local residents through The Hood¹⁰² and the EPRA reflect an opt-in to local fora which are open to everyone in the vicinity. Both have entirely local membership with "The Hood" more tightly defined on the basis of specific streets rather than the more general definition for membership of EPRA being "*within the proximity of Eden Park and surrounds*".

8.1 Opinion on Concerts at Eden Park prior to 2020 Consent

8.1.1 Submissions on the Proposed LifePods Charity Concert 2019

In 2018 a proposal was made to hold a charity concert at Eden Park on Waitangi Day, 2019. It was hoped the proceeds from the event, which would include a broadcasted telethon, would secure funding of \$4 million to produce 2,000 "LifePods" incubators for premature babies. It was intended to ship them to developing countries.

Auckland Council sought submissions on the application for a resource consent. A total of 492 submissions were received on the resource consent application with 370 in support, 120 in opposition and 2 neutral.¹⁰³ Commenting on these the EPNA website update of 30/7/18 stated: "*Update re submissions. There was a lot of miss-information (sic) around submission numbers and support / opposition. Having now gone through submissions and removed the out of area ones (even as far as Wanaka!) we see that the majority of local submissions opposed the concert proposal.*"¹⁰⁴ In practice, this was incorrect with a simple majority of those living within 1km of Eden Park in support of the concert (111 vs 99).

As the area under consideration is extended, the proportion supporting the concert increases. Two thirds of submitters (66 percent) lived within 5km of Eden Park and almost

¹⁰² The Hood is Eden park's supporters club with over 1600 members

¹⁰³ <https://www.aucklandcouncil.govt.nz/have-your-say/have-your-say-notified-resource-consent/Pages/resource-consent-public-notice.aspx?itemId=55&src=Search>

¹⁰⁴ The local focus of the EPNA is understandable but the arbitrary screening out of respondents when their circumstances is unknown is poor practice

two thirds of this group (64%) supported the proposal. Overall 97 percent of submissions were from Auckland, with 75 percent of the Auckland submissions in support, Table 15.

Figure 12 Submissions on LifePods concerts

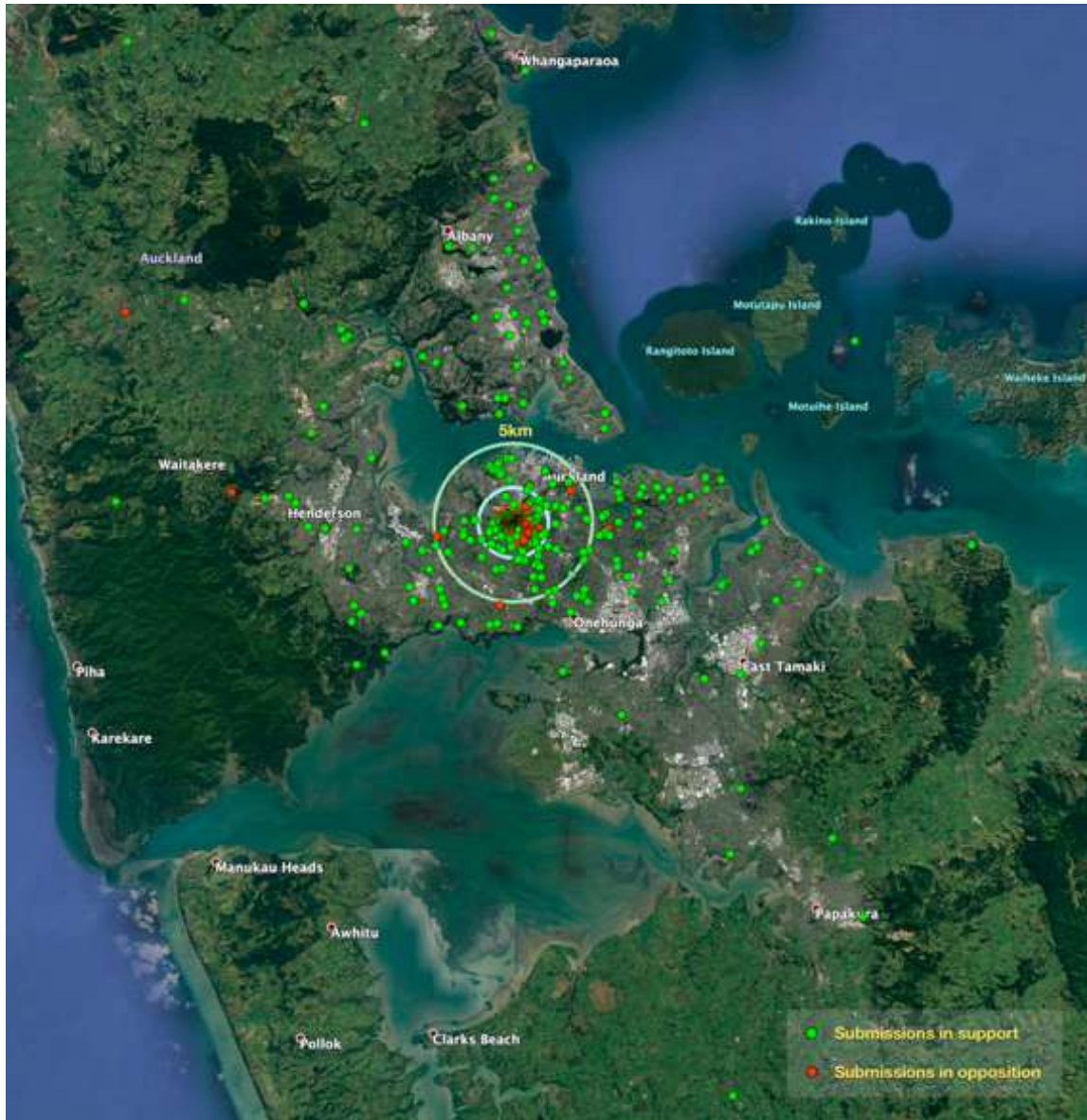


Table 15 Submissions on LifePods charity concert by distance from Eden Park

Residential location	Support		Neutral		Oppose	
	No.	% zone	No.	% zone	No.	% zone
Under 1 km radius	111	52%	2	0%	99	47%
1.0-1.9 km radius	37	73%	0	0%	14	27%
2.0-4.9 km radius	59	97%	0	0%	2	3%
Rest of Auckland (5 km+)	146	97%	0	0%	5	3%
Elsewhere	17	100%	0	0%	0	0%
Total	370	75%	2	0%	120	24%

8.1.2 Submissions on the 2020 application to hold six concerts per year

The application for a resource consent to hold six concerts a year at Eden Park attracted 3156 submissions of which 2966 were in support, 10 were neutral and 180 were against.

The minority opposing view was represented, in part, by the EPNA whose submission asserted included alleged effects of:

- noise including noise from setup, sound testing, rehearsals, concerts, and subsequent disassembling, and crowd noise on local residents including day care and the school; and claimed insufficient noise modelling and analysis, with EPNA advocating for independent noise models to assess the impact on local residents.
- traffic and parking Issues including increased traffic and parking congestion during peak periods, especially with mid-week concerts; claims about insufficient analysis of available public transport capacity and the effects on local commercial areas; and concerns about on-street parking availability for residents and the extended period of parking restrictions during events.
- late-night finishes including noise and traffic impacts on residential areas and the need for detailed analysis of crowd dispersal and traffic patterns post-events;
- stage set up and pack down alleging a lack of detailed plans including the impact of heavy equipment and overnight truck movements; and
- fireworks, aerial displays and helicopters on people, pets and amenity.

The submission raise a number of perceived general planning Issues contending that the application was considered too broad and generic, making it difficult to assess specific impacts; suggesting that discretionary activities like concerts at Eden Park were not covered by existing precinct standards, necessitating a more stringent assessment of noise and other effects; and expressing concern about the potential displacement of primary activities at Eden Park by concerts, contrary to precinct plan objectives.

The submission claimed that the application did not adequately consider the cumulative effects of multiple events over the year, including sports and non-sporting activities and the impact on local amenity during the concert season, which coincided with other major activities at Eden Park. The submission also asserted that the economic impact assessment was too narrow and that the social impact assessment underestimated the adverse effects on local residents and businesses.

The submission also raised concerns about the enforceability of proposed conditions, particularly regarding noise limits and curfews and doubts about the effectiveness of operational management plans in mitigating the adverse effects of concerts.

An analysis of submissions undertaken by Dr Gillian Stewart¹⁰⁵ identified a number of assertions about effects which included a number canvassed to a greater or lesser extent in the generic effects discussed in Section 2:

- Environmental impacts of additional and different noise levels, particularly at night (from set up to pack down) on local residents' way of life, ability to hold conversations, entertain friends, sleep, health and wellbeing, particularly on children, young families, the elderly and pets, people with noise sensitivity issues, shift workers and people who work from home

¹⁰⁵ Stewart G, (2020), Technical Memo – Social Effects, p13

- Lack of power and control to choose, including ability to block-out (ongoing) noise within homes and gardens, generally reduced quiet times
- Concerns or fears about personal and or property rights, including privacy and safety from increased numbers of patrons, drones, helicopters and potential anti-social behaviours linked to music crowds
- Traffic congestion and reduced parking access for residents to access their homes and driveways
- Adverse impacts on local schools and ECEs if day concerts are included
- Reduced road safety and environmental pollution from increase in trucks supplying concert-equipment, as well as increased cars, taxis and buses for concert patrons
- Reduced residential amenity values and pre-existing access to alternative concert facilities in areas with fewer residences”

Dr Stewart also identified a number of other alleged effects not discussed in Section 2:

- Lack of economic benefit through employment and community re-investment
- Adverse impact on property values and rents
- Reduced community cohesion and neighbourliness. Concerns that the applicant’s media and public relations is creating social conflict by pitting residents (in opposition and for) against one another
- Time, financial cost and stress of opposing resource consents processes
- Fear of loss of sporting code and local organizational events/ usage at Eden Park
- Reduced social license and trust in the applicant and monitoring authority which reflects a lack of trust in the applicants’ (and application’s) ability to address and suitably mitigate these negative effects.

An extensive literature search has been undertaken to identify evidence relating these alleged effects occurring elsewhere. No evidence has been identified to substantiate that concerts at stadia have adverse effects on:

- *Lack of economic benefit:* the literature does not substantiate this assertion. According to Oxford Economics, the live events industry in the United States generated a total economic impact of \$132.6 billion in 2019, supporting 913,000 jobs and contributing \$42.2 billion in labour income. Local economies benefit not just from ticket sales, but also from spending by out-of-town attendees on accommodation, dining, and other local services. This spending can multiply the economic impact, creating a substantial boost for local businesses.¹⁰⁶ According to ESSMA, the Principality Stadium in Cardiff attracts approximately 770,000 visitors annually, contributing an estimated £97 million to the Welsh economy through offsite spending, and supporting around 2,100 FTE jobs across Wales;¹⁰⁷
- *property values and rents:* While a common assertion with infrastructure projects the evaluation of the impact on property values which is fraught with a range of competing variables typically does not support this assertion:
- In the case of windfarms (much more contentious than stadia) a study of 25,000 property sales concluded “The results of this analysis of property sales in the vicinity of the post-1998 projects suggest that there is no support for the claim that wind development will harm property values.”¹⁰⁸

¹⁰⁶ <https://www.oxfordeconomics.com/resource/livemusic/>

¹⁰⁷ <https://essma.eu/news/article/the-potential-economic-impact-of-stadium-development>

¹⁰⁸ Renewable Energy Policy Project (2003), The Effect of Wind development on Local property Values, 78pp

- On the contrary, development of stadia and the hosting of events can lead to increased property values in the surrounding areas. Studies have shown that sports arenas can positively impact local property prices, as seen with the Velodrom and Max Schmeling Arena in Berlin, where nearby property values increased by up to 7.5%. These venues also contribute to the overall urban development and attractiveness of the areas, making them more desirable for residents and businesses alike.¹⁰⁹
- Governments can see increased tax revenues from the economic activities generated by concerts and events at stadia. In New South Wales, the redevelopment of the Sydney Football Stadium is expected to generate significant economic benefits through job creation, increased tourism, and enhanced local spending;¹¹⁰
- Governments can see increased tax revenues from the economic activities generated by concerts and events at stadia. In New South Wales, the redevelopment of the Sydney Football Stadium is expected to generate significant economic benefits through job creation, increased tourism, and enhanced local spending;¹¹¹ The impact of the Wembley and Emirates projects in London suggests that there are positive stadium effects on property prices,. Notable anticipation effects are found immediately following the announcement of the stadium plans. The research also argues that stadium architecture plays a role in promoting positive spillovers to the neighbourhood;¹¹²
- It is also worth noting that effects on property values are not a relevant consideration in determining whether a resource consent should be granted under the RMA. Diminution in property values is considered to be simply another measure of adverse effects on amenity values.¹¹³
- *community cohesion and neighbourliness*: the effects of concerts on community cohesion and neighbourliness are typically reported to be positive rather than negative. There is some research that new stadia can promote gentrification but this is not the same as concerts promoting divisions in existing communities.¹¹⁴ There are also suggestions that the economic benefits of hosting large events are not always evenly distributed, leading to economic inequality within the community. It is contended that those who do not directly benefit from the influx of visitors may feel marginalized and burdened by the negative impacts, such as increased living costs and overuse of local resources. There is some research relating to over-tourism which indicates that whilst organisers, local businesses and local authorities are the main parties benefiting from events, residents mainly feel the negative impact. Organisers, local authorities and businesses need to minimise the negative effects residents' experience during the event by building sustainable partnerships and

¹⁰⁹ <https://essma.eu/news/article/the-potential-economic-impact-of-stadium-development>

¹¹⁰ https://www.infrastructure.nsw.gov.au/media/bcwnmbh4/sfs-final-business-case-summary_web-version.pdf#:~:text=URL%3A%20https%3A%2F%2Fwww.infrastructure.nsw.gov.au%2Fmedia%2Fbcwnmbh4%2Fsfs

¹¹¹ <https://www.readkong.com/page/sporting-precincts-4918119>

¹¹² <https://academic.oup.com/jrssa/article/177/1/169/7078000>

¹¹³ Foot v Wellington CC EnvC W073/98

¹¹⁴ https://scholarsbank.uoregon.edu/xmlui/bitstream/handle/1794/28736/Viorst_Olivia_Thesis_CHC.pdf?sequence=2&isAllowed=y

taking a more hands-on approach to sustainable and socially responsible practices.

¹¹⁵ No research has been identified reporting divisions between residents.

- *Fear of loss of sporting code and local organizational events/ useage (sic) at Eden Park:* While it is slightly ironic in the light of past opposition to activities, like night games, no sporting or local organizational events/usage events have been affected or will be affected by concerts being held. The only change in the type of event at Eden Park in recent years has been the dropping of hosting school balls which were the source of a range of issues affecting the local community
- *Reduced social license and trust in the applicant and monitoring authority:* there is evidence that the relations between some community groups and the owners/operators of sporting venues have occurred in relation to concerts. One example is that of Liverpool FC whose application to hold concerts was initially turned down following a long history of poor relations between the owners and some of the local community. ¹¹⁶ 87 of the 92 clubs in the top four English leagues are privately owned with three owned by supporters Trusts and Trusts having an interest in two others. The owners have varied performance in community engagement . Fenway Sports have sought to redress some of the historic issues¹¹⁷ with a range of initiatives including the Liverpool Foundation. ¹¹⁸ Concerts continue with Taylor Swift performing at Anfield on 13, 14, and 15 June 2024.

In terms of the other issue not canvassed in Section 2, the perception of the negative effect in terms of time, financial cost and stress of opposing resource consents processes reflects an inevitable consequence of the participative processes available through the RMA.

The submissions in support canvassed a range of topics including the merits of the venue, promoting better utilisation of the resource the stadium represents, the economic benefits, the value of the venue being enabled to be fully self-funding, the support it would provide for the arts and culture sector, and the contribution of concerts to the cultural vitality of Mt Eden and Auckland.

The application was considered by a panel of three independent commissioners who granted the application with Conditions relating to restrictions on noise and lighting, traffic plans, and the expansion of a Community Liaison Group to ensure ongoing discussion and monitoring. No appeal was lodged against the decision in the Environment Court.

¹¹⁵ <https://www.emerald.com/insight/content/doi/10.1108/WHATT-06-2019-0036/full/html?skipTracking=true>

¹¹⁶ https://www.espn.co.uk/football/story/_/id/37374824/home-disconnect-club-community - <https://www.theanfieldwrap.com/2018/08/anfields-concert-knockback-shows-club-still-have-work-to-do-to-repair-community-relations/>

¹¹⁷ <https://www.thisisanfield.com/2019/10/lfc-owners-are-focused-on-giving-back-to-the-city-of-liverpool/>

¹¹⁸ <https://www.liverpoolfc.com/foundation>

8.2 Surveys on concerts at Eden Park

8.2.1 UMR Random Sample Survey

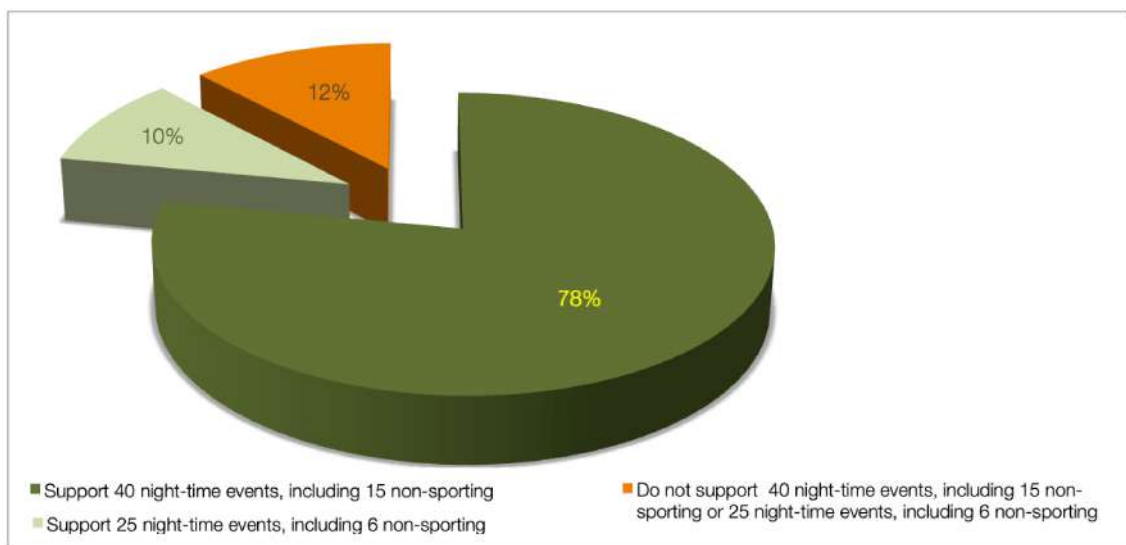
In 2018 the EPT commissioned a random sample survey to gauge the views of local residents and the wider population of Auckland about concerts at Eden Park.¹¹⁹ This had two subsamples: an Auckland-wide sample and a sample of “local residents” defined as covering Balmoral,¹²⁰ Eden Terrace, Kingsland, Morningside, Mt Albert, and Mt Eden.

The Auckland-wide survey included a two-stage question exploring the response of Aucklanders to night-time event proposals for Eden Park:

- first, all respondents were asked on a proposal for an increase to 40 night-time events, including 15 concerts and other events; and
- second, those who did not support 40 night-time events were asked their view on staying at 25 night-time events but including six concerts and other events.

The survey of 650 from across Auckland found that 88% of Aucklanders were in favour of non-sporting events, including concerts, at least six night-time events a year, and 78% were in favour of 15 concerts and other events, Figure 13.

Figure 13 Aucklanders’ response to non-sporting event proposals

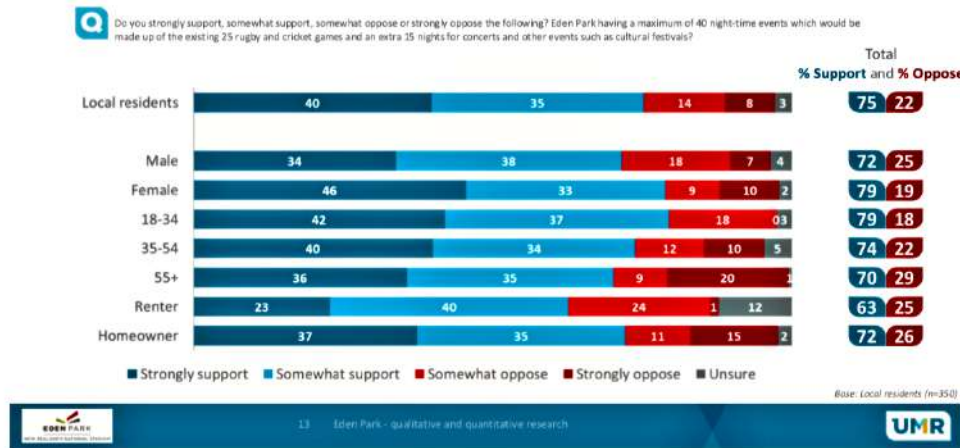


The 350 local residents were asked, “Do you strongly support, somewhat support, somewhat oppose or strongly oppose the following? Eden Park having a maximum of 40 night-time events which would be made up of the existing 25 rugby and cricket games and an extra 15 nights for concerts and other events such as cultural festivals?” The 75% of local residents supporting the 40 night-time events, Figure 13 **Error! Reference source not found.**, is not statistically different from the 78% Auckland-wide approval rate.

¹¹⁹ UMR, (2018), Eden Park: Qualitative and Quantitative Research: Summary, 16pp

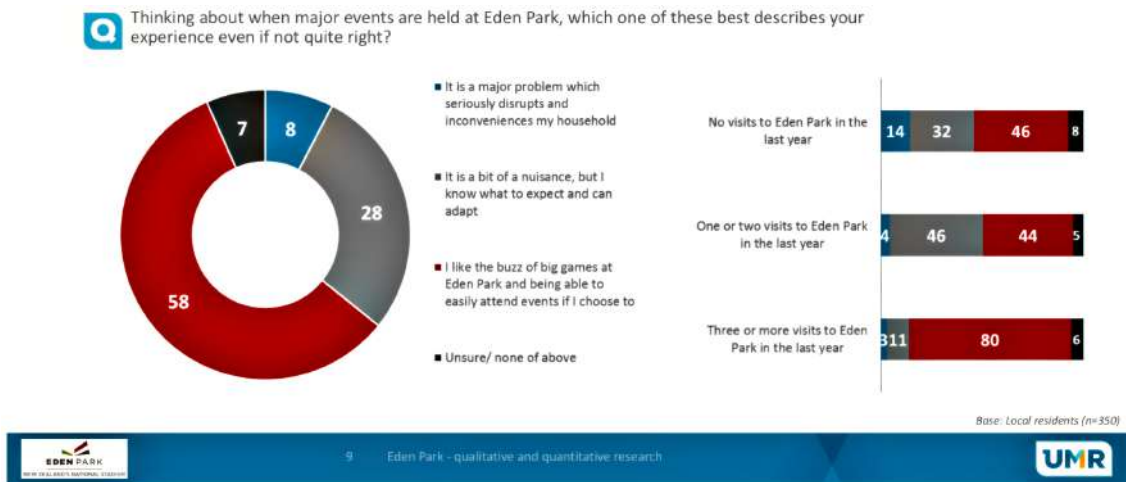
¹²⁰ Balmoral is included in Mt Eden in the Fire and Emergency NZ classification of suburbs

Figure 14 Local Residents' response to 40 night-time events including 15 nights for concerts and other non-sporting events



The positive response to the concerts by the local residents may reflect their experience of major events at Eden Park. Asked to select the statement that best described their experience of major events, 58% chose “I like the buzz of big games at Eden Park and being easily able to attend events if I choose”, Figure 15. In contrast, 8% chose the statement “It is a major problem that seriously disrupts and inconveniences my household.”

Figure 15 Experience of local residents of major events at Eden Park



The “big games” referred to in the survey were not specified but can be expected to have included All Blacks Test matches, selected Blues games and one-day, major League games and T20 and Test cricket. The question may have been partly misdirected as analysis of event statistics undertaken for the 2020 application, that the rate of incidents as reflected in Hotline calls, police arrests, ground evictions, vehicles towed etc as measured in terms of incidents per 1000 patron hours bore no systematic relation to audience size. The perception of disruption in the UMR survey appears to be influenced by the frequency of attendance of events at Eden Park (see the right-hand side of Figure 15).

Fourteen percent of those who had not visited Eden Park in the last year indicated it was a major problem. This compared with four percent for one or two visits and three percent for three or more visits.

The opinion of Aucklanders and local residents on the proposed LifePods charity concert (Section 7.1) was also surveyed. The Auckland-wide survey found a total of 91% in support and 6% opposed, Figure 16. Local residents were 87 percent in support and 8 percent opposed. These results were not statistically different from those of the region at large.

Figure 16 Opinion on the LifePods concert



8.2.2 Eden Park Residents’ Association Survey Pre-application Survey

In 2020 the Eden Park Residents’ Association¹²¹ independently surveyed 201 of its members to assess opinion of the EPT’s application to hold six concerts at Eden Park. The survey received a creditable response rate of 51 percent.

The survey was well designed to enable an informed response on the respondent’s overall opinion on the application by providing them with a summary of the proposed conditions of the application to review before answering the question.¹²² When asked “Overall which

¹²¹ The EPRA was established in 2005. The objects of the Society include but are not limited to: (a) To encourage community participation in its affairs and to provide forum for discussion via its website <http://www.edenparkresidents.org.nz/>; (b) The general advancement and improvement of the Eden Park district and of its environments, commercially, as a place of residence and other appropriate ways; d) To pursue and undertake any activity with the object of establishing improving or preserving social cultural or sporting activities or amenities of the objects of the Society; and (g) The promotion and protection of the general welfare of the Society’s members and of Eden Park District and surrounding districts. ”

¹²² (1) A new acoustic barrier will be permanently erected on the eastern end of the stadium (Dominion Rd end) to reduce sound to surrounding streets; (2) A strict noise limit of 75dB (compared to 82dB at Western Springs & North Harbour stadium); (3) Ending at 10.30pm on weekdays and 11pm on Saturdays and days prior to Public Holidays; (4) No concerts on Sundays unless prior to a Public Holiday; (5) Tickets to include free public transport to and from concerts; (6) Traffic management plans in place as per major events such as All Blacks tests; (7) Total duration of any concert will not exceed 6 hours on Saturdays, Public Holidays or any Sunday preceding a Public Holiday, and no more than 4 hours on any other day; (8) Maximum crowd size of 60,000 on Saturdays or any Sunday preceding a Public Holiday and 50,000 on Monday to Fridays; (9) Vehicles associated with set-up and pack down will only access Eden Park from Sandringham Rd and will not use Reimers Ave or Walters Rd; (10) Set-up restricted to a maximum of a week beforehand, and pack down limited to 2-3 days afterwards; (11) Telephone hotline to report issues during set-up and pack down, and on event day itself

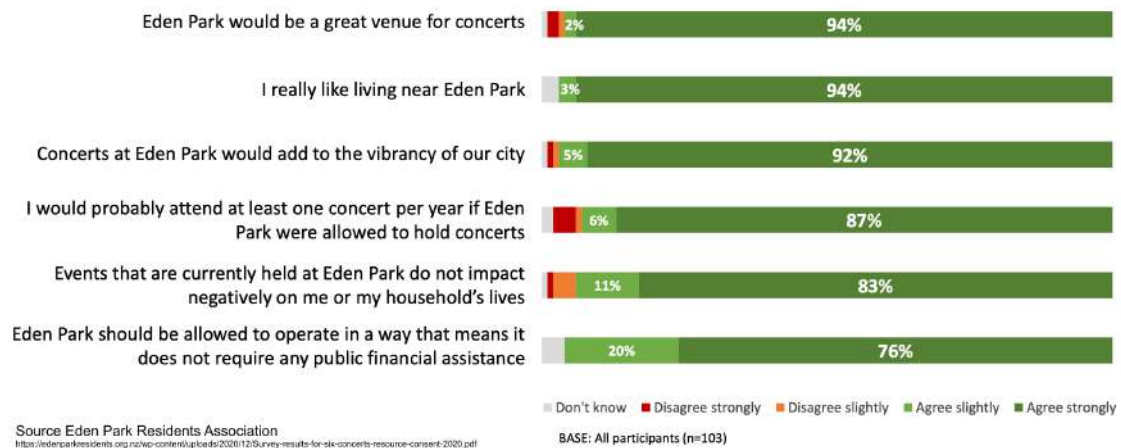
of the following best describes your opinion on this application?" 95% of EPRA members supported the EPT's application, Table 15.

Table 16 Opinion on application for six concerts

Opinion	N=103	Response
Support the application		95%
Neutral about the application		1%
Oppose the application		4%
Total		100%

Perceptions which underpinned this strongly positive opinion, at least in part, were explored in a subsequent question which asked respondents to rate their agreement/disagreement with a range of statements, Figure 17.

Figure 17 EPRA 2020 Q2: Please indicate how much you agree or disagree with each of the following statements



The five respondents who were neutral or opposed to the proposal to hold six concerts were asked which of a list of possible issues they were most concerned about, Table 17.

Table 17 Opinion in relation to this application on the LifePods concert (N=5)

Concern	Cited by
Disorderly behaviour around the stadium including public urination	3/5
Drinking (pre-loading) in the neighbourhood before events	3/5
Noise during set-up and pack down	2/5
Noise from concerts themselves	2/5
Noise from sound checks	2/5
Traffic before and after concerts	2/5
Noise from people going to or leaving concerts	2/5
Rubbish left after concerts	2/5
The finish time of 10.30 or 11pm	2/5
The length of the event	2/5
The type of music played at the concerts	2/5
The crowd size	1/5
Parking during concerts	0/5
Crowds arriving early or hanging around after concerts	0/5

All of the survey respondents were invited to make a comment about Eden Park or the application to hold up to six concerts a year. The overwhelmingly positive comments about Eden Park and concerts in the report are set out in Table 17.

Table 18 EPRA 2020 Comments volunteered about Eden Park or the application

<p><i>Bring it on! I'm looking forward to be able to walk to a concert at the park.</i></p> <p><i>I moved next to Eden Park, it didn't move next to me.</i></p> <p><i>It's time to move with the times, it's absurd Eden Park does not hold concerts.</i></p> <p><i>Having bought a house and lived close to the Park for six years the disruption was minimal, and in fact far outweighed by the benefits of having such an amenity so close. The buzz around the park on game day, translated to the day of a concert would be a wonderful thing to experience.</i></p> <p><i>As a resident of the Neighbourhood, I think it would be wonderful to have concerts at Eden Park.</i></p> <p><i>It is disappointing that a vocal few are ruining it for the many. If they don't like living near a large public venue in the inner city of the largest city in the country, then they should move. We have the venue, it is suitable to host more than sport, it is ludicrous that this is even an argument.</i></p> <p><i>There is no viable reason to reject the application.</i></p> <p><i>This will ultimately bring business and people into our neighbourhood and very beneficial for businesses around Kingsland and Dominion Road. And this will put such amazing stadium to a well deserved use</i></p> <p><i>I love living close to Eden Park and look forward to them holding concerts. This will have a positive impact on the vibrancy of our neighbourhood. Furthermore in a city that suffers from a lack of infrastructure, we should be using Eden Park more. It is very disappointing to see it empty so often.</i></p> <p><i>I love living in this area and think Eden Park adds to the vibrancy and cultural fabric of our neighbourhood.</i></p> <p><i>It's an ideal venue, near transport links and hospitality operators and has proven it can run events safely and at minimal negative impact to the surrounding neighbourhood. When I bought my house 10 years ago I was attracted by the proximity to Eden Park and potential to be within walking distance of sporting fixtures & other events.</i></p> <p><i>I strongly believe that holding concerts at Eden Park is a vital component of creating a self-sustainable business that will add tremendous downstream value to the local community, to Auckland and to New Zealand as a whole.</i></p> <p><i>Eden Park is well located and accessible traffic wise for many more public events, the bars and restaurants in the area benefit from these functions and I love the buzz of living near Eden Park.</i></p>

8.2.3 Recent EPT surveys

The EPT has set up a monitoring programme to obtain community feedback on concerts at Eden Park. To date this has covered the Six60 concert and the two concerts each by Ed Sheeran and P!nk.

Respondents were asked where they were during the concerts to establish a basis for interpreting their responses, Table 6. The responses are not directly comparable across the concerts given the single night for Six60 and the two consecutive nights for both Ed Sheeran and P!nk, and differences in the way the questions were asked.

Most respondents were satisfied with the way the concerts were managed with only 7.2% of respondents thinking that the concerts were poorly managed. Satisfaction levels increased with successive concerts. This may reflect improved performance or that that the Six 60 concert set expectations, Table 19.

Table 19 Which of the following best describes you during the concert(s) at Eden Park

	Six60	Ed Sheeran 1 and 2	P!nk Friday	P!nk Saturday
N	363	67	217	217
I attended both concerts	NA	3.0%		
I attended the Friday concert and was home on Saturday	NA	4.5%		
I attended the concert	26.5%	NA	20.0%	13.5%
I was home for most or all of the concert(s)	61.7%	88.1%	65.3%	71.8%
I was not home during the concert(s) but returned home that night	7.4%	3.0%	12.9%	11.2%
I was away from home for some or all of the weekend, including during the concert.	4.4%	1.5%	1.8%	3.5%

Satisfaction levels increased with successive concerts. This may in part reflect improved performance and in part reflect the fact that the Six60 concert was the first concert and set expectations, or neither of these.

Table 20 Overall, how satisfied are you with how the concert was managed?

	Six60	Ed Sheeran	P!nk	Total
N	369	67	216	652
I think the concert was extremely well managed	54.2%	59.7%	59.7%	56.6%
I think the concert was managed well, with some room for improvement	36.0%	32.8%	37.0%	36.0%
I think the concert was poorly managed	9.8%	7.6%	3.2%	7.4%

Satisfaction levels in the five concerts were weakly inversely related to attendance. The Six60 concert, which was attended by over a quarter (26.5%) of respondents, had the highest proportion of responses that it was poorly-managed at 9.8%.

Multiple responses were possible when respondents were asked about past or current areas of concern, Table 21.

Table 21 Traffic management, noise and waste have been identified as the main areas of concern for residents who called or emailed Eden Park with feedback. Which of the following were or are of concern to you in relation to the (artist) concert at Eden Park? (NB multiple responses possible)

Concern	Six60	Ed Sheeran	P!nk
N	326	67	217
Traffic management, road closures and access	37.4%	11.9%	62.8%
Volume levels, noise coming from the concert	20.6%	4.5%	11.5%
Waste management	60.1%	32.8%	27.4%
Liquor ban areas and alcohol management	33.4%	19.4%	2.7%
Other	5.5%	1.5%	27.4%

Multiple concerns (at 1.4 concerns per respondent) was most marked with the Six60 concert although, as noted earlier, the fact that this was the very first concert means that it

is uncertain what the expectations of these respondents were prior to the concert.¹²³ Rates were lower for attendees of both the P!nk concerts (0.9 concerns per respondent) and Ed Sheeran concerts (0.7 concerns per respondent). In the case of the Ed Sheeran concerts almost half (46.3%) did not identify any one of these four key issues as a cause of past or current concern.

Interestingly, the main concerns related to what was going on outside the Park in terms of waste management (35.2% of concerns) and traffic (28.4%) rather than the sound level emanating from the Park (11.7%). The noise conditions appear to be working while there is room for improvement on managing effects of traffic and waste management.

Some steps were taken for the P!nk concerts to address the waste management issues by the placement of additional bins in the streets surrounding Eden Park. Opinion was split on their effectiveness in managing additional waste with the majority (82.5%) indicating they thought the bins were effective, 9.2% thought they were not and 8.3% not responding

The “Other” response was used by 19 respondents (8.8% of the survey population) in the P!nk concerts survey to write in that they had no issues with the concert (which should have been an option on the question to ensure a comprehensive set of options for answering). Two respondents used the “Other” option to comment on the volume of sound. One wrote *“Was totally awesome to be lucky enough to live nearby and here it all”* while the other wrote *“The wind blew the music the wrong way so I couldn't hear much :(”*

A small number of traffic management issues were elaborated using the write-in response for “Other” by Ed Sheeran respondents. These were the difficulty of parking in Kingsland (1), *“the sheer volume of people leaving at the same time”* (1), an assertion that contractors were allowed to park in residents’ spaces (1), a problem with buses at the end of the concert (1) and the challenge of managing traffic flows along Sandringham and Dominion Roads for non-concert traffic (1).

Some respondents experienced difficulties with the temporary traffic management related to the Ed Sheeran concerts:

- “We were stopped by one traffic manager who wouldn't let us through to our street despite us telling her that we live on Raleigh Street”;
- “Yes but with a lot of difficulty and persuasion with officers at road blocks;”;
- “Not allowed to drive up Sandringham Road due to buses. Refused entry;”
- “Our designated residents only parking street was jammed with stalled traffic - four lanes wide on Friday night from 10pm until 12.30 am. First to arrive were pickups including a stretch limo who filled the entire block on both sides with engines running, talking on phones to their pick-ups, then cars trying to get out at both ends were jammed in 2 queues that couldn't clear due to queues on Walter and Bellwood. traffic management was non-existent. cars trying to u turn in driveways amongst pedestrians. It was mayhem. street filled with noise, car lights, and car exhaust fumes until 12.30pm;”

¹²³ Natasha Meleisia chief executive of Pacific Cooperation Broadcasting, said the event was an exciting first. “Six60 have been great to work with, and their embedded values of culture, language and whā nau resonate well with Pasifika... Six60's kind gesture to share their concert with more than 10.5 million people across 11 Pacific Islands- makes them natural ambassadors of music for Aotearoa,”

- Before the concert but not after due to high traffic volumes and the traffic management plan not being adhered to.

Most residents and their visitors were able to access their homes before and during concerts, Table 9. All but two of the respondents in the Ed Sheeran survey who said that they or their visitors were not able to access their home lived within the TMP-5 area. The exceptions were one in George Street which has access via New North Road when the Dominion Road access is busy and one in Third Avenue which has access from Western Springs Road via School Road even when New North Road is busy.

Table 22 Were you and your visitors able to access your home by car before and during the concert?

Able to access	Six60	Ed Sheeran	P!nk	Total
N	357	67	217	641
Yes (could access)	85.7%	67.2%	85.7%	83.8%
No (could not access)	14.3%	32.8%	14.3%	16.2%

Ability to access their homes, was not directly linked to whether or not the households has a residents' permit. Indeed, 18 of the 23 respondents who said they were unable to access their home before or during the concert reported having residents' parking permits while for the P!nk concerts it was 23 out of 29.

Awareness of the sound during concerts varied between the concerts. Respondents in the Ed Sheeran survey were twice as likely to say they heard the concert clearly from their home than for the Six60 or P!nk concerts. Overall, 40.9% of respondents indicated that they could hear the concert clearly.

Table 23 Which of the following is most true for you during the concert?

Heard concert	Six60	Ed Sheeran	P!nk	Total
N	329	67	215	609
I could not hear the concert(s) from my home	13.7%	6.2%	16.7%	13.3%
I could hear the concert somewhat from my home	50.8%	16.9%	45.6%	45.3%
I could hear the concert clearly from my home	35.6%	76.9%	37.7%	40.9%

Noise monitoring at the concerts by Marshall Day puts these perceptions in the context of the Resource Consent Conditions Table 11. While people at some distance may hear the concert clearly at their home, the level of sound at the concerts was in almost all cases compliant with the Conditions of the Resource Consent according to the noise monitoring.

The Ed Sheeran Saturday concert was the identified as the only one which did not comply with the Consent Conditions. Marshall Day indicated that the Saturday concert marginally exceeded the 75 dB L_{Aeq} (6hr) limit (by 1 dB). It exceeded the 80 dB L_{Aeq} (10min) limit (by 2dB) for two 10-minute periods over six hours. Marshall Day note that *"Without taking away from the presence of these non-compliances, subjectively a 1-2 dB exceedance is an imperceptible difference in level from the compliance limit. As such, we consider these periods would have a negligible increase in effect for the residents."*

This was not the experience of all respondents, however. Referring to the Ed Sheeran concerts one noted that "The noise levels on the Friday, both during the daytime "sound testing" and the actual concert, were grossly excessive. By comparison, the recent

Table 24 Marshall Day noise monitoring of consent condition compliance

Concert	75 dB L _{Aeq} (5hr) limit	80 dB L _{Aeq} (10min) limit
Six60	77 dB L _{Aeq} (10 min) at 67 Sandringham Road. All other receivers would be lower than this. The concert complied	5 dB L _{Aeq} (10 min) measured at 67 Sandringham Road. All other receivers would be lower than this. The concert complied
Ed Sheeran Friday	Calculate average level of 75 dB L _{Aeq} (5hr) at 67 Sandringham Road. All other receivers would be lower than this. The concert complied	Maximum 10-minute sample was measured at 80 dB L _{Aeq} (10min) at 67 Sandringham Road for one 10-minute period. All other receivers would be lower than this. The Friday concert complied.
Ed Sheeran Saturday	Calculated average level of 76 dB L _{Aeq} (6hr) at 67 Sandringham Road. All other receivers would be lower than this. The Saturday concert marginally exceeded the 75 dB L _{Aeq} (6hr) limit (by 1 dB). The concert did not comply	Two 10-minute samples at the start and end of the concert were measured at 82 dB L _{Aeq} (10min) at 67 Sandringham Road. All other receivers would be lower than this. The Saturday concert marginally exceeded the 80 dB L _{Aeq} (10min) limit (by 2dB) for two 10-minute periods over six hours. Didn't comply
P!nk Friday	68 dB L _{Aeq} (3:50 hrs) was measured at 4 Cricket Ave. The Friday concert complied	The highest 10-minute measurement at 4 Cricket Ave was 72 dB L _{Aeq} (10 mins). The Friday concert complied
P!nk Saturday	68 dB L _{Aeq} (4 hrs) measured at 4 Cricket Ave, with gate D doors partially closed for some of the concert. The concert complied	The highest 10-minute measurement at 4 Cricket Ave was 73 dB L _{Aeq} (10 mins). The Saturday concert complied
Billy Joel	Average level at 67 Sandringham Road for the three periods was 71 dB L _{Aeq} (1.5 hour). All other receivers lower than this. Complied	Predicted level of 73 dB L _{Aeq} (10 min) at 67 Sandringham Road. All other receivers would be lower than this. The concert complied
Guns n' Roses	Calculated average level of 72 dB L _{Aeq} (4.5 hour) at 67 Sandringham Road. All other receivers would be lower than this. Complied	Predicted level of 77 dB L _{Aeq} (10 min) at 67 Sandringham Road. All other receivers would be lower than this. The concert complied

Guns 'N' Roses concert was much less intrusive and they are a "Heavy Metal" group well-known for high volumes of sound at their performances. The volume of Ed Sheeran's concert on Friday evening was such that it could be clearly heard from beyond the junction of Dominion Road and Bellwood Avenue, *"My wife, who was with me indoors all evening, found that the sound level made her feel physically sick."*

There was some variation in perception/reception of the sound of the concerts, both within an individual concert and between the Ed Sheeran and P!nk concerts, Table 25, but without street numbers it is impossible to make a definitive interpretation in relation to distance.

An added variable between the Ed Sheeran and P!nk concerts was that P!nk concerts were the first to have the stage set up at the Sandringham Road / Western end of the stadium.

Respondents to the P!nk Survey were asked if they noticed any change to the volume levels and noise coming from the concert? Over 40% experienced no difference while almost half as many again as experienced the P!nk concerts as less noticeable than more noticeable.

Table 25 Perception/reception of concert sound

Street	Ed Sheeran			Pink			Pink vs earlier		
	Clearly heard	Somewhat Heard	Not heard	Clearly heard	Somewhat heard	Not heard	More noticeable	No difference	Less noticeable
Altham Ave	1		1	2	4			2	3
Aroha Ave	NR	NR	NR			1			
Bellevue Rd	NR	NR	NR		1		1		1
Bellwood Ave	NR	NR	NR	2	3	1	1	3	
Burnley Trc	8	3		2	20	2	2	6	16
Cambourne Rd	NR	NR	NR			1			1
Carrick Pl	NR	NR	NR	1			1		
Central Rd	NR	NR	NR	1				1	
Cricket Ave	NR	NR	NR	3		1	2	1	
Cromwell St	1	1		4			1	2	
Elizabeth St	NR	NR	NR			4		2	2
Ethel St	1	1				3	1		2
George St			1		3		1	2	
Gribblehirst Rd	1		1			2		2	
Kamahi St	NR	NR	NR		1			1	
Kenneth Ave	1				2	1		2	1
King Edward St	3				3	4		4	3
Kowhai St	2	1		6	1		4		2
Leamington Rd	NR	NR	NR		2		2		
Leslie Ave	1				2	3		1	4
Marlborough St	4	1		10	5		6	8	1
Onslow Rd	1	1		8	1		3	6	
Paice Ave	3				3	6		5	4
Parrish Rd	NR	NR	NR			2		2	
Raleigh St	3			2	1		2	1	
Reimers Ave	5	1		5	6			6	5
Rossmay Tce	2			8	8			5	11
Royal Trc	1			1	10	1		6	6
Sandringham Rd	4		1	9	8	1	5	3	10
Shaw St	1	1			4	1		2	3
St Albans Ave	NR	NR	NR		1			1	
Taupata St	NR	NR	NR	2	1			2	1
Third Ave	1			1				1	
Tongariro St	NR	NR	NR	1	2		2	1	
Walters Rd	4	1		11	2	1	8	5	
Ward Trc	NR	NR	NR			3		1	2
Wellgarth St	1				2				2

The perceived difference between the P!nk concerts and previous concerts produced a mixed result, Table 25. Any comparison of the responses between the two sets of concerts is constrained by the modest number of respondents to the Ed Sheeran survey. There is, nevertheless, some coherence between the three sets of data including, for example,

Burnley Terrace and Sandringham Road. More survey data capturing both street name and number, cross-referencing to the noise monitoring and estimations of the numbers of residents in the various streets will be required before any judgement can be made of the relative merits of the different stage set-ups in terms of noise effects.

Table 26 Perceived difference in volume at P!nk concerts compared with prior concerts

Noticed any change to the volume levels and noise coming from the concert N=212	Response
The volume levels and noise were less noticeable	34.9%
No difference in volume levels and noise coming from the concert	41.5%
The volume levels and noise were more noticeable	23.6%
Total	100.0%

8.2.4 Pre-application survey

A separate survey, unrelated to a specific concert, was undertaken by the EPT in February 2024. An overall assessment of the respondents' attitude to living near Eden Park was obtained by asking "Do you love living near Eden Park? The overwhelming majority (94.8%) indicated "Yes" with 5.2% answering "No".

Respondents were asked to select the one of five upcoming events they were most looking forward to, Table 27. The P!nk concerts were more than twice as popular as the next in the list (Blackcaps v Australia T20) and more popular than all the others put together.

Table 27 What upcoming event are you most looking forward to?

Event	N=241	Selected
Blackcaps v Australia T20 International Cricket		24.5%
P!nk		53.2%
Blues Super Rugby		10.4%
Wellington Phoenix v Sydney FC A-League		6.6%
Auckland Home & Garden Show		6.2%

The appetite of respondents for concerts was also tested by a question on support for Eden Park hosting Taylor Swift. The response was 92.7% in favour and 7.3% against (N=248).¹²⁴

The survey also directly tested the possibility of Eden Park hosting more concerts than the currently consented six per year.

Table 28 Would you support Eden Park to host six artists playing up to 12 shows in a calendar year?

Support six artists for 12 shows in a calendar year	N=248	Response
Yes		89.8%
No		10.2%

¹²⁴ Taylor Swift has not perform in Aotearoa-New Zealand during the on-going "Eras" tour. Kiwi fans apparently flew to Australia where Swift performed three nights in a row at the MCG (95,000 seats), and four successive nights at the Accor Stadium in Sydney (83,500 capacity). Swift also plays at some smaller stadia, such as the Estadio da Luz in Lisbon, 24/5 May 2024, capacity 64,642.

Almost nine in ten (89.8%) indicated they would support the proposal for six artists playing up to 12 shows in a calendar year that is the subject of the current application.

8.2.5 FIFA Women's World Cup, 2023

Besides the concerts the EPT also undertook a survey after the FIFA Women's World Cup Australia and New Zealand 2023. This took place between 20 July and 20 August 2023, with a total of 64 matches over 32 days at ten venues, including nine games at Eden Park.

A survey was undertaken by the EPT after five of the nine fixtures at Eden Park. One quarter (26%) of respondents indicated that the FIFA fixtures at Eden Park had no effect at all on their daily lives, while at the other end of the spectrum, 5% gave the top rating of being affected “a great deal”, Table 29.

Table 29 Have the FIFA fixtures held at Eden Park to date affected your daily life?

Degree of effect N=65	Response
A great deal	4.6%
A lot	10.8%
A moderate amount	23.1%
A little	35.4%
None at all	26.2%

Traffic management, road closures and access was the single most cited way in which the respondents considered that they were impacted by the FIFA fixtures, noted by almost three quarters (71%) Table 30. The way the question was formulated and the different response options means, however, it is not directly comparable with a similar question related to concerts.

Table 30 In what way have the FIFA fixtures affected you? Please select the most applicable options

Issue	N=65	Response
Traffic management		71%
Volume levels, noise coming from the stadium		6%
Waste management		6%
Fan behaviour		3%
None of the above		18%
Other (please specify		17

There is corroboration of some traffic management issues at the FIFA fixtures in the calls to the Eden Park Hotline, although the numbers were small. Over the course of nine games calls covered:

- Refusal by temporary traffic management staff to allow residents through the checkpoint to return home (4);¹²⁵
- Perceived rudeness on the part of the temporary traffic management staff (3);

¹²⁵ In one case there was a coordination issue as one resident was wanting to confirm that he was able to get into Cromwell. He was stopped by TMP, but called AT who said there should be no issues.

- Parking that was illegal/inappropriate/non-compliant with TMP (3);
- Parking of a number of taxis outside a dwelling (1); and
- Implementation of the TMP (a resident of Ethel Street, wondering why there were no "Resident Only" signs out;
- Residents indicating they had applied for permits but these had not arrived (1).

Calls were also received from residents whose passes had expired (2); a person with a permit visiting a dwelling in Reimers Avenue realizing that no parking was allowed in the street; and a resident of Royal Terrace who had left home without his permit. There was also an inquiry from a person with a mobility permit concerned about the availability of mobility parks,

In all, there were 17 traffic management related calls to the Hotline (and another ten seeking advice on travel and parking arrangements) over the course of the nine events. These were attended by a total of about 342,000 people (approximately 34,000 per event) many of whom may have been unfamiliar with travel to and from, and parking arrangements in the vicinity of, the Stadium.

Three percent of the issues raised by the FIFA games which impacted respondents related to fan behaviour (this probably corresponds to two people). Over the nine events there was one Hotline call about concerns that event patrons were being abusive towards traffic management staff over parking. The NZ Police were advised and attended but it was indicated that by the time they arrived the abusive patrons were "*long gone*". Four people (6%) indicated in a separate question that they had experienced concerns regarding public safety or security during stadium events (NB it is unclear whether this related to the FIFA fixtures or other events because of the way the question was written). The reason for these concerns was not recorded.

A general question about noise (not used in other surveys) found that 71% considered that noise levels during events were "*not at all disruptive*". There were two complaints about helicopter noise.

8.2.6 Eden Park Residents Association Survey 2024

In May 2024 followed up their pre-application survey, Section 8.1.3.2, with another independent survey. This was designed to:

- assess satisfaction with the concerts that had been held at Eden Park; and
- explore members opinions on key aspects of the current application.

The survey was sent to their 248 members and achieved a healthy response rate of 54%. The results are reproduced with permission of the EPRA who have no responsibility for the commentary made here.

The response on how concerts are typically managed was positive, Table 31. The 1% expressing dissatisfaction represents one of the 133 respondents (rounding up from 0.75%). The overall satisfaction of EPRA members was, if anything, higher than the EPT survey, Table 20, and was based on all nine concerts held to date. This may, in part, reflect improved performance or the fact that the Six60 concert was the first concert and set expectations.

Table 31 Q1: Eden Park currently has Resource Consent to hold up to 6 concerts in a 12 month period. First of all, overall how satisfied are you with how concerts are typically managed at Eden Park?

Satisfaction with management of concerts	N=133	Response
Very satisfied		79%
Quite satisfied		20%
Quite dissatisfied		0%
Very dissatisfied		1%
Don't know		0%
Total		100%

The positivity in the responses continued when respondents were asked how, if at all, concerts “typically impact you, your household and your property” with 41% rating it very positive and a further 30% rating it somewhat positive, Table 32.

Table 32 Q2: Please indicate how, if at all, concerts typically impact you, your household and your property

Impact on respondents, their household, and property	N=133	Response
Very positively		41%
Somewhat positively		30%
No impact at all		17%
Somewhat negatively		11%
Very negatively		1%
Don't know		1%
Total		100%

Satisfaction with a range of aspects of concerts revealed relatively low levels of dissatisfaction ranging from 4% to 9% of respondents, Table 33.

Table 33 Q3: Please indicate how satisfied you are with the following aspects of concerts at Eden Park.

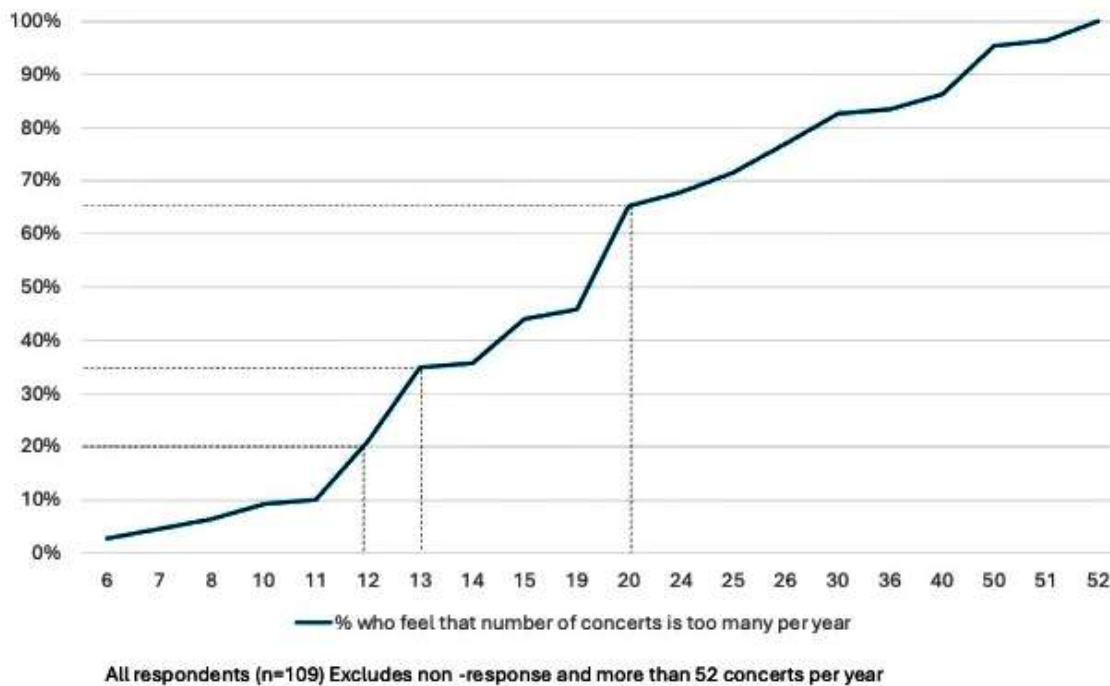
Aspect	Very dissatisfied	Quite dissatisfied	Quite satisfied	Very satisfied	Don't know
The behaviour of the crowds leaving concerts	2%	2%	33%	62%	1%
How quickly the crowds disperse afterwards	1%	3%	22%	70%	5%
The number of toilets provided around the neighbourhood	1%	6%	24%	44%	24%
The volume in the neighbourhood of concerts themselves	2%	2%	17%	77%	2%
The amount of rubbish left after concerts	2%	6%	38%	48%	6%
Traffic management plans including road closures and parking restrictions	2%	7%	37%	55%	0%
The noise and traffic from setting up or packing down concerts	2%	2%	26%	54%	5%

The highest levels of dissatisfaction were with “Traffic management plans including road closures and parking restrictions” (9%) and “the amount of rubbish left after concerts” (8%). There appears to be an information gap on the number of toilets provided around the neighbourhood with 24% recording “Don’t know”. In a positive response on crowd behaviour, there was high satisfaction with the behaviour and rate of dispersal of the audiences leaving the concert. It is noteworthy that the highest positive rating (77% very satisfied) was for the “volume in the neighbourhood of concerts themselves.”

The preferred number of concerts per year was approached by a question expressed in terms of how many might be too many. The EPRA commentary on the graph, Figure 18 states:

- At current limit of 6 concerts per year, just 3% of EPRA members feel it is too many;
- 12 concerts does represent a threshold where the proportion of members who feel there would be too many concerts starts to grow, but at this point just 20% of members would feel it was too many. This increases to 35% at 13 concerts;
- There is another threshold at 20 concerts at which point two thirds of members (65%) would think it was too many.

Figure 18 Q4: Please tell us how many concerts per year you think would be too many at Eden Park. You can say any number from 1 and above



The survey then focused on the current application and posed a well-defined question which ensured that respondents were informed on the changes that are proposed. The preamble to the question stated:

Eden Park is currently applying for Resource Consent to increase the number of concerts they are allowed to hold per year from 6 to a maximum of 12 concerts.

The conditions concerts could be held under include the following;

- No more than 6 artists per year to encourage artists booking multiple nights and fewer one-off shows, resulting in fewer concert set-ups and pack downs.

- Up to 4 concerts on consecutive nights, but the existing condition of only being allowed a maximum of 4 concerts within a 28 day period would still apply
- At least one weekend free of any night-time sport, concert or recreation event at Eden Park every 5 weeks

Most (122, 91%) respondents indicate support in whole or in part for the application, while 4% were neutral and 5% were opposed in whole or in part, Table 34.

Table 34 Q5a Overall which of the following best describes your opinion on this application?

Opinion	N=133	Response
Support the application in whole or in part		91%
Neutral regarding the application in whole or in part		4%
Oppose the application in whole or in part		5%
Total		100%

Respondents then had the opportunity to identify any matters of concern raised by the application to hold up to 12 concerts by choosing from a list, Table 35. Various aspects of noise were indicated (N=11, 39% of concerns) along with those related to audience behaviour (N=6, 21% of concerns), traffic/vehicles (N=6, 21% of concerns), and rubbish left after concerts (n=4, 14% of concerns). To scale the response, four people selecting a concern represents 3% of the survey respondents.

Table 35 Q5b Which of the following things, if any, are you most concerned about in relation to this application to hold up to 12 concerts?

Concerns	No. responses
Noise from concerts themselves	4
Noise from sound checks	3
Noise during set-up and pack down	2
Noise from people going to or leaving concerts	2
Disorderly behaviour around the stadium including public urination	3
Crowds arriving early or hanging around after concerts	3
Drinking (pre-loading) in the neighbourhood before events	0
The crowd size	0
Rubbish left after concerts	4
Traffic before and after concerts	3
Parking availability around Eden Park during set up and pack down	2
Trucks and traffic during set up and pack down	1
Parking during concerts	0
The finish time is too late	1
The type of music played at the concerts	0

In statements revisiting the number of concerts, six respondents indicated that they were “OK with more than 6 concerts but 12 is too many”, and three indicated “Six concerts is enough in a year”. Nobody selected “Would prefer fewer than 6 concerts at Eden Park” or “Don’t want any concerts at Eden Park.”

The respondents who responded to “Some other issue (please specify)” volunteered three comments on the number of concerts:

- “4 consecutive concerts is 2 too many. 2 nights in a row is ok.”
- “Agree with 6 concerts but goal posts seem to constantly shift. Don’t appreciate Saunter’s disingenuous media stuff to get 12 concerts across the line.”
- “My major concern is that this is the thin end of the wedge. In a year's time will an application be made for 16 concerts, and 20 the year after that?”

The balance of the volunteered comments addressed noise, litter and traffic management:

- “The noise is distorted by location. I found a lot of the set up and concert noise is very annoying. It’s noise not music. I end up wearing noise cancelling headphones. I’ve thought about getting double glazing directly as a cost from concerts - for no other reason”
- My other concern regards litter. It isn't enough to drive by. Refuse teams need to walk the streets picking up litter out of stonewalls, trees, driveways etc. Not all orange cones removed.”
- “The traffic control not letting residents through to their homes. Buses parking across my driveway and restricting access for duration of the event. Traffic control closing off roads/intersections in different area than those advertised to residents.”
- “Traffic Management needs to be resolved before anymore concerts are added. To be honest needs to resolved before you next close the road. A traffic Management plan is provided but they do not set it up based on it. No one seems to want to let you in and the access points keep changing even though on the plan they haven't.”

8.2.7 Responses to changes in Conditions proposed in the new application

A series of questions explored the respondents’ opinions on a range of changes to Consent Conditions proposed in the application. The responses showed that these residents generally favour relaxing the Conditions which now control the staging of concerts.

8.2.7.1 Consecutive nights

Most respondents supported the provision in the application for concerts to be held on up to four consecutive nights (with the proviso that the condition of no more than four within a 28 day period would still apply), Table 36.

Table 36 Q6a: Overall which of the following best describes your opinion on the ability for concerts to be held on four consecutive nights?

Consecutive nights	N=133	Responses
Support the ability for concerts to be held on four consecutive nights		85%
Neutral on the ability for concerts to be held on four consecutive nights		8%
Oppose the ability for concerts to be held on four consecutive nights		7%
Total		100%

8.2.7.2 Finishing times

The same proportion (85%) indicated that they would support the provision in the application for up to six concerts (out of 12) per year to finish at 11pm, Table 37.

Table 37 Q6b: Overall which of the following best describes your opinion on this part of the application (11pm finishing time for six concerts)?

11pm finishing time for six of 12 concerts	N=133	Responses
Support a later finish time of 11pm for up to 6 concerts per year		85%
Neutral on a later finish time of 11pm for up to concerts per year		5%
Oppose a later finish time of 11pm for up to 6 concerts per year		10%
Total		100%

Those in favour of an 11pm finishing time for six concerts were then asked if they would support an 11pm finish for all concerts held at Eden Park. 91% of these 109 respondents indicated “Yes”, Table 37. The survey author concludes that *“This equates to 75% of all EPRA members being in favour of all concerts being able to finish at 11pm”*.

Table 38 Q6c: It is not part of the current application, but would you support a later finish time of 11pm for all concerts held at Eden Park?

All concerts finish at 11pm	N=109	Response
Yes		91%
Don't know		5%
No		4%
Total		100%

8.2.7.3 Concerts on Sunday nights

Currently concerts cannot be held on a Sunday at Eden Park except if there is a public holiday the next day. Most (84%) of the EPRA respondents supported a change to allow concerts on Sunday nights with the proviso that they are part of a series of consecutive concerts by the same artist. This would have the effect of allowing a maximum of six Sunday concerts per year, Table 39.

Table 39 Q6d: Overall which of the following best describes your opinion on concerts on Sunday nights if part of a series of consecutive concerts by the same artist

Able to concerts on Sunday nights if part of a series	N=133	Response
Support the ability to hold concerts at Eden Park on Sunday nights if they are part of a series of consecutive concerts by the same artist		84%
Neutral on the ability to hold concerts at Eden Park on Sunday nights if they are part of a series of consecutive concerts by the same artist.		8%
Oppose the ability to hold concerts at Eden Park on Sunday nights if they are part of a series of consecutive concerts by the same artist.		9%
Total		100%

8.2.7.4 Maximum audience size

The maximum crowd size currently allowed at concerts at Eden Park is 50,000 on weekdays and 60,000 on weekends. Most respondents (89%) supported allowing the maximum crowd size on weekdays of 60,000 with only 3% opposed, Table 40.

Table 40 Q6e: Overall which of the following best describes your opinion on allowing audiences of 60,000 on weekdays

Able to concerts on Sunday nights if part of a series	N=133	Response
Support the change in maximum crowd size to 60,000 on weekdays		89%
Neutral on the change in maximum crowd size to 60,000 on weekdays		8%
Oppose the change in maximum crowd size to 60,000 on weekdays		3%
Total		100%

8.2.7.5 Opening and starting times

The gates can open at 5pm for weekday concerts with the support act starting at 6:30pm. The application includes a change to weekday times to match weekends with gates able to open at 4.30pm, support acts able to start at 6pm, and main act able to start at 7pm.

Table 41 Q6f: Overall which of the following best describes your opinion on earlier timings for gate opening and performances on weekdays

Earlier timings for gate opening and performances on weekdays	N=133	Response
Support the change in weekday times		85%
Neutral on the change in weekday times		9%
Oppose the change in weekday times		5%
Total		100%

8.2.7.6 Timing of sound checks on weekdays

The application proposes a change in when sound checks are allowed to happen on weekdays from between 5–7pm only, to between 10am and 8.30pm (with the current condition of no more than three hours of sound check time continuing). This was supported by 88% of respondents.

Table 42 Q7a Overall which of the following best describes your opinion a proposed change in when sound checks are allowed to happen on weekdays

Change weekend sound check hours	N=133	Response
Support the change in weekday sound check times		88%
Neutral on the change in weekday sound check times		5%
Oppose the change in weekday sound check times		7%
Total		100%

8.2.7.7 Night-time work inside the Stadium

Respondents were somewhat less keen, however, on the proposal in the application to allow work to continue inside the stadium during the night, including construction of the stage and use of machinery, as long as it complies with the night-time noise limit of 40dB at the external roadside boundary of Eden Park (which would be monitored by Council). There is a suggestion in the comments that the “beepers” on forklifts and other vehicles contribute to this. Even then, the change was supported by over two thirds (69%) of respondents, Table 43.

Table 43 Q7b Overall which best describes your opinion on a change to allow work to continue inside the stadium during the night within noise limits?

Change to allow work to continue inside the stadium during the night within noise limits	N=133	Response
Support the change allowing night time work within noise limits		69%
Oppose the change allowing night time work within noise limits		16%
Neutral on the change allowing night time work within noise limits		16%

8.2.7.8 Truck movements before and after the concerts

There was a similar response to night-time work on the proposal in the application to allow trucks to enter and exit Eden Park without restriction on frequency immediately after a concert to remove production equipment with 72% in support, Table 30. Currently no more than one truck every 15 minutes is allowed to leave Eden Park during pack down immediately after a concert. These trucks also need to be on site before a concert starts.

Table 44 Q7b Overall which best describes your opinion on a change to allow work to continue inside the stadium during the night within noise limits?

Change to remove restriction on truck entering and exiting Eden Park immediately after a concert to remove production equipment	N=133	Response
Support the change to allow trucks to enter and exit Eden Park without restriction on frequency immediately after a concert		72%
Neutral on the change to allow trucks to enter and exit Eden Park without restriction on frequency immediately after a concert		19%
Oppose the change to allow trucks to enter and exit Eden Park without restriction on frequency immediately after a concert		9%
Total		100%

The final rating question explored “recent coverage on different potential stadium options for Auckland including a new waterfront stadium and Eden Park 2.0 which includes a new north stand and retractable roof.”¹²⁶

Table 45 Q9a: Which of these two potential stadium options, if any, would you prefer to be built?

Potential stadium option	N=133	Response
Eden Park 2.0		82%
A new waterfront stadium		9%
Neither		4%
Don't know		5%

Eden Park 2.0 was favoured by 82% of respondents notwithstanding the potential impacts of the construction of a new North Stand and the installation of a retractable roof.

¹²⁶ A request for expressions of interest in an “Auckland Main Stadium” was issued on 11 September 2023. There were four submissions including one from the existing national stadium, Eden Park. <https://www.stuff.co.nz/sport/350224881/national-stadium-getting-closer-becoming-reality-assessor-views-options>

	More free tickets available to local residents	1
	Beeping forklifts	1
	Extend security patrols for 2 hours after concerts	1
	Rubbish collection the next day not as good as it used to be	1

The balance of comments was positive (21 positive v 3 negative), which is consistent with the results of the overall survey. The full comments are included as they provide valuable insights into local opinions

Opposition

- *I love living near Eden Park but this latest consent application shows much more disregard for residents' rights. It's unfair to keep shifting the goal posts. I also don't appreciate the media releases designed to win over public opinion in a disingenuous fashion e.g "do you guys want to get Taylor Swift here?!" Our family with three young kids will be quite affected should this latest consent application be granted. P.S still waiting for the promised playground*
- *I enjoy the concerts being held and the atmosphere it brings but until you can sort out traffic management for residents with closed roads then I am not in support of the 12 concerts.*

Positive about Eden Park and/or the application

- *We bought in the area for the vibrancy of Eden Park, it was not a surprise and more people get enjoyment from attending games/concerts (while maybe not our taste) it all adds to the excitement of the city.*
- *We have lived in the neighbourhood for 15 years. We have primary aged children. We LOVE living here. Eden Park brings a unique vibe to the neighbourhood. We encourage more concerts. We are often disappointed we don't hear more concerts from our street (2 streets away) therefore the noise is managed sufficiently. I think the cricket is noisier!*
- *The proposed changes are still quite restrictive. Bolder change should be pursued. I feel society is becoming fatigued by the few naysayers and complainers' rhetoric*
- *Eden Park is a fantastic asset to Auckland and NZ. It should be used more to realise the benefit.*
- *Just bought on Bond Street and a big perk is Eden Park! Can't wait for all the rugby, cricket and concerts!*
- *I would support more than 12. We are missing out on international acts because we don't have a venue but we do have one we just can't use effectively.*
- *I strongly support this application. More nights could mean more consecutive nights which could attract bigger artists and improve opportunities to buy tickets. We are only a few mins walk to Eden Park and love the vibe and atmosphere. Everything is also very well organised around events of all types.*
- *Eden Park is core to a vibrant Auckland and if it went it would end up being developed for housing which would create far more impact traffic, noise, nuisance etc than the current land use.*
- *Strongly supportive of this proposal. Bring Taylor Swift to Auckland in 2025!!*
- *More would be better. Prefer to Mt Smart.*
- *Eden Park defines the suburb of Mt Eden - it makes us vibrant.*
- *If it is being funded by us rate payers just for minimal sports event, we need to use it to a much larger capacity... so yes more concerts... it was designed to keep noise*

levels within the stadium... if someone doesn't like living that close... they shouldn't have bought within that area.

- *I think it's a fantastic idea, concerts bring so much life to the area and I enjoy having all the concert go-ers around. It is also really good for the businesses in the area.*
- *Love Eden Park and how they work with the local community and love living in the area. Support concerts and sporting games held here!*

Qualified support and suggestions

- *The only issue is dispersing crowds at the end. Some thought needs to go into how more people can be moved on to public transport and from which points around the stadium that they access this transport. Kingsland station is obviously too small and the general capacity constraints of the Western line pose further problems.*
- *I think many of the current settings make the impact on local households positive. More of the same is a good thing, pushing the boundaries e.g trucks leaving will change this balance. Many of us have families and value our ability to sleep when concerts are on.*
- *I support more use of Eden Park as a faculty/venue for more events. Parking for attendees needs to be better managed with residents bring able to park and access their homes in the immediate area needs better management, if you want then onside. I live a bit further away, so parking doesn't affect me.*
- *What matters to me is that any conditions are not granted in perpetuity but rather granted for a short period on the understanding the consent is granted on the basis of goodwill. Eden Park should have to reapply for the number of events (concerts and sports games) in 3 year batches. This ensures Eden Park is a good neighbour. I'm happy to have a slight impact on our lives given benefits Eden Park brings to the neighbourhood. A 1-3year check point gives me comfort that Eden Park will remain a good corporate neighbour even if the pressure is on. Hopefully that also gives Eden Park some planning certainty and reduce the number of applications they need to make*
- *We enjoy events being hosted at Eden Park. Our main issues and concerns: Parking/Street access - there is sometimes a miscommunication between the parking & access rules we are told versus what the ground/traffic staff are told or understand and so accessing or parking on our street is not as seamless as it should be. We still need to be able to take our kids to school and sporting commitments during the week and weekends so that needs to be factored into any extended hours. Parking stickers - We would like to see a return of the P!nk stickers so it's easily visible to parking and traffic staff that we are a local resident. This would help settle a lot of arguments & push back from traffic staff especially. Buses - Altham Ave is where all the buses wait and when events end they are very noisy which is why we oppose the later 11pm finish. Trucks leaving may add to this noise. Electric buses are welcomed. Rubbish - next day collection is good but not as good as it used to be. Tickets - availability of tickets to local events are important to make residents enjoy living near an active stadium.*
- *I live at Reimers Ave. the P!nk concerts, as good as they were had 2 issues: 1. beeping forkhoists during the day the week before, and 2. After the concerts, there needs to be security patrols or police patrols on Reimers for about 2 hours after. We had 2 people trying to get into our property to join our "after party". This also happened after the 1st 6 Sixty concert. Overall, my household is very supportive of*

more concerts. Eden Park are great neighbours and it's a privilege to live so close.
Thx

- Can you extend the resident parking area to cover the entirety of King Edward Street from the walkway to Dominion Rd.
- Perhaps the increase in concerts should only start when the CRL opens, so can ensure quick exit of patrons after the events
- Ideally Sandringham Road wouldn't be closed until 6 on weekdays to allow after work commuter traffic to clear.

The comments of these people living in the vicinity reinforce local support but identify a number of issues where management of the event outside the Stadium could be further refined through more training (particularly in relation to the assertions of unhelpful attitudes of people involved in implementing the TMP) and additional resources (such as more security staff after the concert). The residents had a number of practical suggestions where management decisions might appropriately be revisited which could enhance the experience of people living in the vicinity of the Stadium. Some may not be able to be implemented but feedback to the community on the management response to the issues raised would help build on the established rapport.

It is interesting to relate the responses of the EPRA members to those of survey respondents. The key topics/main themes in terms of the "open" question seeking feedback on the P!nk concerts parallel many of those observed by EPRA, Table 36. showing the distribution of positive (36.9%) and negative feedback (63.1%).

Table 47 Comments on main themes volunteered by P!nk respondents

Theme/Topic	Positive Comments	Negative Comments
Concert Experience	7	1
Traffic Management	2	16
Noise Levels	9	4
Parking	3	11
Security and Safety	1	2
Cleanliness and Rubbish Management	1	7
Access to Homes	0	9
Local Business Impact	2	0
Crowd Behaviour	2	0
Event Management	3	3
Public Transport	0	3
Communication	1	4
Noise During Setup/Pack Down	0	3
Impact on Residents with Special Needs	1	1
Noise During Non-Event Times	0	1
Positive Atmosphere and Vibe	6	0

A feature of the inputs volunteered by the P!nk concert respondents is that impacts related specifically to concerts (as opposed to those like traffic that occur at any large event at Eden Park) were on balance positive. including those about the sound levels of the concerts. The balance of comments on the sound from the concerts (9:8 positive v negative -

combining the general comments on sound, and the noise associated with the set-up/pack) may appear counter-intuitive so these are presented in Table 48.

Table 48 Positive and negative comments volunteered about sound levels

Positive write-in comments about sound related to the concerts
<p>"No difference in volume levels and noise coming from the concert. This is not a problem; we like hearing what is going on."</p> <p>"Although sound was louder and clearer at my home, I preferred hearing it and it didn't bother me."</p> <p>"As a neighbour, the sound quality and volume was the best yet. I couldn't go with my friends, so I sat at the end of my driveway and enjoyed the concert. Best concert and sound system yet!"</p> <p>"Noise was much less than for Ed Sheeran, which was VERY loud at our place."</p> <p>"Facing stage in Mt Eden direction made a huge difference for us. This time I could get my son to sleep before the concert was over."</p> <p>"The sound was more noticeable, but this is a good thing for me, so I prefer more at the Sandringham Road end."</p> <p>"We could hear the concert more clearly than previous concerts, but that does not bother us. We rather hear it clearly and sing along."</p> <p>"We could hear this concert more clearly than previous concerts. This made it more enjoyable rather than less."</p> <p>"We were able to watch TV while the concert was on with no impact and our children were able to sleep without issue. We'd prefer it to be louder so we can hear the concert better."</p>
Negative write-in comments about sound related to the concerts
<p>"The bass (low frequencies) were particularly obtrusive and upsetting, more so when I went out to the letterbox beside the road and at times unbearably loud."</p> <p>Concert was very loud in the streets immediately surrounding the park to the point where the bass hurt ears and my iPhone loud noise alert went off."</p> <p>"The noise is very loud and we value complimentary tickets as we live right next to the stadium. The event was a disruption for our family."</p> <p>"No noise at all heard by us at home. This was the first concert where we didn't hear anything at all!"</p>
Negative write-in comments about setup/pack-out
<p>"The setup should only happen within the hours the council has allocated for construction noise and maintenance. Also, the workers are often yelling, etc."</p> <p>"Working hours either side of the concerts are too long - forklifts, scissor lifts, and other work starting at 5 am and continuing past midnight have interrupted my household."</p> <p>"The noise during the setup and pack down periods continues into the night and starts very early on a weekend morning sometimes, which can be disruptive."</p>

It may be that RNZ commentary on the first Six60 concert which contained the statement that "In January, Eden Park was granted permission to stage up to six concerts a year without having to gain resource consent for each, despite strong opposition by nearby residents concerned about the noise,"¹²⁷ may have been based on an interpretation of the objections to the Resource Consent rather than any up-to-date information about community opinion on the concerts. The results also provide a different perspective to that expressed by the Hon Helen Clark at the time of the Resource Consent application

¹²⁷ <https://www.rnz.co.nz/news/national/441193/six60-s-first-eden-park-gig-may-have-been-watched-by-millions>

suggesting that concerts at Eden Park stadium would “represent a home invasion of noise” and contending to the planning hearing the bid for six concerts a year should be rejected.¹²⁸

The overall favourable responses on the concerts and the particular comments related to noise in Table 21 and Table 35, provide a countervailing view. There is a difference between the strong opposed views expressed by individuals and wider community sentiment.

8.3 Complaints

Auckland Council kindly supplied its record of noise complaints since April 2021 identified as relating to 42 Reimers Avenue, the location of Eden Park, Table 49.

Table 49 Auckland Council noise complaints for 42 Reimers Avenue

	Interaction Received Date and Time	Date & time onsite	Outcome	Description of complaint
1	24/04/2021 21:30	24/04/2021 21:43	Referred to Dispatch	Noise location: 42 Reimers Avenue Kingsland Auckland 1024 Cause: loud bass music Assessment point: Roadside
2	09/07/2021 19:12	09/07/2021 19:50	No Noise	SIL Check // Dog Check // Flag Check // History Check Noise location: 42 Reimers Avenue Kingsland Auckland 1024 Cause: loud music from car stereo and people noise Assessment point: Roadside Noise details: there are a number of cars in the carpark blasting their car stereo
3	12/11/2021 17:55	12/11/2021 19:00	No Noise	Eden Park Address 42 Reimers Avenue Kingsland Auckland 1024 Loud speaker music - people working out Assess from Gate D entrance on Cricket Avenue Not on SIL / No dogs [REDACTED] (Customer working from home)
4	19/11/2022 12:41	19/11/2022 17:07	No Noise	Noise location: 42 Reimers Avenue Kingsland Cause: Sound check from the Eden park Stadium Assessment point: From the Front of the stadium , the Noise can be heard from 4 - 5 streets away as it too loud Health and safety: No Noise details: There Sound check happening at the Eden park stadium and the volume is too high
5	10/12/2022 20:20	10/12/2022 20:33	Did Not Attend/No Action Taken	Noise location: Eden Park Cause: Concert happening tonight Assessment point: from the gate.
6	10/02/2023 18:19	10/02/2023 19:31	Not Excessive	Noise location: 42 Reimers Avenue Kingsland Auckland 1024 Cause: LOUS STEREO Assessment point: ROAD SIDE.
7	24/04/2021 19:37	01/01/9999 00:00	No Breach	The volume coming from Eden is really loud.
8	24/04/2021 19:56	01/01/9999 00:00	No Breach	Noise location: 42 Reimers Avenue Kingsland Auckland 1024 Cause: loud music Assessment point from customer's driveway.

¹²⁸ <https://www.stuff.co.nz/national/123290359/eden-park-concerts-helen-clark-opposes-home-invasion-of-noise>

	Interaction Received Date and Time	Date & time onsite	Outcome	Description of complaint
9	24/04/2021 21:26	01/01/9999 00:00	No Breach	Noise location: Mt Eden Stadium Cause: 660 Concert Assessment point: outside callers place. Health and safety: no Noise details: Extremely loud amplified music
10	24/04/2021 21:32	01/01/9999 00:00	No Breach	Noise location: Eden Park - Six60 Concert 42 RIEMERS AVENUE KINGSLAND. Cause: Volume coming from Concert.
11	24/04/2021 21:40	01/01/9999 00:00	No Breach	Believes the noise is excessive Six60 Assess from road side
12	19/11/2022 16:28	01/01/9999 00:00	Unknown	Noise location: 42 REIMERS AVENUE KINGSLAND AUCKLAND 1024 Cause: Loud music coming Eden Park Assessment point: Roadside Health and safety: Unknown Noise details: Six60 Concert at Eden Park
13	19/11/2022 21:28	01/01/9999 00:00	Not Excessive	42 Reimers Avenue Kingsland Auckland 1024, Loud music and bass noise, lease knock on door and she will take you to the back.
14	10/12/2022 12:43	01/01/9999 00:00	Minor Breach	Noise location: From The Eden park stadium 42 Reimers Avenue Kingsland Cause: Audio testing , While the notification letters to the residents says that the Audio testing will be between 3:30 to 4:30PM Assessment point: from the corner Rossmay Terrace and Sandringham Road Kingsland Health and safety: NA Noise details: Event at the eden park stadium will start in the evening but the Audio testing has started too early and it is too loud , The audio testing should be starting after 3:30 as per the letters sent to the residents
15	10/12/2022 14:41	01/01/9999 00:00	Unknown	Customer complained there is loud music practice going on in eden park and he is not happy about the concert that's gonna happen.
16	10/02/2023 19:51	01/01/9999 00:00	Site Visit	Eden Park - Event concert Very loud music.
17	10/02/2023 20:58	01/01/9999 00:00	Unknown	Please cancel noise complaint - there is already one logged for the issue.

In terms of the outcomes recorded related to concerts:

- #1 was during the first Six60 concert
- #2 and #3 are unrelated to concerts
- #4 was about a sound check around midday for the second Six60 concert and there was no noise at 17:07
- #5 no action was taken for the Guns n' Roses concert;
- #6 was prior to the start of the first Ed Sheeran concert and probably unrelated and not considered excessive anyway;
- #7 and #8 Warmup acts at Six60 concert, no breach
- #9-#11 same Six60 concert as #7 and #8, no breach
- #12 before Six60 concert at 16:28, possible sound check, unknown outcome
- #13 same Six60 concert as #12, outcome "not excessive"

- #14 same Guns n' Roses concert as #5, "minor breach" related to sound check not at advertised time (complaint at 12:43 rather than advertised start of 15:30)
- #15 same Guns n' Roses concert as #5, and #14. Complaint partially about anticipated noise, unknown outcome
- #16 first Ed Sheeran concert warm-up act. The Friday concert was also mentioned in the 2024 EPRA survey

In total, 14 complaints were received for the eight concerts attended by approximately 315,500 people. The only breach recorded here related to the timing of the sound checks for the Guns n' Roses concert on 10 December 2022, although as noted in Table n, two non-compliant 10-minute samples at the start and end of the second Ed Sheeran concert were measured at 67 Sandringham Road.

No information is available about the location of the persons lodging the complaints so further analysis is not possible. This can be important in a number of ways. Concerts at Western Springs, for instance, have generated a number of noise complaints over the years with the AC/DC concert in December 2015 reported to have been "*heard four miles (6.5km) away across Waitemata Harbour in Birkenhead.*"¹²⁹ Interestingly despite the complaint the concert was not in breach of its Consent Conditions which are higher than Eden Park at 82dBa.¹³⁰

Without addresses the area affected cannot be determined. Addresses also enable multiple complaints from a single location to be identified. Notably, in 2015 one household was responsible for almost 7000 noise complaints (78% of the total) to Reagan National Airport in Washington DC.¹³¹

8.4 Letters of Support

Letters of support for the application were received from six significant accommodators¹³² in Auckland arguing the importance of increasing the number of events at Eden Park for the economic, cultural, and social well-being of Auckland. All supported more concerts with one operator which manages 430 hotel rooms and serviced apartments in Auckland advocating for 24 concerts. The main points made were:

- Economic Benefits:
- increased number of events will boost the local economy, particularly benefiting the hospitality sector including hotels, restaurants, cafes, and retail shops across a broad spectrum of businesses, small business, mum and dad operators, to larger corporate businesses;
- events like concerts attract both domestic and international tourists, generating significant revenue and creating job opportunities with visitors; and
- high-profile events such as the P!NK concert have shown positive economic impacts, filling hotels and benefiting local businesses.

¹²⁹ Chilton, M, (16/12/15), *AC-DC concert was heard four miles away*, <https://www.telegraph.co.uk/music/artists/ac-dc-concert-was-heard-four-miles-away/>

¹³⁰ https://www.nzherald.co.nz/entertainment/acdc-didnt-breach-noise-rules-says-auckland-council/WKA6T467OB6ZUXLNGN2HWWZPZM/#google_vignette

¹³¹ <https://jalopnik.com/reagan-national-airport-received-almost-7-000-noise-com-1851312692>

¹³² Hyatt Park, Sofitel, Hotel Britomart, Mulpha (owners of Nesuto Stadium Hotel), Daiwa Living Nesuto Ltd, and Auckland City Gotel

- Tourism and Community Impact:
- more events will position Auckland as a vibrant cultural hub, attracting visitors and boosting tourism;
- the increase in events would create a more consistent flow of tourism revenue throughout the year, supporting local businesses during off-peak seasons;
- events at Eden Park enhance the cultural and entertainment landscape of Auckland, fostering community engagement and city pride
- positive impact on hotel occupancy and revenue during major events; and
- crucial for the recovery of the hospitality sector post-COVID, especially with the challenges of higher interest rates and economic downturn.

Strong support for increasing the number of events at Eden Park was also expressed by the Dominion Road Business Association which supports over 300 local businesses. Their main points were:

- Economic Impact: Large events at Eden Park positively impact Dominion Road businesses by more than half a million dollars per event;
- Community and Business Engagement: the Business Association has a long-standing relationship with Eden Park and Eden Park is actively involved in the Eden Park Community Liaison Group, ensuring open communication and addressing concerns from residents and businesses; and
- Positive Experiences: three years of regular concerts at Eden Park have not negatively impacted the business district; instead, they have significantly boosted the local economy; and Eden Park's support has contributed to Dominion Road's ongoing accreditation as a Purple Flag area, indicating excellence in managing the night-time economy.

8.5 Overview of Community Response to Concerts

Over the past six years there has been significant input about concerts at Eden Park for affected and interested parties. The balance of the responses whether by submissions on Resource Consent application, by random sample survey, by the EPT, or the independent local group, the Eden Park Residents' Association (EPRA) have been strongly in favour of holding concerts at Eden Park.

In terms of submissions in consenting processes:

- a total of 492 submissions were received on the resource consent application for the Lifepods concert with 370 (75%) in support, 120 (24%) in opposition and 2 neutral (0%);
- the application to hold six concerts a year at Eden Park attracted 3156 submissions of which 2966 (94%) were in support, 180 (6%) were against, and 10 were (0%).

While the consenting process is not a numbers game and focusses on the evidence about effects, the volume and distribution of submissions is indicative, even if it cannot be generalised to the wider population.

The surveys that have been undertaken starting with the UMR survey on the proposed LifePods concert consistently indicate strong support for concerts at Eden Park irrespective of whether the survey was undertaken by a professional survey company, the EPT, or the EPRA.

Both the EPT surveys and the EPRA are technically open to all residents in the vicinity of Eden Park. The EPT surveys were conducted as part of post-event monitoring while the

EPRA surveys provide an invaluable pre and post-concert perspective. There was strong support (95%) for concerts in the pre-application survey and this was repeated after the experience of the eight concerts held to date with 91% supporting the application in whole or in part.

As previously discussed, the EPRA survey provides responses on the various proposed changes in the Conditions. These are summarised in Figure 20. Approval rates averaged 83%, and ranged between 91% and 69%.

Context is provided for these responses on proposed changes to the Conditions of the Resource Consent by ratings of two questions on possible changes related to sports games which are not part of the application:

- most respondents (83%) supported the proposition of sports games being allowed on a Sunday night to 10pm without the need for Resource Consent i.e. the same level of approval as the average for concerts;
- support for the second proposition, of some sports games being able to finish at 11pm, had the lowest approval rate of any of the operational changes with 67%, some 16% below the average for concerts while still having majority support.

Respondents were also asked to rate their agreement/disagreement with a range of general statements about Eden Park and concerts. Again, responses were positive with strong agreement ranging up to 98% and agreement averaging 96%, Table 50.

Figure 20 Summary of responses to proposed changes in the Conditions

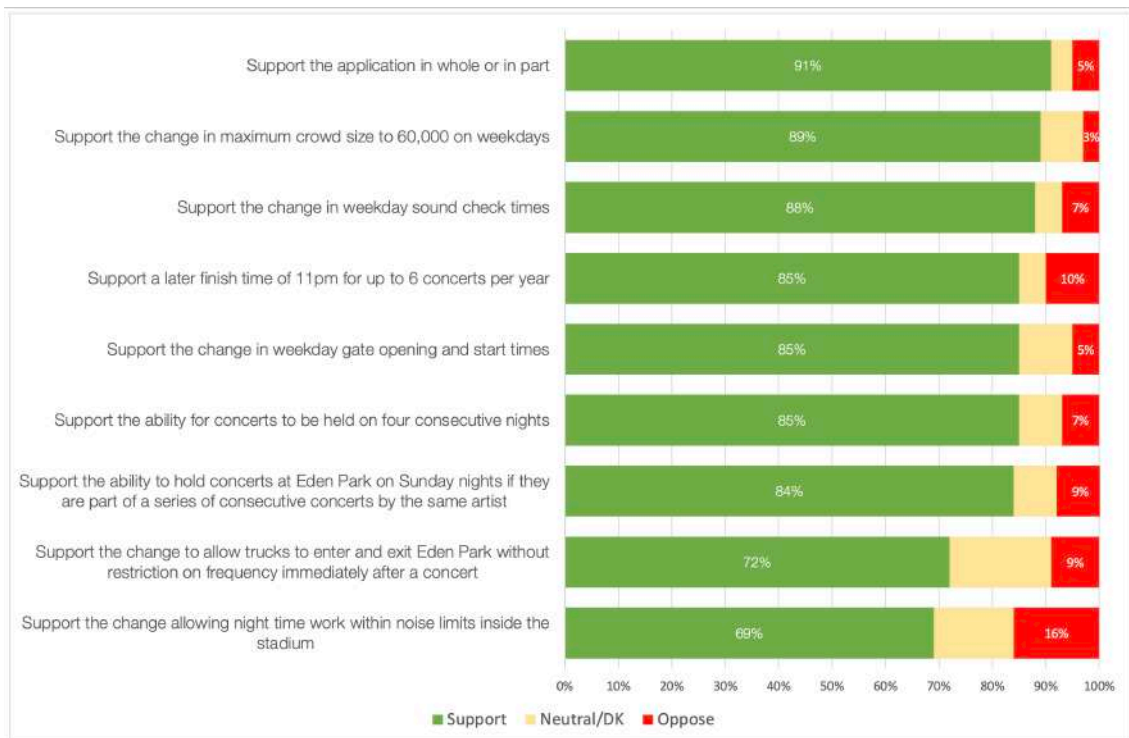


Table 50 Q8: Please indicate how much you agree or disagree with each of the following

	Disagree strongly	Disagree Slightly	Agree Slightly	Agree Strongly	Don't know
Eden Park is a great venue for concerts	0%	2%	12%	85%	2%
I really like living near Eden Park	0%	0%	6%	92%	2%
Concerts at Eden Park add to the vibrancy of our city	0%	0%	7%	91%	2%
Concerts that are currently held at Eden Park do not impact negatively on me or my household's lives	2%	6%	9%	82%	0%
Eden Park should be allowed to operate in a way that means it does not require any public financial assistance	1%	2%	8%	86%	3%

Among the respondents, nobody disagreed with the statements that “*I really like living near Eden Park*” or that “*Concerts at Eden Park add to the vibrancy of our city.*” Only 2% slightly disagreed with the statement that “*Eden Park is a great venue for concerts.*”

Some 8% of respondents disagreed (slightly (6%) and strongly (2%)) with the statement that “*Concerts that are currently held at Eden Park do not impact negatively on me or my household's lives*”. This is broadly consistent with the responses to Q2 where 11% indicated that concerts typically impacted themselves, their households and their property “somewhat negatively” and 1% indicated they were affected “very negatively”.

The other comparison of this data that can be made is to compare the 2024 data with the 2020 results for the same (in one case similar) questions, Table 51.

Table 51 EPRA 2020 and 2024 responses to statements about concerts at Eden Park

	2020		2024	
	Agree Slightly	Agree strongly	Agree Slightly	Agree Strongly
Eden Park is a great venue for concerts	2%	94%	12%	85%
I really like living near Eden Park	3%	94%	6%	92%
Concerts at Eden Park add to the vibrancy of our city	5%	92%	7%	91%
Events (2022) /Concerts (2024) that are currently held at Eden Park do not impact negatively on me or my household's lives	11%	83%	9%	82%
Eden Park should be allowed to operate in a way that means it does not require any public financial assistance	20%	76%	8%	86%

Key conclusions that can be drawn from this comparison are that:

- agreement with the statement that “*Eden Park is a great venue for concerts*” is unchanged (96% in 2020 compared with 97% in 2024, although the split between strongly agree and slightly agree has changed;
- there is no difference between the responses on:
- “*I really like living near Eden Park*”
- “*Concerts at Eden Park add to the vibrancy of our city*”

-
- *“Concerts that are currently held at Eden Park do not impact negatively on me or my household’s lives do not impact negatively on me or my household’s lives” when compared with “events at Eden Park” in the 2020 survey.*
 - there was a slightly strengthening of agreement with the statement that “Eden Park should be allowed to operate in a way that means it does not require any public financial assistance.”

Overall it would appear that concerts at Eden Park have met expectations and that there is strong evidence of community support.

The surveys are also valuable in identifying aspects of running events at Eden Park that might continue to be refined through the Trust’s adaptive management processes. The issues like traffic management, litter, behaviour of audiences are familiar and constitute areas in which processes/mitigation measures can be further enhanced, as required. The 2024 EPRA survey in particular includes a number of suggestions which the EPT can review with the Community Liaison Group as they could have a bearing on all events at Eden Park. It is noteworthy that the distinctive element of concerts, the music and the associated measures to regulate the sound was nowhere near as significant as some of the generic event issues and, even then, these generic issues are generally well-managed.

9 ASSESSMENT

9.1 Preliminaries

Over a history that dates back 114 years Eden Park has demonstrated the capability and capacity to effectively manage the operations and related effects for sporting and non-sporting events of audiences of up to 60,000 people, and events where the activity spans over six hours plus arrival and departure periods for the audience. Sporting events of this scale and attendant effects are a permitted use under the Auckland Unitary Plan.

The previous analysis undertaken for the application for consent for six concerts granting of Resource Consent to add concerts to the event portfolio existing focused on what makes concerts different and the way that this may be manifested in social effects. In summary these differences relate to:

- the focus on music, on which UNWTO (2018) has commented *“Music is our only universal language. We all speak music.”*¹³³ While plans and resource consents focus on the volume of sound generated by concerts, the social, cultural, and economic benefits of music need to be considered when assessing how concerts contribute to enabling people and communities to provide for their social, economic, and cultural well-being and health and safety. The pioneering Canadian music city strategy notes that *“there is nothing like music as a means to connect people, bridge linguistic and cultural divides and provide an avenue for identity and expression and that collectively, the music ecosystem generates rich social, cultural and economic benefits.”*¹³⁴
- Similarly, the public discourse on the value of live music has a strong emphasis on the economic impact of the music industry in terms of job creation, increased tourism and consumer spending, such as Australasian Performing Right Association, (2011)¹³⁵ and Carter and Muller, (2015).¹³⁶ But the impacts of live music are much wider being considered by Homan, (2010) to be a vital element in urban cultures with a wide range of social benefits, as discussed in Section 3.¹³⁷
- the operational differences which relate principally to (1) the pack-in before the concert, the sound checks, and the pack-out after the concert, and (2) the extended opening hours prior to the concert compared with the current longest sporting event, a T20 international double-header.

What is different now is that previously there were a lot of fears, expectations and assumptions about possible effects. These has now been replaced, at least in part, by the practical experience of the first eight concerts which have been documented through a

¹³³ Sound Diplomacy and ProColombia, (2018), Music is the New Gastronomy: White Paper on Music and Tourism – Your Guide to Connecting Music and Tourism, and Making the Most Out of It, United Nations World Tourism Organisation, p6

¹³⁴ Music Canada, (2015), The Mastering of a Music City: Key Elements, Effective Strategies and Why It’s Worth Pursuing, p9

¹³⁵ Australasian Performing Right Association, (2011), Economic contribution of the venue-based live music industry in Australia, APRA, Sydney)

¹³⁶ Carter, D, Muller P, (2015), *The economic and cultural value of live music in Australia 2014*, University of Tasmania, Australian Live Music Office, South Australian Government, City of Melbourne and Live Music Office (Australia), City of Sydney, <http://livemusicoffice.com.au/research/>

¹³⁷ Homan S, (2010), Governmental as anything: Live music and law and order in Melbourne, *Perfect Beat*, 11 (2) (2010), pp. 103-118

range of community responses. These include two well-designed and implemented independent surveys by the Eden Park Residents' Association which provide a before and after perspective of some of the residents living in the vicinity of Eden Park.

9.2 Findings of studies on amenity attributes

As noted in Section 1.2.2, the effects on amenity attributes, the tangible and measurable matters that together define the amenity character of an area, have been assessed in separate studies for noise and traffic. There is inherently a social component to the technical assessment, especially when setting noise standards and conditions. But the surveys of the residents' experience of the concerts now provides a body of information that was previously unavailable when the previous application was lodged and the technical can be complemented by the perceptual.

9.2.1 Noise

Marshall Day undertook the noise modelling of three different stage arrangements for the application for six concerts¹³⁸ and concluded that noise could be contained to comply with 75 dB L_{Aeq} at the residential zone around Eden Park during typical concerts.¹³⁹

The report noted that *"there is no doubt that some residents around Eden Park will be annoyed by these levels of music noise for the short period that they occur. However, there will also be a large number of people who will be indifferent and some who will enjoy the music."*

This observation has been confirmed by the results of the EPRA surveys where the full spectrum of opinion from strong annoyance to delight has been expressed. Some of the results include:

- 4% of respondents dissatisfied with the volume in the neighbourhood of concerts themselves compared with 94% satisfied (Table 20);
- 4% of respondents dissatisfied with the volume in the neighbourhood of concerts themselves compared with 80% satisfied (Table 20);
- 4 responses citing noise from concerts themselves to be of most concern (Table 22);
- 3 responses citing noise from sounds checks to be of most concern (Table 22);
- 2 responses citing the noise and traffic from setting up or packing down concerts to be of most concern (Table 22);
- 2 responses citing Noise from people going to or leaving concerts (Table 22);
- 85% supporting a later finish time of 11pm for up to 6 concerts per year (Table 24);
- 88% supporting the change in weekday sound check times
- 9 positive and 4 negative comments on noise levels volunteered by respondents to the P!nk concerts
- 3 negative comments on noise during setup/pack down volunteered by respondents to the P!nk concerts (Table 35);
- 14 complaints were received by Auckland Council for the eight concerts (Table 37);

¹³⁸ Marshall Day Acoustics, (2019), Eden Park - Concerts Application: Assessment of Noise Effects, p13

¹³⁹ The report also addresses a small group of houses in the north west corner of the Eden Park Precinct that might experience noise levels 1 or 2dB higher than 75 dB L_{Aeq} .

- The balance of volunteered comments of the EPRA respondents was positive (Table 36),

The current Marshall Day report¹⁴⁰ notes that “ In summary, it is our opinion that the overall noise effects from 12 concerts per annum (max of 6 artists), is slightly greater than 6 per annum and is approaching the upper limit of acceptability. There is some support for this suggestion in the EPRA 2024 Survey Figure 16, where there appears to be something of a threshold at 12 concerts a year.

9.2.2 Traffic/transportation effects

The transport assessment of the 2020 application¹⁴¹ concluded that:

- The likely transport effects on the day of a concert event are no worse than any other sporting or recreational event;
- The traffic management response around the Eden Park environs can be designed to mitigate the effects of the event and ensure traffic flow and pedestrian safety is maintained while minimising the impact traffic management has on the surrounding neighbourhood; and
- The proposed methodology for transportation required for the set up and disestablishment of a concert stage and related infrastructure will ensure that any effects on the surrounding environment will be limited to truck movements to and from site. The intensity of truck movements can be accommodated on the surrounding network with minimal adverse effect such that no further mitigation is required.

The report proposed a range of mitigation measures including the implementation of Traffic Management Plans which paralleled those already implemented for sporting events at the Stadium.

The assessment undertaken on the current proposal to vary the current conditions of consent to allow up to 12 concert events to be held in a calendar year performed by no more than six different artists/acts (excluding supporting acts) concluded: ¹⁴²

- The effect of switching from a 12-month to a calendar year would be no different than using a 12-month period with the same number of concerts occurring and the transport effects would be the same. The difference in effect primarily relates to frequency of events and the cumulative effects.
- The traffic management response around the Eden Park environs can be designed to mitigate the effects of the event and ensure traffic flow and pedestrian safety is maintained while minimising the impact traffic management has on the surrounding neighbourhood.
- The cumulative traffic effects of holding six more concerts per year is mitigated by retaining other controls that manage the frequency of events over consecutive weekends and ensuring a minimum of one weekend does not have a large event every 35-day period.

¹⁴⁰ Marshall Day, (2024), EDEN PARK – TWELVE CONCERTS: Assessment of Noise Effects, p13

¹⁴¹ Traffic Planning Consultants, (2019), Resource Consent Application (Concerts) Eden Park Precinct Sandringham: Transport Assessment, p22

¹⁴² TPC Traffic Planning Consultants Ltd, (2024), Resource Consent Application (Concerts) Eden Park Precinct 42 Reimers Avenue, Kingsland: Transport Assessment, p32

- The proposal to increase the maximum crowd size for weekday concerts from 50,000 to 60,000 has been successfully undertaken with previous events with the correct traffic management plan in place. The added demand on the surrounding road network and public transport can be accommodated.
- The proposed methodology for transportation required for the set up and disestablishment of a concert stage and related infrastructure will ensure that any effects on the surrounding environment will be limited to truck movements to and from site. The intensity of truck movements can be accommodated on the surrounding network with minimal adverse effect such that no further mitigation is required.

Overall, TPC considered that *“the transport effects of a concert can be accommodated without compromising its function, capacity, or safety”*.

The feedback from some patrons in a media report¹⁴³ suggests that the management of pedestrian movements to public transport left something to be desired. One attendee of a P!nk concert is reported to have said that said *“By the time we got out [of the concert] we took at least one hour to get to the station, fighting through the crowd and then standing on the queue.”* Another person was quoted as saying that *“There was this massive crowd of people leaving the concert getting all jammed up at the end of the street, where buses were coming. We had to squeeze in and out of people for 15 minutes to get out and try to make our way to the train station, where there was this very, very long line to get in.”*

One person is reported to have identified what could have been a contributing factor: *“Because there were a lot of people unsure if they were on the right transportation, and you could see a lot of people asking where they supposed to be, because there were no signs if you are not from there.”*

The congestion issue was reportedly acknowledged, at least in part, by a spokesperson for Auckland Transport who was quoted as saying that *“The level of crowds in the area initially made it difficult for these buses (running to the North Shore) to leave safely, which did set us back and cause longer wait times than we expected.”*

There were also complaints about the train service from Sandringham into central Auckland relating to the number of people in the trains and unexplained stops between stations en route. The AT public transport and operations spokesperson said it ran extra train services and 55 dedicated buses to the city centre over the weekend, with a maximum 30-minute wait for boarding.

The core issue in terms of social effect is the potential extension of the period during which local residents are affected by the departure of concert attendees. This did not, however, register as a significant issue in the surveys where access through the checkpoints was one of the more vexing issues, but even then, this was mentioned by only a very modest proportion of the survey respondents.

¹⁴³ <https://www.nz.co.nz/news/national/511422/a-bit-of-a-jungle-concertgoers-say-public-transport-could-have-been-better>

The other matters raised in the surveys concerning traffic and transportation related principally to the way that the Traffic Management Plan was implemented with issues over parking, access through cordon barriers, and driver behaviour. Key findings include:

- Traffic management, road closures and access was a concern for 11.9% of respondents for the Ed Sheeran concerts, 37.4% for the Six60 survey, and 62.8% for the PINK survey (Table 8)
- Write in comments in the Ed Sheeran survey identified a range of specific issues including perceived lack of traffic management;
- Between 14.3% and 32,8% of respondents reported that they were not able to access their home by car before or during the concert (Table 9);
- 91% in the 2024 EPRA survey were satisfied with Traffic management plans including road closures and parking restrictions; (Table 20)
- Traffic before and after concerts was rated as a concern by only three respondents in the 2024 EPRA survey (Table 22);
- 72% supported the change to allow trucks to enter and exit Eden Park without restriction on frequency immediately after a concert in the 2024 EPRA survey (Table 30);
- Traffic Management with 2v16 (positive v negative); parking (3v11), access to home (0v9) and public transport (0v3) were all commented on by respondents to the PINK survey (Table 35).

The quantitative and qualitative responses to the surveys indicate that there is still work to do for the EPT in refining the implementation of its traffic management planning in both enforcement and in community relations at the barriers. Perceptions of ill-mannered and uncooperative staff manning the cordons have been addressed in two ways:

- (1) by reinforcing to the people working at the cordon of the importance of good community relations, seeking to prevent recurrence; and
- (2) implementing a policy that when such a complaint is received the personnel at that position are immediately stood down and replaced.

While there are issues and concerns the significance can be determined, at least in part, to the overall approval for the application demonstrated in the 2024 EPRA survey with 91% supporting the application in whole or in part (Table 21), 91% indicating that concerts that are currently held at Eden Park do not impact negatively on me or my household's lives Table 31; and approval rates ranging from 69% to 89% for the proposed Conditions set out in the application.

9.3 Social infrastructure

Like any established suburb, the area around Eden Park has its usual complement of social infrastructure including early childhood centres (ECE), schools, medical facilities, and rest homes. Probably the most sensitive of these are the early childhood centres and schools which could be affected both in terms of hearing music during a sound check and access if a concert was:

- held on a weekday in term time;
- if road closures began while the facility was still in session; or
- if schools were to schedule evening activities on the same night as a concert.

Again, using the arbitrary one kilometre radius, there are two schools within this radius of Eden Park Kowhai Street Intermediate and St Joseph's Grey Lynn.¹⁴⁴ There are also nine ECEs in the 1km radius, Figure 21.

Figure 21 Schools and Early Childhood centres within 1km of Eden Park



An interview with the principal of Kowhai Intermediate School, Louise Broad, (which has occupied its site for 102 years) highlighted what were seen as very positive relations between the School and Eden Park. Central to this is seen to be the effective communications such that there are no surprises when things are happening at the Stadium.

The timing of the school day is a factor mitigating effects with many events starting at the Stadium after the school day is over so have little or no effect on the children's learning or school operations and the School is not exposed to audiences arriving for evening events. There are some adaptations required when events start earlier including bringing cars belonging to the staff, which are normally parked on the road, onto the grounds.

The principal reports hearing some sound checks when outside but did not consider that these were intrusive or affected the children's learning. Ms Broad noted that the school is next to the rail line and has a large number of buses passing through the area so there is a high level of background noises.

Relations between Eden Park and the School have also been enhanced by some the outreach activities undertaken by the EPT including involvement in some outreach activities (see section 5.2.5) and assistance with advice and ground maintenance activities.

Overall the principal was very supportive of Eden Park and expressed a positive view on moving from six to 12 concerts per year

144 Mt Eden Normal in View Road is just outside the 1km radius

9.4 Lifestyle impacts

Holding concerts at Eden Park potentially opens up new opportunities for the way people behave and relate to family, friends and cohorts on a day-to-day basis opening up new opportunities for interaction. The Stadium also has excellent facilities for people with disabilities compared with some other venues opening up the potential for attendance that might not otherwise occur.

The scale of the potential impact can be considered in the light of the findings of the Audience Atlas New Zealand 2017 discussed in Section 3 that “Around three in ten in the culture market (over 792,000 people) have attended a rock or pop concert within the past year and around half within the past three years, marking this genre out as having by far the largest market within the music art form.” Only 12% of the total culture market (444,000 people) were classified as not in the market for rock or pop concerts.

The potential is reinforced by the finding that Auckland, unlike other regions, had steady growth in recent years in the proportion of the culture market who had attended a music event in the last year, rising from 61% in 2011 to 75% in 2017. This represents a growth in the current market for music events in Auckland from 690,000 to 972,000 and increase of 41% in six years.

In terms of concert attendance in Auckland it is unlikely to be a zero sum game that concerts at Eden Park would simply draw them away from the Council-owned venues at Western Springs and Mt Smart. It is clear that the market for music events in Auckland is growing, just as is the population of Auckland.¹⁴⁵ With Auckland’s diverse population there are inevitably audiences, events, and sponsors for whom Eden Park will be a more suitable venue. Added to this is the amenity and size of the facility which can attract artists who might otherwise not come to Auckland.¹⁴⁶

The post concert surveys give an indication of the number of local residents attending and the presence of a number of people who valued hearing the music from their own homes, Table 52.

Table 52 Concert attendance by EPT post-concert survey respondents

Attended	Six60	Ed Sheeran 1	Ed Sheeran 3	PiNK 1	PiNK 2
N	363	67	67	215	215
I attended the Concert	96	3	3	41	24
	26.5%	4.5%	4.5%	19.1%	11.2%

¹⁴⁵ The estimate for Auckland’s population for 2018 is 1,695,900, up 14% from the 2013 figure of 1,493,200: http://nzdotstat.stats.govt.nz/wbos/Index.aspx?DataSetCode=TABLECODE7501&_ga=2.35030113.1700213583.1566338863-521312440.1494455447

¹⁴⁶ Sir Ron Avery addressing why the LifePods concert could not be held at another venue is quoted as saying “A handful of other powerful objectors including the former Prime Minister Rt Hon Helen Clark insist that the concert could be held at another venue. This is simply not true. We are holding it particularly at Eden Park because of the type of concert, the talent, the Telethon and associated sponsors and the facilities Eden Park has so generously offered to us.” <http://www.scoop.co.nz/stories/AK1807/S00122/statement-on-eden-park-anti-concert-submissions.htm>

In terms of effects on day-to-day living of people in the vicinity of the stadium the EPRA large events would present an inconvenience for some but an added opportunity for others. The proposition of respondents in UMR’s “local area” with a negative opinion of the impact of events on their lifestyle was roughly one in twelve (8%), whereas seven times as many (56%) said that “I like the buzz of big games at Eden Park and being easily able to attend events if I choose,” (page 44). These inconveniences might include difficulties in getting children to sleep and access for visitors.

The 2024 EPRA survey directly addressed the issue of lifestyle impacts. Eleven percent said that they were affected “somewhat negatively” and one percent (potentially just one person) said “very negatively”. The majority considered that they were impacted “somewhat positively” (31%) or “Very positively” 41%, Table 19. This positivity for concerts is also reflected in the support for the various proposed changes to the Conditions which could have potential lifestyle effects. The lowest level of support was 69% for the change allowing night time work within noise limits. Approval levels ranged up to 89% in support of the change in maximum crowd size to 60,000 on weekdays.

9.5 Cultural impacts

The benefits articulated in the *Auckland Music Strategy Te Rautaki Puoro o Tamaki Makaurau 2018–2021* included the creation of the conditions to support artists in their career development. It notes that “*Live performance opportunities in high-quality venues, of the appropriate size for the stage of their career and in front of engaged audiences, help artists to hone their skills.*”

Concerts at the Eden Park represent the pinnacle of this process where bands from Aotearoa-New Zealand can be both headline and supporting acts – with two of the first eight concerts featuring Six60. Local supporting acts have included Drax Project, Jess B, Troy Kingi, Maimoa, and Sir Dave Dobbyn. As discussed in Section 3.3, live performance represents the key source of income for artists and the Stadium now represents a significant concert venue in Auckland.

Also in the sphere of performing arts, the 2023 EPT Annual Report¹⁴⁷ asserts that the holding of Te Matatini at Eden Park “has left and an enduring mark on our society, delivering social, cultural and wellbeing benefits. The festival fostered an atmosphere of inclusivity, bringing together people of diverse backgrounds and encouraging dialogue and understanding. It served as a platform for performers, both established and emerging, to showcase their kapa haka talents, and touched the hearts of everyone who attended, enriching our cultural landscape.”

The 2023 Annual Report also indicates that “Te Matatini at Ngā Ana Wai also laid the platform for Kōtuitanga¹⁴⁸ with Ngāti Whātua Ōrākei - an agreement that builds on the foundations of a strong, strategic relationship and fosters mahi tahi and reciprocity. We were delighted to sign this in a special ceremony in May 2023. The Kōtuitanga establishes shared purposes, while actively supporting each other’s future aspirations. It reflects our

¹⁴⁷ Eden Park Trust, (2024), *Annual Report 2003*, p17

¹⁴⁸ Kōtuitanga, (synthesis) is the name endorsed by Ngāti Whātua Ōrākei for strategic agreements and partnerships working primarily with Ngāti Whātua Ōrākei.

joint commitment to education, community and relationship as we mutually work for the benefit of Tāmaki Makaurau and Aotearoa.”

9.6 Community impacts

In terms of effects on community infrastructure, hosting concerts at Eden Park has been an important addition to the portfolio of events hosted at the Stadium by the Eden Park Trust. The EPT is a Charitable Trust whose objects include:

- (a) *To promote, operate and develop Eden Park as a high quality multi-purpose stadium for the use and benefit of rugby and cricket (including under the organisations of ARU and ACA respectively pursuant to their rights under this deed) as well as other sporting codes and other recreational, musical, and cultural events for the benefit of the public of the Region; and*
- (b) *To administer Eden Park and the Trust Assets on a prudent commercial basis so that Eden Park is a successful financially autonomous community asset.*

The financial outcomes set out in the annual report indicate net operating profit of \$12,157m, an improvement of \$4,816m over the previous year to which sell-out concerts for Ed Sheeran attended by close to 100,000 people and the other concerts made a useful contribution.

Financial success of Eden Park increases the potential to continue to realise the benefits of the public investment in the ground in 2008-10.¹⁴⁹ The Minister, Rt Hon Trevor Mallard stated at the time that *"The neighbours have raised legitimate concerns, but have also recognised the opportunities that the redevelopment can create not only for Rugby World Cup 2011, but for the longer term benefit of community."*¹⁵⁰

The increased financial security that concerts at Eden Park would bring would also facilitate the work the Trust's activities in the community including its work with the RSA. The Trust supports key commemorative activities and provides facilities whenever possible for the RSA's activities as part of its outreach activities discussed in Section .

The Auckland Music Strategy recognises the role of music in strengthening the social fabric stating: *"Coinciding with cultural benefits, vibrant music scenes offer valuable social benefits. Music connects people across ages, genders, cultures, languages and economic backgrounds – within a city, a region and across borders and oceans. Auckland can use music to encourage positive social well-being. It can also use music to engage young people – making it relevant and accessible to them – and in doing so provide future pathways for youth*

¹⁴⁹ In 2018 the Eden Park Trust posted a net operating profit before interest, depreciation and other comprehensive income of \$3.731m (2017: \$5.899m). The net loss of \$7.326m (2017: \$3.651m) included on-going interest payments of \$1.474m servicing the \$40m loan required to complete the RWC development in 2011 when an anticipated \$40 million in grants from the Auckland Territorial Local Authorities was not forthcoming

¹⁵⁰ *Eden Park Agreement*, (18 May 2007), Ministerial Press Release, Rt Hon Trevor Mallard, <https://www.beehive.govt.nz/release/eden-park-agreement>

9.6.1 Community Cohesion

It is considered unlikely that holding concerts at Eden Park is having any impact on community cohesion as there were already differences of opinion about the relations with the Stadium among people living in the vicinity of Eden Park. The Eden Park Residents

*Eden Park Residents Association (EPRA) was formed in December 2005 because with New Zealand securing the 2011 Rugby World Cup hosting rights, there are going to be inevitable changes to Eden Park and there was little or no confidence in the existing neighbours association representing the views of the majority of the neighbourhood.*¹⁵¹

The extent of the division in the community prior to concerts being held is unclear notwithstanding the remark of the Hon Helen Clark that *“The presence of the park has become a more divisive issue than ever before,”*¹⁵² Mr Mark Donnelly who chaired the EPNA and objected to many development proposals. has now left the district. Notwithstanding the many objections he had against Eden Park (see p39) the proximity to the Stadium was allegedly strongly featured in the sales promotion of his property.

The large membership of “The Hood” can also be considered to be a positive force in promoting networking and interaction in the local community.¹⁵³ This is likely to extend beyond the various activities the Hood undertakes including the family fish and chips night, food trucks, backyard cricket on the Number 1 Ground, various giveaway prizes including a house exterior repaint valued at \$10,000, the Christmas barbeque. and access to match tickets for most event days (including tickets given away for each Blues home game).¹⁵⁴ This would more than off-set any effects on cohesion of differences of opinion between the EPRA and the EPNA.

9.7 Health impacts - mental, physical and social well being

Research has demonstrated a range of positive effects at the personal level between music attendance and well-being, Section 3.1. The Australian Unity Wellbeing Index survey, for instance, found that people who had attended musical concerts, theatre, or exhibitions had significantly higher scores related to standard of living, relationships and community than those who did not attend musical events. A study conducted by researchers at Goldsmiths, University of London, has suggested that listening to live music could add more years to a person's life claiming direct links of high levels of wellbeing with a lifespan increase of nine years.

Music has also been found to strengthen social bonds in four ways as discussed in Section 3.2. Music:

- increases contact, coordination, and cooperation with others;

¹⁵¹ Eden Park Residents Association, (2015), <https://www.adcoss.org.nz/item/eden-park-residents-association/>

¹⁵² <https://www.stuff.co.nz/national/123290359/eden-park-concerts-helen-clark-opposes-home-invasion-of-noise>

¹⁵³ The Hood initiative was awarded the ‘Best Community Integration’ award at the World Stadium Congress Awards in Amsterdam in 2018: Eden Park Trust, (2019), *The Eden Park Trust 2018 Annual Report*, p23.

¹⁵⁴ <https://www.edenpark.co.nz/the-hood>

- can induce biochemical responses in the body which increase bonding and trust between people;
- strengthens our "theory of mind" and empathy; and
- increases cultural cohesion.

Physical well-being is tied, in part, to having an income. At the general level is clear that music, particularly live music, can make a significant contribution to the regional economy as discussed in Insight Economics report. In 2014 the music industry contributed \$472 million to national GDP and the equivalent of 4,295 full-time jobs in 2014. Live music contributed \$120 million (25%) of the total value added, the largest of any music industry segment, and 1193 FTEs (28%). Increased activity through the opening of an additional venue can support this activity and create new employment opportunities.

The long value chain of music as a tourism attractor is well established, as discussed in Section 3.4.1. This is already apparent in ATEED's (now Tātaki Auckland Unlimited) evaluation of 12 concerts held in Auckland between 2012-18 which showed that 46% of concert attendees were visitors who have come specifically for the concert, that they stayed an average of 1.5 nights each in Auckland, and spent on average \$200 per night in Auckland each (excluding GST).

Concerts at Eden Park require in between 2500 and 3000 staff which further contribute to sustaining household incomes both in terms of the Stadium's normal operational staff and workers dedicated to delivering the concert.

Physical well-being can also be affected by whether people are getting enough sleep. While noise levels are set to meet public health objectives it is possible that concerts may disturb or defer sleep of various individuals including children (although there is anecdotal evidence to the contrary in the surveys), shift workers and those with sleep disorders. The core problem is establishing causal relationships, especially when one third of New Zealanders have reported short sleeps (<7 hours, 37%)¹⁵⁵ and a study of Pacific adolescents showed that only 26.6% had the recommended amount of sleep.¹⁵⁶ It is possible to infer that some people may be affected but it is sleep disturbance is not a matter that features in the community response to concerts.

9.8 Amenity/quality of life impacts

The impact of concerts on the sense of place, aesthetics and heritage, perception of belonging, security and liveability, and aspirations for the future will be conditioned in part by people's experience of major events at Eden Park. As discussed in Section 5.2 at p39, when asked to select one of three statements that best described their experience of major events at the Stadium:

- 58% of local residents (as defined by UMR Research) chose "I like the buzz of big games at Eden Park and being easily able to attend events if I choose";

¹⁵⁵ Lee C, and CG Sibley, (2019), Sleep duration and psychological well-being among New Zealanders, *Sleep Health*. 5, 6, 606-614

¹⁵⁶ MacLay L, ES Tautolo, L Lusitini, R Richards, B Galland, and PJN Schilkuter, (2023), The relationship between sleep duration and health among Pacific adolescents within New Zealand: Findings from the Pacific Islands families study, *Australian and New Zealand Journal of Public Health*, 47, 2, 100021

- 28% agreed chose the statement “it is a bit of a nuisance but I know what to expect and can adapt”; and
- 8% chose the statement “It is a major problem that seriously disrupts and inconveniences my household”.¹⁵⁷

In many respects this result is consistent with the EPRA statement quoted on p56 that “Many of this new wave of residents has moved into the neighbourhood as they see Eden Park as an asset not a curse and welcome the opportunity to live next to such a wonderful stadium.” Access to music concerts and other cultural events seems only likely to reinforce this perception by broadening the offer of events at the Stadium.

The responses to the 2024 EPRA survey confirm this interpretation for these groups of residents with:

- 20% “quite satisfied” and 79% “very satisfied” (total=99%) with how concerts are typically managed at Eden Park (Table 18);
- 71 % assessing that the impact of concerts on themselves, their household and their property was positive with 41% “very positive” (Table 20)
- 91% supported the application in full or in part (Table 21);
- There was significant number and range of positive comments to the open question at the end of the EPRA survey, many of which expressed a positive perception of Eden Park and concerts;
- 98% agreed with the statement that “ I really like living near Eden Park” (Table 31)
- 91% agreed that “Concerts that are currently held at Eden Park do not impact negatively on me or my household’s lives (Table 31);
- There is significant consistency between the before and after evaluations in the two EPRA surveys (Table 32),

While there is some element of poor behaviour with large events both sporting and non-sporting, the Eden Park Trust has demonstrated the capacity to manage this and keep infractions to minimal levels.

9.9 Distribution of effects

The effects for the various affected and interested parties are summarised in Table 53.

Table 53 Summary of distribution of effects (excludes amenity attributes)

Group	Effect
Direct affected people working at Eden Park Eden Park Trust Artists and promoters	Positive for the over 2600 staff involved in staging concerts and other cultural events through additional employment opportunities for casual staff and increased job security for salaried staff Positive impact on viability of the stadium Superior large venue available for performance

¹⁵⁷ Visiting the Stadium for a music concert or cultural event may reduce this perception as Some 14% of those who had not visited Eden Park in the last year indicated it was a major problem compared with 4% for one or two visits and 3% for three or more visits.

Group	Effect
Neighbours – people living on properties in the immediate vicinity of the Park	Neutral balancing the perceived inconvenience of patrons in their street and other nuisances with major events being offset by easy access to the Stadium and outreach activities of the Hood for the 6375 ¹⁵⁸ living within the Traffic Management Plan 5 area. It appears from the community response that key amenity issues of noise and traffic do not adversely affect the amenity of the area (there are people who actually like to listen to the concerts from their home) but that there is room for improvement in terms of the way the Traffic Management Plan is implemented both in terms of managing the influx of vehicles seeking parking and doing drop-offs and pickups and ensuring ready access for residents
Local community – people living in the balance of locality affected by the events	Positive impact on local businesses providing goods and services to concert patrons. Neutral effect on property values as presence of Eden Park and major events already factored in and the small number of concerts unlikely to have an effect on perceptions.
Wider community of interest	Positive for wider community of Auckland (current population about 1.7 million) to have superior venue run by an independent charitable trust (91% support for LifePods concert across Auckland (p40)
Organisations - institutions and special interest, government and NGOs	Neutral as provision of services for major events by NZ Police and Auckland Transport are part of their core business. Potentially adverse effect on Regional Facilities Auckland given the superiority of facilities at Eden Park
Mana whenua	Initially neutral as concerts raise no specific issues for mana whenua but now positive with EPT and Ngāti Whātua Ōrakei building on the holding of Te Matatini at the Stadium through a strategic partnership between EPT and the Iwi.
Users – the concert patrons	Positive in terms of the amenity of the facility, its accessibility and the potential for different artists and extra musical/cultural experiences as well as the demonstrated benefits of attendance of music events

9.10 Conclusions

The social effects of concerts at Eden Park (excluding noise and traffic) are strongly positive at the individual and community level. While plans and resource consents focus on the volume of sound generated by concerts, the social, cultural, and economic benefits of music need to be considered when assessing how concerts contribute to enabling people and communities to provide for their social, economic, and cultural well-being and health and safety. The pioneering Canadian music city strategy notes that *“there is nothing like music as a means to connect people, bridge linguistic and cultural divides and provide an avenue for identity and expression and that collectively, the music ecosystem generates*

¹⁵⁸ Based on 2013 Census data, the latest available at the time of writing. It seems likely that this may have increased marginally given the recent growth of 2.4% in the Albert-Eden Ward in the year ended 30 Jun 2017: <https://www.stats.govt.nz/news/auckland-population-grows-across-the-boards>

rich social, cultural and economic benefits. The market for musical experiences continues to expand in Auckland and concerts at Eden Park are now helping realize some of the potential benefits.

When considered in the light of the community response collated here it appears that the noise standards have been working and that there is room for relaxation of conditions. In terms of traffic management and the operations of the Traffic Management Plan the surveys identify both the need for continued improvement and suggestions that might be considered. The balance of the positive and negative perceptions on these issues is probably close to neutral. The negative perceptions in some quarters on specific issues needs to be set against the overwhelming support for the application, the high level of support for proposed changes in Conditions and the support for 12 concerts a year (but probably not any/many more at this stage although over time people may become habituated to concerts and seek or accept more.

10 RECOMMENDATIONS

The EPT has developed a comprehensive approach to building and maintaining community confidence in its operations and commitment to responsible hosting of events at the Stadium. One way in which this approach can be benchmarked is to use a framework sometimes referred to as a Social Licence to Operate.

The core structure of the framework might contain:

1. Introduction

Purpose: To outline the commitment of Eden Park to operate responsibly, respecting the interests of the local community while hosting large-scale concerts.

Scope: Applies to all concerts held at Eden Park with attendance up to 60,000 people, for durations of one to three consecutive nights.

2. Community Engagement and Communication

Stakeholder Identification: Clearly identify all community stakeholders, including residents, local businesses, community groups, and local authorities.

Communication Channels: Establish open, ongoing communication channels for stakeholders to share feedback, concerns, and suggestions.

Consultation Process: Implement regular consultation processes with stakeholders to discuss upcoming events, operational plans, and address any concerns.

3. Noise Management

Noise Mitigation Measures: Implement sound management strategies, such as sound barriers and directional speakers, to minimize noise impact.

Noise Monitoring: Conduct noise monitoring before, during, and after concerts to ensure compliance with local noise regulations.

Curfew Implementation: Establish a noise curfew for concerts to ensure that performances end at a reasonable time, minimizing sleep disturbance.

4. Traffic and Parking Management

Traffic Flow Plans: Develop and communicate traffic management plans to minimize congestion and ensure safety.

Parking Solutions: Provide adequate parking facilities and information on parking options to reduce the impact on local residential parking.

Public Transport Coordination: Work with public transport providers to enhance services on event days, encouraging attendees to use alternatives to private vehicles.

5. Crowd Management and Safety

Safety Measures: Implement comprehensive safety measures, including emergency services and crowd control strategies, to ensure the wellbeing of attendees and residents.

Litter and Waste Management: Resources for litter control and waste disposal to maintain cleanliness in the surrounding area.

6. Economic and Social Benefits

Local Economic Support: Support local businesses by promoting their services to event attendees and exploring opportunities for local vendors at Eden Park.

Community Benefits: Invest in community benefit programs, such as local infrastructure projects, community events, or charity donations, as a way of giving back to the community.

7. Feedback and Resolution Mechanism

Feedback Mechanism: Establish a clear mechanism for residents to submit feedback or complaints regarding concerts.

Issue Resolution: Commit to timely and fair resolution of any issues raised by the community, including noise complaints, littering, or other disturbances.

8. Review and Adaptation

Regular Review: Conduct regular reviews of the framework and its effectiveness in managing community relations.

Adaptation to Feedback: Be willing to adapt operational practices based on community feedback and the outcomes of reviews to continuously improve community relations.

9. Conclusion

Commitment Statement: Reiterate Eden Park's commitment to operating in a manner that respects the local community and strives to maintain a positive relationship through responsible event hosting.

Benchmarking the *Operating Management Plan for Concerts* against this framework indicates that much of the SLO framework is already written and implemented:

- Community engagement processes are well established with stakeholder mapping covering all affected and interested parties including the residents; existing communications include the weekly email, and there is an established Community Liaison Group;
- A range of noise mitigation measures have been adopted, compliance with Resource Consent conditions is monitored and curfews are part of Consent Conditions;
- Traffic and parking are managed through a traffic management plan including an exclusion zone and residents parking; there is adjacent bus and train facilities with the latter to be improved with the completion of CRL; combined entry tickets with free public transport are issued, and various additional bus services are run;
- There is a comprehensive safety programme with dedicated staff inside and outside the Stadium, St John Ambulance personnel on site, and close collaboration with Emergency services; there is an active litter management programme in local streets with rubbish disposal bins and street clean-ups;

- there are wide-ranging economic and social benefits including purchasing where possible through local supply chains and a very extensive programme of community engagement;
- feedback from the community has a number of channels including a Hotline during events (which could well be complemented by a text-based service), the CLG, outreach activities by staff, and post-concert surveys. Complaints are dealt with in a speedy manner and escalated to the CEO where appropriate; and
- feedback from the community results in practical responses like the extra rubbish bins and the immediate replacement of cordon staff perceived to be rude.

Further changes, like managing the perceived issues of pedestrian flows to public transport in the streets around the Stadium, may require the Trust to take on further responsibilities. If the Trust does take this on, it could consider setting appropriate targets through which outcomes can be monitored.

The adaptive management process is critically dependent on stakeholder feedback and on monitoring. While the input from an independent organisation like the EPRA is invaluable, the Trust can usefully improve its own surveys to ensure consistent and reliable inputs.

Following a review of the *Operating Management Plan for Concerts 2024*, it is recommended that the updated document is then used in the on-going engagement with the community starting, with the Community Liaison Group.



Research - Planning - Consultation - Communications

Auckland and Wellington, Aotearoa-New Zealand

www.dialogue.co.nz - Ph: +64 021 906 737