



Lambeth Events & Filming Annual Report 2019-20

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1 About Us

- 1.1 We are called EventLambeth, which is the events and venues service of Lambeth Council. We are an internal service within the Council's directorate for Resident Services, within the Environment and Streetscene Division, and so we work closely with our colleagues in Parks, Sports, Highways, Parking and Public Protection. Our aim is simple: to produce, organise and help others create culturally diverse public events across the whole borough which everyone can enjoy and get involved in as much or as little as they wish.
- 1.2 Every year the EventLambeth team work closely with the event organisers and key stakeholders of over 300 community, third sector and commercial events across our parks, open spaces and many highway locations, including street parties. It involves up to one million people in attendance including the annual Lambeth Country Show, which has become so important to the borough and its residents.
- 1.3 Many events in Lambeth need to be given approval to proceed by EventLambeth. We are the ones who will provide the correct permits and paperwork if an event application is successful. We will also help event organisers with all the health and safety requirements, licenses, budgeting, being prepared, insurance and everything else in between.
- 1.4 In addition, we are also responsible for the Lambeth Film Office, which is run by FilmFixer who act on behalf of the Council to provide a one-stop service for managing filming and photography in the borough. All professional filming and photography on council land or in buildings or in public streets and highways is licenced by our film officers and the work is guided by the principles of the London Filming Partnership. Our film service collects location fees for the council and works closely with other departments such as Highways, Parking, Housing and Leisure, the Metropolitan Police Film Unit and resident, community and trader associations to ensure all filming is managed legally, safely and smoothly. One of the key aims at our film office is to make sure filmmakers respect the people who live and work in the community and we negotiate to ensure that the community benefits fully from the advantages of filming in our borough.

2 Cabinet Member Foreword

- 2.1 We are in unprecedented times, and it is time to show the values and strengths of Lambeth as 'The Perfect Place for Cultural Events and Filming'. The COVID-19 pandemic has challenged our definition of society and how we interact safely with culture and each other.
- 2.2 After many months of public consultation in 2019 and working with Council officers I was delighted to present our ambitious Lambeth Events Strategy 2020-2025, which responds to concerns and empowers our communities to deliver accessible and sustainable events for the next five years. The founding ten principles of the new strategy will become our aims for overcoming numerous challenges we will face in the near future.
- 2.3 I am passionate about the Lambeth Events Strategy in its ability to draw upon the values, strengths and assets of Lambeth as well as new ways of delivering cultural events and filming that are at the heart of everything we do in Lambeth, despite the devastating impacts of COVID-19 on our communities.
- 2.4 Our Council Events, Venues and Filming services would not be possible if it weren't for the expertise and dedication of our officers who work tirelessly to create, produce, and help define the culturally diverse landscape of Lambeth. They have taken on board the feedback from the public consultation in 2019 and the scrutiny commission recommendations; delivering an enhanced strategic framework from which to build.
- 2.5 This annual report cites the health and wellbeing, and economic benefits, not to mention the wider social value, of events and filming through work experience, volunteering and training opportunities for all our residents. We should not underestimate the power of music, arts and cultural events in our society and the long-lasting benefits and legacy that it brings to our borough.
- 2.6 This annual report is supported by our new Lambeth Events Policy and Lambeth Green Events Guide, which aim to ensure that transparency, clearer and more sustainable processes will be at the forefront of our cultural programming.
- 2.7 I am confident Lambeth will lead the way in events delivery; bringing a spotlight on the borough and ensuring that Lambeth continues to be 'The Perfect Place for Cultural Events and Filming' for all our communities to engage.

Cllr Sonia Winifred, Cabinet Member for Equalities and Culture

3 Governance, Structure and Management

- 3.1 We have just updated and replaced our Events Guide to create our new Lambeth Events Policy 2020-25. This includes a change to the planning stages of event applications which now applies to all new event applications. Our new events policy brings forward the point at which ward councillors and community stakeholders are engaged, to immediately after the Operational and Technical assessment. In this policy you will find all the information you need to organise an event in Lambeth. We have included guidelines, suggestions, links, documents and contacts for various organisations that will help you with planning your event. We recommend you read this policy so you know what will be required from you as an event organiser.
- 3.2 There are four stages to the approval process for holding a public event in Lambeth. The size and scale of the event will determine the timescale and requirements needed to plan and deliver the event.
- 3.3 Stage One is a pre-application consultation with the team. This then leads to an official event application which allows the events officers to do a technical, operational and logistical assessment of the application. If this is approved by our event officers and the Head of Events & Filming, the application can then be moved to Stage Two.
- 3.4 At Stage Two the application information will be shared with ward councillors and the key community stakeholders identified for the area where the event is proposed to be held. This is an opportunity for the Council and event organisers to engage with the stakeholders to seek feedback or concerns regarding the event. If the concerns are addressed the application then moves to Stage Three for the safety assessment.
- 3.5 At Stage Three the members of our Safety Advisory Group will assess the health and safety plans for the event. The Lambeth Safety Advisory Group (SAG) is made up of health & safety officers from the Council and representatives who oversee public safety from the Police, Fire, Ambulance and NHS England services. They play a key role in advising event organisers on their plans for events, raising specific objections and concerns on proposals. They also have the authority to reject an event based on health & safety concerns.

- 3.6 If approved by the SAG then the fourth and final stage is where the events officers will ensure all the relevant licences and plans are in place for the event before a permit to hold the event is granted. This process enables the Council to have a clear set of protocols in place to ensure that our public events are safe for the public, licenced with conditions and adhere to the Council's Events Strategy, Events Policy and the specific terms of hire.
- 3.7 All event applications must follow the Council's decisions through the event application process which is outlined in four stages within the Events Policy. At the fourth and final stage of the approval process the application decision rests with the relevant Cabinet Member and then ultimately the Director of Environment and Streetscene, or their nominated deputy such as the Head of Events and Filming. Event organisers will be given guidance concerning this procedure by the Council's nominated events officers. If the event decision is finally approved by the Council and the SAG, then the event applicant will be asked to produce confirmation of the relevant licences. If the licence is granted, then the event organiser will continue to work with and be monitored by the Council's nominated event officers to ensure the delivery of a safe and successful event.
- 3.8 However, some events will require a more formal decision (either key or non-key). A key decision is either a major financial matter or a matter that has a significant impact on the community. In detail, this means that a key decision either:
- Requires an amendment to the Community Plan Outcomes Framework or requires a recommendation to Council to amend the Budget and Policy Framework or,
 - Results in the local authority incurring expenditure, raising income or making of savings in excess of £500,000 or,
 - Has a significant impact on communities living or working in an area comprising two or more wards in Lambeth, or the wellbeing of the community or the quality of service provided to a significant number of people living or working in an area, or Communities of interest.
 - A non-key decision involves resources up to £500,000.
- 3.9 The management structure for the service is split into four clearly defined teams which are accountable to Lee Fiorentino, Head of Events & Filming. They work across all areas of indoor and outdoor events and filming management:
- **Event Operations Team** – Managed by Olivia Pearcey, manages and facilitates all outdoor public event applications for the borough's parks, open spaces and highway events, including street parties. The team consists of an Operations Manager, Senior Events Officer and two Event Officers. They

provide advice, guidance, support and training for all event organisers wishing to hold their events in Lambeth.

- **Event Productions Team** – Managed by Tim Fanucci, manages and delivers the Lambeth Country Show which is held annually in Brockwell Park. This small team consists of a Production Manager, Events Production Co-ordinator and a variety of freelancers and contractors commissioned by the Council and event organisers to help produce and deliver events in the borough. They provide production, technical and management advice and support.
- **Venue Operations Team** – Managed by Lucy Zaman, manages and facilitates all indoor event applications for the rooms and spaces within Lambeth Town Hall that are for hire. The small team of Venue Operations Officer and a Coordinator provide advice, guidance and support for all event organisers wishing to hire an event space in the Town Hall. The strategic aim for this team is to grow the indoor event management service portfolio and extend it to other Council owned buildings.
- **Film Location and Operations** – Known as the Lambeth Film Office this service is delivered by external contractors called FilmFixer Ltd, with service and contract overseen and managed by the Head of Events & Filming. The film office role is to ensure a balance between the needs of residents, businesses and film makers. Our film officers apply specialist knowledge of the local area so we can avoid disruption from production crews and location managers. They manage the film sector as best as possible in our borough. They work at very short notice and this represents considerable pressure for local communities when plans change at short notice.

4 Organisation

4.1 Risk Management

The events and filming service is responsible for determining the nature and extent of the risks it is willing to take in delivering its strategic objectives.

We take in to account the external and historical context that the Council may be able to control or alter and recognise there may be limited means and methods to respond. Therefore, all risks are identified at the beginning of any event proposal and assessed through a process called event application criteria assessment matrix. This allows the event officers to identify the risks, assessing them against key objectives and working to mitigate them to an acceptable level.

Our overall appetite for risks is low. Our focus is on maintaining income and expenditure to achieve our strategic objectives, within strict resource limits. However, all events must adhere to the Council's event application process

which follows careful checks, risk assessment, adherence to controls in place and upholding public health and safety is always a priority.

4.2 Lambeth Safety Advisory Group

The Safety Advisory Group approach was introduced nationally in direct response to the findings of the Hillsborough Inquiry which determined that communication of safety plans between event organisers and public bodies is a key component to protecting event goers. Many years later, it is inconceivable throughout the events industry that an event could or should take place without joint planning work overseen by safety professionals from the local Safety Advisory Group. This process is now so embedded within event industry safety culture, that any organiser – especially if the organiser is a local authority - would likely face considerable criticism, public reputational damage and possibly even criminal sanction, if their event was significantly problematic to require external scrutiny or investigation of the planning of the event.

The concept of the Lambeth Safety Advisory Group (SAG) is to bring a group of service health & safety representative officers and partners together to monitor the planning and delivery of all events. This is to ensure that any event that takes place within Lambeth is organised and managed to the correct standard thus ensuring the safety of both those organising the event and those attending. All public events activity in parks, open spaces and highways across Lambeth is assessed under the events policy and only approved subject to strict criteria by event officers in partnership with the SAG.

4.3 Audit Checks

All event and film applications from the very beginning of the application process are audit checked by using audit tracking systems called EventApp and FilmApp. These have a detailed set of key tasks and milestones that must be completed and checked with the date recorded for each stage of the application in order for an event or film to be granted a permit. The completed Events tracker is sent to the Event Operations Manager or Head of Events and Filming for final approval before a permit is issued. This enables the event officers and managers to be assured that all processes and protocols have been followed in a clear and transparently methodical way. For filming this is agreed and given approval by the Lambeth Film Officer in Charge.

5 Our Vision

5.1 Lambeth, The Perfect Place for Cultural Events

In 2019 we undertook a public consultation to review our 2016-2020 Event Strategy. Following that we established that the overarching values from 2016 should remain. But in the refreshed strategy, there needed to be a focus on events being environmentally sustainable, financially transparent, locally led and accountable.

Lambeth has a rich history of hosting a unique cultural range of arts, events and sports. Cultural events play an essential part in facilitating social awareness and cohesion. In 2024 the Lambeth Country Show, one of the largest festivals in London and the South East, will celebrate its Golden Anniversary, another testament to the borough's vibrant and diverse cultural offer.

Lambeth also has a revered legacy for the hosting of inclusive major cultural and sports events that have shaped the lives of its residents and visitors to the borough. They provide revenue to help maintain and improve our public spaces that goes way beyond the lifespan of each event.

Our events help to bring communities together, raise the profile of the borough and enrich the lives of residents through giving back opportunities for education, work and training.

The next step is to focus on our marketing strategy by working on developing new creative and business proposals that will expand and diversify the range of events and filming that can take place across our borough. We will also start working on our dedicated social, website and brand identities for our Venues team called VenueLambeth and our filming services called FilmLambeth which will align with our events service (EventLambeth).

6 Our Mission

6.1 The new Lambeth Events Strategy 2020-2025 seeks to build on our strengths through our five mission impacts. These will look to challenge how events facilitate stronger, healthier, sustainable and cohesive communities through:

1. Promote diversity, awareness and understanding
2. Leverage investment to local communities
3. Attract creative ideas, stimulate education and knowledge
4. Enrich our communities
5. Encourage business and visitor tourism.

7 Our Principles

7.1 The new Lambeth Events Strategy 2020-2025 sets our clear 10 strategic principles that outline our key aims, deliverable commitments, targets and outcomes through:

1. Enable communities to develop and deliver events
2. Deliver a sustainable Lambeth Country Show
3. Deliver a borough-wide programme of cultural events
4. Ensure a transparent and clear process for event organisers
5. Generate investment in our parks and open spaces
6. Develop event funding opportunities
7. Promote accessibility, sustainability and greener practices for events
8. Create education, training and work opportunities
9. Encourage access to health and wellbeing events
10. Promote the benefits from events in the borough

7.2 The strategic plan also contributes to the Lambeth Parks Service Strategy, Lambeth's Borough Plan and the Mayor of London's Cultural Strategy. Please see below the Lambeth Events Strategy links to Borough Plan Strategies:

- Lambeth Local Plan: sections 6, 9, 10, 11
- Lambeth Growth Strategy: key objectives
- Lambeth Financial Resilience Strategy 2019-2022: priority 1 and 2
- Lambeth-made: Our Children, Our Future. A Children and Young People's Plan for Lambeth: priority 1, 2, 3, 4, 5
- Lambeth Education and Learning Strategy
- Lambeth NHS Lambeth Clinical Commissioning Group Healthier Together Five-Year Strategy: Staying healthy objective
- Lambeth Young Lambeth Emotional Wellbeing and Mental Health Strategy and Plan: priority 1 and 5
- Lambeth Safeguarding Adult Partnerships Board Three Year Strategic Plan: Awareness
- Lambeth Waste Strategy: objectives 1, 6, 7
- Lambeth Transport Strategy: principles Growing, Inclusive, Healthy
- Lambeth Digital Strategy: Challenge 1, 2, 3, 4, 5
- Lambeth Health and Wellbeing Strategy: Early Action and Prevention, Health and wellbeing in all policies
- Lambeth Corporate Carbon Reduction Plan: Action Plan Council Buildings, Transport, Corporate Energy, Governance and Procurement
- Lambeth Air Quality Strategy 2017-2022: priorities 1, 2, 3
- Safer Lambeth Partnership Strategic Assessment: Preventing people from extremism/radicalisation, Violence against women and girls, Tackling anti-social behaviour

- Lambeth Cultural Services by 2020: Health Happier Lives, Let's Get Active, Safe and Inspiring Spaces, the Great Outdoors, the Arts, Invest to Create
- Lambeth Local Area Strategy - addressing the needs of all children and young people with special educational needs and/or disabilities 2017-2020: principle 1, 2, 4, 5, 6
- Lambeth Made Safer Strategy 2017-2020: principle 1, 2, 4, 5, 6.

8 Public Benefits from Events & Filming

Many benefits can be drawn from facilitating events and filming, with each activity potentially benefiting different sectors of the community and local businesses. The benefits can include:

- Opportunities for young people through performance, employment and training or apprenticeships.
- Improving the availability and accessibility of entertainment and culture.
- A cultural boost to the local community.
- Development of a strong community.
- Improvements in cross community relations.
- Business opportunities both at events and film shoots and in the surrounding area.
- A source of income for local projects through fundraising.
- Enhancing the image of the Borough.
- Stimulating inward investment.
- Ring-fenced income for parks, open spaces and town centres.
- Bringing new audiences to the borough.

Whilst the primary benefits are set out above it is recognised that events and filming have an economic impact, directly and indirectly creating and supporting employment. It is difficult to capture this economic impact without collecting detailed data, but a series of measures can be used to estimate the impact of events and filming, such as:

- number of people attending
- total direct and indirect spend (including from visitors from outside the Borough)
- number of full-time-equivalent (FTE) jobs involved for the duration.

8.1 Event Operations

8.2 Commercial events

In 2019/20 there were 25 commercial events which took place in Parks and Open Spaces. These were a diverse range of activities including a ZipWire, Music Festivals, Friends Fest, funfairs, film screenings and promotional activities.

8.3 Charity events

In 2019/20 there were 11 charity events. Amongst them we welcomed the Moonwalk and the British Heart Foundation London to Brighton Bike Ride back to Clapham Common, both of which are fixtures in the Calendar. We watched in amazement as a legion of Santas dashed their way around Brockwell Park for Great Ormond Street Hospital. Vauxhall Pleasure Gardens provided a much-needed rest point for walkers undertaking the Thames Bridgeathon for Haematology Cancer Care.

8.4 Community events

In 2019/20 there were 81 community events. These demonstrated the strength and diversity of the community in Lambeth, from Karaoke, to summer programmes, Easter parades, days of action, artistic installations, free film screenings, Windmill events, Steel Warriors, overnight camping, to marches, education and bringing communities together. In Lambeth our community groups did it all.

8.5 Sporting events

There were 20 sporting events for 2019/20. These included fun runs, basketball competitions and trapeze schools.

8.6 Street Events & Parties

In 2019-20 the Event Operations team continued to manage the process for free residential street parties. There were 60 free residential street parties which took place between the months of April – October 2019. In addition, there were five commercial street events which went through the events process.

The events team also provided support for activities which did not request road closures but still had event related activities such as licensable or street trading. The cost of the staff support provided to the free residential Street Parties came from the income generated from the commercial events.

8.7 Social Value

There have been a range of social benefits associated with the commercial events that took place in Brockwell Park and Clapham Common in 2019.

South West 4 and House of Common major events donated over £17,000 to Trinity Hospice from their Guestlist and VIP entrance donations.

The Mighty Hoopla and Cross the Tracks in Brockwell Park gave away 276 pairs of tickets to local residents who entered a ballot. In addition, there were 134 tickets distributed to 25 local businesses. Crew were given a cash allowance for catering during the event build and break and encouraged to spend this in the local area. The guestlist donations were put into a funding pot for local community groups.

The recipients of funding from this pot were:

Brockwell Park Miniature Railway	Childspace Cooperative Nursery	High Trees Community Development Trust	Junior Open Mic Music Festival	St Matthew's Project
ABRA	St Jude's Primary School PTA	Herne Hill Forum	Brockwell Park Run	4ALL – Building community in West Dulwich
Brockwell Booters	Brockwell Park Community Partners	Yellow Qube	Brixton BMX Club	Brockwell Park Community Greenhouses

These benefits are in addition to the ring-fenced Park Investment Levy, details of which can be found in 13.2 below.

8.8 Training opportunities

In 2019/20 the Event Operations team delivered a series of community event training sessions. These were offered to all community groups who have delivered or were thinking of delivering events in Lambeth's parks, opens spaces or on the Highway. Each course lasted two days and over the sessions there were 38 attendees representing over 30 community groups and organisations. Presentations were given by a mixture of internal council staff and external trainers. Subjects were as diverse as licensing, security, sustainability and understanding your audience.

The Groups that attended were:

Brixton Neighbourhood Forum	We Are Waterloo	Friends of Windmill Gardens	Rise Up and Shine	Bringing our Communities Together CIC
Friends of Streatham Common	Spires	Friends of Streatham Hill Theatre	BLW UKZone2	We are Waterloo
Young Vic Theatre	Rastafari Nazarite Research Centre	Herne Hill Forum	ATHLTRA – Landor Road	Streatham Youth and Community Trust
Friends of Ruskin Park	Rapport Festival	Black Mama Earth Entertainment	Friends of Agnes Riley Gardens	Friends of Clapham Common
Sistah Outlets Community Cultural Stores	Friends of Kennington Park	SCCoop	Bandstand Beds	Big Local Impact
Love Streatham	Oasis Charitable Trust	Rastafari Movement UK	Freelancers working with a range of	Lambeth Council (working on the HLF

			community groups	project at West Norwood Cemetery)
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The ratings we received for the training sessions were an average score of 4.3 out of 5 for the sessions and 4 out of 5 for the organisation.

Diversifying attendance – officers worked to engage new groups that may not already be linked with Lambeth’s parks and open spaces.

We would like to look to delivering some sessions (within COVID-19 Guidance) at the end of 2020/start of 2021 for those groups who are planning events for 2021/2022.

Comments included:

- “Enjoyed it, Great Sessions, really got a lot out of it, Very Insightful”
- “At times felt a bit rushed. Maybe more time for the exercises”
- “Lot more important info than expected”
- “Application Process (session 2) have example past applications for small events and show where good/bad”
- “Two days is a lot, having shorter targeted sessions would be better”
- “Good amount of Talk and Participant Group feedback”
- “Please vary groups throughout the day”
- “Way forward with the Training Sessions”
- “Looking at a variety of delivery ways i.e. online, in person, virtual meetings”
- “Not having two full days but breaking up into sessions for groups to opt in”
- “Charging for Commercial event Organisers to attend”
- “Sessions for specific event operators i.e. street parties”.

8.9 Funding opportunities

In conjunction with the community events training a funding pot of £25,000 was made available for community groups to apply for. This was made up of £5,000 in each area (North Lambeth, Streatham, Clapham, Brixton, Norwood). This funding pot was created from surplus events income for 2019/20.

The grants were allocated as below to a total of £24,000 (a grant for £1,000 in the Clapham area was declined by the recipient):

Area	Community Group	Amount
Norwood	Nature Vibezzzz	£2,000
Streatham	Streatham Youth & Community Trust	£2,500
North Lambeth	Oasis Hub Waterloo	£2,500
Clapham	Royal Trinity Hospice	£3,000

Brixton	Friends of Windmill Gardens	£1,000
Clapham	Pegasus Opera Company	£1,000
Streatham	Friends of Streatham Common	£2,500
Norwood	Friends of Ruskin Park	£1,390
Norwood	Love West Dulwich	£500
Norwood	The Great North Wood Collective	£2,500
Brixton	Myatt's Fields Park Project	£1,390
Brixton	Spiral Skills CIC	£1,220
North Lambeth	Friends of Waterloo Carnival	£2,500

8.10 Evaluation

Due to COVID-19 the events that were funded have been cancelled. EventLambeth is honouring the funding and it is being carried over to 2021/2022. Once the events have taken place the groups that were funded will be asked to provide feedback on the processes and the events including whether they met their objectives and any suggestions they would take for improvement.

Funding is contingent on there being surplus Events income to cover the costs. Unfortunately, due to the COVID-19 Pandemic this will not be possible for 2020/2021, but due to the forecast events for 2021/2022 it is hoped there will be a funding programme for that year.

8.11 Venue Operations (Town Hall indoor events)

8.12 Commercial Events

The Venues Team increased awareness around commercial events this year and built excellent relationships with existing and new clients to encourage regular bookings. We have succeeded in this as many of our key commercial clients now host their events in the Town Hall on a very regular basis. See below:

Event	Regularity
I Like it Like That Salsa	Monthly
NHS Blood Donations	Monthly
NHS CCG	Monthly
Met Police	Every Two Months
Personal Touch Funerals	Quarterly
Imperial College	Monthly

We have begun to build commercial packages, refine our processes and pay close attention to detail to the requirements of our commercial clients to ensure these events are planned and delivered safely and successfully – such as simplifying the booking process and ensuring flexible payment methods for those booking regularly to allow them to continue hosting monthly events.

We have met the high standards of NHS and MET Police and offered a bespoke and detailed service with regards to their Venue and Event Operations. These regular events now run like clockwork thanks to effective teamwork between the Venue Operations Service, Property Services and our contractor (Engie).

8.13 Wedding Ceremonies and Receptions

Following the Town Hall refurbishment in 2018, 2019-20 saw a large increase in ceremonies and receptions across our wedding venues, with a total of 131 wedding ceremonies and 10 wedding receptions. Our most popular venue is The Circular Hall in which most of our intimate ceremonies take place, followed by the Council Chamber for our larger ceremonies. We have worked closely with Democratic Services to ensure there is a fixed process in the Chamber and Ante Chamber to ensure the use of this space meets both team's requirements and with open communication we limit any issues with the hire of this venue externally.

In November 2019, we hosted our first large wedding ceremony and reception for a local young couple and their 200 guests, following hard work to ensure the Council Chamber and The Assembly Hall and surrounding areas were fit for purpose. Guests were on site from 12:00 – 02:00 and were served Paella from an external unit in the Courtyard. Many lessons were learnt from this regarding the logistics for events of this nature such as the success of using the courtyard for external catering but the requirements for better kitchen facilities, the number of staff required to support with transforming the space throughout the evening and access to waste disposal. We now have four weddings of this size booked for 2020-21 so far.

Client Feedback:

- Jade – customer from our first large ceremony and reception, November 2019 *“Lucy was absolutely amazing and so too was Lianne. Lucy helped in the run up and throughout the day and the day after, she really was incredible. I think the venue needs more work to work well as a wedding venue, more freezer space and better lighting as a starter for 10, and a functioning kitchen. Without the venue staff we wouldn't have managed.”*
- Lesley – client for civil partnership in The Circular Hall, January 2020 *“It was brilliant! It was a civil partnership held in the Circular Hall. We were 8 people plus the registrar, and we arranged the chairs in a circle round the table, so we could see each other. An emotional and giggly event in perfect surroundings!”*

8.14 Community and Charity Events

The Venues Team has continued to support our local community with regular and standalone events, run by local community groups and charities within Lambeth and beyond, providing suitable venues for little or no cost, supporting with planning and on-site event management support.

We have continued to provide the following events to local charities free of charge:

- Lambeth Pensioners Action Group Monthly meetings.
- Age UK Tea Dance Monthly dances for elderly Lambeth residents.
- Brixton Immortals Domino Club due to the link to Windrush celebrations.
- Next Generation, Regeneration - Fashion & Revolution. In September 2019, we held a specially commissioned event free of charge in support of Windrush awareness, by delivering a Windrush themed celebration during London Fashion Week in partnership between Lambeth Council and supermodel, actor and campaigner Eunice Olumide. The event featured free fashion and sustainability presentations, top musicians, live questions and answer sessions and a keynote speech by Sir Geoff Palmer and culminated in a London Fashion Week catwalk show.

The following events were offered on a discounted rate to support the local community:

- Mayamada – Gaming event for young people in the local area.
- We Rock – Supported by Councillor M Hashi, All Boys Rock and All Girls Rock are family events held around the same date as International Men's and International Women's Day. Each event explores issues affecting men and boys and women and girls respectively and celebrates their talents and achievements.
- Step Now – Community group lead by four young men who based on their own disadvantaged background want to Educate, Mentor and Empower young adults with the knowledge to STEP into adulthood.
- Old Edwardians Dinner & Dance - Alumni Association's supporting and promoting the advancement of education at St Edward's Secondary School in Freetown, Sierra Leone. Most now local to Brixton.

Client Feedback Alvin Cole, Old Edwardians; "It went really well, Lucy was really helpful in guiding us during the booking process and Lianne - our coordinator for the night was A star throughout. We will definitely book this venue again and recommend it to others."

8.15 Democratic / Elections

Throughout 2019/20, we have worked closely with Democratic Services to set processes and procedures to ensure the Assembly Hall, Council Chamber, Suite 16 and Mayor's Heritage Suites are available when required for Cabinet, Board and Emergency Planning meetings. There is still further work to be done with regards to booking processes once we have the new booking system in place, however as per the set internal policy, Democratic Services do take priority over external bookings:

Event bookings will be prioritised in the following order*:

- Council business events from Democratic Services
- External paying customers for hired bookings
- Any large internal council business events that are an exception to the internal booking process advance rule
- Internal staff use within the two-week booking advance rule.

**unless exceptional in the form of a large commercial opportunity or in council interest e.g. post critical incidents*

Working with Electoral Services, we still provide many of our spaces for up to three to four weeks at a time for general elections and staff training, and in 2019 we saw the snap general election called weeks ahead of the polling day on 12 December 2019. A huge effort by Democratic and Electoral Services meant that this was turned around very quickly but this did impact a number of our key December events including The Voice Business Fair and the charity event, The Snowball. We managed this as best as possible, maintaining relations with most clients who have rebooked for future events. The Council offered support to those events that needed to be re-booked in alternative Lambeth venues.

8.16 Internal Staff Member Support

Internal staff have continued to use our event spaces for meetings, conferences, community support, staff welfare, staff and senior management training, and many sessions focussing on equality, diversity and inclusivity.

We continue to support many departments with regular bookings, such as:

Registrars

- Citizenship Ceremonies
- Register Office Ceremonies Monday - Wednesday

Human Resources

- Patrick Vernon Review - Action Plan
- BAME Meetings
- Black on Black Programme
- BEYOU – Women’s PDP Programme
- Lambeth Council Leadership Network.

Other

- Skills to Fostering Training
- Body Shop Pop Up Shop - Staff Welfare
- Canvasser Training
- IT Deployment Support
- Legal and Governance meeting spaces.

8.17 Internal Processes

2019-20 has seen a steep improvement with regards to internal processes and communication with Property Services and Facilities Management. The Venues Team now attends weekly operational planning meetings with all relevant contractors and internal departments including: Engie, Democratic Services, Registrars and Property Services to track actions, raise and resolve issues, and to plan for the week ahead.

This has streamlined working processes, reduced the number of events issues and ensures that each team is held accountable for their relevant responsibilities. We have also simplified the request for resources process (DIY) with the creation of a single form for our events – streamlining this process and saving valuable time and resource.

We have continued to work closely with Registrars to co-exist well and work together to meet the requirements of our brides and grooms. We have improved communication by having an open dialogue and continue to develop our processes to ensure the booking process for our couples is clear and as simple as possible.

There is an improvement to be made on simplifying and streamlining our internal and external Booking System, following a challenging year of a variety of systems being trialled but ultimately not meeting the council's corporate IT or governance requirements. This is now a major focus for 2020/21 to have this project resolved, and our aim is to work with our colleagues in Facilities Management to combine a system to ensure the booking process works for all internal staff for meeting room bookings and primary event space bookings.

8.18 Marketing and Communications

With the arrival of new starters in 2019, and the increased support of two full-time Venues team members from Nov 2019, we have increased our resource enough to finally now be able to focus on proactive sales, marketing and communications.

Our social media channels have been aligned and improved, and subsequently seen significant growth in 2020. Our engagement with the local community and beyond has grown significantly, as seen on Instagram with growth from 150 followers in 2019 to 377 followers. Via social media we have increased our network of suppliers, customers, and the local community. We have introduced virtual tours on our Instagram page which has been very well received and increased awareness about all the spaces we offer. However, there is still a lot more to be done but now we have the resources this should enable a growth in this area.

We are now working with a number of venue-finding sites and companies, including guides for brides and Amazing Wedding Spaces. We have created our new wedding brochure which is out for distribution showcasing our venue in a professional and modern way.

Finally, we have launched our own VenueLambeth led events including Lots of Love, Lambeth – a day of multiple wedding ceremonies to celebrate Pride in Lambeth and our first large scale Wedding Fair in March 2021 with many suppliers already signed up. In 2019/20 we have laid the foundation to becoming a more well-known wedding and events venue in London and giving us a vital stepping-stone to years of successful and sustainable commercial business.

8.19 Infrastructure

In February 2020, the Assembly Hall’s 1930s original and outdated rigging was finally removed after it had been decommissioned in 2019 rendering the stage out of bounds for many months.

Working with our contractor Rigging Services Ltd, we have created a bespoke solution to the lighting rigging and back drop in the Assembly Hall to ensure the solution is future proof, easy to use and meets the requirements for our many varying events, such as a choice of back drop to cover the video wall and for projection, and a lighting rig capable of supporting conferences and events, as well as concerts and live entertainment.

The plan is to install a ground support truss system with the legs out of view up on the raised platforms stage left and stage right. This will then provide somewhere to suspend lighting fixtures from stage left and stage right on the legs and provides more places to attach fixtures in the ceiling and to the sides. This will have an electric panel for safe and convenient use.

The project was broken down into multiple phases:

Phase 1	Removal of old rigging infrastructure
Phase 2	Painting/Decorating the walls and ceilings
Phase 3	Install of rails for backdrops
Phase 4	Install of black and white back drops on electric rail

8.20 Lambeth Country Show

The annual Lambeth Country Show has been taking place in Brockwell Park for 45 years (established 1974). Funded and produced by the Council, it is the largest free family park festival in London and beloved by many. The total event footprint capacity is calculated at 104,437 people. Infrastructure and management plans are put in place to accommodate a capacity of 63,000 people per day, at any one time, making it one of the largest free events in the country.

The Council has committed to delivering a safe, sustainable and accessible to all Lambeth Country Show through its Events Strategy. It is the borough’s flagship event and is aligned with the council’s ambitions and priorities,

particularly sustainability, health and wellbeing, community cohesion and partnership.

2019 was the second time we have been able to count and click people coming in and out of the event using the four designated entrances around the event's perimeter. This was in addition to having the ability to safely manage the event with a secured perimeter fence line. Over the weekend of the 20 and 21 July 2019 the event attracted 117,389 visitors to Brockwell Park. The data recorded at the gates show the number of visitors to the event as 31,696 on Saturday and 85,693 on Sunday.

Attendance was down on the Saturday due to a poor weather forecast for this day during the week leading up to the event. There was also torrential downpour when the show opened at 12 noon. However, the day cleared quickly and reached a high of 24 degrees with sunny intervals. On Sunday we experienced a very high attendance due to a positive forecast and a high of 26 degrees with sunny intervals.

8.21 Event Productions

The Event Productions team were also commissioned to produce and/or manage the following events:

Monthly Tea Dances in partnership with Age UK Lambeth (Lambeth Town Hall Assembly Hall). The team continued to produce the monthly tea dances that started in January 2019 on the back of a sell-out Black History Month special in November 2018. The events were produced and managed by the productions team up until June. The decision was made to handover the management of the event to Age UK Lambeth who could promote the event to their networks. No hire fees were charged to the charity and they kept all income from tickets which was put towards payment for the DJ and then any additional funds going back to the charity. The productions team were still on hand each month to assist when required.

Elections to the European Parliament (Lambeth Town Hall & Civic Centre). The productions team were commissioned alongside the operations team by the Councils Democratic Services to assist with the production and event management of the Elections to the European Parliament. The team's main responsibilities were security scheduling, procurement of suppliers, CAD drawings of floor plans and authoring of the Event Management Plan.

UK general election (Lambeth Town Hall & Civic Centre) Democratic Services commissioned the productions team again for this snap general election that was called for December 2019. The productions team worked interdepartmentally with several services to produce the event with a very short lead time, as well as event management on the day and night of the election. The team advised on security and medical scheduling, CAD drawings of floor plans, traffic management, procurement of suppliers and authoring of the Event Management Plan

Windrush Day Celebrations (Windrush Square & Lambeth Town Hall). The productions team worked on the event programming, technical production, event management, risk assessments, budget management and supplier procurement.

Windrush Fashion Show (Lambeth Town Hall). The productions team created the event management, CAD floor plans, technical production design and risk assessments for the show.

8.22 Filming

Lambeth Film Office saw a lot of improvements over the last year which has been reflected in the 834 filming days compared to 567 filming days in 2018.

Film Officers have been keen to promote the borough's assets as much as possible and have been taking new location photos of different areas to promote to the film industry. This has included discussions with various people about the use of Brockwell Hall and updated photos of Lambeth Town Hall. The photos of Lambeth Town Hall have been particularly successful with several large productions showing interest and arranging recces before COVID-19 hit.

Senior film officers have now met all the main stakeholders and departments across the Council on various occasions to discuss service level agreements. Resulting from this the understanding between the film office and council staff has shown an improved working relationship.

The discussions with the Lambeth parking department was especially helpful with an agreement to implement a new parking system in which our film office will process parking directly with Lambeth's parking department. We are expecting to see an improvement in the way that parking suspensions are processed due to this. Discussions around a Lambeth film parking permit are ongoing.

We have played host to a number of high-profile names throughout the year and facilitated vast news coverage of the Brexit proceedings at Albert Embankment.

We have hosted several stills campaigns for Vans (Ruskin Park), Nike (Upper Ground and Belvedere Road), Victoria Beckham (Brockwell Community Greenhouses) and Barclay's bank (Acre Lane).

We also facilitated two large scale commercials filming in residential property on Telford Avenue. The commercials were for home depot store Dunelm and kitchen appliance manufacturer Kenwood. This road is becoming increasingly popular with the commercials industry and as such we will be keeping a close eye on it to ensure it does not become a "hotspot".

Uber Eats based a large amount of their new campaign across the borough in various streets including Barnwell Road, Sudbourne Road and Hayter Road.

We accommodated two large scale unit bases at Clapham Common – one for Pennyworth and one for Roadkill.

We saw one of the final filming days for The One at Albert Embankment, facilitated new TV series Intergalactic (about two escaped female convicts) at Fire Nightclub on Parry Street and new TV series Kamikaze on Albert Embankment.

8.23 Major movies

Lambeth was the backdrop for some of the industry's biggest blockbuster movies such as: Bond 25 - No time to die. The production team used Roupell Street twice as well as Carlisle Street. Another major film was Cruella for Disney. The production filmed in Cornwall Road and a short sequence over Waterloo Bridge, in September 2019. Lambeth then floodlit the sky for Batman – Vengeance with the production being filmed in Temple Place. Other features such as Last Night in Soho and Louis Wain have also been filmed in Lambeth.

8.24 Returning filming

Killing Eve returned to Lambeth for its hit series 3 - though sadly one shoot in Roupell Road was cancelled, production did the shoot on Waterloo Bridge for series 3 and last year (series 2) was filmed in Vauxhall Street. Other popular TV dramas hosted in Lambeth are: Giri Haji, Gangs of London, Breeders, Treadstone, The Split, Lethal White (Strike), Hannah and Small Axe.

8.25 Popular locations

- Brockwell Park and Clapham Common are always popular, as they provide excellent backdrops for many film shoots.
- Macauley Road has seen many houses used for popular filming locations.
- Albert Embankment is probably the most popular location in the borough, though generally it is used by news and current affairs programmes, for the view over the river.
- Lower Marsh is popular, as it is a shopping street without much traffic.
- Brixton - Atlantic Road and Electric Avenue, in and around the market area has been a popular filming location for television and news production.
- Mursell Estate – Stockwell has been used as a backdrop for some great British television.
- Roupell Road and surrounding streets are a popular location for films, dramas and commercials.

8.26 Social value

Our film office "Set Ready Training" programme development phase has been completed in conjunction with our primary Lambeth community partner Creative Sparkworks. Key milestones have been reached, which have included receiving AQA accreditation for the unit of training, content finalised, dates locked, and venues and trainers booked. The stand out achievement in Quarter 4 is working in partnership with leading industry players: BECTU, who have provided both trainer resources and a venue for free and ScreenSkills, (the Industry-led skills body for the screen industries) who have committed to seed-fund the pilot for residents. Dates were initially confirmed for the latter end of March and early April but because of Coronavirus this has been postponed. The funding remains ring fenced for future programmed dates.

Our film office has been mentoring with individual, entry level talent, offering mentoring support with career ladder progression. This includes CV coaching, signposting individuals to networking events and masterclasses and shaping specific professional development routes across genres, departments and sectors.

Earlier in the year in conjunction with the Industry New Entrant Group and the BFI, Creative Industries Union BECTU hosted a networking event "Big Marshall Mixer" on the Southbank for entry level talent. We invited a group of Lambeth aspiring new entrants from our network who met industry professionals to share experiences and cement new contacts for possible work opportunities on future film productions.

We are working alongside some of Lambeth's universities and further education institutions to introduce "Set Ready Training" as part of their employability curriculum across existing Film Studies Undergraduate programmes. The film office is part of a strategic working party group that includes key representatives from London's Academic Forum and Film Industry professional bodies, that is helping to shape course programmes that support sustainable career pathways for students into Screen Industries.

More news features for Lambeth Film Office:

- Marshalls get together sponsored by BECTU and BFI
<https://lambethfilmoffice.co.uk/single-post/?id=5794>
- Work experience on a Mini commercial
<https://lambethfilmoffice.co.uk/single-post/?id=5175>
- Work placements on Crimes of Grindlewald, and Phantom Thread
<https://lambethfilmoffice.co.uk/single-post/?id=4273>
- Our role is to create work experience and networking opportunities - we partner with training providers listed below:
[Fully focussed](#), [Creative Sparkworks](#), [Soapbox](#), [Iconic Steps](#), [Diva Apprenticeships](#), [A New Direction](#), [Spiral](#), [Signature Pictures](#)

9 Our Stakeholders

9.1 Ward Councillors

Councillors are elected by residents to represent a local area or ward. Lambeth has 63 elected Councillors. They represent people in 21 wards within the borough, with three Councillors for each ward. As part of the events policy we engage with councillors on event and filming applications to seek advice and guidance on local issues, whilst making sure our residents' questions and concerns are raised with our officers, event organisers and film makers.

9.2 Youth Council

The Lambeth Youth Council form the advocate voice for young people in Lambeth. They make this happen by being directly involved in decision making, running projects, setting up events and create campaigns about issues that young people care about. As a Youth Council they are dedicated to representing the voice of all young people in the borough.

Under our new events policy we have made changes to include the Youth Council as one of our key stakeholders for engagement on events alongside Ward Councillors and Community Groups. We believe this provides a fuller and broader demographic approach to our engagement. We want our young people to get involved around specific opportunities that impact them and their future lives, so that we can ensure we are not making assumptions around the youth demographic welcoming what we programme and deliver.

9.3 Business Improvement Districts and Business Forums

Business owned and business led, the Business Improvement Districts (BID) focus on improving the trading environment for businesses through improved promotion, safer streets and initiatives and incentives to improve business-to-business opportunities and strengthen resilience. Funded by a levy on local businesses, they give businesses a powerful role in the development of their area. We value their expertise and work co-operatively with them to achieve a fair balance of events across all Lambeth's town centres and public highways. We also support and work with the BIDs to encourage safe and sustainable BID organised events. There are seven BIDs in Lambeth covering these areas: Brixton, Clapham, Southbank, Streatham, Vauxhall, Waterloo and West Norwood with Tulse Hill.

9.4 Management Advisory Committees

In Lambeth our Management Advisory Committees (MAC) has an official advisory role and operates as a partnership between friends groups, the council and other relevant stakeholders (e.g. sports clubs, event organisers, contractors), mainly for large open spaces where there is a need to ensure as many interest groups as possible are involved to maximise representation and equality of opportunity. A MAC makes recommendations for the support and upkeep of that open space, through sharing information and promoting good practice. They also make representations to external bodies regarding local concerns and issues so that a general consensus of all groups is represented.

9.5 Friends Groups

Lambeth Friends groups are made up of local people who work together to protect and improve the appearance, facilities, conservation, value and safety of their local park or open space, and to raise its profile and sustain interest in its use. Many of our groups are also part of the Lambeth Parks Forum which works with Friends of Parks groups and Lambeth Council to protect, enhance, and promote the safe enjoyment of parks and green spaces. We value their expertise and work co-operatively with them to achieve a fair balance of events across all Lambeth's green spaces. We also support and waive application and site hire fees for events produced by park friends' groups.

10 Strategic Priorities

10.1 Lambeth Events Strategy 2016-2020

The Events Strategy for 2016-2020 was based on a core set of five principles. Here below we have outlined them, along with the key objectives and the activities we have achieved to date:

Five Principles	The Objectives	Our Activities to date
Enabling the community to lead and own community events	<ul style="list-style-type: none"> • Streamlining the process for holding events • Provide access to event management support and training • Surplus income would be ringfenced to support strategic aims such as funding for community groups • Agreed working practices • Governance arrangements agreed • Greater community involvement • the development and delivery of enabling tools for local communities and individuals to run and manage their own events 	<ul style="list-style-type: none"> • Online event application called EventApp streamlines the process • Events Team redefine its processes to reduce bureaucracy • Dedicated Event Officers are available to provide support • Online and offline advice and support for organisers to access • Social media pages promote information and events • Community Events Funding provided • Major Events support funding pots • Lambeth Bandstand entertainment was funded every year • Work experience and training offered at major events
Delivering an excellent Country Show	<ul style="list-style-type: none"> • Ensure the event is well run and safe event, with free of charge access 	<ul style="list-style-type: none"> • Review of Health & Safety • Review of Crowd Dynamics • Increased infrastructure, security and safe provisions as per recommendations • Site layout reviewed for safety • Increased income to help offset show costs • Delivery of Sponsorship, Advertising and Partnership packages • Focus on sustainability • Focus on greener practices

		<ul style="list-style-type: none"> • Attitude is Everything Charter of Best Practice – Bronze Award • Attitude is Everything Access Starts Online Verified • Julie's Bicycle Creative Industry Green Certification - 3 stars awarded • A Greener Festival 2019 – Improvers Achievement
Developing and coordinating a high-quality set of events across the borough based around 5 main zones (Streatham, North Lambeth, Clapham, Brixton and Norwood)	<ul style="list-style-type: none"> • Events were in 5 zones • No more than 8 major commercial event days in each zone area • Aligning events to inward investment, job creation, a strong local economy and wellbeing • Addressing noise levels • Licence the parks for events 	<ul style="list-style-type: none"> • Greater income generated • New Parks Investment Levy invested more money into parks and open spaces • Benefits part of the contract negotiations • Social Value part of the contract negotiations • New Lambeth Events Policy replaces the Events Guide • Green Events Guide produced • Officers promoted other locations for events & filming • Major events increased but did not go beyond the 8 major days in each zone • Cultural programme of events was diverse and catered for all • Events were made more accessible • Noise guidance was reviewed and updated • Licences will be reviewed in 2020
Diversifying the service to be more economically effective	<ul style="list-style-type: none"> • Charging framework review • Income Investment into Parks and Open Spaces • Review the film service • Corporate & Indoor events • Conference Services • Sponsorship & Advertising • Trading Services • Training in Events • procurement for advertising contracts • development of sponsorship contracts • potentially additional capacity to support diversification opportunities 	<ul style="list-style-type: none"> • Fees & Charges were increased • Environmental Impact Fee was changed to Parks Investment Levy and set at a percentage of income • Filming contract was renewed in 2018 • Venues Service was created called VenueLambeth to focus on indoor event hire for Council buildings • VenueLambeth will offers Conference Packages • Sponsorship Policy was created and promoted • Advertising Guidance was created and promoted • Event Productions was created to offer event management services • Training Courses was developed for the community
A focus on showcasing the borough and driving visitors and tourists across the borough	<ul style="list-style-type: none"> • Promote the borough to business & leisure tourists • Greater presence on the Southbank 	<ul style="list-style-type: none"> • Working with South Bank Employers Group, GLA and Visit London to promote cultural events

		<ul style="list-style-type: none"> • Access to Essex Baggage office at Waterloo Station for Lambeth promotions • Development of a Lambeth Tourist Board for GoLambeth to be confirmed
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11 Highlights from 2019/20

New Major Events Contract

In 2019 the London Borough of Lambeth issued a tender for the delivery of a series of summer events on Clapham Common to reduce the number of events requiring individual build and break periods and the time the event site was out of action while maximising the income that could be generated from that site. The tender was for a maximum of 4 Large (up to 19,999) 6 Major (over 20,000) event days.

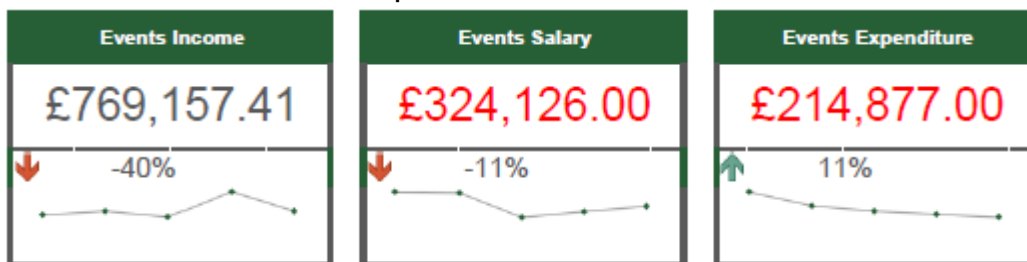
In addition to paying a commercial hire fee and PIL it was a requirement of the tender that the production company included specific additional community benefits. Following a full tender process, the contract was awarded to Festival Republic <http://moderngov.lambeth.gov.uk/ieDecisionDetails.aspx?ID=4423> This was due to the following reasons, Social Value, Experience in Delivering outdoors events, Scope of Events, Sustainability.

New infrastructure in parks

The Clapham Common reconditioning project commenced in 2019/2020 with the decompaction of the events site and the resetting and reseeding of the vehicle trackpad. The remainder of the project will be completed in 2020/2021.

12 Financial Overview for 2019/20

12.1 Events Income & Expenditure



Metric	Reporting Year 2019/20	Previous Year 2018/19	% Change	5 Year Trend
Events Income	£769,157.41	£1,284,845.52	↓ -40%	
Events Salary	£324,126.00	£364,000.00	↓ -11%	
Events Expenditure	£214,877.00	£194,093.00	↑ 11%	

The decrease in income for 2019-20 from 2018-19 was due to some key events not taking place (Winterville and Fireworks), the reduction in size and number of days for others and the incipient impacts of COVID-19 in the last quarter of the year when we start to have more marketing/promotional, sporting and funfair events. Due to COVID-19 it is a trend that we will, unfortunately see continue. This is a change to the 5-year trend which has shown a year on year increase in events income, despite the number of events decreasing. This is due to looking at the way events were being charged making sure that commercial events were charged as such and bringing in events which paid higher fees than pre-existing ones.

The expenditure increase is linked to the Clapham Common Reconditioning Project as despite the contract being delayed preparatory works were undertaken in early 2020. There was also a planning requirement for a full transport assessment report to be done at a major event on Clapham Common which was a one of cost in 2019-20. Staffing costs decreased as the overtime bill was reduced due to events not taking place and others not needing the same level of monitoring or on call as they had previously.

Location	Income by Location	% of Events Income
Clapham Common	£381,157.75	49.6%
Brockwell Park	£186,022.22	24.2%
Streatham Common	£63,841.80	8.3%
Archbishop's Park	£53,054.00	6.9%
Kennington Park	£39,706.50	5.2%
Ruskin Park	£18,037.14	2.3%
Windrush Square	£16,300.00	2.1%
Vauxhall Pleasure Gardens	£3,668.40	0.5%
Street Events	£2,403.60	0.3%
Emma Cons Gardens	£1,970.00	0.3%
St Luke's West Norwood	£1,350.00	0.2%
Milkwood Community Park	£372.00	0.0%
Streatham Green	£278.50	0.0%
Slade Gardens	£212.00	0.0%
Old Paradise Gardens	£211.00	0.0%
Max Roach	£178.50	0.0%
Cleaver Square	£167.00	0.0%
Tivoli Park	£120.00	0.0%
Ufford Street Gardens	£107.00	0.0%
TOTAL	£769,157.41	100.0%

12.2 Parks Investment Levy (PIL) and funding

The Parks Investment Levy is a fee that is charged to the event organisers and then the income is ring-fenced and invested back into the park, open space or if a street-based event to the local business improvement district. We have listed where we generated income from the Parks Investment Levy, how much generated and what it

was spent on in consultation with the local Friends Group or MAC. 20% goes into a generic pot, intended for parks which don't benefit from events income. Expenditure includes sums carried over from previous years.

Location	PIL Total 2019/2020	PIL Spent	PIL Expenditure Detail	PIL Remaining for Allocation
Archbishop's Park	£12,960	£17,513	£2,592 (Generic pot) £2,000 (Play equipment) £2,080.85 (Play equipment) £10,000 (Elam Street - creation of new garden and decking) £198 (Weed matting and pegs for new hedge) £642.50 (Hedge plants for new hedge)	-£4,553
Brockwell Park	£20,216	£26,188	£4,043 (Generic pot) £58 (Supply of plants to fill Horse Trough near Norwood Lodge) £59.85 (PIT materials to install gate at BP gardens) £4,500 (Granite Sett Installation to cover area approx. 30m ² near Herne Hill Entrance) £3,998 (Drinking fountains) £1,776 (Plants, match funding for grant) £4,790 (Concrete posts along fence line at Brockwell Park Garden) £4,894 (Installation of composting bay, fence line improvements, hedge planting and in filling) £2,068.90 (Signage required as point of reference for enforcement)	-£5,972
Clapham Common	£60,258	£101,645	£12,071 (Generic pot) £12,999.25 (Replacement play equipment parts) £430 (Replacement play equipment parts) £5,339 (Refurbishment of Clapham Common Bandstand - project management fees) £29,759 (Refurbishment of Clapham Common Bandstand) £35 (USB download cable) £2,628.75 (Replacement heritage bench and replacement wooden bench slats) £14,396 (Replacement gym equipment) £3,750 (Hiring of heavy horses from Operation Centaur to prepare and seed areas of Clapham Common) £4,947.25 (Restore boundary security along Windmill Drive) £11,787.74 (Repair the pathway at Clapham Common) £140 (Supply 2 x Professional Dog Walker Banner) £1,914.50 (Supply of 7 litter bins) £1,448 (Increase the depth of the surfacing on the path from original levels, to reduce the ponding)	-£41,387

Cleaver Square	£67	£184	£184 (To jet through all lines and wash out services to 4 x rainwater gullies)	-£117
Emma Cons Gardens	£712	£0	Unspent	£712
Kennington Park	£7,780	£12,338	£1,538 (Generic pot) £63 (Wildflower seed) £1,372 (Supply of plants) £1,898 (Supply of tools) £2,672 (Set of 8 display boards) £2,500 (Research, develop concept, design and text, images and content reflecting the social history) £198 (Weed matting and pegs for new hedge at Archbishop's Park) £1,475 (Wildflowers for Kennington Park) £622 (Volunteer tools)	-£4,558
Max Roach Park	£25	£25	£25 (Generic pot)	£0
Milkwood Community Park	£10	£10	£10 (Generic pot)	£0
Old Paradise Gardens	£70	£555	£554.65 (Machine hire, seed mix and sundries)	-£485
Ruskin Park	£1,280	£4,383	£1,999 (Replacement drinking fountain) £888 (Asgard Flexistore 1522 steel shed) £1,185 (Sleepers for construction of plant bed edging) £311 (Drill set for work with volunteer teams)	-£3,103
Slade Gardens	£35	£35	£35 (Generic pot)	£0
St Luke's West Norwood	£450	£988	£988 (Plant refresh)	-£538
St Mark's Kennington	£3,800	£3,320	£2,825 (Elam Creation of new garden and decking) £495 (Top up path at Rush Common)	£480
Streatham Common	£7,860	£9,919	£1,572 (Generic pot) £480 (Installation of bollard in car park) £738 (Jet and CCTV by paddling pool at junction with SC North) £3,767 (Fencing works 2 x gallow gates, paddling pool entrance gate, 8 x timber bollards) £418 (Streatham Common Café break out and replace defective surfacing at entrance) £502 (Plastic slats to refurbish benches) £1,331 (6 new signs, 4 A boards and artwork) £1,111 (Post and rail opposite builders merchant)	-£2,059
Streatham Green	£130	£155	£155 (240no large flowering mixed crocus in the green, 1no 5-species spring planting collection, 50no oxeye daisy plugs)	-£25
Tivoli Park	£20	£20	£20 (Generic pot)	£0

Ufford Street Recreation Ground	£5	£5	£5 (Generic pot)	£0
Vauxhall Pleasure Gardens	£660	£0	Unspent	£660
Windrush Square	£2,205	£2,590	£2,590 (Undertake a manual clean of the stone plinth of the Tate statue)	-£385
Generic Pot		£20,207	£463.98 (Parts for play equipment) £2,146.79 (Supply parts for to carry out repairs to play equipment within Lambeth) £518.34 (Supply parts for Play equipment to carry out repairs to equipment in archbishops park) £266 (Cleaver Square - To jet through all lines and wash out services to 4 x rain water gully's) £308 (Elam Street planting, tools and removal of the boardwalk) £1,999 (Replacement drinking fountain) £4,998 (21 x 112Ltr Galvanised Steel litter bin) £1,027.50 (Supply tools) £1,393.34 (Supply tools for newly appointed north area PIT team) £2,164.76 (Tools to set up the newly appointed North area PIT) £372.35 (Remove existing and supply and install new sleeper steps, Hillside Gardens) £3,692 (Elam St Creation of new garden and decking) £495 (Supply and delivery of 3 bulk bags of Redgra at Rush Common) £361.90 (Signage and stencils for Larkhall Park)	-£20,207
Total	£118,543	£200,080		-£81,537

In addition to the Parks Investment Levy we also created and funded our Lambeth Community Events Funding Pot and Event Management Training programme for our residents and community groups. We ring-fenced £24,000 for our Community Events Fund and £4,128.80 for our Community Event training. A total of £28,128.80 spent from our generated commercial income.

We also maintained the grant funding of £5,000 each made to the Clapham Common, Ruskin Park and Myatt's Fields Park Bandstands for a series of free to access summer concerts. This was a 100% increase on the amount granted in 2018/19 (£2,500). The grants also come from our commercial events income and the concert programmes were delivered by the Clapham Common Management Advisory Committee, Friends of Ruskin Park and Myatt's Fields Park Project.

12.3 Venues Income & Expenditure

Metric	Reporting Year 2019/20	Previous Year 2018/19	% Change	5 Year Trend
Venues Room Hire Sales	£87,349.00	£71,199.00	↑ 23%	
Venues Product Hire Sales	£0.00	£0.00		
Venues Cost of Sales	£0.00	£0.00		
Venues Expenditure	£0.00	£0.00		
Venues Overheads	£0.00	£0.00		
Venues Salary	£81,633.00	£11,499.29	↑ 610%	
Venues Reinvestment	£0.00	£0.00		

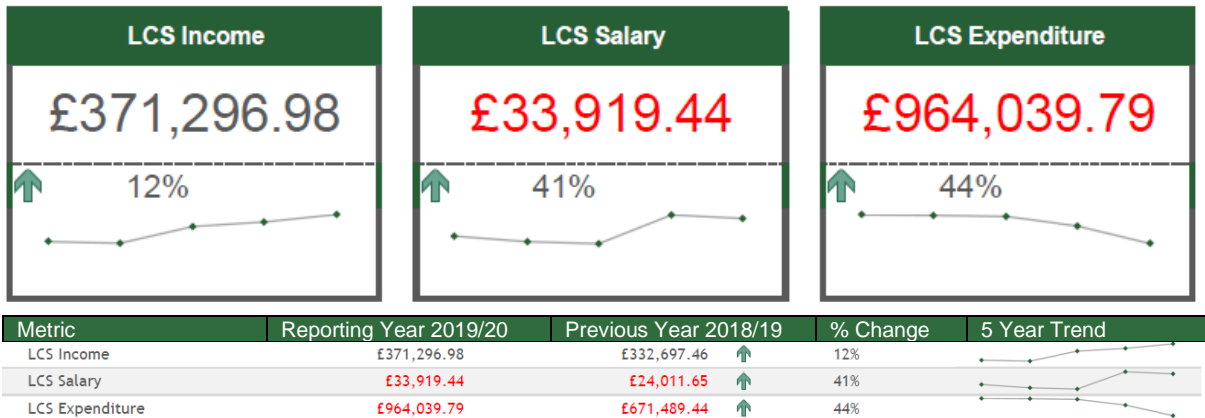
The Venues income and expenditure has been positive for the first year in operation with staffing resources to oversee operational management, occupancy, and sales of the event spaces. Salary covered two staff members in 2019 as opposed to only having one person in post for part of the financial year in 2018. The forecast sales and potential business is set to increase revenue due to a well-developed business marketing plan. However, COVID-19 has already made a significant impact for the early part of the year. The necessary plans are in place now to restart the service and recovery of cancelled or postponed venue bookings.

12.4 Filming Income & Expenditure

Metric	Reporting Year 2019/20	Previous Year 2018/19	% Change	5 Year Trend
Film Location Sales	£457,831.90	£403,075.33	↑ 14%	
Film Net Income	£0.00	£0.00		
Film Expenditure	£0.00	£0.00		
Council Departments income	£206,778.00	£168,549.83	↑ 23%	
3rd Party Payments	£57,879.40	£77,747.00	↓ -26%	
Film Office Costs	£0.00	£0.00		
Film Office Share	£67,521.07	£54,872.47	↑ 23%	
Events & Filming Surplus	£125,653.43	£101,906.03	↑ 23%	

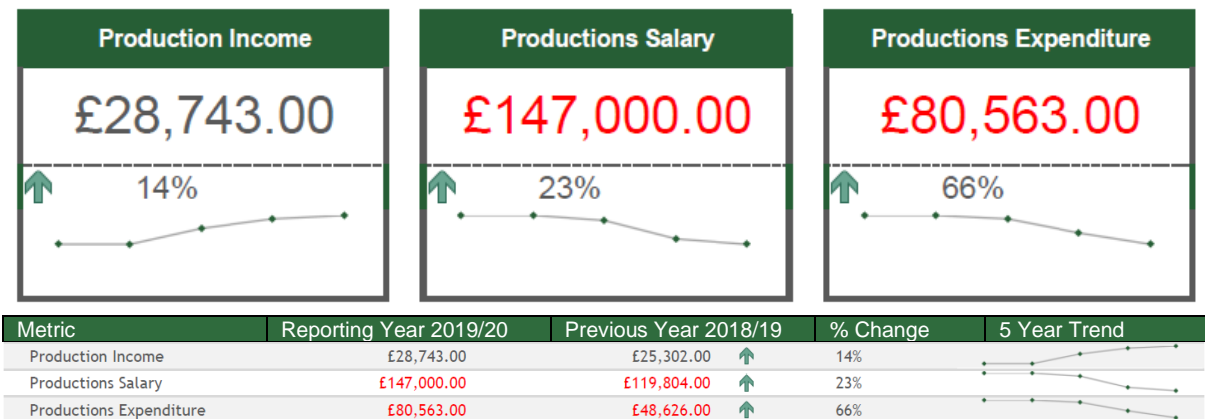
The film service sales only slightly increased by 14% up from the previous year as this was due to reduced access to large and major filming unit bases in Clapham Common. These are essential open spaces that also act as a unit base location for large scale filming within the local area. If we are unable to locate the unit bases, then this also has a detrimental impact on any film shoots within the surrounding streets and neighbourhoods. The Council's income from filming and the share of income for the film office all went up by 23%. Most of the income was from smaller and medium sized filming. The income collected from film production donations to Tenant & Resident Associations and community groups went down by 26% due to bigger film productions in 2018 providing greater donations to residents.

12.5 Country Show budget Income & Expenditure



The cost to produce and delivery the Lambeth Country Show in 2019 increased by 44% due to the health & safety recommendations, crowd control assessments in previous years and statutory requirements to ensure the show was safe and sustainable. This meant the costs of site production, infrastructure and additional stewards and security had to be improved, which increased the cost to the Council. The increase in income by 12% was due to a small 3% increase in trader and exhibitor charges, increase in advertising and partnership commercial revenue and a better negotiated contract for the bar provider.

12.6 Event Productions Income & Expenditure



The Productions income increased slightly due to extra events the team were commissioned to produce, such as the European Parliamentary elections, General Election and Windrush related events. The expenditure costs relate to budgets allocated for commissioned internal Council events.