

Guidelines for Organisers of Events in the Royal Parks

Issue: 2
December 2005

Introduction

This manual has been written for event organisers who would like to hold an event in the Royal Parks (for definition please see section 4.1). If your event is very small in scale such as a picnic, a fun run or walk with less than 100 participants please see *The Small Event Guide*

The following information is included in this document:

Our Events Strategy	this page
Our Parks	Page 3
Local authority licences	Page 6
How to apply	Page 6
Consultation	Page 11
What we charge	Page 14
What to do next	Page 16
Contacts	Page 16

Our Events Strategy

The first Royal Parks Events Strategy was published in January 2004 and is due for review in winter 2006/7. We can send you a copy of the full strategy document if you like. The following are excerpts from the executive summary.

The eight Royal Parks host an extraordinary range of events every year, playing to a very wide range of audiences; from national state occasions to local community days. Events are a core part of our work and occupy a considerable amount of management and operational time.

There is great demand for events in the Parks because there are few alternative locations for large outdoor events in central London, and because the Parks are the local outdoor space for hundreds of thousands of people. This presents us with a great opportunity to increase the public's appreciation of and visits to the Parks and to raise money to invest in them.

But large events in particular can be intrusive and need careful management to avoid negative impacts on the Parks themselves, park visitors and our neighbours.

The strategy document sets out how we will proactively manage the balance between events, other park visitors, neighbours and the conservation of the historic landscapes.

Our aims are as follows.

To ensure effective management of events so as to minimise their impact on the landscape, other visitors and the wider environment.

To be accessible for major cultural and sporting events, which are important to the profile of London as a world cultural and sporting capital.

To be accessible to people wishing to hold community events in the Parks. To develop and increase our own programme of low impact events which increase appreciation of the Parks, their natural environment and history.

To hold a programme of commercial events that enables us to maintain current levels of income from events.

The Royal Parks are managed to provide public access and enjoyment of the open air. Events held in the Royal Parks should be broadly consistent with these ideals.

With this in mind, there are a number of events we don't normally consider, these include:

- Private parties
- Markets and events solely for the purpose of selling goods/services

3. Our Parks

Hyde Park,

Hyde Park Office, Ranger's Lodge, Hyde Park, London, W2 2UH

Tel: 020-7298-2100

Fax: 020-7402-3298

Hyde Park is to the west of Marble Arch and Oxford Street and is very well served by public transport. It comprises of an area adjacent to Park Lane called the Parade Ground which is the site for a number of concerts during the summer months. At the heart of the Park is the Serpentine which is used for swimming (at the Lido) boating and fishing. It also provides the home for a wide range of birdlife. Speakers' Comer and Reformers' Tree are used respectively as the venue where a vast array of groups exercise their right to free speech, and the start point for marches. The park also has meadowland, a Rose Garden, and four miles of horse track.

A number of areas of the Park are suitable for large sporting, charitable and commercial events. Due to its central location, good public transport links and reputation, Hyde Park is a much sought after event site. Wherever possible, we will give priority to events that meet one or more of the following criteria:

- Promoting London as a world cultural capital
- Free to the public
- Celebrating London's cultural diversity
- Promoting active/healthy lifestyles.
- Contributing to achieving our aims of broadening access and combating social exclusion

N.B. Major events will normally only be permitted from April to September (but not including August). Due to the number of annual events that we hold there is limited scope for additional events, in June and July especially. We are also working to reduce, over time, the number of commercial events and event enclosures in Hyde Park.

Kensington Gardens (and Brompton Cemetery)

Kensington Gardens Office, The Magazine, Storeyard, Magazine Gate, Kensington Gardens, London, W2 2UH

Tel: 020-7298-2117

Fax: 020-7724-2826

Kensington Garden has a lot of meadowland, managed to encourage wildlife and to provide peace and tranquillity for visitors. More formal elements of the Gardens include the Italian Fountains, often used for fashion photography shoots, the Round Pond and the Albert Memorial. Kensington Gardens has long been associated with children through its connection to the Peter Pan story and the Elfin Oak which is situated by the famous Princess Diana Memorial Children's Playground. Kensington

Palace and the Serpentine Gallery are based in Kensington Gardens, but are run independently of The Royal Parks

Events that have a clear connection to the history and nature of the park and are designed to broaden access will be a priority in this location as will the development of partnerships with cultural organisations and community stakeholders in and around the park.

Commercial events will usually be sited at the Albert Memorial Lawns or Buck Hill. The former have been used for small exhibitions, amongst other things, and the latter is suitable for film screenings, concerts and a range of outdoor events. Otherwise, the Gardens are not generally suitable for; enclosed events, concerts (other than on the bandstand), cycle rides or organised runs.

Brompton Cemetery and Chapel are suitable for guided walks, small arts events and similar. They are often in demand for location filming and photo shoots.

St James's Park, Green Park and Victoria Tower Gardens

St James's Park Office, The Storeyard, Horse Guards Approach, St James's Park, London. SW1A 2JB

Tel: 020-7930-1793 Fax: 020-7839-7639

St James's Park provides the backdrop for British ceremonial life with The Mall, the processional route between Buckingham Palace and Whitehall, and Horse Guards Parade Ground. The park reflects the English picturesque style of landscaping prominent in the 19th century. The lake in the centre of the park is teeming with waterfowl and the daily feeding of the pelicans is a popular event with tourists and Londoners alike. Adjacent to St James's Park is Green Park, which is more rural in design than St James's, with mature trees and grassland.

In St James's Park, the Mall will only be used for events of truly national significance. Horse Guards' Parade Ground is much in use for military and state ceremonial events, however we are interested in exploring the possibility of holding a very limited number of prestigious commercial events on this site. The parkland is generally not used for events, because of its relatively small size and intense use. Any events proposed must be appropriate to the traditions and heritage of the park.

Green Park will not be used for events, except to accommodate the overspill from large ceremonial events held in St. James's Park and The Mall. However, quiet recreational activities such as guided walks, early morning Tai Chi or events that encourage enjoyment or discovery of the Park will be considered.

Victoria Tower Gardens sits alongside the River Thames, in the shadow of the Houses of Parliament. A relatively small space it is nonetheless suitable for quiet arts events, photo-calls and the like.

Bushy Park

Bushy Park Office, White Lodge, The Stockyard, Bushy Park, Hampton Court Road, Hampton, Middlesex, TW12 2EJ

Tel: 020-8979-1586 Fax: 020-8941-8196

Bushy Park is famous for tree-lined vistas, such as the mile-long Chestnut Avenue, the deer herd and the beautiful woodland gardens. There are a number of sports' clubs in the park under licence from The Royal Parks. The type, location and duration of events have to be carefully considered alongside the welfare of the deer herd and other wildlife. Events suitable for Bushy Park include wildlife awareness events, community, charity and local

arts events, small-scale sponsored walks and similar. Our current priority is events and activities that support the Bushy Park Restoration project and in particular focusing on developing new audiences.

Regent's Park (with Primrose Hill),

The Storeyard, Inner Circle, Regent's Park, London NW1 4NR

Tel: 020-7486-7905

Fax: 020-7224-1895

Regent's Park comprises a wide variety of elements including several formal gardens, children's' playgrounds, and the largest grass area for sports in central London. Other attractions, which are run independently, are the Regent's Park Open Air Theatre and London Zoo. In the north, the ground rises steeply to the summit of Primrose Hill, from where there are fine views of Westminster and the City.

Events suitable for Regent's Park include exhibitions, sporting events, horticultural events, theatre and arts events, sponsored walks and charity events. We will allow a limited number of commercial events on Marylebone, Gloucester and Cumberland Greens each year. Preference will be given to events that are reasonably quiet since the Park is surrounded by residential properties.

Wherever possible, we will give priority to events that meet the following criteria:

- Focus on the visual and performing arts
- Sports events that increase awareness of the Park's sporting facilities amongst our target groups.

Richmond Park

Richmond Park Office, Holly Lodge, Richmond Park, Richmond, Surrey, TW10 5HS

Tel: 020-8948-3209

Fax: 020-8332-2730

Richmond Park is the largest open space in London. The park is recognised for its importance to wildlife with designations both as a Site of Special Scientific Interest (SSSI) and a National Nature Reserve (NNR) and because of these designations and the resident deer herd, the type, location and duration of events has to be carefully considered alongside the welfare of the deer and other wildlife.

Events suitable for Richmond Park include environmental and wildlife events, small scale sponsored runs and walks and local community, charity and arts events.

We will only permit one major run, walk or ride per year ("Major" means requiring road closures and significant event infrastructure).

Greenwich Park

Greenwich Park Office, Blackheath Gate, Charlton Way, Greenwich, London, SE10 8QY

Tel: 020-8858-2608

Fax: 020-8293-3782

Greenwich Park forms part of the Maritime Greenwich World Heritage Site. The northern area of the park is open parkland with children's playground and boating pond. The land rises steeply to a plateau on which the Royal Observatory and the General Wolfe statue offer fine views towards the National Maritime Museum, across the Thames to Docklands, the Millennium Dome and the City of London. The park also has; an ancient deer enclosure, formal gardens, historic avenues and sports facilities and is the start point for the London Marathon.

Events suitable for Greenwich Park include small to mid-scale outdoor concerts, theatre and arts events, sports events, horticultural events, wildlife and environmental events, sponsored runs and walks.

4. Local authority licences

Each Park is 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 any contracts issued by us to you.

5. How To Apply

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 seems possible you will be asked to submit an event proposal (there is no formal application form). Details of the information we require are listed in section 5.2

5.1 Small Events

If you are thinking of holding a small event then please use *The Small Events Guide*. Your application will be considered by the relevant Park office. Contact details can be found in Section 3 of this document or in *The Small Events Guide*.

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

For any other events your application should be directed to the Head of Events in the first instance. All sections of these guidelines apply.

This includes:

- Outdoor concerts
- Festivals
- Large sponsored runs and walks
- Sports festivals
- 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

5.2 Your event proposal.

As mentioned above, you will need to supply us with an event proposal and obviously, the more complicated an event you are planning, the more information you need to provide. Below is the information we expect to be provided in your proposal. You may not yet have a detailed site plan or have identified which specialist services you may have employed, 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 to 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.

Sponsorship

Do you have a sponsor already, if so, what benefits have you offered them? There are some restrictions in the Royal Parks regarding the placing of advertisements.

Transport, Parking, Traffic Management and Congestion Routes

How will the audience/participants access the event? Will you be encouraging them to use public transport? If large numbers are expected to attend the event you must consult with Transport for London, the local authority and the emergency services. Have you identified possible congestion routes? Organisers should note that where there are public parking facilities in the parks, these are heavily subscribed and we are unable to make extra provision for event organisers. During a site build/de-rig only essential vehicles will be permitted access to the fabric of the park and this is at the discretion of the Park Manager.

Event Contractors

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

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

Health and Safety

At a later date we will need the name of the individual who will be responsible for safety throughout the organisation and execution of the event. That person will be expected to supply us with; a management plan, risk assessment and major incident plan for your event.

First Aid Cover

Tell us how you plan to provide first aid cover. Activity participants with the relevant first aid qualifications **cannot** be counted as first-aid provision.

Stewarding and Security

How will you provide stewarding and security for your event? Stewards should not participate in the event and should wear distinctive clothing to mark them apart from the audience/participants. The security of temporary structures, event equipment, exhibits, etc is the responsibility of the event organiser and adequate cover must be provided

Disabled Access

How will you be making provision for people with disabilities to take part in the event?

Litter Management

Do you have a litter management plan for the event? Give details. Where possible we would prefer that event organisers recycle their waste. (See section 10 – The Environment.)

Insurance

What arrangement will you make for insurance to meet any claim, demand, proceeding etc made against you in connection with your occupation of the site. The organiser must obtain public liability insurance against any injury (including injury resulting in death) or loss or damage to property to any person visiting the site, the level of the insurance will be agreed with The Royal Parks

The event organiser will ensure all contractors and sub contractors employed by them are adequately insured to meet any claim made against them.

The event organiser will indemnify the RPA against any claim, demand etc made against it in connection with their use of the site.

Planning meetings

Do you have a planning schedule for your event? Give details in your proposal.

Notice Period.

For those events that require co-ordination with the local authority, emergency services and transport providers, the Royal Parks request a minimum of nine months notice so that all the necessary consultation and planning can take place. For smaller events we request at least twelve weeks notice.

5.3 How The Royal Parks assess the suitability of your event

The 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 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?
- Are the emergency services and statutory bodies satisfied concerning the suitability, public safety and emergency planning requirements for the event?
- Does the frequency of events in the proposed location adversely affect park users, residents, local businesses, etc?
- Are there any planned maintenance or improvement works in the parks that will clash with this event?
- Will the event have a negative environmental impact on the Park (see section 10)?

5.4 Permission

When we are satisfied that your event can go ahead we will write to you giving permission for the event in principle, subject to the fulfilment of any further discussions or information that remains outstanding. You will then be required to provide the following:

- Details of Health & Safety arrangements, including risk assessments and safe systems of work
- Site Plan
- Name and contact details for nominated site manager
- Copy of public liability insurance certificate
- Timetable of events, including key activities during the build up and break down of the site
- Any other information listed at 4.3 and not previously provided.

It is important that you maintain regular communication with The Royal Parks on the progress of the event and you must provide us with a schedule of planning meetings, which may include

- Site Meetings
- Planning Meetings
- Liaison with other public authorities
- Consultation meetings

Once all the following items are well underway and arrangements for the event have broadly been finalised, we will issue a contract for your hire of the Park.

6. Consultation

6.1 In preparation for your event, you may need to consult:

- Local residents who may be affected by your event
- Businesses in the local area that may be affected by your event

- Transport authorities, if the event is large enough to have an impact on the surrounding roads and streets
 - The statutory agencies e.g. Fire, Police, Ambulance service and Local Council
- Further information about the nature and extent of this consultation is listed below:

6.2 Liaison with local authorities

Local authorities can be involved in events through highway management, emergency planning, environmental health, (noise, catering, refuse, water and similar) and building control.

- **Noise.** The local authority has the statutory powers to issue noise abatement notices for events.
- **Food Hygiene.** The officers responsible for Food Hygiene must be advised of any temporary arrangements for catering at events. The local authority has the statutory power to inspect caterers in the Parks and to take action against them if they consider it necessary.
- **Temporary demountable structures** are required to be licensed by some local authorities

Particularly large events may have an impact on the streets surrounding the Park, such as litter, parking, traffic, evacuation or emergency planning. In such cases the local authority should be invited to join event planning meetings.

6.3 Liaison with other public authorities

- **Transport for London (TfL)** are responsible for London's buses, the tube network and some roads. Event planning will need to involve TfL representatives if the event could generate significant additional use of public transport in the area
- **The Metropolitan Police** will decide if an event requires policing. The event organiser may be required to pay for any extra policing costs.
- **London Fire Brigade** The approval of LFB should be sought for the emergency action plans and site plans of all major events. The Fire Brigade should be invited to inspect the event site, particularly if it is an enclosed site.
- The **London Ambulance Service** will normally only be consulted for the very largest events. However first aid requirements should be established for all events and the Event Safety Guide provides useful guidance on this.

Event Safety

Every event requires a considerable amount of planning and this planning must include public safety.

Everyone organising or running an event of any kind has legal duty of care. We require that a nominated person takes responsibility for the proposed event and this individual will be the point of contact for the Royal Park's staff during the planning and execution of the event.

Recommended reading:
The Event Safety Guide

HSE Books (1999)

8. Fees

A rate card is available upon request. Fees generally comprise of a fee per head (some events) and a disruption charge (all events) per day.

In addition to an event fee you will have to pay for any services that we provide, or for any costs that we incur. You will also be asked to pay a performance bond, which is returned to you after successful completion of your event.

9. What to do next

After reading these guidelines, you will need to submit a written proposal to hold an event in the Royal Parks.

Details on how to write your proposal are included in section 5.2. If the proposal is incomplete or lacking vital information it is unlikely that we will consider the event until full details have been supplied.

For those events that require co-ordination with the local authority, emergency services and transport providers, we ask for a minimum of nine months notice so that all the necessary consultation and planning can take place. For smaller events we request at least twelve weeks notice.

If you would like an informal chat about your event before submitting a proposal then please contact the Events Team on the number below.

10. Contacts

Your proposal needs to be submitted to:

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

If you would like to speak to somebody about your proposed event please contact:

Adam Farrar	Head of Events	020-7298-2079	afarrar@royalparks.gsi.gov.uk
Sarah Cook	Events Manager	020-7298-2066	scook@royalparks.gsi.gov.uk
Tracey Weller	Events Manager	020-7298-2078	tweller@royalparks.gsi.gov.uk

**Many thanks to Westminster City Council Special Events Section
for their assistance with this document.**