

Hammersmith & Fulham

Events Strategy

2009-2012



EXECUTIVE SUMMARY

1. Introduction

Events are a valuable part of the cultural, social and economic fabric of Hammersmith & Fulham. The purpose of this strategy is to deliver an events programme that delights both residents and visitors and offers the best value for money. The term 'event' encompasses a range of cultural, arts, recreational, sporting and commercial activities. The strategy covers all types of events in Borough venues, both those organised by the Council and those that are staged by private individuals or organisations.

2. National, regional and local policy context

National policy drivers that contribute to and are supported by the events strategy are:

- The Mayor's Cultural Priorities for 2009 -2012 *Cultural Metropolis*
- London 2012 Olympic & Paralympic Games

Regionally the Events Strategy contributes to and supports the work of the West London 2012 Partnership and the action plan of the Western Wedge.

Locally, the Events Strategy is influenced by and supports:

- LBHF Community Strategy 2007-2014 *A Borough of Opportunity*
- Decent Neighbourhoods programme
- LBHF Parks & Open Spaces Strategy

3. Current Events and Venue Offer

The principle indoor venues are located within Hammersmith Town Hall, Fulham Town Hall and Fulham Palace. Other event spaces located in the borough, include libraries, sports centres, community and cultural centres. Fifteen parks and outdoor spaces have been identified as being most suitable for holding events. There were 77 days of events on Lyric Square and 168 days of events in borough parks in 2008/9 and 90% of event attendees surveyed thought the event they attended was good/very good and would attend again.

Hammersmith & Fulham has a well established events calendar that includes Hammersmith & Fulham in Bloom, two fireworks displays, Christmas Day lunch for elderly people, and the Mayor's Tea Dance. There is also the annual Celebrating Hammersmith, Fulham and Shepherd's Bush festivals. The Borough also hosts a number of privately organised events including Greenfest, London Vintage Fashion Fair and Polo In The Park.

4. Consultation

This strategy has been developed in consultation with internal and external partners and stakeholders, including the Cleaner Greener Scrutiny Committee. A period of public consultation took place in 2008 for

stakeholders to comment on the draft document. All comments have been considered and have informed the shaping of the final strategy.

5. Vision

The vision and strategic priorities for events in Hammersmith & Fulham have been developed in consultation with internal and external stakeholders:

To develop and deliver an events programme that creates a lively and vibrant place to live, work and visit, whilst ensuring the sustainable use of the Borough's venues.

6. Strategic Priorities

Following consultation with stakeholders and in conjunction with national, regional and local policy drivers, the following strategic priorities have been identified:

Priority 1: Celebrate Hammersmith & Fulham and engage its residents through diverse events

- 1.1. Provide enjoyment, learning and value for local residents and visitors through events;
- 1.2. Widen audiences and participation in events;
- 1.3. Celebrate the cultural heritage of Hammersmith & Fulham.

Priority 2: Facilitate neighbourhood events and the animation of local open spaces

- 2.1 Empower local neighbourhood groups to organise their own events;
- 2.2 Increase the number of volunteers at events

Priority 3: Ensure the sustainable use of Hammersmith & Fulham's parks, open spaces and indoor venues for events.

- 1.3 Ensure regular consultation with local stakeholders.
- 2.3 Collect feedback and evaluation to inform future event planning.
- 3.3 Promote the use of Borough venues for events to maximize income potential.
- 4.3 Ensure effective event management planning and health & safety systems for events.
- 5.3 Manage the impacts of events on parks, open spaces and indoor venues;

7. Action Plan

Some of the actions that will deliver the priorities are:

- Conduct an annual review of events based on informal and formal feedback and neighbourhood consultations.
- Establish the H&F Events Advisory Group to oversee and review large scale events.
- Put in place a policy and selection criteria for hiring out Borough venues for events.

- Improve and extend the use of Council media and other communication channels, including digital, to promote Borough events and venues.
- Signpost to guidelines and standardised procedures for local residents wanting to run successful events.
- Ensure that where appropriate events are discussed with Friends Groups and residents associations.

8. Implementing the Events Strategy

Some of this work has already commenced. This includes:

- A diverse events programme is in place.
- Feedback from attendees and artists/contractors at events is collected and analysed and used to inform future event planning.
- A good working relationship is in place with Hammersmith & Fulham Volunteer Centre to promote volunteering opportunities at Borough events.
- Consultation meetings have taken place with stakeholders of Bishop's Park and Ravenscourt Park, Hurlingham Park District Residents Association, St Peter's Square Residents Association and the Peterborough Road and Area Residents Association.