



The Royal Parks Events, Filming & Arts Team

**Guidelines for Event Organisers**

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## I. Introduction

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This manual has been written as a guide for event organisers who would like to hold a large event in The Royal Parks.

### Small Events - Definition

If your event is very small in scale please see The Small Event Guide, which can be downloaded at [www.royalparks.org.uk/business/events.cfm](http://www.royalparks.org.uk/business/events.cfm). Your application will be considered by the relevant Park office. Examples of small events are:

- A small sponsored run or walk or similar
- A guided walk
- A picnic
- A community sports competition
- A concert on a bandstand

### Large Events

For any other events, this is the right document. These guidelines are intended to provide you with an initial insight into running an event in The Royal Parks, and to provide a point of reference throughout the process, should your application be successful. After reading these guidelines your application should be directed to our Events Manager. Contact details can be found at the back of this document.

'Large Events' includes:

- Outdoor concerts
- Festivals
- Large sponsored runs and walks
- Sports festivals and sporting events
- Fairs, flower shows and exhibitions
- Large performing arts events
- Events that take place in more than one Royal Park
- Any event that would normally involve co-ordination with the local authority, emergency services or similar

## 2. Our Priorities

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We will prioritise major events which:

- Are “world class” and contribute to the promotion of London as a world cultural and sporting capital
- Support the London Olympic Games
- Fit our “brand” – events that are free or offer affordable public access, events that are predominantly outdoor, that encourage physical and mental well-being, and that promote an appreciation of the value of the Parks to Londoners
- Enable us to meet our income targets
- Are low impact on the park fabric, neighbours, park users, and park ecology
- Are culturally diverse and celebrate cultural diversity
- Are environmentally sustainable
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The Royal Parks are managed to provide public access to open space and enjoyment of the open air. Events held in the Royal Parks should be broadly consistent with these ideals. For this reason we don't normally consider private events of any kind.

All events must have intrinsic artistic, aesthetic, cultural or recreational value to the participating or spectating public. We do not allow commercial propositions without any such value to the public.

### **Sustainability**

Managing events sustainably is a key priority for us. The Royal Parks actively engage with Event Organisers to measure and capture key environmental, sustainability, audience and event data.

An Event Data Form will be issued pre and post event for completion. This information is used to improve our own performance, the performance of those working in The Royal Parks and to benefit the wider London community.

Recommended reading: BS 8901 Specification for a sustainable event management system - British Standards (2007)

### **Event Safety**

Everyone organising or running an event of any kind has a legal duty of care to their employees, contractors and members of the public.

We require that a named person takes responsibility for the proposed event and this individual will be the point of contact for the Royal Parks during the planning and execution of the event.

Recommended reading: The Event Safety Guide - HSE Books (1999)

### 3. Our Parks

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#### **Bushy Park**

Bushy Park is a deer park located close to Hampton Court covering some 450 hectares. It has national ecological importance and as such is not well suited for major events. The park has a successful programme of interpretive environmental events, walks, education and volunteering initiatives. In 2009, as part of the ongoing restoration of the park, we will be opening a new natural amphitheatre and café facility suitable for small scale arts and music events.

#### **Green Park**

We place tight restrictions on commercial and recreational activity in Green Park so that it retains an atmosphere of quiet, leafy contemplation. An antidote to the stresses of city life. The park is relatively small in size (20 hectares) and predominately given over to trees. Green Park is sometimes used for major events taking place on The Mall and in St James's Park, such as the Tour de France and Her Majesty the Queen's Golden Jubilee celebrations.

#### **Greenwich Park**

Arguably the finest views across London are to be had from Greenwich Park. As well as having many layers of archeological history and a place in world heritage, the park is well suited to large events.

We can cater for shows, festivals, exhibitions and sporting events up to a capacity of 15,000 people (possibly more for certain events). The park is home to the start of the annual London Marathon and a venue for the 2012 Olympics.

#### **Hyde Park**

Hyde Park is one of the world's most famous city parks and hosts a wide range of events of all types. Demand for events in Hyde Park is exceptionally high and for this reason large-scale annual events are only allocated by competitive tender. In the first half of 2008 a tendering process is being undertaken for contracts running from 2009-2011. If you had not applied to be part of that tendering process by 15 February 2008 then there is no further opportunity to organise an annual large-scale event in the park. However, there will still be opportunities for small-scale events and for larger one-off events in special circumstances, such as for example to celebrate significant anniversaries, national celebrations, major sporting events and similar. Please call us to discuss your event if you are not sure.

#### **Kensington Gardens**

Although we typically maintain Kensington Gardens as a quieter counter-point to its busier neighbour, there are still some places that are suitable for exhibitions and outdoor shows. We allow a maximum of two major commercial events per year in the Gardens. The most suitable spaces are the lawns adjacent to the Albert Memorial, although other spaces are possible and we can advise you on request.

#### **Regent's Park**

Regent's Park hosts many large events, ranging from the world's premiere contemporary art fairs (Frieze Art Fair) through to community-led cultural festivals such as the Camden Green Fair and the Camden Bangladesh Mela. The park has a strong focus on sport and exercise, due to its excellent sports facilities, and we welcome events that help increase public participation in sports and exercise. We are able to accommodate runs up to 5k (but not unfortunately 10k runs).

We also welcome proposals that promote the performing and visual arts. Regent's Park is increasingly in demand for events and we therefore recommend that you apply a year in advance.

#### **Richmond Park**

Richmond Park is a Site of Special Scientific Interest (SSSI) and a National Nature Reserve (NNR). Due to its protected ecological status and because it is not easily served by public transport (due to its size), we only permit one large event to take place there each year. Currently that event is the London Duathlon, held each September.

## **St James's Park**

Just a short stroll from Trafalgar Square and the Houses of Parliament, and leading up to Buckingham Palace, it is not surprising that St James's Park is one of the most popular visitor attractions in the UK.

The park, with The Mall and Horse Guards Parade, is part of the state ceremonial route, and its history is dominated by its royal and military heritage. We endeavour to ensure that the spaces in St James's Park are always firstly available for military and royal events. The Mall will also remain the finishing point for the London Marathon.

Otherwise we will only make the Mall and St James's Park available for events on very special one-off occasions. New events should meet the following criteria:

- They are of exceptional public interest, probably international in reach
- They are of high aesthetic, artistic, heritage or sporting value
- They are marking a one-off opportunity or date
- They directly contribute to the fulfilment of our Olympic obligations

Owing to the popularity of the park we will allow a maximum of two major events, meeting the above criteria, in any calendar year.

We are also currently negotiating with regard to Horse Guards Parade hosting one annual commercial event. Any such events should be in keeping with the high aesthetic quality of the surrounding architecture and views and will need to be produced to the highest standards of event production and security.

## 4. How to apply

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In the first instance we advise you to contact us by telephone to discuss your proposal. If your event is not feasible you will be advised of this straight away.

If an event has potential you will be asked to submit an application form which can be downloaded [www.royalparks.org.uk/business/events.cfm](http://www.royalparks.org.uk/business/events.cfm). Below is the information we expect to be provided in your application. You may not yet have a detailed site plan or have identified which specialist services you will employ, but please give as much detail as you can.

### **Type of Event**

State clearly what the event is and give its name (if it has one). Although you may not be able to provide an event programme at this stage, you should describe the event format.

### **Dates and Times**

Give an indication of what time of the year the event is to take place (this might be an exact date) and time of day. If the event is to run over more than one day, give details.

### **Name of Park(s)**

Do you have a specific park in mind or would you like us to suggest the best venue for your event? If you do have a specific park in mind, is there a particular location you would like to use?

### **Your Experience**

Give details of events you have organised in the past, particularly any held in a Royal Park. We may take up two references from past venues that you have used.

### **Infrastructure and Temporary Structures**

Although it may be difficult to provide a detailed site plan with an initial proposal you will need to include estimates of any infrastructure you will be bringing onto site e.g. marquees, staging, catering vans, toilets etc and the estimated size of these features. We will not normally permit structures to be on site for more than 28 days

### **Site Build and Breakdown**

Give an estimated number of days for the site build and for the breakdown

### **Projected Attendance**

How many people are expected to attend this event? How will numbers be managed? Is this an advance ticket event, free entry, pre-registration or pay on the day?

### **Ticket Price**

Indicate a provisional ticket price. Tickets should not be priced in a way that would effectively exclude the majority of the general public.

### **Promotion and Publicity**

Who are your target audience and how will you attract them? Give as much detail as you can. At a later stage we will want to see examples of the type of publicity/advertising that will be used and information about where will this be placed.

### **Funding**

Please outline how your event is going to be financed, what the main sources of income are and what funding you already have guaranteed.

### **Event Contractors**

Give details of any companies you may have already identified to provide you with specialist services for the event. This might include:

- Event production
- Stewarding and security companies
- Health & Safety Consultant
- Site Management
- Event Suppliers – trackway, staging, lighting, marquee hire, toilet hire etc

## 5. Assessment of applications and proposals

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Our assessment criteria include:

- Is the event suitable for the proposed park? Does it fit in with our Events Strategy?
- Would the event clash with any other?
- Will the organiser be able to meet the conditions of our local authority license?
- Is the event a public event and are ticket prices reasonable?
- Will park conditions at that particular time of the year be conducive to holding events?
- Are the management arrangements satisfactory for this event?
- Are sustainability issues considered and mitigated against? Is event activity compliant with BS8901:2009?
- Are the Health and Safety arrangements suitable and sufficient?
- Has enough time been given from submitting the proposal to the actual event date?
- Have previous events of this nature been managed satisfactorily by this organisation?
- Does the frequency of events in the proposed location adversely affect park users, residents, local businesses, etc?
- What is the environmental impact of the event?

## 6. Local consultation and liaison with other public authorities

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The Royal Parks consults with people and businesses affected by events in our parks. We will coordinate local consultations about your event and will ask for your support in this process.

We will also assist you in working with other public organisations that will have an involvement in your event, such as the Police, Fire Brigade, Ambulance Service, local authority and transport providers. We hold regular Licensing & Safety Advisory Group (LSAG) meetings with these other authorities, which you may need to attend.

## 7. Local authority licences

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Most of our parks are licenced for regulated entertainment, under the Licensing Act 2003. You will not normally need to apply for a licence separately.

The local council licences impose conditions upon the Royal Parks, which must be adhered to. When you apply for an event we will let you have a copy of the conditions that apply to the park being discussed. These conditions will be replicated in the terms of contracts issued by us to you.

## 8. Fees

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A rate card is available on our website at [www.royalparks.org.uk/business/event.cfm](http://www.royalparks.org.uk/business/event.cfm), though the fees and revenues will be discussed and agreed on a case by case basis. In addition to an event fee you will have to pay for any services that we provide, for any costs that we incur and compensation to any services or concessions impacted by your event. You will also be asked to pay a performance / damage bond, which

may be returned to you after successful completion of your event.

## 9. Event Planning Process

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You should follow these broad steps to align yourself with our Event Planning Processes:

- Step 1:** Call us to discuss your proposal, we can advise you quickly if your application is unlikely to be successful (for example if we are already fully booked).
- Step 2:** Send us an outline of your proposed event, using the application form.
- Step 3:** If your event seems possible we will arrange a preliminary meeting to discuss it. Meetings will continue until such a time as both parties have agreed outline arrangements.
- Step 4:** We will issue a “Heads of Agreement” that enables you to have comfort that your event is confirmed in principle.
- Step 5:** Detailed event planning and management and liaison with all affected parties.
- Step 6:** Formal contract is prepared and signed.
- Step 7:** Implementation of the event
- Step 8:** Evaluation and de-brief.

### Notice Period

For all large events we request at least 9 months notice. However, due to the high levels of demand for events in the central London parks it is advisable to apply a year in advance.

### Contacts

Your proposal needs to be submitted to:

The Events Team, The Royal Parks  
Rangers Lodge, Hyde Park  
London, W2 2UH

To speak to somebody about your proposed event please contact:

Tel. 0300 061 2066

Email: [events@royalparks.gsi.gov.uk](mailto:events@royalparks.gsi.gov.uk)