



9<sup>TH</sup>|10<sup>TH</sup>|11<sup>TH</sup> JUNE 2017

## RESIDENT INFORMATION

# CHESTERTONS POLO IN THE PARK 2017

**To Residents and Businesses in the Hurlingham Park area**

**CHESTERTONS POLO IN THE PARK WILL BE RETURNING TO HURLINGHAM PARK ON**

**FRIDAY 9<sup>th</sup>, SATURDAY 10<sup>th</sup> & SUNDAY 11<sup>th</sup> JUNE 2017**

Since 2009 'Chestertons Polo in the Park' (previously 'MINT Polo in the Park') has been held at Hurlingham Park. The event, previously owned by City Events Ltd, now belongs to Sportgate International Ltd – who have maintained the previous management team.

**Following the success of previous years, the 3 day polo event will again be returning to Hurlingham Park in June 2017. A summary of benefits include:**

- The Chestertons Polo in the Park event will be produced, delivered and paid for by the organisers, Sportgate International Ltd – who pay rent to LBHF Council for this usage.
- Since 2009, the Chestertons Polo in the Park event has brought significant improvements to Hurlingham Park, including consistent work throughout every summer to improve the quality of the sports pitches.
- Chestertons Polo in the Park and its organisers will continue to invest in Hurlingham Park for the benefit of the residents and park users year-round.
- In recent year, in collaboration with local residents, Sportgate International helped set up 'The Hurlingham Park Fund' which it contributes to annually to assist with financing specific works as nominated by residents groups,
- In 2011 the organisers undertook to build, at their own expense, a borehole to ensure the greenest possible solution to irrigation. As a result, Hurlingham Park is one of few London Parks that benefit from irrigation throughout the summer, including periods of drought and during hosepipe bans. *Please note: the water used for this is grey water from the strata water*

***table - NOT reservoir stock mains water - therefore hosepipe bans do not affect the use of this water. The borehole use is governed by strict Environmental Agency guidelines, and we work closely with them on this matter.***

- An enhanced maintenance and reinstatement ground-works programme will again take place pre and post event, which includes reducing ground compaction as well as extensive seeding and fertilising – all to improve the general health of the grass cover.
- 2000 FREE general admission tickets have been allocated for Hammersmith & Fulham residents via a resident ballot.
- The event provides the opportunity for residents to watch a renowned, live, world-class spectacular sporting event in their local park – 2 x winner of ‘London Sporting Attraction of the Year’ – London Lifestyle Awards and winner of ‘Visit England Excellence Award’.
- Over 50 local businesses are benefiting from working directly with Chestertons Polo in the Park, and many more local businesses benefit from the presence of up to 28,000 visitors to the area over the 3 event days.
- In 2016 Sportgate International fundraised over £20,000 for local children’s charity SEAPIA and pledge to at least match that in 2017.
- Sportgate International pro-actively engage with local residents groups to address issues, concerns and to ensure that the event collaborates with the local community wherever possible. This includes donating to a residents fund for work in the park and fundraising additional money for that fund.

## **THE HISTORY OF POLO AT HURLINGHAM**

Polo was first played at Hurlingham Park in 1874 and became the undisputed home of polo. It was used to host the 1908 Olympic Polo Final (when England won the Gold Medal), and the prestigious ‘Westchester Cup’ between England and USA from 1910 – 1939. With the outbreak of the Second World War, the polo grounds – that once attracted up to 10,000 spectators, were converted into allotments and the last major polo event took place at Hurlingham in 1939. However, the name ‘Hurlingham’ lived on in the sport, lending its name to the Hurlingham Polo Association (HPA). After all this time, in 80% of the polo playing world it is the Hurlingham Polo Association rules that the sport is governed by.

In 2015, for the first time since 1939, the Official England Polo Team returned to play at Hurlingham Park to in a full international match in association with the HPA – this international game is now an annual fixture within the event and in 2017 the England Team will play India.

## **CHESTERTONS POLO IN THE PARK 2017 – EVENT PROGRAMME**

The Chestertons Polo in the Park event at Hurlingham Park brings together a dazzling combination of international polo and family entertainment to form an unforgettable day out. Three days of matches will take place on Friday 9<sup>th</sup>, Saturday 10<sup>th</sup> and Sunday 11<sup>th</sup> June 2017.

For a full event programme please visit: <http://www.polointheparklondon.com>

Please note match timings and entertainment programme may be subject to change

Upon receiving a ticket, local residents will be allowed re-admittance throughout the day if required



## EVENT OFFERING (EACH DAY)

- 3 Games of Polo (x4 on Friday)
- Children's Zone
- 'Grazing Paddock' - Restaurant Pop-Ups and Street Food
- Luxury Shopping Village
- Champagne Lanson Garden
- Mahiki Bar
- Fever-Tree Cocktail Garden
- Pimms Bus and Garden
- Complimentary kids entertainment area (Fri and Sun only)
- On-pitch kids entertainment, including a children's sports day (Sunday Only)
- Face Painting and additional children's entertainers (Sunday Only)

**Friday 9<sup>th</sup> June**

**INTERNATIONAL FRIDAY**

12.00 – 21.00

**Saturday 10<sup>th</sup> June**

**LADIES DAY PRESENTED BY FOREO**

12.00 – 20.00

**Sunday 11<sup>th</sup> June**

**FAMILY FINALS DAY**

11.30 – 19.00

## CHESTERTONS POLO IN THE PARK 2017 – TICKETS

Q: Are tickets available to residents

A: LBHF Council has secured 2000 x FREE general admission tickets for Hammersmith & Fulham residents. Tickets will be allocated through a ballot process. Residents are encouraged to apply for the free event tickets in the ballot. Please visit [www.lbhf.gov.uk/polo](http://www.lbhf.gov.uk/polo) for ballot application information.

Q: Where can I buy tickets?

A: Aside from entering into the LBHF Ballot, if you are interested in purchasing tickets to the event, general admission and grandstand tickets are available to purchase on [www.polointheparklondon.com](http://www.polointheparklondon.com) , via Ticketmaster or telephone 0844 248 5069.

## TEMPORARY TRAFFIC AND PARKING RESTRICTION INFORMATION

As with any event of this nature, the increase in numbers of people arriving in the area has potential issues. In order to minimise traffic nuisance to local residents a temporary one-way system is used for event days. In 2017 we will be amending this one-way system following feedback from local residents. As well as making Hurlingham Road one-way westbound as in previous years, we will also make Linver Road one-way heading northbound from Hurlingham Road to New Kings Road. This updated system will be in effect along Hurlingham road on Friday 9<sup>th</sup>, Saturday 10<sup>th</sup> and Sunday 11<sup>th</sup> June. *(Details Below)*

The scheme is designed to help reduce traffic congestion and vehicle conflicts and improve the flow of traffic, allowing safe access for local residents and event attendees.

As in previous years, parking suspensions will be in force on the south side of Hurlingham Road from the entrance to the park to Broomhouse Lane for the three days of the event. The one way system reduces the number of suspended parking bays by 50%.

Please see the plan below for details of the one-way system and parking suspensions. The scheme will be monitored by Council Officers in collaboration with the Police and we are confident it will minimise any traffic and parking problems during this popular event. Sportgate International Ltd apologises for any inconvenience during Chestertons Polo in the Park 2017 event period and would like to thank you in advance for your patience.

Additionally, to aid direction to the park, Sportgate International Ltd have hired 3 x VMS (Variable Message Signs) to be placed on the approach to the entrances to the park for event days. VMS signs are the familiar roadside signs using LEDs to create worded messages. These messages can be easily changed and the signs will be programmed to guide people to and from the event, as well as conveying important messages about reducing noise levels, avoiding littering and not drinking in the streets.



<b>DURING NORMAL PARK OPENING HOURS</b> ✓ = open to the public × = no public access	<b>TRACKWAY INSTALL</b> 28/05/17 – 29/05/17	<b>MAIN EVENT BUILD</b> 30/05/17 – 08/06/17	<b>EVENT</b> 08/06/17 - 11/06/17	<b>EVENT BREAKDOWN</b> 12/06/17 – 17/06/17
<input type="checkbox"/> <b>Dog walking area</b> on Hurlingham Road <input type="checkbox"/> <b>Children’s playground</b> next to rose garden <input type="checkbox"/> <b>Rose garden area</b> <input type="checkbox"/> <b>Bowling green</b>	✓	✓	✓	✓
<input type="checkbox"/> <b>Grass pitch</b> area where the event infrastructure will be erected / dismantled will not be accessible for general use <input type="checkbox"/> <b>Basketball Court court</b> <input type="checkbox"/> <b>The Pavilion</b>	✓	×	×	×
<input type="checkbox"/> <b>Tennis Courts</b> open for public use for as long as possible	✓	✓ (until 04/06/17)	×	✓ (from 14/06/17)
<input type="checkbox"/> <b>Car park</b> 50% of available spaces will be accessible except for event days <input type="checkbox"/> <b>Multi-use artificial sports pitches</b>	✓	✓	×	✓
<input type="checkbox"/> <b>Natural adventurous play area</b> (Northside will be open to the public throughout, while the south area will be restricted through on event days)	✓ Northside ✓ Southside	✓ Northside × Southside	✓ Northside × Southside	✓ Northside × Southside

## CHESTERTONS POLO IN THE PARK – FREQUENTLY ASKED QUESTIONS

A summary of Frequently Asked Questions (FAQs) will be displayed on notices around Hurlingham Park and on [www.lbhf.gov.uk/polo](http://www.lbhf.gov.uk/polo)

## FURTHER INFORMATION

The official Chestertons Polo in the Park website is: [www.polointheparklondon.com](http://www.polointheparklondon.com) or telephone 0208 614 7090.

Hammersmith & Fulham Council’s website is [www.lbhf.gov.uk/polo](http://www.lbhf.gov.uk/polo). Local press will be publishing updated information in the run up to the event

For further resident enquiries, please contact Hammersmith & Fulham Council’s Event Team on [polointhepark@lbhf.gov.uk](mailto:polointhepark@lbhf.gov.uk) or telephone 0845 337 0314.